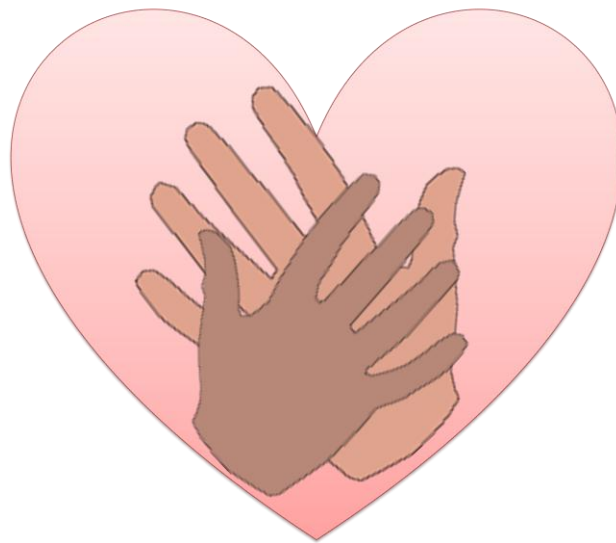


# **Review**

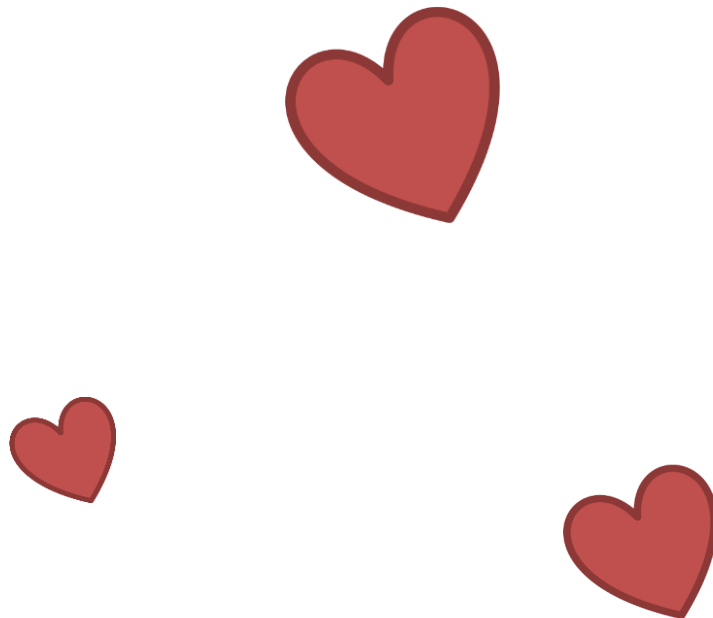
## **Small Actions Big Changes “Hug Someone”**



**Rohan Ghag**

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## Introduction

My e-portfolio was based on the action, “Hug someone,” Which I chose from the large list of actions I was able to work on, from the “We are what we do,” website I chose this action mainly because it is a very simple action, and was easily do-able for anyone and at any time. Not only is it easy to do, but it is also scientifically proven, that just by giving or receiving a hug you can lower the risk of getting heart disease when you are older. This is due to the chemical oxytocin, which is released at that point, which then induces pleasure.

## Product reviews

These are the reviews for each one of the individual components of my project. This section will evaluate how each of these kept up to plan and what I used to make the final designs.

### Logo

My logo was made using macromedia flash. It is a fairly simple design so it can be understood by the younger audience as well as the elder. The design itself is set inside the border which was supplied in the SQB, the rest of the drawing where completed using fireworks.

Initial logo design



The first design was basically a pair of hands which drop from the outside of the border onto the centre of the logo screen. Then the hug someone title rising from the bottom in thick purple letters. The feedback I received showed that it was a bit bland and basic, and I knew it needed some extra details and components.

Secondary logo design



So the second design incorporated eyes and a mouth which sat on top of the arms, which appeared from the top of the border and the title, then rose higher into the open hands of the arms. Then a row of stick people marched across the screen holding hands. The feedback said that it was still a bit bland, and that I could use the stickmen rows more dynamically. I also thought that the face also looked a little bit strange without a head.

Final logo design

In the final design, I had included a head which I quickly made using the ellipse tool, and also, by copying the stickmen rows, and placing three or four of them next to each other and they scroll across the screen behind the head.

The whole logo looked nice together and it was suitable for the action I picked, so I kept this logo within my e-portfolio, and was also used in a number of other products.



## Digital poster

The digital poster was made entirely in power point. I made use of all the shapes and animations in the construction of the poster itself, and using a few of the elements on the shapes tab, I was also

able to make an element which I used as a constant image in my e-portfolio , and can be found in all of my products somewhere.

My initial ideas for the digital poster were, for it to be short, but with a good degree of detail, and for each of the slides to fit in nicely with each other while being

catchy and likeable.

