Mobile Cultures & Urban Spaces

Leave Your Mark App

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Agenda

1. **Inspirations**
   Banksy and ninjas and tigers and bicyles
2. **Cultural Aspect — Street Art**
   Do not call it graffiti, its post structual urban symbolism
3. **Concept & User Journey**
   Johnny told us no sketches but here are a few
4. **Design**
   Photoshop magic
5. **Technical Aspects**
   Well, there are problems
6. **Manage & Monetize**
   I‘m studying media management

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Inspirations

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Inspirations

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Inspirations

PARKING
PARKING
SPECIAL
ALL DAY
SAT. & SUN.
$6
FLAT

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Inspirations

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Inspirations

No stopping
Mon - Sat
8am - 6pm
BELL LANE TEXTILES
GENTS HAIR CUT £10
Cash Machine Here

Inspirations

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Inspirations

Cultural Aspect — Street Art

The term „Street Art“ itself was (in 2004, starting on www.woostercollective.com) controversially discussed within the community of artists but has since been coined by media coverage in magazines and the internet and is now the primarly used term.

Other proposals by artists: Urban Art, Post-graffiti, Urban Expressionism, Post Structural Urban Symbolism, Neo Graffiti, Urban Take Overs.

Wikipedia: „Street art is art, specifically visual art, developed in public spaces — that is, „in the streets“ — though the term usually refers to unsanctioned art, as opposed to government sponsored initiatives.“

Logan Hicks, January 07, 2004
„Urban art best describes this movement. The art signifies this movement is influenced and primarly lives within the city environment [...]. The people, the mediums, surfaces and showcases that exist within this movement are all born from the city streets.“ [1]

Onema , January 09, 2004
„Post-graffiti‘ isn’t the best term to use, or any title with ‚graffiti‘ in it, simply because I think a lot of people [...] have generated an idea that graffiti is just something that messes up their ‚pretty‘ architecture. [...] Urban art is simple and easily understandable to those who don’t do art, while still maintaining an idea of creativity and intelligence, not just ‚vandalism‘.“ [2]

Eko, January 13, 2004
„One of the reasons why I don‘t like using the word ‚Street Art‘ is that most of the work that we call Street Art is simply not art. It is only graphic design, illustrations etc. To make a character or a pictogram on a paper and put it in the street doesn‘t make you an artist. You also need to know and explain why you do that.“ [3]

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1 Logan Hicks, January 07, 2004 on „What The Hell Do We Call This Thing?“, www.woostercollective.com — **2** Onema, January 09, 2004 on „What The Hell Do We Call This Thing?“, www.woostercollective.com — **3** Eko, January 13, 2004 on www.ekosystem.org

