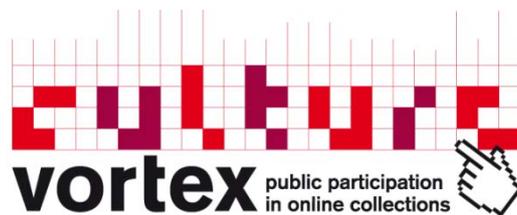
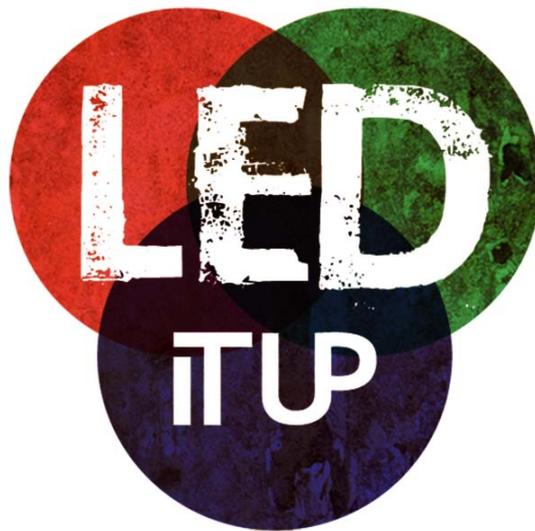


Final Document v4.0
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INTRODUCTION

The MediaLAB Amsterdam offers students of different backgrounds to participate in creative projects. During a semester, students get the chance to work in a professional environment and get a taste of working life in the creative industries. Our project group, Led It Up, took charge of the Culture Vortex project. Together with partners DROPSTUFF.nl and the Netherlands Institute for Sound & Vision, the team developed an interactive installation consisting of a big LED screen (5m by 3m) and a web application to interact with the screen through the use of a smartphone.

Our assignment was to remix the content of the Sound & Vision Open Images database while using the DROPSTUFF.nl LED screen as a channel to introduce this remixed audiovisual material to the public. It had to be an interactive product. For this interactivity we chose a mobile web application (as opposed to a native application) because of the widespread support for different platforms. By logging into the web application on your smartphone with your Facebook or Twitter account, you can play 2 games on the LED screen. The games are 'Galgje' and 'Wat mist er?', both familiar games for many. The games revolve around the audiovisual material from the Open Images database which consists of old Polygoon journals from the 1920's till 80's.

The public can experience this remix of audiovisual history in a contemporary setting. One of the goals of the project was to point the audience to the visuals of the database and to stimulate creative re-use. By emphasizing the videos in both games as main focus point, the public is actively playing with their cultural heritage.

This final document provides a guide through the project from beginning till end - and beyond. All steps and phases of the project will be described thoroughly to create a clear picture of the project in its entirety. Besides that this document serves as a manual for reproduction later on.

INITIAL PHASES

Our assignment, to create a mobile web application for interaction with a LED screen, sounds very broad. In reality the project had some restrictions because of the different goals of the participating partners. These are the partners with different goals and missions:

DROPSTUFF.nl is an organization that uses big LED screen to show digital art pieces throughout the Netherlands. They want to create an interactive digital museum without any walls in public space. By doing this, they are trying to make a platform for young creatives. All the screens are connected with each other through the use of a web based network. In this way all the screens can show the same content and connect the offline world with the online world. Their main goal for this project is to create a long term solution for the (mobile) screen(s). They want an interactive web/mobile application that can interact with the screens, so the experience of the digital art will be on a different level than in a traditional museum. Interaction is the main theme.

The Netherlands Institute for Sound & Vision in Hilversum is, on one hand, a museum about the history of Dutch television and, on the other hand, the archive for the audiovisual material produced over time. Open Images is an initiative out of Sound & Vision and focuses on creating a database with Creative Commons license so that the public can (re-)use this audiovisual material creatively and freely. By participating as partner in this project, Sound & Vision wants to stimulate young creatives to re-use the material in the Open Images database. This way valuable content can be created to enrich the database and the different possibilities of remixing footage can be explored. Remix is the main theme.

Culture Vortex is part of the Institute of Network Cultures and is a programme that tries to stimulate the public to participate in online, cultural databases. The database used in this project is Open Images. Participation is their main theme.

These different goals from the project partners posed us with some challenges. Our concept would have to fit all requirements to be successful. As described above, the main important themes were interaction, remix and participation. Taking these 3 keywords as a starting point we soon figured that using gameplay elements would be the best way to develop a concept that would suit all. Within a game we would be able to remix images from the Open Images database, a webapp would be developed to create interaction and the use of competitive elements would stimulate people to participate and keep playing. We chose to develop 2 games: 'Galgje' and 'Wat mist er?' Two easy games to play and to understand.

While developing the technical part of the games, we decided on an overall theme: 'Typical Dutch'. This suited the content of our database as many videos were about old, typical Dutch practices. The content of the games would be focused on Typical Dutch words and questions. For the design this was also the starting point to create a 'Delfts Blauw' theme for both the screen and the web application. By choosing the theme it was easier to select content from the database and to develop the games.

Meanwhile we had been trying to reach a lot of different festivals to convince them to bring our project on board. Festival Mundial was interested and during our talks with them and after it was informally decided we would be part of their production, we decided on the Typical Dutch theme. Festival Mundial is a world focused festival that provides a stage for music, theatre and food from all

over the globe. Our theme fitted the festival like a glove. The paradox of 'world' versus 'Typical Dutch' was a good one, and Mundial's focus on cultural heritage in a contemporary setting was exactly what we were working on. Needless to say, the festival was very happy with the chosen theme.

In case we had gone to another festival, a different theme could have been chosen and the content of the games could have been adjusted to the atmosphere of the festival. In general it is easy to switch themes and content for different festivals, though it is a bit time consuming. It is very important to at least have a theme to work around while developing.

TEAM WORK

In this chapter we will talk about the team work in the project. We had a team with students from different backgrounds, nationalities and skills. In the beginning it was a little bit difficult to get everyone on the right spot. But after a few weeks, when the assignment was getting clearer, we divided the different tasks.

Wilco van Gog (programming)

Wilco was responsible for the programming of the screen and the database that we used in our installation.

Jorian Stevering (programming)

Jorian was responsible for the programming of the web application.

Helene Jonette (Event producer)

Helene was responsible for the event.

Lotte Meijling (Content manager)

Lotte was responsible for the content that we used in our games and our online presence.

Daan Fliervoet (Team manager)

Daan was responsible for the whole team and the communication between the different partners.

Overall, the team was divided into two teams; a developing team (Jorian and Wilco) and a production team (Lotte, Helene and Daan). Jorian and Wilco were totally focused on the programming and the others did all the other work. This means content production, event production, PR, etc.

Missing skills

To develop the interactive installation we missed a few skills in our team. First we asked Aske Hopman to help us in the concept phase. Aske is a concept developer at the Waag Society in Amsterdam and has many years of experience in *concepting*. He helped us to develop several gaming concepts out of the research that we did. We did the concepting by ourselves but he gave us several tips to point us in the right direction. This was needed because the majority of the team, Lotte, Helene and Daan, never did any concepting. We needed some guidelines to get a clear overview of what kind of possibilities there were and what things the public would want. Such as, what is in it for the player, the spectator.

