PITCH DECK

2021

CTD DESIGN STUDIO

BY

AUSTIN APPLETON
NOLAN VETTE R
FIDAN ZEYNALOVA

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THE TEAM

AUSTIN APPLETON

Austin is an Immersive Experience Designer in the Creative Technology and Design program at the University of Colorado Boulder. He has a BA in Environmental Design and focuses on creating Nature inspired Installation artwork and exhibit Design using emergent parametric programming. He currently works at a Hybrid Reality art company working with physically based artwork that activates animations in AR.

NOLAN VETTER

Nolan is a Software Engineer earning a MS in Creative Technoly & Design at the University of Colorado Boulder with a primary focus in Virtual & Augmented Reality. With a background in graphic design and animation, Nolan's skills have developed into a collaboration between coding languages such as HTML, CSS, and Python with a proficiency in creative software such as Adobe Creative Suite, Autodesk Maya, and Unity. Nolan's passions align with creating immersive experiences through the powers of motion.
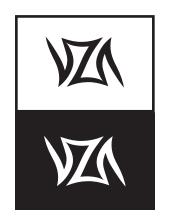
FIDAN ZEYNALOVA

Fidan is a Digital Designer/Graduate student at the University of Colorado Boulder with a focus in UX/UI Design field. She earned her BFA in Graphic Design at the University of Florida, as well as studied Multimedia Design at the American University of Sharjah. Her main skills and interests include: graphic design, illustration, branding/identity design, typography, photography, sculpting, web design, research, HCI, psychology and etc.

RESPONSIBILITIES

AUSTIN APPLETON	**NOLAN** VETTER	**FIDAN** ZEYNALOVA
Our Visualization and Fabrication specialist will be Austin. He uses Rhino, Grasshopper, and Vray primarily. He will lead the modeling and materiality for the Installation, including the physical building and prototyping.	Our LED programming tech is Nolan. By using Arduino for LED programming Nolan will be managing the connectivity between the user and the interactive application to bring the display to life.	Our visual designer is Fidan. She will tackle all of the visual identity by collaborating of all the teammates for our project, including branding, documentation, as well as will assist the teammates with production process throughout the project.

BRANDING

MAIN LOGO

B/W LOGO

We decided to name our group **VZA**, which combines the initials of our last names. Further, the symmetrical aesthetic of each letter was the reason why we wanted to create a word mark.

Our whole concept stemmed from a historic religion, by the name **Zoroastrianism,** where people pray/mediate with natural fire in order to find relaxation and self care. Zoroastrianism was the original religious belief in Azerbaijan, where Fidan was born. Therefore, we all wanted to integrate this spiritual phenomenon into our project to give it a personal touch.

MAIN COLORS

#dc1f26   #f47820   #fed402

SECONDARY COLORS

#000000   #ffffff

OUR FONTS

HERO NEW - SUPER

HERO NEW - SUPER ITALIC

HERO NEW - BOLD
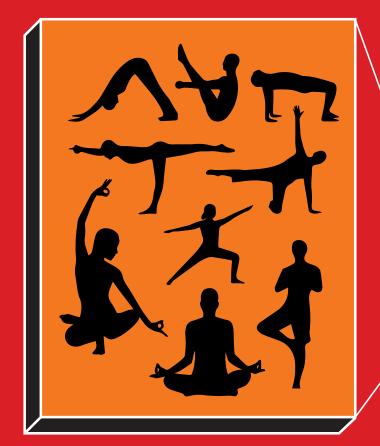
HERO NEW - BOLD

HERO NEW - REGULAR

HERO NEW - REGULAR ITALIC

HERO NEW - THIN

HERO NEW - THIN ITALIC

FENWICK - OUTLINE

For this project, all 3 of us wanted to collaborate on creating a safe physical experience for people who are affected from the side effects of our current challenging times. Meaning, we are trying to build an interactive station where people could escape their reality and play a game to accomplish the end goal, which would be self care and positive influences on mental health as well.