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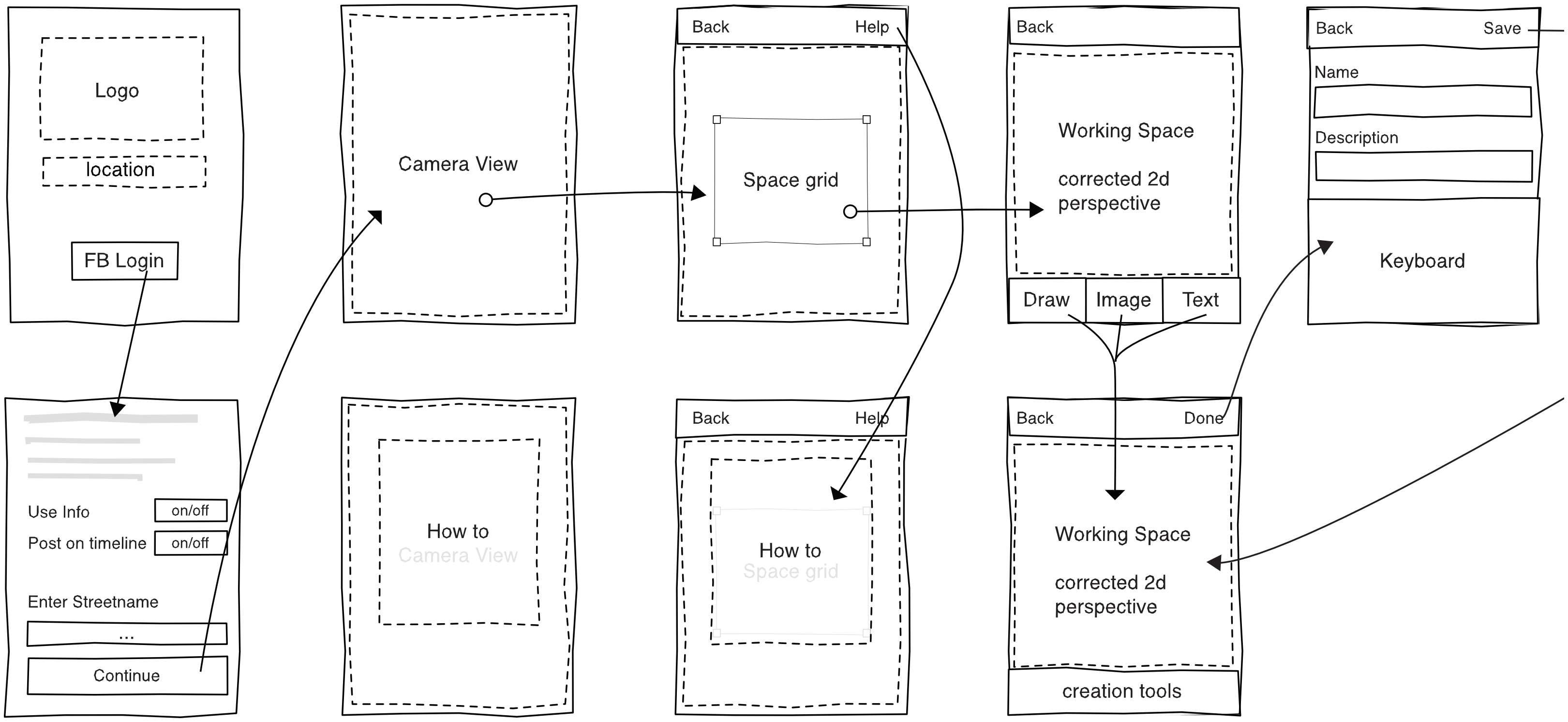
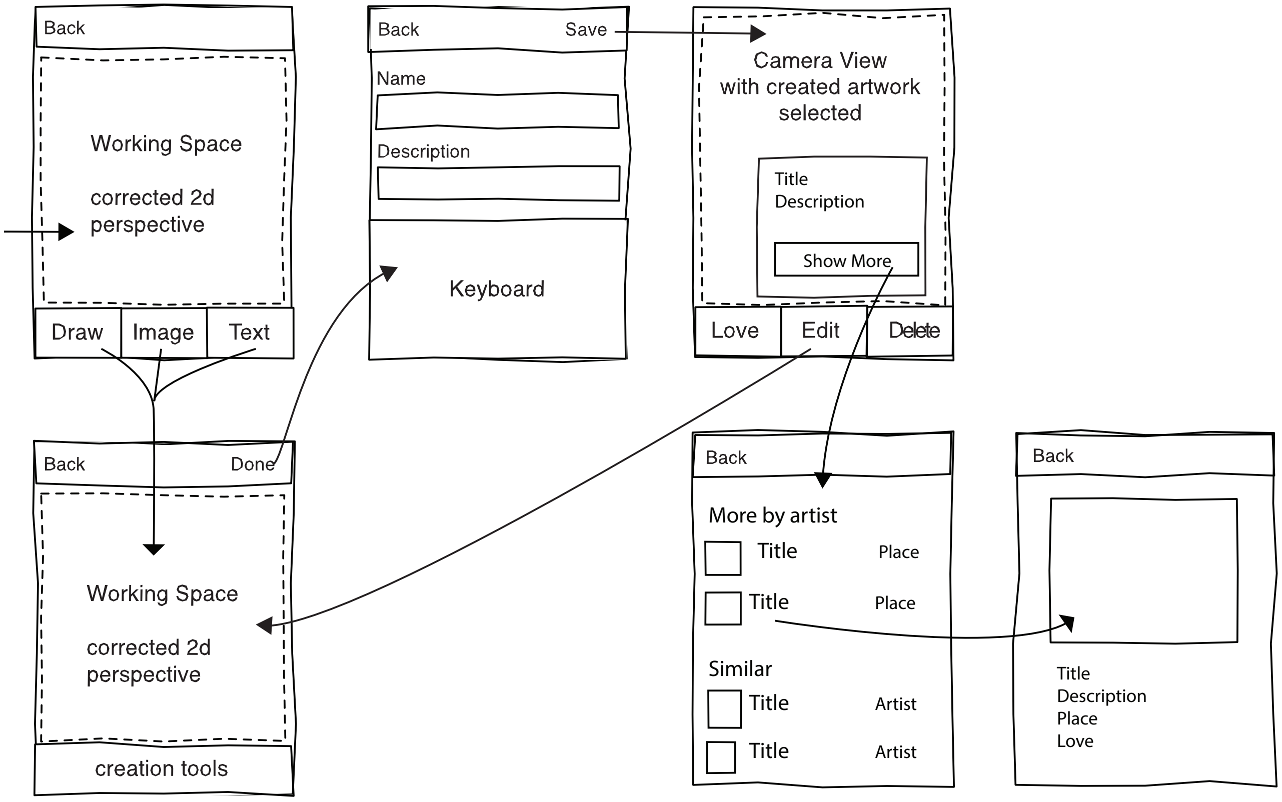
User Journey


