

ICT Criteria B - developing ideas

My design specification:

Function: My final product is a video made on scratch, after hours and hours of evaluation and developing my design I finally chose how some of my designs will look like. I kept on developing my ideas, I wanted something out of the box and unique, something that could express the Filipino culture but could be very understandable and kid friendly. The video will mainly focus on the Filipino culture, Filipino currency, Filipino traditional food / beverages, as well as eye-catching places to visit, interesting facts about Philippines, the weather and the environment in Philippines, hotel suggestions, and also the best time to visit Philippines. The video shall be very family and kid friendly as it is supposed to encourage people to visit Philippines, I would like to make the video very colorful so that it could attract tourists and be very eye-catching. For this particular product's manufacturing I will be using a software called Scratch as it includes many different and helpful tools in order to create my product. Scratch is very helpful and handy as I can easily delete, cut and add new backgrounds and new characters, in addition to that I can also record myself speaking, as well as adding speech or thought bubbles in the video. As, I want the video to look professional but at the same time understandable for children I will try my best to use understandable words and colorful backgrounds.

Target Market:

My target audience will be any family that is willing to visit Philippines, or anyone who is willing to find out more about Philippines. I will mainly focus on 2 types of people the tourists and any person who wants to find out more about Philippines. I would like to focus more on those 2 types of people as tourism has become more popular lately in Philippines as Philippines beauty is eye-catching. People started visiting Philippines more often as Philippines culture is very fascinating and very interesting and historical. The second type will be a student as from my own perspective (as a student) lots of students like me are interested in finding out more about different countries as an example I will be introducing Philippines. Students are also always asked to research about a particular country so if they need information about Philippines they can simply watch my video. Sometimes people get a different image of the Filipino culture and my video will be able to clear everything up as I include the most interesting and historical answers in my video. The video will be bright and colorful as I am designing something for both students and families or any tourist out there. My technique is to use bright images and kid and family friendly words/picture/characters. In my opinion lots of people don't know that much about Philippines and I want to be the one to introduce Philippines to them in the best way possible.

Aesthetic Appearance:

My video will include is going to include different topics in order to properly communicate with my target audience. I will be using several techniques in order to keep my client entertained and connected I will be using my Ergonomic Considerations which will be listed down below. I will constantly be using bright and colorful images with fun facts in between the main topics. To keep my clients entertained I will constantly will be moving objects in my video to make it more entertaining. The other technique I will be using is voice/speech function on scratch , when the video is silent it is boring and not that entertaining. Since I am trying to attract tourists to my video I need to use exciting and happy voices to make sure the tourist is in a happy mood and that she/he are convinced to use my product. I will not be making silly voices as it will be too immature of me to include silly sounds.

Ergonomic Consideration:

I am aware that my video will be target to all types of nationalities out there and I will be emphasize on the Filipino culture so that my video could be spread an awareness all around the world, it will aslo be posted youtube.I will present my work in an English language as it's the most known language. As , I am trying to catch people's attention towards the video I will have to create a very creative and unique video with colorful images and backgrounds, in addition to that I will be adding sound and music to my video to keep my client entertained. I will be using different images that represent Philippines as well as some graphs and maps to make my information more accurate. I will make sure to include all the necessary information that is needed to be added to the video. I will be using the most common software "Scratch" to create and share my product. Scratch has lots of great features such as : recording music/ voices , adding new backgrounds , adding new characters , deleting and cutting scenes , also adding text or thought bubbles to the video to make the video more understandable. My job is to attract tourists to my video so the important part would be explaining everything in an understandable way so that kids and adults could understand what I am talking about. I will obviously be needing some help from my teacher. To make sure there is nothing wrong with my creation I will be asking several of my classmates to judge my creation from a scale 0-10.

Location to use: I will be uploading my final creation on youtube and blogger where everyone can access it all around the world. It is very easy to access as it will be posted on youtube , it will be easy to search up and watch.

Cost of my creation:

The cost of my product will be free as I am only using an editing software which doesn't require me to pay for it as it is free.