In the developing phase we needed the skills of Roxanne Allard, Mattijs Bliet, Henry Jalink and Emile van de Coevering to get a finished and working product on a festival. **Roxanne Allard** has her own graphic design company, Ontherockz Concept & Creatie. Because we lacked any designer skills this was one of the first skills we added to the team and highly important to let the screen look nice at the festival. She designed the business cards, the clothing, the flyers, the banners, the blog header, the screen and web application interface.

Mattijs Bliet is interactive web-developer at Grrr.nl. He works as the link between the technical and design side of a project. He has a lot of experience in the creation of mobile and web application and that is what we needed in this project. He helped Jorian and Wilco with the programming of the screen and the web application. Once a week he gave Jorian and Wilco feedback and tips on the programming of the application.

Henry and **Emile** are working for Escapation, a VJ company. We needed animations for games to get them more attractive for the audience and the players. We didn't have any experience in animations so that is why we needed them. They made all the game animation on the screen. For example, the Galgje puppet and the introduction screen.

Appointments

Daan was the team manager and he was responsible for all the appointments. To get the communication clear between the assigners and our team, we decided to come together once every two weeks. We gave small updates about the project and showed the planning for the upcoming weeks. The assigners were always up to date what was going on with the project through email, appointment but also thanks to our blog (<http://medialab.hva.nl/leditup/>) where we posted the last updates.

Each week we had Monday morning meetings with the team. First we evaluated the previous week and after that we made a planning for upcoming week. We divided the different tasks that had to be done that week. In this way everybody knew what to do for that week.

Teamwork

The team worked fine and the communication between the different team members was great. We made weekly plannings, so everybody knew what to do. This mean that the whole process of developing the interactive installation was clear and visible for everyone.

PLANNING

The past 20 weeks we created a global planning that guided us through 7 phases. These 7 project phases are:

1. Start Phase (meeting assigner, initial research, briefing, definition of project scope and parameters)
2. Research Phase (research the context of project, the assigners, the possibilities)
3. Concept Phase (definition of concepts, choosing a final one)
4. Design Phase (designing the games, mobile and screen and implementing designs into prototype)
5. Realization Phase (technical testing, finalizing concept and product, bug fixing and troubleshooting)
6. Implementation Phase (launch at Festival Mundial)
7. Evaluation Phase (evaluation project, end presentations and delivering final report)

Our overall planning (project deliverables & presentations/meetings at the MediaLAB and with our assigners):

| | |
|---------------------------------------|----------|
| - Briefing & debriefing | 14/02 |
| - Research document/presentation | 07/03 |
| - First concept document/presentation | 14/03 |
| - Final concept document/presentation | 21/03 |
| - Design document/presentation | 11/04 |
| - Final product | 30/05 |
| - Implementation product at Festival | 17-19/06 |
| - Presentation Market | 30/06 |
| - Final report | week 26 |

In terms of planning, the project was a success. Although we have extended some phases and shortened others and thus adjusted the general MediaLAB planning, we finished in time and were able to present a final product at Festival Mundial. The research phase took less time than was planned as we worked efficient within the team and were able to define very specific subjects that needed to be researched. The concept and design phases on the other hand, took more time than planned. Concepting turned out to be a challenging task as there were some specific limits set by different partners/assigners that were difficult to unite within one concept. Furthermore, as our group lacks a designer, we had to find both a graphic designer and an animator in the design phase. All in all, we definitely recommend to increase the concept phase.

TECHNIQUE

In this chapter we will talk about the techniques which are being used by our application. Our application uses a big LED-screen and users can interact with it by using their smartphones. This requires multiple techniques which need to be combined to create the different applications that make up this project.

There is an application that runs on the LED-screen. This application will be active in the internet browser on the computer that is hooked up to the screen. On the user side is the web application that users connect to with their smartphones. Both of these applications connect to the same database.

This chapter will also address some technical difficulties we ran into during development.

What is Needed to install the project

Required:

- A landline cable with at least adsl internet speed.
- The application with webserver on a laptop with Chrome webbrowser.
- A beamer or LED screen.

Optional:

- Make new content for the games
 - Change words for Galgje takes more or less 50 words a hour.
 - Change Questions and Add answers, pictures, movies takes about a hour to add 3 questions.

Screen application

The screen is online accessible by the following link: leditup.dropstuff.nl/screen/. This is the online working version however this is not the advisable link to connect to on big events. The online version requires a fast Internet connection to externally load the movies from openbeelden.nl. If the screen will be booted from a local web-server the movies can be loaded locally. This reduces the speed needed to have a good working version. How to start a local version will be explained in chapter: "how to setup the game".

Functions for the screen application

db.php (functions which connect to the DataBase)

- setActiveConfig (This places the state of the screen inside the database so the mobile application knows what's on the screen)
- getActiveConfig (Get information out of the database about the screen)
- getLobby (Collects all players which are ready to play)
- getWinner (Search the winner for the game)
- getQuestion (Get the question which belongs to the movie)
- wordlength (Calculates the length of the word in "Galgje")
- wordScore (Gives a player his score. Each letter and the remaining time)
- giveScore (Put the score into the database for each player)
- goodAnswer (Calculates if the player gives a good or wrong answer)

- pick_missng_movie (Picks a movie and 4 questions for the game “Wat mist er?”)
- pick_hangman_movie (Picks a movie and a word for the game: “Galgje”)
- getScore (Get the score of players out of the database)
- getGameScore (Get the score of players from a certain mini-game.)
- getPlayers (Get the first 8 players which can play the next game)

config.php

- debug (TRUE to see errors and FALSE to hide errors)
- sessie (To enable sessions for the screen)
- connectie (The function to set a connection to the database)

getPlayers (AJAX)

Has no functions but calls from functions out of the db.php and returns the to the page so it can be updated.

Screen pages

Every game has his own page build up with HTML5 the content inside the pages are filled by PHP and refreshed by JavaScript with AJAX. Every function is present in the db.php so the pages have no functions of their own.

Web application

Folder structure

In the folder “m” two files are present. “index.php” and “game.php”.

Also there are four other folders “ajax”, “core”, “script”, “style”.

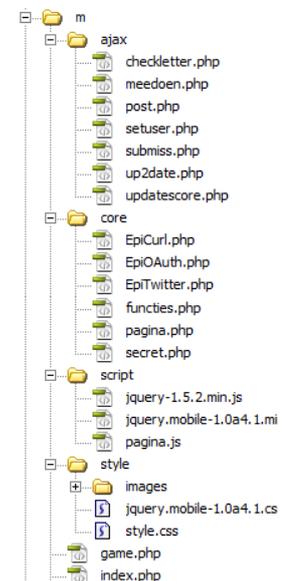
Whenever people visit either leditup.nl or leditup.dropstuff.nl they will land on the index.php page. Here they can login to Facebook or Twitter. When the login sequence is completed the user will be transferred to game.php page where they can see their scores and play the games.

AJAX

Inside the ajax folder you will find all files that send and request information to and from the database. AJAX stands for Asynchronous JavaScript And XML, through AJAX requests you can send and request information from the database without having to reload the entire page.

These are the files:

- **setuser.php**
Upon logging in this file will input a new record into the database with information about the user. Depending on the use of Twitter or Facebook the following information is inserted: facebook_id, twitter_id, firstname, lastname, avatar, useragent and ip address. Useragent and ip address are updated whenever users log in for a second time.
- **up2date.php**
This is the main AJAX file of the application. It keeps track of the active configuration of the screen to see what is currently being shown on the screen. It returns this information to the web application JavaScript which responds to it by showing the correct screens.



