

whale 'r' u

newsletter 07

IN THIS EDITION, WE CONTINUED TO DESIGN DIFFERENT EXPERIENCES FOR CODE LITTER AND BEGAN NARROWING THESE CONCEPTS FOR THE FINAL PROPOSAL.

DESIGNING THE EXPERIENCE, PART 2

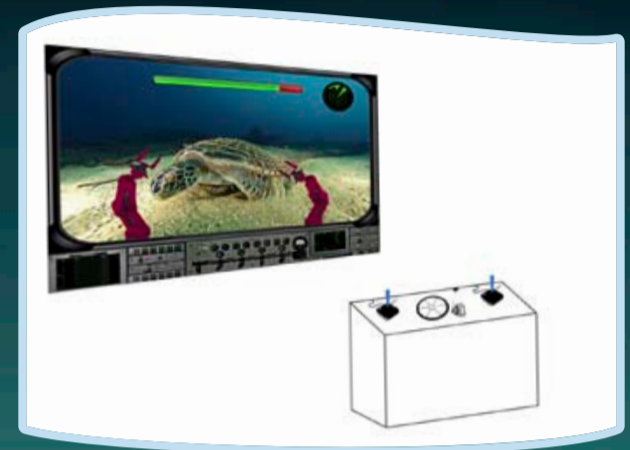
At the beginning of the week, we brought one concept to advisors meeting to discuss its pros and cons. After this point, and considering the ground guidelines for the experience set last week, we further brainstormed and created various concepts considering a wide span of approaches.

As we analyzed each proposal, we found common key elements to build upon leading us to two final concepts. These concepts will be presented to the client, which will be the deciding factor on what to develop for the rest of the semester:

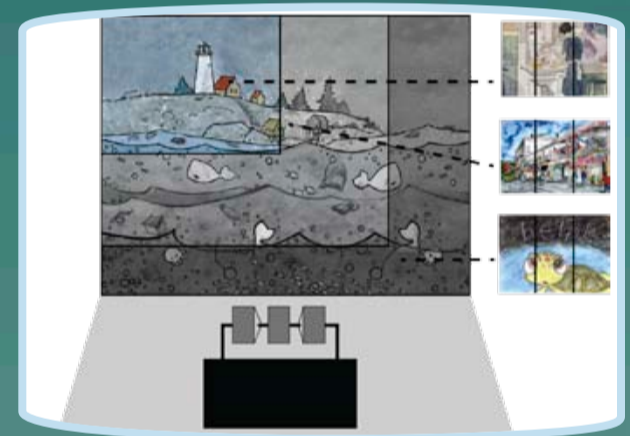
“Depth” is a fun free roaming underwater experience that allows up to three guests to act as an underwater cleaning team. Using a wheel, guests will control a submarine to clean and explore the ocean floor. Litter is picked up using the two joysticks, which control the left and right arm of the submarine. Sea creatures occasionally get caught in the litter, requiring guests to work together to remove the trash and free the animal.

“Change” is an experience that allows guests to change negative actions displayed on screen to positive ones and see their effects throughout the marine ecosystem. In the beginning, a gray picture is shown of a house, landfill, ocean and trash. The game starts by zooming into the home. Using the kiosk, the guests must rotate each triangle, which will rotate a section of the screen. Guests must look at what is wrong in each panel and change it to a better image. For instance, in the home a person is seen cooking. In the three panels, we see bottles, a trashcan and a refrigerator. The guest must rotate the triangles until they see the bottle become a biodegradable bottle, the trashcan become a recycling bin and the refrigerator become energy efficient. After the change, the game zooms out and shows color around the home.

Once guests figure out the problems in each section and make the required changes the picture becomes colorful.



■ Depth – concept



■ Change – concept



■ Whale Museum

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