York Celebrity Sightings

Table of Contents

Introduction

The City of York is riddled with hidden stories about famous and infamous historical characters. Students from the University of California participating in the Design in Europe summer abroad program, have created eight projected media interventions for York city center locations. The interventions respond to an historical site and its architectural characteristics. Each of the two-minute media projections will engage the general public in stories connected to a person and an aspect of the City's rich historical legacy.

We refer to modes of exhibition interpretation that use passive physical elements, such as sound and light to deliver content as "sensory". These techniques use a highly emotive form of communication that can transcend multiple languages, cultural identities, and demographic forces. Multi-sensory experiences include audio explanations, film and video, sound and light shows, and the properties that stage an environment such as color, smell, texture, and scale.

This project was authored, designed and produced by students participating in a course called Narrative Environments, working with Professor Tim McNeil and Program Coordinator Nadja Fitchhorn. Narrative environments are public spaces that are designed to communicate a story, deliver a message, provide entertainment, create a sense of place, or sell a product. Examples include exhibitions (museum or tradeshow), transaction experiences (store or restaurant), entertainment venues (theater or theme park), or events (interventions, festivals or parties). Designers for these spaces are articulate storytellers who use creative strategies to engage, inform and entertain multiple types of audiences.

Professor
Tim McNeil
UC Davis Department of Design

Marketing Overview

Karissa Tom

Audience Analysis

A new York resident

William recently moved to York a few months ago. While he knows the popular places to eat and hang out, William does not know about the rich history of York and the learning opportunity that it has to offer. He is looking to get a deeper understanding of his new home and wants to meet new people.

A tourist who likes history

Samantha is visiting York from abroad for the first time. She is interested in the history that it has to offer, specifically the history of the chocolate industry. She also wants to learn about the town in general. Samantha is shy but wants to step out of her comfort zone. Samantha is always looking for new experiences.

An elderly who loves York

Amelia has been living in York her whole life. Since she was a little girl, Amelia has visited museums and exhibits around town. She has done anything and everything that York has to offer. Amelia is looking for a new perspective on the town that she loves.
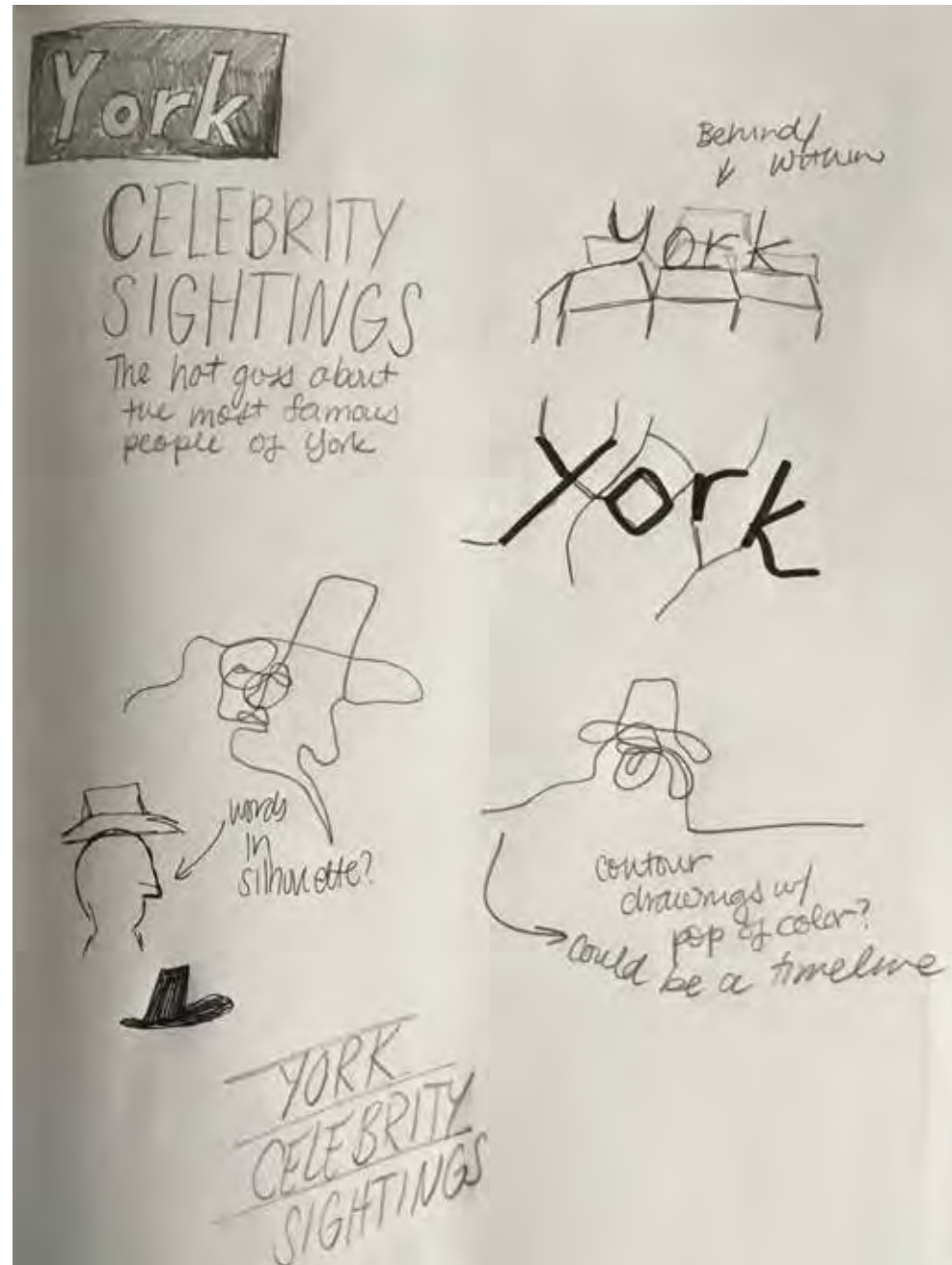
A local looking for a night out

George is looking for a fun night that is out of the ordinary. He will usually goes out to the bar on a Friday night but is getting tired of the same routine. He wants an alternative way to spend his time. George works long hours so his weekends are an opportunity to unwind and do something different.

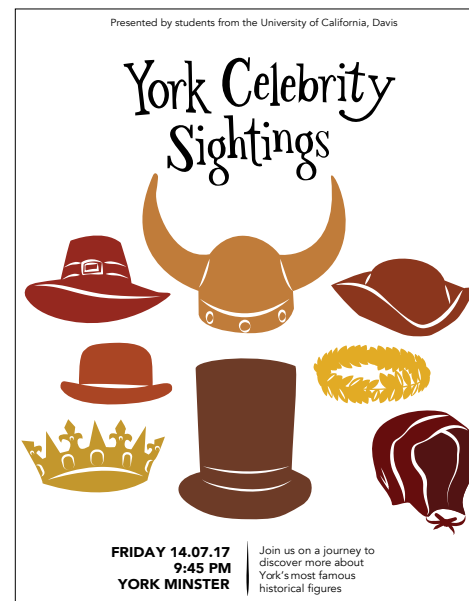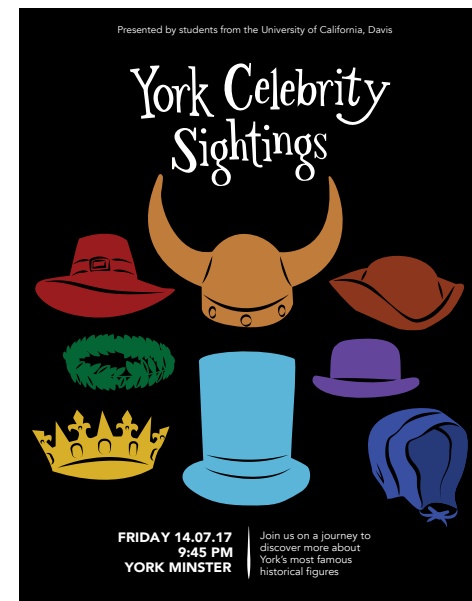## Initial Sketches

Initial Thumbnail

Initial sketches for the logo of the project ranged from tabloid format, contour drawings and map-inspired type. I was inspired by the iconic shape of the hat of Guy Fawkes. I made different iterations of the silhouette and tried different typefaces. Originally, I was going to use a digital typeface for the text but decided to draw type and vectorize it myself to get a more organic feel.

The initial thumbnail featured the type on a red silhouette. This first version had rough lettering. We took inspiration from the hat in this thumbnail to make the final version.
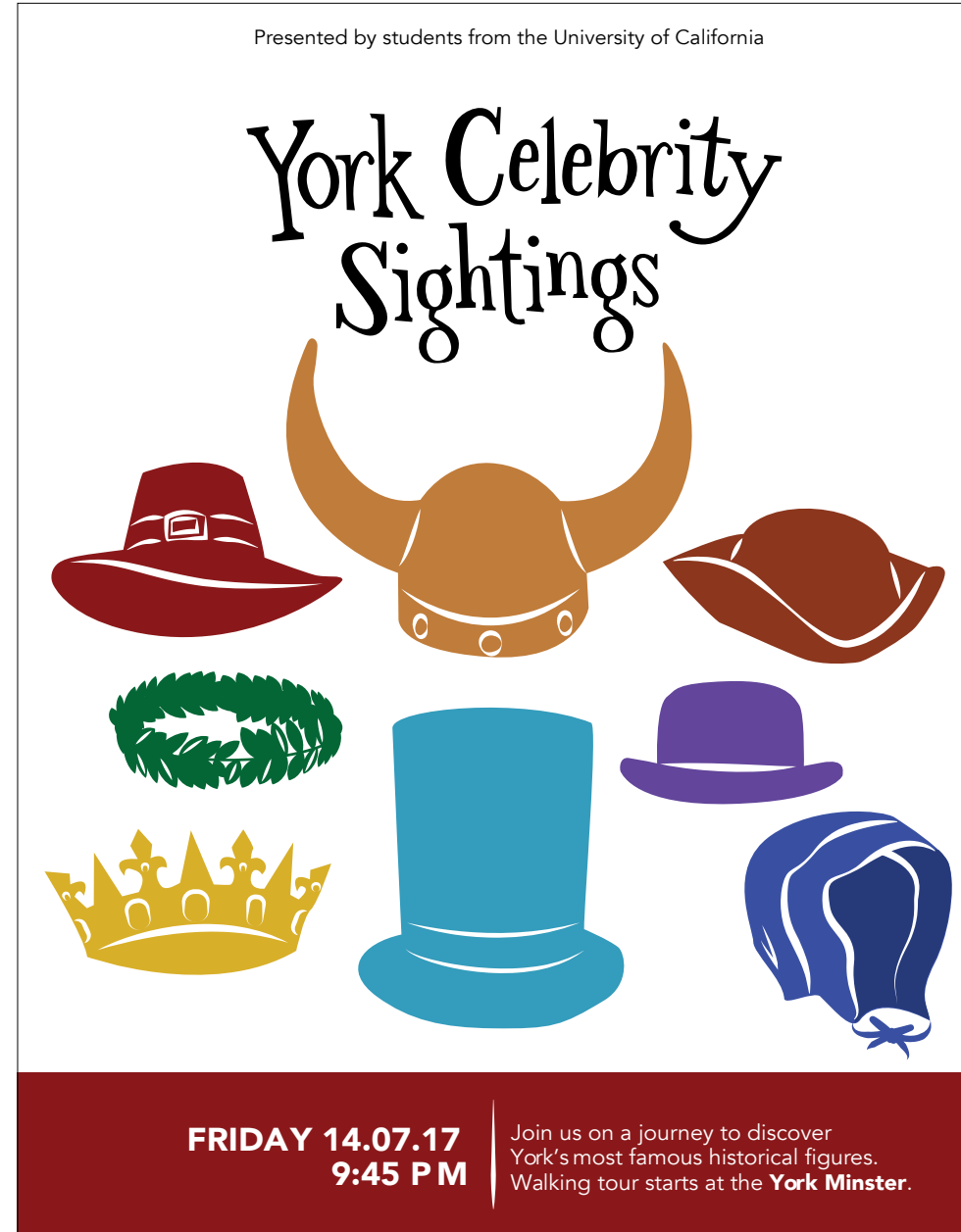
Visual Identity

## Variations

Final

Typography

Avenir Black

The quick brown fox jumps over the lazy dog. AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrS sTtUuVvWwXxYyZz

Avenir Book

The quick brown fox jumps over the lazy dog. AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrS sTtUuVvWwXxYyZz

The typography that was used was Avenir. I wanted to keep the type clean and easy to read. While I tried different serif and sans serif typefaces, Avenir fit best as a way to bring the rich history of York to our modern interpretation.

From the initial thumbnail, I developed hats to represent each figure. Each hat was simplified through minimal lines. The early versions were in navy blue and white. Later versions had thicker lines and colored hats.

The final version used a white background with a red bar lining the bottom. It also has a more refined version of the hand drawn text and Margaret Clitherow's bonnet.
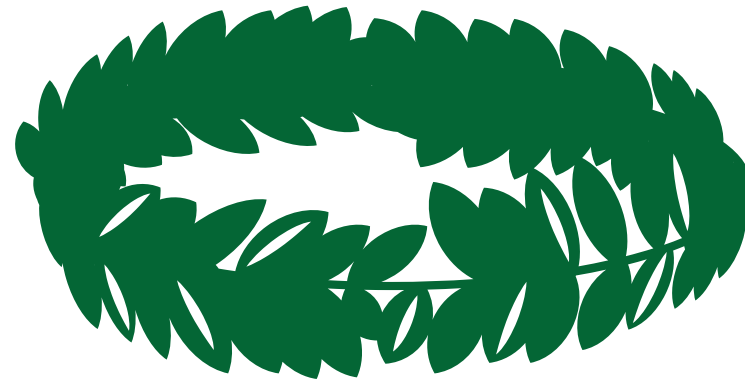
Emperor Constantine

Lily Wang Huang
Makayla Stump
Jonathan Yu

Emperor Constantine

Goals and Objectives

-Emperor Constantine was the first Roman Christian Emperor. He was proclaimed emperor in 306 AD.

-Since our celebrity guest was Emperor Constantine, we concluded that this celebrity would fit in with the York Minister as it was/is an important place for worship in Eboracum.

-The York Minster was opened in 637 AD and was actually called the Cathedral and Metropolitan Church of St Peter in York. It is one of the largest cathedrals and churches in Northern Europe and was a place for worship and church activities, past to present.

-In this short silent film will show a series of images, figures, and symbols that relate to Emperor Constantine. Including captions on the bottom as well as dramatic music playing in the background, we will show how Emperor Constantine changed the face and practice of religion rose to power after his father's death. The film will also feature Emperor Constantine fighting at the Battle of Milvian Bridge, and how he had a dream and where he saw a Christian symbol that combine the Greek letters X and P in front of the sun. The greek letters were the first characters in the Christ's name, and the dream represented and foreshadowed Christ telling Constantine that if he painted the Greek symbols onto the shield of the soldiers, he would win the battle. By listening to Christ, Constantine won the battle and promoted Christianity which became a pivotal moment to York's history as well as the World.

-To promote an open viewing area where people are welcome to join and visit the minister and the statue.

-To use text, images , and sound as a way of communicating our main idea to the audience

-Engaging to all viewers

SITE ANALYSIS- SKETCH

Since there is empty space on the stone beneath Emperor Constantine's statue, we thought it would be interesting to utilize that empty square space or the ground in front of the staue to project our two-minute film. Emperor Constantine's importance in regards to the to York's Minster as well his victory in the Battle of Milvian Bridge shows through his influence on the growth of Christianity.