Functionality specifications:

As I have mentioned before Scratch has lots of great features which I will definitely be using. Some of the features I will be using are:

- *Adding thought bubbles (to make it more understandable)
- *Adding my voice for the characters in the video (to make it more entertaining for the kids)
- *Adding new backgrounds (to show the eye-catching places in Philippines)
- *Adding new characters as the video goes on
- *Cutting and adding scenes
- *Movement of the characters and any object

Finished Product/Creation:

To finish it off , my video will not be too long as it might get boring for some viewers. This will be a positive side to my video as it will be quick/short/amazing/historical/interesting to watch/colorful/entertaining and factful and definitely educational. Last but not least I would like to mention that my planning will not be in the video it will be on the downbar of youtube with the full description of my planning and extra information if needed. As I believe my planning turned out great which will lead me towards a higher mark. All this planning is just to get me organized and fully prepared to make the video. All the information that I had researched about will all be included in my video.

My Final Design:

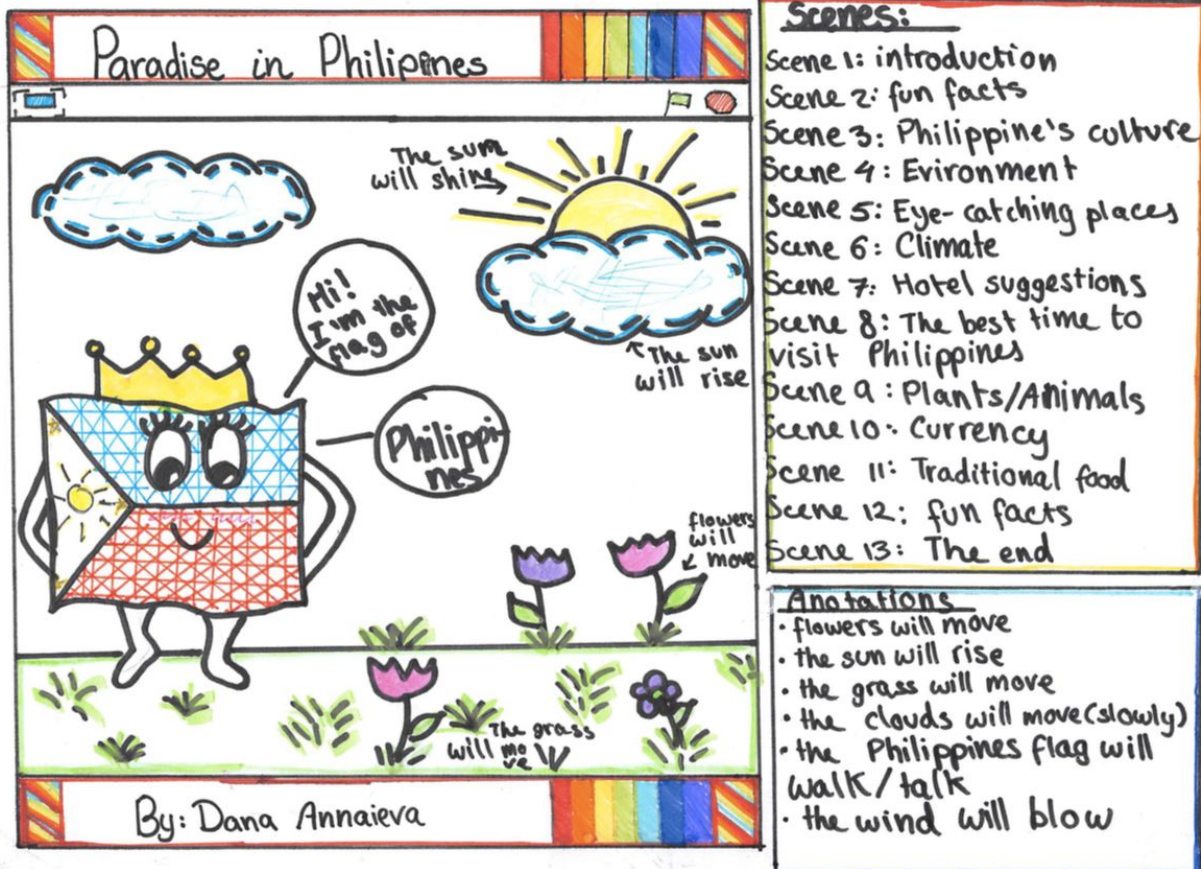
As I am coming towards the end of my planning , I will have to start drawing/sketching my product. I will have 2 designs from which I could choose from, each one of my designs will be annotated and explained. I will also be including the scenes of my video.As well as a brief information about my finalized choice. My final choice will be explained as to why I chose this design in particular and why the customers shall use my product. At the very end of Criteria B , I will explain all my choices and add a conclusion. The slides will include all the information but the information will be split into 13 scenes.