- **post.php**
This is a small function that registers whether a user has made a post to Facebook or Twitter.
- **updatescore.php**
This file keeps the score in the web application's scoreboard updated.
- **meedoen.php**
This file is called whenever a user wants to join a game. It inserts the user into the waiting list. Depending on what screen is active in the screen application the user will be set to ready or will be set to not ready.
- **checkletter.php**
This file is used by the "Galge" game. It checks whether a letter is in a word. If a letter is in a word it will update the database to show how many letters were guessed correct. If a letter is wrong the database will be updated to show how many letters were guessed incorrect.
- **submit.php**
This file is used to submit the answers for the "Wat mist er?" questions.

Core

The core folder holds configuration files for the Twitter connection. For the Twitter connection EpiCurl.php, EpiOAuth.php, EpiTwitter.php and secret.php are used. Inside the secret.php you will have to enter your twitter consumer key and consumer secret which you receive when you register your twitter application.

Also you will find the functies.php and the pagina.php. The functies.php file is used for all php functions that do not pull information from the database. In this case that is just the function that establishes the connection with the database. Inside the pagina.php are all the functions that pull information from the database. These functions are also used in the AJAX files to get information. These are the functions:

- **getGame**
This function gets the name of the game from the database
- **getFilm**
This functions gets all the information of a movie clip from the database (name, url, info)
- **getWoord**
This function gets a word from the database
- **getQuestion**
This function gets a question from the database
- **getAnswers**
This function gets the answers related to a question from the database

Script

Inside the script folder you will find all the JavaScript files. There are two jQuery files "jquery-1.5.2.min.js" and "jquery.mobile-1.0a4.1.min.js". The pagina.js file is the JavaScript file where all the functions are written. These are functions for submitting a letter or word in the "Galge" game; Submitting an answer in the "Wat mist er?" game; Joining the waiting list and the up2date function. This function is called every five seconds to keep the web application up to date with the screen. From within the JavaScript the up2date.php file is called to return the status of the screen. With this

information the up2date function will hide and show different elements of the web application to the user.

Style

Within the style folder are all the files related to the style of the web application. There is a jQuery style sheet jquery.mobile-1.0a4.1.css which has predefined styling in it to make the web application look and feel like an application. Within this file you can change the basic colors of the application to your liking. The style.css hold all the custom styling. All the elements that were added outside of the jQuery styling get their styling from this file. This includes the navigation icons in the bottom navigation bar and the icons on the scoreboard and information pages.

The images used within the application are also located in the style folder. To minimize loading times for the web application most of the images are put in sprites. This way the mobile device of the user only has to make one http request to get all the images. This means you put all the icons in one image file and you use CSS to position the image to show the correct one.

```
.icon {  
    background:url('images/sprite.png') no-repeat;  
    background-position: 6px 5px;  
}
```

Attention

Keep in mind that we made use of the jQuery JavaScript libraries. While the standard jQuery has been out of development phase for quite some time, the mobile jQuery library is still in development. The version we used for the application was an alpha version. This means it is still subject to changes and the application might not work when you implement a newer version of jQuery mobile and you will have to rewrite some code.

Every change which can be done is explained below so you can see which data is needed to add a movie, word, questions or an answer. Don't change information in other tables than the ones that are being described below, because these will be changed by the system itself.

To add a movie:

Go to the movies table and click on insert to add a movie. In the picture below you can see a field which enables to enter the movie. The "id" field can stay empty the system will put in the next number inline. In field "name" you need to give your movie a name. With "url" is the online connection to openbeelden.nl needed. We used .webm and .ogv but every extension which can be played by the chrome browser will be supported. In "url_offline" needs the link to the offline location of the file. The files need to be placed in a folder called: "movies". In "info" you can add information about the movie but this feature isn't used inside the game.

| Field | Type | Function | Null | Value |
|-------------|--------------|----------------------|------|----------------------|
| id | int(11) | <input type="text"/> | | <input type="text"/> |
| name | varchar(100) | <input type="text"/> | | <input type="text"/> |
| url | varchar(255) | <input type="text"/> | | <input type="text"/> |
| url_offline | varchar(255) | <input type="text"/> | | <input type="text"/> |
| info | text | <input type="text"/> | | <input type="text"/> |

The difference in links is something like:

URL to load from openbeelden.nl:

<http://www.openbeelden.nl/files/11/11648.11642.WEEKNUMMER594-HRE0001629B.ogv> (A streamed version from openbeelden.nl)

URL to load from a local webserver:

movie_hangman_01.ogv (just the local name from the movie)

To add words for the Galje game:

To add new words into the game you need to fill the words into the following table:

“hangman_words” And again you can click on Insert to add a word. The “id” field can be left blank again. Enter in “word” the new word which you want to use. We recommend only use of words with no spaces or punctuation marks, this means no: “.,-?!éá. The last field is important to be filled in correctly. There should be the number of the movie which should be shown by the word you filled in. This number can be found in the movies table and is standing in the “id” field.

| Field | Type | Function | Null | Value |
|----------|-------------|----------------------|------|----------------------|
| id | int(11) | <input type="text"/> | | <input type="text"/> |
| word | varchar(50) | <input type="text"/> | | <input type="text"/> |
| movie_id | int(11) | <input type="text"/> | | <input type="text"/> |

To add a new question:

This step requires two table inserts. First you add a question and later you add answers to the question. So go to the table “missing_questions” and click on insert to add a new question. The “id” field can be leaved blank. In “question” you can place your question. The “image” needs a file name for a photo which is located in the folder “missing”. For the “correct_answer_id” is a value needed which is the good answer and for “movie_id” you need the id of the movie which belongs to the question.

| Field | Type | Function | Null | Value |
|-------------------|--------------|----------------------|------|----------------------|
| id | int(11) | <input type="text"/> | | <input type="text"/> |
| question | varchar(255) | <input type="text"/> | | <input type="text"/> |
| img | varchar(255) | <input type="text"/> | | <input type="text"/> |
| correct_answer_id | int(11) | <input type="text"/> | | <input type="text"/> |
| movie_id | int(11) | <input type="text"/> | | <input type="text"/> |

A little note for adding questions and movies if a movie has less than four questions it won't be selected. The system requires at least four questions. In the case of more than four questions, the system chooses four.

Add an answer to a question:

In the table “missing_answers” you can add answers to questions. The “id” field can be left empty. In the “answer” field you can type the answer options you want to give a player. In the field “question_id” you need to type the id from where the question.

| Field | Type | Function | Null | Value |
|-------------|--------------|----------------------|------|----------------------|
| id | int(11) | <input type="text"/> | | <input type="text"/> |
| answer | varchar(255) | <input type="text"/> | | <input type="text"/> |
| question_id | int(11) | <input type="text"/> | | <input type="text"/> |

A little note for the answer table is that every question needs four or two answers to make the application work.

Technical difficulties

There were some difficulties with the “Wat mist er?” game. For the game you get four questions you have to answer. These answers are placed in HTML radio boxes. Because the application needs to be live and we don’t want it to refresh all the time we used AJAX to place these radio boxes. However when we insert these radio boxes into the page when it has already loaded jQuery will not parse them and no styling will be applied. We fixed this by applying the styles in advance. This worked however now the radio boxes didn’t show when you checked them. Seeing as this is a vital piece of user feedback this needed to be fixed. We tried adding jQuery classes for checked and unchecked radio boxes ourselves but that didn’t work. The only working solution we found was refreshing the entire page. This brought new problems with it whenever a user is using a slow internet connection this will cause them to miss the first question because the page was still loading. This is why we decided to switch off the game during the festival.

