

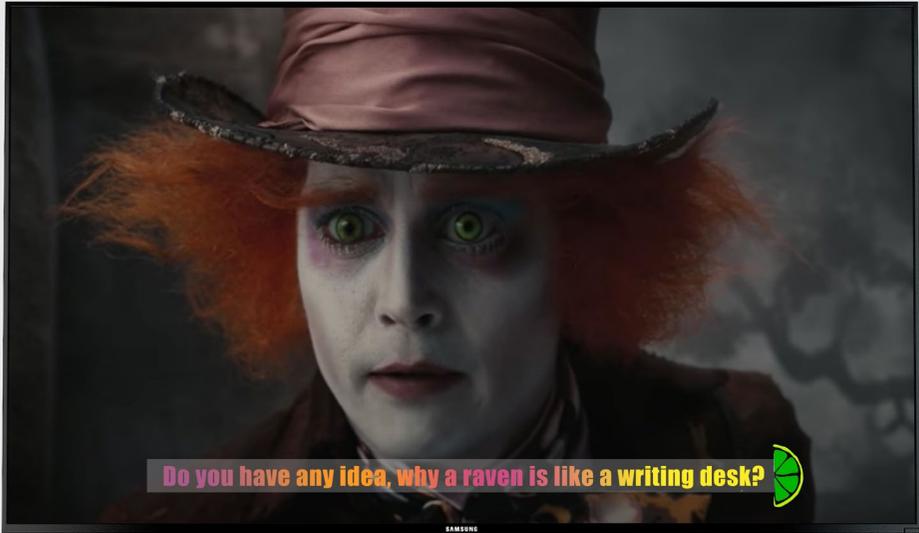
# Shop

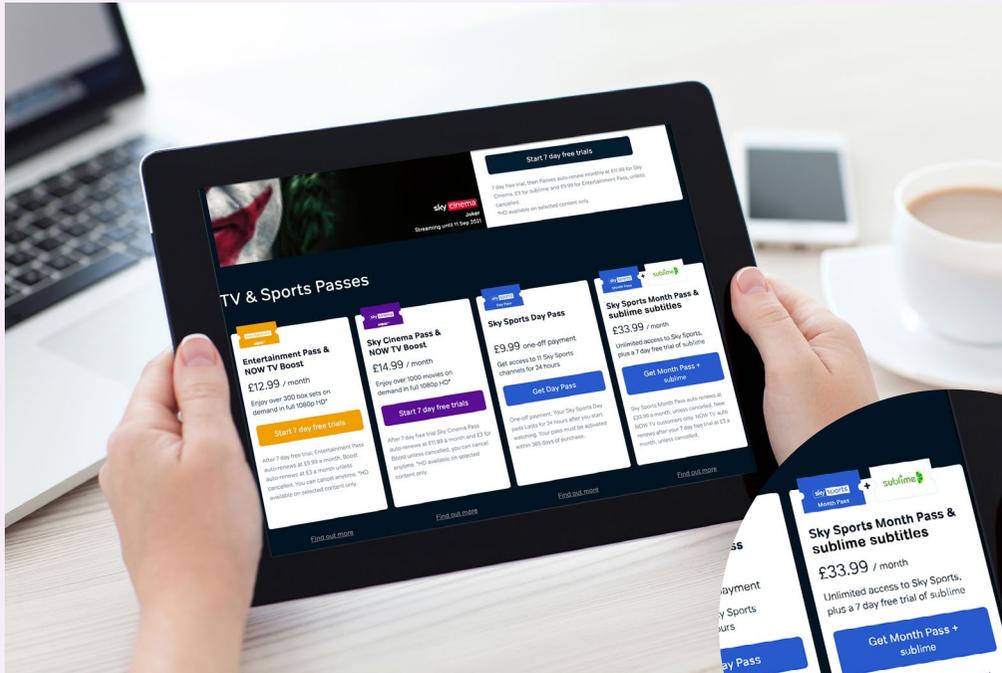
## Final Artefact

### Weeks 9-12

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Jessica Whatley







### service

A fun, customizable video service that is made to fit the needs of any subject, knowledge and ability.



