

Unscript

A new way of storytelling. Your choice. Your movie.

A documentation about the
course
Digital Product

Hochschule für Gestaltung
Schwäbisch Gmünd
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Preface:

In the Digital Products course, we think about what the future of the film experience could look like and develop our own imaginary product for it. We ask ourselves questions like: How can movies (and TV shows) be discovered, organized, catalogued, categorized, sorted, collected, discussed and shared? How does one learn more about the filmmakers, actors, about social, political and technological contexts and contextual information? What visual implementation would help make information more accessible? What features would be useful before, during and after watching a movie?

How do you watch movies alone or with friends in the future? Current technological developments such as Metaverse, Voice UI, Gesture Control, NFTs, Foldable Devices, 3D Displays, Holograms, AR Glasses and AI generated content can be included. How can these be used in a useful and meaningful way? Which technology can offer us advantages in conveying and communicating information? What does the interface look like? We create visual mockups of such functionality for your portfolio.

Ideation

(06-13)

Inspiration & Moodboard

(14-19)

Implementation ideas

(20-27)

First ideas

(28-39)

Final concept

(40-45)

Style guide

(46-51)

Interface

(52-59)

Final result

(60-69)

Our first steps...

Focus

The main focus is on cosume, paying more attention to watching movies while also making the experience more interactive. We also want to refer to the areas discover and manage our goal is to improve the overall movie experience.

First „how might we?“

How might we make the movie experience more exciting to draw the user's attention more to the movie and away from their smartphones?

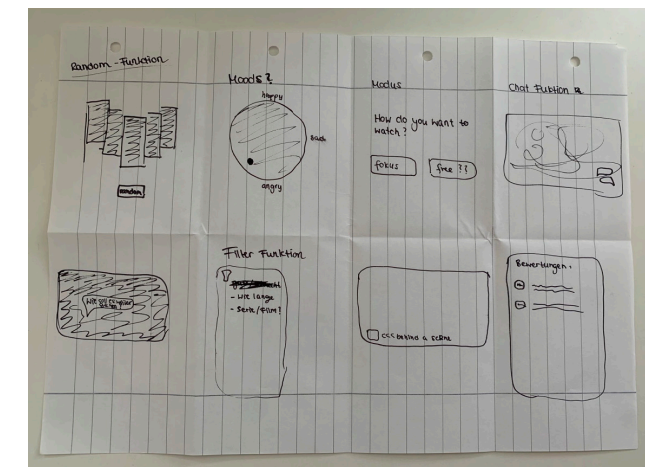
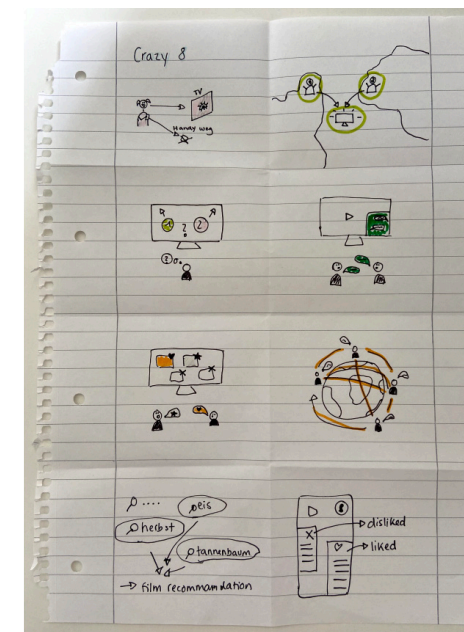
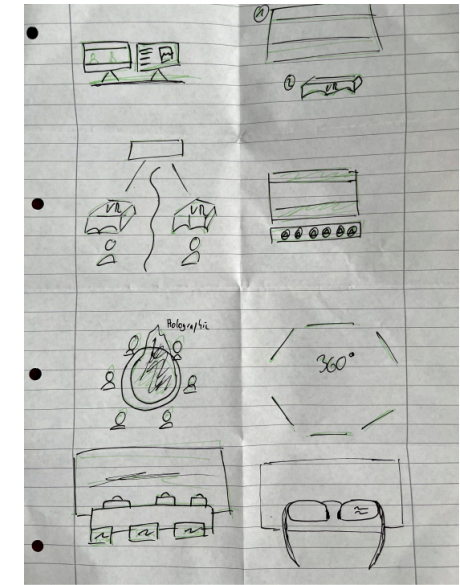
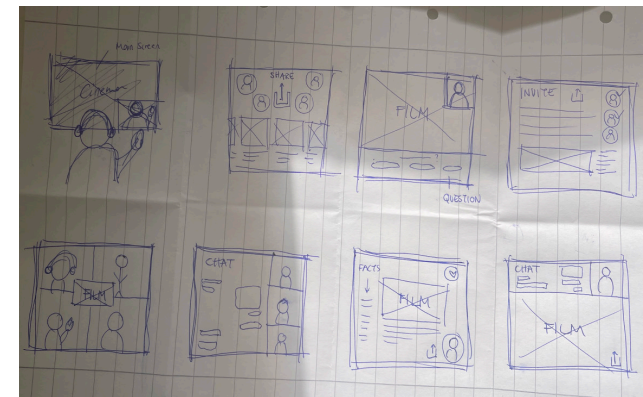
How might we engage users more in the movie experience to keep their attention and maintain excitement?

How do you overcome the distance between people to create a shared and interactive movie experience?

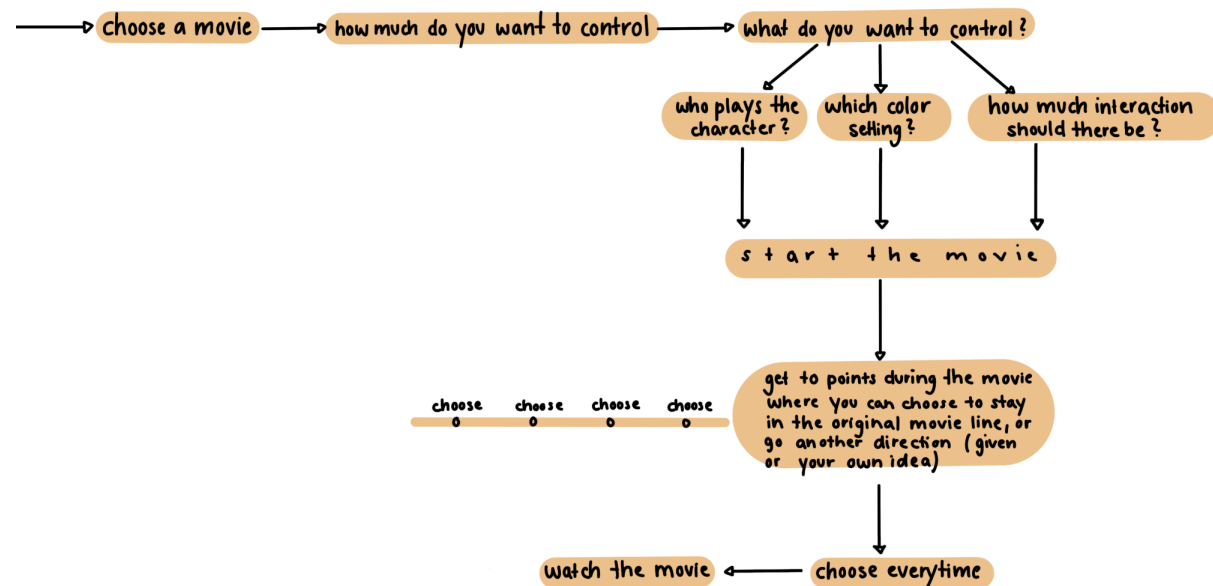
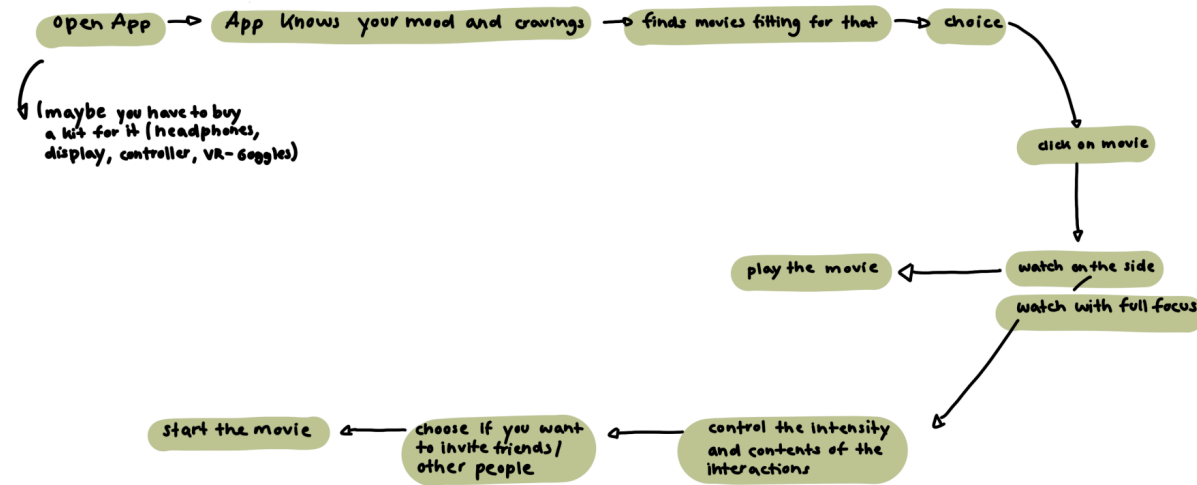
First ideas for the movie platform

Detailed filter to specify what you're looking for	Just like in bookstores have experts write film recommendations that are featured on the main side based on your interest	being able to decide how the characters in the movie behave / interactiv	being able to make active decisions to change the course of events in the movie/series (black mirror)
send invites to friends and family so you can watch together	View interesting Facts about the movie to talk about with the group you're watching with	behind a scene facts or a director comments appearing during scenes which they relate to	categorize films on the mood/ feeling they transport, with reference films → "movies like"