Another problem was the fact that there was a time limit on answering the questions. The screen application shows every questions for 20 seconds. Within this time you will have to answer the question. The problem was to get the screen and the mobile applications to be synchronized when people are answering the questions. Due to different connection speeds for every user and the way we set up the application we weren’t able to get this to work.

Improvements

At this moment we would say both applications have reached version 1; however there is some room for improvements. First of all the “Wat mist er?” game is not fully functional as of yet. The biggest problem here is the displaying of the answers. Whenever we load the HTML through AJAX jQuery doesn’t apply it’s classes and styling to it. Therefore we built a function that refreshes the page after which jQuery parses the HTML just fine. This is a strain on slow internet connections and thus not an advisable way to solve this problem.

Another problem was synchronizing the time to answer questions on the screen and on the mobile application. This resulted in users being able to answer questions before actually seeing the question on the screen.

To improve loading times and size of the mobile application there are still some options for improvement. By caching we can store all needed files on the mobile device of the user. This means loading times are drastically lower whenever people connect to the web application for a second time. Also minifying all JavaScript and CSS files will lower the loading times. This means all unnecessary characters will be removed from the source code. Unnecessary characters include white space and new line characters and also comments. These are added to improve readability of the code but are not required for it to execute.

After minifying it is possible to Gzip the files. Gzip makes all the files smaller in size so users need to download less data which makes loading faster.

Although everything works great right now, it might be an improvement to implement the final version of jQuery mobile once this is released. Currently we are using the Alpha 0.4 of jQuery mobile.

A major improvement would be content that fits any LED-screen it's hooked up to. For version 1 the content is made specifically for a LED-screen with a resolution of 480x288 pixels. Would you want to show this on another screen the content either has to be redesigned for that resolution or it would have to be stretched to fit the screen. However stretching could have a bad influence on the readability and it would only work if the screen has the same aspect ratio as 480x288 pixels. Shrinking the content to fit a smaller screen is no option as the content would become too small to read properly on a LED-screen. So redesigning is the advised way to go.

Creating a CMS for the database to easily add new content for the games is a great improvement which should be made if the project needs to change its content more often. The biggest advantage would be that every user can edit the content and not only users with knowledge of writing query's or experience with phpMyAdmin. Making a complete working CMS takes time but will be a big improvement.

TESTING DAYS

Along the way we have organized 5 testing days, next to the more informal random testing moments at the MediaLAB on the beamer - which took place quite often. These are the 5 organized days:

1. Den Haag CS (prototype after three months of work)
2. Den Haag CS (design)
3. MediaLAB (usability)
4. LED XL (final testing)
5. LED XL (final testing)

The first testing day was in Den Haag (Central Station) on the DROPSTUFF.nl screen that's been placed there. Gijs ten Cate (DROPSTUFF.nl), Emile van de Coevering (Escapation) and Maarten Brinkerink (Netherlands Institute for Sound and Vision) came by to see our prototype on the big screen. The dimensions of the screen were different from the screen we were going to use on Festival Mundial so the content didn't fit, but we could test some gameplay. We had the prototype of "Galge" ready, "Wat mist er?" was still being developed. There was no design yet. This first testing day created a lot of insights into technical bugs and what still had to be developed.

The second testing day also took place in Den Haag on the Central Station. This time Emile van de Coevering and Roxanne Allard (Ontherockz Concept & Creatie) joined to check out the current designs and animations. Gijs ten Cate helped out with the technical part of using the DROPSTUFF.nl screen through Skype. This day focused on design but because the screen's resolution was not the same as the screen we were going to use at Festival Mundial we were not able to see the games in their full glory. Again, a lot of technical bugs surfaced and we made some important decisions about design and animation that were to be implemented before the next testing day. Next to "Galge" we had also developed "Wat mist er?" for this day.

The third testing day was about testing usability. We organized this at the MediaLAB so other project teams could easily join. We prepared questionnaires for participants to fill in (find it enclosed in the appendix) and mainly focused on questions about usability and the interactivity between mobile and screen. Although the attendance wasn't quite what we expected, we managed to get a lot of valuable information from the participants. A list was created online to keep track of all bugs that needed to be fixed. You can have a look to this platform: <http://leditup.wilcovangog.nl/m/bugs/>

The fourth testing day was at LED XL in Rotterdam. They provided the screen we were going to use at Festival Mundial. Upon our arrival some trouble appeared; it took 4 hours to set up the screen. This emphasized for us the importance of testing days. The screen's resolution wasn't big enough yet. Therefore we could not see the screen in its entirety. The day was very fruitful as we finally stood eye to eye with our screen. A lot of bugs were put on the list.

The fifth and final testing day was again at LED XL in Rotterdam. This time, everything went very smooth. The screen was the right resolution and setting it up took no more than 30 minutes. The design was checked, both of the games were played and final bugs were written down to work on before Festival Mundial was going to take place.

PR ACTIVITIES

Throughout the project we have constantly been aware of the importance of PR activities. We have tried to target different groups by the use of social media, a blog and press releases. The main target group was the public that would go to Festival Mundial and their friends, to spread knowledge of our attendance beforehand. This target group consists of young, creative people with an interest in culture and history. Besides that we targeted people that read the Culture Vortex blog and are interested in the mission of the programme.

This is the list of our PR activities:

- Our own official blog on the MediaLAB domain, <http://medialab.hva.nl/leditup/>, where we updated at least once a week with what we were working on at the moment
- All our blog posts were automatically placed on the official Culture Vortex blog
- Our own Twitter account, @leditup020, (with 40 followers) where we tweeted an average of 1.29 tweets per day and gained frequent retweets from Maarten Brinkerink and the MediaLAB twitter account, @medialab020
- Our own Facebook fan page, <http://www.facebook.com/leditup>, (with 42 likes) where we put small updates with pictures and videos and which we used to create buzz for our project on the official Festival Mundial fan page
- A press release from the HVA and from the Netherlands Institute for Sound and Vision
- A small text dedicated to our project in the Sound and Vision newsletter
- Our project promo text printed in the Festival Mundial programme booklet
- A notice of our project's festival attendance on the website of Festival Mundial
- Daan was followed by the HVA magazine Havana as the weekly guest which resulted in a page of information about our project and Daan working on it
- A blog post about our project on the Open Images blog
- A radio interview with Fontys Campus Radio on the festival in which the project and installation are being explained
- On Festival Mundial: the spreading of flyers with on one side the details about our project and project partners and on the other side instructions to start playing
- On Festival Mundial: the use of banners with a big QR code that directs people to our mobile web application, our slogan 'Expand your Playground' and the logos of the project partners
- On Festival Mundial: creating a viral effect by automatically sending out a tweet or post on the Facebook wall of the players as soon as they login
- Our application for the Golden Dot Awards 2011 and winning 2 prizes there

CONTENT

During the whole project we had to research content for the two games; “Wat mist er?” and “Galgje”. We had to create enough content to play for three days.

That was the task of all the team members. Each day everybody was searching for content. Two months before the festival, the technical guys were busy with programming and the remaining three of the team devoted their time to create content for “Wat mist er?”. Next to the search for content we had a number of other tasks. Creating content took a bit longer than we had initially thought. So with three persons it was a bit complicated but manageable. We organized ourselves by having an amount of content to search per person and per day.