### audience

- English speaking and learning
- Beginners learning to speak English
- English speaking learning another language
- Individuals with English fluency and fluency
- Areas with high school level
- Any age range as long as they are able to read



Images on this page: Forces of Nature with Brian Cox ©, Alice in Wonderland ©, and Powerpuff girls ©. All images transcribed by subtitle ©.



### television

The wording of the TV app would need to be simple and easy to use. It would need to be able to accommodate a range of users. I have three settings which allow me to see the subtitles look out on the screen. There is a default of nine types, each to choose from, ranging from screen to self and on-screen.

As clear as the most important feature in my current app, I have provided a pop-out screen for all of the colour choices for both background (behind text) and foreground (text) of the subtitles.

Images on this page: Vcr/finding for set up and customizable subtitles. All images transcribed by subtitle ©.



### collaboration

My service will be required to work in conjunction with TV and websites. Television providers such as BT, NOW TV, Plusnet, Sky, TalkTalk and Virgin Media would be my target audience, along with YouTube. They are where my target audience are based. It must be an easily accessible service, right from installation to day-through use, and would be beneficial to both clients and customers to attach subtitle to a platform that they are already familiar with. As TV packages currently offer different priced services, subtitle will be a bespoke additional service that customers can select. It will be entirely optional. There is a charge attached as it is a bespoke service, also meaning providers will receive benefits, and ultimately to help those in need. However, there are price brackets depends on the customer requirements. With a higher price tag comes more selection and therefore a higher range of customizable options for subtitles and more channels.

### website

The website would run off an extension and be automatically applied to any audio devices. When selected in this logo, the customer would be able to see subtitles on this media. This extension would be a chargeable bespoke service that would run in collaboration with media websites.

Images on this page: land ©, and Pow

### growth

- Analytics (weekly reporting)
  - Promotion and advertising
  - Event press release
- The service will develop a three year strategy to achieve business goals and growth, through a combination of the above points on platforms such as subtitle's website, and social media accounts.