STORY BOARD

LOCATION

York Celebrity Sightings | DES 187 | Design in Europe Summer 2017
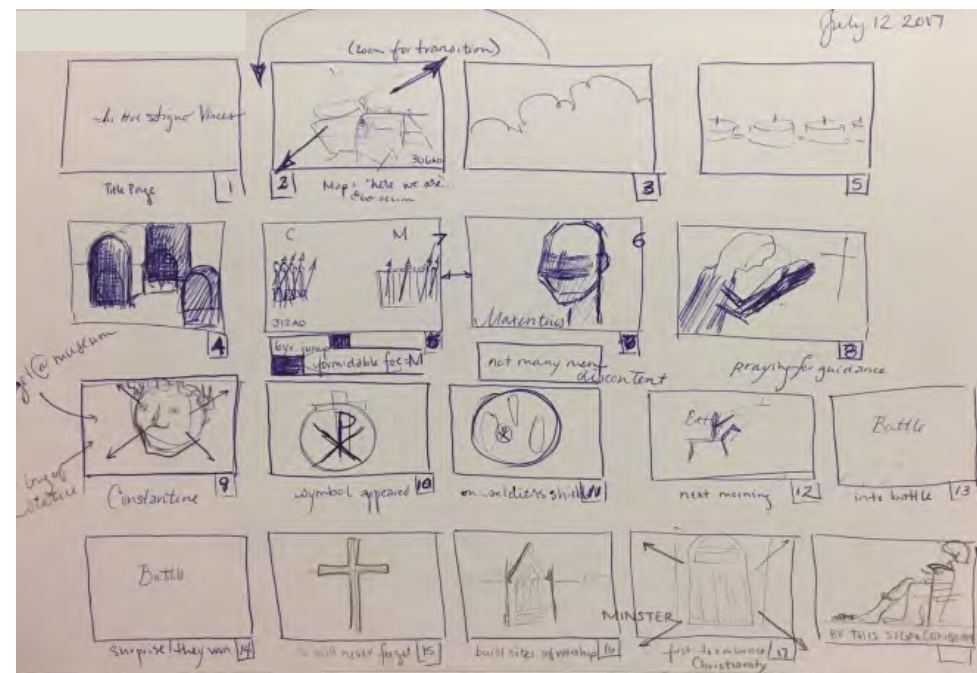
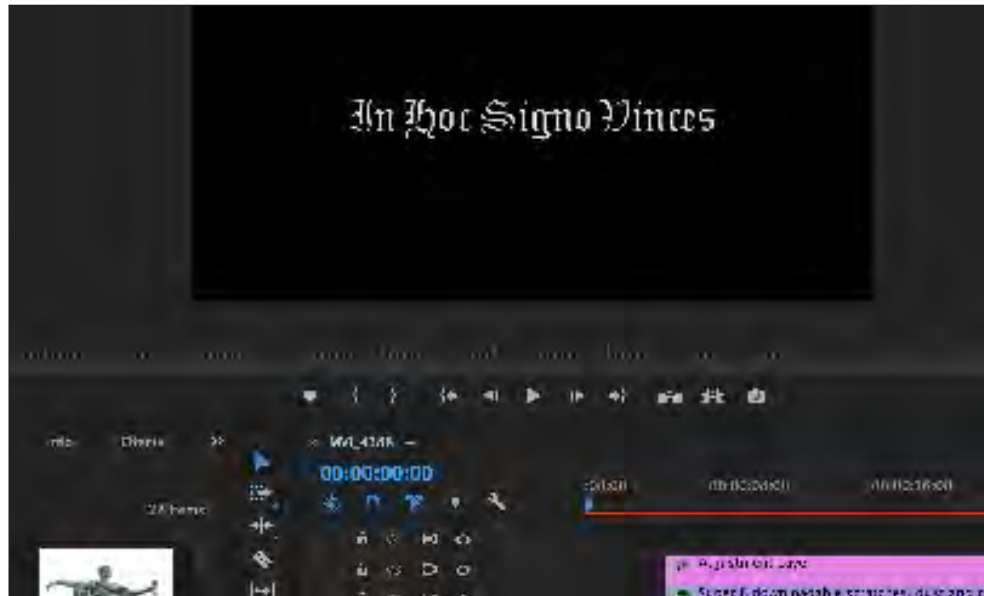# Emperor Constantine

Lookbook
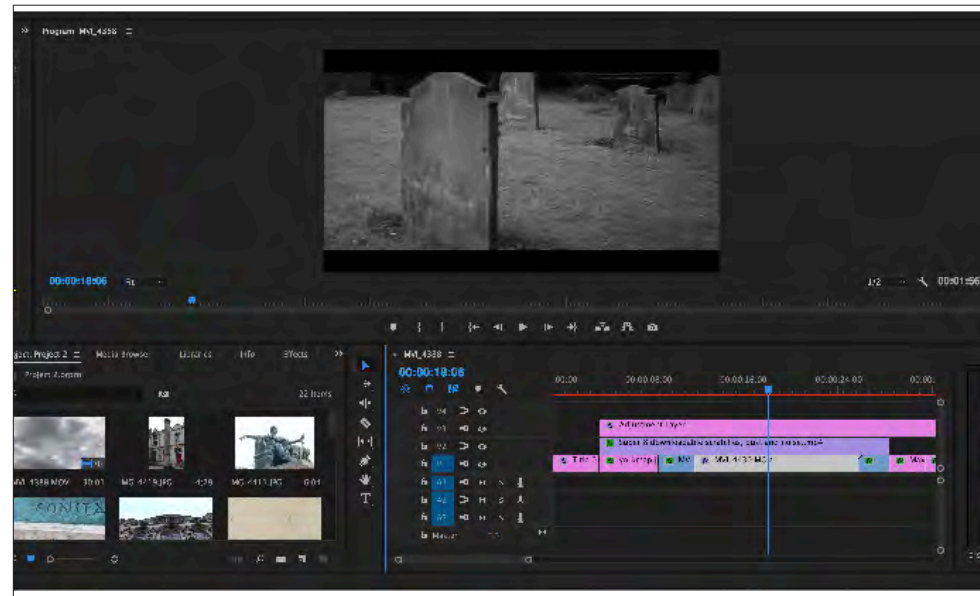

Battle of Milvian Bridge

Chi Rho shield (X P)

Statue of Emperor Constantine

Still #1 style & typography
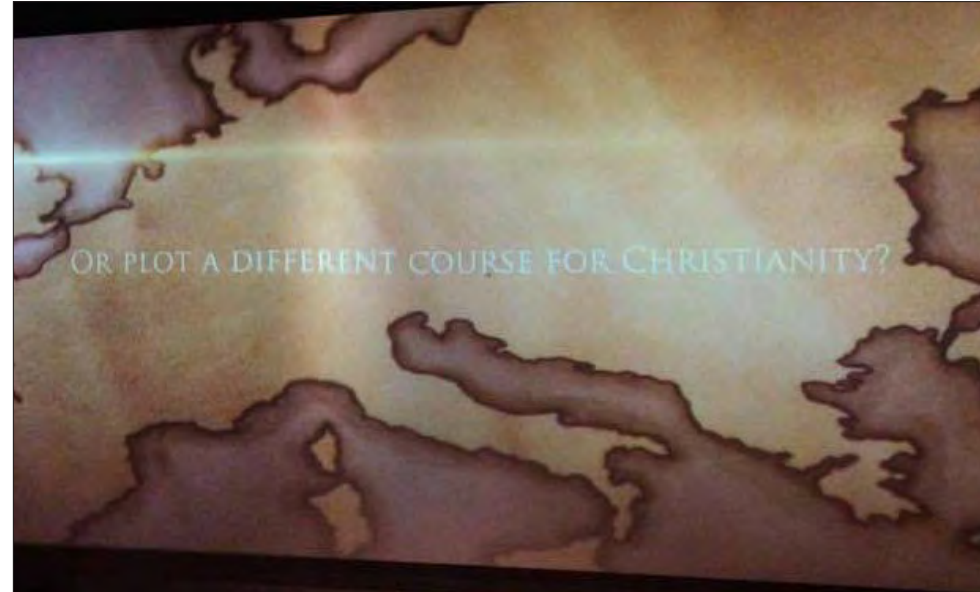

Film still #2 old style
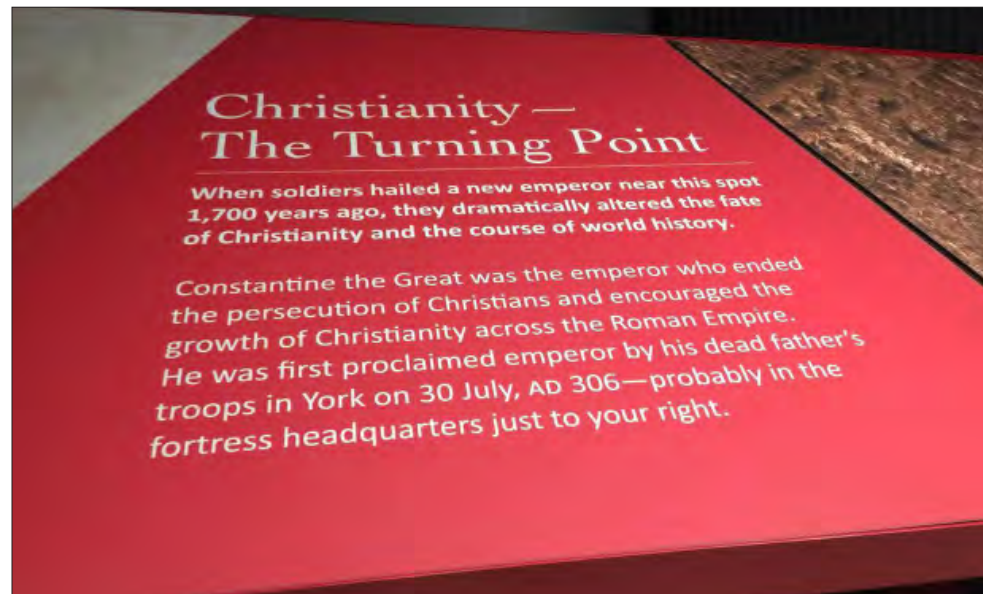

York Minster

Emperor Constantine

Lookbook

The Roman Column

Movie inspiration from the Minster exhibit

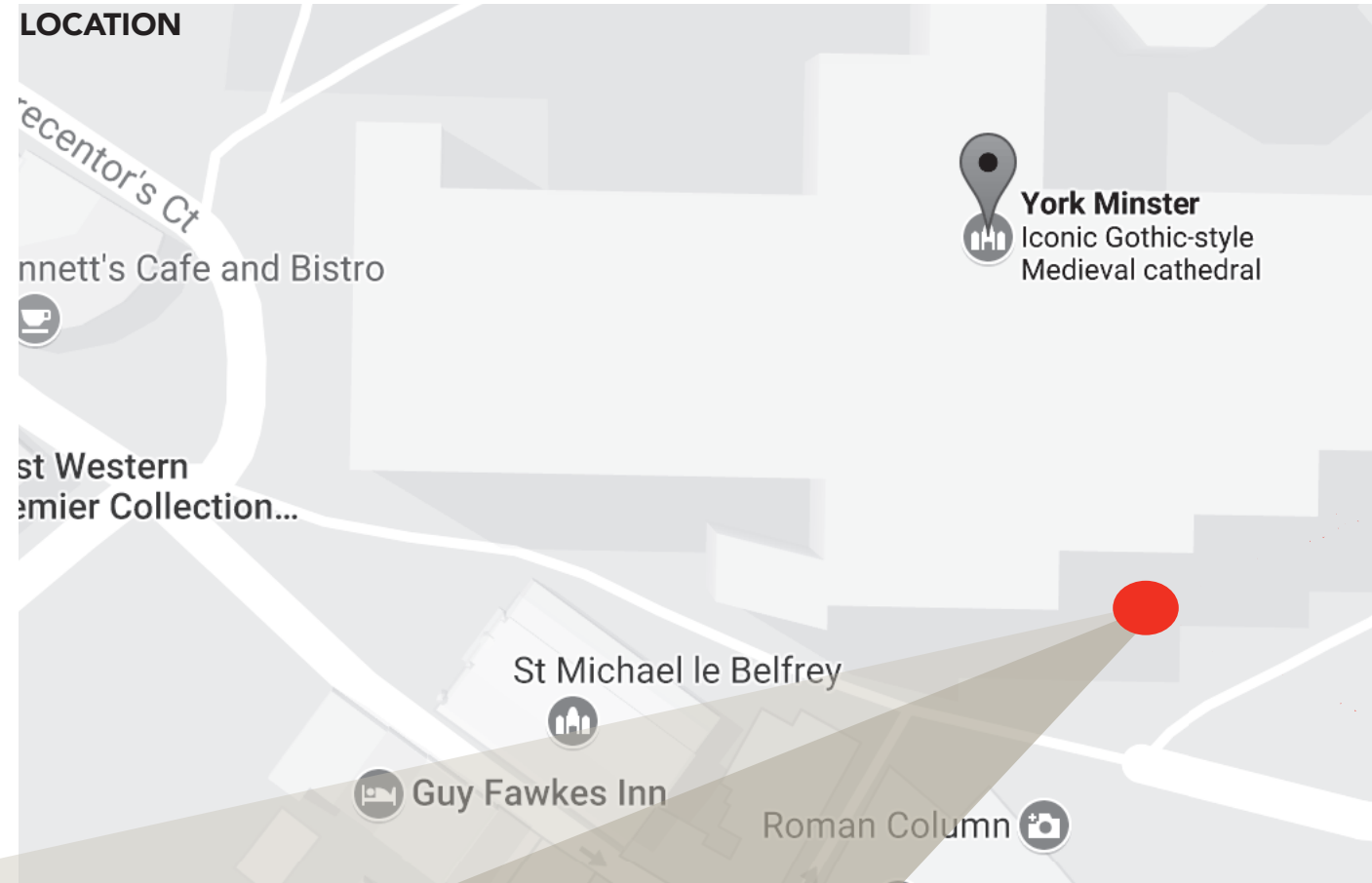Map of Roman York (Eboracum)

History behind Constantine the Great

Gloomy day sets theh mood

Praying for guidance

Data Visualization

York Minster
Iconic Gothic-style
Medieval cathedral

LOCATION

recentor's Ct

nnett's Cafe and Bistro

st Western
emier Collection...

St Michael le Belfrey

Guy Fawkes Inn

Roman Column

YORK MINSTER

AERIAL VIEW OF LOCATION SETUP

CONSTANTINE THE GREAT
AD

CANDLES USED TO
CREATE A MORE INVOLVED
AND WARM FILM-VIEWING
ATMOSPHERE.

ELEVATION VIEW FOR PROJECTOR LOCATION

Script:

Here in Eboracum,
it is AD 306.
Constantius has died
and left Constantine as emperor.
His father has left him an empire.

6 YEARS LATER
It is AD 312.
Constantine still reigns.
There are challengers for the throne.
Combat is on the horizon.
Worry is constant, for his army is small.
Will they survive?

Praying for help and guidance,
he slept that night.
He saw a symbol appear on a cross:
In hoc signo vinces...
By this sign conquer…

From that dream, they listened and engraved
upon their shields, the X P of Christ.
To battle!

Constantine will never forget to whom he owed that victory.
In return, he built places to worship.

Constantine
The first Roman Emperor to embrace Christianity.
From Pagan to Christian,
he was baptized on his deathbed.
By this sign he conquered: *In Hoc Signo Vinces.*
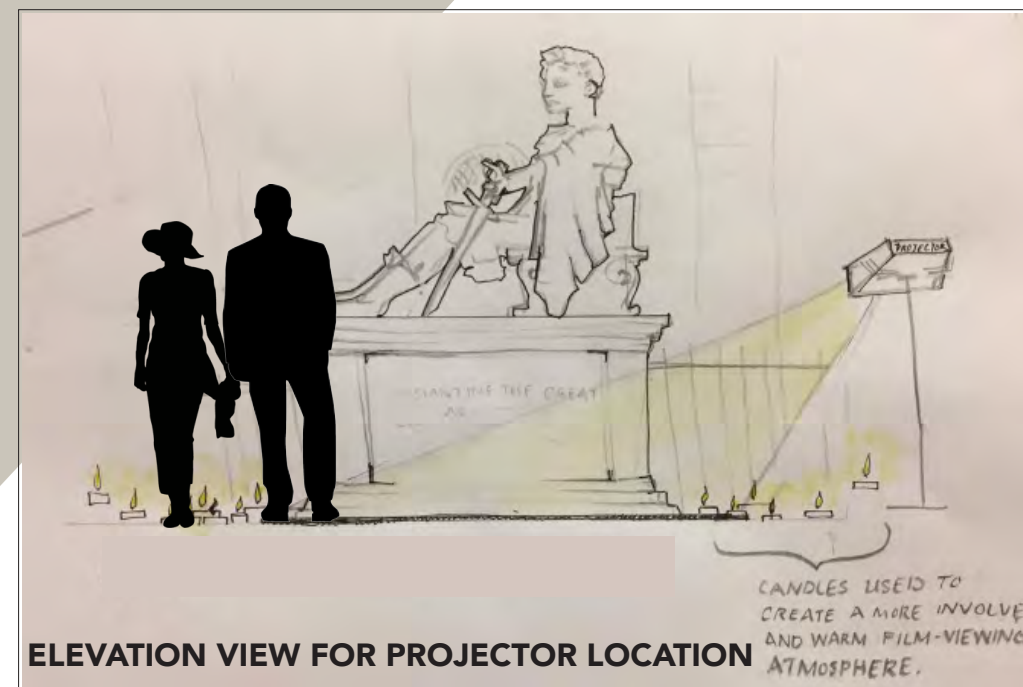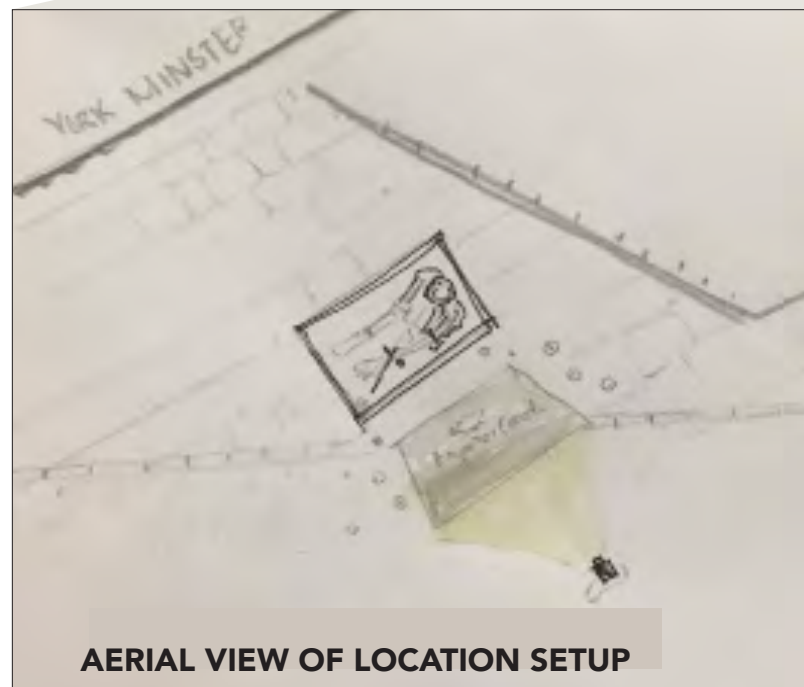
Materials Palette

Typography

Sabbath Black OT Regular

The quick brown fox jumped over the lazy dog.

