

VIDEO VISUALISATION

When can the method be used?

Video Visualisation is typically used to show the richness and detail of future contexts of use, through its ability to mix concrete images, people and sensations with virtual elements. Carefully staging an imagined context of use enables you to present the functioning of a proposed design and show the value it should bring to this specific context. Video can not only depict the tangible parts of a design idea, such as a physical product, but also show the intangible parts, such as people's responses and emotions. Video Visualisation offers great possibilities to conceptualise, formulate and visualise solutions that are not yet available, particularly for the upcoming domain of service design, which deals with the relationships and interactions between people, artefacts and activities.

How to use the method?

Video Visualisation is best applied in cases where the overall experience of a future product or service needs to be communicated. Crafting convincing videos is something that needs to be practiced frequently, since it requires the integration of various skills, techniques, media and equipment. Making the video involves several iterations, starting with creating a scenario and storyboard, continuing to staging and shooting the video footage, and ending with editing and producing the final version. Going through this process continuously challenges you to frame and present your concept within the envisioned context of use, which significantly contributes to the design value of the method.

Video Visualisation enables you to visualise future experiences or scenarios that show how a new design concept could potentially be used in or affect people's lives.

Possible procedure

Video Visualisation involves three successive phases:

STEP 1

Pre-production, which is the process of preparing all the elements of the video.

- Create a storyboard and/or a shot list
- Arrange materials – the product, camera, lights, etc.
- Arrange actors
- Arrange location

STEP 2

Production, in which the actual video is shot.

STEP 3

Post-production, in which the raw video footage is edited and effects are added.

Limitations of the method

- Video Visualisation can easily become very resource-intensive, requiring special software, equipment or skills.
- A potential pitfall of the method is that you might be tempted to spend too much time on the technical quality of the video in order to impress a potential client. The main focus, however, should be on the value of the video for the design task at hand.

Tips & Concerns

- First think of the story you want to tell
- What is/are the unique selling point(s) of your concept?
- What are your resources and skills?
- Do you want to focus on product features/product use, context/atmosphere or service/experience?
- Carefully select the music, since it will heavily influence the mood of the video.
- Be very careful about putting humour into your movie. You can all-too easily overdo it, thereby ruining the professional quality of your production.
- Show people's faces in close-ups to convey emotions and experiences
- Pay special attention to the end of the video, as it is the last thing people will see.
- Do not forget the credits – you deserve to get applauded at the end.



Google uses video demos to inform people about the functions of the Google Glasses.

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