Logo
location
FB Login
Use Info
on/off
Post on timeline
on/off
Enter Streetname
...
Continue
Camera View
How to
Camera View
Back
Help
Space grid
Back
Help
How to
Space grid
Back
Working Space
corrected 2d
perspective
Draw
Image
Text
Back
Done
Working Space
corrected 2d
perspective
creation tools
Back
Save
Name
Description
Keyboard

Leave Your Mark App

User Journey


Back
Working Space
corrected 2d perspective
Draw
Image
Text
Back
Save
Name
Description
Keyboard
Camera View with created artwork selected
Title
Description
Show More
Love
Edit
Delete
Back
Done
Working Space
corrected 2d perspective
creation tools
Back
More by artist
Title
Place
Title
Place
Similar
Title
Artist
Title
Artist
Back
Title
Description
Place
Love

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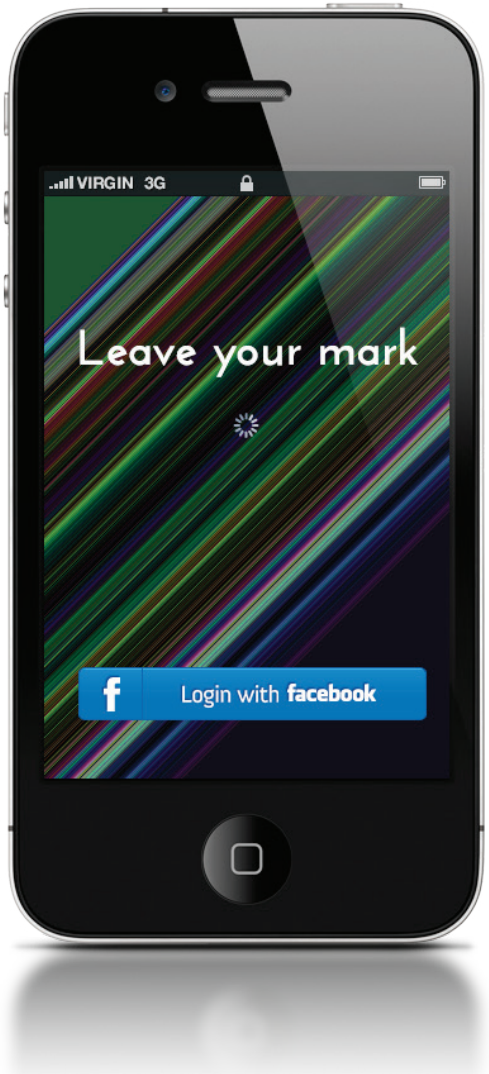
Design


VIRGIN 3G
Leave your mark
Login with facebook

Background colors are generated randomly to illustrate the countless way to add color to your city and express your opinion in the urban space.

Whenever the app is launched background is different.