The first design had two borders which I drew in using the rectangle tool. Inside the top border I placed the title and on the left of it, was the heart element I made.

The logo itself fades in a curved screen, and then moves onto the next slide, showing facts about hugs. I was told in the feedback that it was good; however it needed some more interesting ideas.

Initial Digital poster



Second digital poster

In the second attempt, I placed a hug background (which I found on the internet) for the first slide, and a heart shape which rose from the bottom of the screen and held the logo inside. I had also removed the vertical border, and I placed a permanent logo in the right corner of the top border.

This then led onto a slide showing two hug pictures, a primary picture

which I made in fireworks and one which I took from the internet. Next to each of these where two bubbles with facts on the mental and physical effects of hugging. The final slide showed a funny picture and a caption which flew in using the custom animations. The feedback for this said that it was much better than before, but it needed a little extra something to attract attention.

Second slide of digital poster



Final digital poster design



The last design had roughly the same designs, only in the first slide and last slide I made colourful heart speech bubbles which fly in one at a time, to form a sentence and when changing slides I put rows of little red hearts which showered from the top of the screen to the bottom. This attracted much more attention to the poster and so I kept this design.

Overall I thought that the slides all fitted perfectly together, and

they all related to my action so it promotes the action very well. And as it is quite simple to comprehend and also quite catchy many age ranges will both understand it and remember it.

Last slide of digital poster



## Discovery board

Menu of initial discovery board

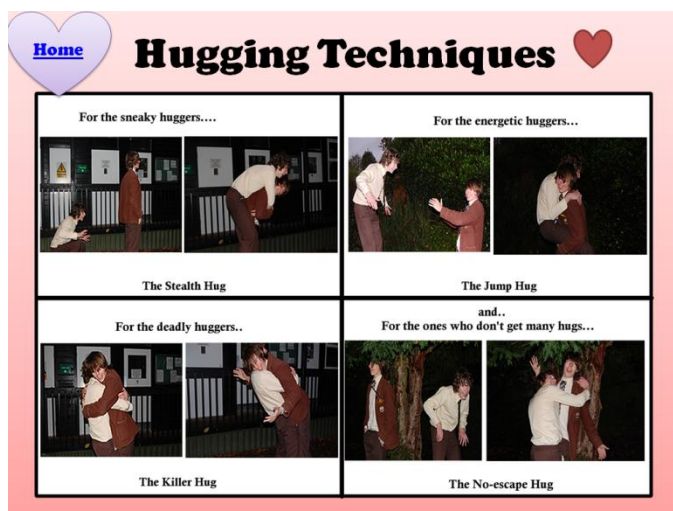


The original plan for the discovery board was for it to be made in macromedia flash, but after spending a lot of time trying to get it working, I realized that I was wasting too much time on it and so I skipped on to another of my products. When I returned to it I decided to get rid of the flash version which was completely dysfunctional, and I re-did it in PowerPoint.

The initial design started with a home page screen, which also acted like a hub for all of the other components, the titles of the hotspots where put in a mini table, and little red heart shapes where littered everywhere. The hotspots included a sound clip for the “sounds of a hug”, and also I included a short movie clip for the “Effects of a Hug”, which I made fireworks to make the images, and then I put them all together, in Windows movie maker. The other hotspots were “when hugs are needed,” “why they are needed” and also “the benefits of hugging”

Menu of secondary discovery board

The final discovery board had a large heart element on a separate intro page and then an open hand, with each of the five hotspots on the digits of the hand and with the logo in the palm. Each slide was placed on a bright pinkish background and the border on each slide had the heart element in them. I worked on the feedback given, about how it needed a slide with some images and captions. Where I took some photos of a few of the students in my school giving different types of hug, in “Hug techniques” to one another.



“Hugging techniques” page in discovery board.

Using the camera of my tutor, I was able to take photographs on the school grounds of two students doing different form of hugging, to show how you can be inventive with your hugs.

I then collaborated these pictures and put them into a table using fireworks. Then I labelled them accordingly as to how they looked.