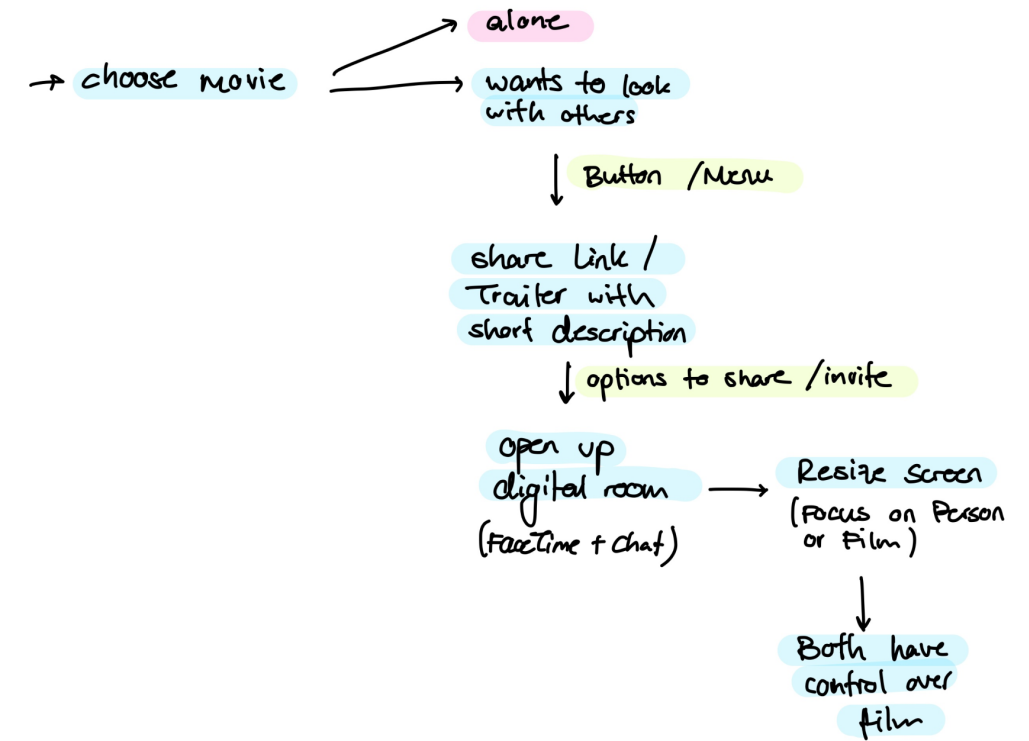
Crazy 8



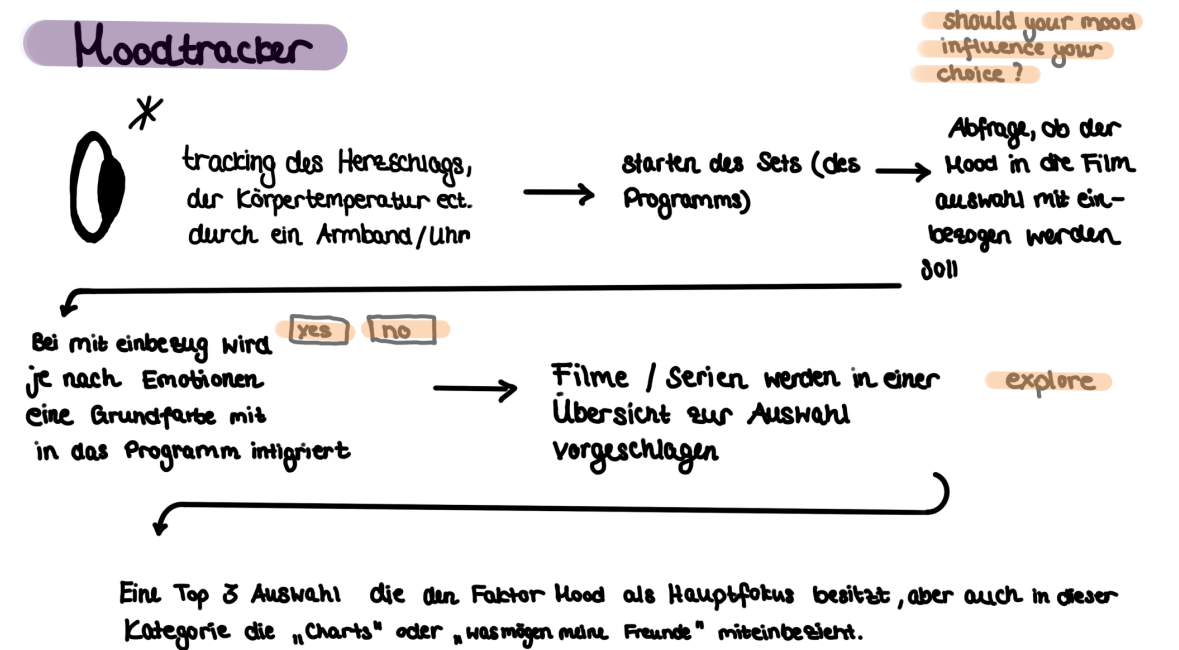
User flow



INVITATION / SHARE



Moodtracker



* Bei Erhalt des Sets wird Anfangs durch einen Fragebogen allgemein festgelegt, bei welcher Emotion was für eine Kategorie bevorzugt wird.

User goal AI assisted virtual storytelling

Change one parameter of the story. See how the storytelling adapts to the changes you made.

Experience and learn to tell immersive stories.

Opportunity

Get a whole new experience of consuming and designing interactive stories.

Target Group

Film enthusiasts,
Professionals of the industry,
People with desire of gamifying
the film experience

Possible Use Cases

Group events where every person slips into a role. Together you will tell the story of the film in real time.

Experience a new story by yourself by changing only a few parameters at time.

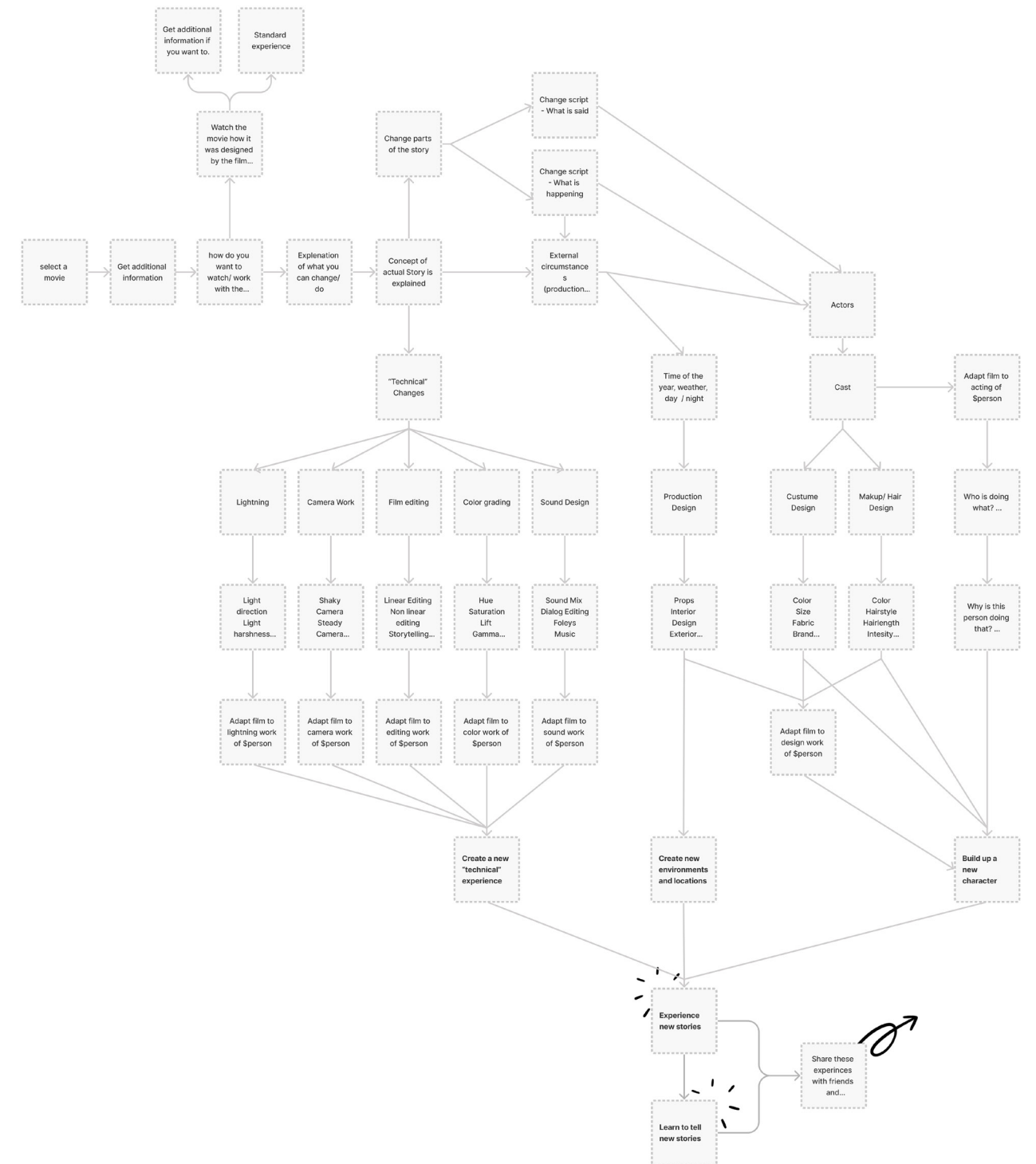
Learn to analyze stories and map parameters according to what you want to tell.

Steps of creating and consuming a movie to date

1. Pre Production
2. Production
3. Post Production

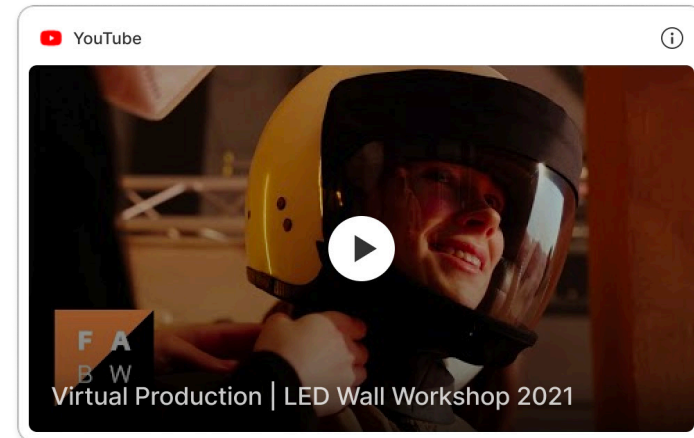
Steps of creating and consuming a movie in the future

