

3D Interactive Abbey for Hyde Brief - Hyde 900

CLIENT	
PROJECT NAME	3D Interactive Hyde Abbey & AR content
CLIENT NAME	Hyde 900
UNIVERSITY CONTACT	Debs Wilson
PAID / UNPAID?	PAID
CLIENT CONTACT NAME	David Spurling / Edward Fennell
STUDENT(S)	Alastair Hodges, Will Rudd-Clarke, Reina Lung
PHONE	PHONE
EMAIL	EMAIL
PROJECT <i>purpose and opportunity</i>	
<ol style="list-style-type: none"> 1. The creation of a Visitors Information Area focused on the installation of QR points which provide access to sections of the tours, and information boards. 2. Creation of an interactive abbey site in Unreal Game Engine to show historical views of the site and its buildings, with overlays of information when hovering for visitor use via the Website, 3. Scenes from the interactive 3D abbey & site will be used in the AR tour, elements in the Series of Anecdotes' Tour and rendered stills and animations for the other three tours. 	
OBJECTIVE <i>what does the project work to achieve?</i>	
<ol style="list-style-type: none"> 1. Create the Abbey exterior and interior in 3D (either full abbey or just main areas - to be determined by Debs & Hyde 900) 2. Using the appropriate software (i.e. Revit, 3DS MAX, Cinema 4D, Maya, Unreal/Unity) create different areas of the abbey exterior, interior and site: <ol style="list-style-type: none"> a. Interior: Nave, Apse, Chapter House, b. Exterior: Hyde Abbey Church, St Bartholomews, Gatehouse, Almoners Hall, Precinct Boundary, The Cloister Area, Guest House c. Curtilage: Various buildings in accordance with Nick McPherson's drawings, St Gall's cut away sketch and Hyde 900's research 3. Render stills and animations specific to the scripts for the different tours 4. Interactive 3D Abbey site with walled town (1500) for desktop use from Website, with certain buildings having information available when hovered over 5. Further visual reference can be found on GoogleDrive 00_HydeAbbey-UoW/ (shared on this link: https://drive.google.com/open?id=0BxIPcMTCUI6rRnI4aFc2ZmVZTjg and Pinterest board 'Benedictine Abbeys', 'Medieval Abbeys' & 'Hyde Abbey') 	
TARGET AUDIENCE <i>who are we trying to reach?</i>	
Local community, tourists & visitors, professional academics & historians	
ATTITUDE <i>style and tone</i>	
AR Overlay of views for how the area was in the time of the Abbey - historically correct based on research and physical evidence (ie stones and archaeology findings)	
MESSAGE <i>what is the key idea to be remembered?</i>	
Interesting and informational content showing detail and history of the Abbey for visitors to engage with	
DELIVERABLES & FORMAT <i>describe key pieces to be produced</i>	
Augmented Reality content for specified points in and around the Abbey - mix of animation and stills	

SCHEDULE | *projected timeline, important dates, deadlines, etc.*

	• Start date - January 2017			
	• Completion date - October 2017 (launch Oct 21st, therefore complete by Oct 7 th to allow 2 weeks for testing and implementation)			
1	Building the Abbey - changes to cloister buildings	Debs & Alastair	mid July	36
2	Building the land mass and curtilage area	Debs & Will Rudd-Clarke	Mid June	24
3	Building the 'buildings' such as St Bartholomews, Gatehouse, Almoners Hall, Precinct Boundary, The Cloister Area, Guest House	Will & Alastair	Mid July	28
4	Building the interior of the Abbey Church: Nave, Apse, Chapter House,	Debs & Reina	mid Aug	40
	Building the medieval city scape for Winchester around the curtilage	Debs, Will & Alastair	end of Aug	40
5	Provision of reference images for materials / render appearance (Google Drive Link?)	Debs	end of May	10
6	Provision of reference images for the buildings and site from Hyde 900 (Google Drive Link?)	Hyde 900	end of May	0
7	Animating a few monks on the Abbey site	Debs, Will & Alastair	Mid June	25
8	Creating camera animations of different parts of the virtual site	Debs, Will & Alastair	End of Aug	21
9	Creating stills for green screening	Debs, Will & Alastair	End of Aug	21
10	Making the site interactive - ie information panels when hovering over buildings	Debs, Will & Alastair	End of Aug	32
11	Exporting for use on touch screen platform and website	Debs, Will & Alastair	Mid Sept	10
12	Proofing and publishing to website and touch screen platform	Debs / Steve & Hyde 900	Mid Sept	10
13	Creating guidelines/information guide for future updates to the 3D Abbey	Debs, Reina, Will & Alastair	End of Oct	36
14	Record of assets ie reference images, stills, animations etc for future reference	Debs, Reina, Will & Alastair	End of Oct	24