Sabbath Black OT Heavy

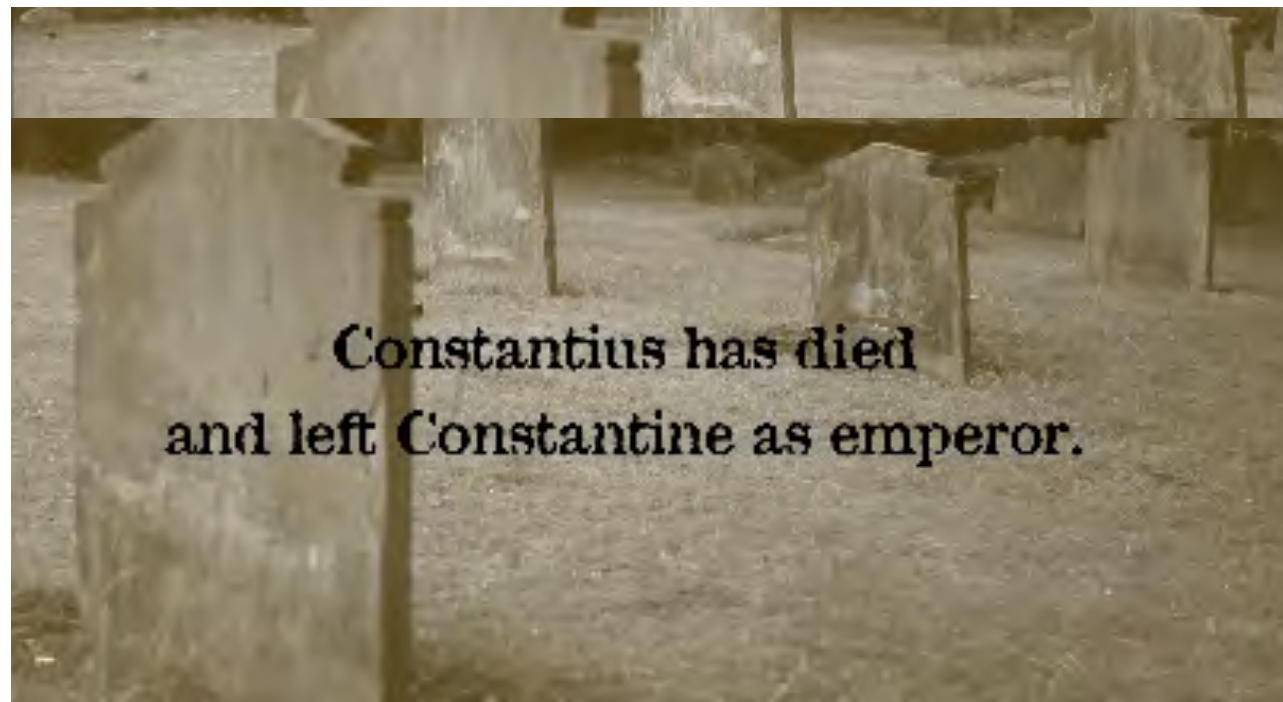The quick brown fox jumped over the lazy dog.

Attic Antique Regular

The quick brown fox jumped over the lazy dog.
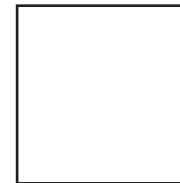
Attic Antique Italic

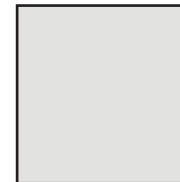*The quick brown fox jumped over the lazy dog.*

Style

For this project we wanted to create an antique mood. The warm colors in our film relate to the stonework that can be found in Roman achitectur.e

Colors

HEX#: FFFFFF
RGB: 225 225 225
CMYK: 0 0 0 0

HEX#: E2E2E0
RGB: 226 226 224
CMYK: 10 7 9 0

HEX#: 000000
RGB: 0 0 0
CMYK: 75 68 67 90

HEX#: 4A3A16
RGB: 75 58 22
CMYK: 53 61 97 55

HEX#: 655643
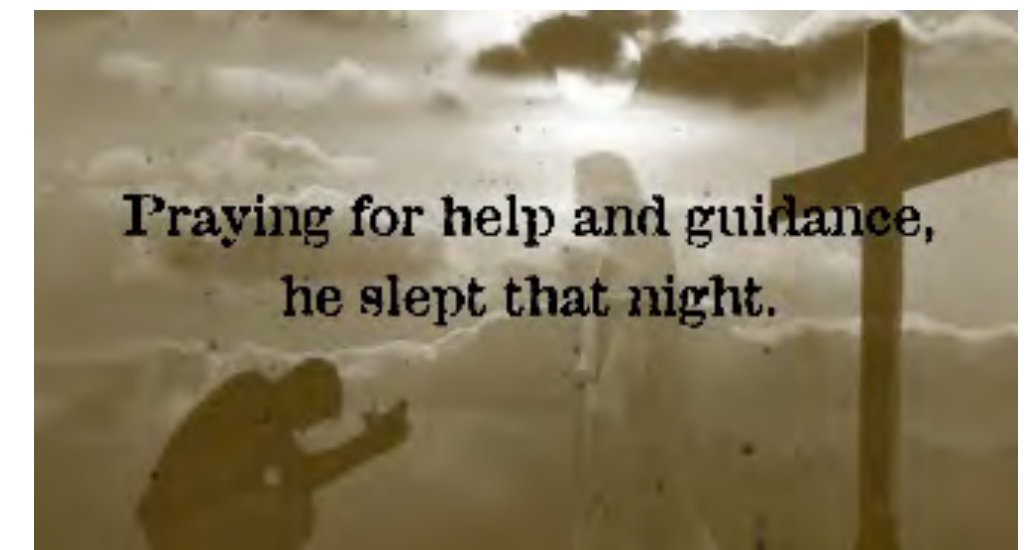RGB: 101 86 52
CMYK: 50 53 84 36
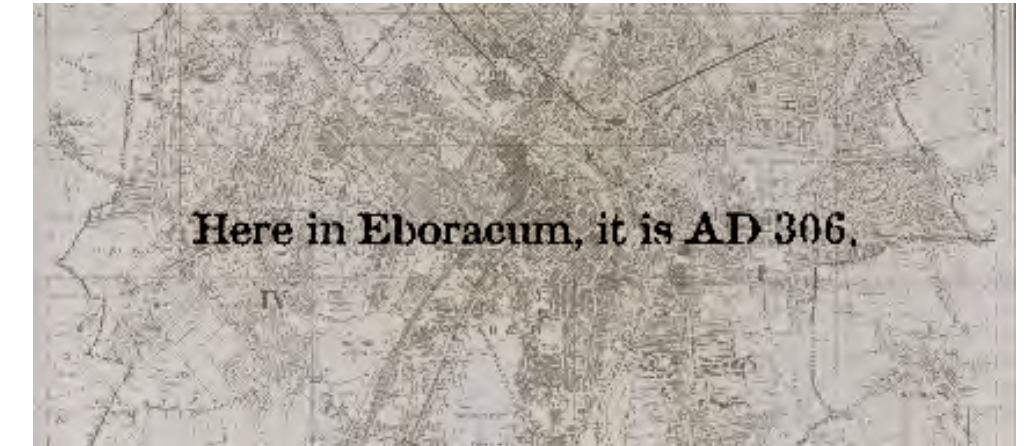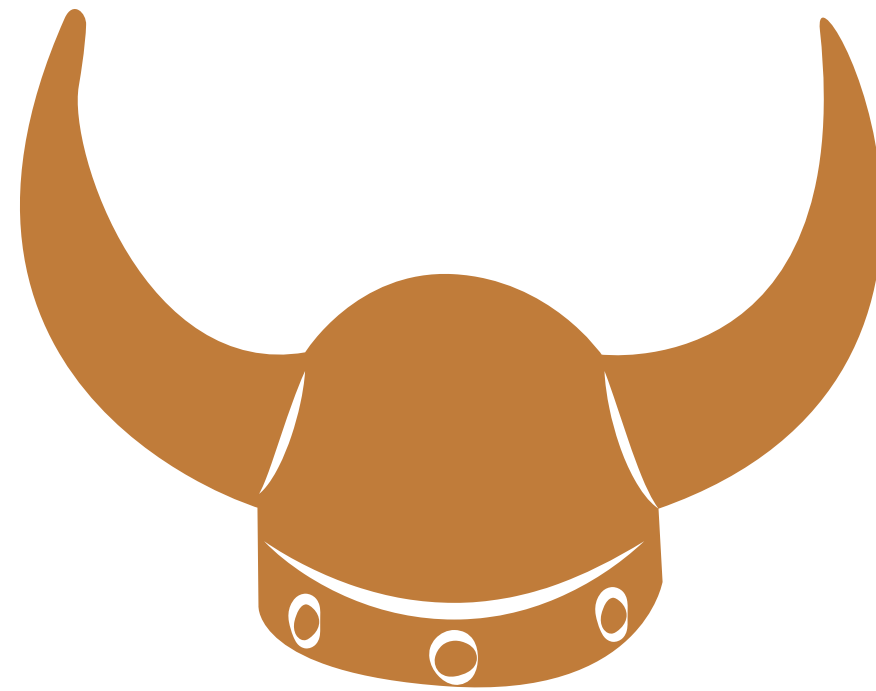
HEX#: A19985
RGB: 161 153 133
CMYK: 38 34 48 2

HEX#: C9C3B6
RGB: 201 195 182
CMYK: 22 19 27 0

Film Stills

York Celebrity Sightings | DES 187 | Design in Europe Summer 2017

Eric Bloodaxe

Alex Cabana
Hannah Hughes
Diana Machado

Eric Bloodaxe

Project Summary

We enter the scene with Eric Bloodaxe standing outside his palace at Kings Square in York in 947 AD preparing his army to go after the English that have just attacked them. Bloodaxe's viking army is angry and rearing for a fight, and the king reminds them of their history while pumping them up for the fight against the English.

The video will have imagery focused mainly on fire, as if the guests are all gathered around a bonfire listening to Bloodaxe give his speech. The fire will emerge with smokey imagery to illustrate the story. Audio will be our main focus for this video, using voice recordings, music, and sound effects to immerse the audience in the story.

To make the experience more sensory-driven, we will have incense to make the area smell like smoke. We will also spray water on the crowd during scenes of fighting as if blood is being splattered on them.

Site Analysis
King's Square in the city centre of York, is said to have been the site of a royal palace for the kings of Northumbria. This is where Eric Bloodaxe, the viking king of York, is said to have lived. We will use the open square and steps and project our video on the ground in front of the steps of the square. The guests will be able to stand around the projection as if standing around a bonfire. Guests can also stand on the steps in order to see over those in front.

Content Analysis
Eric Bloodaxe, the son of the late viking King Harald Finehair of Norway, killed four of his older brothers to secure his rule of Norway. A regular raider of Scotland, Eric moved to the British Isles to become king of Northumbria, residing in York, in 947. His palace is said to have been located at what is now King's Square in the city centre of York. Bloodaxe is portrayed in the sagas as a savage barbarian who played by his own rules. King Eadred of England, angry that Bloodaxe took over rule of Northumbria, invaded and ravaged the area in an attempt to drive out the pagan king. As the English army made their way home, Eric Bloodaxe and his viking army attacked and ultimately defeated them at Castleford, an event often referred to as a "slaughter". After that, King Eadred continuously attempted to rid Northumbria of Bloodaxe, and finally did in 954, taking control of the area himself, and the last viking king was exiled from England.
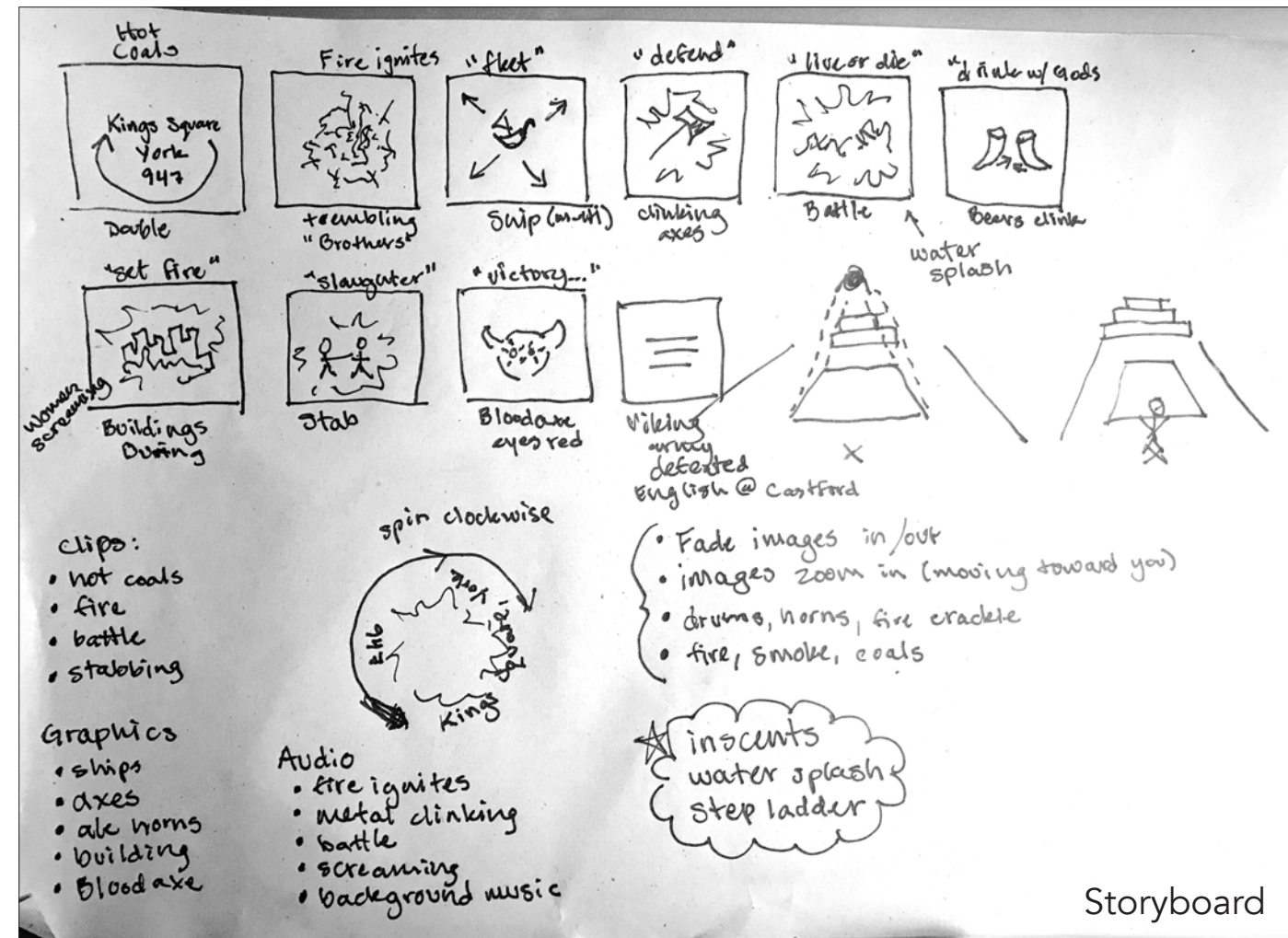
Storyboard

Site Image

Site Image

Lookbook

Viking going to battle
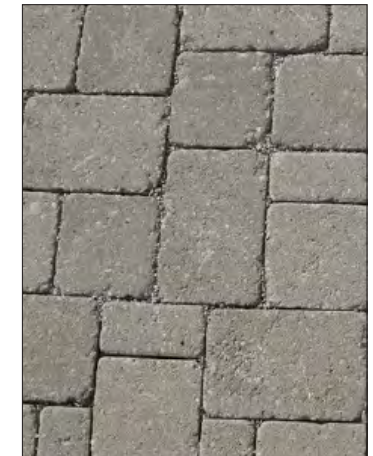

Viking helmet

Fire


Eric Bloodaxe

York burning

Viking ship

Coal

Stone floor

Data Visualization

Projecting on the ground at Kings Square. Someone will be standing on a step ladder to get higher up and create a larger projection. We will be standing in the middle before the video starts to give a short introduction. Once the video begins, we will stand around the outside of the crowd with incense and spray bottles to add more sensory elements to our presentation.
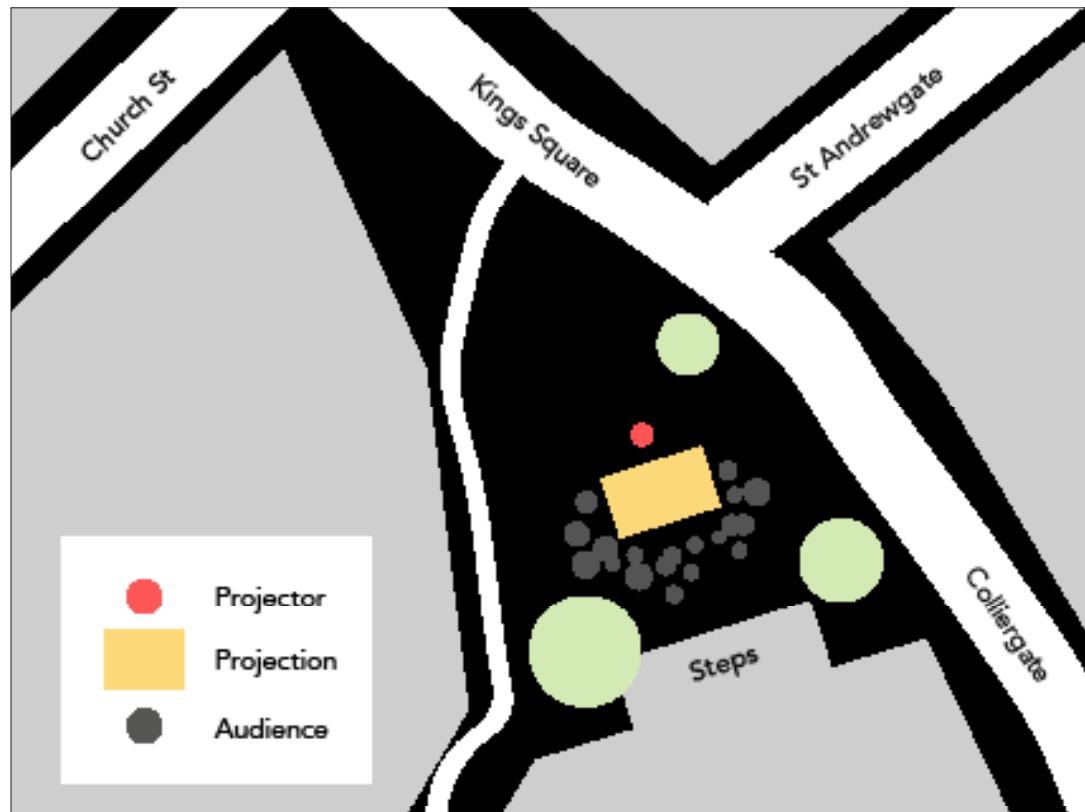
Design Palette

Typography

HERCULANUM

ABCDEFGHIJKLOMNPQRSTUVWXYZ
0123456789

Colors

#FFC708	#F16521	#822D0E	#430500	#231F20

Joseph Rowntree

Jeremy Dang
Zoe Martin
Jenna Reynolds

Joseph Rowntree

Goals and Objectives

Friargate Quaker Meeting House, is a community building dedicated to worship and education. Joseph Rowntree frequented the Quaker Meeting House during his time in York and ministered a meeting. Rowntree's Quaker roots greatly contributed to his philanthropic tendencies and passion for social change.

