Benjamin Cohen

My idea for the final project is to do an interactive video essay about the responsibility that content creators have to society. I plan on using a combination of academic research and humorous pop culture references to make my case. It will likely borrow stylistically from Adam Connover. I will be claiming Fair Use of multiple copyrighted sources for academic, commentary, and parody purposes.

Technical Deployment

This project is designed to be deployed at conferences for content creators, such as Vidcon, as well as being adapted into a non-interactive video for YouTube (and sites like it) and as an HTML5 document for a webpage. The kiosk would use a new DIY arcade gaming cabinet that has been painted with a custom paint-scheme conveying that mirrored the aesthetic of the presentation, with a clean, modern look. Inside the console would be a Wintel box capable of running the most current version of Powerpoint. A modern control interface that connects to the computer would be used for navigation.

User Personas

1. Teenagers that form the core of attendees:
   1. The first consideration is making sure that the language used is not too difficult for younger people to understand.
   2. The second consideration is to make sure not to assume too much pre-existing knowledge.
2. Parents of core attendees:
   1. The first consideration is that parents are likely to be quite tired and likely to feel out of their depth. This means giving them some “adult” jokes a la Pixar.
   2. The second consideration is that parents are going to be sensitive to “adult” content”. This means making sure that the presentation is PG-13 at worst.
3. Featured content creators:
   1. The first consideration is visibility due to little time spent on the floor outside of signings and meet-and-greets. This means creating a second system that could be placed in the VIP area.
   2. The second consideration is getting and keeping engagement due to very limited time/attention availability. This means providing a brief, attention-grabbing introduction on the display before there is user interaction. Care must be taken to prevent this from becoming an annoyance.
4. Industry attendees:
   1. This group is likely to be very jaded and cynical about any attempt at persuasion. Emphasis that this is not an attempt to market something towards them must be made prominent through an explicit nod to its non-commercial nature, such as using CC/Copyleft symbology in the cabinet design.
   2. This is also a group that tends to be EXTREMELY culturally savvy (and a bit elitist as a result), so it’ll be important to include esoteric cultural allusions in the content that is likely to go over the heads of most other user personas (except for some of the featured content creators).

UI/UX Design

For this project, I wanted to keep things clean and simple. I also wanted an aesthetic that would fit with the arcade cabinet theme, so using a black background with colorful visual elements, much like a title screen for an arcade game, seemed like the best choice. It also has the double benefit of being high contrast and thus easy to see, including for those that are visually impaired. The colors are also such that color blindness will only make it slightly less intuitive rather than rendering it unusable. The high contrast is especially important for the arcade cabinet because, unlike with a PC, the user will not be able to access the accessibility settings to alter the screen to high contrast. It may be possible to create a macro that could toggle high contrast mode on and off using a button mapping on the control surface but it’s simpler if everyone gets the accessible version, plus it works thematically.

I aligned the navigation controls to the bottom corners so that they would stay out of the way of the content. I used red as a way to convey stopping, so red is involved with going backwards. I used green and yellow to convey moving forward. I would’ve just used green, but there wouldn’t have been enough visual contrast. I grouped the forward and back buttons together and kept the home button separate because they are different orders of magnitude and you don’t want the user to accidentally go back to the beginning. This is why I assigned a different control modality to them. I simply repeated the same navigation structure to keep things consistent and to avoid confusion.

Continued below…

Typography

I used a font I found online called Connection which has a nice pixelated look in keeping with the arcade cabinet theme. It has a license that includes free commercial use. Since it will be used on a specific system, compatibility won’t be an issue. I used the font at 24pt for most title text, except for the home card where I used 32 pt. I used the font at 60pt for the credits. For the navigation, I used font at 18pt, except for the “HOME” in the home button, which is 9pt. See color swatches for color usage.

Connection

**Connection**

Connection

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#$%&(\*+~}{^

Color swatch:

#4472c4 (for home nav)



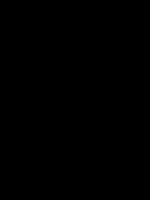
#7030a0 (for backward nav)



#57af4b (for forward nav)



#000000 (background)



#FFFF00 (for forward nav text)



#c55a11 (for title text)



#FFF (choice button text)



#ffc000 (for credit text)

