PROCESS BOOK

VISUALIZING TIME

TIME MOTION &
COMMUNICATION
FALL 2013, CMU
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Time motion and communication project six.

PROJECT INTRO

EXPLORE &
EXPERIMENT:
TRY SOMETHING
NEW: BE BRAVE:
RAISE A QUESTION
WITHOUT KNOW-
ING THE ANSWER:
THE THEME: 24HRS

This is the last project of Time Motion & Communication course. Dan Boyarski, who is instructor of this course, encouraged us to explore unknown area with a theme, 24 hours. He also emphasized don't play it safe but our 2 mins video still has to communicate.

This project is individual project within 4 weeks time span. During the project time-frame, we have met regularly to give and take feedback in terms of not only idea development but also effective way of representation.

OVERVIEW

CONCEPT DEVELOPMENT { Things we use in our daily life
City of Pittsburgh
Chris Jordan's art work

EXECUTION & PRODUCTION { Compose soundtrack
Programming in Processing
Sketch for video

VIDEO PRODUCTION { Edit in After Effects
Refine details

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CONCEPT DEVELOPMENT

Initially, I picked three potential directions. First inspiration was "things we use in everyday life." (Inspirations is on upper left of right page). We can not live without things we use. So, I wanted to investigate things that we use unconsciously within 24 hours. Challenge of this concept was I have to write well-crafted story board to be able to connect each individual footage each other, so the video has integrated message or mood. I did not want to make just continuous list of footage of things we use.

And second direction was "looking for street aesthetics of Pittsburgh". (Inspiration is on left below of next page). Concept was simple enough. Take a one day tour of Pittsburgh and take footage. However this concept was not challenging enough.

Lastly, third concept was inspired Chris Jordan's artwork. Chris Jordan is photographic artist who is well-known for his large scale works depicting mass consumption and waste. The picture on the very right of next page is one of his work that made out of packs of cig-arettes. I wanted to make motion version of his work. I thought this direction wass pretty challenging enough and fit to this project's goal.

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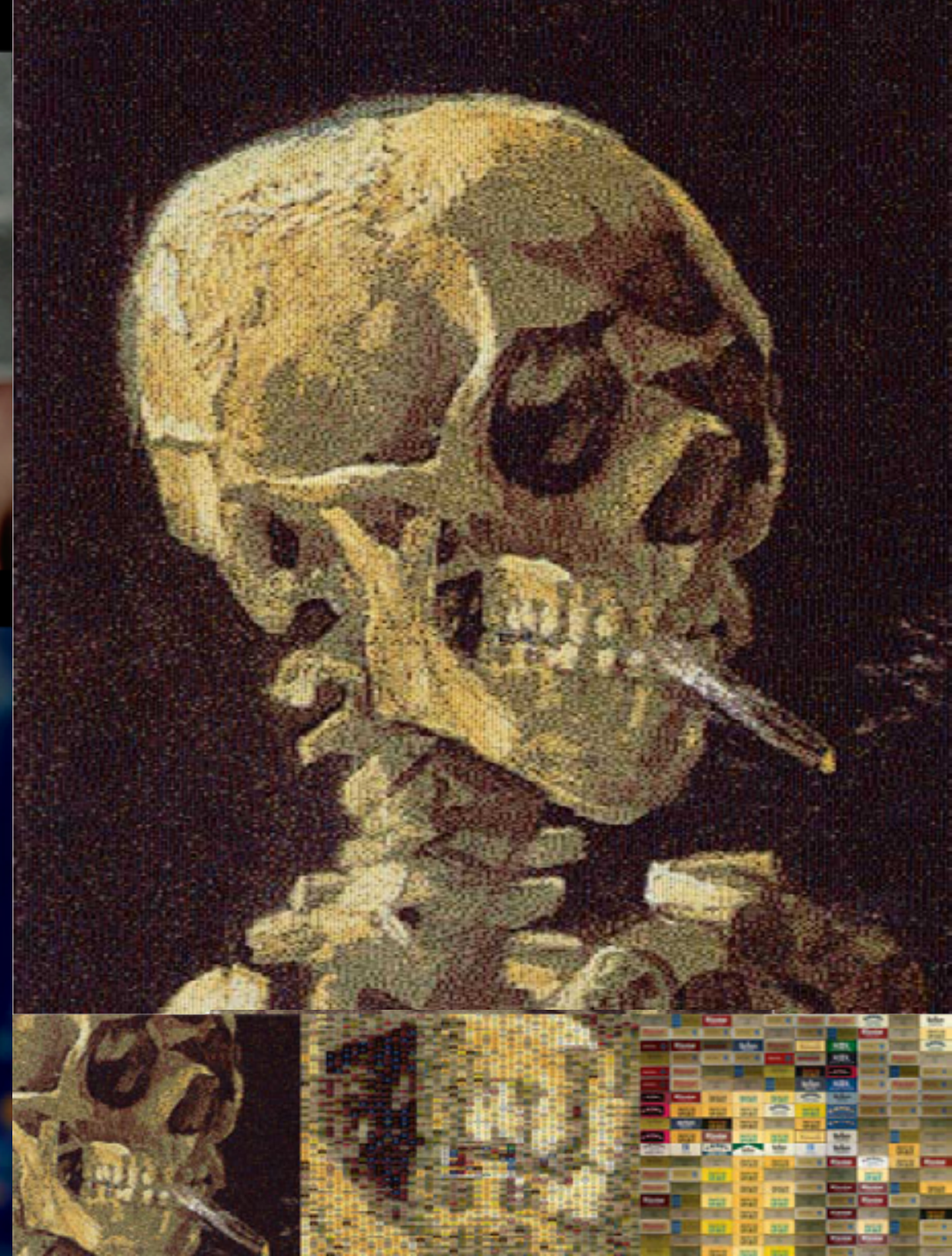
EXECUTION &