The project aims to celebrate the legacy of Joseph Rowntree. The projection display emphasizes the philanthropic aspects of his life. Through his successful chocolate business, he was able to employ many individuals and help improve the poverty crisis that existed in England at the time. Additionally, his actions set precedents for future businesses to follow.

This film utilizes a combination of images, videos, graphic elements, and text set to the beat of dramatic music in order to create a multi-sensory experience and engage the audience. We created two arc-shaped clipping masks to give the appearance of projecting onto a building with windows, and to provide a window into Mr. Rowntree's life.

The film begins with old grayscale images, music, and text to depict an overview of his legacy. Photos of Rowntree, photos of his societal contributions, and brief text foreshadow the latter part of the video. The theme of grayscale images, music, and text continues throughout the rest of the video illustrating Rowntree's life and accomplishments. As the video progresses, splashes of color are implemented into the images to symbolize the societal change he was making. The color also adds a modern feel to the old images, which balances the pictures with the dramatic music. The projection emphasizes the authoritative examples that he set for future businesses, such as employing women at higher level working positions, creating pensions, and providing benefits for his employees, such as education, housing, and healthcare.

The objective of this film is to capture the essence of Mr. Rowntree's life, both in his chocolate business and progressive thinking.
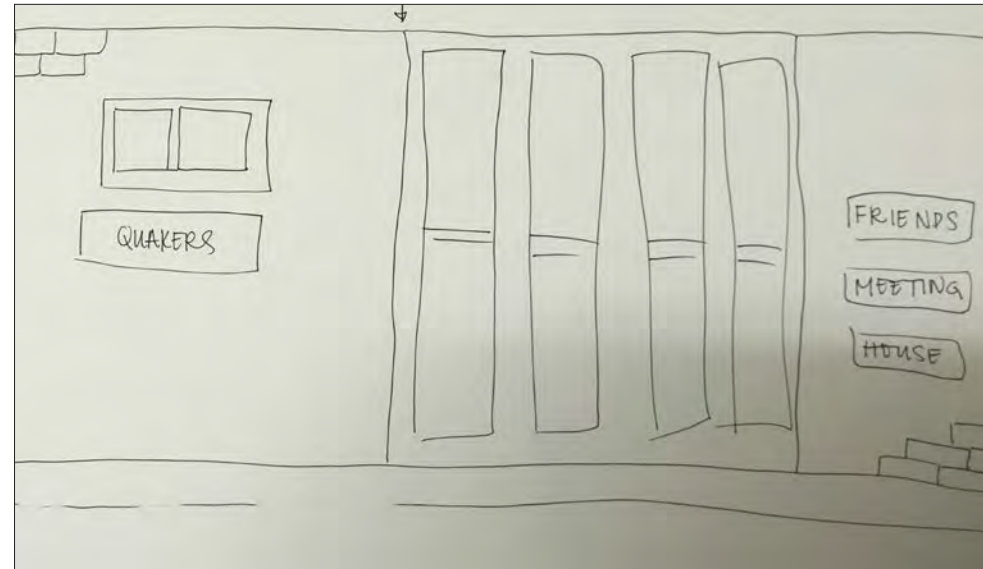
Initial Sketch of Site
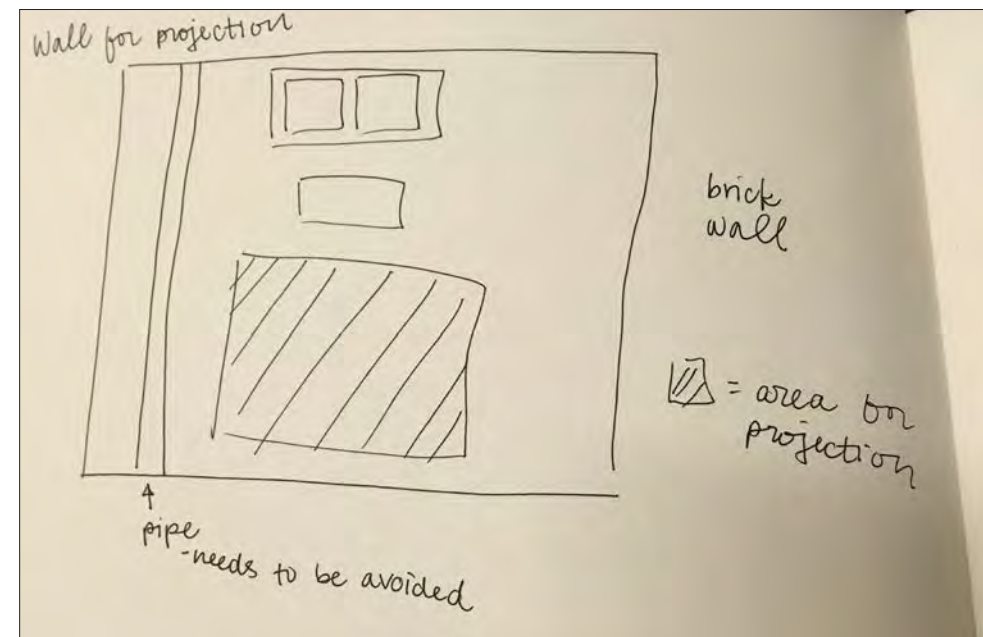
Initial Sketch of Projection

Joseph Rowntree was born on 28 Pavement St. in York. His father owned a grocery store beneath their living space. Rowntree started working with his brother, Henry Isaac at the chocolate factory he owned.

Rowntree ended up taking ownership of his brother's factory and implemented many progressive ideas into his business like healthcare and affordable housing for his employees. He also provided education for his employees. Rowntree's was one of the first companies to appoint a female manager.

In addition, Rowntree introduced one of the first occupational pension schemes. His Quaker roots inspired a lot of the societal improvements he spearheaded.

In 1904, Rowntree established multiple trusts which are all still heavily involved in contributing to society today. Many locations in York are still related to Rowntree such as the Joseph Rowntree School, the Joseph Rowntree Theatre, and Joseph Rowntree Park.

Joseph Rowntree left a sweet legacy full of social change.
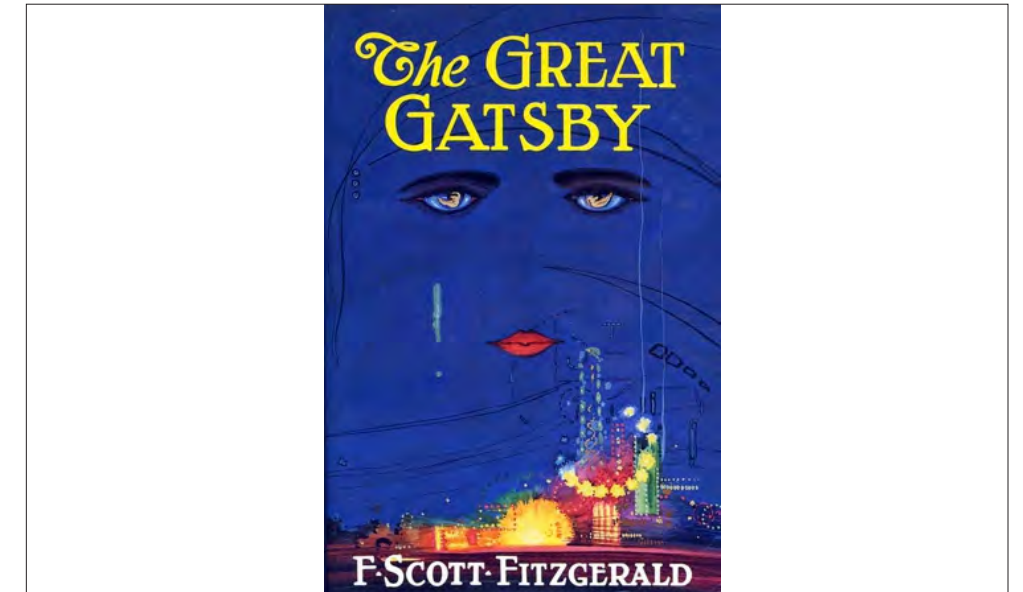
Storyboard graphics
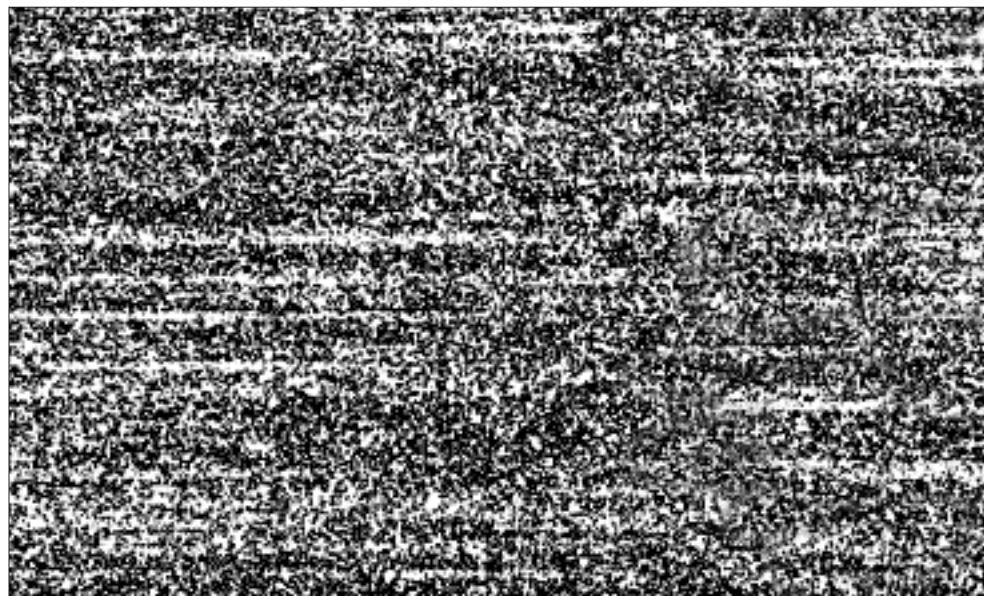
Lookbook

Lookbook

Color inspiration for inversion of colors in photo montage

Duotone image inspiration

Dramatic inspiration for color palette
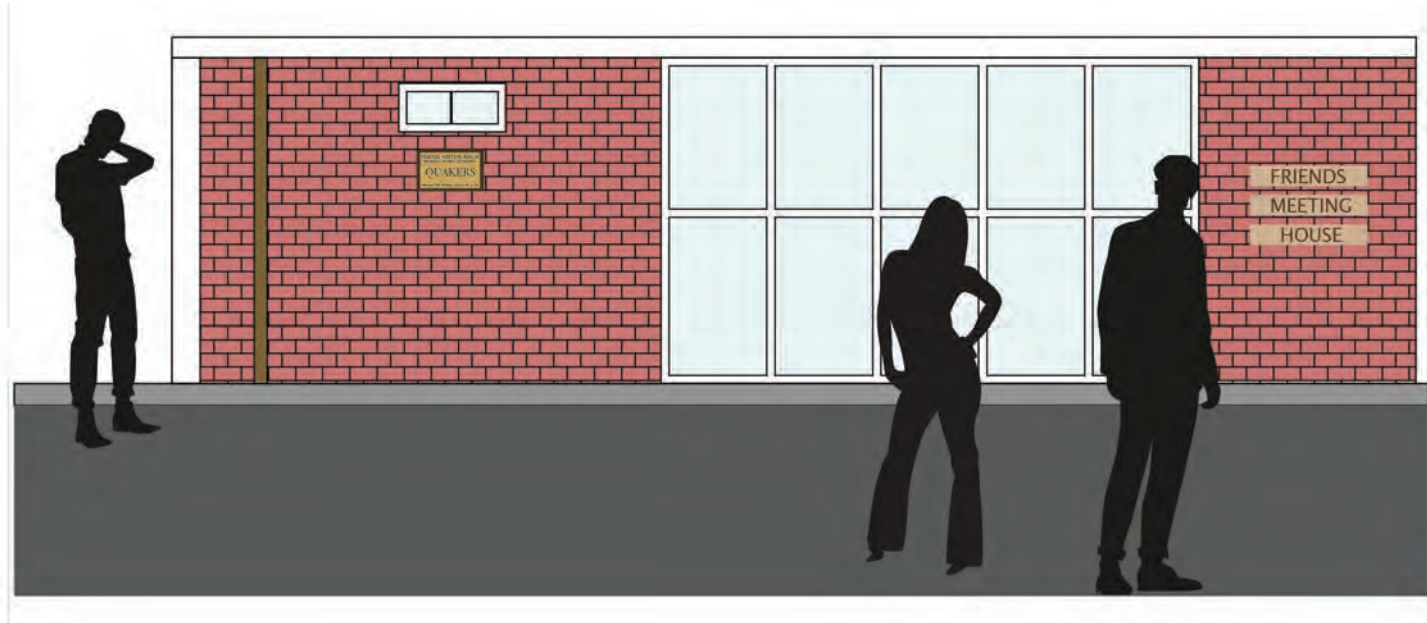

Transition inspiration

Format inspiration

Bold, retro typographic inspiration

Data Visualization

Front elevation

Front elevation with projection

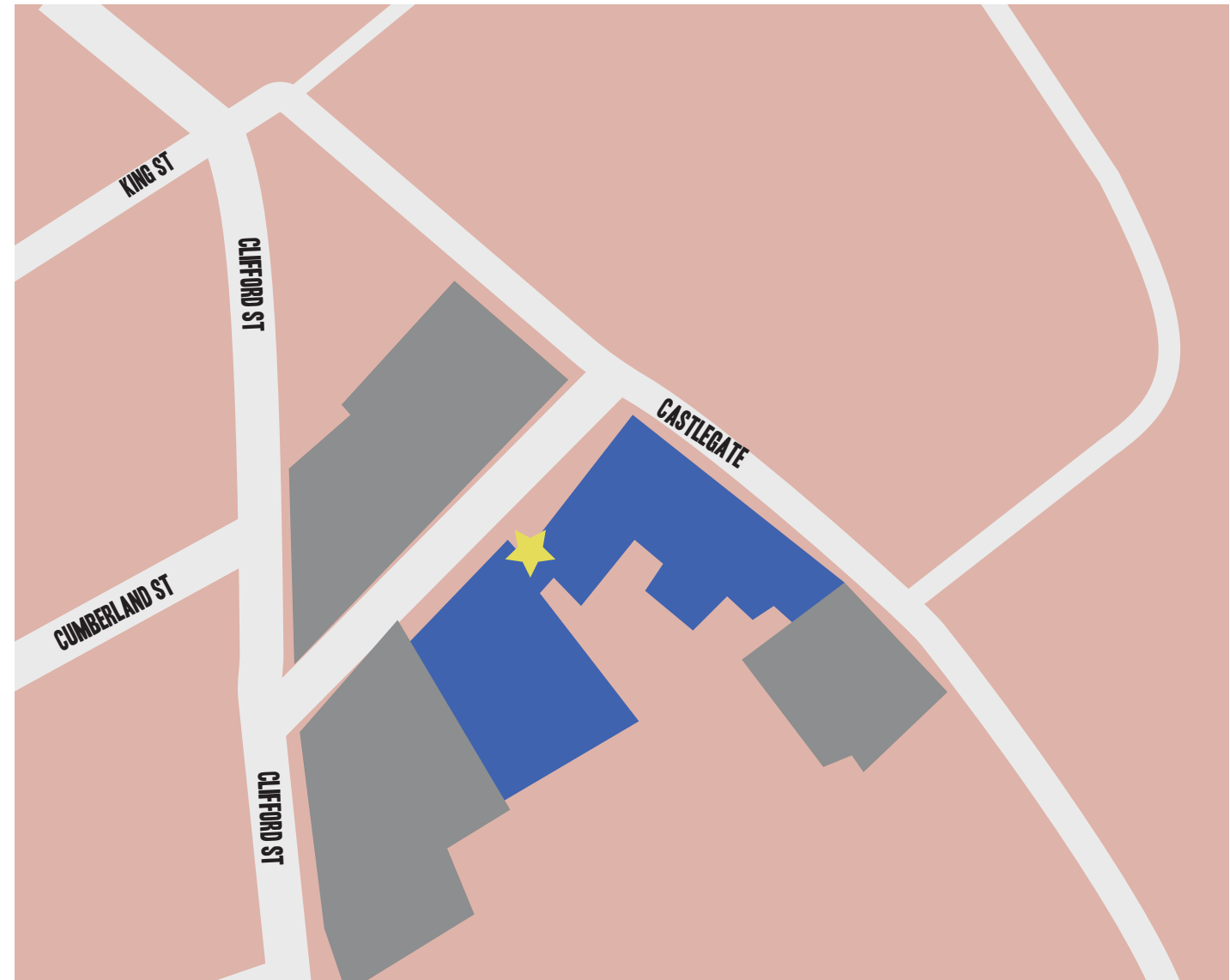
Front elevations with projection stills

Front elevations with projection stills and chocolate thrown into the audience for finale