1. Pre Production (Build up assets the user can work with)
2. AI assisted interactive real time production by the user

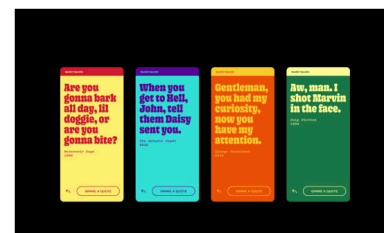
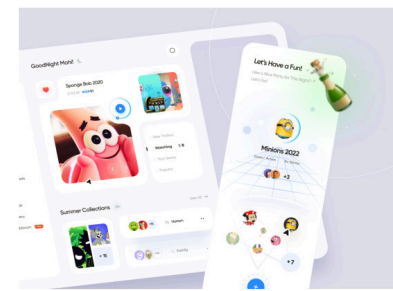
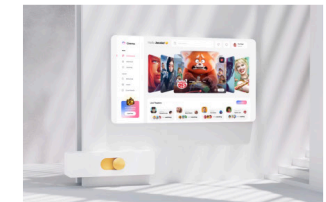
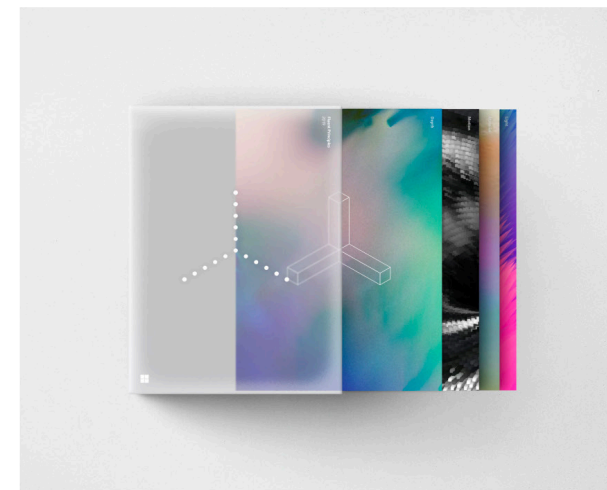
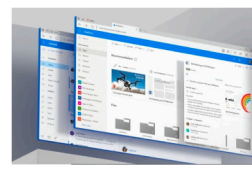
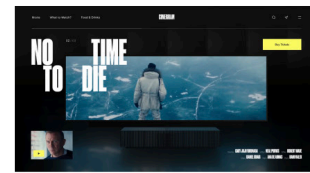
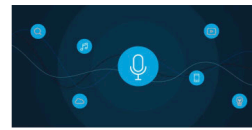
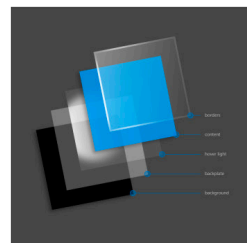
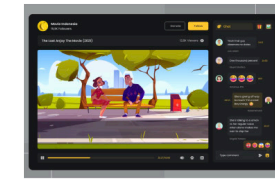
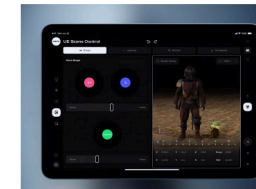
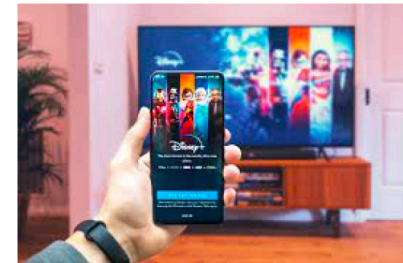


Inspiation board

To support the process of brainstorming the inspiration board helps to visually capture all ideas.



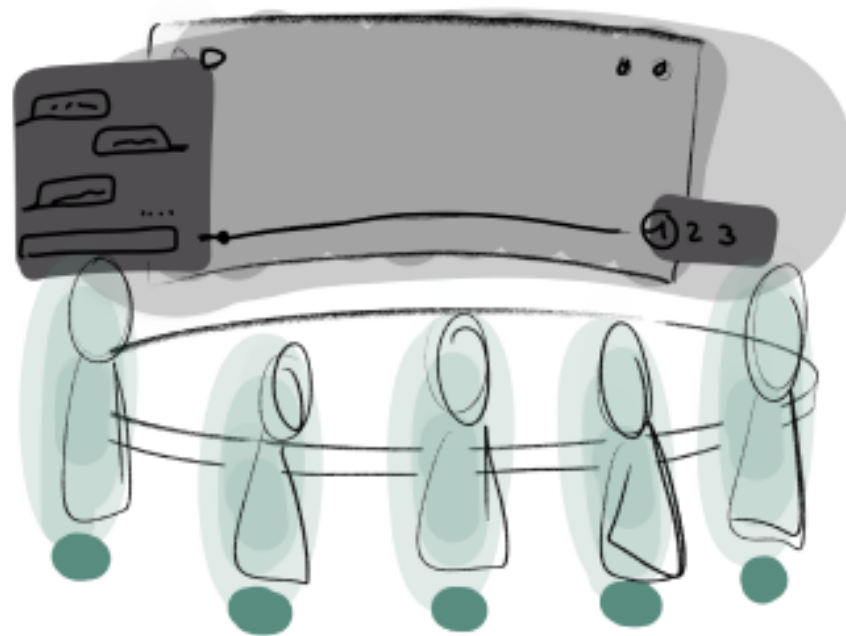
Interaktive Serien und Filme auf Netflix
Erfahren Sie mehr über interaktive Specials auf Netflix und wie Sie sich...
help.netflix.com



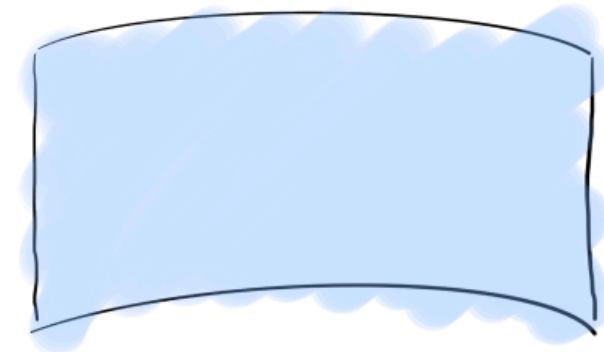
Visualization

After the research phase, first visual sketches were made. This helped to get an idea of what the VR experience could work and look like.

Setting: Meeting with friends in a virtual Room to watch a movie and change things while interacting.

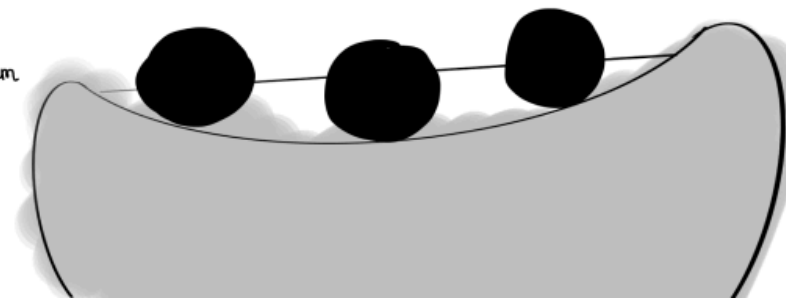


Controlling:
• with Hands on an virtual „pad“
• swiping and moving Hands



Die Steuerung des Bildschirms ist mit Handbewegung möglich.

Virtueller Raum in dem sich alle (als imaginärer Charakter) treffen.

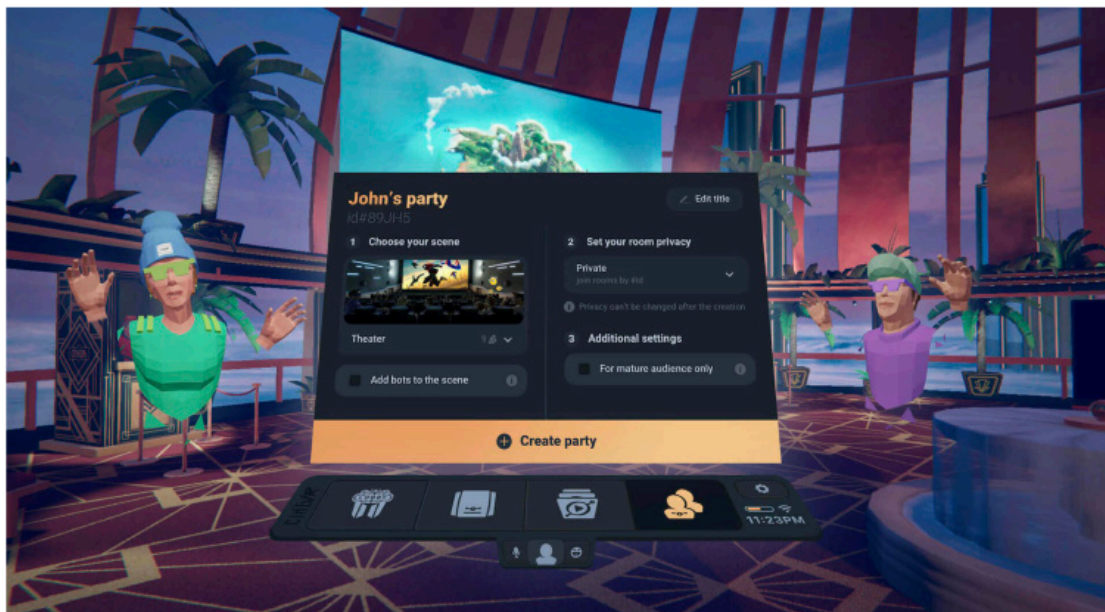


POV-
Ansicht / wenn der Film geschaut wird.



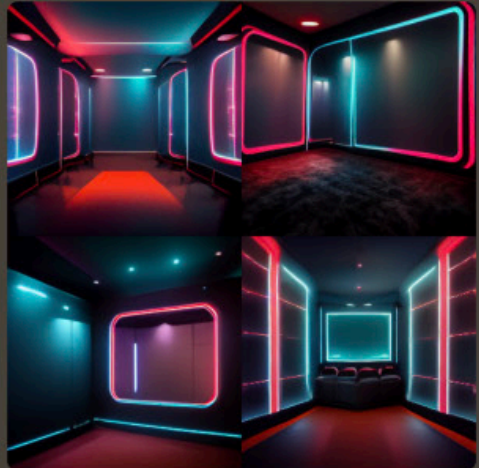
AR or VR

It was unclear for a long time, if AR or VR would be better. With VR you are currently restricted to a space, which is why the tendency went towards AR. At the end, the focus laid more on VR, to enhance the movie experience in a virtual space together with your friends.