Legend

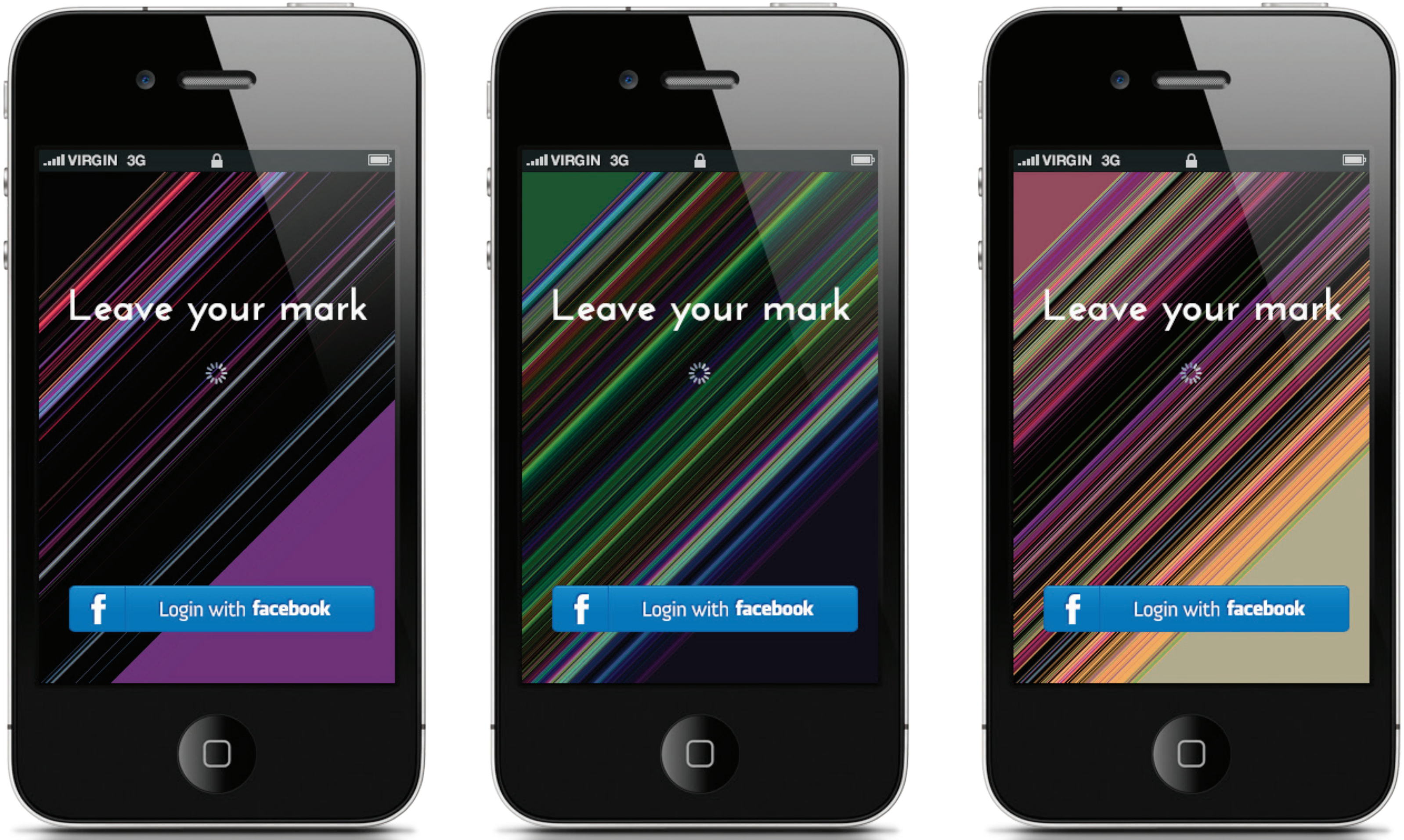
GPS – – – ●

Tap ——●

Double-tap ○——●

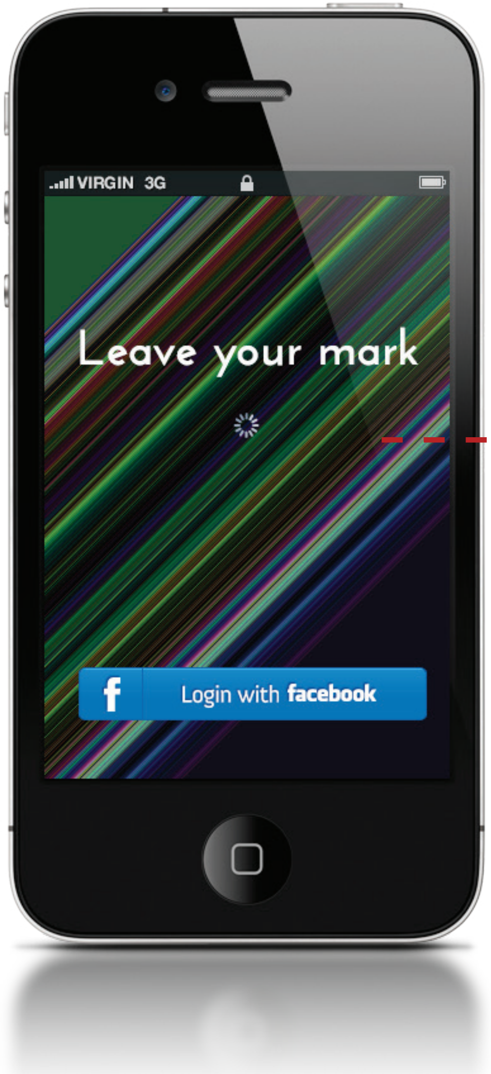
Leave Your Mark App

Design

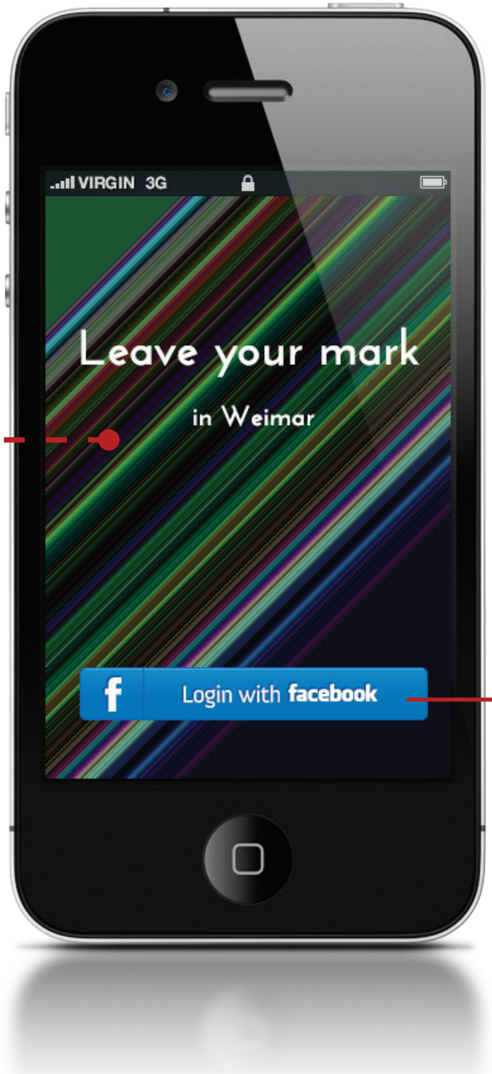

VIRGIN 3G
Leave your mark
Login with facebook
VIRGIN 3G
Leave your mark
Login with facebook
VIRGIN 3G
Leave your mark
Login with facebook