Scenes:

- 1) Introduction
- 2) Fun facts
- 3) Filipino culture
- 4) Environment
- 5) Eye-catching places
- 6) Climate
- 7) Hotel Suggestions
- 8) The best time to visit Philippines
- 9) Plants/Animals in Philippines
- 10) Filipino Currency
- 11) Traditional Food
- 12) Fun Facts
- 13) The end

Designs:

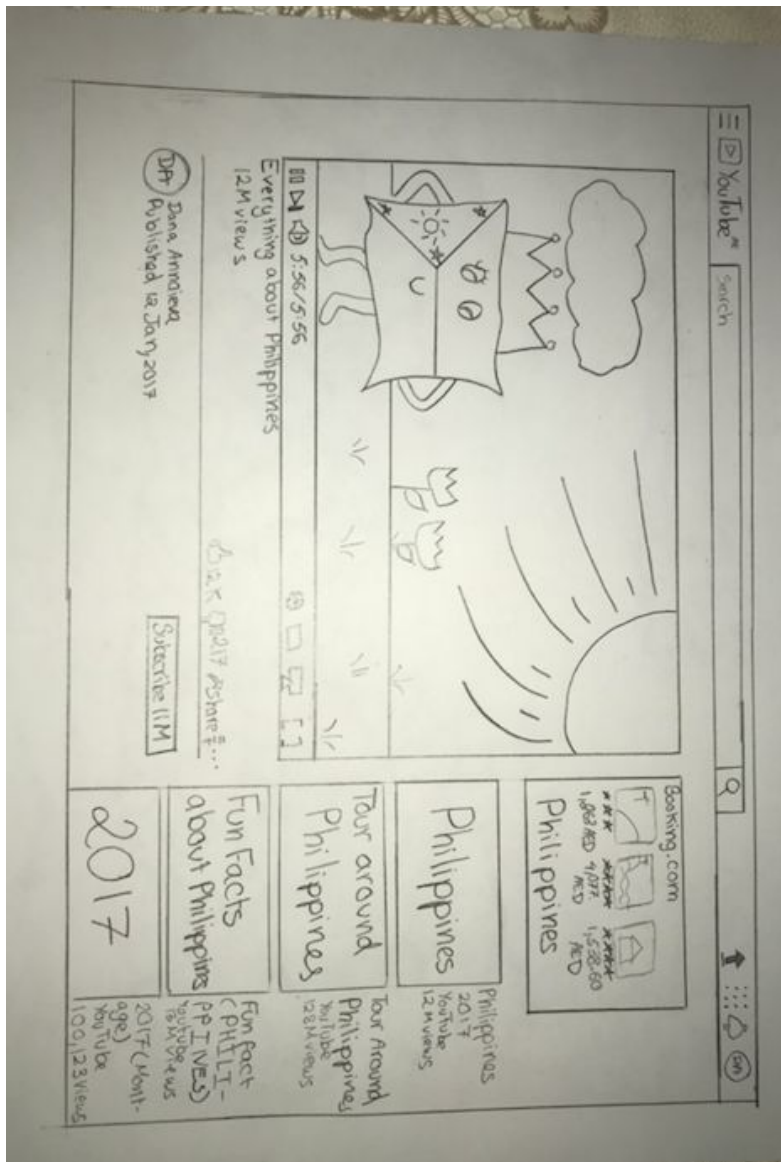
Design number 1



Anotations:

The picture I have drawn is the thumbnail for my video and on the side of the video there are scenes and below the scenes there are annotations which explain what will happen at the beginning of the video. The picture is pretty self explanatory so I don't really have to go into detail to explain what is really happening. This is pretty much how my video will look like except in the actual video I will not include the annotations and the scenes on the side as it's not possible to do so on scratch but once I post it on You-Tube all the extra information like this will be included in the box below the video. As you can see the main character is the Filipino flag. In the video I will be the voice of the Filipino flag.