- Project Lead (Debs) = 198 hrs (approx. 25 x 8 hr days) costed by the University for funding by HLF Funding/Hyde 900 (£7178.66 + VAT)
- 3D build & development of site in Unreal Game Engine for making interactive = 336 hrs (42 days)
- Research of buildings, materials & interiors = 80 hrs (10 days)
- Student input for the above build, development & creation of video/virtual tours = 850 hrs (approx. 106 days)
- Meetings with Hyde 900

The above schedule is based on providing abbey detail for only the points determined, not a full detailed abbey for 'any' view - the areas not covered in the points will show as basic shaded model only. The schedule will also depend on the level of detail required, the amount of overlay information required, and the time taken for provision of information.

BUDGET

The work already completed in many areas, plus many hours have been provided for free by the University of Winchester's Digital Media students and staff over the last 2-3 years. Resources such as 3D models (animals, people, buildings, carts, boats (for quarrying stone animation/stills) have been purchased personally by Debs Wilson and should be recompensed from the HLF funding/the University fee.

The funding will be used to pay selected students working on the Hyde 900 digital project over the University's Spring & Summer 2017 break.

158 days (excluding Debs Wilson (3D interactive abbey) & Paul Wilson's (website) time), will be split over 4-5 students working with Debs and Paul over the summer. The students will be working on the 3D site and the augmented reality tours (building/editing content).

The students who are willing and able to work on the project are currently confirmed as Alastair Hodges (graduated BA DM Design student, now Masters DM Practice in Architectural Visualisation student), Will Rudd-Clarke (graduating BA DM Design student), Reina Lung (graduating BA DM Design student). We have yet to confirm the last two places, although very aware we will need at least one developer familiar with AR development, and another student working in video editing/compositing.

The work completed and time provided by Debs Wilson and Paul Wilson (approx. 35-40 days) is therefore not funded, i.e. in kind. This means that the DM team cannot provide 'additional elements' to those already quoted for the HLF funding bid as part of this HLF funded project with Hyde 900.

COMMENTS

- This project's timescales are dependent on availability of information for the site - and level of quality of 3D model required
- It is also dependent on the amount of information provided for the specific 'points' highlighted in the AR tour script.
- Further time may be required to add extra detail to the 3D model (i.e. textures, interior lighting etc) but this will be provided for free/in kind and in agreement with the DM Project Lead.
- Additional elements, time or smaller project elements will be agreed on individually depending on the time required as they would be provided in kind and not form part of the agreed funding fee.
- **Please see storyboard documents and HLF-HAKA-UoW Projects-April2017.xlsx spreadsheet for detailed breakdown of project/tours, timescales and hours involved.**

Signatures

Please ensure you have thoroughly read and understood the project details, requirements and outcomes before adding your signature below. Once all signatures are added, the details listed above are considered approved and the brief can be confirmed as final. Any further work not mentioned above will be classed as new work and covered by a new project brief.

UoW contact:

Date:

Designer/Developer Student contact:

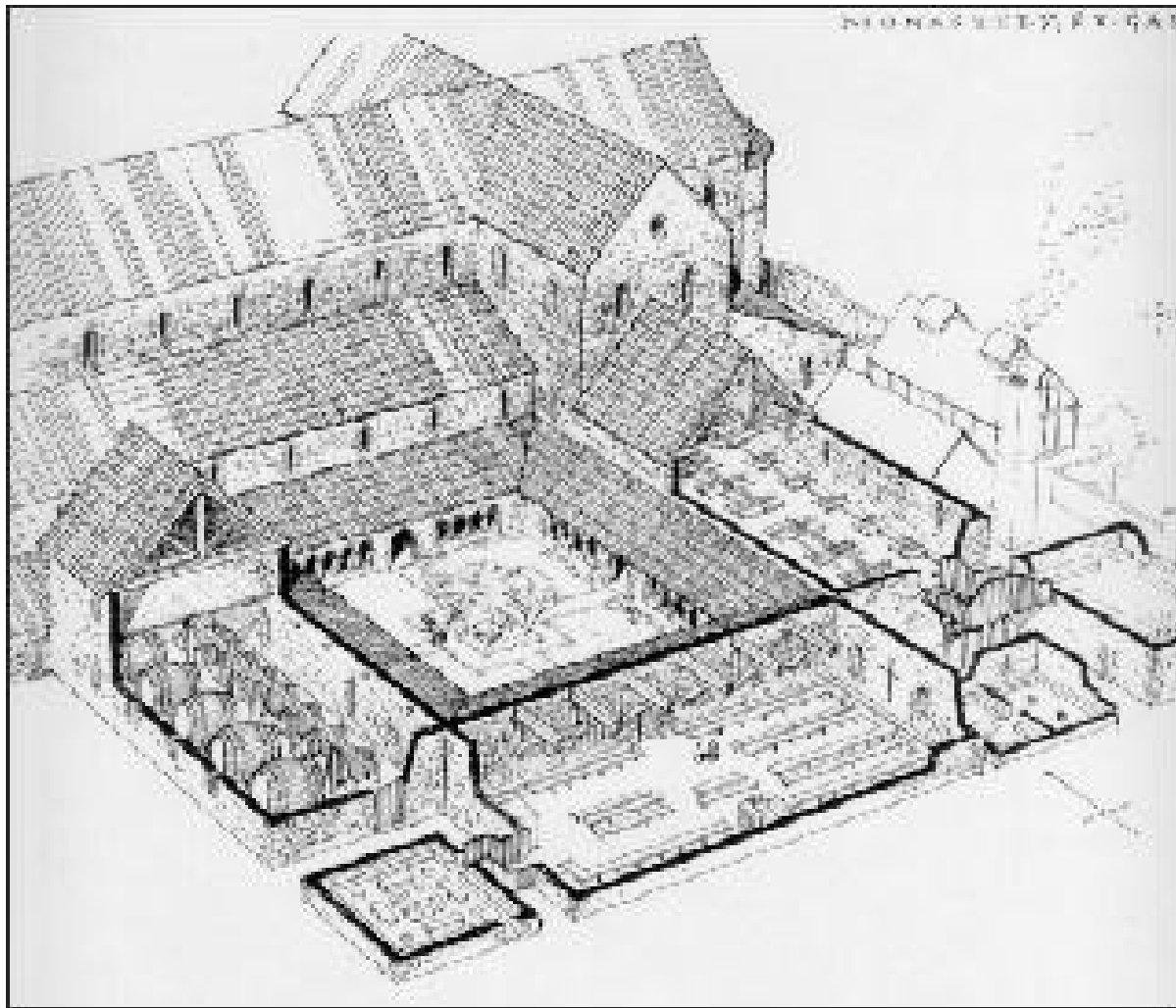
Date:

Client contact:

Date:

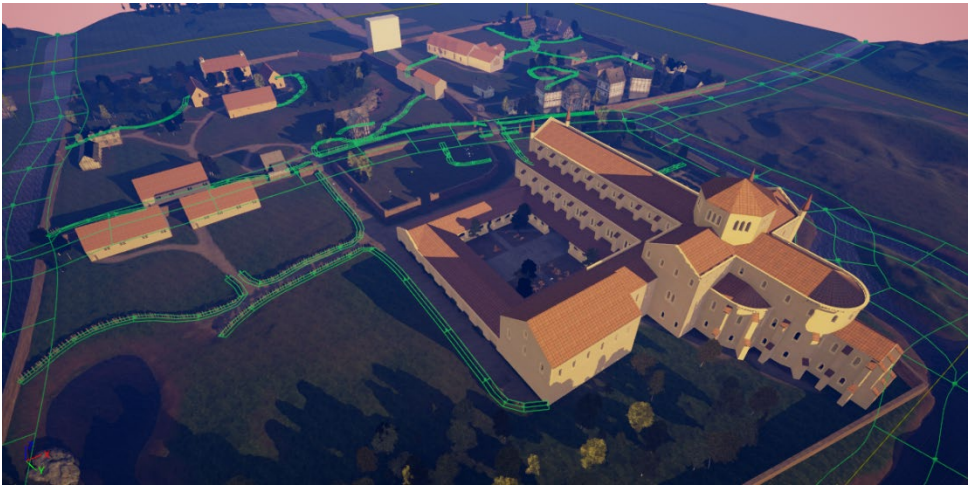
Add important images / reference links here:

St Gall's image / cut through of a typical monastic building layout (see Pinterest board)

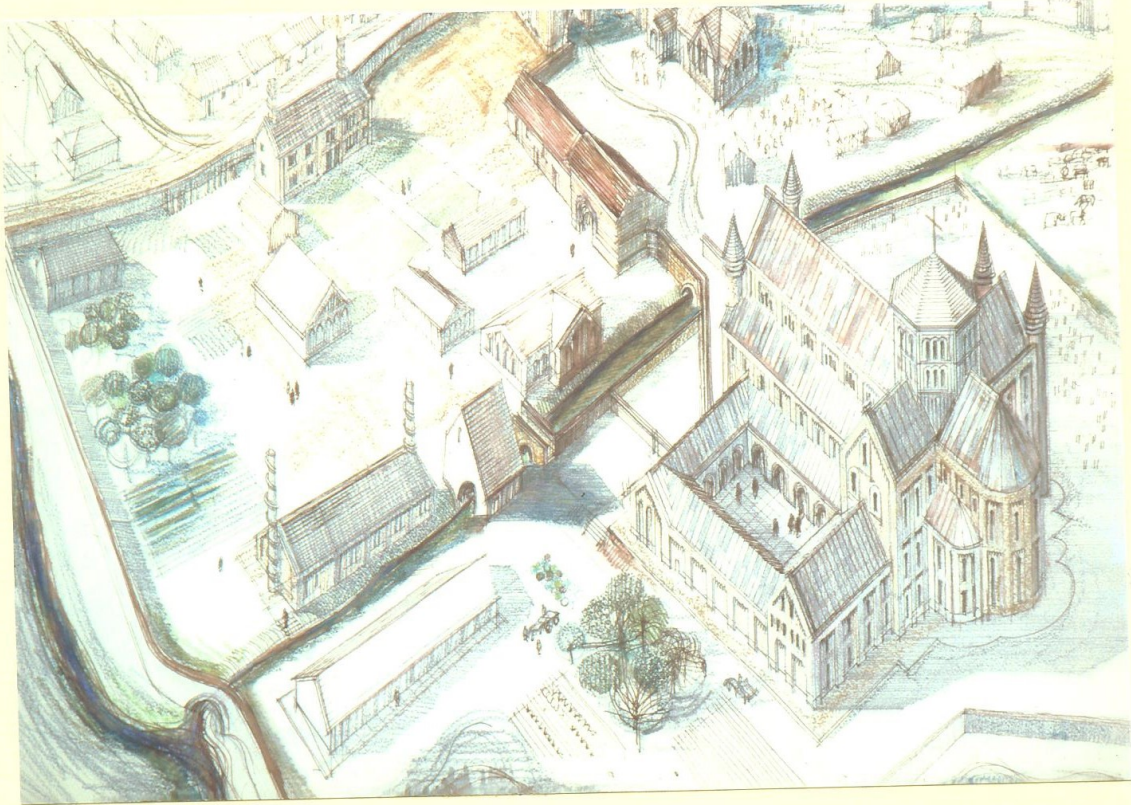




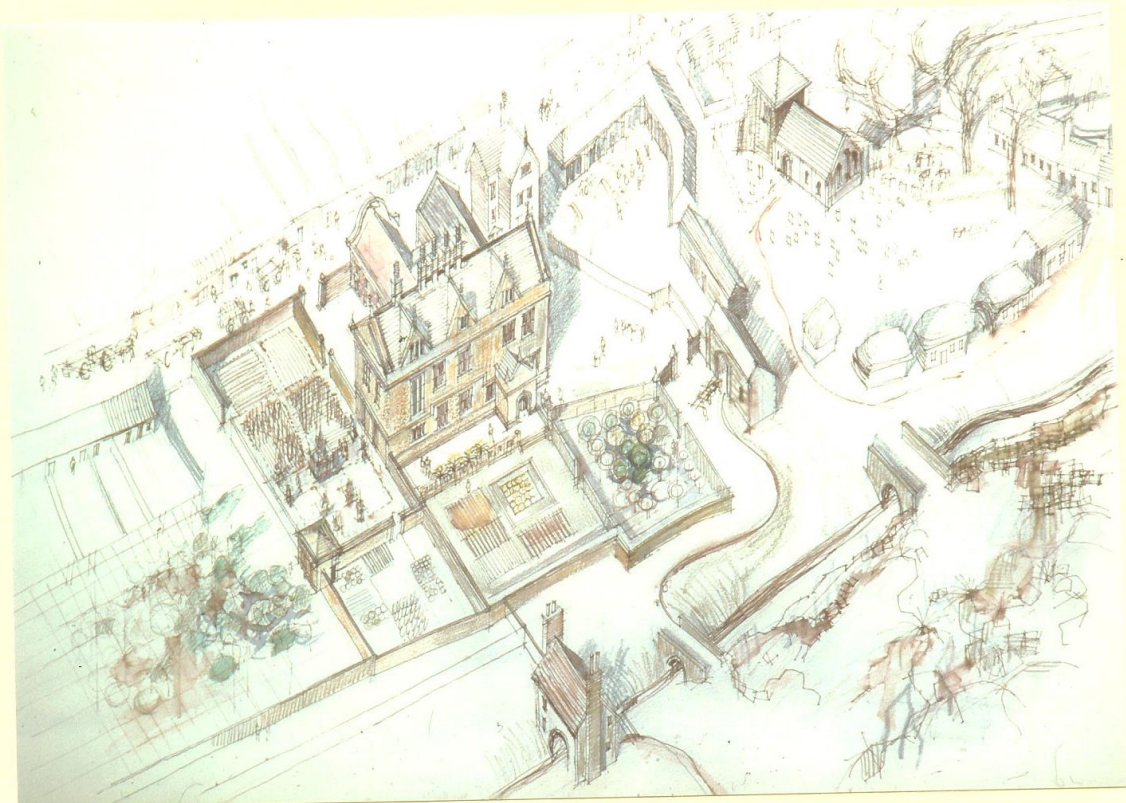
Hyde Abbey site - Unreal site Oct 2016



Hyde Abbey site - Unreal site Feb 2017



Hyde Abbey in 1500



Hyde Manor House in 1650