Leave Your Mark App

Design


VIRGIN 3G
Login with facebook

Leave your mark


VIRGIN 3G
Login with facebook

Leave your mark

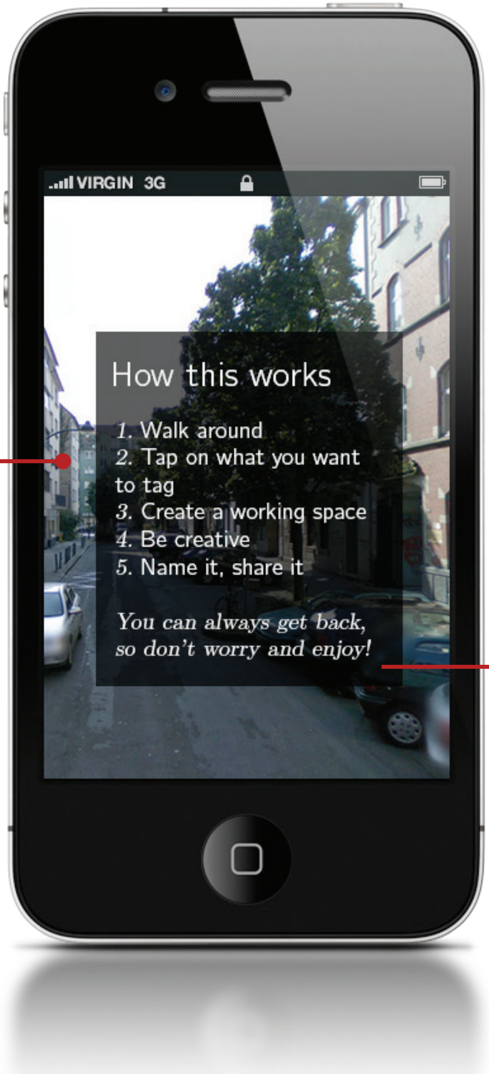
in Weimar

Not Shown
Login auhorization and varius options

* *sharing options*
* *street name*

Leave Your Mark App

Design

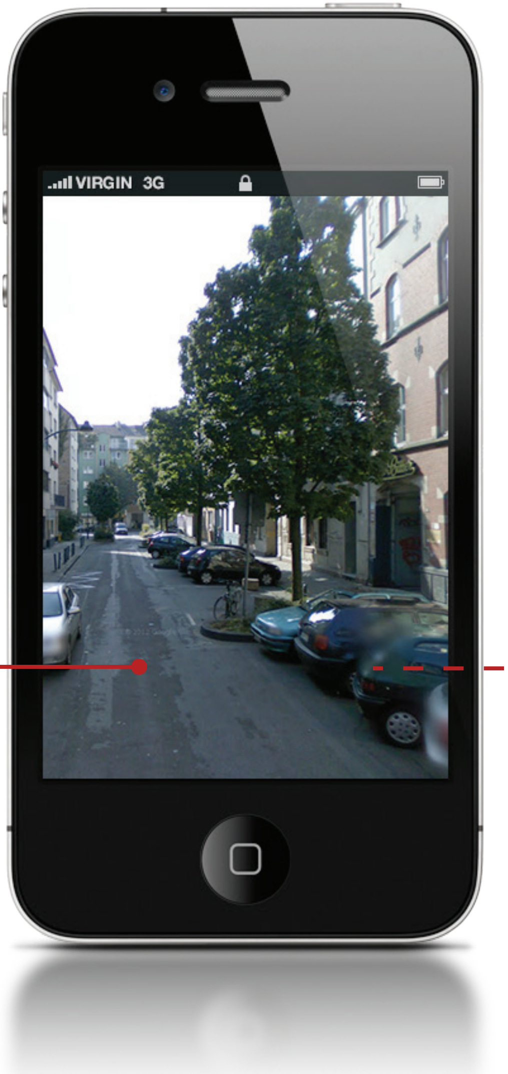


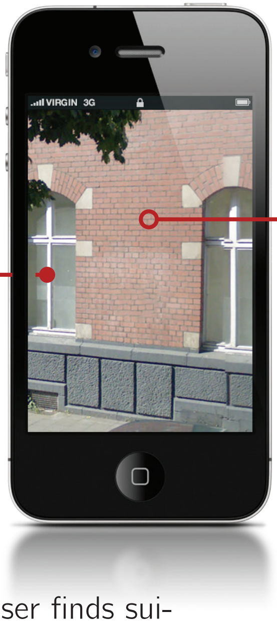
How this works

1. Walk around
2. Tap on what you want to tag
3. Create a working space
4. Be creative
5. Name it, share it

You can always get back, so don't worry and enjoy!

On first use: Help box appears, giving short advice how to use the app.





User finds suitable spot

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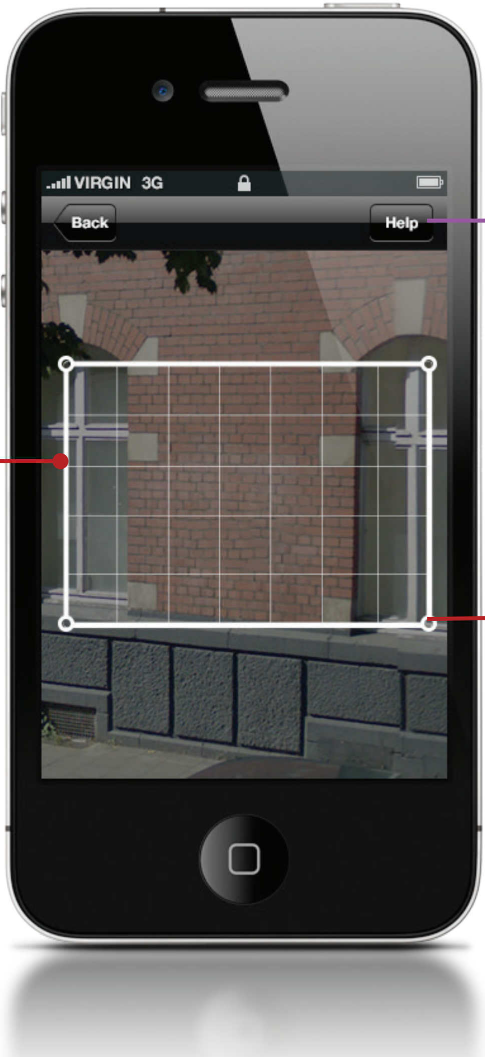
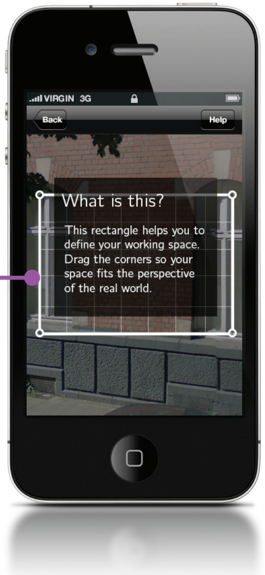
Design