Galgje

This game is about guessing the right word. People can guess letters on their smartphones and have to watch the video on the LED screen for clues. The word is always linked to the video that is being played. On the right side of the screen there are avatars of the players with next to it the animation of the “Galgje”. When people guess wrong letters, their “Galgje” gets closer to dying. When people guess the word right, their “Galgje” guy is jumping happily.

For “Galgje” we had to search for videos that suited our typical Dutch theme and create an average of 4 words per video. By creating several words per video, we would need less unique videos. Watching a video and thinking of words that were linked to the video was quite easy and quick to do. That is why we had around 400 words which is 20 hours of game (400 words * 3 minutes). The game was three minutes long.

Wat mist er?

This game is about guessing what is hidden behind a Delfts Blauw tile. First a video plays, then screenshots of the video show on the LED screen with Delfts Blauw tiles placed over it so that something is hidden. The player has to guess what is behind it on their smartphone, where a multiple choice answering system is shown.

The game “Wat mist er?” was also three minutes long. Creating content for this game was a lot more time consuming than for “Galgje”. Not every typical Dutch video is suited as content for this game. There should be moments in the video where something interesting is shown that can be hidden behind a Delfts Blauw tile. This could be, for instance, numbers, hats, glasses, animals etc. In order to not repeat the same hidden things within every game it is critical to keep finding new things to hide. This proved to be a time consuming job. Recommendations for the future would be to spend a lot more time on searching content for this game.

Twice per week you should check the content that you have in the aim to know if you have enough videos to play games for a certain amount of hours or not and how much more content is still needed. The videos are interesting but sometimes nothing happens so it is quite difficult to search for content to play with. Each day we had deadlines: 8 videos per person per day for “Wat mist er?”.

We were happy with the content broadcasted on the screen. The black and white videos looked nice on the LED screen thanks to the design and the animations.

FESTIVAL MUNDIAL

The initial plan was to present/launch our interactive installation at an event. We could decide what kind of event, or even if we would want to create an event ourselves. We chose not to organize something ourselves as this is very time consuming and was simply not doable because of the time constraints of the project. We decided to choose an existing festival to present ourselves for different reasons:

- The project would end in June/July which is a perfect time for festivals.
- Festivals attract big crowds so we would have a big chance of getting a public without having to do much.
- The public at festivals are there to enjoy themselves and have loads of time on their hands so this would suit perfectly with our gaming experience.

Along the way we have contacted different festivals such as Pinkpop and Oerol. Festival Mundial immediately showed an interest in our project as soon as we contacted them. The reason we chose this festival is because of the special character it has. Mundial stands out as a 'wordly' festival with a lot of culture. The public that goes there is characterized as interested in culture, curious, participating and open minded. We decided it was very important for us to go to a festival that attracts a public that is interested in culture, as our content is cultural heritage.

After we chose this festival, we decided on our typical Dutch and Delfts Blauw theme. The theme made it easier to create content for the games and made it possible for our designers to start creating visuals. The theme also suited Festival Mundial very well, as the paradox of 'world' with 'typical Dutch' is very interesting. On a festival that joins different cultures together, the Dutch culture shouldn't be neglected. As for the design: everything was white and blue: our clothing, the banners, the mobile application, the design of the LED screen and the flyers.

The issues we encountered on the festival were mostly with the game "Wat mist er?". The public didn't really like this game, it was too complicated and too long to play (1 minute of video). That's why we decided to stop the game and play only "Galge". Thanks to this issue, we learned that it is better to have more than one concept. From the beginning on we decided to first develop "Galge" completely so that we would not go to the festival with 2 games that were halfway finished. Luckily we had two games so we could switch and only play "Galge" instead of the "Wat mist er?".

We organized ourselves quite well before the festival. We needed to plan our three days at the festival as strict as possible to make sure everything would work smoothly and we still had time for extensive testing. During the last week we created a planning (please find enclosed in the appendices) so each person knew their own tasks: registration, distribution of flyers, setting-up the screen etc. We also planned a rotation to know who was going to stay with the screen, and when people would switch tasks.

In practice it turned out we didn't really follow the schedule as external factors made it problematic. The rain made sure everyone stayed at the screen a lot, because we had shelter behind it. The first day we didn't flyer much because of the rain, the second day we did. We immediately noticed how important this is, by an increase of players. Whenever someone wanted to get away from the screen for some time we just decided on the spot who would stay with the screen and for how long.

Everything ran very smoothly. Each day started with setting up everything and a couple of testing rounds. Any bug that would surface would be fixed before the festival opened their doors. It turned out we had no timing problems as we were always ready for players when the first public of the day arrived.

REFLECTION ON GAMES AND GAMING

Galgje

The public of Festival Mundial was enthusiastic about this game and explained in various talks that they really liked it. What worked well was the constant interaction. Players had to both watch the video on the screen and play at the same time on their smartphone. After guessing a letter they had to watch the screen again to see if their animation was already hanging itself. In practice this last point could be improved a bit, as many players didn't watch the screen to see their own "Galgje". This is because in the web application the wrong guessed letters show so the user feedback appears on there as well. In general the public watches the screen and the videos for clues (this actually happened) and to see if others are hanging themselves. The not-playing public just glanced to either see what it was about or to check out the video.

What also worked well for this game was the time pressure, especially in combination with the building hangmen on the screen. The time of the game seemed to work fine, as the game ended as soon as everyone guessed the word so there wouldn't be game time while no one was playing. The direct competition was also very important. We've seen some players actually yelling and cheering of joy after finishing the word first. After each game, the screen would show the picture of the person who won the game (guessed the word first) and this proved to be a good stimulus for players to win. However, we did not have any physical prizes and are convinced that having these would greatly increase the competition element.

Wat mist er?

This game was not successful on Festival Mundial. People didn't like to play it for various reasons. The game in general took too long. Because players first have to watch the screen without any interaction, in contrast to "Galgje", we lost their attention. The time it took to watch a video was too long. Besides that the game had a lot of technical problems, as described in the chapter 'Technique'. Next to these issues that obviously caused the game problems, the game failed for not keeping the attention of the players. Direct interaction with the screen while the video plays is important. This form of interaction, that is present in "Galgje", stimulates players to actively stay attached to the game. "Wat mist er?" failed to do so and players became passive. Perhaps a different time setting would solve this problem.

The biggest problem of the game however, were all the technical flaws. For "Wat mist er?" to work, all these problems should be fixed. Only then we can find out if the game really doesn't work or maybe is actually interesting for players.

General needs

- Screen area: in order for the games to work it is important to provide players with a comfortable gaming area. Festival Mundial provided us with 10 big Fatboys in front of the screen. If it was not raining, these Fatboys were very popular to relax in. When placed in front of the screen, this means a lot of eyes on it. When it was raining however, people would take the Fatboys with them and place them inside the big tent. When there was no band playing they sometimes looked around and started playing with the screen. We noticed that having a comfortable gaming area directly in sight of the screen, in our case the Fatboys, increased our players.