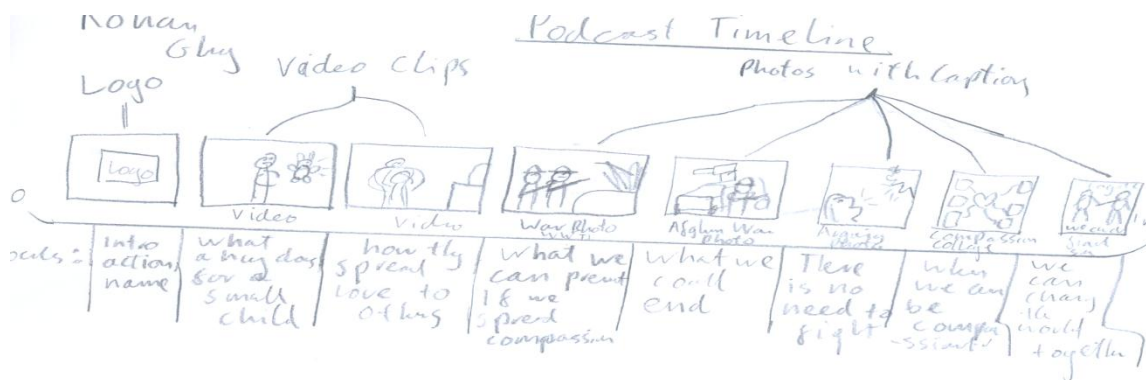
Because my discovery board is friendly and simple to navigate around, I think that it is perfectly suitable for children at 5 to 12; also there isn’t much text in there anyway, other than the fact slide which has some simple and impressive facts on the biological effects of a hug. It does persuade the audience, as in a lot of places it uses humour to make it enjoyable and fun to do the action such as in the movie clip, and some of the alternative sounds which I have placed in.

Also as the action is something easy as in giving a hug, a child would easily be able to this action regularly.

**Podcast**

My podcast took overall the longest to make, this was mainly due to the time spent on the previous discovery board which ate through the podcast time. However once I started to focus on the podcast, and get the filming done, it was only a short amount of time, before it was finished.

**Podcast timeline sketch**



I devoted a lot of time to the discovery board and looking back would perhaps have liked to have taken more time to do the podcast and work the different stages of design process. The podcast started with a movie clip, which was filmed at my home and it included the logo at the start of the film. There were two clips within the podcast, the first was of a small boy first getting a hug from a teddy bear while being sulky, and then afterwards a clip showing how the happy child goes on to spread the love to his brother. p

**Podcast; primary source, photo board**

While it is being played, a speech file was being played, which explained what was happening in the video, and also about how hugs help. After the filmed parts ended on the podcast, it faded onto pictures with captions relating to the videos. I took the photos for the podcast from the internet, which I saved to my home folder. I then opened them into fireworks, where I placed the text boxes in the corners. I used overall 4 secondary still image photos, and one primary still image photo board, however it did contain some secondary images within. All of these photos were put into the assets table. These photos were then inserted into windows movie maker and lengthened or shortened to match the speech.



The script for his speech is available to see in my e-portfolio, and the timeline for the whole podcast is also there to see.

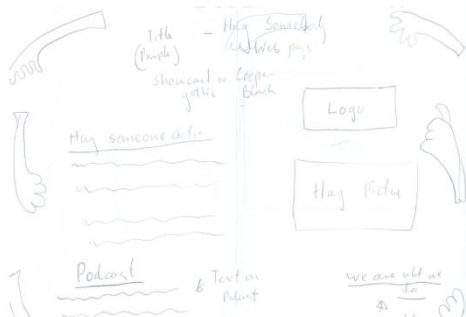
Initially I was going to include another video clip involving different hug techniques, but it would have made it much too long. It's very good at promoting the action, as it uses humorous videos and, photo slides which make you think about the action more. Also as

**Podcast, final scene**

my podcast promotes my action as being completely easy to do, and it is, so many teenagers, particularly the females would do this action and regularly.

### Web page

#### Web page storyboard



My webpage was among the quickest of the products to make, as it was basically a modified page in Dreamweaver.

I started it by using fireworks to make a border frame of hugging arms around the page, (the arm pictures came from one of the logo arms which I copied and angled into different directions.

I then made the links to my podcast and the link to the “We are what we do” website which I then sliced. After that, i exported the whole file into html and images, and opened it in Dreamweaver.

I added the text to help promote the downloading of the podcast, and for the information on my action, also a little bit for the website link. The logo was inserted using a flash insert. There were a few problems with the logo working at start, as I found out that the logo file had to be within the same folder as the webpage, along with all of the other pictures and background art.

I added a few pictures in afterwards in layers, as asked from the feedback, which stated that it looked a bit bland. I think that the artwork of the podcast was very effective and so teenagers would stop to look at it, and as that pulls them in, they would be more inclined to read the short but detailed text, and then download the podcast.

