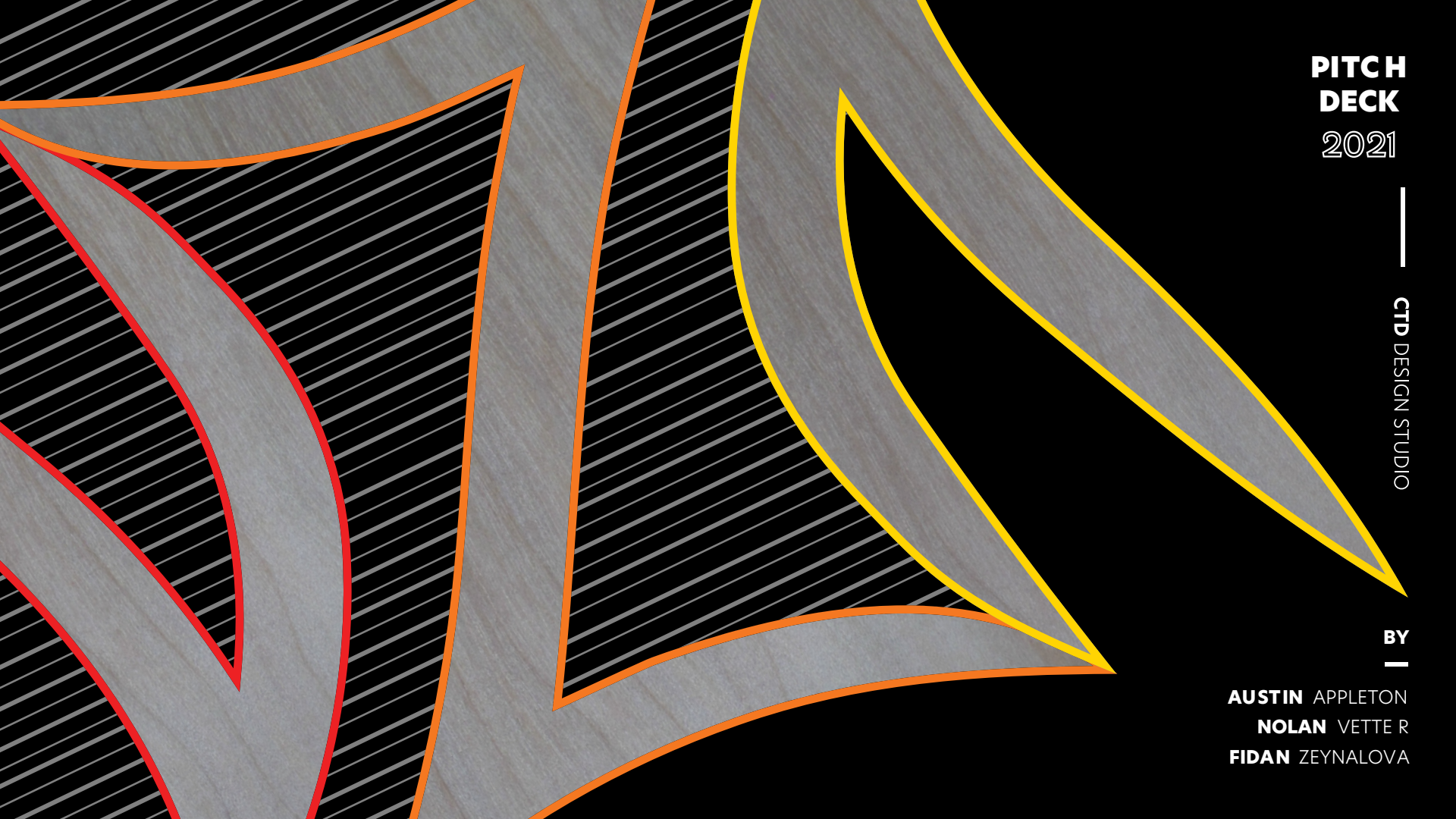


PITCH DECK 2021

CTD DESIGN STUDIO

BY

AUSTIN APPLETON
NOLAN VETTE R
FIDAN ZEYNALOVA

CONTENTS

THE TEAM

AUSTIN APPLETON

Austin is an Immersive Experience Designer who focuses on parametric programming and digital fabrication. Austin will lead the fabrication and design of the sculpture. His goal is to capture the essence of fire and community, to bring motion and playfulness back to meditation.

NOLAN VETTER

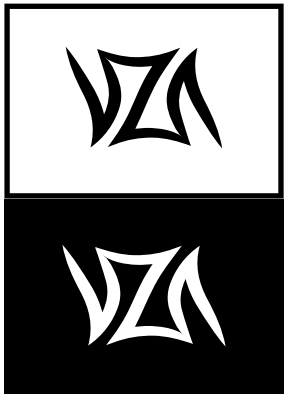
Nolan is a Graphic Designer with a background in 2D/3D animation. Nolan will be working behind the scenes as the lead programmer using LEDs and LiDAR sensors to bring a still sculpture to life. His goal is to create a cohesive experience between the user and the sculpture.

FIDAN ZEYNALOVA

Fidan is Digital Designer with a Graphic Design background and is interested in User Experience/Human Computer Interaction Design. She will take lead on visual design processes and assist team with fabricating the project. Her goal is to create an appealing and meaningful visual identity and create an easy environment for users.

BRANDING

MAIN LOGO



B/W LOGO

We decided to name our group **VZA**, which combines the initials of our last names. Further, the symmetrical aesthetic of each letter was the reason why we wanted to create a word mark.

Our whole concept stemmed from a historic religion, by the name **Zoroastrianism,** where people pray/mediate with natural fire in order to find relaxation and self care. Zoroastrianism was the original religious belief in Azerbaijan, where Fidan was born. Therefore, we all wanted to integrate this spiritual phenomenon into our project to give it a personal touch.

MAIN COLORS

#dc1f26 #f47820 #fed402

SECONDARY COLORS

#000000 #ffffff

OUR FONTS

HERO NEW - SUPER

HERO NEW - SUPER ITALIC

HERO NEW - BOLD

HERO NEW - BOLD

HERO NEW - REGULAR

HERO NEW - REGULAR ITALIC

HERO NEW - THIN

HERO NEW - THIN ITALIC

FENWICK - OUTLINE

CONCEPT

Our main goal is to create an interactive station where people can escape their reality with an experience designed to mimic the flickering of fire, while discovering the hidden secrets of the sculpture.

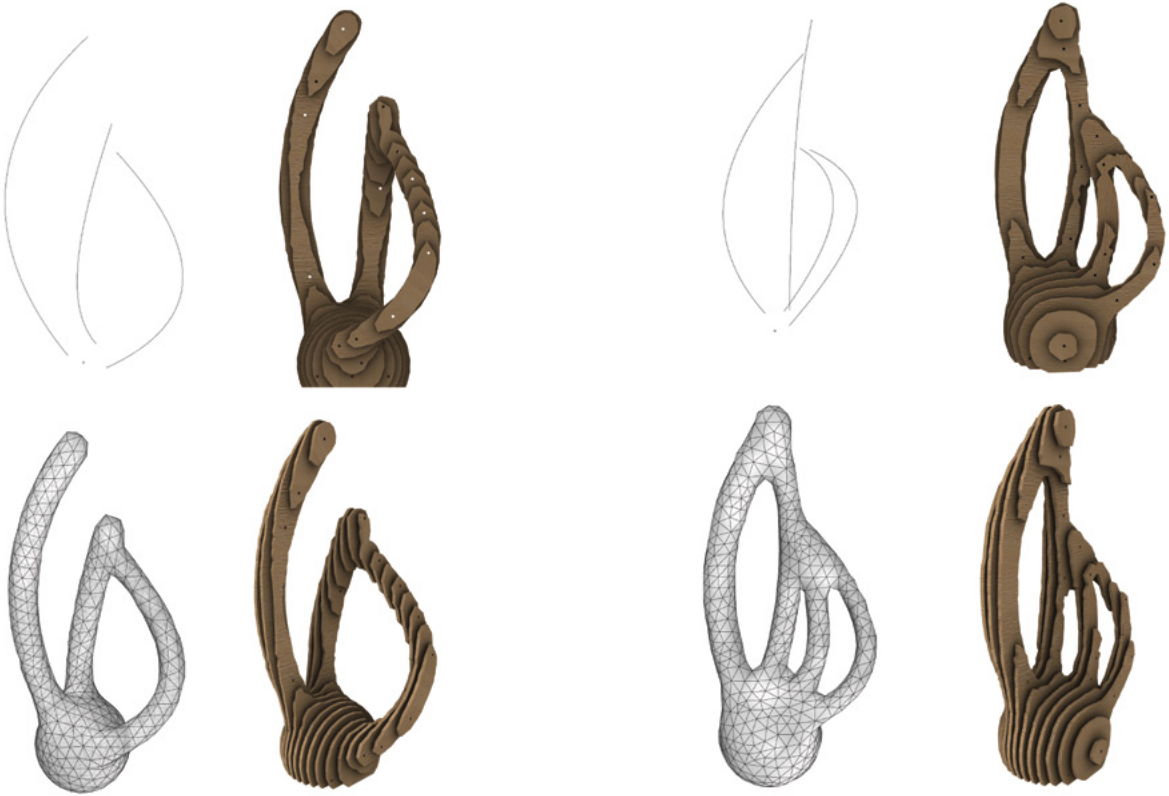
The essence of the piece correlates with peoples ability to drop into deep meditation and unlock hidden aspects of thier mind and bodies.