Data Visualization

Photographs of projection site

Map of projection site

Materials Palette

Typography

HEADLINE ONE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789?!$&()[]/%"''#-,.;:

Example of type being used in the projection

Colors

#4063AE

C: 82	R: 65
M: 65	G: 100
Y: 0	B: 175
K: 0	

#E5DB5C

C: 12	R: 230
M: 6	G: 219
Y: 78	B: 91
K: 0	

B55640

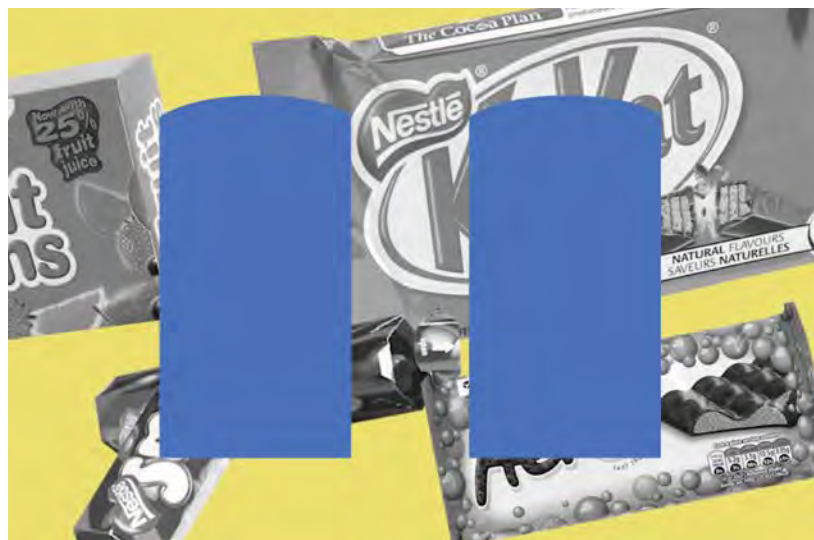|	
C: 22	R: 181
M: 76	G: 86
Y: 79	B: 64
K: 10	

Materials Palette

Images from File

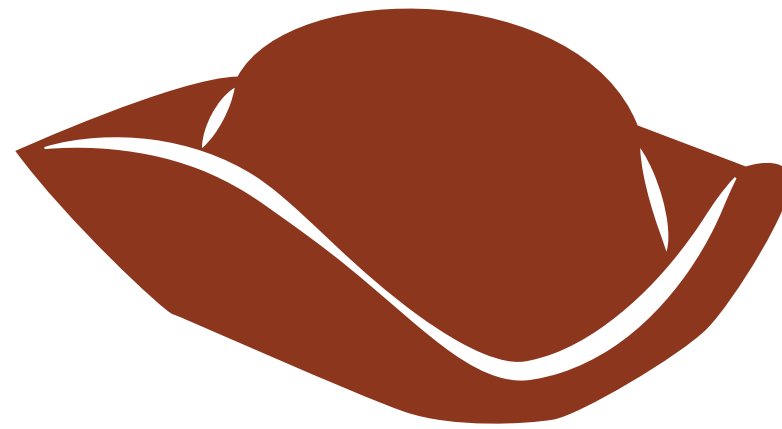Still of Joseph Rowntree in duotone

Still of greyscale images in windows

Still of photo montage of chocolates Rowntree is known for

Still of image behind windows

Dick Turpin

Steven Fan
Julie Xu
Jimmy Zhi

Introduction

Goals and Objectives

Dick (Richard) Turpin was the most famous historical highwayman from Essex. In life Richard Turpin was a violent man who progressively went from deer stealing, to burglary, to highway robbery, and even murder, for which he was executed in York. After his death, as "Dick" Turpin, he became the subject of legend, romanticised in English ballads and popular theatre of the 18th and 19th century, and later in film and television of the 20th century, as a dashing and heroic highwayman.

Since the history and legend of Turpin are different and hard to distinguish, it is appropriate to tell the story of Dick Turpin using shadow puppets because it is an ancient form of storytelling and entertainment, and very possibly how many actually learned of his romanticized stories. The film will include 6 "facts" about Turpin and leave the audience to decide which one(s) are actually true.

Plan
- Create a shadow puppet film to tell the story of Dick Turpin in first person point of view
- Have a person who has an Essex accent to narrate as Dick Turpin
- Add in sound effects to enhance the narrative experience

Location
- Dick Turpin's grave
- Bring in an spooky excitement for the audience
- The film itself interacts with the location

Paper Puppet Testing

Dick Turpin as a Highwayman

Lookbook

Lookbook

Dick Turpin's Grave

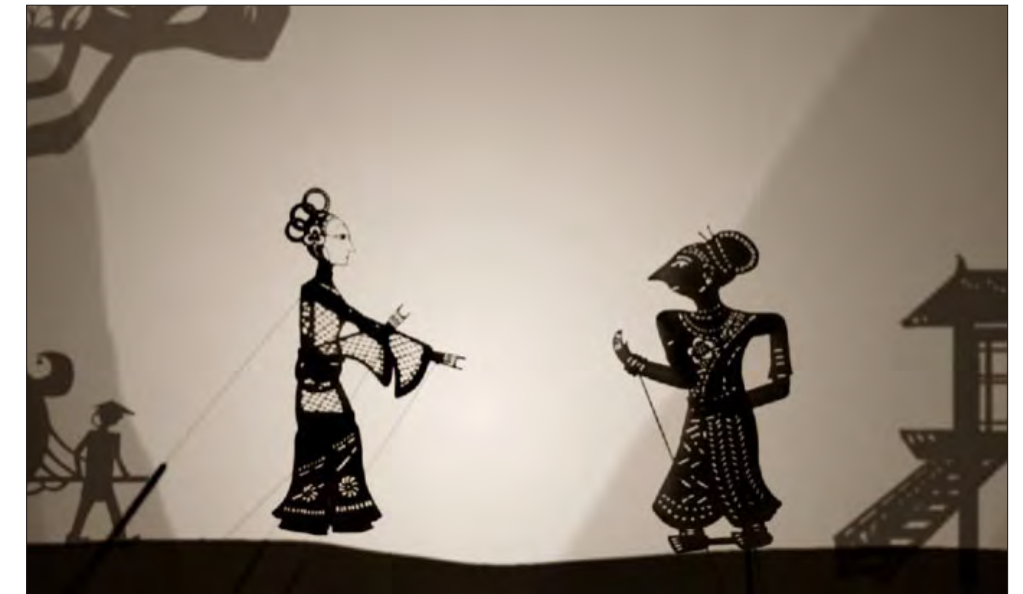Projections on the Ground

Inspirations for Movie Sound Effects
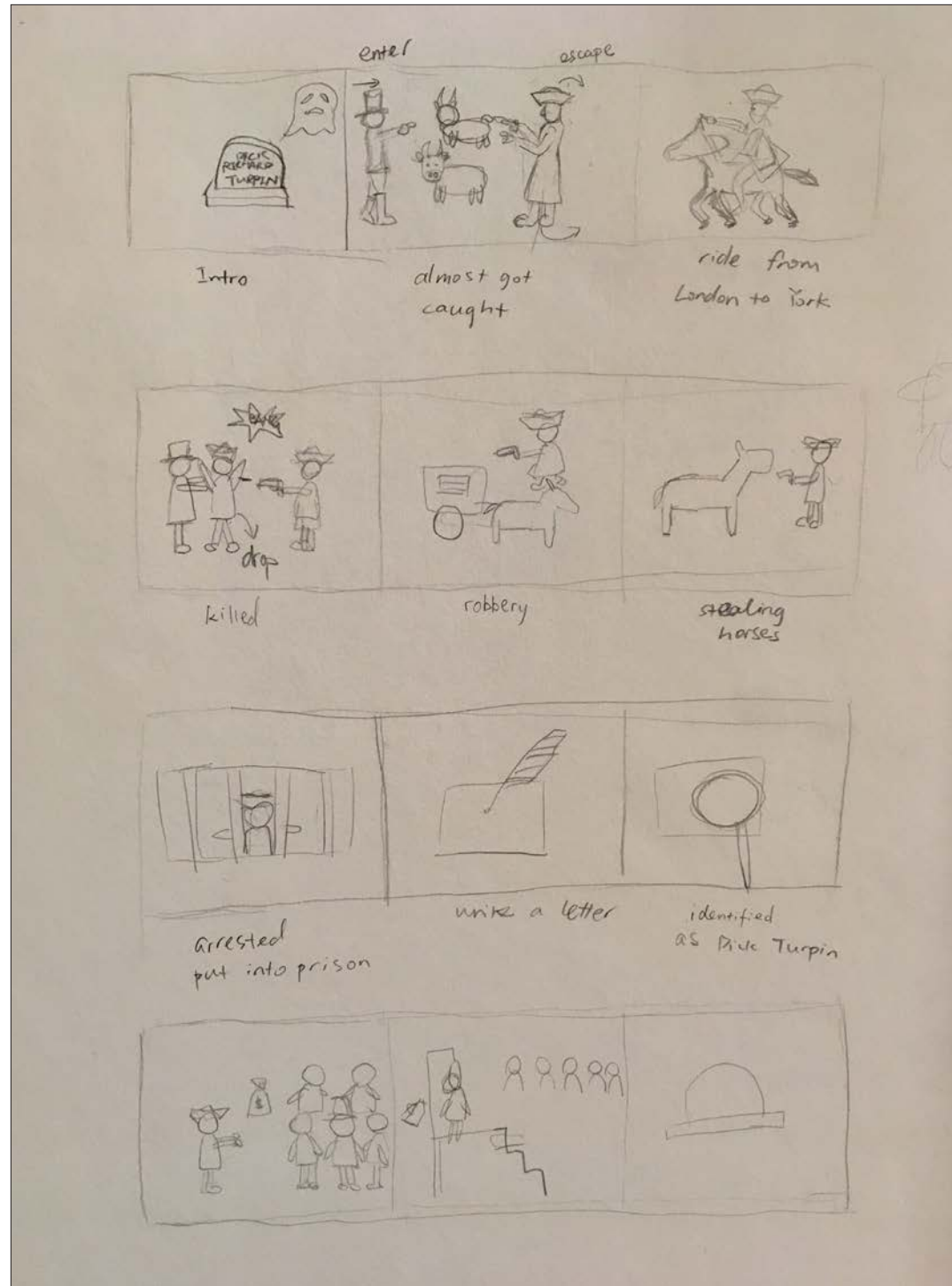

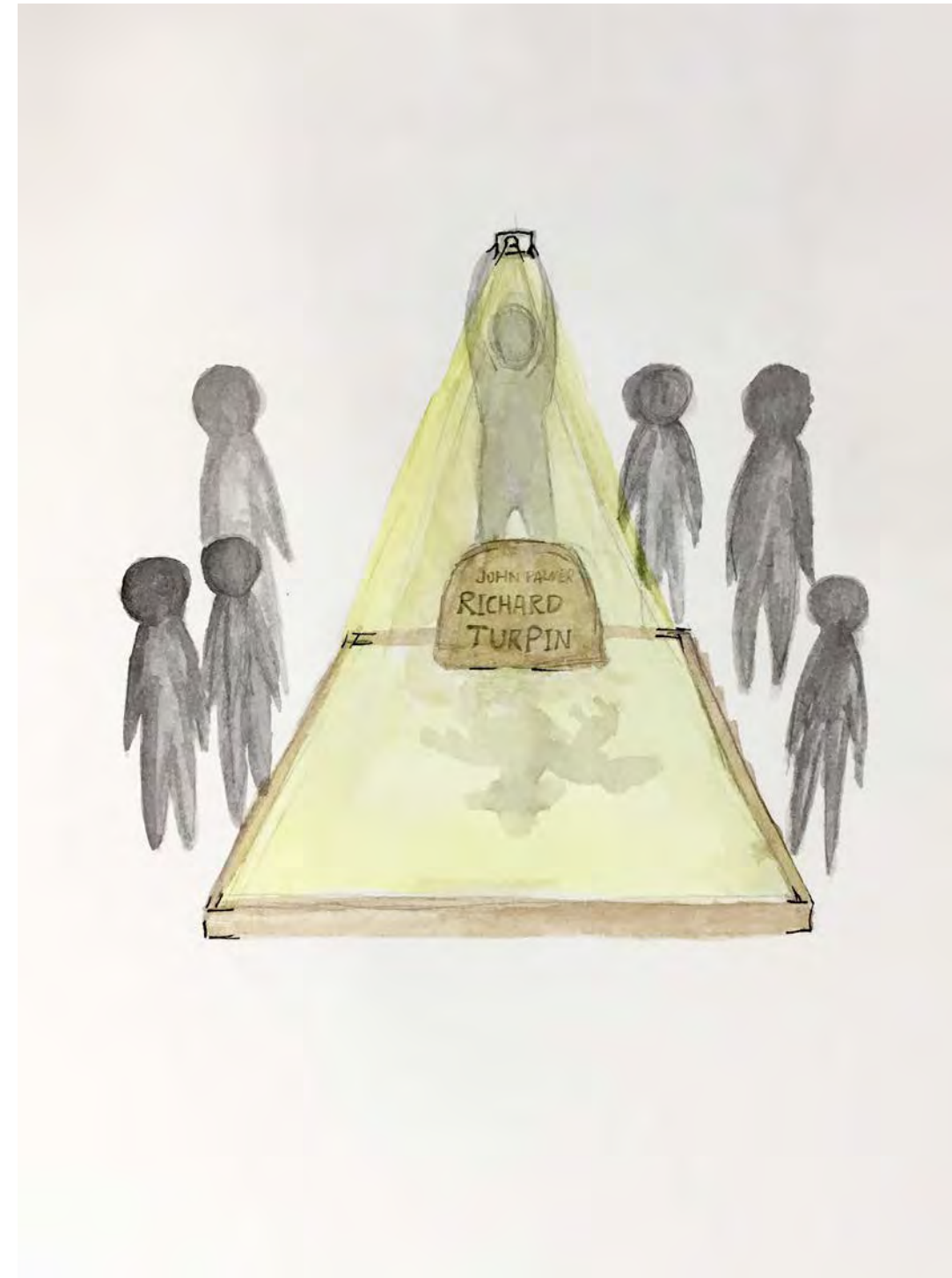Paper Puppets

Candy Giveaway

Traditional Indonesian/Chinese Shadow Puppet Show

Data Visualization

Story Board

Projection Rendering

Data Visualization

Installation of Shadow Screen

Shadow Play Filming

Making Shadow Puppets Out of Paper

Paper Puppets

Materials Palette

Typography

Caslon Antique Regular

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Editing Program

Final Cut Pro
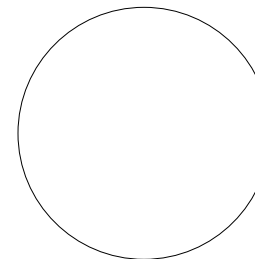

Colors
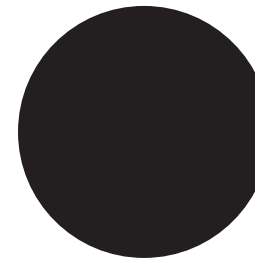
Hex: #000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100
HSV: 0, 0, 0

Hex: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
HSV: 0, 0, 100

William the Conqueror

Vanessa Guerrero
Sabrina Perell
Suhaila Sikand

William the Conqueror

Goals and Objectives

William the Conqueror was an English King, most known for the brutality and fright he laid upon his constituents. In York, he built two castles and defeated rebel retaliations countless times. Our narrative environment exhibition takes place on Baile's Hill, the last remains of York's second castle. Pinpointing the weight of his actions, the exhibition carries an eerie tone to set the scene and create a sense of mystery.

Baile's Hill contains the last remains of William's second castle in York. Many people don't realize that when they are walking this part of the city walls, they are walking along the second castle. Only a small plaque and brief informational panel is shared with the public. The goal for this site is to inform people of something they may not already know. To create a more comfortable setting without a street between the people and the projection, we chose Site 2. A perk of Site 2, is that there is minimal street disruptions from the residential neighborhood behind the anticipated crowd.