- **Flyering:** we also noticed that it works best if at least 2 team members are in front of the screen, playing and/or flyering to increase the attention of people to the screen. Many people that were looking at the screen were curious and needed information. If no information was given to them, many just stopped for a few minutes in front of the screen and then passed by. We decided to stay in front of the screen on the Fatboys to invite people to play, explain the game and distribute flyers with project information. This increased the amount of players.
- **Music / sound effects:** as soon as the music in the tent next to us stopped and we blasted our own music, we noticed a dramatic increase in the amount of players and public in front of the screen. Music was very important. We didn't have enough music however. We had a mix of one hour that had typical Dutch songs in it, but the Dutch vibe to it should have been more obvious. Also, we had no sound effects whatsoever. Effects for when the game starts or ends, when there is a winner or loser, those should really be implemented. We couldn't do it for our project because we were missing time for it.

RESULTS

Players

By talking to the players on the festival we already had the feeling that they were enjoying our concept. This was confirmed when we have seen that we had regular players. Some of them were playing an hour and coming back later. Others were coming back on the next day to play again. In total we had 140 unique players logged into the system.

Golden Dot Awards 2011

The Golden Dot Awards is an initiative from the HvA and is an award show for projects that Interactive Media students have created. We have won 2 Golden Dot Awards: one award for the best technique. Our project was elected the most innovative, technical solution/application. The other award is the vote of the public, we had nearly 800 votes for our project and won.

Overcome challenges

In our debriefing we defined the following challenges:

1. *To unite the different goals of all parties into one single concept that works well for all*
After all we got all the goals of the different parties into one working product. With playing games (that are in relation with the clips of Open Beelden) on your own smart phone, we created a working long term web application.
2. *Programming the mobile application*
As described in the previous chapters we had some trouble programming the mobile application but at the end we had one game working without any bugs.
3. *Design of user interface*
With the help of Roxanne, the designs were done in no time. You could say that we needed to do some more research at the different user interfaces of the web application. But we didn't had any time left to do this.
4. *Limited content in Open Images Database*
In the beginning we thought there wasn't enough content but at the end we had plenty of clips in our database. And we asked Evelien Wolda from the Netherlands Institute for Sound & Vision to add some clips to the database.
5. *Create a concept with the content*
With the help of Aske we developed a game concept with the content and it worked. We tried to make several games but we didn't had enough time to make them all.
6. *Graduation of team members*
Everybody from the team graduated. The major problem was that Lotte and Daan had to hand in their thesis three days before the festival. But due to a good planning schedule it all worked out fine.

Previously defined success indicators

In our debriefing we defined the following success indicators:

1. *Create an interactive program which can be used more than just once*
We created an installation that can be used more than once. It is possible to use different databases to play games. The games can be compared to a framework to present different databases in new innovative ways. Adaptation to a different context is quite easy, as another database can be used for content.
2. *The installation invites people to interact with it*
We can say that the installation invited people to play. 140 unique people played the games and there were hundreds of people watching the clips and the games on the screen. Thanks to the points it was a competition between the players. Real players wanted to battle each others.
3. *Create valuable content for the database of Sound & Vision*
We created extra information concerning the videos of Sound & Vision. We created a whole database of words that are related to the videos of Open Beelden. And we created a database of questions and answers that are related to the videos.
4. *Graduation of school*
We all finished our school thesis and/or final assignments. This means that we all have our bachelors in applied science or science.
5. *To launch our installation on an event*
We had to search for an event that suited our concept. We had a list of festivals where we wanted to go. Festival Mundial was corresponding to our project because of their interest in culture and their broad public. We successfully launched our installation at this festival.
6. *Gain/document knowledge about interactive programs*
We have documented our gained knowledge during the past weeks. Our research document shows everything we have researched about interaction and this final document serves as a manual for our interactive installation.

Offers to continue

We've received some offers to continue with our interactive installation:

- **Trouw:** will organize a festival in September for all creative parties on the Wibautstraat in Amsterdam. They have contacted us about their interest in having us there. They would want the content of the games adjusted to the theme of the festival, specifically everything that has ever happened on the Wibautstraat. We talked to the organizer when we were at the Golden Dot Awards.
- **Film festival:** the person that did our animations had an organizer of a film festival express interest in our installation when we were at Festival Mundial. Up till now we don't have any more information about this.
- **NTR:** wants to put our interactive installation at the Uitmarkt on Museumplein in Amsterdam at the end of August. Gijs Gootjes was contacted by someone from NTR who had seen us at the Golden Dot Awards.
- **HvA:** Introduction days MIC at the HvA. They want to show our installation to new students to let them see what you can do with the study of Media, Information and Communication.

RECOMMENDATIONS

Rewards

It is nice to have some rewards for the players instead of only your name and picture on the high score list. In the future we should find some partners to get some nice prizes to give to the players. We think this will give the players some extra motivation to play the games on the screen and coming back after a while to beat the other players and win some prizes.

Testing

In the future we should do some more testing of the application on usability. At the festival we had to change some things in the web application and the screen because it wasn't working the way we thought it would work. A small example is the text that was shown in web application when the player was waiting in the waiting queue. At first there it said: 'You are standing in the waiting queue, wait for the next game to begin.' And it didn't say that you still have to press the 'ready' button to play in the next game. So we added an extra text line so that the players knew that they had to press the 'ready' button to play in the next game.

Another thing that we should have tested more were the visuals on the screen. Specially, the game that the player is playing at the moment. At the festival it was not clear what kind of game the players were playing or were going to play. This gave some trouble with players and the audience that was looking at the screen. So we added this as well.

Animations

There should be more animations on the screen to make it more attractive to people who are watching and not playing. The screen was a little bit static and could be more dynamic. But this requires more from the system and we didn't know if the laptops and the internet could manage it.

Games

The team has divided opinions on what to recommend for the games in the future.

- "Wat mist er?" was unsuccessful and could therefore be dropped in the future. Only one simple game such as "Galgje" is enough and works perfectly. The public knows the game and understands how to play right away. There is constant interaction as the players have to watch the video but at the same time need to guess the word. Constant user feedback is very important and keeps the public alert. Conceptually, working out only 1 game could be stronger than multiple games. If focused only on "Galgje", everything from design to animations to flyers could be focused on specifically this game. It would be even easier to market and to bring to people's attention. On the festival itself it would be easier to explain to people it was about "Galgje" only, and not having to explain that after 3 rounds of "Galgje" another game would start with different rules.
- If "Wat mist er?" would be technically flawless, it could work perfectly. The problem is we haven't been able to really test the game, as we disabled it on the festival because of the many flaws. If the game could be simplified, the content could be better, if there could be spent much more time on the questions and technically it would work fine, the game might be a nice addition to the game experience and the multiple game idea could actually work.

Clips

Use the beginning screen to show just the clips of the database if nobody is playing. So the public can see the movies and not just the introduction animation.

Sound

We had one remix that we played at the festival and it attracted a lot of attention whenever we put it on very loudly. However, for our project it would be nice to have more typical Dutch sounds in it. Besides that, sound effects inside the game should also be there. When someone wins or loses or when the game starts or ends. This would give an extra dimension to the installation and enhance the gaming experience.

Gaming area

It is important to create a comfortable gaming area on a good spot in front of the screen. It attracts people that want to relax for a bit and when situated nicely, this enhances the possibilities of people playing.

CONCLUSION

This application is a new way to learn about the Dutch audiovisual history. By playing games, through their smart phones on a big LED screen, people are enriching their cultural knowledge about Dutch audiovisual history. This interactive installation was launched at Festival Mundial 2011 in Tilburg.