### development

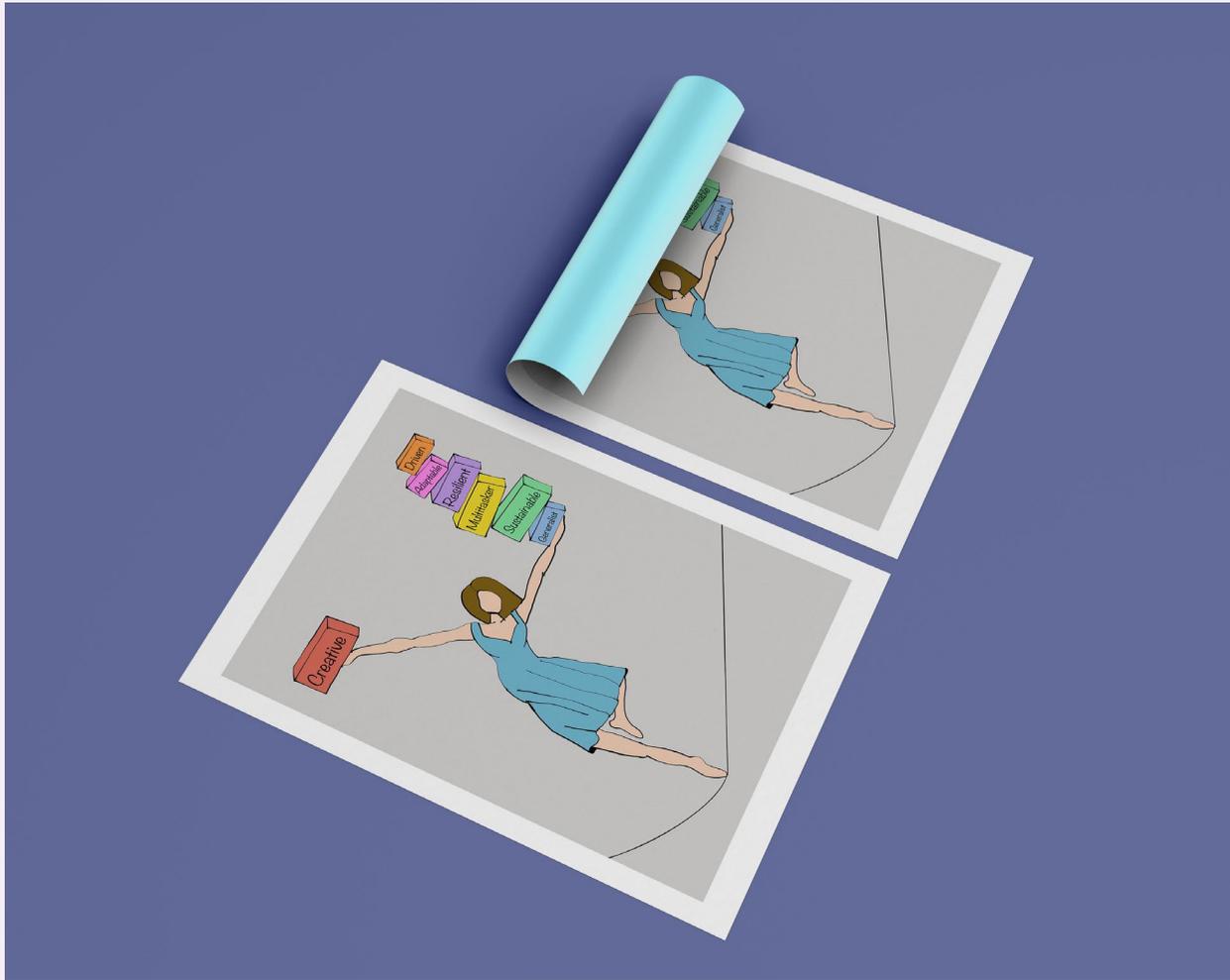
The plan side of working alongside the current TV website providers is that they will already hold all of the licenses required to transcribe programmes, films and music. However, development would be required and it would need to be agreed whether professional subtitle staff would be required to install these subtitles on every programme, or whether a digital interface is developed.

### what next?

- Marketing:
- Consider how the branding of the website and social media platforms would be developed
  - Collate customer feedback and produce weekly, monthly and annual reports to measure progress
- Collaborations:
- Consider approaching universities, schools and other educational platforms i.e. Google Drive



Images on this page: Examples of the bespoke service applied to current TV packages (NOW TV) and David Attenborough ©. All images transcribed by subtitle ©.



## Week 9: Core characteristics, ethics and theory

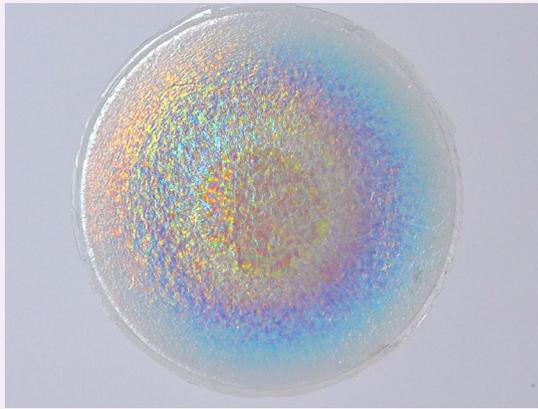
This week explored entrepreneurship, which led me to explore key characteristics I personally believe highlight being a design entrepreneur. Seven traits I personally believe a designer should have are: to be a generalist and a multitasker, and to be sustainable, resilient, adaptable, driven and creative.

Basing myself as the figure, I have balanced 'creative' separate from all of the other design entrepreneurship qualities. This is because I feel that creativity needs to take a step down when thinking about the foundations of a business. As module two has taught me, I have grown to understand that being a designer is more than being able to design; it's about developing your entrepreneurial self to become sufficient at a multitude of behind the scenes tasks.

I've also put 'creativity' in a red block as I feel that fighting that creative urge would be difficult – but you can output it in different ways (such as energy and time put into the business planning).

To improve this piece, I would consider different options of presenting the final outcome - I love the idea of presenting this as part of a curriculum vitae, showcasing all the design skills I can bring to the table.

## Elissa Brunato



Bio Iridescent Sequin

## Neri Oxman



Aguahoja

Week ten enabled me to explore two designers that demonstrate authorial/making expertise. I researched Elissa Brunato and Neri Oxman, who specialise in new technologies and scientific material systems.

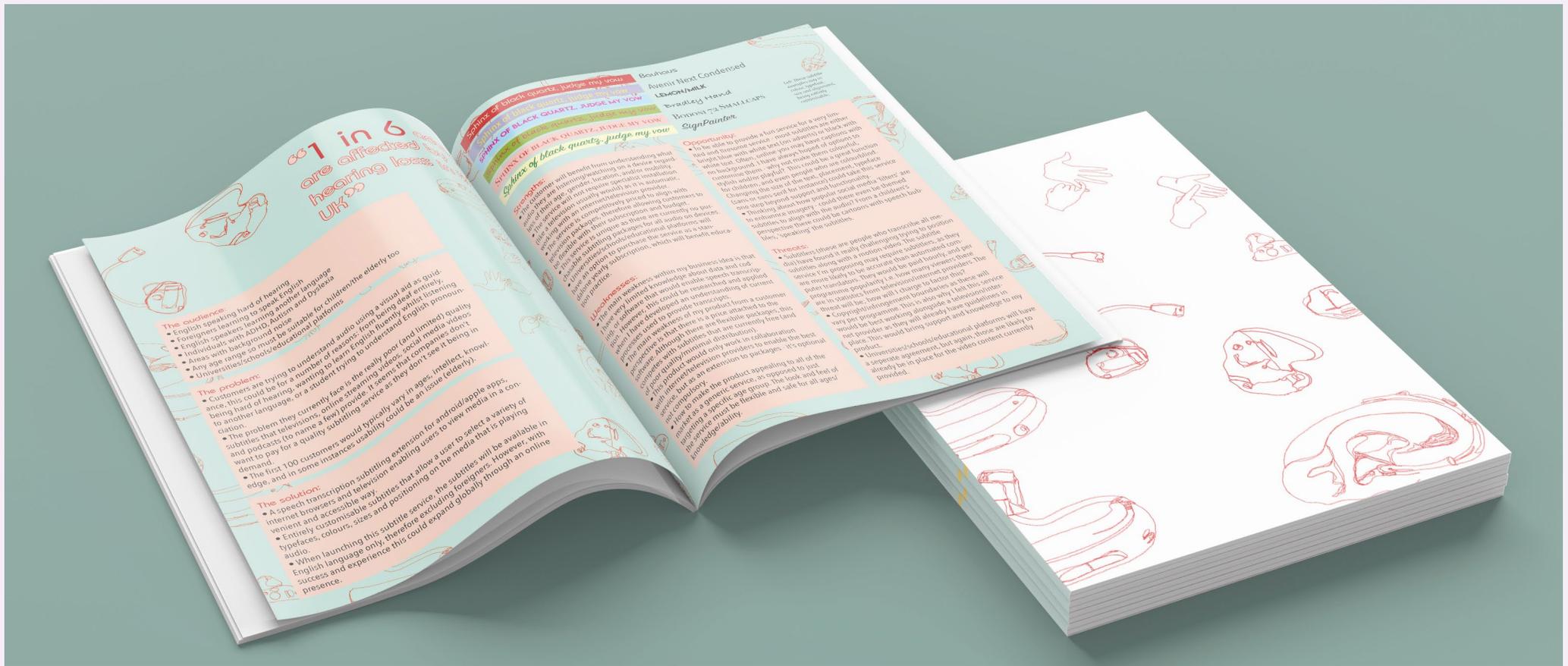
My findings highlight that the trends in the sustainability market, along with advances in technology, makes their field of work highly competitive. Therefore I believe their projects are passion projects; and designers must be resilient to succeed. Interestingly, both designers are also taking opportunities where they saw gaps in the market, which makes them innovative in their field.