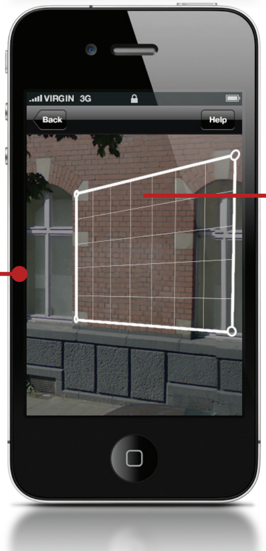

VIRGIN 3G
Back
Help


VIRGIN 3G
Back
Help

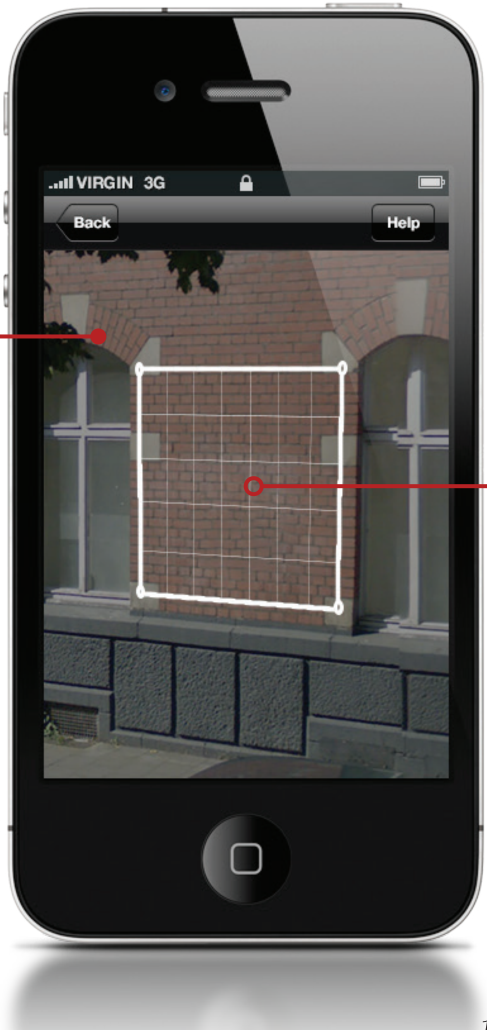
What is this?

This rectangle helps you to define your working space. Drag the corners so your space fits the perspective of the real world.

Working space grid appears. On first use: Help box appears, giving short advice how to use the app.