PRODUCTION

Compose soundtrack
Programming in Processing
Sketch for video

Processing
Ableton live

Since this video deals with vast amount of images of packs of cigarette, I decided to borrow power of computer. I wrote a simple code that generate continuous series of packs of cigarettes image.
Programming logic is the following. Start with actual image scale, and when images are fill out the whole screen, 50% dimm down current screen and start draw image again with 50% scaled image. This logic continue until one image become as small as 1 pixel.

For the sound track, I thought it would be nice if the sound also coordinated with visual contents.
Basic idea is that start with one simple instrument, and then as number of packs of cigarettes become larger, another instrument comes into play.
So in the end, 9 instruments are playing together.
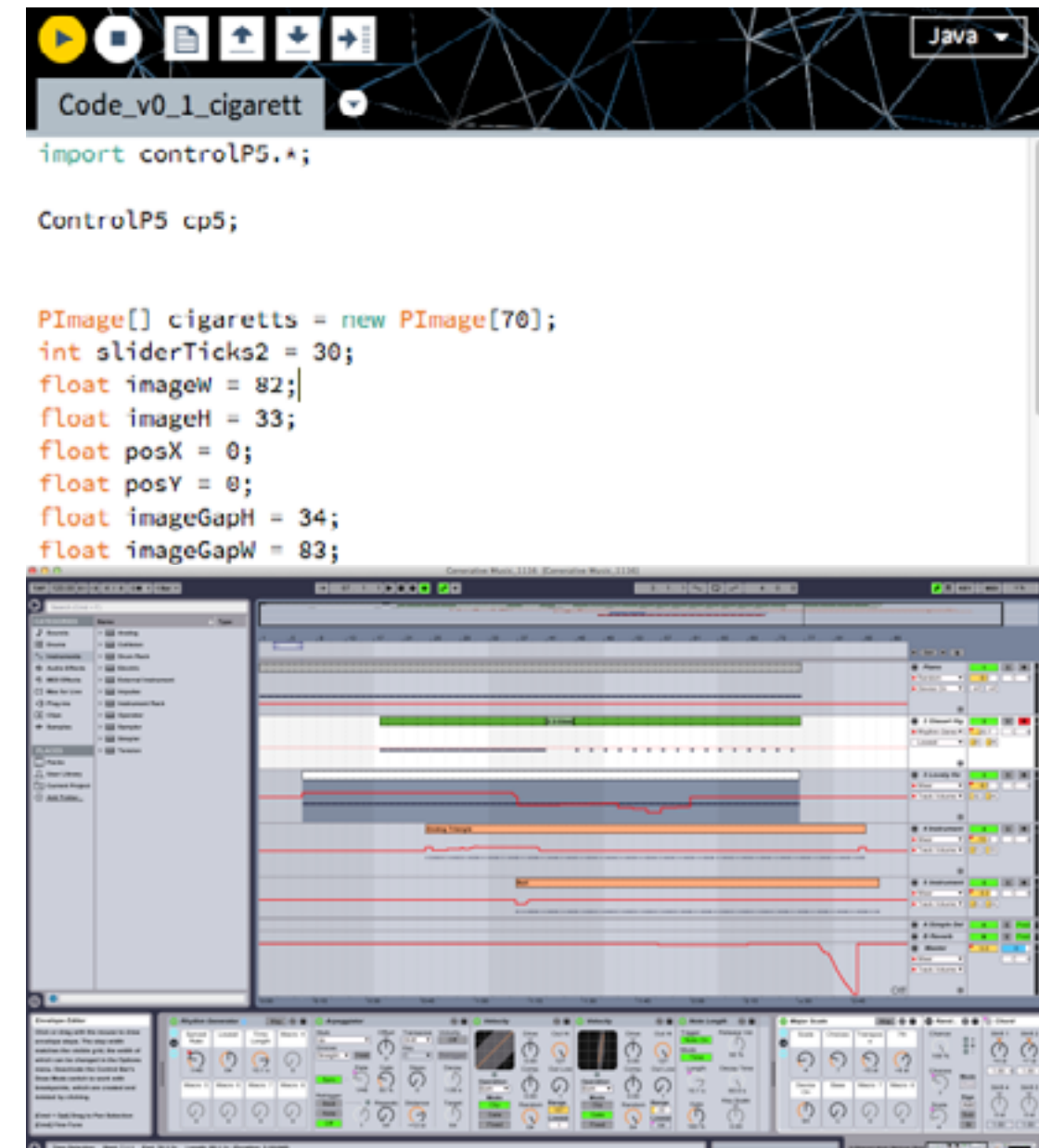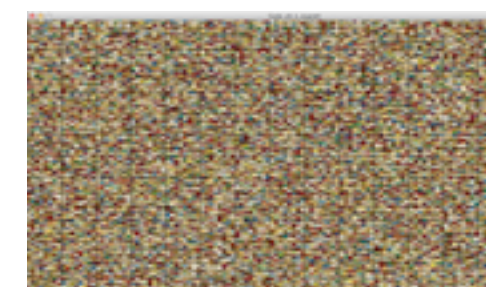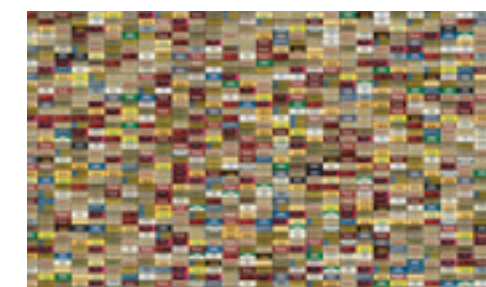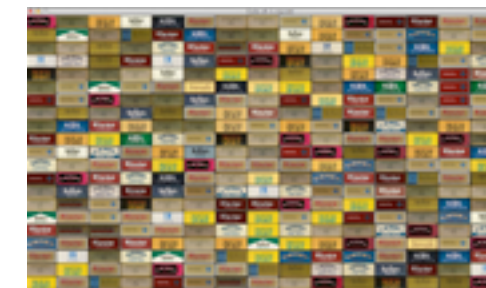
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VIDEO PRODUCTION

Edit in After Effects
*Refine details*

After Effects

At this phase, I have video footage from processing, sound track, so I can say I am ready to edit the final video. However, remember. This project's theme was 24 hours. It is essential to decide what I want to communicate with this video. So, I decided to use statistics of how many Americans smoke a day and how many people die because of smoking a day.