10:39 Slack newbie #misc-threads

Midjourney Bot **✓BOT** heute um 10:37 Uhr
 VR room with Film experience neon lights futuristic - @mrklena (fast)



U1 U2 U3 U4
V1 V2 V3 V4

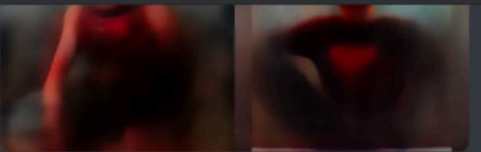
a space between fire and water ,a rainbow,a door - @濱123 (fast)




10:39 Slack newbie #misc-threads

mohmody00 verwendet /imagine

Midjourney Bot **✓BOT** heute um 10:39 Uhr
 one father and one beautiful mother and one little girl and one little boy together play in garden, happy view like movie , sun rise, birds, high detail, photorealism, hyperrealism, massive stage show, 5d, ultra realistic, clarity 8k - @mohmody00 (0%) (fast) (bearbeiten)



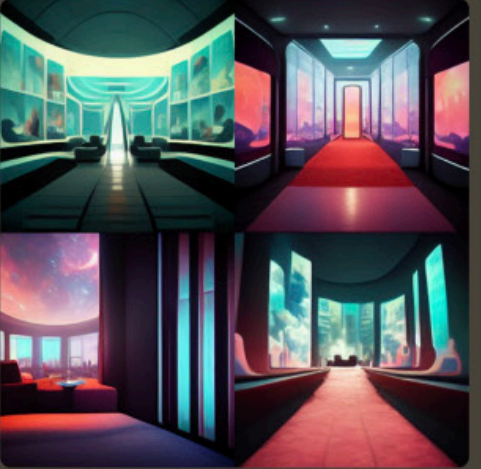
Midjourney Bot **✓BOT** heute um 10:39 Uhr
 Futuristic Film Experience Interaktive Person VR Glasses - @mrklena (fast)



U1 U2 U3 U4
V1 V2 V3 V4

10:43 Slack newbie #misc-threads

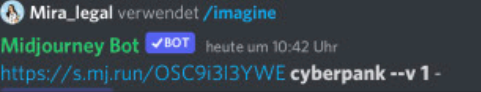
Midjourney Bot **✓BOT** heute um 10:42 Uhr
 room metaverse futuristic collaborative film open universe - @mrklena (fast)



U1 U2 U3 U4
V1 V2 V3 V4

Mira_legal verwendet /imagine


Midjourney Bot **✓BOT** heute um 10:42 Uhr
<https://s.mj.run/OSC9i3I3YWE> cyberpank --v 1 -



10:45 Slack newbie #misc-threads

mrklena verwendet /imagine

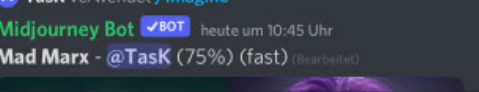
Midjourney Bot **✓BOT** heute um 10:45 Uhr
 interactive screen Person film cinema open universe metaverse virtual reality VR futuristic - @mrklena (100%) (fast) (bearbeiten)



U1 U2 U3 U4
V1 V2 V3 V4

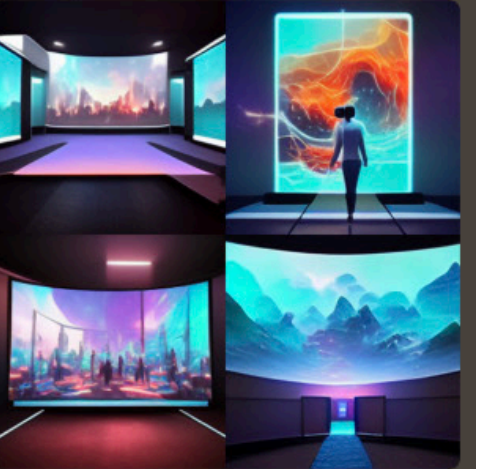
TasK verwendet /imagine

Midjourney Bot **✓BOT** heute um 10:45 Uhr
 Mad Marx - @Task (75%) (fast) (bearbeiten)



10:53 Slack newbie #misc-threads

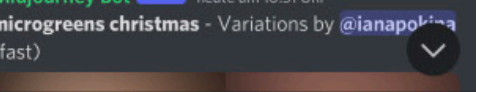
Midjourney Bot **✓BOT** heute um 10:51 Uhr
 interactive screen People Group film open metaverse virtual reality VR futuristic studio lightning 8K interactions - @mrklena (fast)



U1 U2 U3 U4
V1 V2 V3 V4

Midjourney Bot **✓BOT** heute um 10:51 Uhr
 microgreens christmas - @ianapokina (fast)

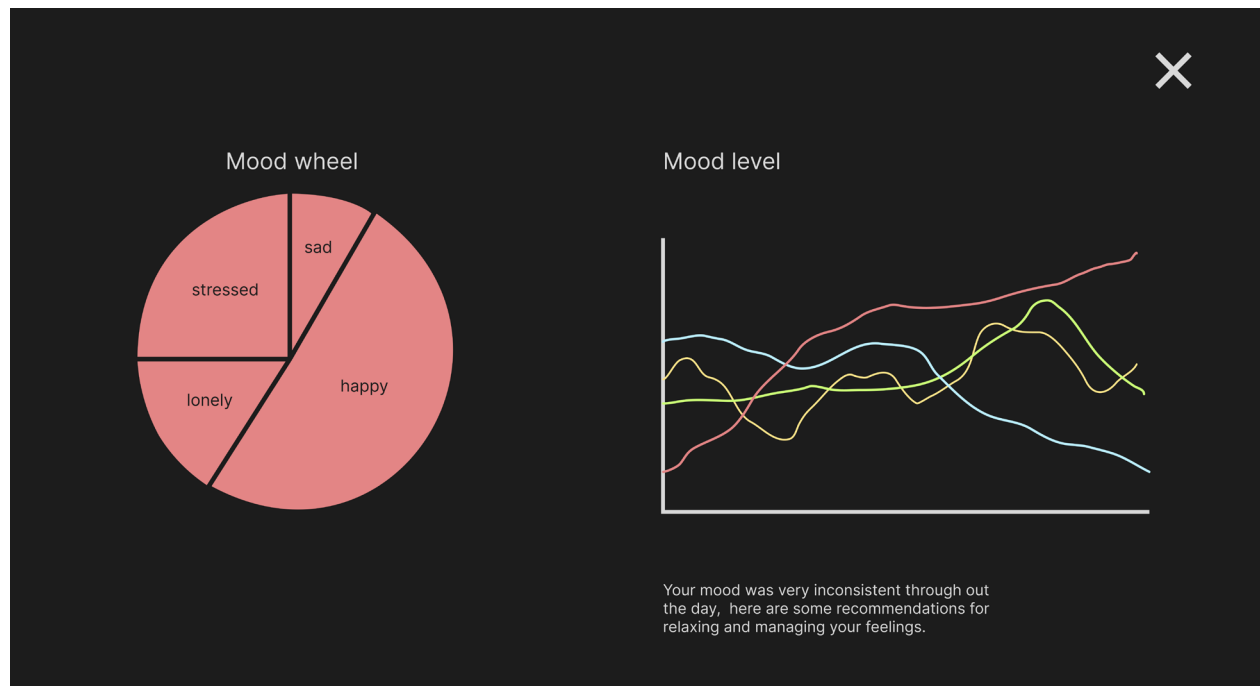
Midjourney Bot **✓BOT** heute um 10:51 Uhr
 microgreens christmas - Variations by @ianapokina (fast)



Nachricht an "newbie"

Moodtracker-Idea

The first idea was to create a tracker, that analyses your mood throughout the day (probably a device like a bracelet) and gives you movie selections based on the current mood.



Your Moddtrack

Hi "User" :)
based on your modd we tracked, we made you a compilation with movies you might like.

Movies with sad stories

Movies for some laughter

Movies for relaxation

search

Film 1 Film 2 Film 3

A grid of six movie posters arranged in two rows of three. The top row shows 'The Revenant', 'The Shape of Water', and 'The Sandlot'. The bottom row shows 'The Secret Life of Pets', 'The Matrix Resurrections', and 'The Dark Knight Rises'.

Movies for some laughter

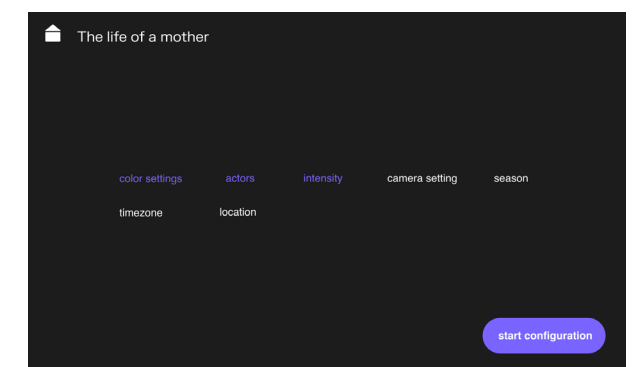
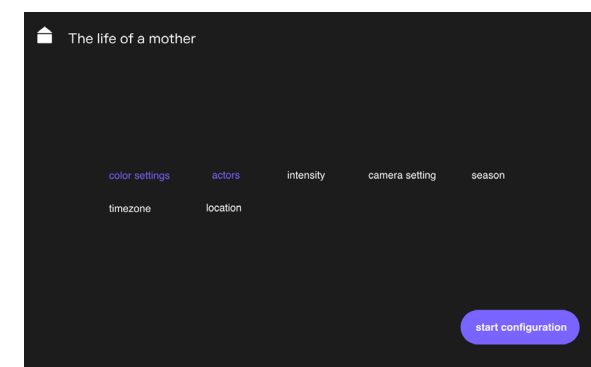
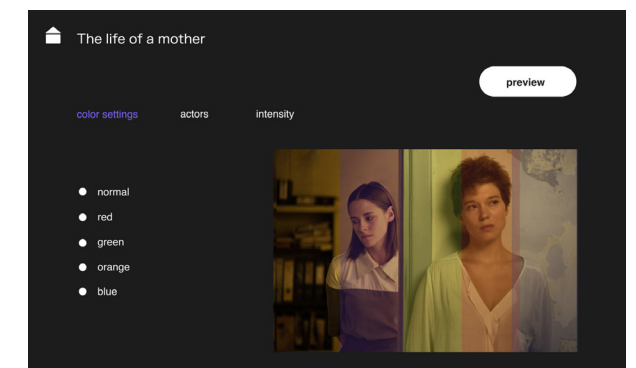
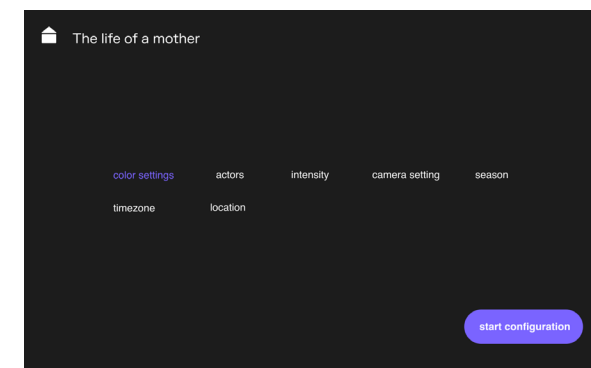
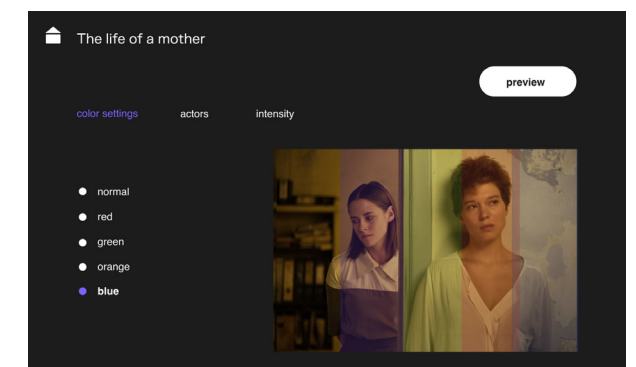
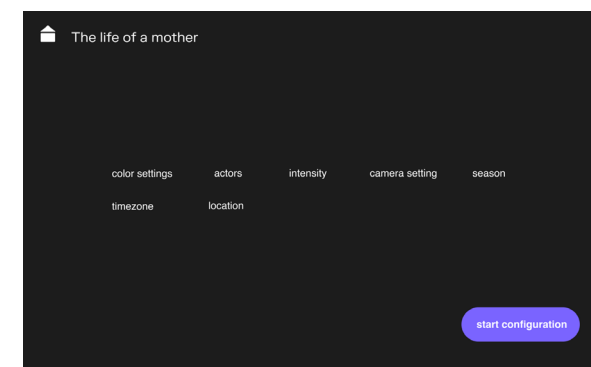
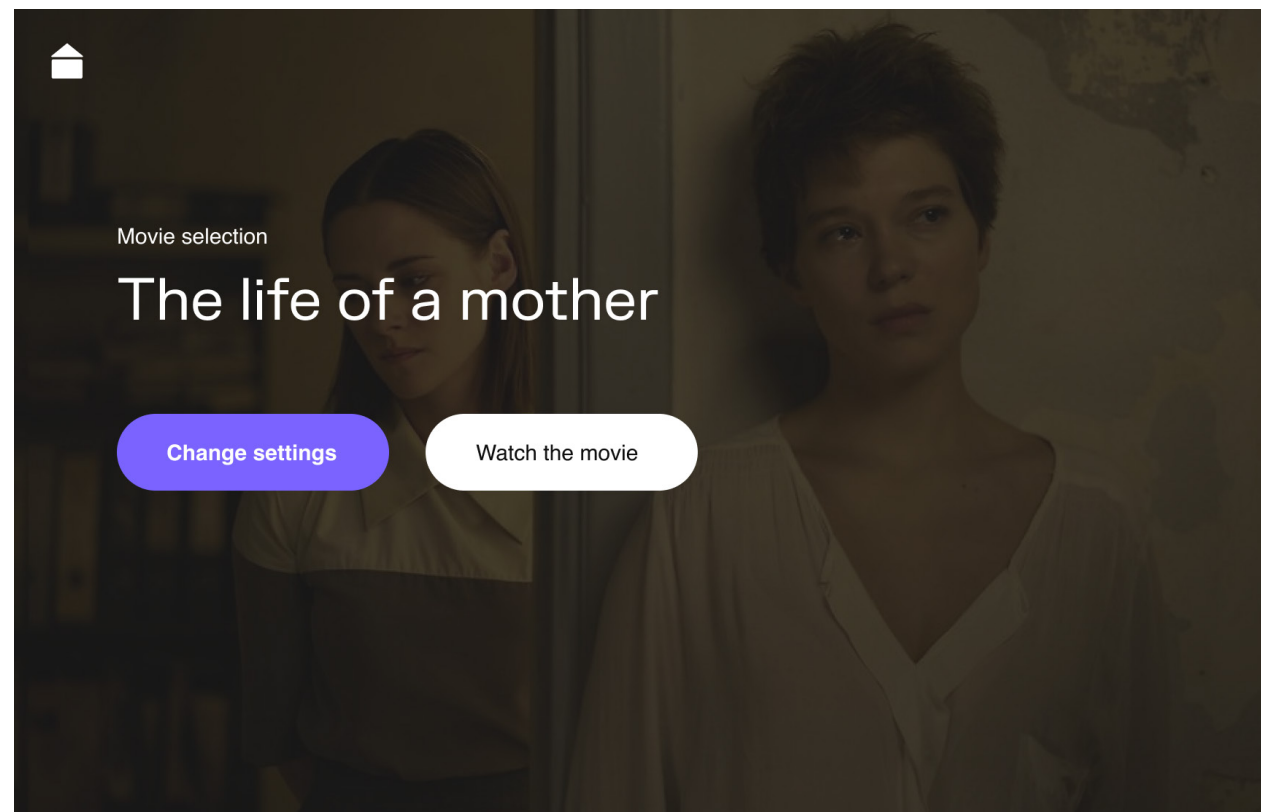
Search on your own