William the Conqueror was an English King, but first the Duke of Normandy. Although French, he became King through his cousin, Edward. William's relation to York began in 1068 when he came and built a castle. Due to uprisings by the people, he came back in 1069 to build a second castle, which only enticed the people again. Eventually this led to the Harrying of the North.
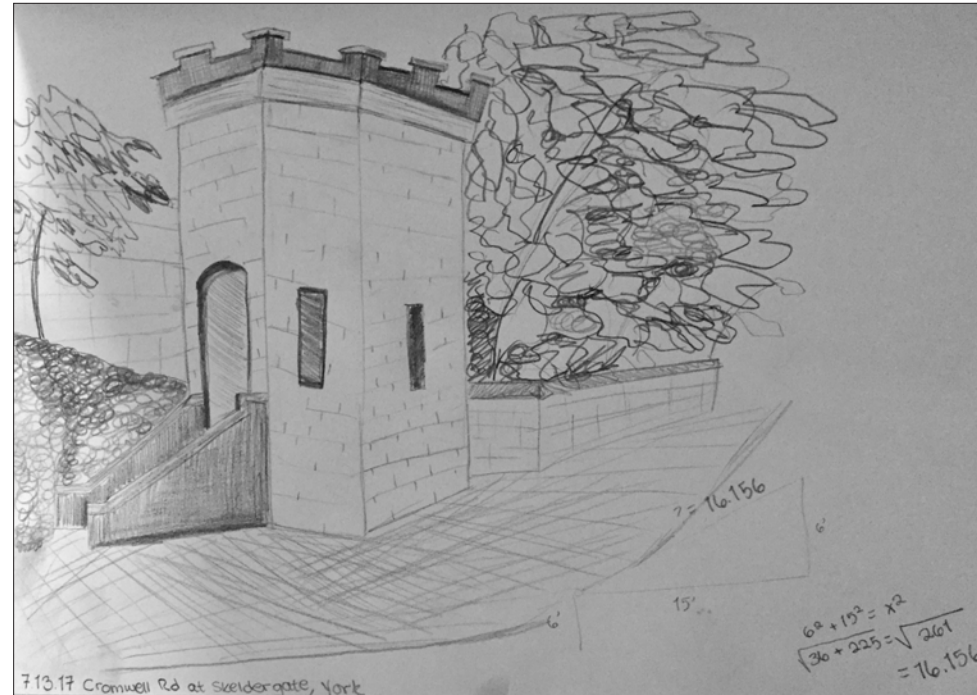
Baile's Hill: Site 1

Baile's Hill: Site 2

Lookbook

Lookbook

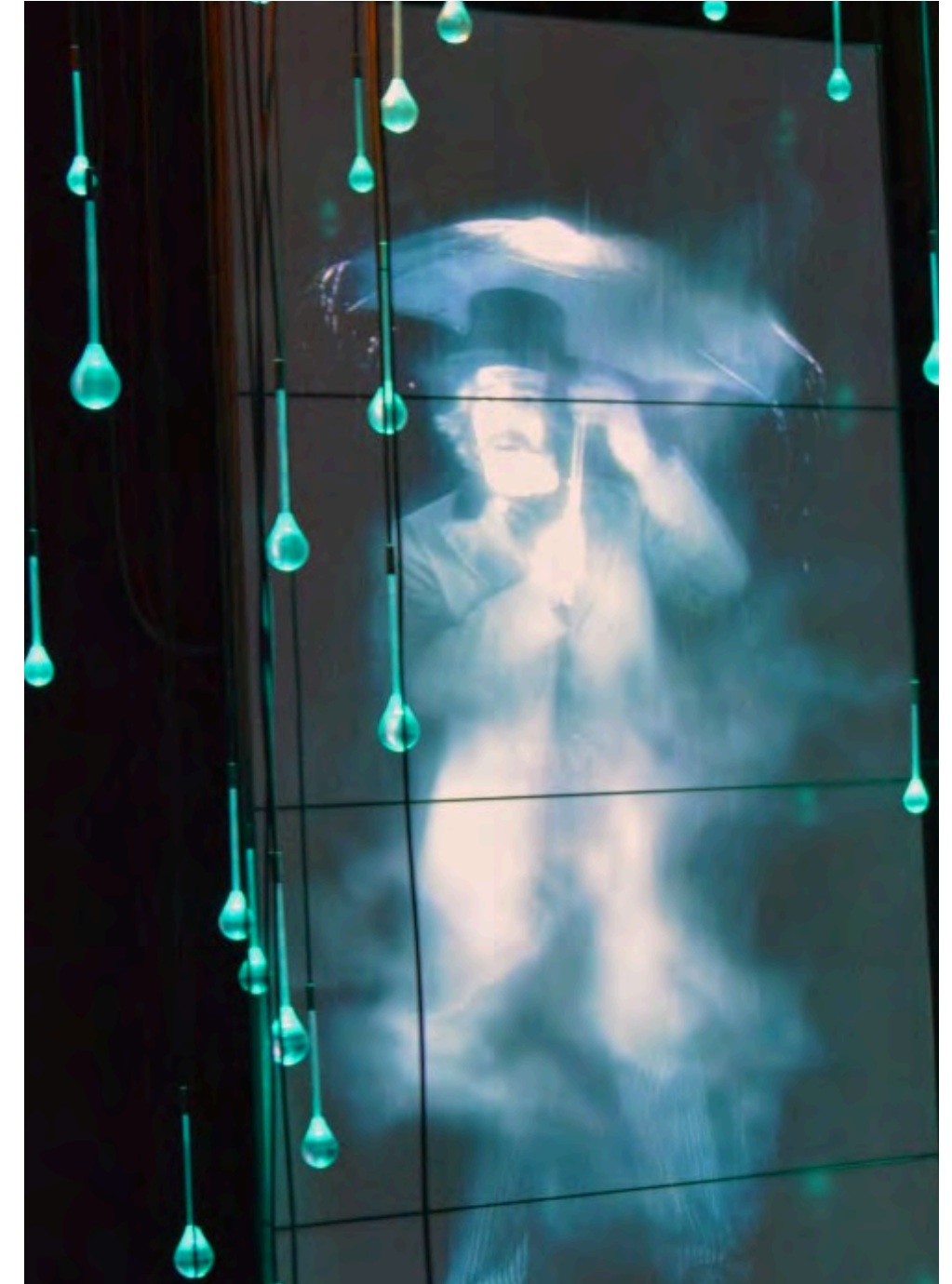William the Conqueror's coat of arms for context

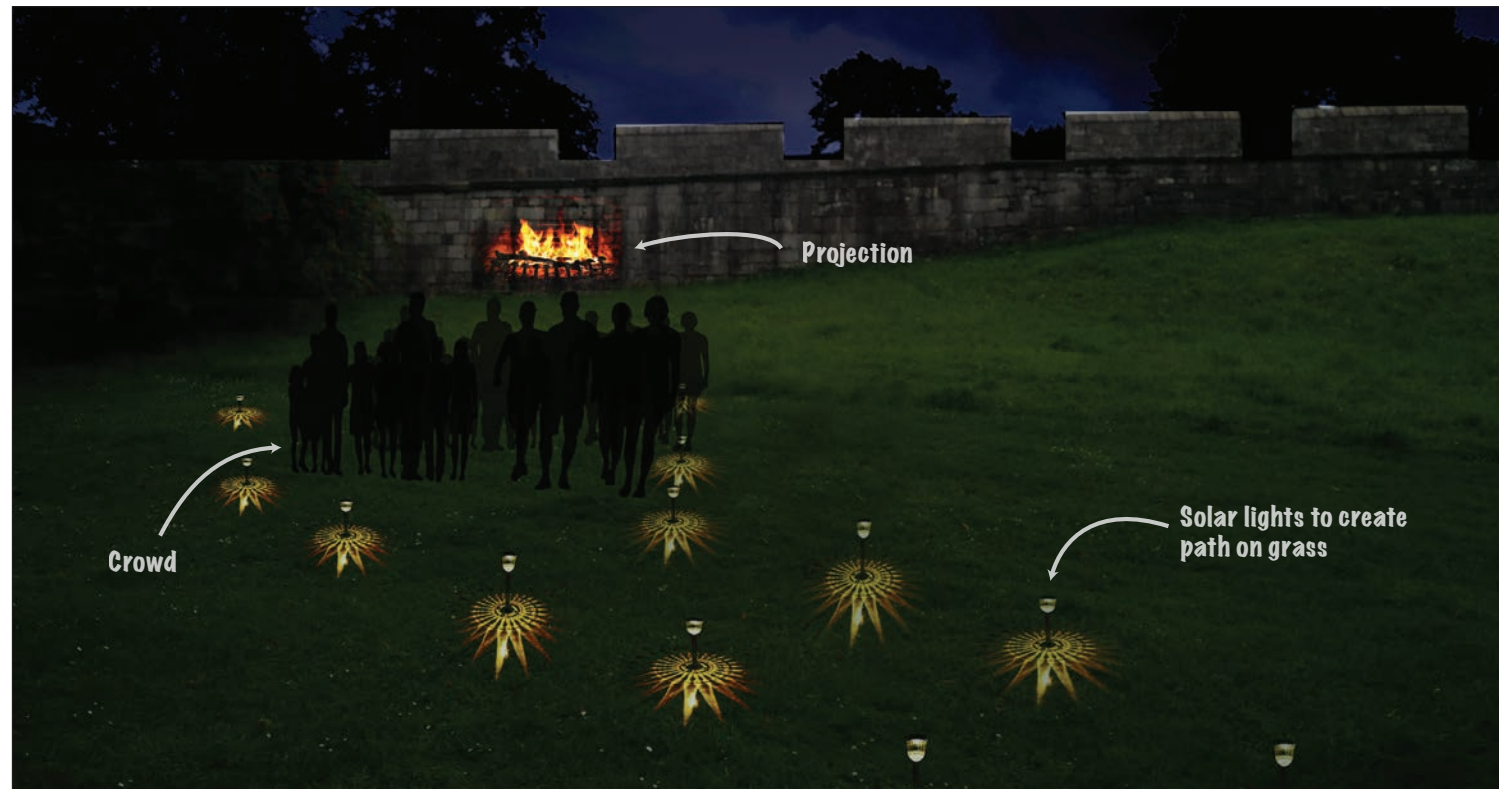Medeival soldiers in an eerie forest for graphics and style

Ghostly renderings for graphics and style

"Game of Thrones" storytelling naration

Fire for graphics and style

Design Visualization
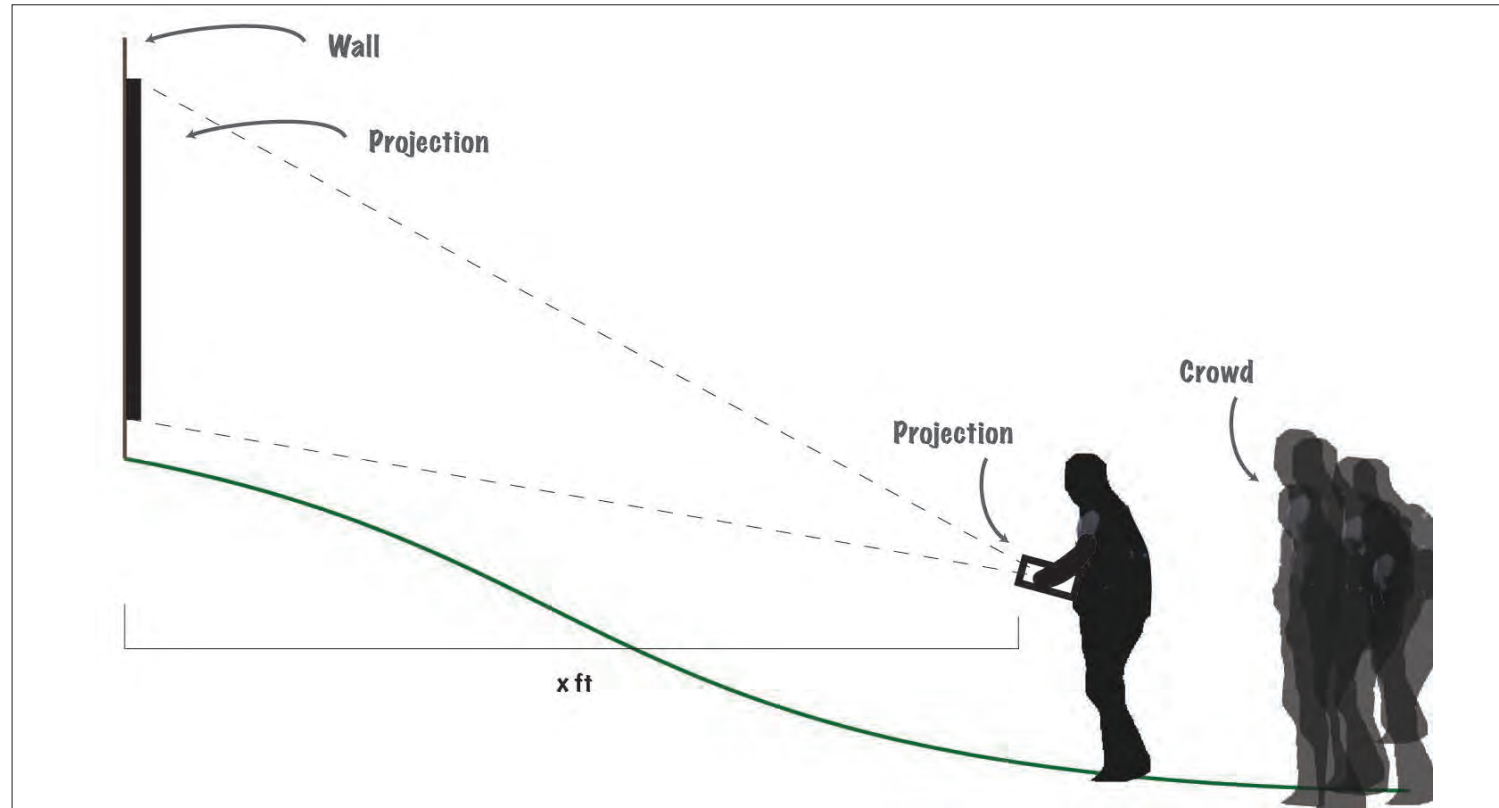
Pictured on the right is a cross section of the final projection plan. The wall is elevated from the crowd, causing the projector to be aimed at an angle. The crowd will be dispersed behind the projectionist and have unobstructed viewing of the video.

The second image is a rendering of the scene from the street. In order to walk safely on the grass, we will provide a lit pathway with solar lamps. The elevated wall holds the video above eye level so visual obstruction in the crowd is reduced.

Materials Palette

Typography

Our video nor exhibition include typography.

## Narration Style

We drew inspiration from a scene in Game of Thrones when an older lady is telling a story to a little boy. the granularity in her voice and her pitch, pace, and poise create a sense of mystery. To capitalize on the eerie style, the instrumental music is soft, dramatic, and persistant.

"I know a story about a crow [...] I know a story about a boy who hated stories."

"Oh my sweet summer child, what do you know about fear? Fear is for the winter when the snows falls a hundred feet deep. Fear is for the long night when the sun hides for years and children are born and live and die all in darkness. That is the time for fear my little lord. When the whitewakers roam the woods"

Colors
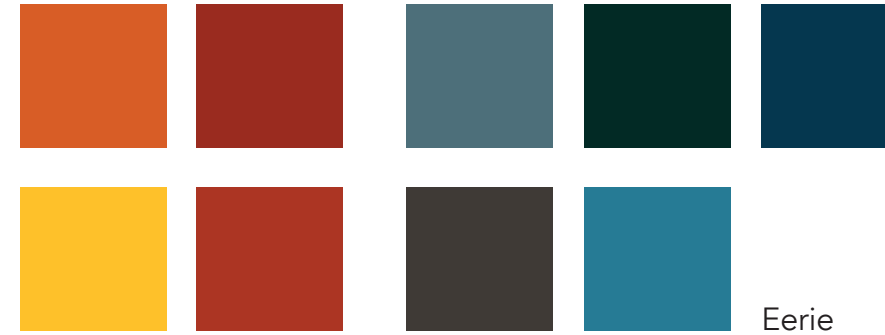
Fire

Eerie

George Hudson

Ting Chang
Aditi Gangurde
Esther Kwak

George Hudson

Goals and Objectives

George Hudson was an English railway financier and politician who became known as "The Railway King" in the earlier 1800's. Hudson played a significant role in linking London to Edinburgh by railroad and his financial success was built on dubious financial practices as he frequently paid shareholders out of capital rather than money the company had earned. Hudson's name is associated with financial wrongdoing and he created many enemies despite his contributions to the city. This is similar to the financial schemes in the movie Wolf of Wall Street which is why we were inspired by the monologue in that movie. In this monologue, Hudson passionately speaks about his successes and contributions which also addressing some of the negative criticisms he received. Although Hudson won two town elections, he was also a man that many people liked and many other people disliked which is why we encourage interaction with our audience by allowing them to vote on his character after hearing what he has to say about his life. There is a statue of his arch nemesis near the railway station as well which is why we chose the location near the train station, as the railways were also one of the biggest part of his legacy in York.

The style of the video will consist of Hudson giving out a political speech to the audience and introducing both his success and his flaws. Most of the time, he'll sell himself out and make himself sound like he isn't much of a bad person at all. However, the audience will be able to take sides and vote based on what they heard.

However, after analyzing the site at the York station, we realized that noise is a big issue. Because the style of this video contains a lot of dialogue, we concluded that the intersection between Leeman St. and Station Road (near the George Leeman building) would be a better option for our location. This will allow our video to interact and reference the Leeman statue. In addition, this neutral setting is more appropriate for the political campaign.
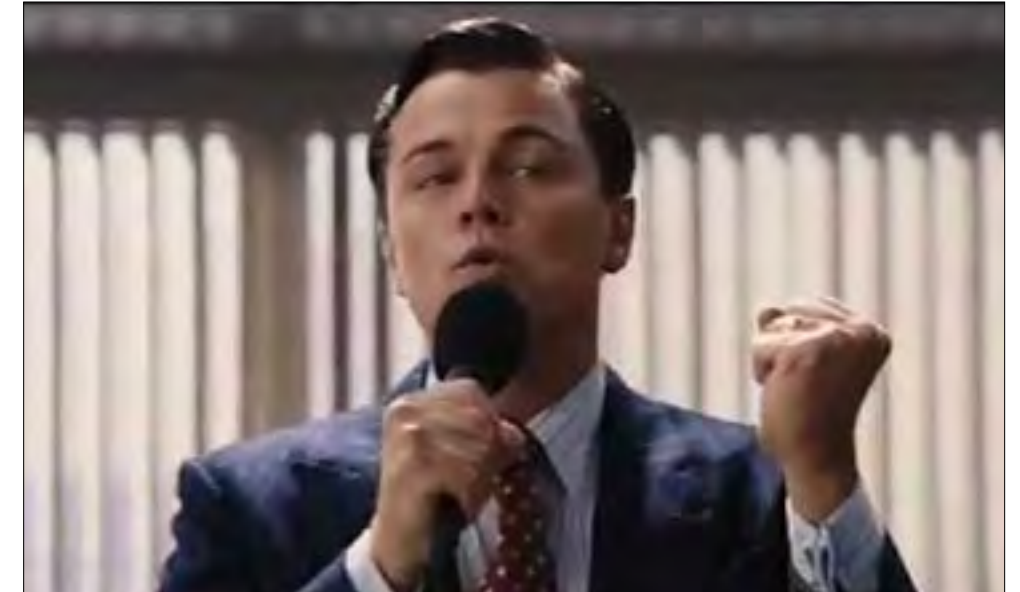

Overview Location

George Hudson

Lookbook

Lookbook

A Spincoff from "Wolf of Wall Street" featuring Leonardo Di Caprio

We wanted Hudson to protray as a confident business man.