The games that we developed were simple and easy to play, this was one of the keys to success at the festival. People were very enthusiastic about the installation and seemed to enjoy the videos they saw on the screen. Within the atmosphere of music and drinking beers, this installation gave an extra dimension to the festival. On the one hand it linked people together by playing games against each other on the festival. On the other hand it enriched peoples knowledge about Dutch audiovisual heritage.

To realize such a project you must have a planning and respect its different phases to notice a positive evolution during the project. Eventually it resulted in a successful launch at Festival Mundial. With the help of external professionals we could develop a complete and working interactive installation within 5 months.

We can conclude that people like to play multiplayer games on a festival. If these games are based on cultural heritage, like ours, you can teach people about it by playing these games. The interactive installation really expands the playground on a festival terrain by linking people trough gameplay and online social media marketing. Gameplay on huge LED screens is a successful way of entertaining the festival public. Besides, it gives people a new look at what you can do with old audiovisual material. We hope that in the future more of these kind of projects are launched to remix old videos from Open Images into new experiences.

APPENDICES

Blog:

<http://medialab.hva.nl/leditup/>

Flickr:

<http://www.flickr.com/photos/33410206@N05/sets/72157627075000688/>

Twitter:

<http://twitter.com/#!/leditup020>

Facebook:

<http://www.facebook.com/Leditup>

Appendices on following pages:

- Flyer
- Banner
- Clothing
- Mundial booklet
- Press release Hogeschool van Amsterdam
- Newsletter Sound & Vision
- Planning during Festival Mundial
- Questionnaire used during testing



Tijdens het Festival Mundial 2011 brengt Led It Up, onderdeel van het MediaLAB Amsterdam, cultuurhistorisch materiaal tot leven via een mobiele webapplicatie waarmee games gespeeld kunnen worden op een groot, mobiel LED-scherm.

In opdracht van het Culture Vortex programma is er onder het motto Expand Your Playground, samen met partners Dropstuff en het Nederlands Instituut voor Beeld en Geluid, gewerkt aan een innovatieve belevenis. Hollands cultureel erfgoed is in een digitaal jasje gestoken waardoor festivalgangers kunnen spelen met het verleden. Dropstuff, het platform voor digitale en interactieve mediakunst,

heeft een groot LED scherm geleverd waar Led It Up een interactieve web applicatie voor heeft ontwikkeld. De games die worden gespeeld draaien allemaal om oude, typisch Hollandse, videobeelden uit het archief van Open Beelden (een initiatief van Beeld en Geluid). Ontdek en speel met Nederlands cultureel erfgoed in een hedendaagse setting - Expand Your Playground!



Led It Up, onder leiding van Gijs Gootjes, bestaat uit Jorian Stevering en Wilco van Gag (HvA studenten Interactieve Media), Lotte Meijling en Daan Fliervoet (UvA studenten Nieuwe Media) en Héliène Jonette (Franse studente Communicatie).

Volg ons online voor meer informatie over het project



MEDIALAB.HVA.NL/LEDITUP



[@LEDITUP020](https://twitter.com/LEDITUP020)



FACEBOOK.COM/LEDITUP

Speel mee!

Pak je smartphone, surf naar www.leditup.nl en log in met je Facebook of Twitter account. Je profielfoto wordt zichtbaar op het scherm zodra het spel begint. Kijk goed naar de video's op het scherm voor tips!

Galje

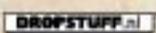
Het woord dat geraden moet worden heeft te maken met de video die op het LED scherm wordt afgespeeld. Kijk hier dus goed naar voor tips! Raad het woord door middel van het invoeren van letters. Goed geraden letters verschijnen op de juiste plaats in het woord. Verkeerd geraden letters verschijnen eronder. Iedere goed geraden letter levert een punt op. Iedere verkeerd geraden letter zorgt voor de opbouw van de galg op het grote scherm. Pas op dat je jezelf niet ophangt door teveel verkeerde letters in te voeren! Je kunt het woord ook proberen te raden in 1 keer. Maar pas op! Als je hier het verkeerde woord invoert hang je jezelf gelijk op. Wanneer je het woord raadt verdien je punten voor de tijd die je nog overhebt (tijdsbonus) en punten voor de goed geraden letters.

Wat mist er?

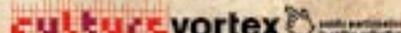
Op het LED scherm zie je een video. Onthoud goed wat je hier ziet! Na afloop van de video worden een aantal plaatjes hieruit weergegeven met steeds een verborgen gedeelte. De vraag die vervolgens wordt gesteld heeft altijd te maken met wat er zich achter dit verborgen gedeelte bevindt. Het is de bedoeling dat je zoveel mogelijk vragen over de video goed beantwoordt. De multiple choice antwoorden worden weergegeven op je mobiele telefoon. Druk op het juiste antwoord voordat de tijd voorbij is. Elke goed beantwoorde vraag levert je punten op. Na 4 vragen start een nieuwe ronde met een nieuwe video.

Let op: bij te veel spelers is er een wachtrij en ben je zo snel mogelijk aan de beurt!

PARTNERS:



LED IT UP IS ONDERDEEL VAN:





Expand your playground!
www.leditup.nl



PARTNERS:
    public participation in online collections

LED IT UP IS ONDERDEEL VAN:

Culture Vortex





Festivalguide

18+19 JUNI LEIJPARK
TILBURG
WWW.FESTIVALMUNDIAL.NL



#MUNDIAL11

Sociale Media

Volg ons op Twitter [#mundial11], 'Like' ons op Facebook en wordt onze vriend op Hyves. Deel je belevenissen online via je smartphone en laat de wereld zien wat Festival Mundial is. Maak je vrienden jaloeers met de foto's van je favoriete optreden. Geef je mening via Twitter en lees je tweet terug op het Tweeldeckscherm.

Mobiel

Voor een overzicht van het complete programma op je mobiel. Ga naar <http://m.twoppy.com/fm>. Zo mis je geen enkel concert of optreden.

Led It Up

Led It Up, een project van het MediaLab Amsterdam, heeft in opdracht van het Culture Vortex programma een interactieve installatie ontwikkeld die op Festival Mundial 2011 wordt gelanceerd. Hollands cultureel erfgoed is in een digitaal jasje gestoken waardoor festivalgangers kunnen spelen met hun roots. Partner Dropstuf, het platform voor digitale en interactieve kunst, heeft een groot LED scherm gелеverd waarop old school games via een mobiele web applicatie kunnen worden gespeeld. De games draaien om typisch Hollandse videobeelden die alkomstig zijn van het Nederlands Instituut voor Beeld en Geluid. Festivalgangers kunnen via hun smartphones inloggen in de mobiele web applicatie en voor het grote LED scherm naar hartentlust gamen. Voor de winnaars liggen mooie prijzen in het verschiet!



Like

Tweet

18

Press release Hogeschool van Amsterdam

Amsterdam, 10 juni 2011

MediaLAB van Hogeschool van Amsterdam aanwezig op Festival Mundial

Tijdens het culturele Festival Mundial op 18 en 19 juni in Tilburg brengt het HvA-team Led It Up, onderdeel van het MediaLAB Amsterdam, cultuurhistorisch materiaal tot leven middels een mobiele webapplicatie waarmee games gespeeld kunnen worden op een groot LED-scherm. Het beeldmateriaal is afkomstig uit het archief van het Nederlands Instituut voor Beeld en Geluid.