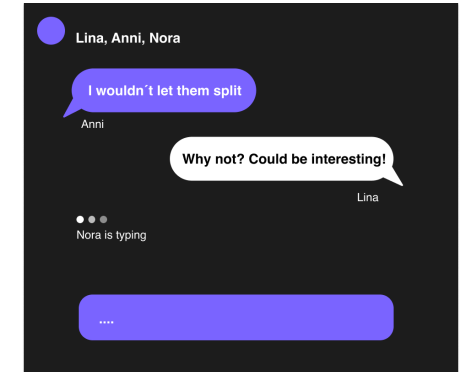
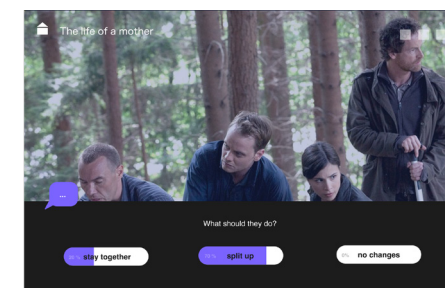
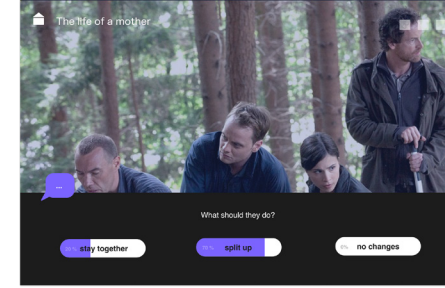
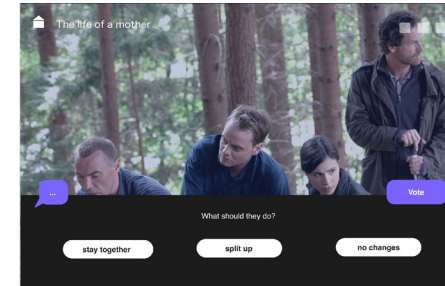
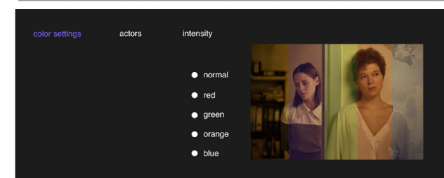
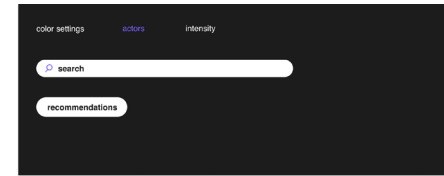
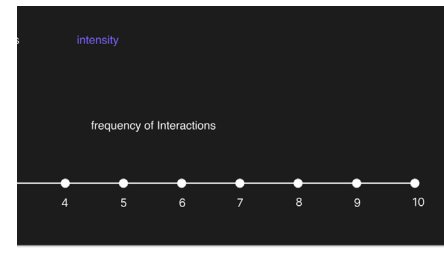
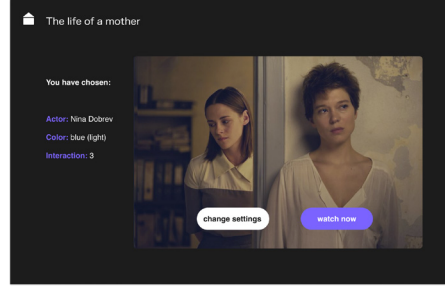
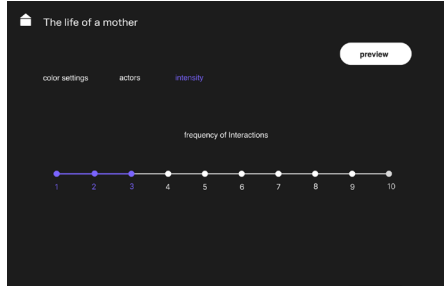
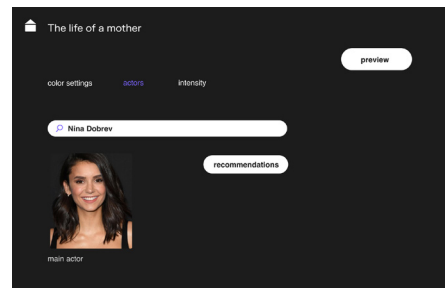
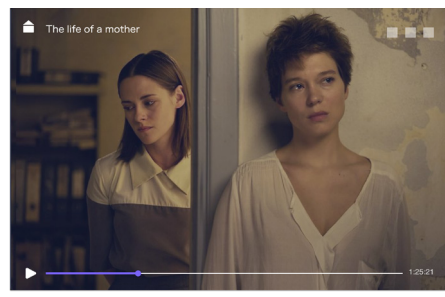
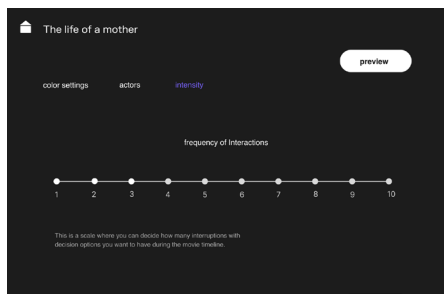
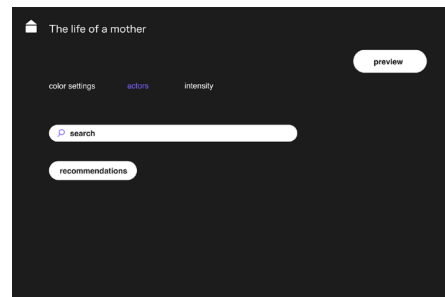
Film 1 Film 2 Film 3

A grid of six movie posters arranged in two rows of three. The top row shows 'The Secret Life of Pets', 'Party on Puerto Mexico', and 'The Sandlot'. The bottom row shows 'The Secret Life of Pets', 'The Sandlot', and 'The Sandlot'.

Attention change

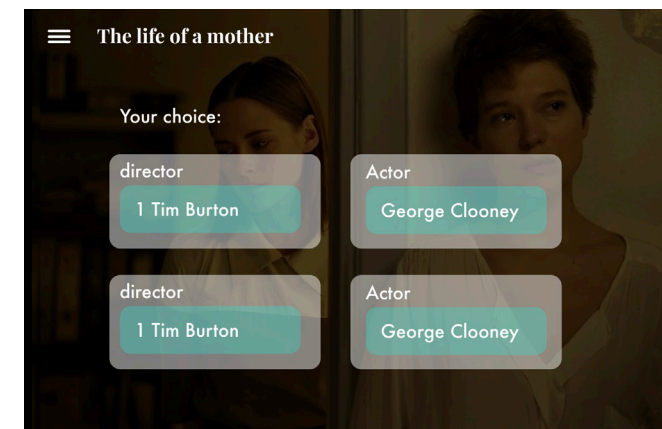
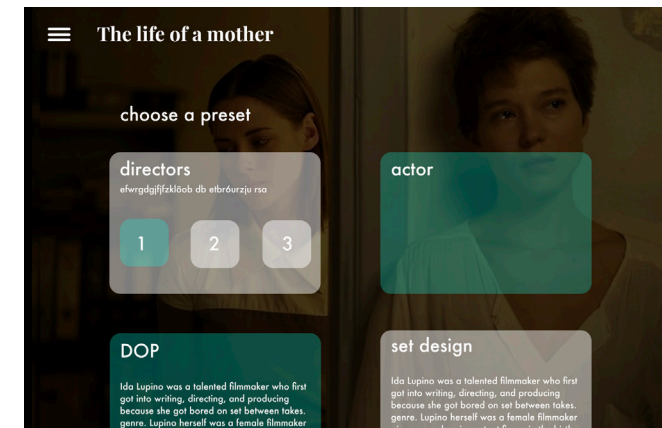
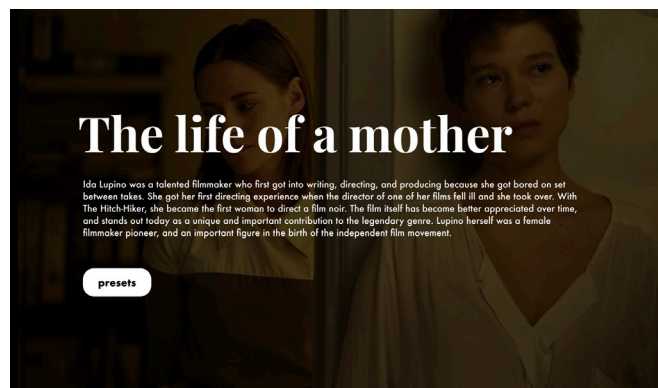
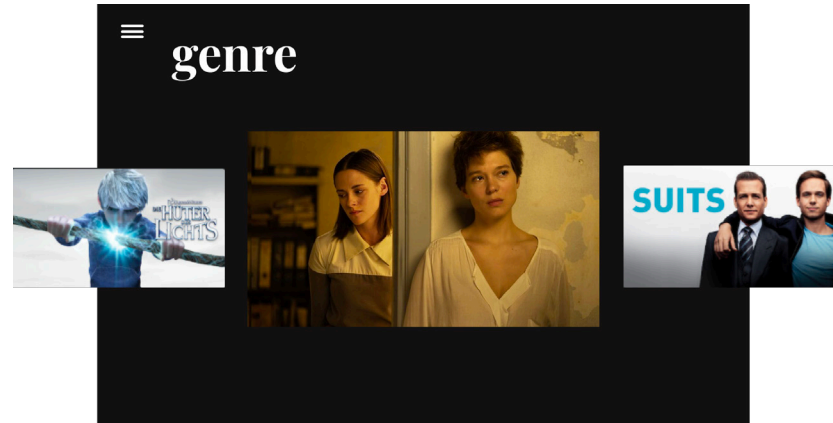
The second question was how the attention of the user can be more attracted to the movie itself. The first idea for the gamifying content was created. The idea was to keep the user more engaged with movie changes, so they would pay more attention to only one device and not to the TV, the phone and the iPad at the same time.





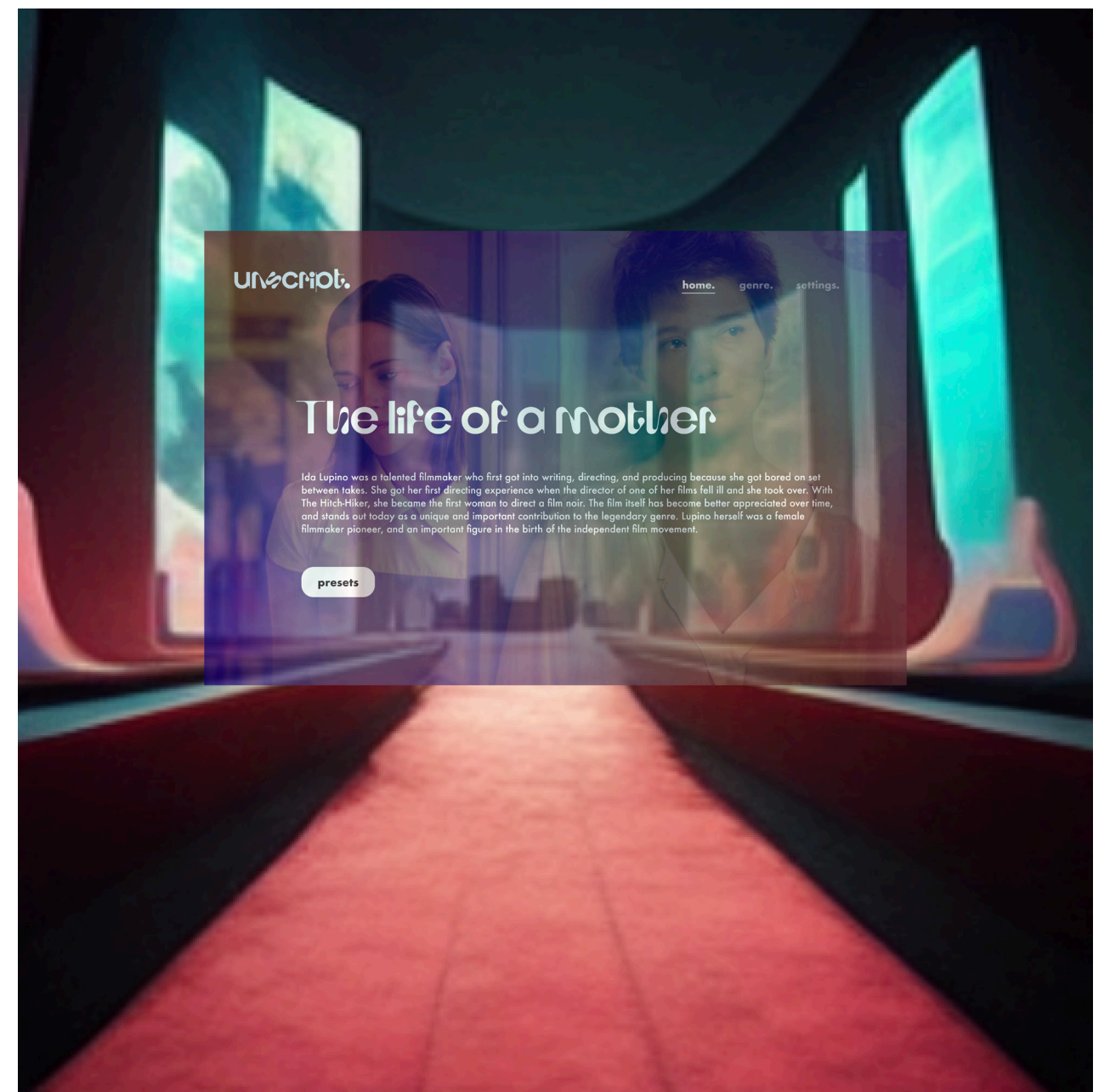
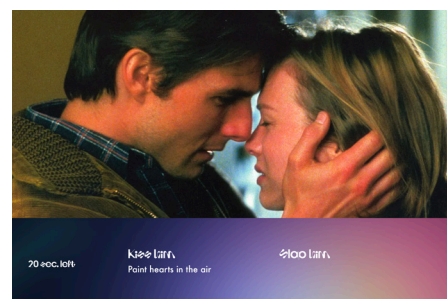
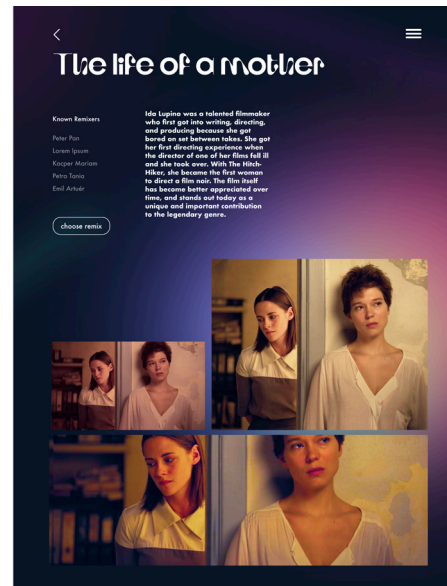
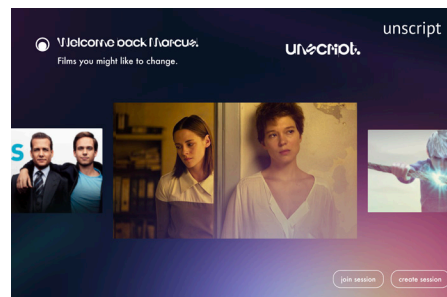
Movie change

To make watching a movie more interesting, the idea was to be able to change everything about a movie. You don't like the actor? Change it. You don't like the setting? Change it. The problem with that idea was, that the user had endless possibilities on what to change. That can easily be overwhelming and make the experience stressful. It also takes away the art of the creator's choices when it comes to lighting and other settings.



Different design variants

The last concept was then created in different design variants. With that, the idea and the visualization became clearer.



Final concept

The idea of unscript is to create a virtual reality experience with your friends. Its main focus is the fun and playful modification of movie storylines.

The general idea is, that you can choose a movie you like from every genre. After choosing a movie, you get the option to join an event lobby. The event lobbies are time-limited lobbies, created by remixers after they launched a new remix. Each lobby is limited by the amount of members, who can join. If you join those lobbies, you get directly into the virtual room with the other participants.

If you don't like to go into an event lobby, you can create your own.

For a private lobby, you can invite your friends. Those friends get a message on their devices (phone or watch) and can join. After they joined, you get to choose the Remixer you want to watch the remix from. That's when the fun begins. To choose a remixer, you have to push your favorite by pushing the virtual card in front of you. After a certain amount of time, the voting stops. The remixer, who got pushed the most, will be the winner. The movie starts. The idea with the remixer is the following: a remixer is a person whose business it is to recreate mov-ie stories. They watch a movie and at a different point during that movie they thought about changing the storyline. For each decision point, they give two options on how the movie could go on. The lobby members get to those points and are able to choose what path they want the movie to follow. You choose with gestures and movements. Each option has its unique feature and requirement, on how you should move to choose. During those stops, the storyline pauses. The movie itself will continue but without content, as if it is waiting for you to make a decision. With that, the experience doesn't stop completely and stays in a flow.

At the end of the movie, you get a statistic about your experience. It will show you how many endings there were, what you ended up with, and how many people chose the same as you.

Project titel

The name „unscript“ stands for something that is not written yet and is waiting to get meaning and content.

Remix

Choice

Decision

flipview

u movie

choiced

choice u

cinemake

choicer

narrative

UMove

filmway

storycast

refilmaker

ReChoice

Unscript

Mixset

Typography

For a simple and clean look, the Hanken Grotesk was chosen. The appearance makes it adapt seamlessly to the interface without taking up too much space and also disappearing in all the vibrant colors.

Hanken Grotesk

60 Pt **Medium**

48 Pt **Medium**

27 Pt **Regular**

25 Pt **Bold**

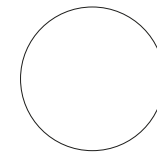
22 Pt **SemiBold**

16 Pt **Regular**

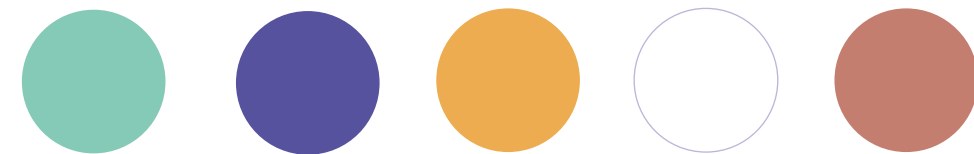
Color

To make the fact clearer that the user is in a virtual room, we chose vibrant and strong colors, that fade into gradients. The purple and orange gradient is recognizable as our main feature and is not too strong or distracting.

Highlight Color (Typography)



Background

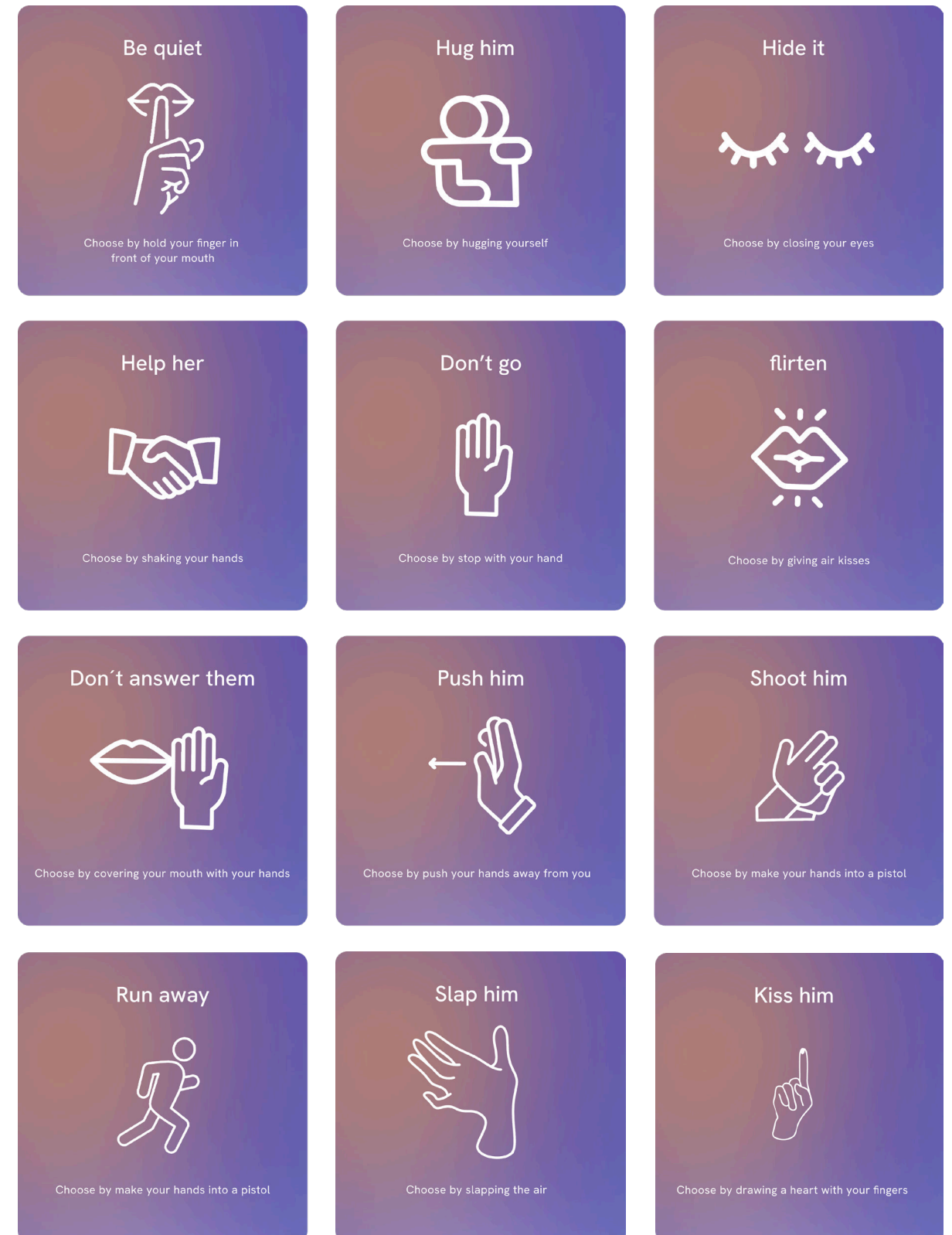
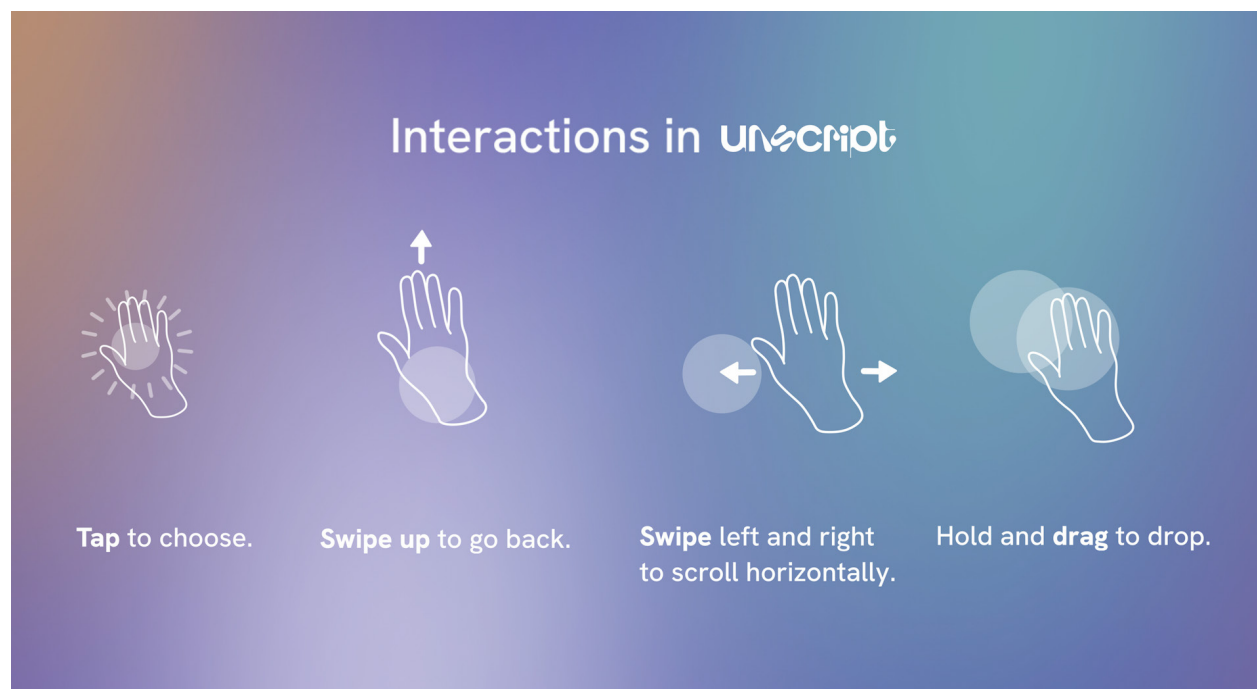


Interactions and Illustrations

To make the interface more reliable, the interactions are based on movements we already know. Swiping up to return to the previous screen, swiping right and left to scroll through the movies and genres, press to choose and drag to drop.

All the other interactions at the decision points are completely up to the remixer but are also movements that are easy to recreate while sitting and standing.











The illustrations are there to guide the user naturally and easily through the interface. To make the interface as easy to understand as possible, the illustrations work without text and implement seamlessly into the surrounding.




Invite friends

Unscript allows you to experience movies with your friends, no matter how far away they are.

Friends (45)

-  PeterRemixer68
-  Kali46red3
-  Natunotu4646
-  Liloundstitch
-  MaxderRAbe3
-  Whytho961lol
-  Lola4228
-  HaliFax41zet
-  Grugroku532
-  Helinat3ro



The life of a mother

Having a teen as a child is always stressfull. While working two jobs and being a single mom, Ida has to figure out how to handle a teenager and live at the same time.

Add your friends

choose mixer

Remixer

The idea with the remixer is following: a remixer is a person whose business it is to recreate movie stories. They watch a movie and make changes to the storyline at different points during that movie. For each decision point, they give two options on how the movie could continue. The lobby members get to those points and are able to choose what path they want the movie to follow.

Choose your Remixer

By tapping on the Remixer card as fast as you can, you will push the Remixer and hopefully win the race.

0:20

Comedy Lobby

4:07:35

***** | 10 Changes | 52 Endings | Genre: Thriller | 89/100 joined Lobby

I love laughing and having fun. Movies should be there to entertain and forget the sadness of life. Be ready for a lot of punshlines and mega fun!

JohnTheRemixer

RemixSteve

Horror Lobby

0:02:13

***** | 3 Changes | 15 Endings | Genre: Thriller | 89/100 joined Lobby

Scary movies are my passion. If you like to change a movie that you like in your personal horror fun, than my remix is a good choice for you.

Thriller Lobby

3:23:02

***** | 5 Changes | 25 Endings | Genre: Thriller | 89/100 joined Lobby

Chainsaws? Blood? I love those things. The scarier and psycho the better. I promise you some chills and real fun with horror.

Action Lobby

00:05:32

***** | 5 Changes | 25 Endings | Genre: Thriller | 89/100 joined Lobby

Guns and plains. Best combo ever! I make your movies more action filled and exciting. Buckle up for some unforgettable stunts and fire.

Love Lobby

1:04:54

***** | 7 Changes | 21 Endings | Genre: Thriller | 89/100 joined Lobby

You love happy endings? I guess everyone loves that. In this remix you have the guarantee to get a real lovely happy end.

FunnyRemixer

ReMix785Sally

JohnTheRemixer (Action)

26:56

***** | 5 Changes | 25 Endings | Genre: Thriller | 89/100 joined Lobby

The movie follows a group of skilled mercenaries as they undertake a dangerous mission to infiltrate a heavily guarded enemy compound.

RemixSteve (Love)

26:56

***** | 7 Changes | 21 Endings | Genre: Thriller | 89/100 joined Lobby

You love happy endings? I guess everyone loves it. In this remix you have the guarantee to get a real lovely happy end with lots of romance and heartwarming gestures.

