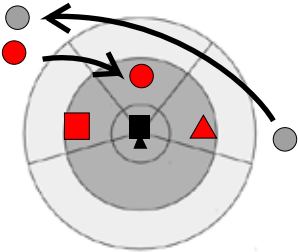


Experience Map

Duration 00:01:00

Description

The viewer is introduced to the scene from a black screen, emulating an awakening from a deep slumber after some time to assess it is clear they are in a relatively active supermarket within the grocery aisle, either side of them is a characterized banana. The viewer at this point should believe they are a banana. A customer is introduced into the scene and the bananas begin talking to the customer. After some time, the customer reaches for the camera and the camera cuts to black.



Sound Voiceover
Supermarket Wildtrack
Additional Supermarket
SFX (beeping)



The Customer First appears: 00:00:16
The customer enters the scene as the first moving point of interest he takes center stage and faces the camera with the purpose of attracting attention, though he remains stationary, he is the key to directing attention to the main two points of interest (■ and ▲) he does this by looking towards them when they speak.



Fairtrade Banana First appears: 00:00:00
The Fairtrade Banana is placed to the left side of the viewer. attention towards this character is directed from the customer and also the audio channel. Assuming the user is using a stereo speaker the sound will play out of the left ear.



"Cool" Banana First appears: 00:00:00
On the other hand The "Cool" Banana is placed to the right side of the viewer. attention towards this character is directed from the customer and also the audio channel. Assuming the user is using a stereo speaker the sound will play out of the right ear.

For future iterations of this video, we will consider using animation to bring more attention to the bananas, keeping motions just within the viewers field of view.



Camera Starting Position First appears: N/A
The camera has purposefully been positioned to face the wall, when fading in from black. This is so that the user is forced to look around rather than simply waiting for the action to happen. This forces a level of interactivity which better personifies our viewers character.



Other Customers First appears: 00:00:30
Other customers are present in the film, this works to develop the scene and make the environment more dynamic. It should not subtract from the direction of the scene as they 1) do not look at the camera 2) do not have any sound/visual direction and 3) make any substantial movements or interesting interactions.

Treatment

Title:

Make A Choice

Genre:

Large Businesses are silencing Small Farmers.

Logline:

With time against them, two desperate Bananas try to pitch themselves to be bought by a customer. "Fairtrade" a typically shy under-branded banana attempts to speak about the great things he can cause, but "Cool" Banana is a branded sensation, who won't let him get a word in. Who will the customer choose?

Treatment:

The film takes place within a supermarket, along the grocery aisle. The viewer "wakes up" with two bananas either side of them, "oh look! A customer!" says the "Fairtrade" banana, a customer approaches and ponders about which banana to buy. The "Cool" Banana snaps into action and begins pitching himself stating "I'm cool!" and to "look at me!" clearly a metaphor for the over-the-top sales often seen on television. The "Fairtrade" banana attempts to get a word in edgeways, calmly stating that he "contributes 10%-" before being rudely interrupted by the "Cool" banana, who retorts that the customer has "been buying me for years". He continues by stating that the customer can get a deal, by buying him and a few of his buddies. The "Fairtrade" banana desperately clings onto the end of his sentence by saying "I'm cool too, I decrease..." before being interjected by the "Cool" banana where he continues his sentence "the amount you spend with your loyalty card!" The "Fairtrade" banana, defeated, states that it wasn't what he was trying to say, whilst the "Cool" banana flexes and shouts "GMO! GMO!". As a twist, the customer grabs the viewer, where the screen fades to black and the user is directed to, in a way, finish the story themselves. We interrupt the flow of the narrative making it unresolved to instil a desire to see the completed story. By continuing onto the website they would be doing just that, by hearing what the "Fairtrade" banana was trying to say, completing the dramaturgic element of his "want".

Tools and Processes

To begin with, the footage was captured with a Samsung Gear 360 camera. The raw footage was edited in Adobe After Effects. To stitch the footage from the two camera lenses, Mettle Skybox was used instead of the native Samsung application. The audio was recorded with MXL 990 cardioid microphone and manipulated with Audacity to achieve the two channel effect in the video.

During the process, multiple software issues were encountered. Furthermore, the 360 camera we borrowed had a scratched lens.

Firstly, we dealt with some compatibility issues with the recorded footage. The format of the videos was not supported by the computers/software we had access to. After researching the issue, we learned that by default the Samsung Gear 360 camera exports the recordings using a new codec - H.265 (HEVC). In order to use the clips we converted them to H.264 using Adobe Media Encoder.

When we finally got to import the footage to After Effects, the Skybox plugin was gone. The reason was the very recent update of the Adobe Creative Cloud on 18th October. Herman was completely right when he said that the plugin was about to be fully integrated in After Effects. The effects and presets of the Skybox plugin are now accessible under the name "Immersive Video" / VR instead of Mettle / Skybox.

The resources on Mettle's website were quite useful. Skybox Converter was used to convert the footage from the 2 camera lenses into equirectangular projection and stitch them seamlessly.

We created banana illustrations in Illustrator and imported them into the After Effects project. We managed to remedy the scratches from the lenses by positioning the bananas appropriately. We then organized the footage and audio in Premiere Pro with careful consideration of the mixing to make sure that the audio is coming out of the correct side of the stereo speakers. Supermarket ambient noise was added to develop the scene.

When the final version of the video was rendered we tried both methods of uploading it online. First, we went for A-frame and uploaded the video to our own server and web page. However, A-frame did not handle the video well and the whole experience was laggy. We went for the YouTube method. After injecting the video with the necessary metadata we uploaded the video and successfully embedded it on our page - <http://5kcreations.com/fairtrade-banana/>.