

<Graded Unit 2 brief>

Introduction

Public places in cities is prime place for a sculpture of some kind. More permanent sculptures are more likely to be rigid, such as a stone or bronze statue. But temporary sculptures have an opportunity to be more dynamic and can be more fragile as they do not have to last as long.

The urban cursor project is an example of an interactive sculpture which encouraged the users to move an oversized mouse cursor around and sit on it, the piece had a GPS chip which tracked the position and published the coordinates to a website. Users were also encouraged to upload images of them with the piece which was linked up with the location it was taken.

The SONY BRAVIA ad campaign used a very large Zoetrope in a public square in Italy. This project was about re-imagining the Zoetrope with new technology and illustrating the difference that more frames per second makes to a fluid animation and viewing experience. When a piece like this comes along people flock to see it working first hand and are amassed at the engineering behind the piece as well as the visually stunning structure, vivid colours and fluid animation.

On the other hand grand pieces of art like these detract from the places which they are placed, and cause people to miss out on other features in the space. Things such as small details on buildings, litter, graffiti and the vermin of the city are sometimes overlooked.

Task

You are required to create a proposal for a kinetic animated sculpture. The piece should reflect the transient nature and the different styles and time periods of the square.

Can you create an artwork which challenges the user to engage with an otherwise overlooked aspect of the square?

A website must also be created along with other media to publicise the piece.

Aims and objectives

Use pigeons as a visual device to demonstrate the St Enoch square is a multi layered environment. Challenging users to consider its other aspects.

The project should explore a wide range of live animation techniques and create a sculpture which will intrigue the viewer.

The style of the final piece should reflect the square and the many things which most people don't notice.

A 3d visualisation of the final piece.

A range of working prototypes which show that the proposed piece could in fact be created.

An uploaded web site that conforms to WC3 standards.

<Analysis of brief>

Analysing the brief

It has been established in the brief that the final piece should reflect the transient nature alongside the diversity of the square.

This is a kinetic sculpture project so by definition it must move with its self. In this case it will utilise a spinning feature, perhaps in several planes which represent everything which passes through.

As this piece will only exist digitally being a visualisation this will require experimenting with render materials and gathering of live action footage to composite together.

Creative objectives

These are the creative objectives for the project :

- The final piece should be achieved using a verity of media including film, photography, graphics, sound and animation.
- You should make something witch reflects the squares contrasts and highlights the things that most people do not notice.
- You should aim to demonstrate the physicality's and implications which come with the project through a series of physical prototypes.
- You should aim to make a visually stunning piece of kinetic sculpture
- It has been indicated that the piece should focus on the non-human inhabitants, i.e. buildings and animals.

- The target audience is everyone and anything, passers by.

These are the personal objectives :

Technical objectives

- To develop a greater understanding of the way moving image techniques has developed over the years.
- To improve knowledge of rendering and compositing techniques.
- These are the technical objectives :
- Insuring frame rates and rpm work together
- Finding ways of spinning things at a specific speed
- Create a realist looking 3d composite of the piece
- Health and safety, epilepsy due to the use of a strobe light (isolating the piece so that it would not cause any antecedents)
- This is a kinetic sculpture therefore it must move freely with its self.

Methodology

I will conduct several tech tests which will involve the use of online tutorials and the study of other peoples work. Testing different rates of strobe as well as rpm and fps. Work on an interesting layout for the piece and determine what part of the square it will inhabit.

The style of the piece must reflect the diversity of the squares themes. This will create a post modern piece merging old and now media and materials.

In order to make the 3d objects created on pc look believable several lighting and material test render will have to be carried out.

Project Requirements

This is a list of the project requirements:

- To create a suitable level of engagement for target audience
- Create a realistic 3d composite
- Fully illustrate how the piece would be made
- The project will require to conform to w3c standards

Resources

This is a list of resources needed for the project :

- Old gramophone / wheels / spinners / motors
- Plasterscene
- clay
- drawing equipment
- paper ink printer
- scanner
- Strobe light / lights housings / arduino
- mp4 player
- speaker
- records
- outdoor power supply / generator

Software :

- Photoshop / gimp
 - Blender
 - Illustrator
 - Flash
- Dreamweaver

Cost of Resources

Computers/laptop	£500.00
Software:	
Photoshop	£450.00
Illustrator	£450.00
Flash	£450.00
Premier pro	£450.00
Blender	£00.00
gimp	£00.00
Variable Strobe lights	£20.00
3D Prints	\$0.99 per cm3 x volume ? £1000
Turn tables	£30 x ?
Sketch books	£10.00
Paper	£20.00
Ink	£60.00
Acetate	£20.00
Bus fairs	£302.40
Camcorder	£250.00
Camera	£130.00
Plasterseen	£60.00
Clay	£60.00
Outdoor generator	£100.00
Mp3/4 player	£60.00
Speakers	£80.00

Mirrors	£30.00
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Research

The works of ... and ... will be studied and findings should be reflected in the final piece. A 6-12 hour observation of the square will take place documenting what passers by fail to notice.

Contextual Research

This researching will include the work of David Wilson, PIXAR, the Sony BRAVIA-drome and other artist who have worked with zoetrope's and other forms of moving image installations and apply what I learn to my piece.