

122.5.300 Become the Crop Interactive

Description

In this interactive a “baby” cornstalk will grow into a fully-grown “adult” cornstalk. The user will lean side-to-side, holding his or her arms up, and attempt to catch sun-rays, water droplets and nutrient bubbles. In this interactive, the user will go through four stages of the plant’s life and there will be different outcomes. Depending on which droplets each user is able to catch in his or her particular scenario. On both sides of the interactive there will be graphics explaining why it’s important for corn to have a good balance of nutrients, water and sunlight along with explaining the process of photosynthesis. There will also be graphics explaining how to play the game.

Technical Description

1x 90 inch monitor, messaging surrounding the sides.
1x Kinect camera

Material/Technology:

on 90” monitor
Windows/Unity

Graphic Size:

1920 px wide
1020 px high

Fonts Used:

Nobel Bold,
Neutraface Slab Text,
DTL Nobel Regular;

Special Notes:

This interactive needs enough room for a person to stand up, fully extend their arms and move them around to operate the game.

The monitor stands 24 inches off the floor.

PMS Colors



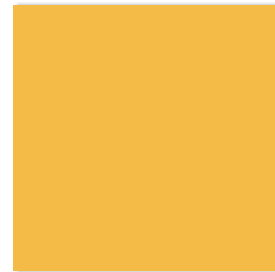
PMS 7738
#46a040



PMS 2401
#29a496



PMS 7416
#e66649




PMS 142
#f4bc46



PMS 2304
#858E3F



PMS 426
#28272a

Client: Winfield	Project (Number & Name): 362 - WINFI - CROP Adventure - Room 5 - Winning in the Field	Proof Date: 12-30-2015	Page: 1	Project Completion Date: 10-30-2015
	Job/Exhibit: 122.5.300 Become the Crop (Plant Development Scenario) Interactive	Version #: 1.3	Designer: DRCW	 Do The Impossible
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Overview

Attractant Loop:

The attractant will be comprised of screens created using the image(s) from the interactive. A loop of how the game is played will appear, along with directions on how to play. There will be a call to action for the user to begin the game. This screen is triggered to reappear after a set amount of idle time.

Main Screen:


In this interactive the user will play as a “baby” cornstalk, that will eventually grow into a fully-grown “adult” cornstalk. On both sides of the interactive there will be graphics explaining why it’s important for corn to have a good balance of nutrients, water and sunlight along with explaining the process of photosynthesis.

Transitions:

After a selection is made, a color wash (PMS 142) will fill the screen behind the selection, and the point of contact will expand to an informational screen. The sub-screen will be visible after the color wash vanishes.

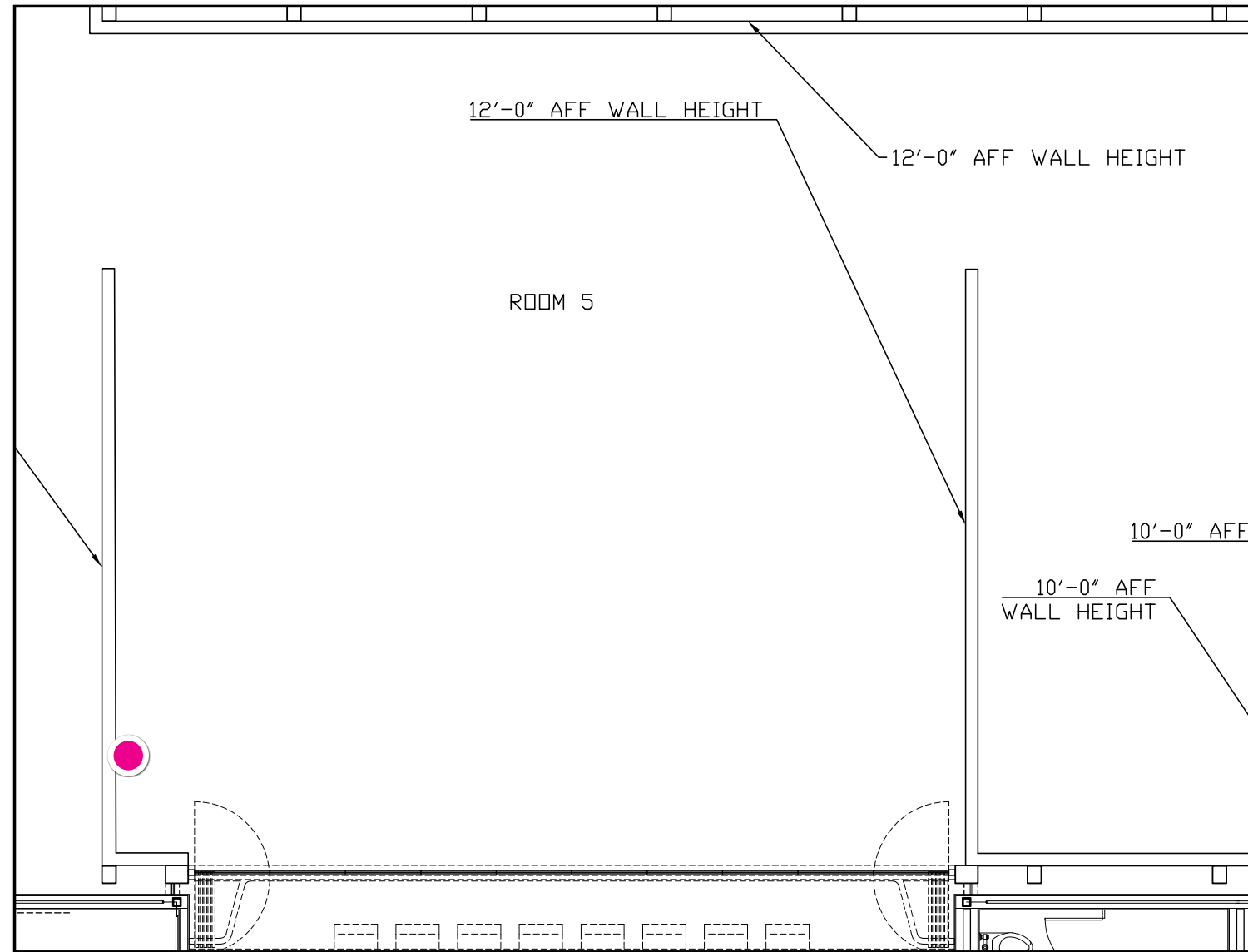
Content Screens:


The user will have to lean side-to-side, holding his or her arms up, and attempt to catch sunrays, water droplets and nutrient bubbles. In this interactive, the user will go through four stages of the plant’s life with four different possible outcomes.

Client: Winfield	Project (Number & Name): 362 - WINFI - CROP Adventure - Room 5 - Winning in the Field	Proof Date: 12-30-2015	Page: 2	Project Completion Date: 10-30-2015
	Job/Exhibit: 122.5.300 Become the Crop (Plant Development Scenario) Interactive	Version #: 1.3	Designer: DRCW	
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Location

The pink dot is the location of the Become the Crop exhibit. It is located between the Water Balancing Act and Corn Wall Graphic.

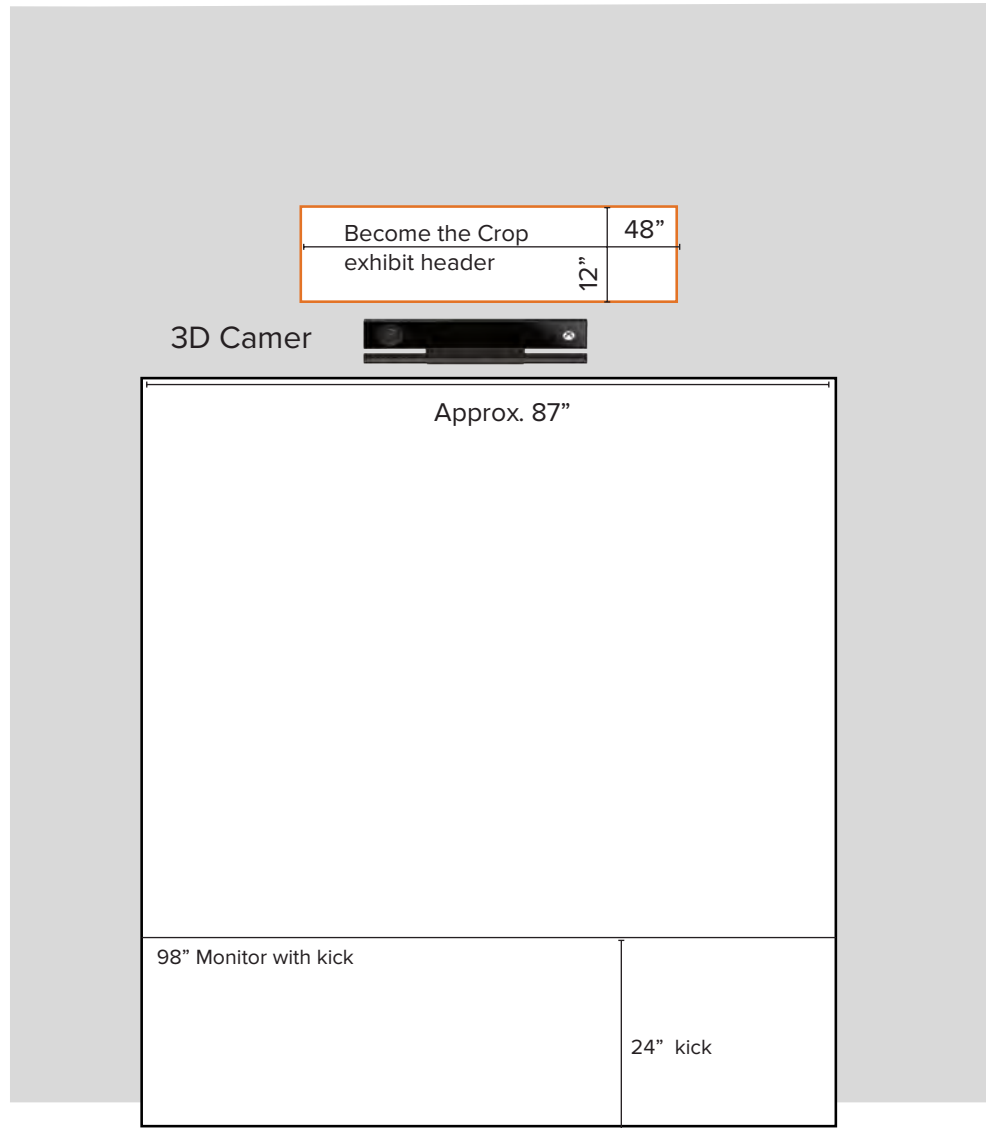
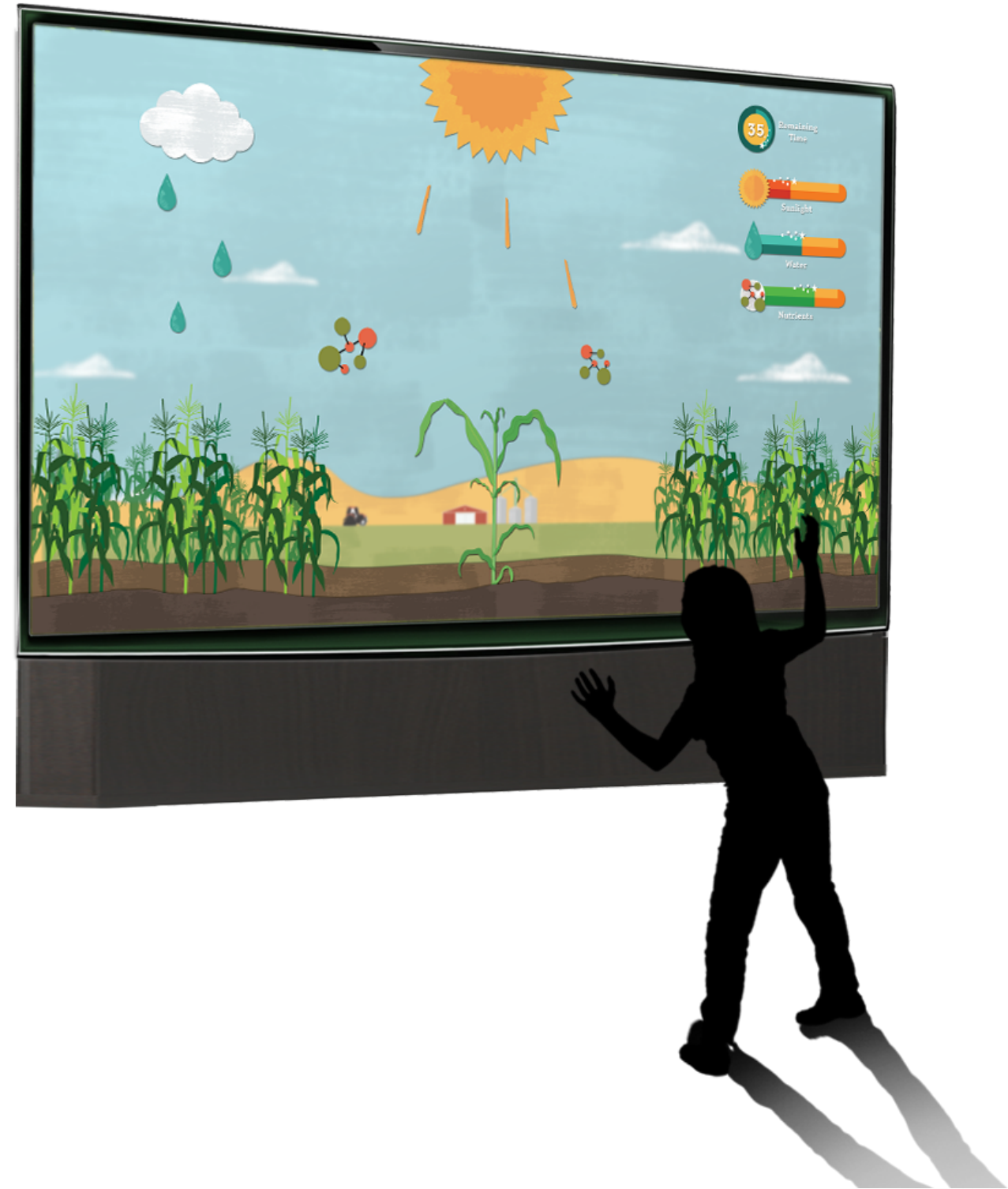


Client: Winfield	Project (Number & Name): 362 - WINFI - CROP Adventure - Room 5 - Winning in the Field	Proof Date: 12-30-2015	Page: 3	Project Completion Date: 10-30-2015
	Job/Exhibit: 122.5.300 Become the Crop (Plant Development Scenario) Interactive	Version #: 1.3	Designer: DRCW	 Do The Impossible
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Become the Crop: Specifications

This is the scale and size of the Become the Crop interactive.

The image to the right is a rough mockup of how a user would interact with the application.




Client: Winfield	Project (Number & Name): 362 - WINFI - CROP Adventure - Room 5 - Winning in the Field	Proof Date: 12-30-2015	Page: 4	Project Completion Date: 10-30-2015
	Job/Exhibit: 122.5.300 Become the Crop (Plant Development Scenario) Interactive	Version #: 1.3	Designer: DRCW	
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Floor Target Sign:

This 24" floor decal/graphic will sit 6-8 feet in front of the video screen for the user to stand on.

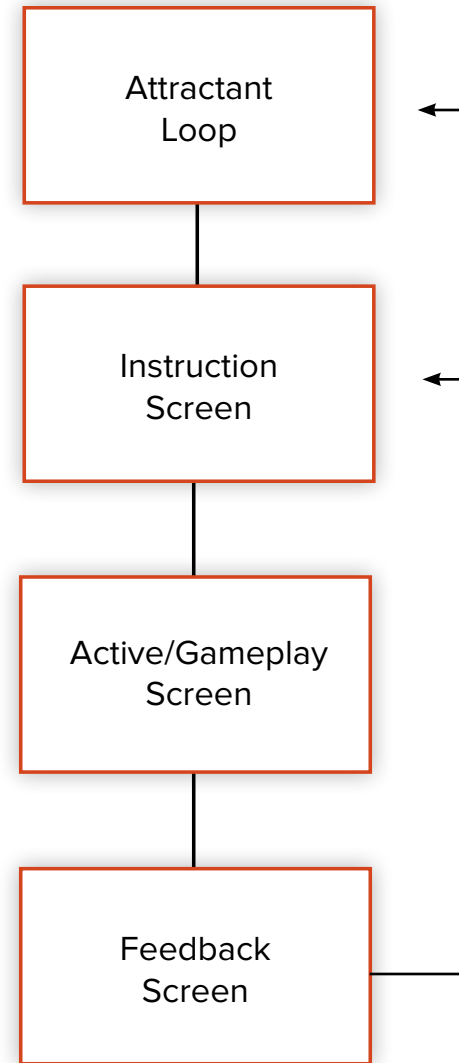
During game play, if the user steps off of the floor target the game will continue to run until the timer runs out. If another user stands on the target the game will continue until the timer runs out.



Client: Winfield	Project (Number & Name): 362 - WINFI - CROP Adventure - Room 5 - Winning in the Field	Proof Date: 12-30-2015	Page: 5	Project Completion Date: 10-30-2015
	Job/Exhibit: 122.5.300 Become the Crop (Plant Development Scenario) Interactive	Version #: 1.3	Designer: DRCW	
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Schematic Wireframe

In this interactive a “baby” cornstalk grows into a fully-grown cornstalk.



Client: Winfield	Project (Number & Name): 362 - WINFI - CROP Adventure - Room 5 - Winning in the Field	Proof Date: 12-30-2015	Page: 6	Project Completion Date: 10-30-2015
	Job/Exhibit: 122.5.300 Become the Crop (Plant Development Scenario) Interactive	Version #: 1.3	Designer: DRCW	
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Attractant Loop

The attractant loop will have two stages.

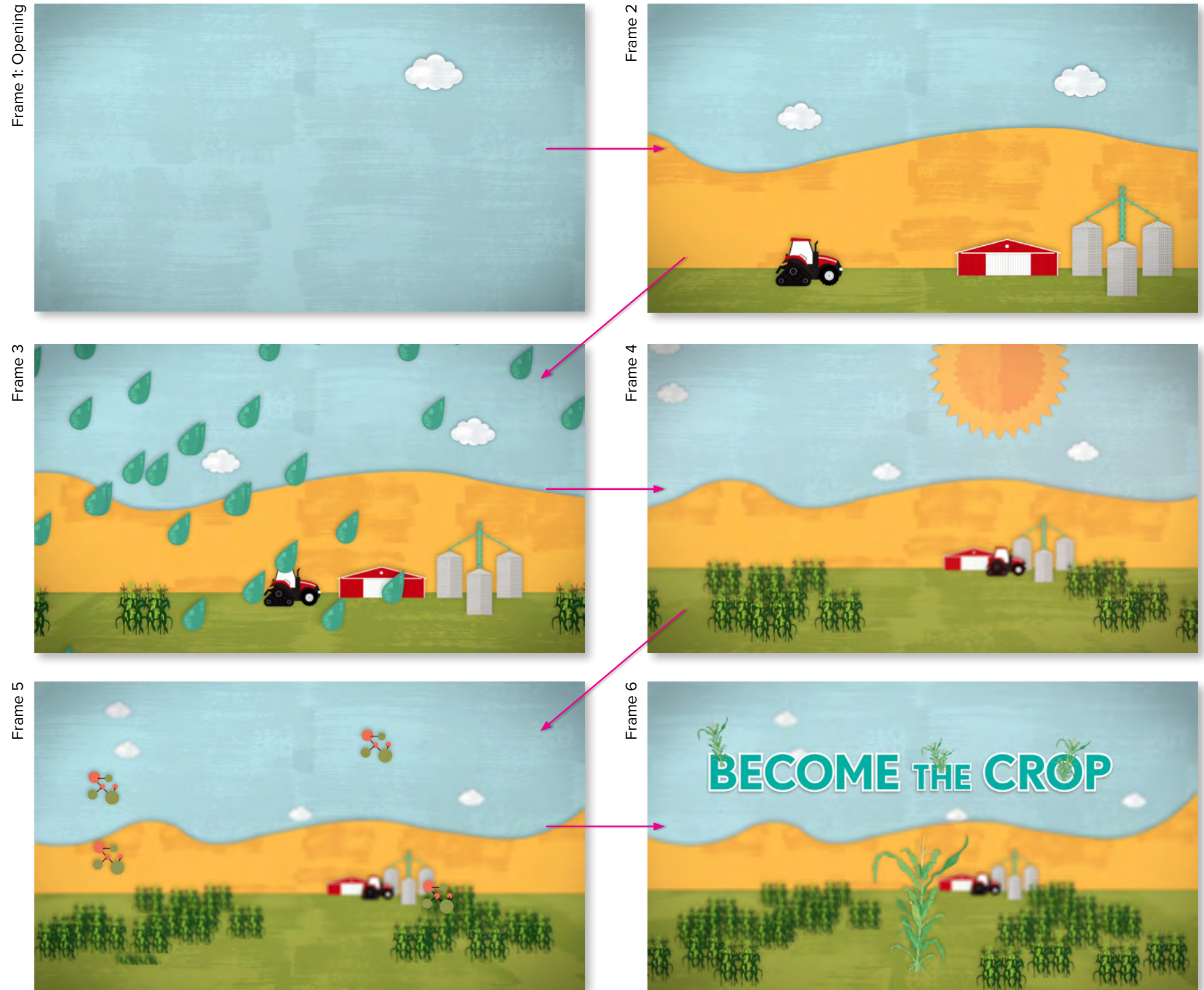
Stage 1:


A 20-second motion graphic that will introduce the user to most of the elements that they will soon be interacting with in the game. As the camera pulls away from the background and a tractor driving towards a silo, corn will pop up from the ground, rain will fall from the sky, a sun will arch across the sky and nutrients will float through the air. After the camera comes to a rest, a cornstalk will grow out of the ground and the title of the application will pop onto the screen.

Stage 2:

There will be screen with instructions on how to use this interactive.

The attractant loop and instructions will loop until a user activates the game by standing on the active pad location in front of the screen about 6-10 feet.



Client: Winfield	Project (Number & Name): 362 - WINFI - CROP Adventure - Room 5 - Winning in the Field	Proof Date: 12-30-2015	Page: 7	Project Completion Date: 10-30-2015
Cineviz 1234 Main Street • Green Bay, WI 54302 p: 920•430•7200 f: 920•430•7205 cineviz.com All information contained herein is the intellectual property of Cineviz.	Job/Exhibit: 122.5.300 Become the Crop (Plant Development Scenario) Interactive	Version #: 1.3	Designer: DRCW	 Do The Impossible

Instruction Screen

Once the user steps on of the floor target the attractant loop will end and this instruction screen will pop up for 10 seconds.

This screen will provide a quick set of instructions on how the user will use this interaction.

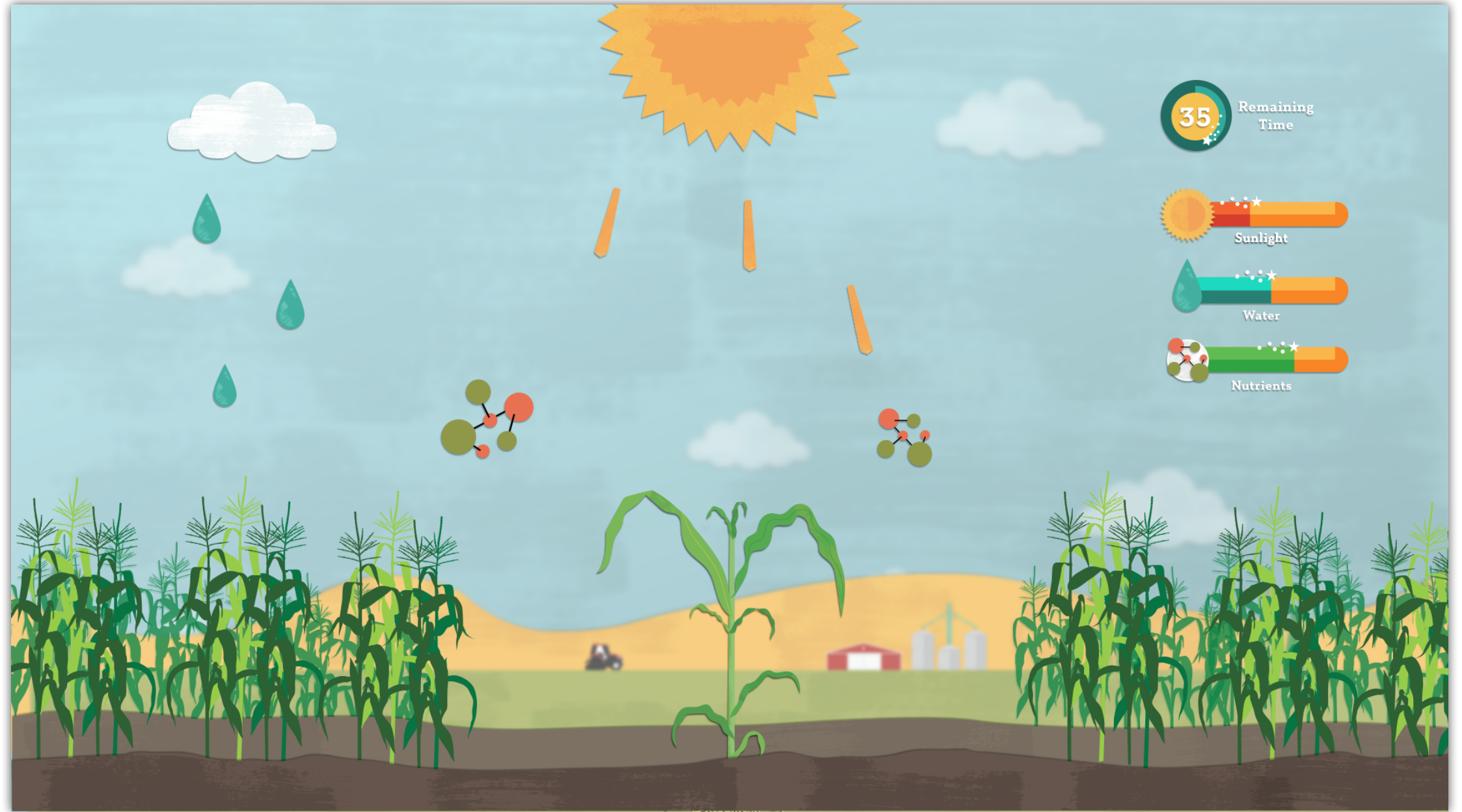
Also on this screen will be the three elements that the user will be reaching for to aid in the growth of the crop.