Design number 2:



This is an introduction page

Annotations:

The annotations are:

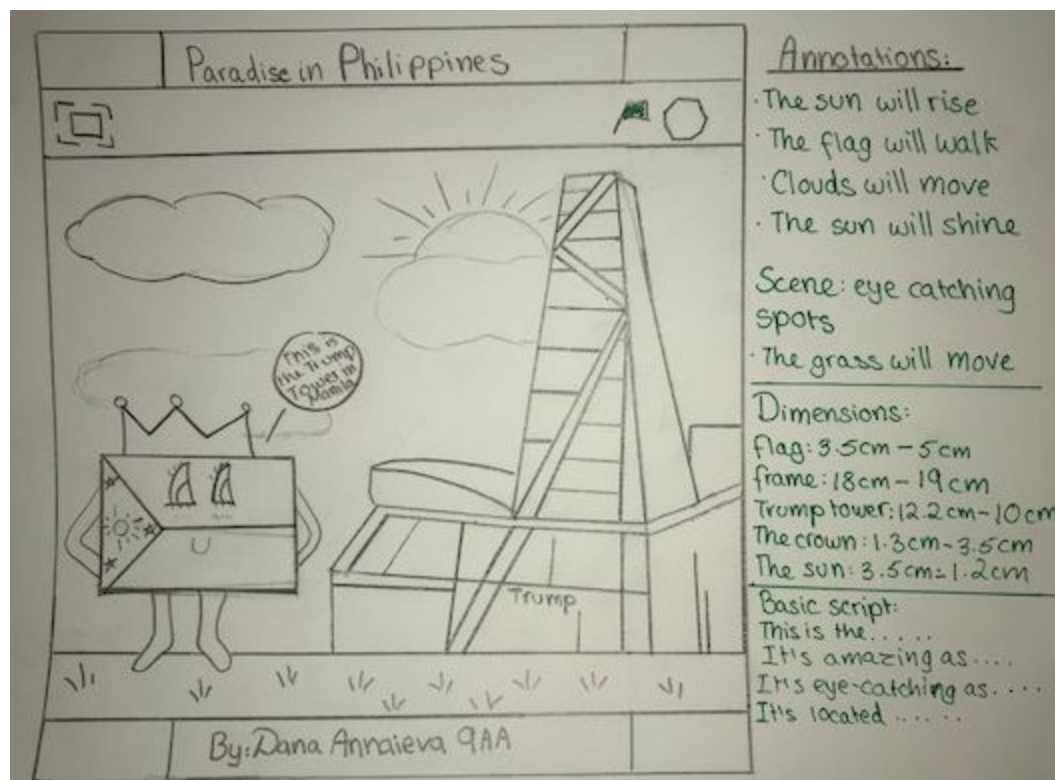
The picture I have drawn is the thumbnail for my video and on the side of the video there are scenes and below the scenes there are annotations which explain what will happen at the beginning of the video. The picture is pretty self explanatory so I don't really have to go into detail to explain what is really happening. This is pretty much how my video will look like except in the actual video I will not include the annotations and the scenes on the side as it's not possible to do so on scratch but once I post it on You-Tube all the extra information like this will be included in the box below the video. As you can see the main character is the Filipino flag. In the video I will be the voice of the Filipino flag. It's pretty much the same work but this time it is a

youtube screen. As you have noticed design 1 is more developed and it is prettier so I will be choosing design number 1 over design number 2.

Why I prefer design number 1 over design number 2:

I think design number one is better looking and more organized, from my perspective design 2 looks plain and boring since I need something to attract tourists and design 1 is very bright and colorful pretty much just like I wanted it to be. I know that my work will attract tourists. I prefer design one more because it is more informative and way more colorful. This is specifically how the start of my video will look like. I will also decide on my thumbnail once I will finally finish my Criterion C. If you ask me design number 1 looks much more neater than design number 2. The neatness of the design is amazing so that is why I would choose number 1 over number 2. I think design number 1 is better as I have made proper dimensions for design 1. Plus, I know that I put more effort and work into the first design.