Giving a powerful speech

Inspired by the interactive frames in York's Chocolate Factory

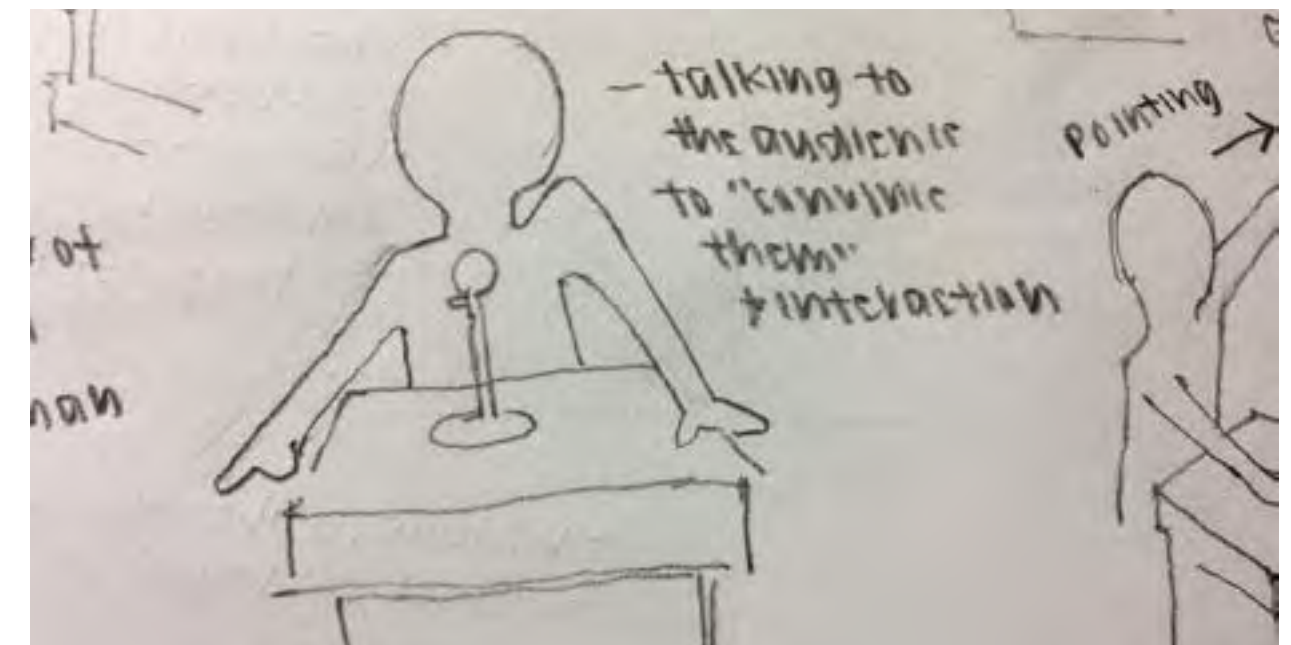The interactive screen shown in Harry Potter's "The Fat Lady"

Harry Potter: Consistent motion design in all the frames

Design Visualization
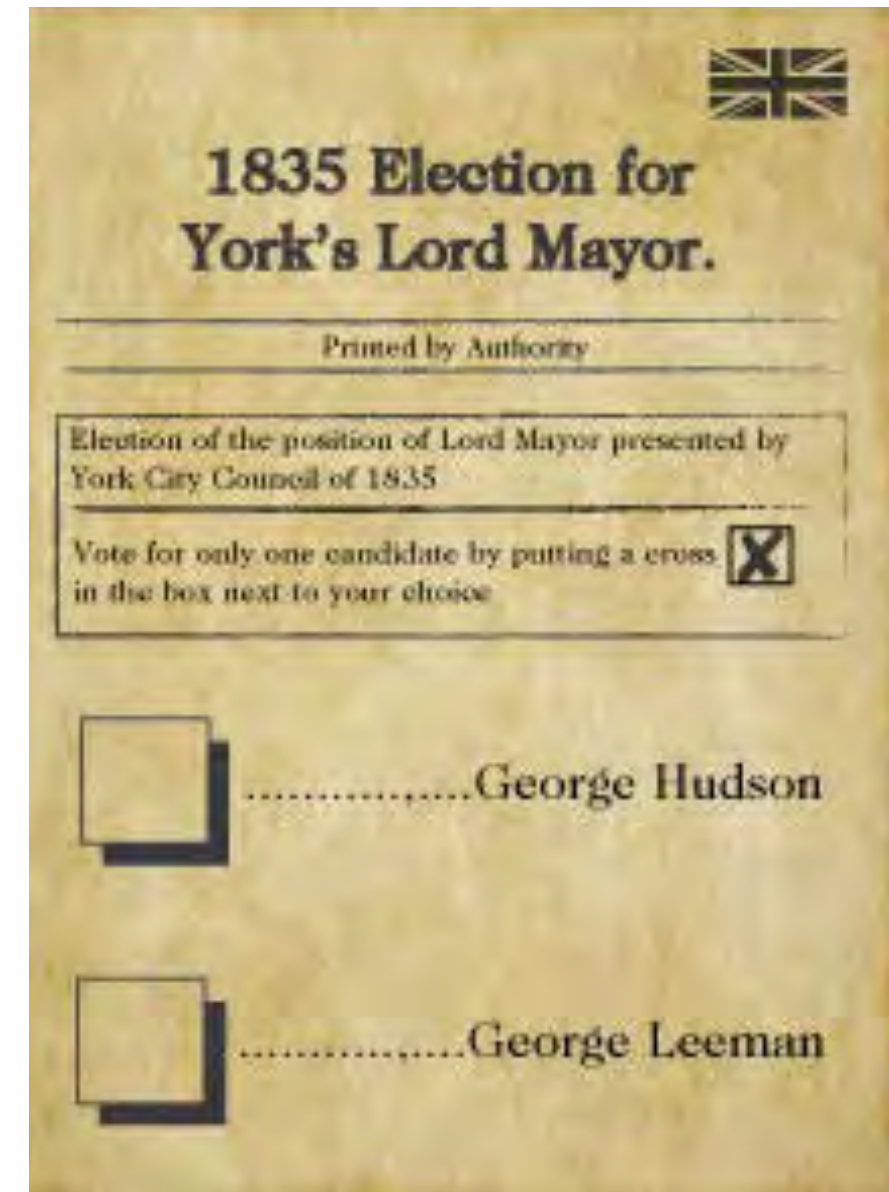
Storyboard

Concept Sketches

Design Visualization

Ballot Design

Casting vote into the ballot box

Ballot Design: Hudson versus Leeman

Design Visualization

Character Design

Possible layout for Hudson's political campaign

George Hudson visualization for the video

Design Visualization

Perspective View

Site Elevation

Materials Palette

Typography

Typeface: Adobe Calson Pro

Adobe Calson Pro

Adobe Calson Pro Bold, 49 pt

1835 LORD MAYOR
GEORGE HUDSON

Election of the position of Lord Mayor presented by
York City Council of 1835.
*Vote for only one candidate by putting a cross in the box next
to your choice.*
1234567890

Sub-Header:
Adobe Calson Pro, Regular, 20 pt
Header:
Adobe Calson Pro, Regular, 27 pt

Body:
Adobe Calson Pro, Regular, italics, 14 pt

Numbers:
Adobe Calson Pro, Regular, 18 pt

1835 LORD MAYOR
GEORGE HUDSON

**Election of the position of Lord Mayor presented by
York City Council of 1835.**
*Vote for only one candidate by putting a cross in the box next
to your choice.*
1234567890

Sub-Header:
Adobe Calson Pro, Semibold, 20 pt
Header:
Adobe Calson Pro, Semibold 27 pt

Body:
Adobe Calson Pro, Semibold, italics, 14 pt

Numbers:
Adobe Calson Pro, Semibold, 18 pt

1835 LORD MAYOR
GEORGE HUDSON

**Election of the position of Lord Mayor presented by
York City Council of 1835.**
*Vote for only one candidate by putting a cross in the box next
to your choice.*
1234567890

Sub-Header:
Adobe Calson Pro, Bold, 20 pt
Header:
Adobe Calson Pro, Bold, 27 pt

Body:
Adobe Calson Pro,Bold, italics, 14 pt

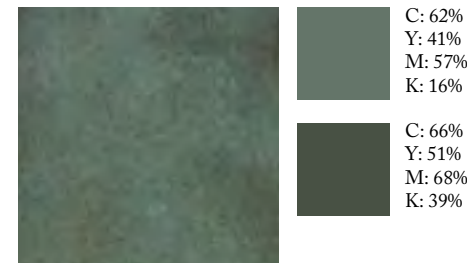Numbers:
Adobe Calson Pro, Bold, 18 pt

Material Colors

Materials and Color Study

Adobe Calson Pro Bold, 39 pt

C: 46%
Y: 64%
M: 57%
K: 26%

C: 53%
Y: 64%
M: 71%
K: 53%

Top Hat

C: 62%
Y: 41%
M: 57%
K: 16%

C: 66%
Y: 51%
M: 68%
K: 39%

Green Coat

C: 22%
Y: 39%
M: 77%
K: 2%

C: 57%
Y: 67%
M: 67%
K: 60%

Ascot Scarf

Materials Palette

Film Production: Front View

Film Production: Side Perspective

Materials Palette

Script

[Intro]:
Good evening ladies and gents, I'm George Hudson, but you may know me as the Railway King of York. I am running for the position of Lord Mayor of Yorkshire.

[Who he is, good qualities]:
As a native of Yorkshire, born only 12 miles out of town, I will best represent the interest of the people. My beginnings were humble, as an apprentice to Bell and Nicholson, drapers you might have patroned on College Street. I worked my way up in the business and was made partner at the young age of 21. Then I expanded my business through railways. I have brought the east coast railways to the great city of York, bringing transportation to the common man. This makes me sympathetic to the people's problems. I am a member of the York Board of Health and checked on the sick when outbreaks occur in our great city.

[Addresses bad qualities]:
Many of you have heard the stories about me, claiming I am a disingenuous businessman. That I have used money from investors to line my own pockets. Paid new investors money I have received from old investors. I must say that this is in fact false. Not I or any of my associated business partners are involved in wrong doing of this type.

[crowd boos]

[George gets flustered]

[Interaction with site (call out opponent)]:
My opponent, Sir George Leeman, [point towards statue] I'm in no doubt will bring up these accusations during the campaign season. Though I assure you, the great people of York, they are false.

[End]:
I, George Hudson, has brought this city mobility, health, and trade. I assure you I am the best candidate and have your interests in mind. Cast a Vote for me, George Hudson!

Saint Margaret Clitherow

Daisha Paringit
Dhvani Thakkar
Haley Morrison

Margaret Clitherow

Goals and Objectives

Written Summary
The aim of this project is to create a visualization of Margaret Clitherow's tragic fate. Our documentary first introduces her life story, followed by her painful death, and ends on a positive note focusing on her goals and intentions in life; showing how she fought for what she believed in and died fighting for her passions instead of succumbing to the society's constant threats against her/ her beliefs.

Site Analysis
The two main sites associated with Margaret Clitherow in York are:
1. Saint Margaret Clitherow's Shrine
2. The Ouse bridge wall - the site of her death
The site we have picked is a brick wall/stone wall by Ouse Bridge because we wanted an outdoor space that would engage a wider audience/ passerby's, and being present at her place of death add's to the emotion created in the ambiance. The stone wall adds to the historic richness of her story

Content Analysis
We have taken a modern approach to Saint Margaret Clitherow's story and put into perspective the courage she showed in standing up for her beliefs. We have done so by showcasing a flash/collage of other honourable people through the history of time that have resisted forces and stood up for themselves. We end the video to leave the audience thinking about this moral of standing up for yourself and your beliefs.

Margaret Clitherow 1556 AD to 1586 AD

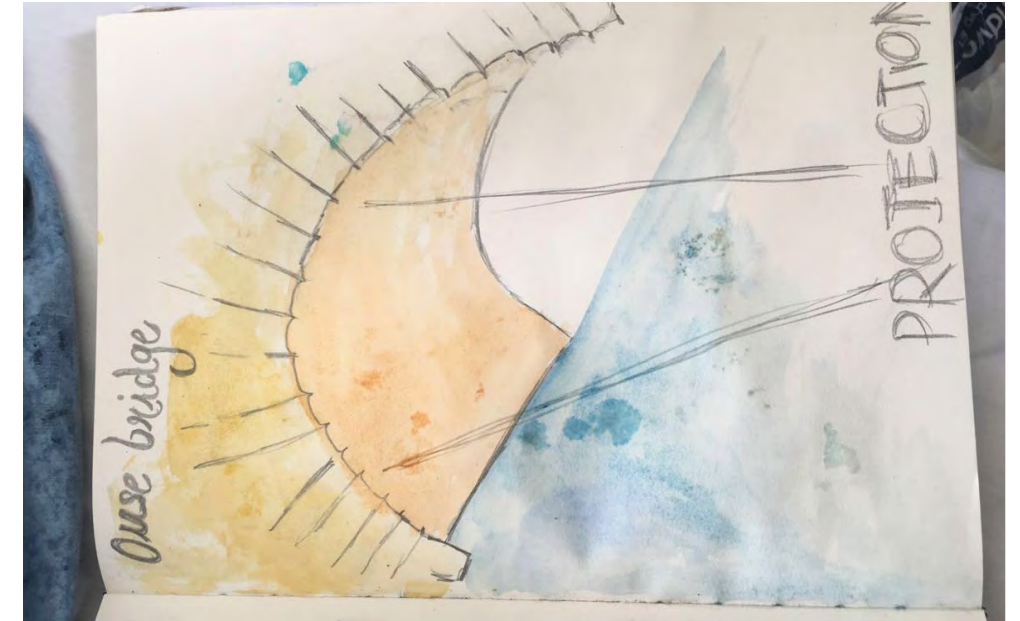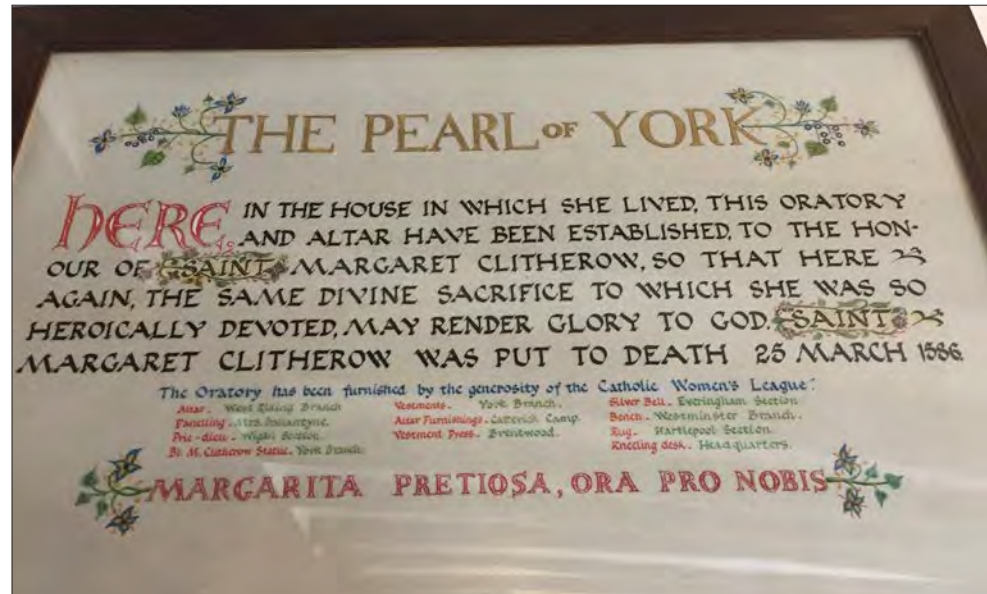Execution for harboring priests

Lookbook

Lookbook

Margaret Clitherow's shrine at the Shambles

Sketch of projection site options

Sketch of projection site

Research for Margaret Clitherow's site.

