Team Growl!

installation group 1

NMID  Matt Gordon
NMD   Ben McChesney
NMID  Ben Mosher
NMD   Ellen Rockett
NMD   Rachel Nash
NMD   Stephanie Young
NMID  Nycole Moore
Inspiration:
Mindmap

Social interaction
- networked stations
- icebreakers
- abstract
- light-hearted

team Growling

practical therapy humor

childhood nostalgia

escape from worry

good feelings

Avoid
- frustration
crying
confusion
death
lost

Important Aspects
- immersive
- networked
- icebreaker
- therapeutic
- practical

Methods of Input
- motion tracking
- touch screen
- rock band (instrumental)

user takeaway
- motion tracking
- active interaction
- sound
- user generated
- enjoyable

wall projection (backlit)
- Strong visuals
- individual stations
- "fish tank" projection

create release interaction
Concept:

A multi-user experience that fosters collaboration through the use of team roles with different responsibilities.

Players must cooperate and work together as a balanced team in order to succeed.

Teams compete to achieve a mutually exclusive goal in an environment that is being affected by outside conditions.

Personalized takeaways in the form of avatar images, stats, scores, etc. will be posted to a sister website and optionally, social networking sites.

Audience:

Adults and young adults aged 16-55. They have moderate to advanced computer literacy, and are interested in being entertained and seeing new developments or ideas in digital media/technology.

Technologies:

We plan to use a large format such as a wall projection, hopefully with networked stations to project it at other locations.
Idea 1:
Idea 2:
Idea 3:

Players compete in a multi-user light game similar in nature to "light-out."
Idea 4:
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