This station would require each existential being to come close, explore the piece, find their threshold and begin meditation. 7 different distances will have different ilumination sequences, from dim to bright and of course different combinations of the spectrum of the rainbow.

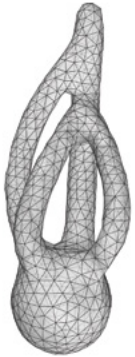
Once the scuplture recieves the bow, The meditation can begin. In order for the full effects of the LEDs to occur, the experiencer must bow and meditate for a short time in a single spot.

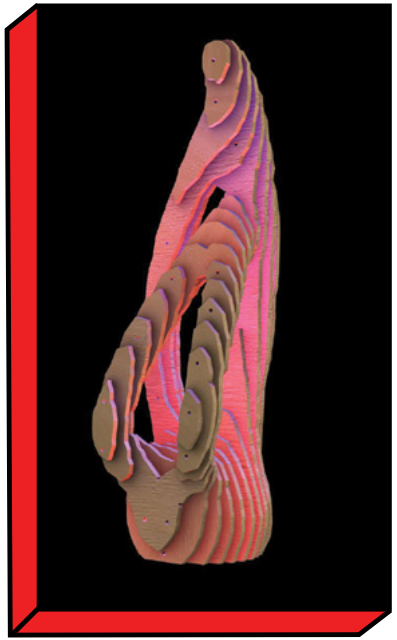
LIDAR RANGE

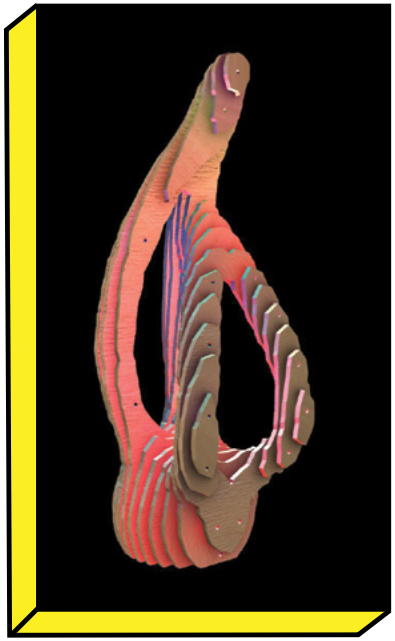
CONCEPT DRAFTS



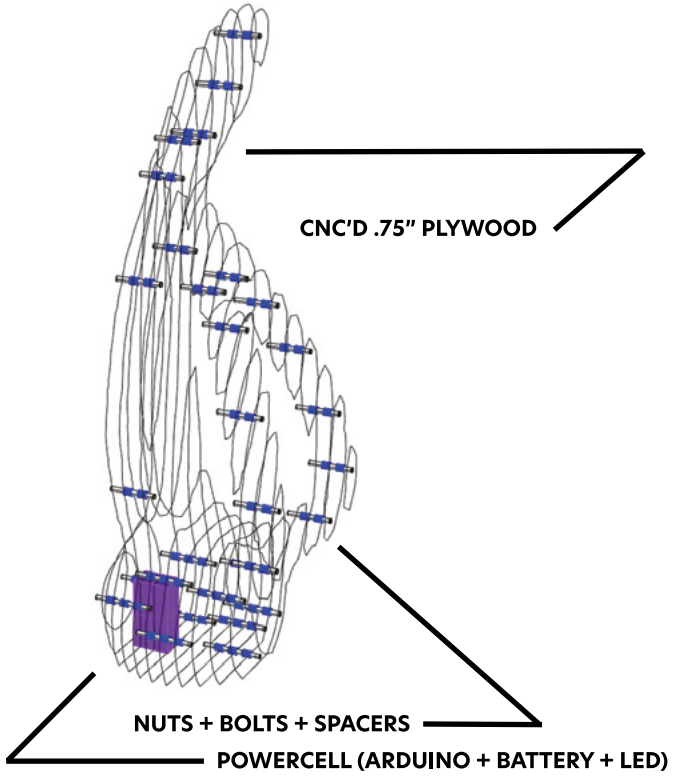
FINAL PROTYPE







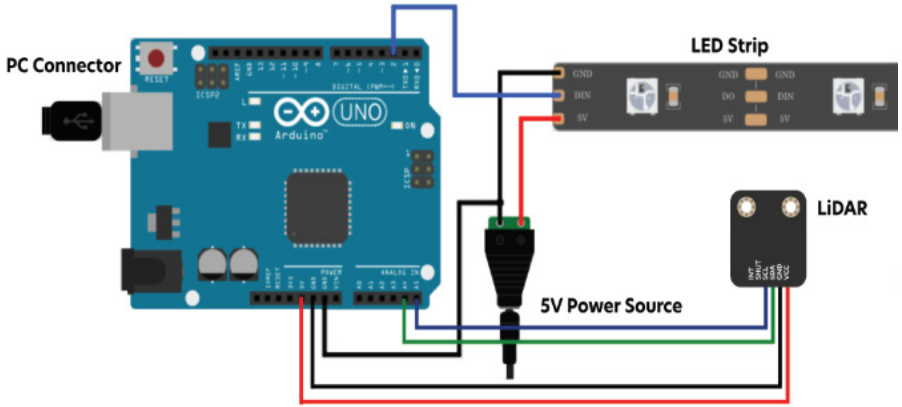
FABRICATION



The fabrication of the sculpture is straight forward and easy to disassemble and reassemble. Flat 4'x8' sheets of plywood are CNC'd into each individual shape. The shapes are then stacked together with .75" spacers seperating the sheets, and giving depth to the structure.

A "powercell" will be located at the rear of the structure, easily acccessible for maintence. In the powercell will be all of our hardware and connections for the neccessary Lidar to Arduino to LED strip.

LED DESIGN + ARDUINO



By using an Arduino board, Zora will be capable of displaying different lighting sequences and patterns that correspond to the user's movement.

The first interaction will be processed by the LIDAR sensor to measure the users distances as they approach Zora. As the user continues to move through the motions, the lighting patterns will change to further enhance this immersive experience.

HARDWARE PLAN P1

Below are the hardware budget we would use for our project.

Hardware	Cost per Unit	Units	Total Cost	Buy link	Notes
Yoga Mat	$5	2	$10	Link	To indicate a space for interaction
Pillow	$20.99	1	$20.99	Link	For comfortable experience
WS2812B RGB	$31	1	$31	Link	Main Option for LED lighting
9V Battery	$4.75	TBD	$4.75		To power our station
Wood 4'x8' x.75"	$30	2	$60	at CINC	For building framework