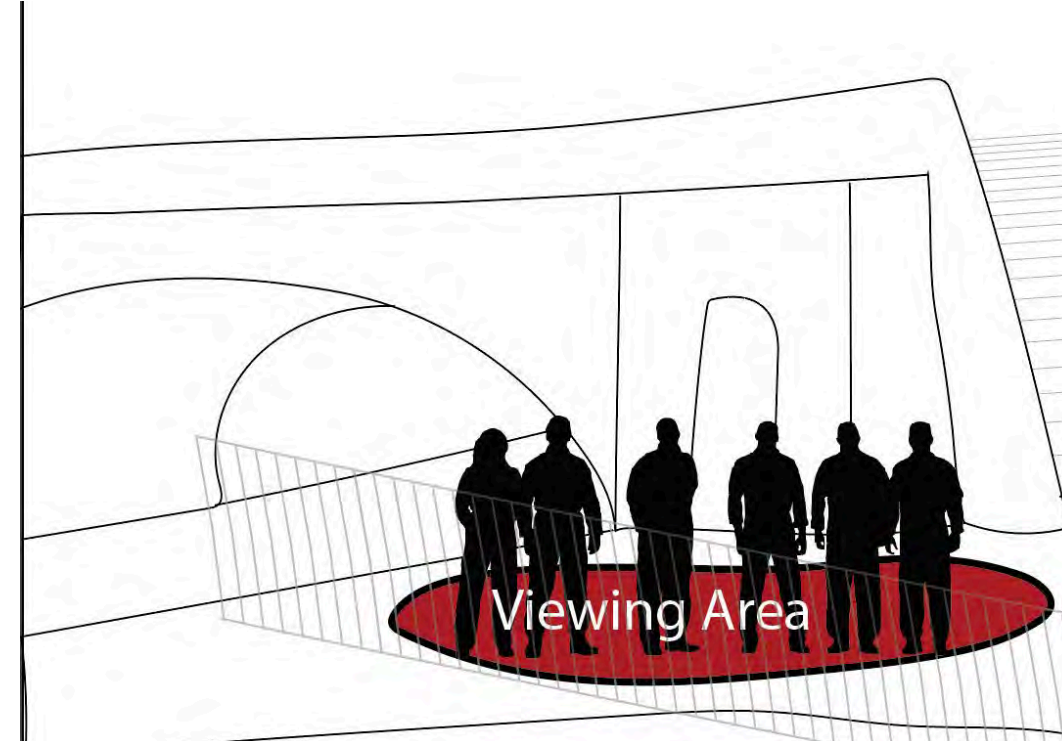Bridge where Margaret Clitherow was executed

Shrine for Margaret Clitherow: will not project here out of respect.
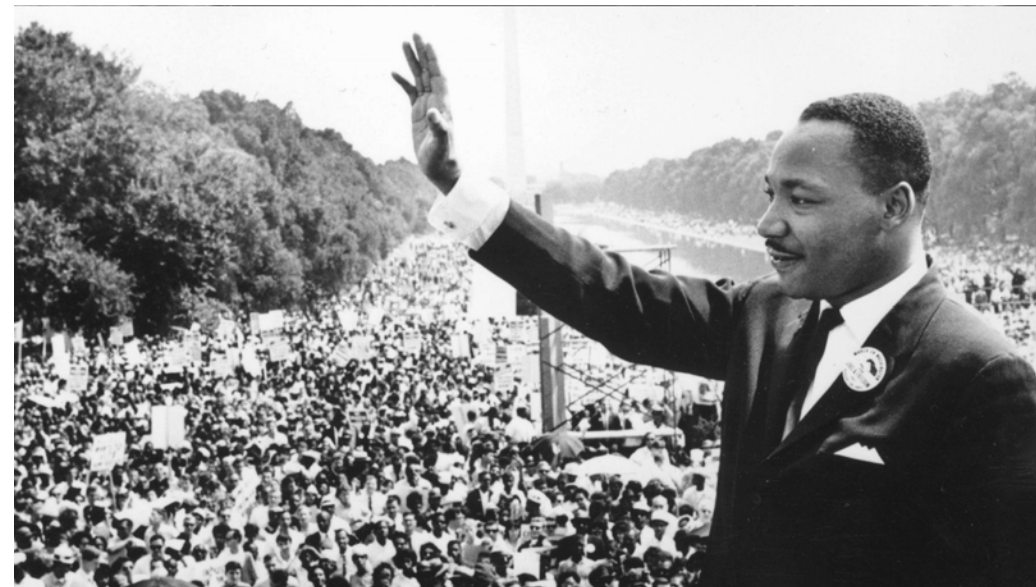
Data Visualization

Prospective projection

Audience perspective

Still from narration in video

Example of more recent social activists ft. Martin Luther King jr.

Materials Palette

Genre

Our documentary is an Autobiographical Period Piece in which Margaret Clitherow narrates her story and sets it as the backdrop for our video's moral: standing up for your beliefs. We end by bringing in more contemporary figures & movements that showcase similar grounds & values as a means to appeal to our audience's pathos.

Audio

Distinct British accent
Narrator acting from first person perspective as Margaret Clitherow.
Makes it more authentic and puts the audience in her shoes.
Pulls her story's moral into the contemporary era

Mood

Morbid history
Reflective

Color Palette

 Maroon and Dark/black: Associated with death and re-emphasises her execution.Maroon incorporates the impression of blood. Contemporary Flash Collage contrasts the initial slow stills. Provides inspiration & connections to re-iterate the moral of our video and Saint Margaret's story

	#3A121A		#3A121A
	C: 50		C: 0
	M: 83		M: 0
	Y: 65		Y: 0
	K: 72		K: 100

Guy Fawkes

Jordan Byrnes
Chloe Parini
Sally Tseng

Guy Fawkes

Goals and Objectives

Goals:
The creation of a 2 minute animation that will be shown with a light projection depicting Guy Fawkes' story. The projection must be viewed at a site that is historically relevant to the character and convey information regarding the character to the public.

Concept:
Shadows (silhouettes) of people moving across the screen in a similar idea to that of Harry Potter's animation of The Tale of the 3 Brothers. There will be suitable music playing in the background.
Screen will eventually fade to black and someone will be reading the rhyme:
Remember, remember, the fifth of November,
Gunpowder treason and plot.
We see no reason
Why gunpowder treason
Should ever be forgot!

Guy Fawkes, guy, t'was his intent
To blow up king and parliament.
Three scores barrels were laid below
To prove old England's overthrow.

By god's mercy he was catch'd
With darkened lantern and burning match.
So, holler boys, holler boys, let the bells ring.
Holler boys, holler boys, God save the king.

Illustrator designs:
Guy Fawkes, Masks, King, Soldiers, Co-conspirators, Hooded/Masked Person, Effigy

Extra:
Barrels made out of cardboard to emphasize the atmosphere and story
Mask handouts for the audience members

St. Michael le Belfry Church

Guy Fawkes Inn

St. Michael le Belfry Church is the place of Fawkes' baptism. The story of his plot against the king also mostly revolves around his religion which makes the church a suitable place for the projection. In addition to its relevancy to the story, the stone walls make for an easy surface for projection. It is also in close proximity to the Guy Fawkes Inn where he was born. When facing the front of the church, the sign for the Guy Fawkes Inn can be seen to the right of the building. The traffic at this site is mostly foot traffic (walking) as there are road blocks that prevent cars from entering the streets. One problem of the site is the noise that can be heard from the Guy Fawkes Inn since it is also a popular pub for people to visit at nights.
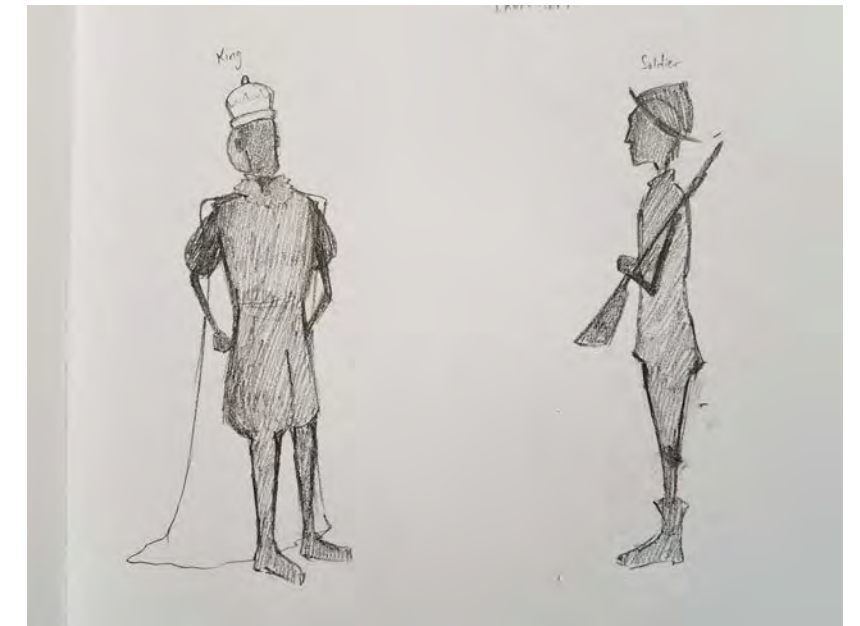
Lookbook

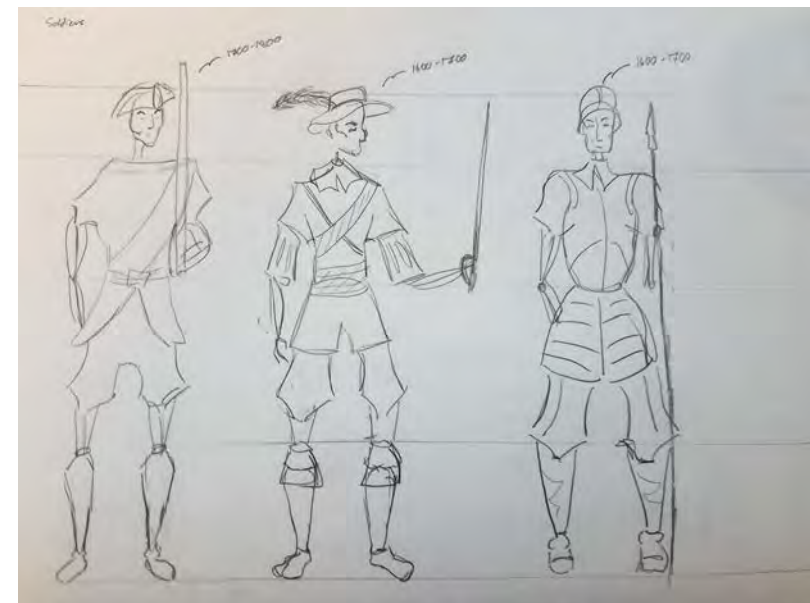Harry Potter: The Three Brothers
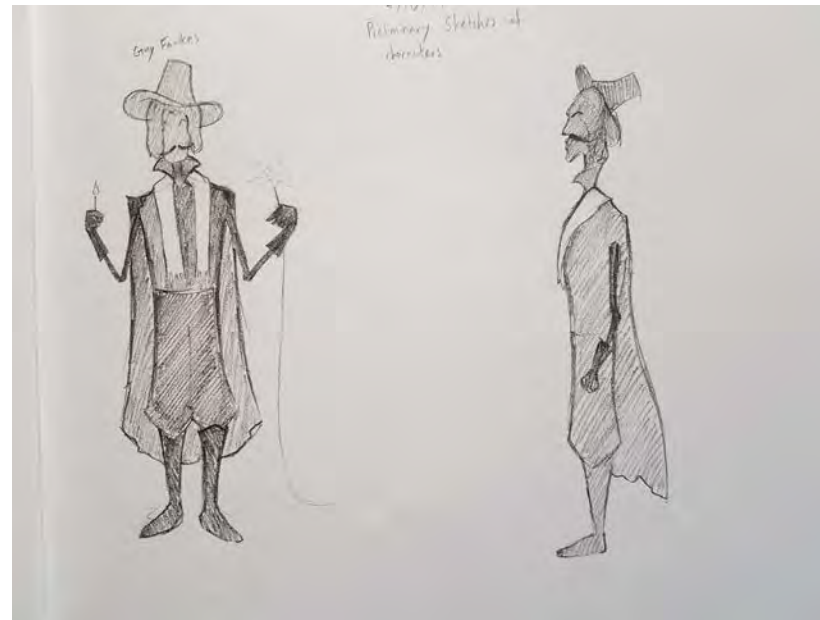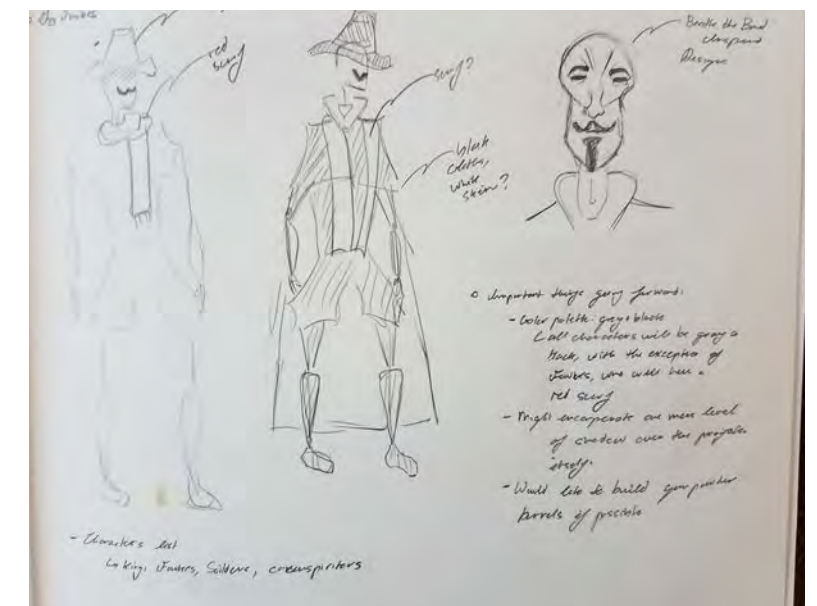

Guy Fawkes Sketch - Sally

King and Soldier Sketch - Sally

Shadow Puppet Style

Soldier Sketches - Chloe

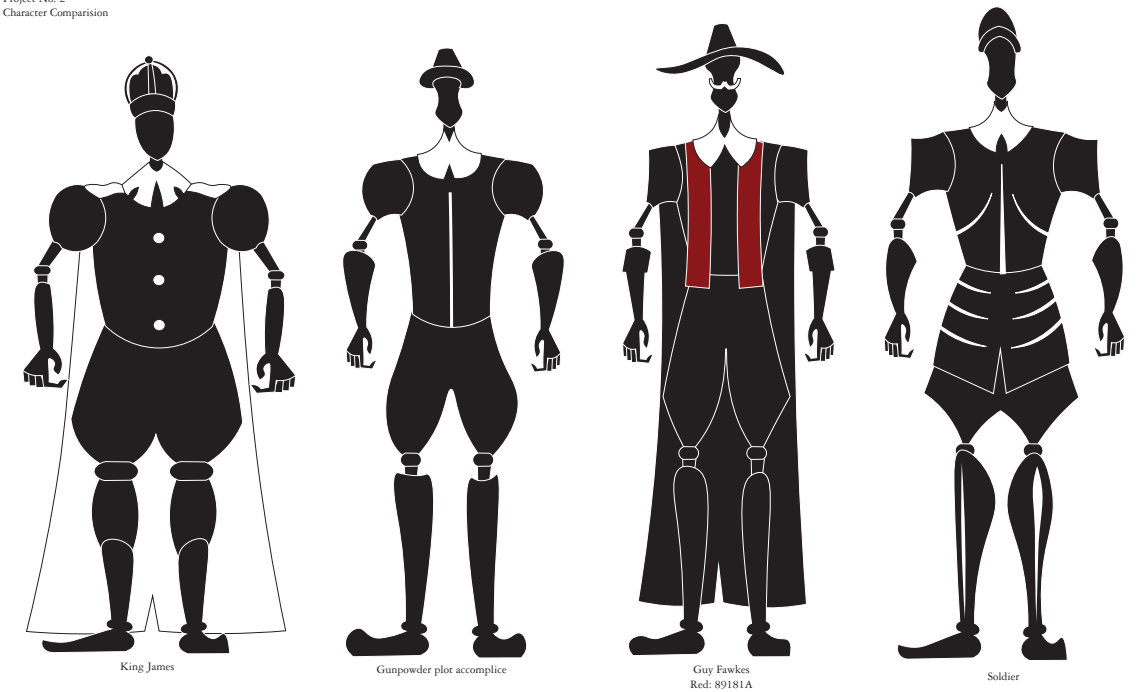
Guy Fawkes Sketch - Chloe

Design Visualization

Projection Mockup

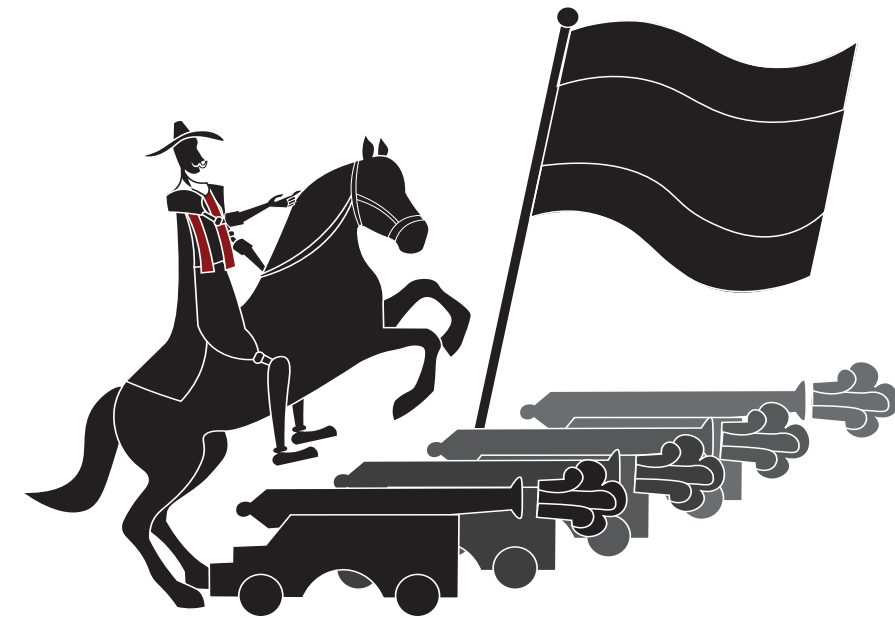Mask Mockups

DES 187
Project No. 2
Character Comparision

King James

Gunpowder plot accomplice

Guy Fawkes
Red: 89181A

Soldier

Character Designs

Modern Still

Hanging Still

War in Spain Still

Materials Palette

Typography

Century Old Style Std
  - Used for speech text in a few slides to
  add humor to the animation.

Avenir Book
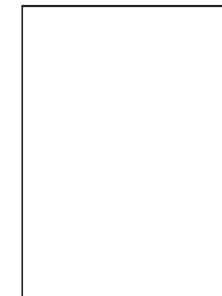 -Narration Credit

Colors

#231f20
C: 0% M: 0% Y: 0% K:100%

#4f4b4c
C: 64% M: 60% Y: 57% K:37%

#ffffff
C: 0% M: 0% Y: 0% K:0%

#c3b08b
C: 25% M: 27% Y: 49% K:0%

#88171a
C: 28% M: 100% Y: 99% K:32%

#97876e
C: 40% M: 41% Y: 58% K:8%

Dark Grey and White: Characters
Red: Emphasis on Guy Fawkes and other important details
Grey: Secondary objects
Light and Dark Tan: Background colors

The Team