

ATKINS

Creative Design

Slough changing views

Presentation proposal & capabilities document

July 2015



Introduction & Proposal

The centre of Slough will be vibrant – providing business, living, and cultural opportunities. Slough has a vision for the next five years, called “**Changing Views**”. There will be major regeneration within the Borough, including transportation infrastructure, housing regeneration, leisure facilities and town centre improvements.

Understanding the audience

At Atkins, we have a long-standing history of involvement in civil design projects, and we understand their potential impact on local communities and businesses. We appreciate the importance of maintaining a shared vision throughout the project, producing a positive impact and ensuring that the key messages are highlighted in their clearest and simplest form.

Our message will be relevant, clear, bold and engaging to reinforce the vision for positive change, by injecting life and energy into the heart of Slough. It will demonstrate the added value and opportunities that will occur as a result of the future plans for change, development and regeneration in the area.

Keeping the message relevant

Our design approach to this project will represent forward thinking, innovation and improvement, helping to focus and capture the imaginations of the audience. The use of mixed media, such as stylised graphic design, video sequencing (i.e. timelapse and interviews) and 3D models/visualisations will maintain a varied visual experience, helping to keep the audience engaged with what they are viewing.

By including interviews and asking relevant questions the audience will be encouraged to think more deeply of their opinions related to the subject matter. The video will include relevant responses representing the opinions of peers from the community and local businesses, together with factual information from relevant professionals to help educate and inform.

Effective use of audio will help to enhance the sequence and set the mood and intention of the piece. The use of voiceovers could be included to explain and expand information relevant to the visualisations.

A stylised animated 3D model of Slough could be produced to demonstrate the key areas for growth and change (and the associated impacts). Detailed animations and images would provide further information and clarity where required.

Information graphics could also be included to present statistical data and research results.

Reflecting the vision

Key considerations:

- Express **vibrancy** and **energy** through a clear and engaging media production
- **Engage** all audiences – community, consumers, businesses
- Maintain a relevant, **clear** and **informative message**
- Demonstrate the **added value** and positivity surrounding development, progression, growth and modernisation
- Involve the audience. **Sharing one vision** to demonstrate how changes will benefit and improve
- Implementing changes for a better Slough.

Storyboard initial ideas

Introduction and context.

Begin with an opening title and any relevant logos or message.

Relevant background soundtrack begins to promote positivity and energy to the piece.



Location context. Zooming in from a UK map to show Slough in context, and its relation to the capital and other major/relevant locations. Clean stylised graphics used for clarity and artistic impression.



Relevant surrounding development schemes highlighted, e.g. HS2.

Promoting positive changes that are already in progress.



Zoom closer to show Slough's proximity to London and surrounding contextual areas such as Windsor, Heathrow expansion, M25 etc..

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Slough

Windsor

LONDON



Surrounding areas disappear and Slough becomes defined to reveal a detailed map of the area.

Spot locators can appear to show where the development will occur. A relevant message / key can appear to explain this.

This map will then zoom in and fade to a stylised 3D map of Slough.

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Slough

Town centre improvements



3D modeled scene of Slough will appear.

Changing the medium of viewing will engage and involve the audience providing a more in depth visual of the subject matter.

The map can slowly rotate whilst identifying / highlighting key locations.

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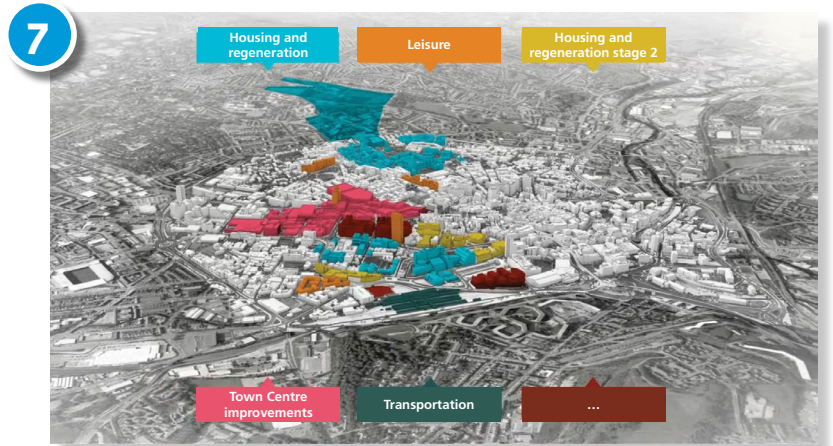


Storyboard initial ideas

Continued...

Developments / areas of interest split by colour and defined by title. First area of focus will be highlighted and lead onto relevant information.

The **use of defined colours** to depict the area / sectors for improvements could run through the subsequent videos, maintaining their own colour and identity and therefore creating a cohesive set of showreels covering each relevant topic.



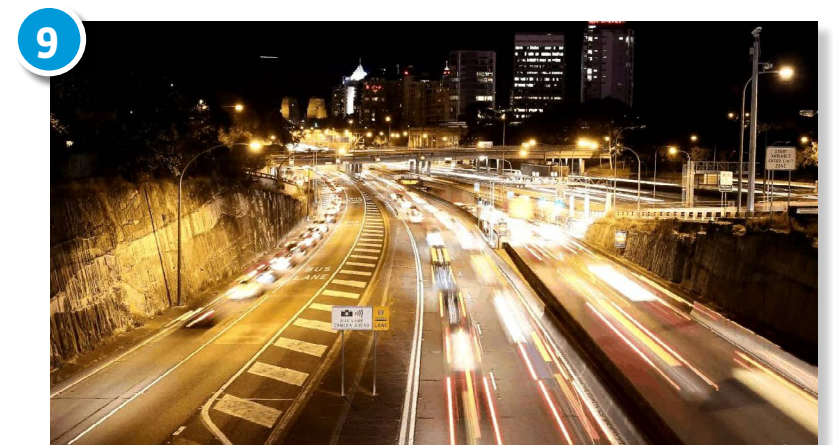
Areas of interest and change defined by colour with any relevant information appearing. The use of stylised 3D for the area will help to keep the subject matter relevant and to engage the audience.



