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# Roxbury International

# Film Festival



# AR Co-Creation



Our AR experience will feature a **journey through time**. The journey will encapsulate the **history of film and film festival development**. However, the main focus of the experience will be to **capture BIPOC experiences** throughout history, showcasing their creative struggles and achievements. We will end on a **focused look into the Roxbury International Film Festival** and how it has been a major milestone in the celebration and recognition of BIPOC film and creativity. Additionally our AR experience will use different locations throughout the **film festival as a guide**, urging people to explore and enjoy the festival.

# 01 Why Are We Pursuing This Project?

To spread information and awareness about the Roxbury International Film Festival, specifically in its goal to highlight creatives of color. Through the use of AR technologies an interesting and engaging experience can emerge, conveying stories and information through a new lens.

# 02 Vision Statement

Utilizing AR technology to create a compelling and informative narrative, which conveys the history and present importance of the Roxbury International Film Festival in a creative way; with the intention of bringing the spotlight to creatives of color.

## 01 Relatibility

- Created for Roxbury International Film Festival
  - Showcase BIPOC film makers
- Target audience: BIPOC creators and advocates
- Propel inclusion in film and creative spaces



## 02 Resonance

- Development of film and the film festival industry
- Focus on BIPOC creators narrows the scope of the historical exploration
- Share stories from our liaisons to better connect with the audience



Hoverlay As A Platform

Hoverlay is a platform used to create AR experiences, which are accessible via mobile devices. The Hoverlay platform is the primary application being utilized to create the interactive narrative experience. Our team plans to take advantage of the AR capabilities of the platform to create our experience, using its ability to hold 3D models, text, and animation; as well as its features to implement sequences (a planned out series of events) and 360 videos.

Affordances

3D model & animation support - Video (360 & standard) integration - Sequences - Text editor



The experience features Mark, the clapper, which will guide the user on an AR tour through the history of the Roxbury International Film Festival and BIPOC creators

## Goals

- Utilize creative imagery to create an engaging experience
- Present historical/factual information in a way that is not boring
- Encourage movement throughout the festival when engaging with the experience



Team 01

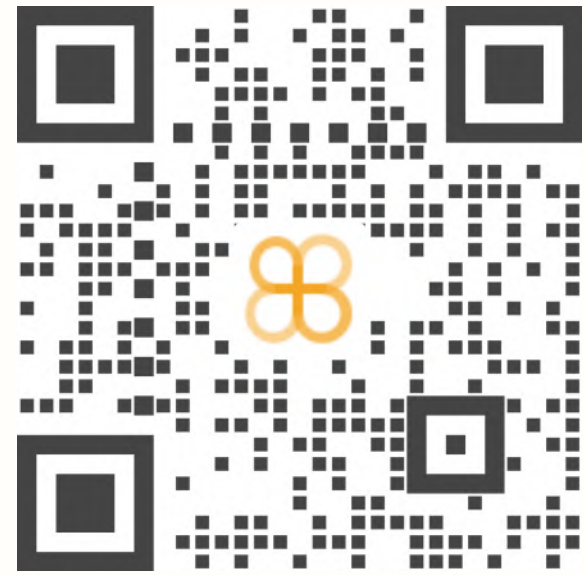
Functional Prototype

[To The Video]



Team 01

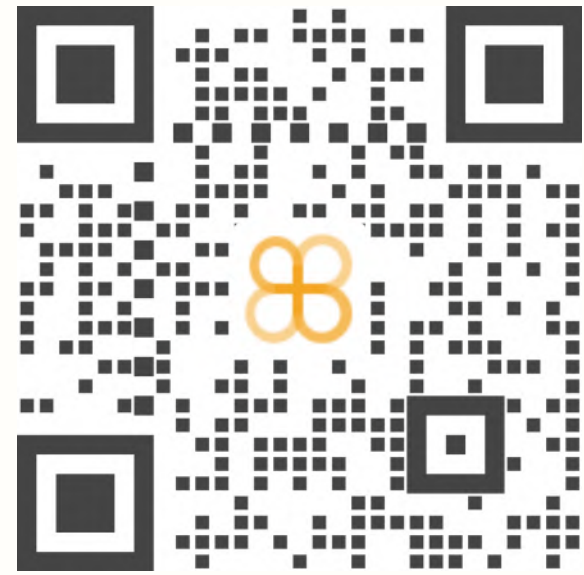
Scene 01



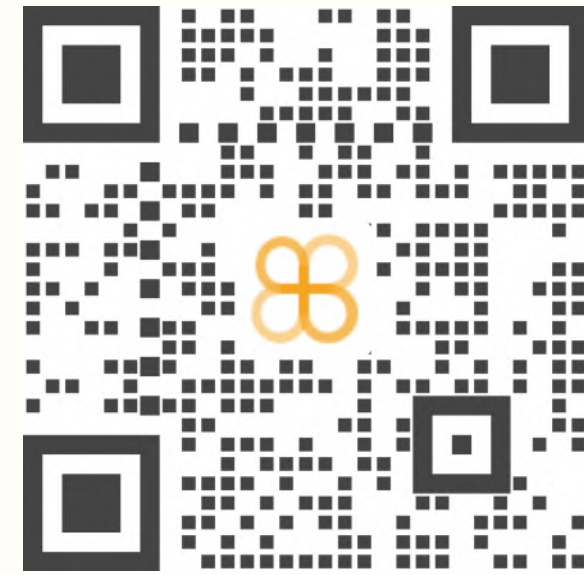
Scene 02



Scene 03



Scene 04



Thank you.