Led It Up biedt de festivalgangers de mogelijkheid om te spelen met het audiovisuele verleden van Nederland in een hedendaagse setting. Via de webapplicatie worden er memory- en woordgames gespeeld op een groot LED-scherm. Festival Mundial is een cultureel festival met de focus op wereldmuziek. Het thema dit jaar is The World on Stage. Omdat alle games van de applicatie typisch Nederlandse video's als uitgangspunt nemen, passen ze perfect binnen dit thema.

Led It Up ontwikkelde de webapplicatie in opdracht van het Instituut voor Netwerkcultuur, lectoraat van de HvA en erop gericht het publieke gebruik van online archieven te stimuleren. Onder het motto Expand Your Playground is er samen met partners Dropstuff en het Nederlands Instituut voor Beeld en Geluid, gewerkt aan een innovatieve belevenis om publieke participatie te stimuleren binnen online, culturele databases. Dropstuff is een platform dat gespecialiseerd is in digitale en interactieve kunst op LED-schermen in de publieke ruimte. Daarnaast wordt de open audiovisuele database met cultuurhistorisch materiaal - www.openbeelden.nl - van Beeld en Geluid gebruikt. Zo komt digitale interactiviteit in contact met cultureel erfgoed.

Het Led It Up-team staat onder leiding van Gijs Gootjes van MediaLAB Amsterdam. Het team bestaat uit vijf (oud-)studenten. Twee studenten Interactieve Media van de HvA, Jorian Stevering en Wilco van Gog, zijn verantwoordelijk voor de techniek. Daarnaast zijn twee UvA-studenten Nieuwe Media onderdeel van het team: Lotte Meijling als contentmanager en Daan Fliervoet als teammanager. De afgestudeerde communicatiespecialiste H  l  ne Jonette maakt als evenementenmanager het team compleet. Led It Up is vrijdagavond 17 juni en beide festivaldagen (18 en 19 juni) aanwezig.

Neem voor meer informatie contact op met Daan Fliervoet, via leditupmail@gmail.com of 06 – 521 547 81. De website van het project is te vinden op <http://medialab.hva.nl/leditup>.

Openbeelden.nl gebruikt voor ontwikkeling innovatieve games

Beeld en Geluid werkt mee aan een studentenproject van het MediaLab van de Hogeschool van Amsterdam. Met het archiefmateriaal van Beeld en Geluid dat op www.openbeelden.nl rechtenvrij beschikbaar wordt gesteld, wordt een interactieve installatie gebouwd voor evenementen. De aftrap vindt plaats op festival Mundial in Tilburg op 18 en 19 juni aanstaande.

Met de installatie is het mogelijk om met je mobiele telefoon spelletjes te spelen op een groot LED-scherm, waarbij archiefbeelden die op Open Beelden staan worden gebruikt als uitgangspunt. Het doel is om een breed publiek op interactieve wijze te betrekken bij cultureel erfgoed. Een zit- en relaxarea wordt rondom het scherm neergezet, zodat de spelers en het publiek de games kunnen spelen en bekijken. Beide komen aan hun trekken met uniek audiovisueel materiaal dat op het scherm vertoond wordt. De game laat zien dat cultureel erfgoed op innovatieve wijze kan worden hergebruikt en geremixt.

Planning during Festival Mundial

| | ACTIVITIES | PERSON IN CHARGE | DESCRIPTION | DETAILS |
|---------------------------------|------------------------|--|---------------------------------------|---|
| | Car | Lotte and ? | 2 cars for 7 persons and the material | Meeting at Central Station, at ...? |
| | Camera | Helene | Bring your own camera | |
| | Registration camera | Bram and Frits | They bring their own camera | Start: Friday morning, at 8h when we are living Amsterdam. End: When we are leaving Mundial, on Sunday night |
| | Tent | Each persons | | Each person arrange his own tent |
| | Laptop | Jorian and ? | | 1 extra laptop, just in case |
| | Food | Mundial | Mundial arrange it | |
| | Screen | Led XL | Appointment at 9h | Setting Up: Friday at 9h Demolition: Sunday at ? |
| | Van | ? | Pick Up the van | |
| | Extra camera | Jorian | Pick up on Thursday | Camera + Tripod |
| | Tickets | Daan | Bring the 16 tickets | |
| | T-shirt-Flyers-Banners | Lotte | Bring them on the Festival | |
| PLANNING: The setting-up | | | | |
| | TIME | WHO | DESCRIPTION | DETAILS |
| Friday 17th | 07h00 | Team Led It Up | Meeting at MediaLab | Departing time, 07h00 |
| | 08h15 | Arriving of Frits&Bram, Emile and Team Led It Up | Arriving at Leijpark, Tilburg | Bram&Frits start recording |
| | 09h00 | Led XL, Jorian, Wilco | Setting up of the screen | |
| | 10h00 | Team Led It Up | Testing games on the screen | |
| | 11h | Roxanne-Emile-Jorian-Wilco | Final changes if something wrong | |
| | 11h30 | Daan-Lotte-Helene | Seeting up of the decoration | Banners on the fences-Fatboys |
| 12h The festival starts | | | | |
| | 17h30 | Festival | Opening of the free-festival | Bring people to our screen |
| | 17h30 | Daan-Helene | Distribution of flyers | Inform people of the project |

| | | | | |
|--------------------------------------|--------------------------------|---------------------|--|---|
| | 17h30 | Lotte-Gijs | Playing games on the screen | Make people curious |
| 23h00: End of the festival | | | | |
| | 23h15 | Wilco and Daan | Responsible of the screen | Switch it off |
| PLANNING: During the festival | | | | |
| | TIME | WHO | DESCRIPTION | DETAILS |
| 18th-19th | 12h The festival starts | | | |
| | 11h | Wilco-Jorian | At the computer | Launching the first game |
| | 12h | Daan-Lotte | Playing the game | Playing to make people curious |
| | 12h | Jorian-Wilco-Helene | Distribution of flyers on the festival | Explain the game to people, bring people to our screen, around 25 flyers per hour |
| 23h00: End of the festival | | | | |
| | 23h15 | Helene and Lotte | Responsible of the screen | Switch it off |
| PLANNING: The leaving | | | | |
| 19th | Before 12h | Team Led It Up | Packing the tent | |
| 12h The festival starts | | | | |
| | 11h | Wilco-Jorian | At the computer | Launching the first game |
| | 12h | Lotte-Roxanne | Playing the game | Playing to make people curious |
| | 12h | Daan-Helene | Distribution of flyers on the festival | Explain the game to people, bring people to our screen, around 25 flyers per hour |
| 23h00: End of the festival | | | | |
| | 01h00 | LED XL | Pick up the screen | |
| | 01h45 | Team Led It Up | Departure | |
| | 03h00 | Team Led It Up | Arriving at ? | |

QUESTIONNAIRE

The instructions:

1. What did you think about the instructions of the games?

2. Did you encounter problems to login?

- The navigation
- The layout on your mobile phone
- Other

The timing:

3. What did you think about the time between two games?

The time for new people to log in.

4. What do you think about the time limit of:

- Hang man?
- What is missing?

Issues:

5. Did you encounter any problems while playing? Login?

6. Other problems:

The design:

7. What did you think about the design?

- The mobile screen:

- The screen

The games:

8. Was it fun to play the games? Please be honest!

9. About the Hangman game, what do you think about the words to guess?

Too easy, too difficult, too banal

10. Still about Hangman, what did you think about the video (to find clues)?

11. What did you think about the images to remember and to guess of What is missing?

If you thought that a question was too difficult, please write down here, what was the video.

Free feedback: