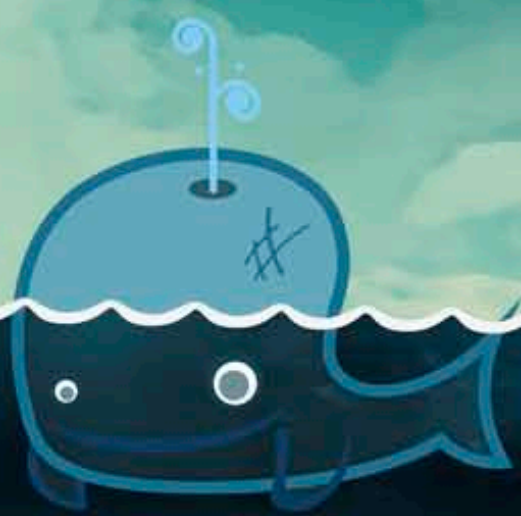


whale 'r' u

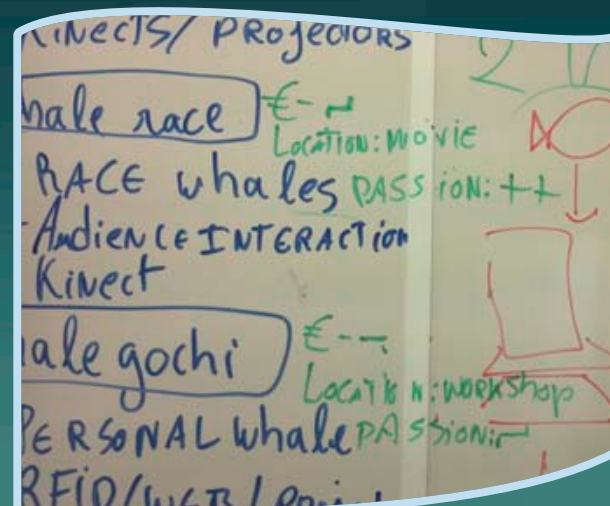


newsletter 02

WELCOME TO THE SECOND WHALE 'R' U PROJECT NEWSLETTER. THIS WEEK THE FOCUS WAS ON RESEARCH AND PROJECT'S BRAND DESIGN AND COMMUNICATION.

RESEARCH

The ideas are flying high (or should we say "diving deep"?) to explore and go beyond the limit. We had several team meetings as part of our brainstorming process and from the ideas we gathered we then looked on how they can be beneficial for both the team and the client. The game designer has started drawing out some sketches to Display the high level design of each experience or display the basic design of each experience. The programmer took into consideration of different platform and technology to explore the possibilities of the collaboration with arts In order to give the team a better sense on how to merge technology with artistic expression. We also looked at other museums and public media arts that are going on in the world to see what's been done that can inspire us.



▣ Ideas flowing

BRAND DESIGN

Our logo is finished and out to be public! With the team name, "Whale 'r' u," fun and funky elements are translated directly into our logo. There is a cute uneven eyed whale, which almost looks like it is winking, with half of its body underwater and the other outside the water. This was inspired by the fact that whales are always underwater and all people see is their water puffing. With this logo, our team is trying to take this project with sense of humor and commitment at the same time.



▣ Logo design

COMMUNICATION

"Whale 'r' u" is a second project of the MET program in MiTI, and the team members are the same from last semester. Hence the members have experiences with working with one another. This can be both good and bad because members know about each other relatively well and it's good enough to know the good and bad about each individual. This week we had a meeting in which all of the members talked about the last project and what we want to keep and what we don't want to keep in this project. All of us agreed to take this semester as seriously as the last one, but this time, with improvements on more communication and support of each other.

All of us are very excited about this project, and most of all, our advisor and the last member of the team, Shibli, arrived in Madeira. So we will be much more charged up with positive and powerful energy to move this project forward.

NEXT WEEK

We plan to have narrowed down ideas with tech demo by the end of the week. Also Monchu and Sergi will have an important meeting with the client at the Whale Museum and then we will be able to really dig deeper into the idea and technology development.



▣ whaling model

ANTÓNIO GOMES | ASHLYN SPARROW | MÁRIO DINIS | MONIQUE PARK | PEDRO CANDELÁRIA | SHIBLI MANSURI
ADVISORS: MONCHU CHEN | SERGI BERMUDEZ