

THE PRESS ROOM

Rahmat Raji, Jessica Goldman, Adeeb Dholakia

Rote - storybuilding to storyliving.

YEAR

2022

INSTRUCTORS

Axel Roesler, Tyler Fox, Claire Weizenegger

ADVISORS (SMASHING IDEAS)

Hannah Rudin, Meredith Anderson, Taylor Becknell

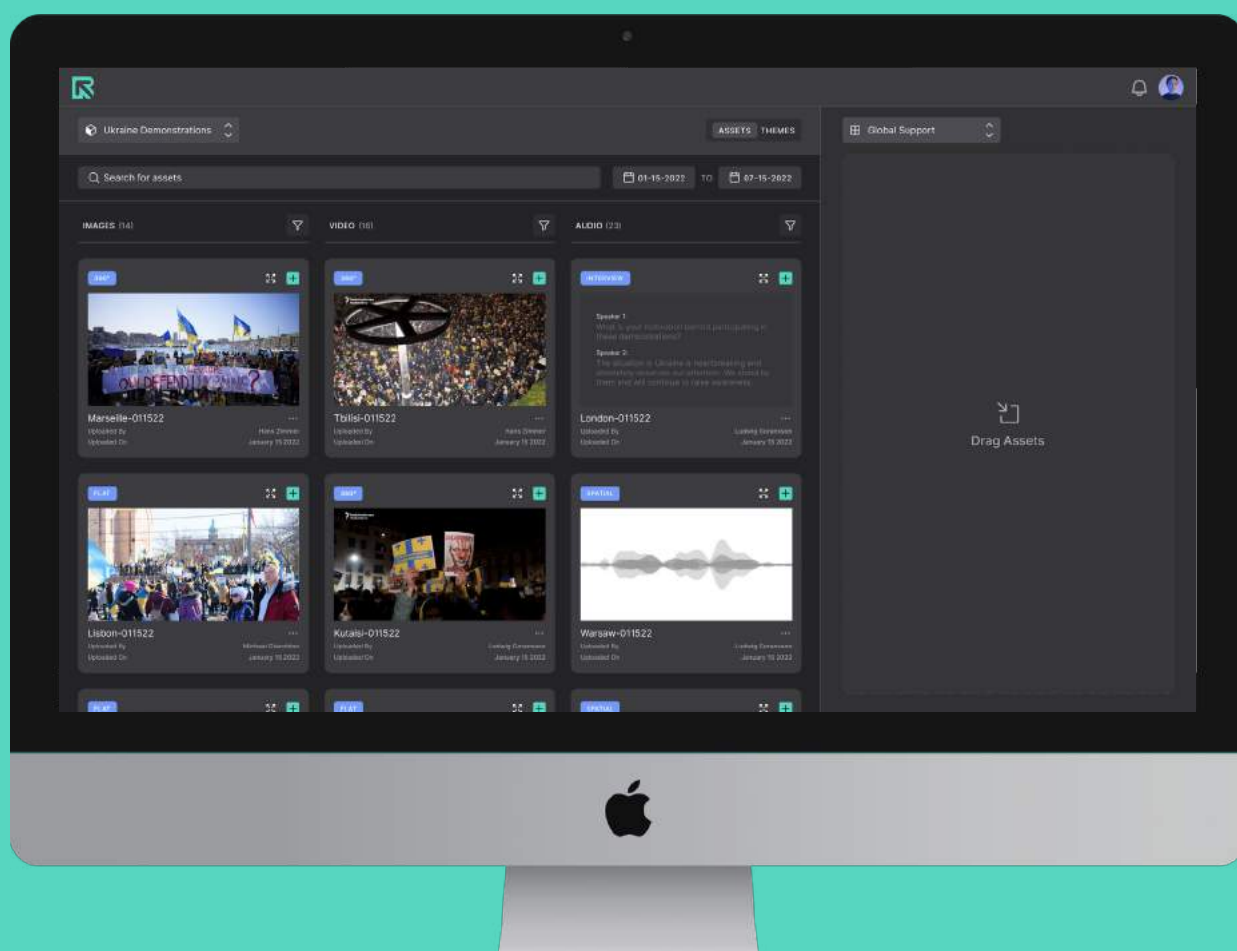


Table of Contents

OVERVIEW	
Executive Summary	12
Introducing Rote	
PRODUCT	
Creator Workflow	30
Product Rationale	
Interface Overview	
VISUAL SYSTEM	
Typography	36
Color Palette	
Iconography	
Components	

Executive Summary

The rapid projected growth of the Extended Reality (XR) industry—from \$43 billion in 2020 to \$333 billion by 2025—illuminates a growing need to understand how complementary industries may be impacted by resultant prospective changes in consumer behaviour.

Over the span of 6 weeks, we conducted research aimed at understanding this impact on the field of journalism by assessing how immersive creators are responding to emerging consumer behaviours, and what workflows, technologies, and techniques creators currently use in XR projects. Our research yielded **three key insights** that informed the design of Rote:

INSIGHT 1

Immersive creators are conscious of telling accurate and factual stories.

INSIGHT 2

Creators struggle to collaborate with distributed teams and across different workflows.

INSIGHT 3

Immersive storytelling workflows are still undefined and constantly evolving.

Introducing Rote

Rote is a one-stop location for asset discovery and retrieval for immersive journalists across the story development workflow, from pre-production to post-production, editorial review, and deployment.

Asset Repository

With lightning-fast access to media through integrations with Google Drive, Dropbox, or even local computers, creators can import 2D and 3D media, such as images, videos, and audio files. With Rote, this media is securely accessible to them from anywhere via the repository.

Creators can quickly and easily search, filter, and dynamically preview all types of assets. For spatialized media (e.g. 360 video), a VR headset can be connected for instant playback.

Asset Clusters

Rote features “clusters”, a dedicated space where all creators on an immerive journalism team can collate filtered assets that best fit their story into a dedicated project space.

With clusters, creators can comment, approve images, and stay connected with the teams' videos, images, and audio from anywhere on the planet. By obtaining feedback and approval when needed—creators consistently stay creative and productive.

Creator Workflow

1. Development

A project typically begins with selecting the story, selecting the technology, and assembling the team.

Story Development

Technology Selection

Team Assembly

2. Field Production

Depending on the kind of production, field work may be required to capture all kinds of videos for the final piece.

3. Digital Production

In the digital production phase, the overall experience is designed and all the pieces are put together.

Interaction Design

Video Selection, Scripting & Stitching

2D/3D/Motion Design

4. Editorial Review

Once there is a cut/version ready for review, newsroom editors will make sure that it meets the requirements.

5. Distribution

If the project passes the editorial review, it is launched on whatever platform it was created for.

Product Rationale

1. Asset collection and creation

Who

Reporters, videographers, photographers, producers, 3D artists, etc.

Where

On the field, in the newsroom

Friction points:

Disconnected teams/personnel
Variety of equipment/tools
Inconsistent quality of data



REPOSITORY + RETRIEVAL SYSTEM



2. Story creation and publication

Who

Journalists, technologists, immersive creators, editors, etc.