Client: Winfield	Project (Number & Name): 362 - WINFI - CROP Adventure - Room 5 - Winning in the Field	Proof Date: 12-30-2015	Page: 8	Project Completion Date: 10-30-2015
	Job/Exhibit: 122.5.300 Become the Crop (Plant Development Scenario) Interactive	Version #: 1.3	Designer: DRCW	
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Game Screen

This is the full interactive screen including the complete interface and moving elements.



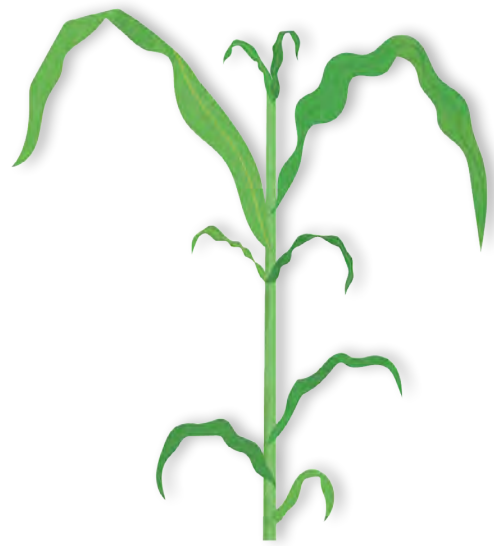
Client: Winfield	Project (Number & Name): 362 - WINFI - CROP Adventure - Room 5 - Winning in the Field	Proof Date: 12-30-2015	Page: 9	Project Completion Date: 10-30-2015
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Visual Assets

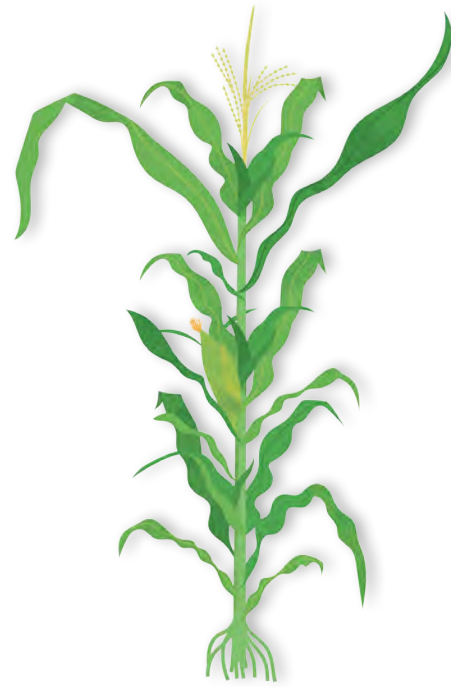
These assets are the interactive and the interface components of the game.