Final web page design



### Assets

#### Assets table excerpt

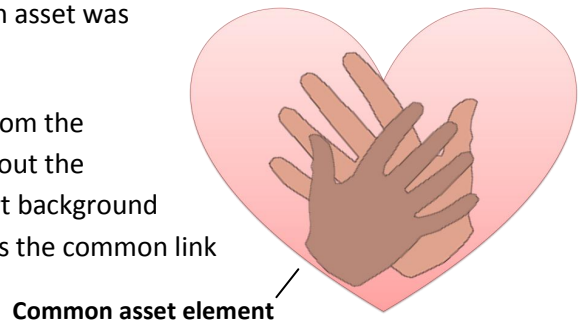
Open virtual hand	Champs .com	painted over in fireworks	digital poster	
Three happy ones	illness.com	Placed into webpage	Webpage	
Lower picture of people hugging		Placed on background in final slide of digital poster	Digital poster	
Brown childer cartoon		Pasted into my digital poster	Digital poster	
#fourteen poster		used as main picture in homepage	E-portfolio	
Man writing at beach with happy		Made using pen tools in fireworks	Discovery board	
Man reading something big		Made using pen tools in fireworks	Discovery board video	

All of the assets in my e-portfolio are very hug and love orientated so, they all shared a common link, however they were all unique and interesting, many of them quite funny too. Many of my assets were made by myself in fireworks, the main ones can be found in my mini video in the discovery board, these consist of a series of cartoon people who give each other a hug, and then moves to a sunset screen with a caption, all of which created in fireworks. The primary ones took a lot of time to make, mainly as a lot of them where quite detailed and colourful.

There were a lot of heart shapes and pinkish colours to put the viewers in a calmer more caring mood, so they would be more inclined to do my action, simply by looking at the photos.

All of the assets I gathered can be found in my assets table with the html codes for the ones I found on the internet. Also info on where you can find it and how each asset was edited.

During the production of the digital poster, I made an image, (from the shapes from the collection in PowerPoint) which I used throughout the project in all the other products. It was basically just a pink heart background and two hands holding together in the centre. This has served as the common link between all of the products.



## Project as a whole

When I started my project, my sole objective was to show how being compassionate and caring for one another, can accomplish so much more than arguing and fighting over things. Even though the action was just about hugs, hugs in general are just another form of being loving and caring for someone else. So, in addition to the hug action, I hope this project has served a dual purpose in which it will also inspire the younger audience to be morally good and caring towards others, values which unfortunately we are currently almost devoid of in our society today. This is of course is also in line with the title of the project “We are what we do”.

I think with all of my products combined, that I have met this objective. In using various different methods, such as video clips, images and speech, all of which relate to my action and help promote its aspects by appealing to them with humour and using catchy products.

As far as planning is concerned, very little in the on-going plan is similar to the initial one. Mostly because I underestimated how long I would need for each product. The one that took the longest to make, by far was the podcast mainly due to the time I spent before filming and on the discovery board. So I had to make some very large changes to the on-going plan, regularly.

In the end I had used up my contingency time, but I did finish this project a little bit quicker than the last. I think I had picked very good reviewers to provide feedback, as they all provided very detailed information on how I could improve certain products so they all played a very big role in the development stages of almost all of the products. I am very grateful to them for doing this.

There were a few problems which occurred during the project. The main one arose around halfway through the project, when I was about to link my homepage to the other pages, and realised that I hadn't sliced the buttons properly, so I couldn't make any links. This meant I had to go back to fireworks and start my homepage again from scratch. I was able to save the text for the other pages however, by copying them into word and then re pasting them into the new sliced pages.

Another issue was when the computers server and my folder was split apart into two separate folders, and many of the links had to be changed or rebuilt, but we were soon able to get over those problems.



With a little more time, I would have found out how to make my discovery board in flash, as it would have been much more effective than in using PowerPoint. But because it took too long for me to make, I had no other option than to use a different method.

If I did the project again, I would probably change the action, mainly because although it is simple and doable, not to mention a small action, there isn't much that you can actually say or write about a hug, so it was quite tricky to keep coming up with new ideas on how to promote the action without constantly repeating the same work. Either that, or I would get the podcast and discovery board done first, so that it uses less time for the rest of the products and e-portfolio at the end.

### **My own performance**

Although I am happy with the end result and think that my project turned out well, the process in getting there was very slow and gradual. But I have learned some valuable lessons through this whole process. I understand the need for better organisation and planning and deadlines. I know now, that I must work on my timing if I am going to enjoy the process rather than make it stressful for both myself and the teacher.

I met the final deadline in the end, but in terms of the individual product deadlines, most of them were not finished by the time I thought I would. Mainly due to my slow progression through the development, and probably due to me being quite disorganised in my folders. I will not make this mistake again. In future I will also work through my products much quicker and with more detail and accuracy by setting realistic targets and goals for myself.

“Hug someone” is a simple yet very powerful thing anyone of any age can do, but I have found that making this the topic of my DiDA project quite a challenge. A hug is a great small action but it is quite difficult to come up with new and different ideas on what to do with it, without just repeating yourself. Unfortunately, this did cost me some time but I am pleased with the end result. I have really enjoyed creating this website and hope it will encourage people to just give someone a hug – it's only a Small Action but it can bring about a Big Change in everyone!