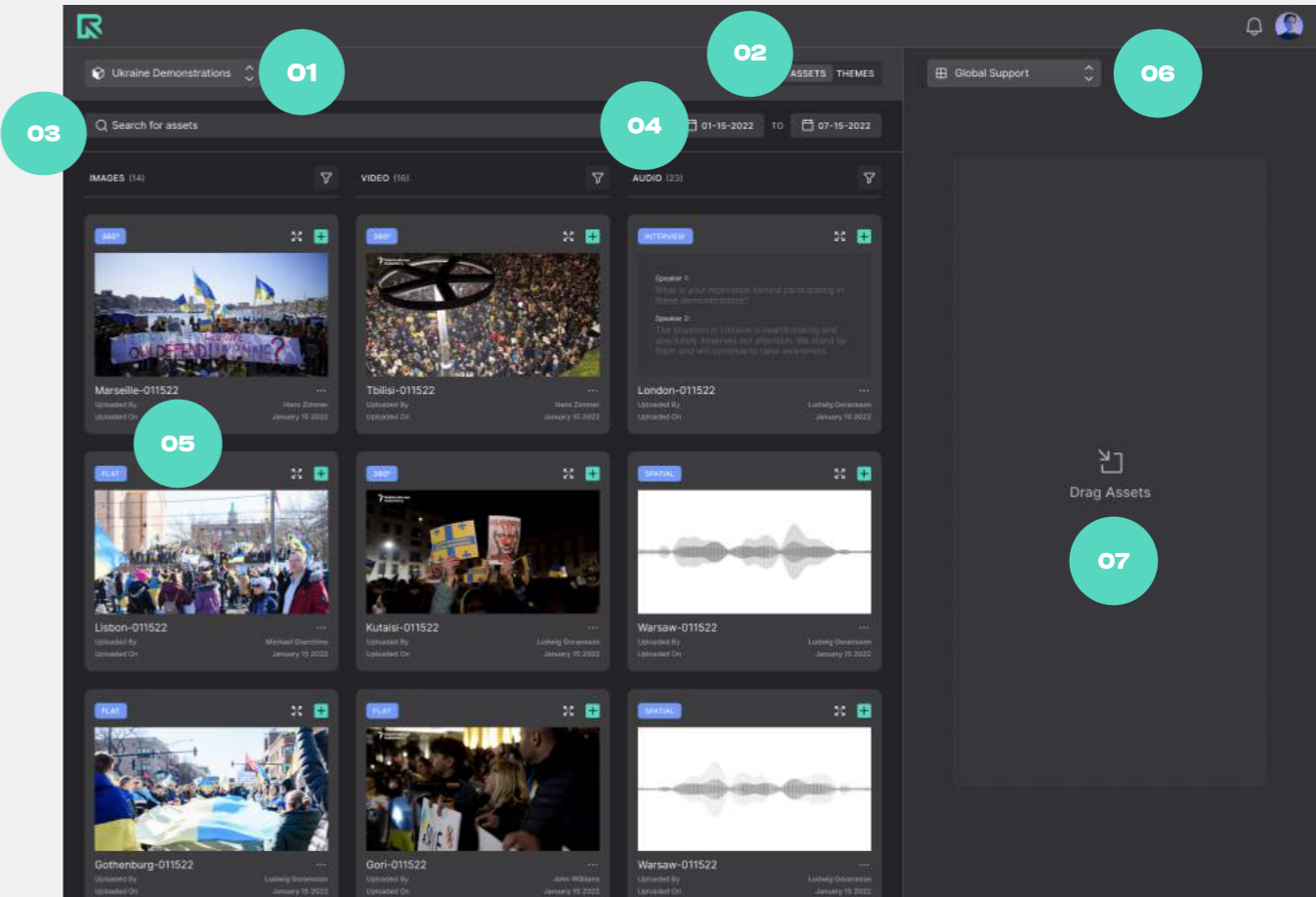
Where

In the newsroom

Friction points:

Misalignment on requirements
Potential factuality concerns
Insufficient accessibility and usability

Interface Overview



- 1. Project selection
- 2. Categorization control
- 3. Search bar
- 4. Timeline control
- 5. Asset cards
- 6. Cluster selection
- 7. Cluster panel

Asset Repository

With lightning-fast access to media through integrations with Google Drive, Dropbox, or even local computers, creators can import 2D and 3D media, such as images, videos, and audio files. With Rote, this media is securely accessible to them from anywhere via the repository.

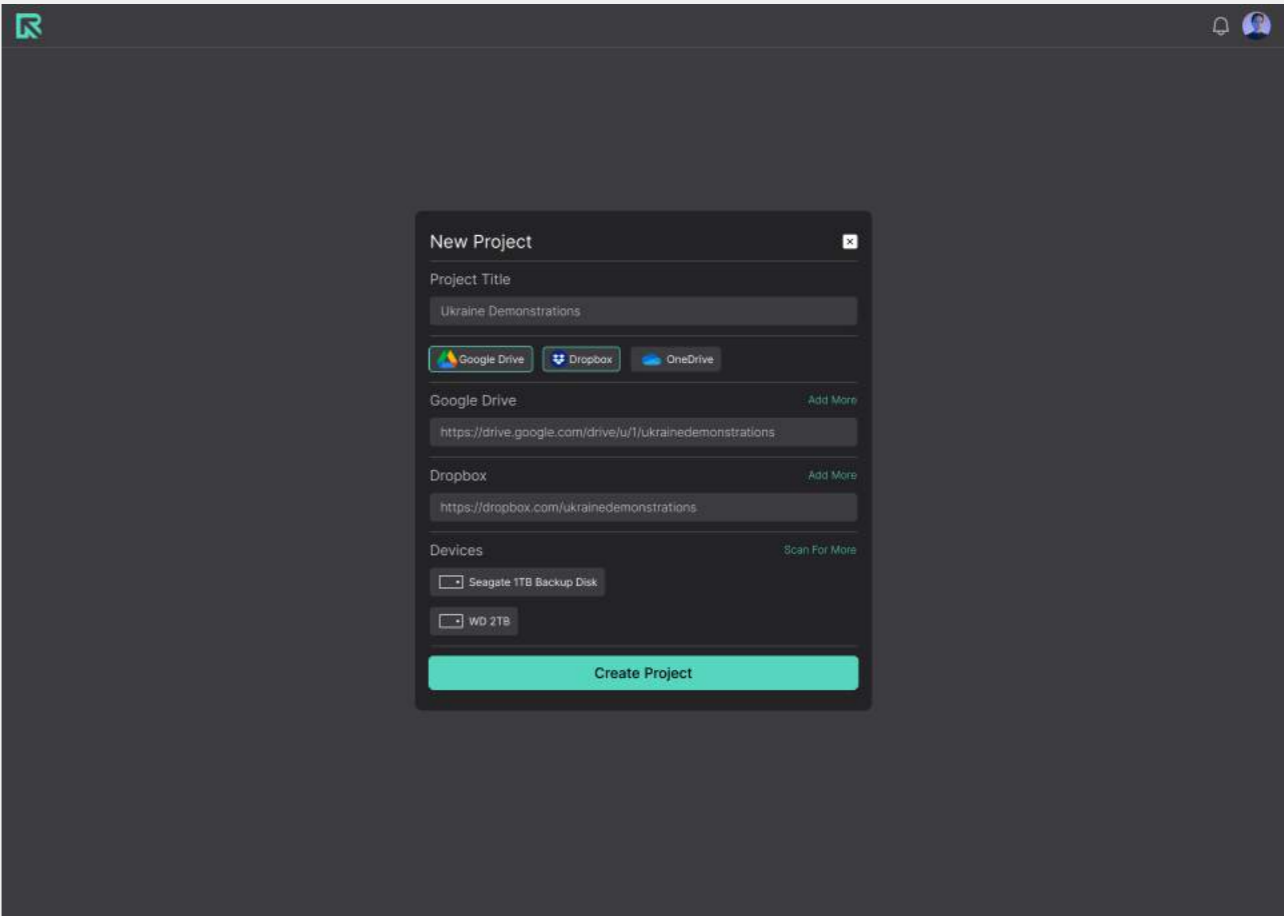
Creators can quickly and easily search, filter, and dynamically preview all types of assets. For spatialized media (e.g. 360 video), a VR headset can be connected for instant playback.

Asset Repository - Syncing data to projects

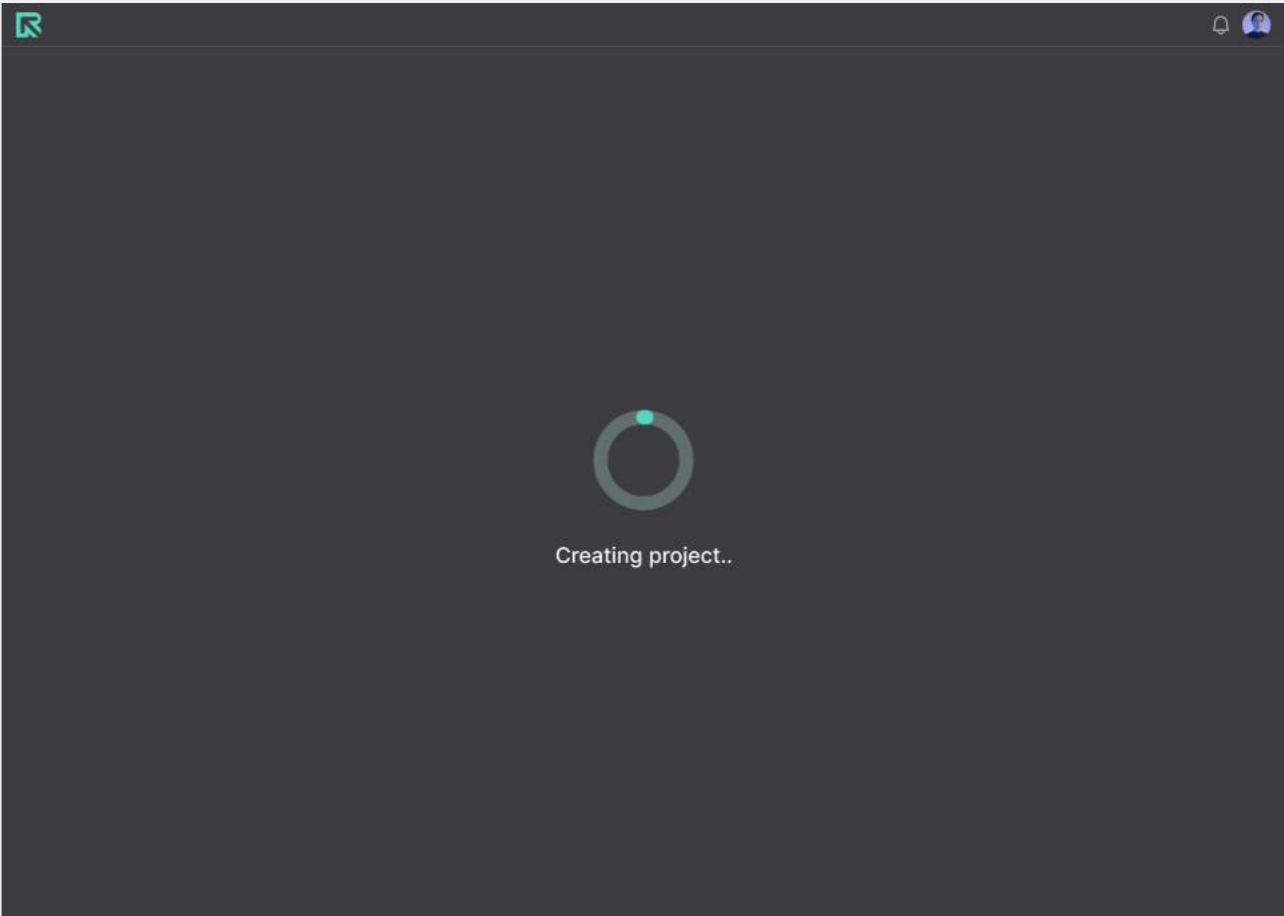
The first level of organization in Rote is the project. Through a project, users have centralized access to all of the assets they have collected for a particular story. These assets that may be otherwise distributed on the cloud on Google Drives and Dropbox folders, or even on local systems or harddrives, are grouped together to create a project.

1,2. Project Creation Flow

01



02



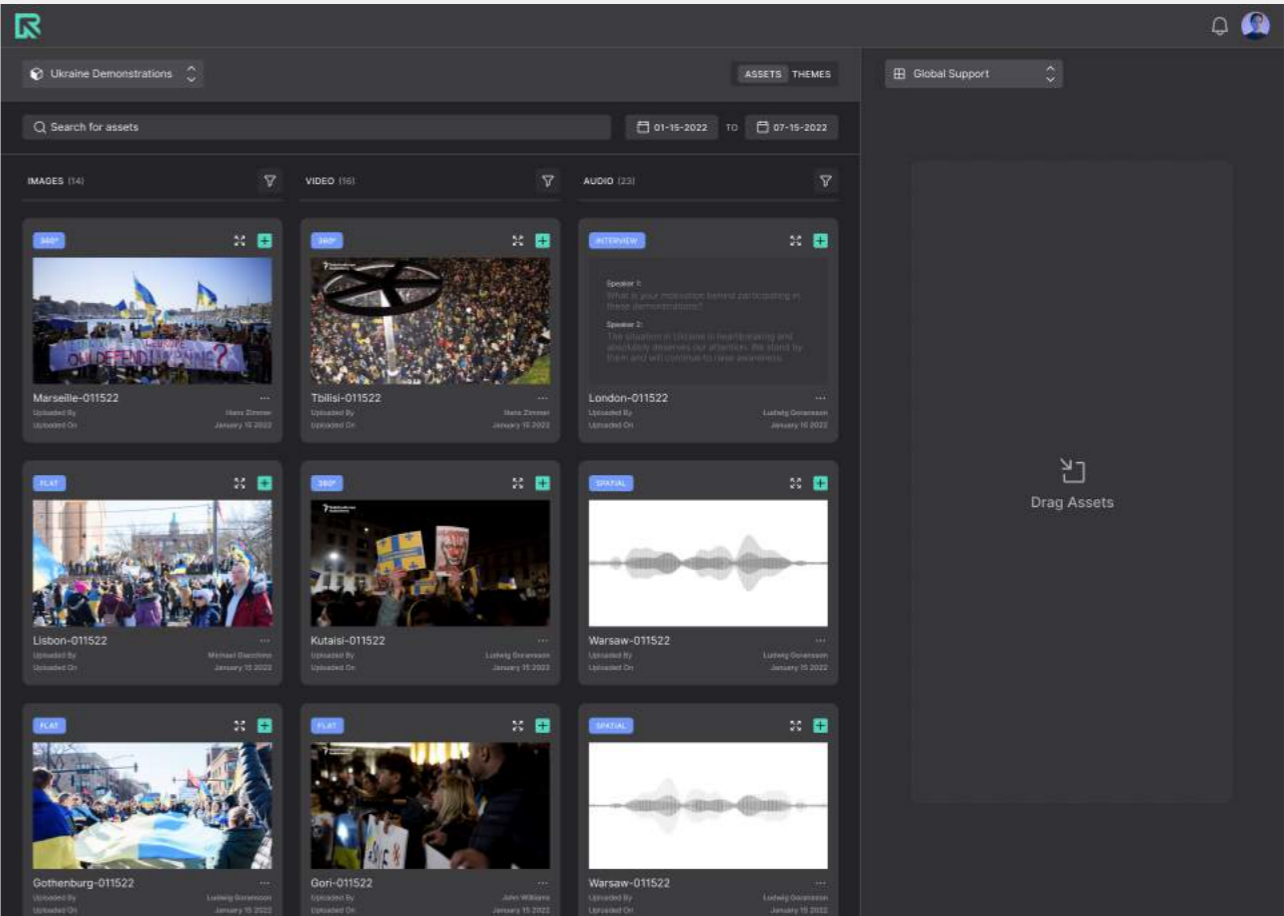
Asset Repository - Visualising asset files

Assets are visualised as cards organized into a gridded column layout, making it easy to scan through all of the available information. Each card has primary metadata to help identify the asset, and can be expanded into a bigger preview card with secondary metadata to help inform the shortlisting process.

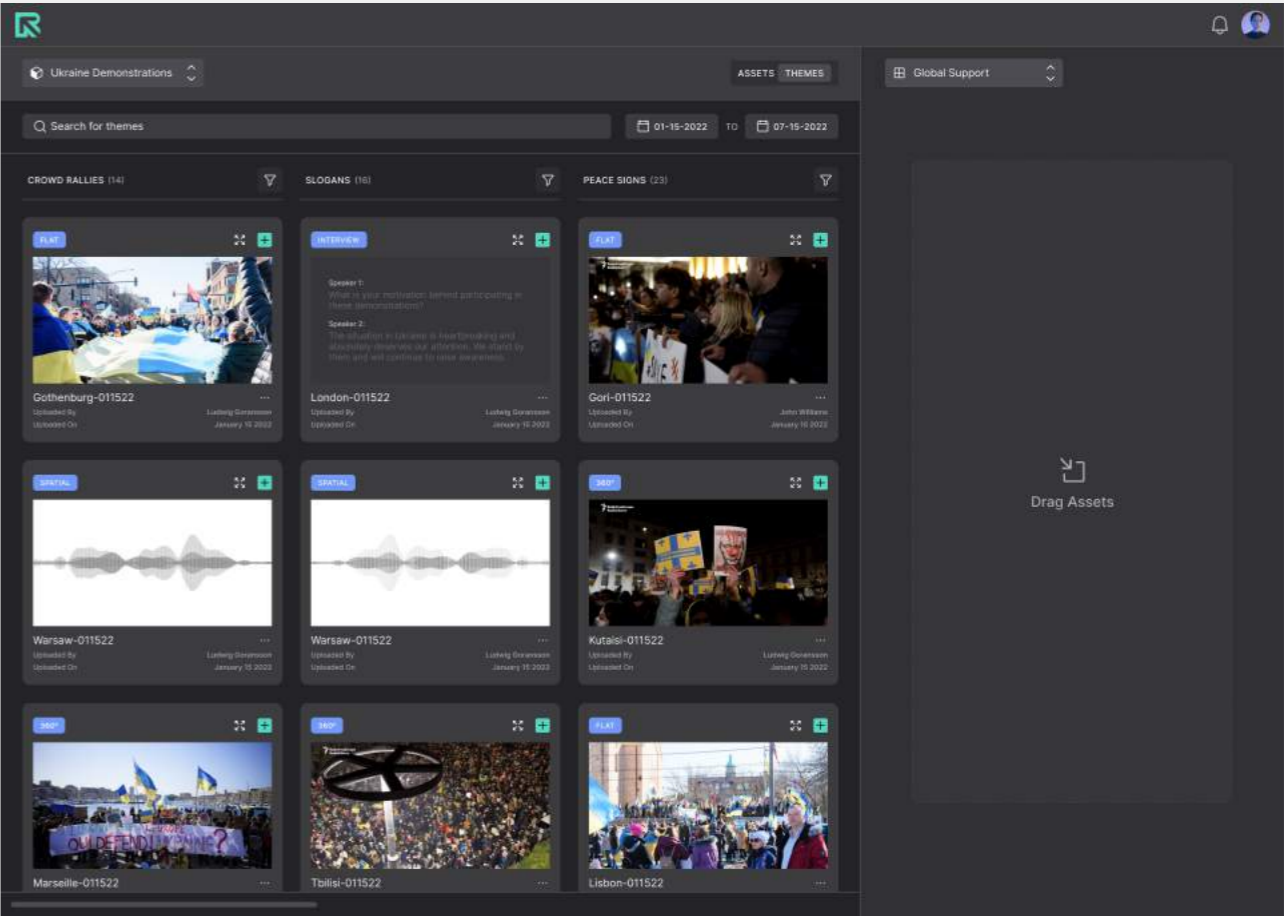
3. Assets organized into types: images, video and audio; Rote identifies asset types when assets are uploaded into their original destinations.

4. Assets organized into themes: images, video and audio; Rote identifies themes/trends from each asset through machine learning.

03



04



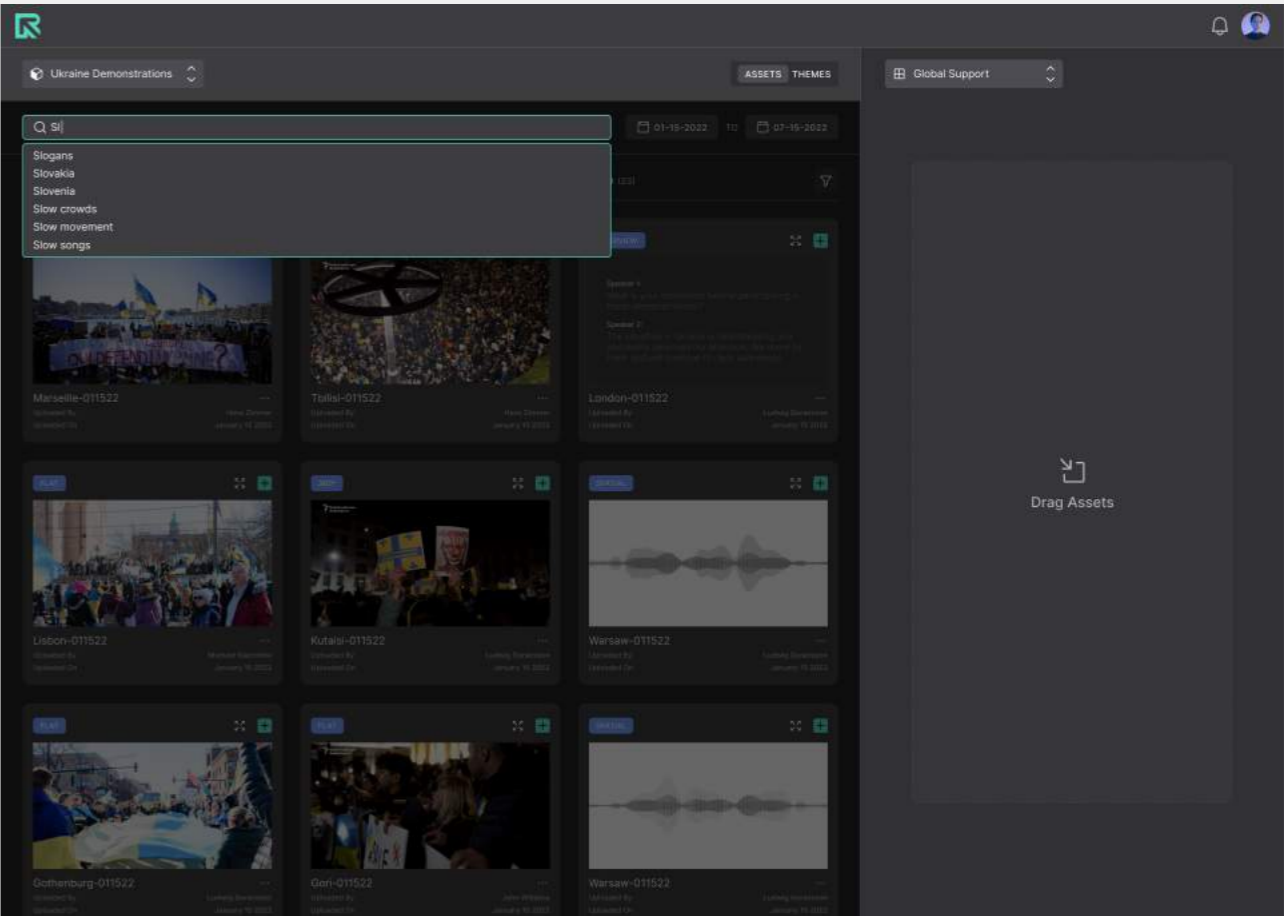
Asset Repository - Retrieving asset files

With Rote, users are able to quickly retrieve the assets they are looking for by using the smart search bar. It is configured to match keywords with all of the metadata that is attached to an asset, making it easy to surface an asset that may otherwise get lost in the mix. Users can also filter through all of their assets using the filter controls available in the control panel.

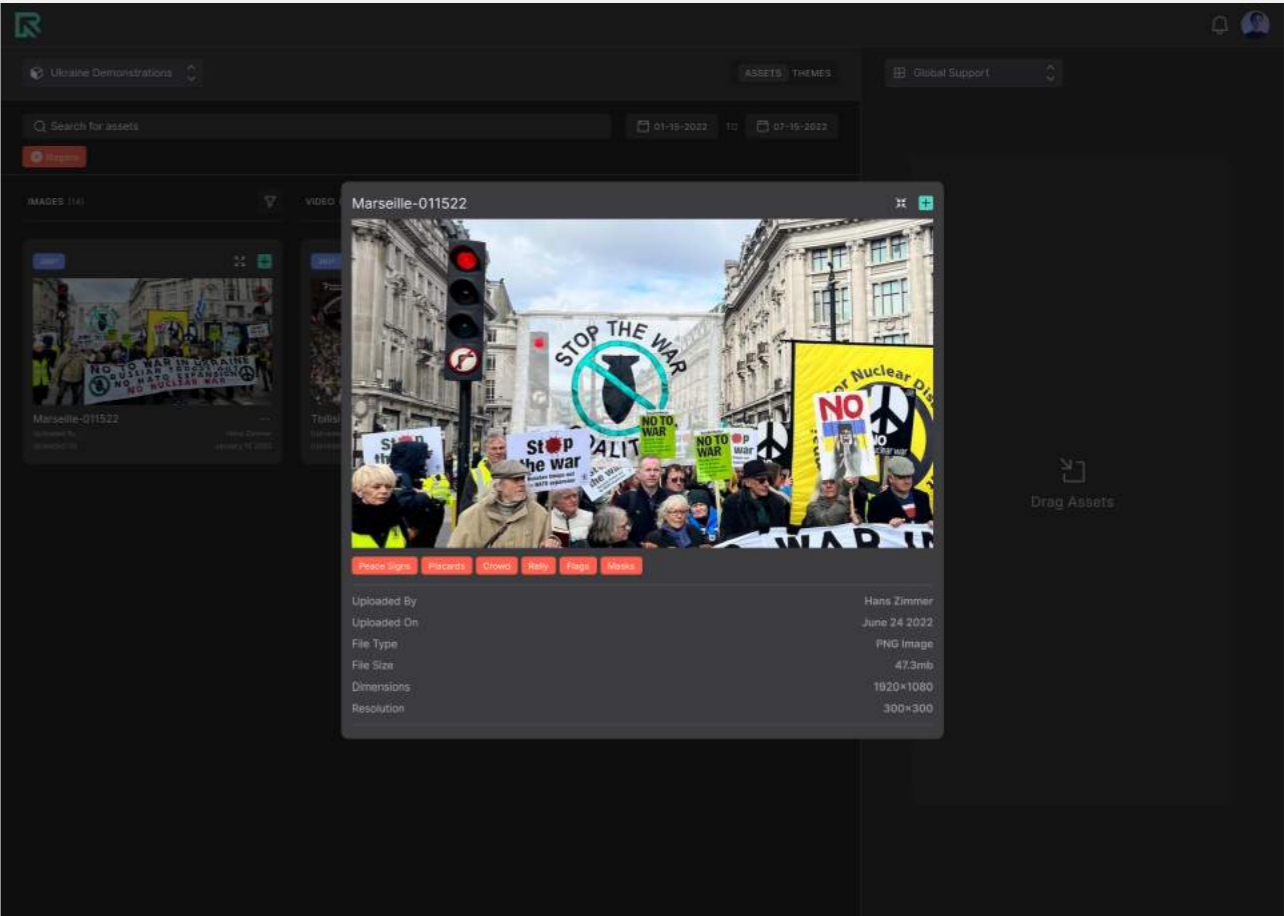
5. Assets can be retrieved using the search bar that is configured to match keywords with asset metadata.

6. Assets can be previewed to expose more metadata attached to them, making the retrieval process much more efficient and powerful.

05



06



Asset Clusters

Rote features “clusters”, a dedicated space where all creators on an immerive journalism team can collate filtered assets that best fit their story into a dedicated project space.

With clusters, creators can comment, approve images, and stay connected with the teams' videos, images, and audio from anywhere on the planet. By obtaining feedback and approval when needed—creators consistently stay creative and productive.

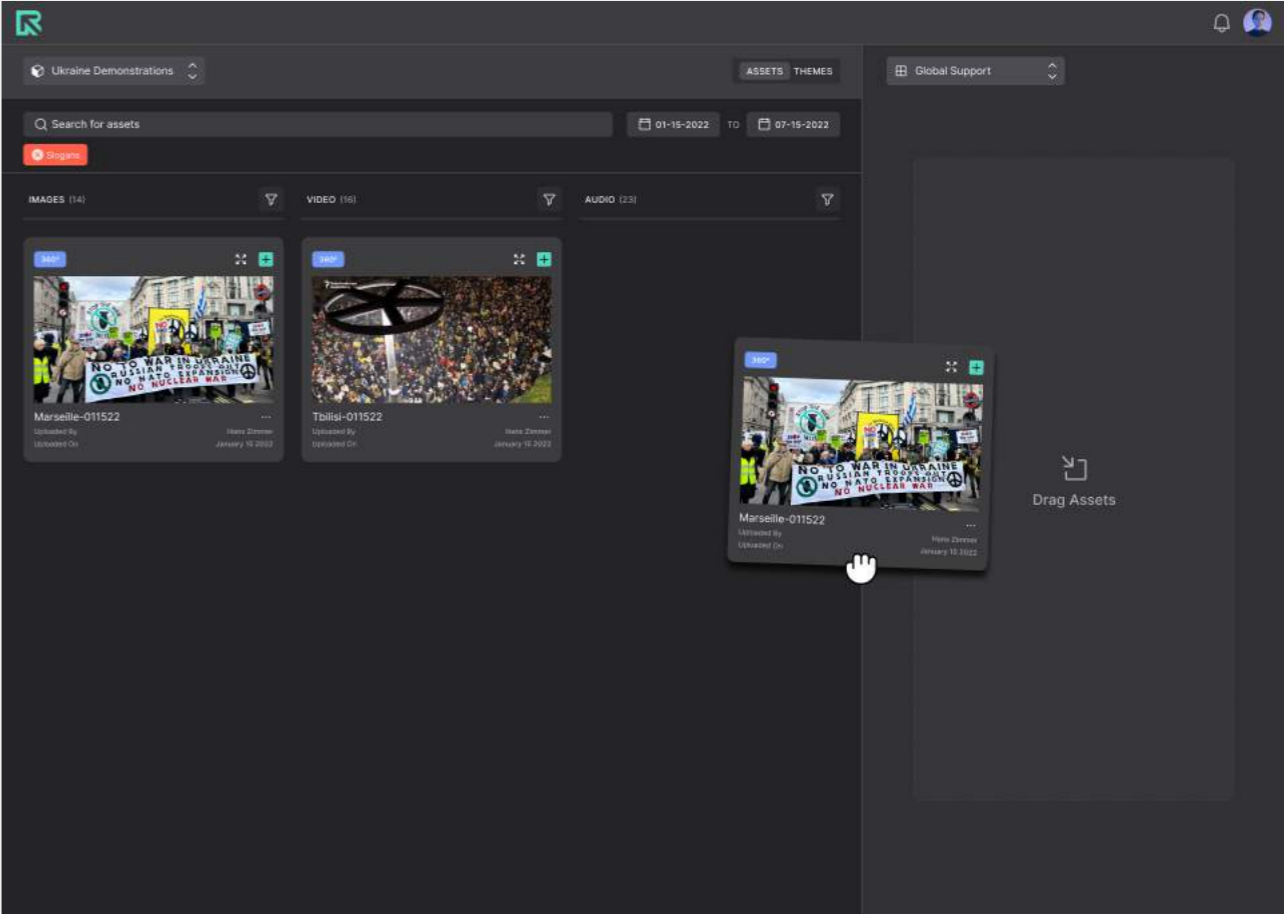
Asset Clusters - Shortlisting asset files

Once users have identified an asset they would like to work with, they can add it to a cluster by dragging it into the cluster panel that is located towards the right of the interface. A cluster is the second level at which assets are organized through Rote, but is determined by a user and not the interface itself.

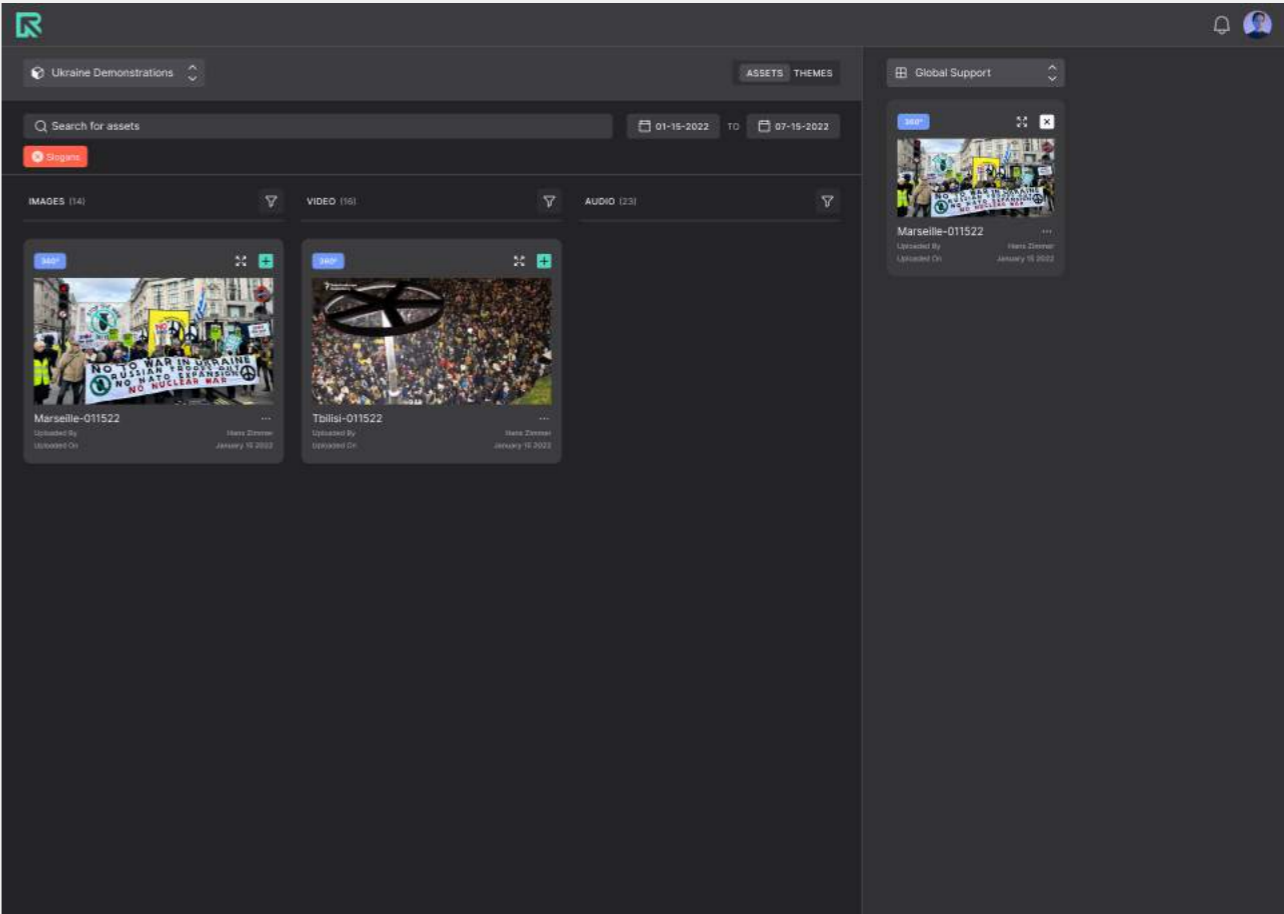
7. Asset cards can be dragged and dropped into the cluster panel to shortlist them for further use.

8. Asset cards in the cluster panel are laid out similarly in columns, and exist in a “minimized” state to ensure that users are able to distinguish between the assets that have been shortlisted and those that have not.

07



08

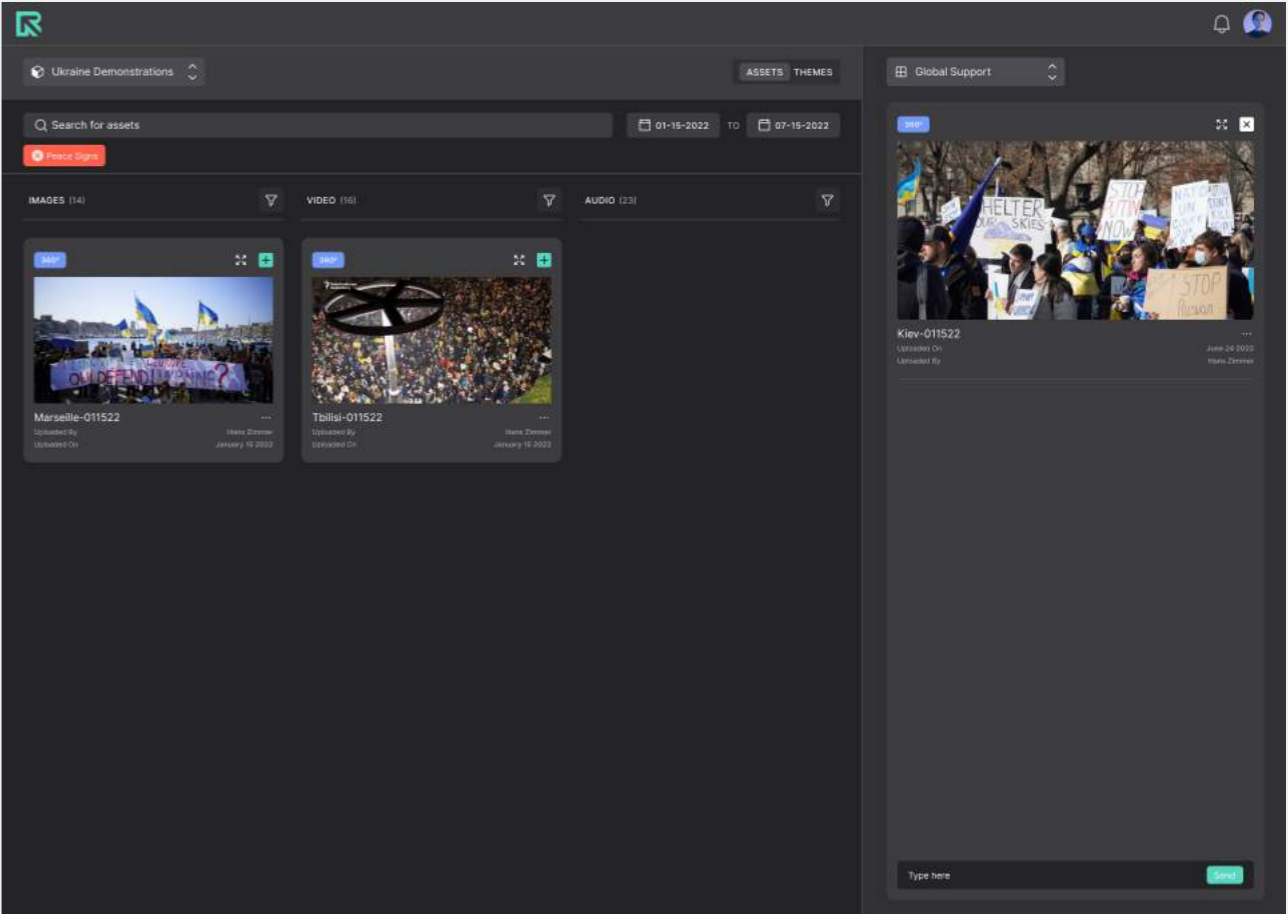


Asset Clusters - Finalising asset files

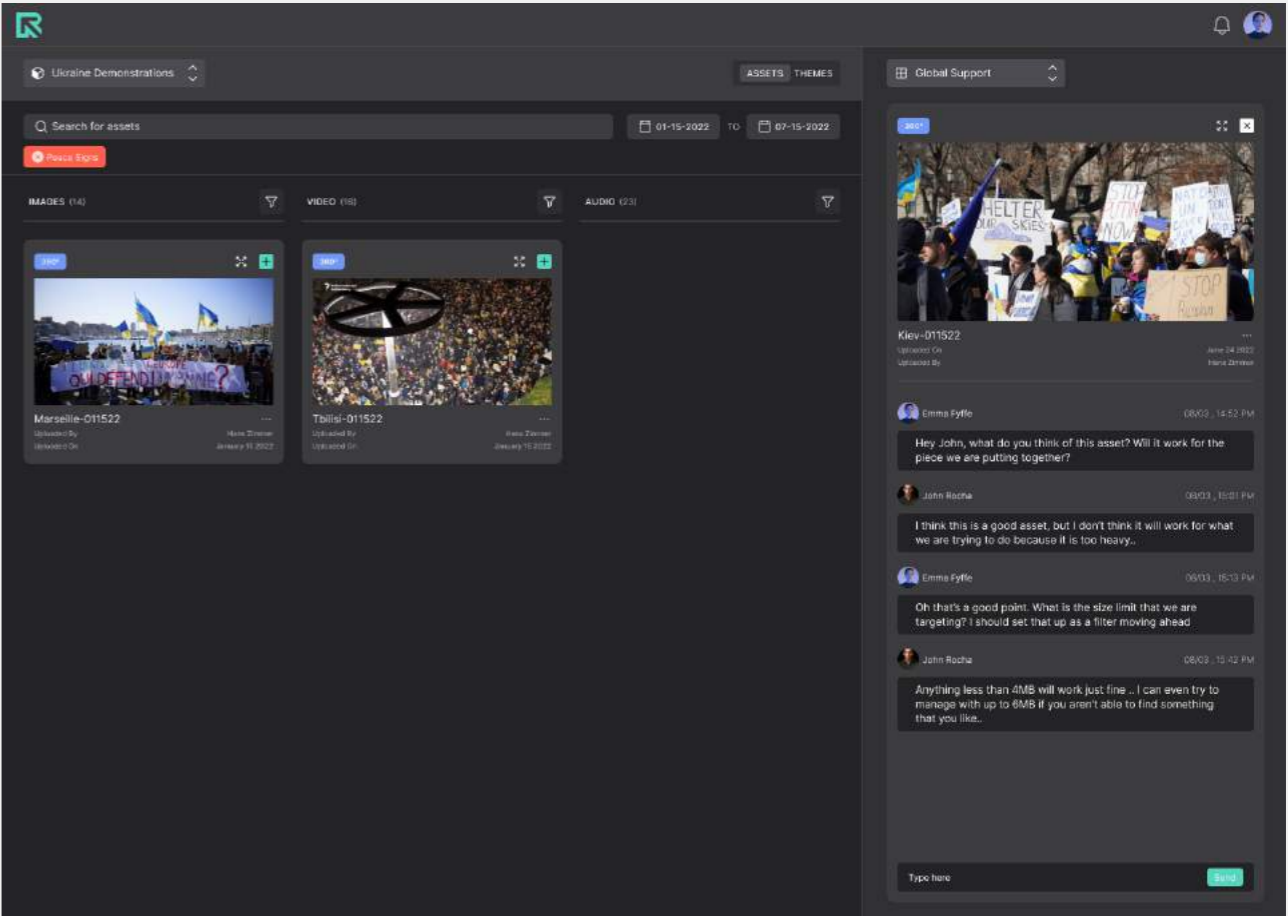
The last step in the Rote workflow is finalising asset files that have been shortlisted into a cluster. Users are able to collaborate during this process by using Rote's localised comment feature that can be accessed through the asset card within a cluster.

9,10. Asset cards inside a cluster afford collaboration by allowing users to comment on them while making the final decision to either proceed with or discard an asset inside a cluster.

09



10



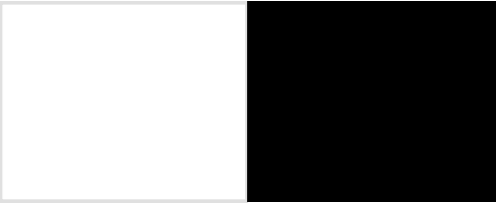
Visual System

Rote is designed to maximise productivity as much as possible. It borrows visually from similar asset based productivity tools and is built around a darker colour palette to situate its users in a familiar environment. The typography and iconogrpahy are minimal, to drive focus towards the assets and clusters.

Visual System - Typography

Font size	Height	Sample
16px 1.125rem	135%	<div>Regular</div> <p>Lorem ipsum dolor sit amet.</p> <div>Bold</div> <p>Lorem ipsum dolor sit amet.</p>
14px 0.875rem	140%	<div>Regular</div> <p>Lorem ipsum dolor sit amet.</p> <div>Bold</div> <p>Lorem ipsum dolor sit amet.</p>
12px 0.75rem	130%	<div>Regular</div> <p>Lorem ipsum dolor sit amet.</p> <div>Bold</div> <p>Lorem ipsum dolor sit amet.</p>
10px 0.625rem	160%	<div>Regular</div> <p>Lorem ipsum dolor sit amet.</p> <div>Bold</div> <p>Lorem ipsum dolor sit amet.</p>

Visual System - Color Palette



#FFFFFF #000000

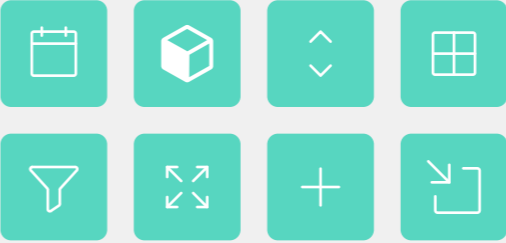
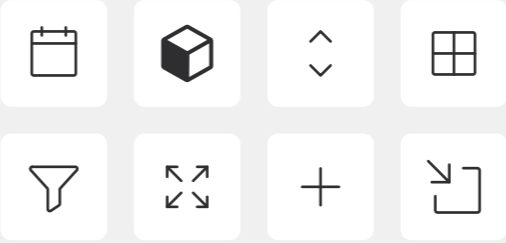
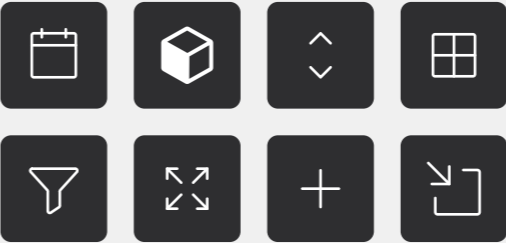


#242426 #3D3C3F #373639 #313133



#57D6C0 #749AF9 #FF614D

Visual System - Iconography



Visual System - Components

SEARCH BAR

Q

Search for assets

PROJECT/CLUSTER TOGGLE

Ukraine Demonstrations

^

v

ASSET<>THEME TOGGLE

ASSETS

THEMES

TIMELINE FILTER

01-15-2022

TO

07-15-2022

TEXT BOX

Project Title

Type here..

PRIMARY CTA

Create Project

ASSET CARD FOR IMAGES/VIDEOS IN THE REPOSITORY

360°

+

Marseille-011522

...

Uploaded ByHans Zimmer

Uploaded OnJanuary 15 2022

ASSET CARD FOR IMAGES/VIDEOS IN A CLUSTER

360°

×

Marseille-011522

...

Uploaded ByHans Zimmer

Uploaded OnJanuary 15 2022

ASSET CARD FOR AUDIO IN THE REPOSITORY

INTERVIEW

+

Speaker 1:
What is your motivation behind participating in these demonstrations?

Speaker 2:
The situation in Ukraine is heartbreaking and absolutely deserves our attention. We stand by them and will continue to raise awareness.

London-011522

...

Uploaded ByLudwig Goransson

Uploaded OnJanuary 15 2022

ASSET CARD FOR AUDIO IN A CLUSTER

360°

×

Speaker 1:
What is your motivation behind participating in these demonstrations?

London-011522

...

Uploaded ByLudwig Goransson

Uploaded OnJanuary 15 2022

THE PRESS ROOM

Rahmat Raji, Jessica Goldman, Adeeb Dholakia

**Rote - storybuilding to
storyliving.**