My ten ideas that I could explore as an author/maker:

- A photography book of my favourite nature photographs I have taken over the years i.e. sunsets, flowers, leaves
- Speech transcription subtitling extension for android/apple apps, internet browsers and television
- Highlighting toxic culture of fast fashion and how to upcycle clothing for the home, garden and fashion
- A recycled flower press kit, including seeds and information on simple tie-dye techniques, using minimal materials
- Rebranding three menus at Heston Blumenthal's scientific, multi-sensory, tasting restaurants
- Micro and macro exhibition of minerals and structures in large scale
- Typographic 3D sculpture that can feed wild animals whilst also being a filtration system
- A sustainable digital typeface as from my research these seem minimal in their existence
- A beautiful book on how wonderful bamboo is for sustainability, titled 'bamboozle' because I love them/that word
- Sustainability awareness around the internet

It's clear from my ten concepts that I am interested in topics that surround change, or improving something. I think this is because I enjoy the process improvement, research and evolution of products.

## Week 10: Case studies exploring trends and outputs



I created a business outline in week eleven, addressing why there is a demand for an exciting, bespoke subtitled service in the media industry. I learnt that companies don't want to pay for a service that they feel isn't in demand/beneficial to others, despite my contrasting research - one in six people in the UK alone are affected by hearing loss. I created this branding based using my hearing devices and colour theory as a basis. These colours contrast not just in appearance but in meaning – one is energising (red) whilst the other is calming (green). I definitely see my service as important and therefore catching a viewers attention, but at the same time bringing a peace of mind to someone who has difficulty understanding audio. To improve my outline, I would consider looking at how I could raise awareness of my product through advertising.

## Week 11: Revealing gaps, targets and audiences for a new product or service idea



My prototype in week twelve showcases my bespoke subtitle service, named sublime.

The concept is based on collaboration with existing television providers (an app) and online media (an extension). This would ensure customers were using platforms that were familiar, and also that the service was automatic. Through trial and error in my experiments, I settled on the positioning and movement of the subtitles on a screen - sliding from right to left. I concluded that the subtitles would be customisable through offering colour, typeface and cursor options.

My prototype addresses the system wayfinding to potential clients (such as NOW TV) and highlights how the service would work as an add-on to their existing product packages. I also present the next steps, which would be to develop a marketing strategy - this would require negotiating with clients. There would be a website to build, social media content and monitoring reports to highlight areas of continual improvement.

To improve this prototype, I'd present a live demonstration of the subtitles in action, through animation or film.

## Week 12: Developing ideas and designs for launch of authorial artefact

# Critical Evaluation

Weeks 9-12 of this module have taught me the fundamentals for becoming a designer and developing projects. From weighing up what qualities makes an author/maker, and looking at inspirational works of other designers, being a designer is a work in progress. More importantly, it means continually improving your working methodologies and skills.

Researching for a business outline in week eleven enabled me to get to the basics of my product concept, and very quickly. This helped me hugely in my final artefact for week twelve, and I will be using this method going forward for future projects.

To improve these four weeks overall, I would consider researching areas of weakness. This could be using different applications to benefit my final outcomes, such as incorporating videos, or using animation. I think as a digitally evolving society this would benefit customers/clients. It would also be another learning objective for myself where I can continually improve.