In this phase, I needed to answer those questions.
 - How I will show time progress during the day
 - What is effective way to show death statistics because of smoking.
 - What is the key moment of this video.

Along with those questions, I added time-line dots, blinking and shaking short frame of death stats. At the first shaking, it goes really fast. So audiences are only catch big words, number and "DIED". As video goes, this bliking will be revealed in the end what this means really.

And I decided key moment as the last part of the video that audiences are no longer recognize this graphic is from packs of cigarettes. All of information is uncovered, and communicate how many cigaretts Americans smoke a day in a way that can be felt deeply.
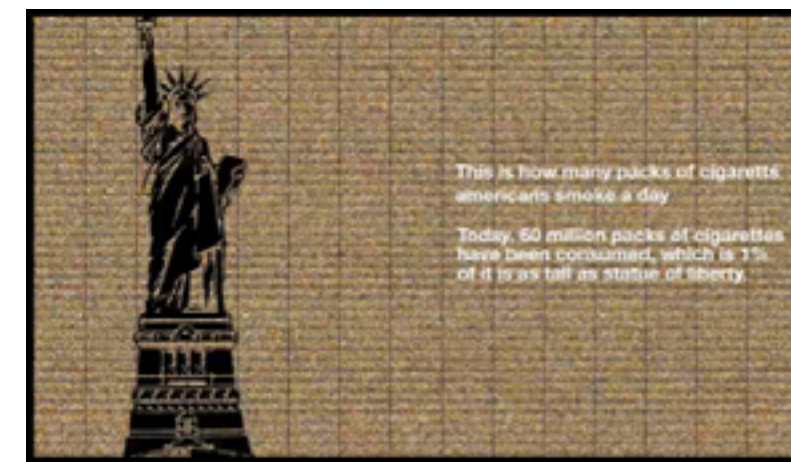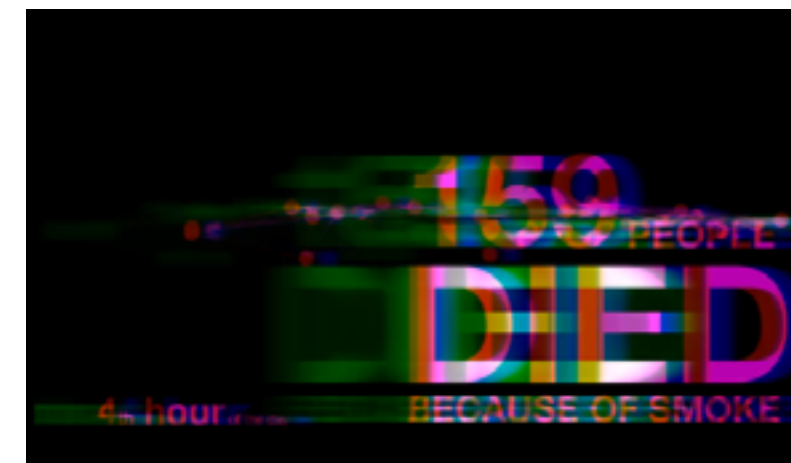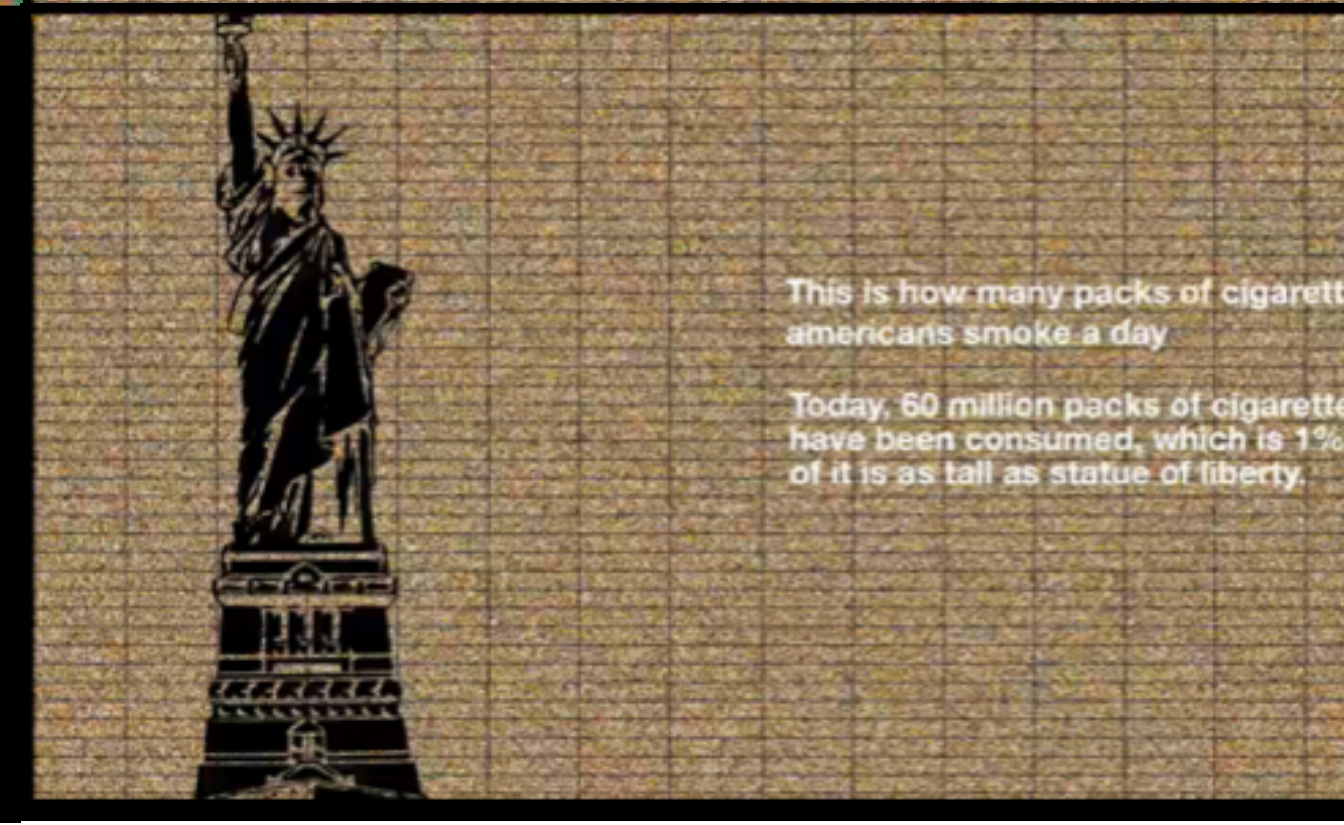
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FINAL VIDEO
SCREENSHOTS

My works is to take these gigantic numbers, these statistics from the raw language of data, and to translate them into a more universal visual language, that can be felt. Because my belief is, if we can feel these issues, if we can feel these things more deeply, then they'll matter to us more then they do now

- Chris Jordan.

2nd hour of the day

5th hour of the day

19th hour of the day

4th hour of the day
159 PEOPLE
DIED
BECAUSE OF SMOKE

13rd hour of the day

1214 PEOPLE
DIED
BECAUSE OF SMOKING
TODAY IN U.S.

This is how many packs of cigarettes americans smoke a day

Today, 60 million packs of cigarettes have been consumed, which is 1% of it is as tall as statue of liberty.