Changing the medium with artistic interludes.

Artistic footage such as timelapses can be used to break up the video and add new dimensions to engage the viewer.

This will help to promote a more intimate relationship and understanding of the area relevant to the target audience.

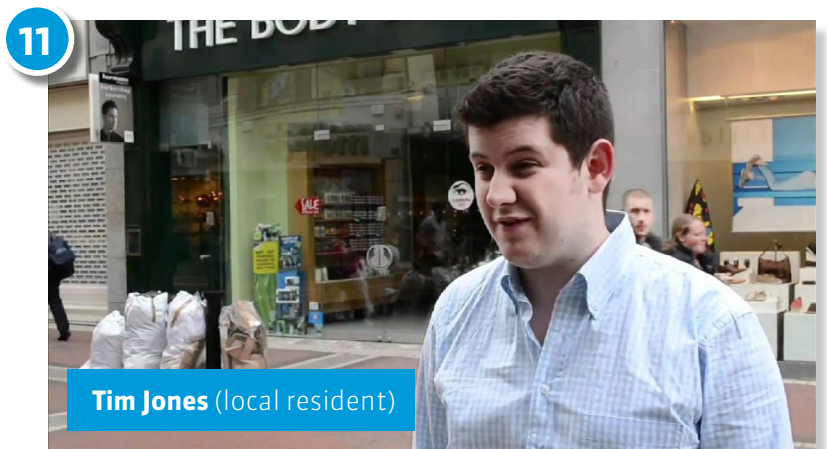


Further use of time lapses of specific area of interest.

Artistic, relevant and intimately engaging.



Interviews with residents about their thoughts on the area and the potential for improvement and change.



Tim Jones (local resident)

Back to graphical style **detailed model** of relevant area showing buildings disappearing and new developments growing within the scene.

This map could be animated to zoom into areas and fly around the scene (Slough). Areas can be highlighted to show key schemes. Once highlighted, new buildings could be animated to grow within the scene.



Storyboard initial ideas

Continued...

Interviews with professionals about the scheme(s) and the changes that will be occurring.

This could include graphical representation of data, facts and figures to visually explain ideas.

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'Before' views / photography of key locations shown with continued voiceover from interviewees.

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Detailed **'after'** views to show how the changes will appear once implemented. Multiple views of Slough could be shown...

It is important to note that with this approach we would need to be selective regarding the schemes / works to include in detail.

The initial video could be a compilation of key information from key schemes to provide a more general overview. Separate movies focusing on the areas of change would show these schemes in greater depth. This would be necessary due to time constraints. The movie would be designed for maximum audience engagement and no longer than five minutes in length.

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Taking you further

A combined approach

A picture says a thousand words, and at 30 images per second, a movie sequence can say a whole lot more. But why stop there?

Movie sequences can communicate a specific message and guide an audience in a direction dictated by its producer. With advancements in technology it is becoming easier to also give the viewer control over how they view piece of media. This can allow them to engage and connect with the subject matter in a far more relevant way.

How could this be relevant to Slough?

By breaking down the project into core sections we can identify and categorise areas that are important to all viewers, and areas that might be more relevant to specific viewers.

Core sections could include the introduction, the message (areas of change, development and regeneration) and a conclusion.

Within the movie there will be time constraints set in place to keep the messages to a length and relevance to hold the viewers' attention and keep them engaged throughout. Only a selection of core information would be chosen for the main production piece to give an initial taste of what is to come. This would include transportation, town centre improvements, leisure and housing and regeneration by producing a realtime application.

We have mentioned the potential for additional videos and future productions to provide more detail and information regarding different areas of works and regeneration. An alternative approach to this would be to allow the user to take control and explore Slough in a more interactive manner.

Using a 3D map of Slough as a navigation tool the viewer can navigate around the map and select different regions to explore the information and related media. This could lead on from the end of the first movie encouraging the viewer / user to take control and explore Slough and the proposed changes.

Advantages of realtime over movies

- An auto play function could be incorporated allowing the app to play the media just like a movie. This would have an auto pilot setting to navigate through the media if required for presentation purposes. The potential for interactivity and user directed control would be available.
- The application would be fully updatable allowing new projects and areas for change to be added during the five-year period. These could be accessible through new interactive buttons and indicators on the main navigation 3D map.
- The areas of change could also be updated with new information such as links to new interviews or visuals, as and when they became available.
- The user would be able to explore the changes in a visually stimulating environment allowing them to choose the areas of interest and control their navigation around the map and scene.
- This programme could be run from a PC or smart device.

This application could also lend itself to future development. Once a 3D map is in place and navigable, additional constraints could be added to allow it to run in an 'Augmented Reality' based output (see page 15–18 for more information). This would allow the user to visualise the changes in situ (e.g. on a street) using their smart device. It could also allow gyrosopic viewing from a smart device and marker-based 3D models for public consultation.