FunnyRemixer (Comedy)

26:56

***** | 10 Changes | 52 Endings | Genre: Thriller | 89/100 joined Lobby

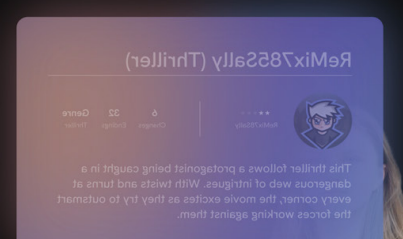
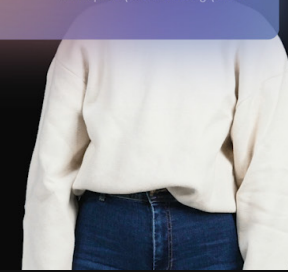
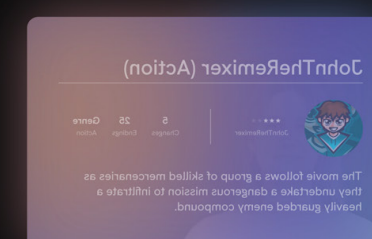
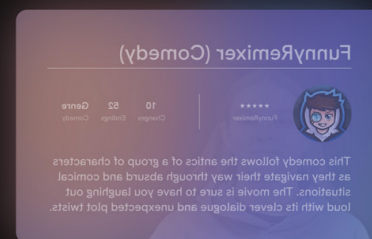
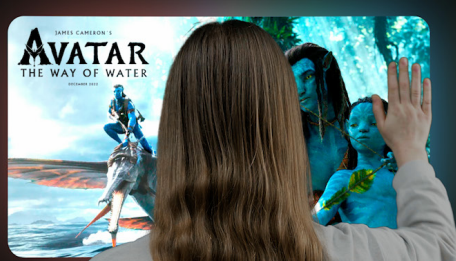
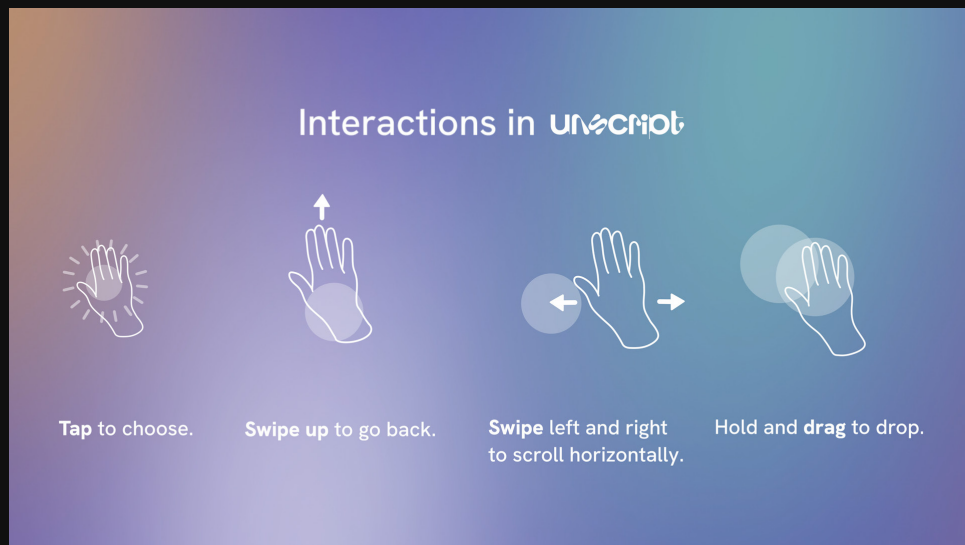
This comedy follows the antics of a group of characters as they navigate their way through absurd and comical situations. The movie is sure to have you laughing out loud with its clever dialogue and unexpected plot twists.

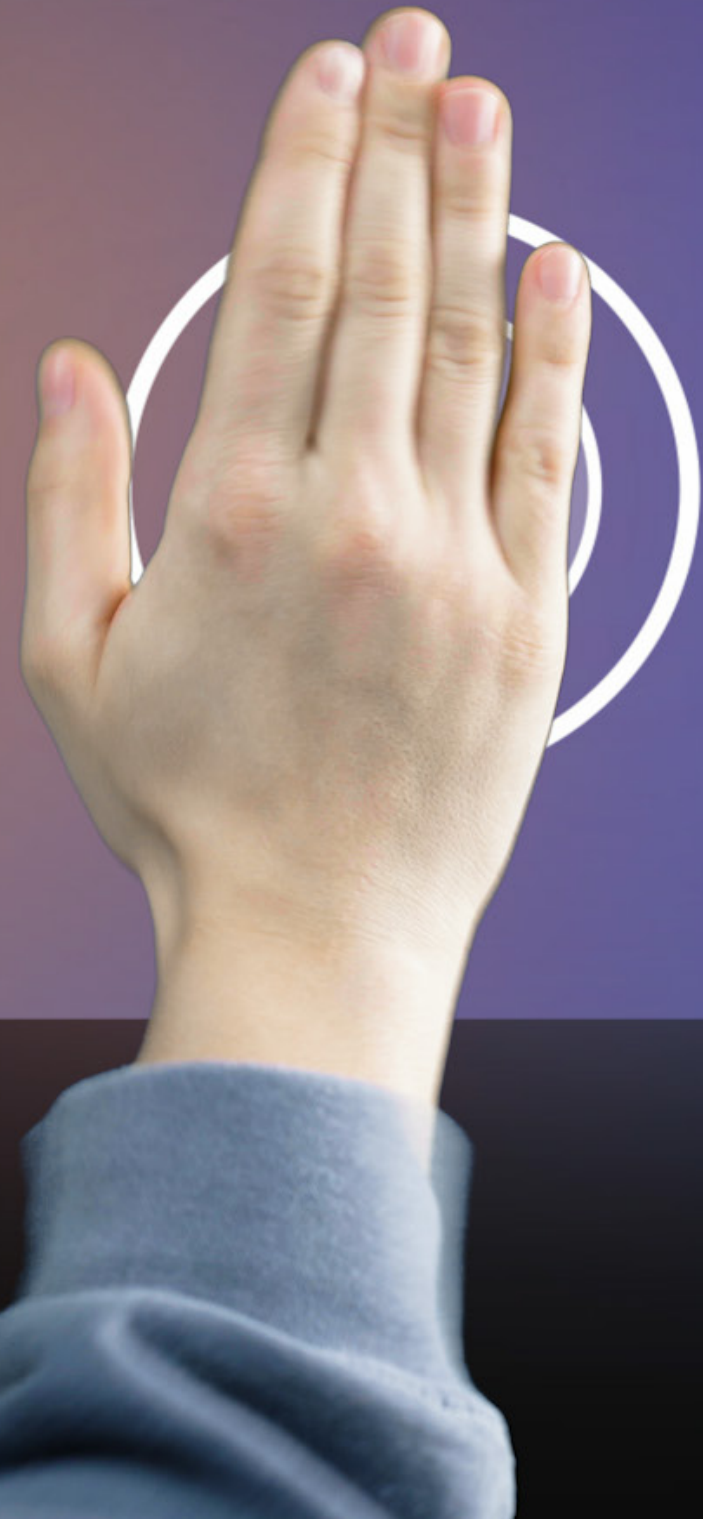
ReMix785Sally (Thriller)

26:56

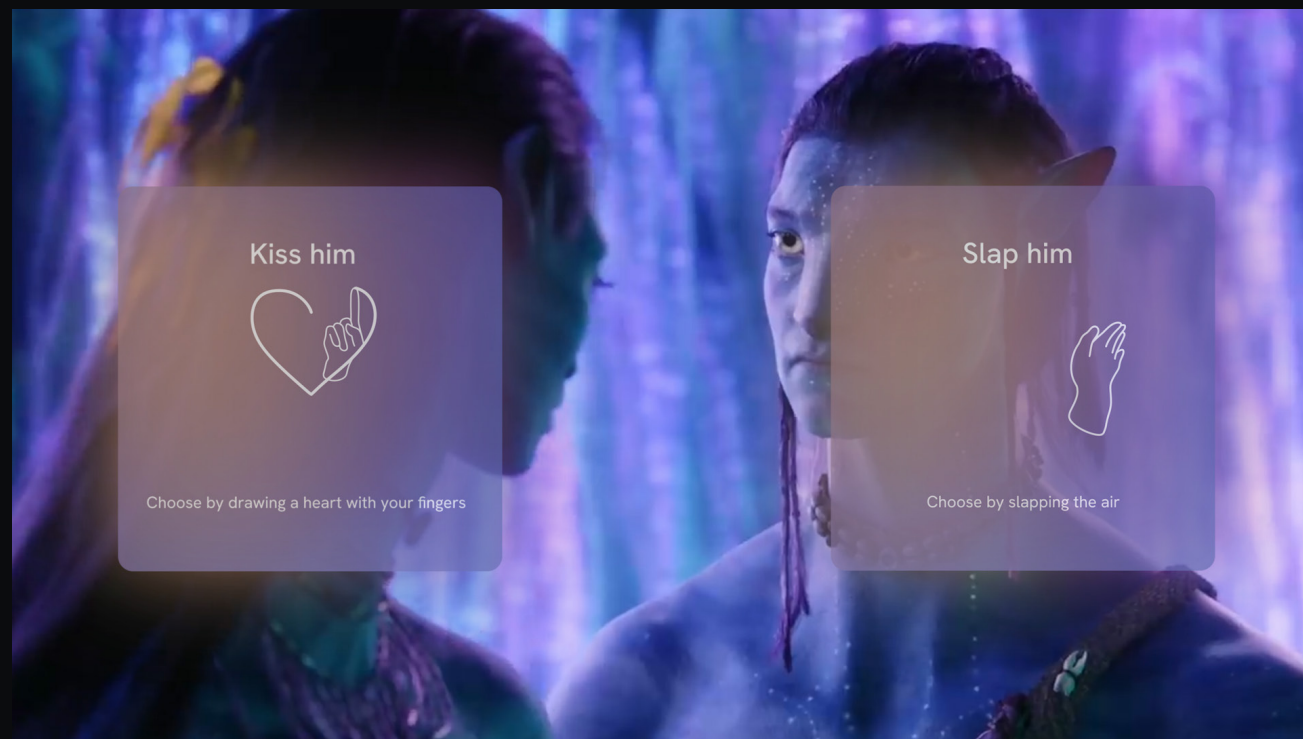
***** | 5 Changes | 25 Endings | Genre: Thriller | 89/100 joined Lobby

This thriller follows a protagonist being caught in a dangerous web of intrigues. With twists and turns at every corner, the movie keeps the audience on the edge of their seats as they try to outsmart the forces working against them.









Film statistic

We hope you enjoyed the movie and it's ending. Here is a little recap on your journey for you.

WETA VISUAL EFFECTS SUPERVISORS
STEPHEN ROSENBAUM
ERIC SAINDON
DAN LEMMON
GUY WILLIAMS

63%
of the decisions were won by you

FunnyRemixer
 Thanks for choosing me!
 For more funny changes, look at my profile.
 Rate Funny Remixer
 ☆☆☆

27/100
people have made the same decisions as you

Ending Nr.15
You chose the 15th ending out of 21. Good choice!

2h 42min + 10 min
is what it took you to finish the movie and decide for the direction of the storyline