Clear coat	$15.98	TBD	$15.98 or more	Link	To seal against humidity/wear
USB cable (A/B)	$free	1	$free	Link	Upload the program you have written on the computer to Arduino

HARDWARE PLAN P2

Below are the hardware budget we would use for our project.					
Strip Solderless Connector	$9.99	1	$9.99	Link	
Jumper Cables	$7.65	1	$7.65	Link	
Hot glue gun	$free	1	$free		
Electrical tape	$free	1	$free		
ARDUINO UNO R3	$23	1	$23	Link	Board for programming LED light
½" aluminum rod	$7.98	2	$15.96		To mill into spacers
Washers	$6	2	$12	Link	
Carriage bolts .5" diameter x 4.5"	$10	2	$20	Link	Removable bolts for easy construction and deconstruction

HARDWARE PLAN P3

Below are the hardware budget we would use for our project.					
Carriage Bolts 0.5"diameter x 6"	$18	2	$40	Link	Removable bolts for easy construction and deconstruction
Nuts .5"	$18	1	$18	Link	
Washers	$6	2	$13	Link	
LIDAR	$20	1	$20	Link	Solder-free version of the VL53L1X
Spacer stock 12" to be cut into .75" spacers	$5.94	4	$24	Link	To chop into spacers
Heat Shrink Tubing Kit	$10	1	$10	Link	Build Program for Lights
TOTAL:					**$360**

WORK TIMELINE P1

Below is our goal schedule to accomplish by certain dates.	
Important Dates	***Goals/Tasks***
28th of January	Pitching this Deck
4th of February	Prototyping the Station/Finalizing the design
11th of February	3D Printing the design/Testing some environments
18th of February	Figuring out the materials that work with our project
25th of February	Starting to build the Physical Components
4th of March	Continuing the building process/App Design?

WORK TIMELINE P2

Below is our goal schedule to accomplish by certain dates.	
11th of March	Continuing the building process/App Design?
18th of March	User Testing Day
25th of March	Starting to document the project/Working on Video production
1st of April	Working on the Final Project Presentation
8th of April	Continuing on the Final Project Presentation
15th of April	Continuing on the Final Project Presentation
22nd of April	Final Presentation

THANK YOU!

FROM

AUSTIN APPLETON
NOLAN VETTER
FIDAN ZEYNALOVA