By building a layered stand in the shape of a detailed flame, we wanted to add 7 levels to our challenging meditation game. Each level would be represented by the each layer of our flame station, separated by 7 different colors of LED lights. This station would require each user to accomplish 7 certain yoga/meditation positions that would be responsive with the lights. This would mean that every time the user try to imitate a certain silhouette of a stance and would trigger LED layers one by one with the goal of Lighting all of the levels at the end.

By challenging themselves into beneficial physical poses, players would earn the satisfaction of accomplishing a meditation cycle with visually satisfying process of lighting up all of the levels. This whole experience also could be performed in a collaborative environment with multiple stations, increasing the challenge in between peers.

These are some inspiration images for our concept.

LINKS FOR INITIAL RESEARCH

https://photonicbliss.com/pages/about-us

https://choosemuse.com/muse-2/

https://www.genxmindfulness.com/yoga-poses-for-balance/

https://lightninginabottle.org/dear-lib-community/

https://www.shape.com/fitness/workouts/14-yoga-poses-revamp-your-vinyasa-routine
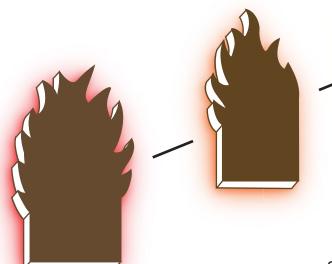
https://rockymountainmindandbody.com/ketamine-infusion-clinic/

https://yogainternational.com/article/view/3-innovative-ways-to-improve-your-balance-with-yoga
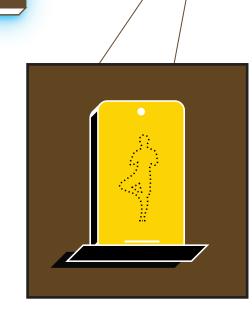
https://www.dimensions.com/types/balance-yoga-poses

STATION DESIGN 1

We decided to sketch some ideas for our station design. This design contains 7 boards stacked up on top of one another with LED Lighting reflecting through the sides.

Each section would be activated once the player can manage to mimic the shape on the phone that detects the outline of the silhouette.

FULL STACKED MODEL

QR ACCESS

To enable the interaction between a player and this station, we thought that using a QR code would be an easy access to the instructions and game itself with each player's phone devices. This way they could connect to the station through their phones and start the game.

This station would also help to hold the device and enable the camera to have a precise position to allow the player interact with the physical detection. This way users could enjoy the experience without having to hold anything and see the goals of the game wile also enjoying the sequential light motion.

This specific solution for our interaction design would give us a less costly outcome and accessible by almost anyone who uses a smartphone.
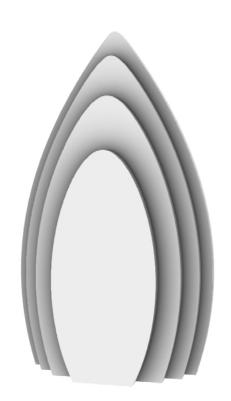
STATION DESIGN 2

SIDE VIEW

FRONT VIEW

We also wanted to add a very minimalistic modern design to our sketches to add diversity to our design choices.

EASY TO FABRICATE ON 4 4'X8' SHEETS OF PLYWOOD

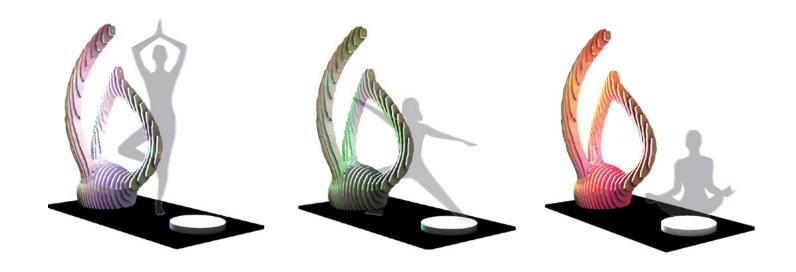For another options, we also wanted to prototype a modern and an organic shape, almost mimicking the human body as well.
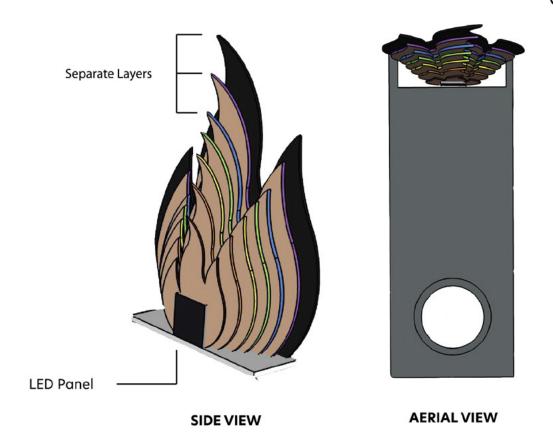
Once all the levels are complete, then the audience may meditate with the final light combination, a gentley flickering flame.