Cloud



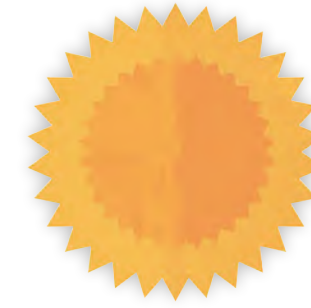
Early Stage Corn



Late Stage Corn



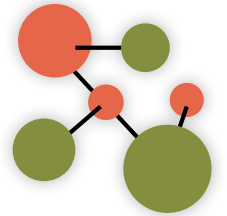
Raindrop



Sun



SunRay



Nutrient



Nutrients

Nutrient Level Gauge



Remaining Time

Timer Meter



Sunlight

Sunlight Level Gauge



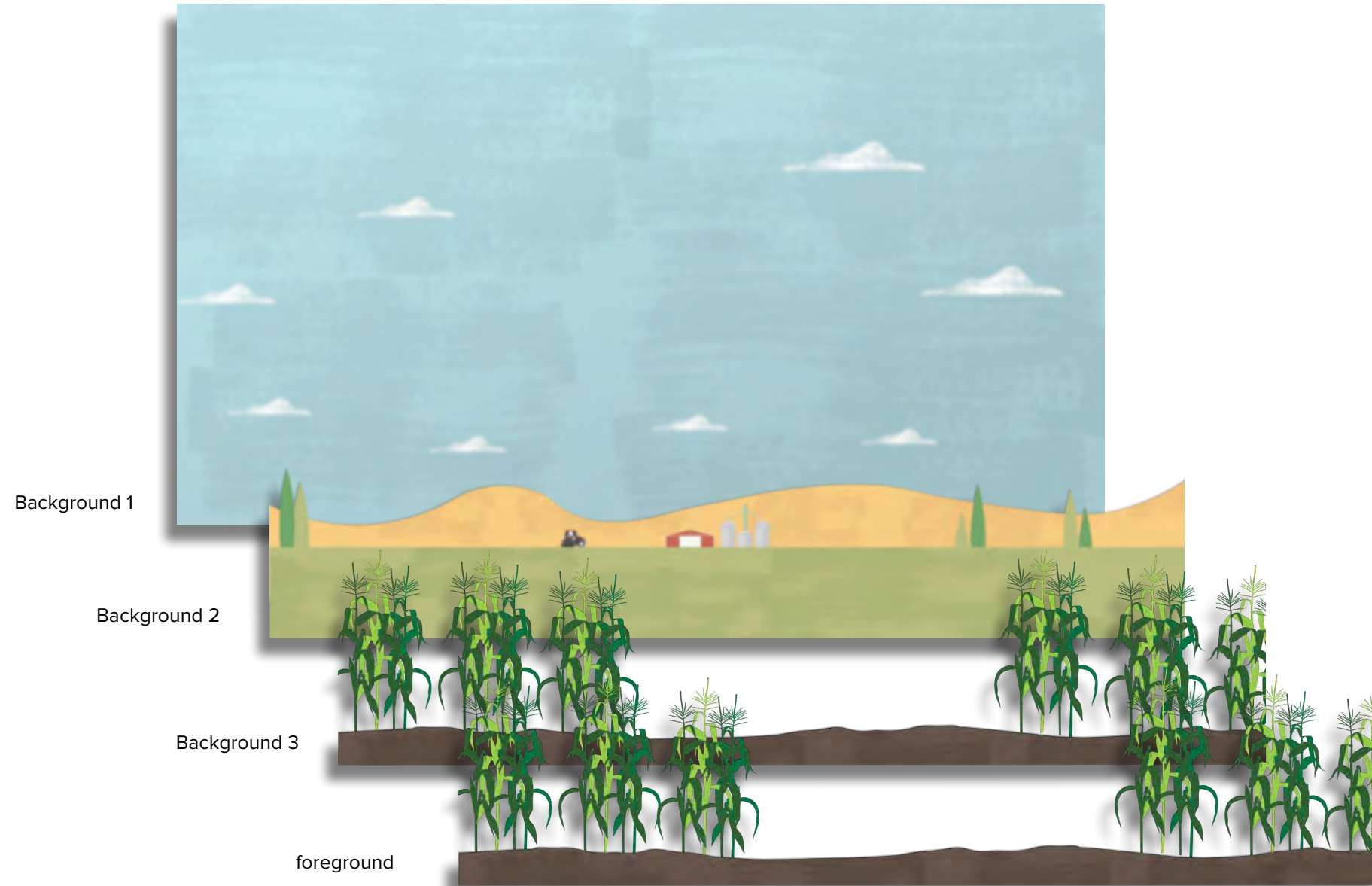
Water

Water Level Gauge

Client: Winfield	Project (Number & Name): 362 - WINFI - CROP Adventure - Room 5 - Winning in the Field	Proof Date: 12-30-2015	Page: 10	Project Completion Date: 10-30-2015
	Job/Exhibit: 122.5.300 Become the Crop (Plant Development Scenario) Interactive	Version #: 1.3	Designer: DRCW	