Design Number 3



This is scene number 5

Annotations:

The flag will walk
The sun will rise
The clouds will move
The wind will blow
The flag will talk

Dimensions:

Flag: 3.5 cm-5cm
Frame:18cm-19cm
Trump tower: 12.2cm-10 cm
The crown:1.3 cm -3.5 cm
The sun: 3.5 cm -1.2 cm

Basic script:

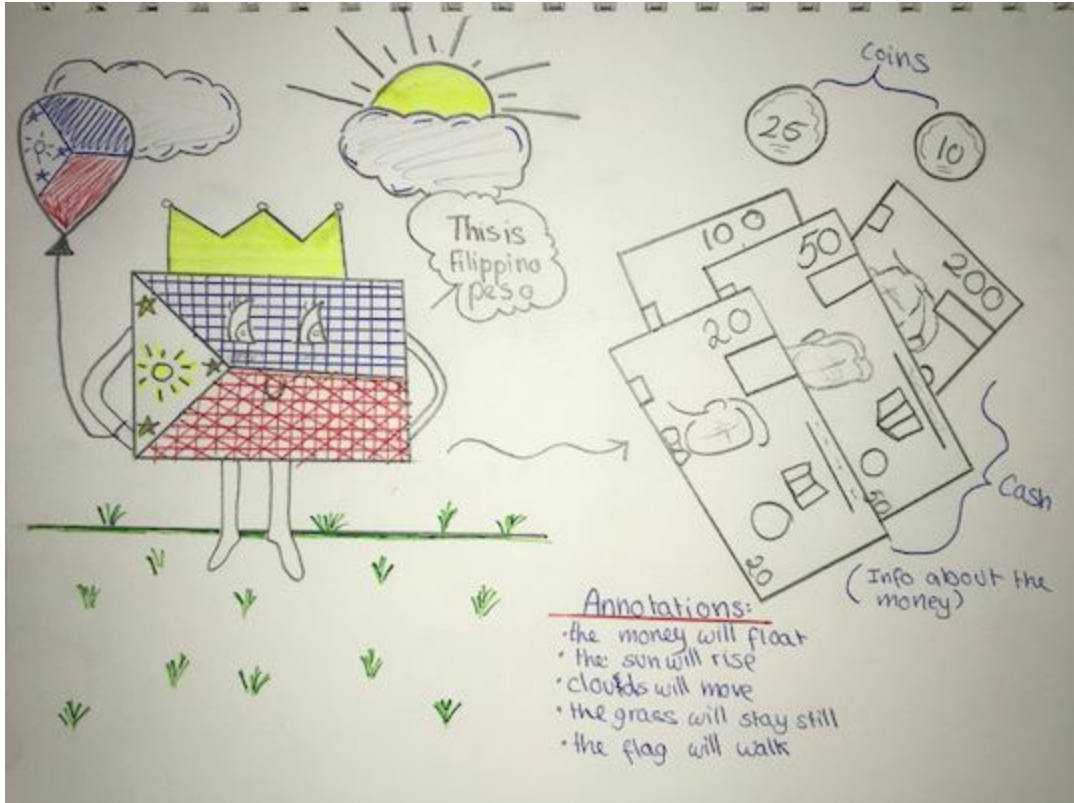
The trump tower is located in.....
The trump tower is Long
The trump tower was built in
It is eye-catching because....

DISCLAIMER: I am not only going to include the Trump tower , I will be including other eye-catching places.

Explanation:

Basically In the picture on the top includes almost all the information that will be on the information sheet but since I have already wrote all the basic and formal information in Criteria A. I included all the information in my primary and secondary research. As you may know this is just a plan and not a real life product.

Design number four:



All the explanation in on the paper (this is scene number 10)

Annotations:

The money will float in the air

The sun will rise

The clouds will move

The grass will stay still

The flag will talk and walk

Dimensions:

Flag: 3.5 cm-5cm

The crown:1.3 cm -3.5 cm

The sun: 3.5 cm -1.2 cm

The money: 5.5 cm - 5 .6 cm

MY FINAL CHOICE:

As my final choice I decided on design number 1 as it is the most attractive, the most neatest, the most informative and better looking in general. I feel like it would attract more tourists as it is way more colorful. The dimensions on the first drawing are very accurate and very neat. Over out of all of the design I think the tourist would like the 1st one more as it looks more professional out of all the other designs. Design number 1 not only looks more professional , more neat , more attractive , more informative and very good looking, All of these reasons make the tourist want to watch my video and get as much information as possible from my video. Last but not least my design is very eye-catching , which will definitely attract lots of tourists to it. Overall I like all of the designs but design number one just stands out more than any other design.