In combination of the stacked prototype and the oragnic shape of an open flame, LEDs would illuminate a each single layer to represent the users progress during the session.

In addition, a potential LED panel would be installed at the forefront of the display. The display would house ranges of positions, games, and encouraging messages to create a phone free option.

Separate Layers

LED Panel

SIDE VIEW

AERIAL VIEW

HARDWARE PLAN P1

		These are all the initial research on what hardware and budget we would use for our project.			
Hardware	**Cost per Unit**	**Units**	**Total Cost**	**Buy link**	**Notes**
Yoga Mat	$5	1	$5	Link	
Flexiforce Sensor	$38.40	4 per pack	$38.40	Link	Sensor ideal for OEM integration
FlexiForce Quick-start Board	$159.20	1	$159.20	Link	Physical Board to insert into prototype
9V Battery	$4.75	1	$4.75		
Wood 4'x8'	$17.77	4	$71.08	Link	For building framework
LED Strips	$28.83	2 or 3	$58-$86	Link	
Fluke 115 Field Technicians Digital Multimeter	$199.99		$199.99	Link	Feedback Display for how much pressure is being applied to sensor(s)

These are all the initial research on what hardware and budget we would use for our project.					
Multipurpose Foam	$5.97	2 or 3	$12-$18		Additional Padding
Jumper Cables	$7.65	1	$7.65	Link	
Hot glue gun	$11.99	1	$11.99		
Electrical tape	$4.42	1	$4.42		
ARDUINO UNO R3 [A000066]	$23.00	1	$23.00	Link	Board for programming LED lights
LDK Soldering Iron Kit	$9.99	1	$9.99	Link	
Arduino Software	Free		Free		Build Program for Lights
USB cable (A/B)	$1.99	1	$1.99	Link	Upload the program you have written on the computer to Arduino

These are all the initial research on what hardware and budget we would use for our project.					
DEYUE bread-board Set Prototype Board	$9.99	1	$9.99	Link	Mock board for testing light patterns
Elegoo 17 Values 1% Resistor Kit Assortment	$12.99	1	$12.99		Feedback Display for how much pressure is being applied to sensor(s)
Galvanized carriage bolt (¼", 2")	$2.50	50	$20	Link	Removable bolts for easy construction and deconstruction
Galvanized Washers	$8.73	50	$8.73	Link	
Clear coat	$15.98	1	$15.98	Link	
½" aluminum rod	$7.98	2	$15.96	Link	To mill into spacers

OUR WORK TIMELINE P1

Below is our goal schedule to accomplish by certain dates.	
Important Dates	*Goals/Tasks*
28th of January	Pitching this Deck
4th of February	Prototyping the Station/Finalizing the design
11th of February	3D Printing the design/Testing some environments
18th of February	Figuring out the materials that work with our project
25th of February	Starting to build the Physical Components
4th of March	Continuing the building process/App Design?

Below is our goal schedule to accomplish by certain dates.	
11th of March	Continuing the building process/App Design?
18th of March	User Testing Day
25th of March	Starting to document the project/Working on Video production
1st of April	Working on the Final Project Presentation
8th of April	Continuing on the Final Project Presentation
15th of April	Continuing on the Final Project Presentation
22nd of April	Final Presentation

THANK YOU!

FROM

AUSTIN APPLETON
NOLAN VETTER
FIDAN ZEYNALOVA