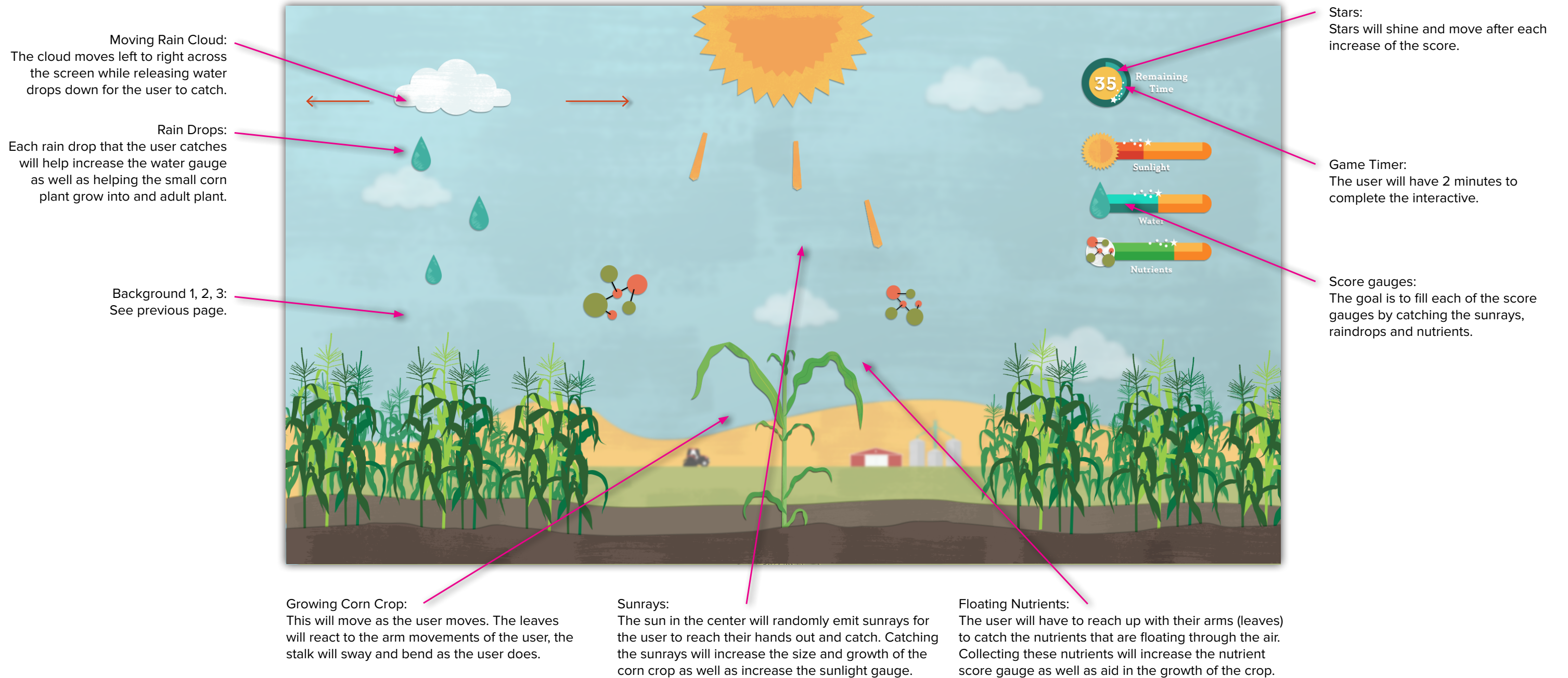
Visual Assets: Background Layers


The background will be composed of three separate 2D layers placed in 3D space. Each layer will move in reaction to the user's movements. This will create a parralaxing depth effect that will aid in the user connecting with the game.



Client: Winfield	Project (Number & Name): 362 - WINFI - CROP Adventure - Room 5 - Winning in the Field	Proof Date: 12-30-2015	Page: 11	Project Completion Date: 10-30-2015
	Job/Exhibit: 122.5.300 Become the Crop (Plant Development Scenario) Interactive	Version #: 1.3	Designer: DRCW	
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Game Screen With Callouts



Client: Winfield	Project (Number & Name): 362 - WINFI - CROP Adventure - Room 5 - Winning in the Field	Proof Date: 12-30-2015	Page: 12	Project Completion Date: 10-30-2015
	Job/Exhibit: 122.5.300 Become the Crop (Plant Development Scenario) Interactive	Version #: 1.3	Designer: DRCW	
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Feedback Score Screen:

The feedback screen will pop up after the main game has run out of time. This screen will display the final score of each of the three elements.

On the right side of the screen there is an icon that the user can hover their hand over for 5 seconds to go back to the instructional screen.

After ten seconds of idle time the screen will automatically switch to the attractant loop.



Client: Winfield	Project (Number & Name): 362 - WINFI - CROP Adventure - Room 5 - Winning in the Field	Proof Date: 12-30-2015	Page: 13	Project Completion Date: 10-30-2015
	Job/Exhibit: 122.5.300 Become the Crop (Plant Development Scenario) Interactive	Version #: 1.3	Designer: DRCW	
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Routing Sheet


SENDING:

- Attached Shop Drawings Prints Plans Samples
 Copy Change Order Specifications
 Other: Interactive Screen Art


PURPOSE:

- For Approval & Execution Resubmit Copies for Approval Returned for Corrections
 For Your Use Approved as Noted As Requested
 Return Corrected Prints For Review & Comment

REMARKS/NOTES

Client: Winfield	Project (Number & Name): 362 - WINFI - CROP Adventure - Room 5 - Winning in the Field	Proof Date: 12-30-2015	Page: 14	Project Completion Date: 10-30-2015
	Job/Exhibit: 122.5.300 Become the Crop (Plant Development Scenario) Interactive	Version #: 1.3	Designer: DRCW	 Do The Impossible
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Signature

Client: Winfield	Project (Number & Name): 362 - WINFI - CROP Adventure - Room 5 - Winning in the Field	Proof Date: 12-30-2015	Page: 15	Project Completion Date: 10-30-2015
	Job/Exhibit: 122.5.300 Become the Crop (Plant Development Scenario) Interactive	Version #: 1.3	Designer: DRCW	 Do The Impossible
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