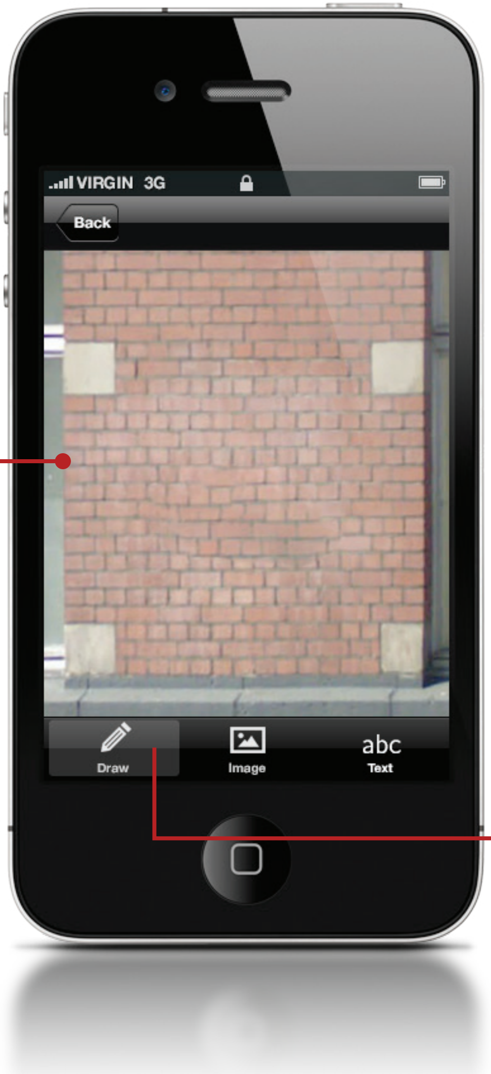

VIRGIN 3G
Back
Help

Drag to rearrange grid to fit perspective


VIRGIN 3G
Back
Help

Leave Your Mark App

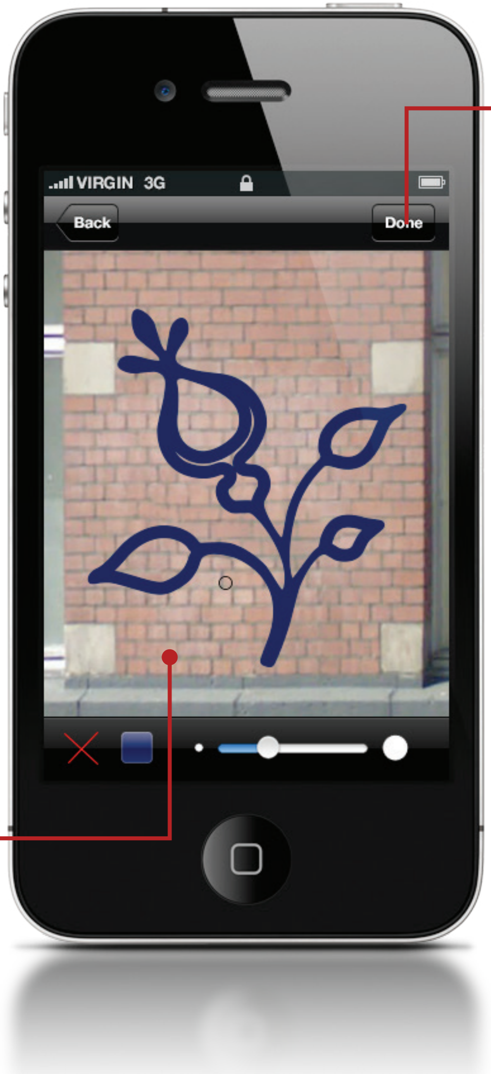
Design


VIRGIN 3G
Back
Draw
Image
abc
Text

Camera image is now perspectivley corrected to be flat and ready to be edited.

User can choose different tools:

** drawing*
** image*
** text*


VIRGIN 3G
Back
Done

Users can paint with on the space. Zooming is possible with pinching gesture.

Various options are available for drawing:

** erase*
** color*
** thickness*

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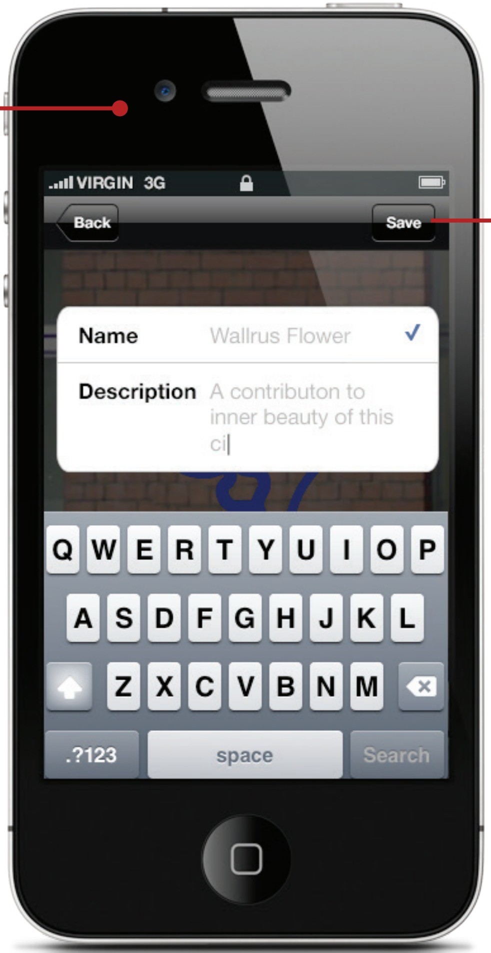
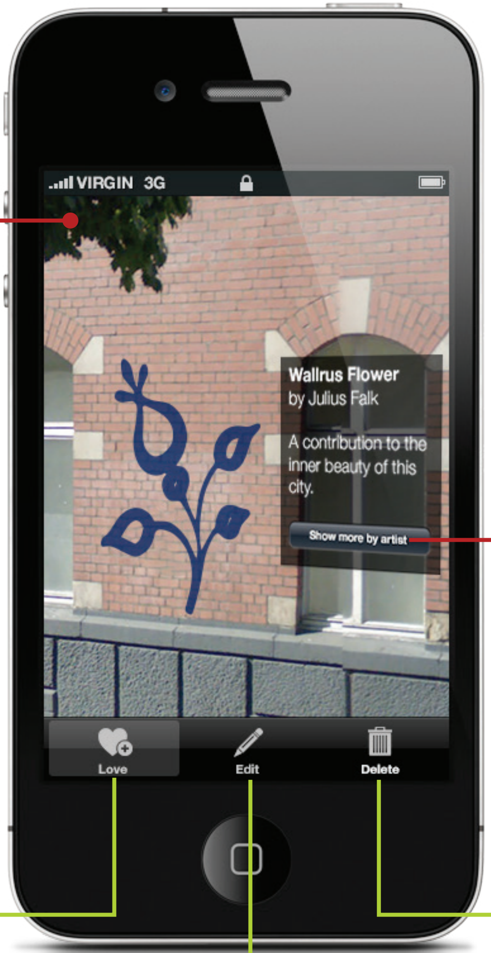
Design


.ıll VIRGIN 3G
Back
Save
Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
.?123
space
Search

Name Wallrus Flower ✓

Description A contributon to inner beauty of this ci|

Name and Description can be entered.


.ıll VIRGIN 3G
Show more by artist
Love
Edit
Delete

Wallrus Flower
by Julius Falk

A contribution to the inner beauty of this city.

Live camera view with implemented artwork.

The artwork is selected, therefore the infobox is shown, with button to show more artworks by this artist.

Not shown
Increases love status.

Not shown
Deletes artwork, if the seleceted one is yours

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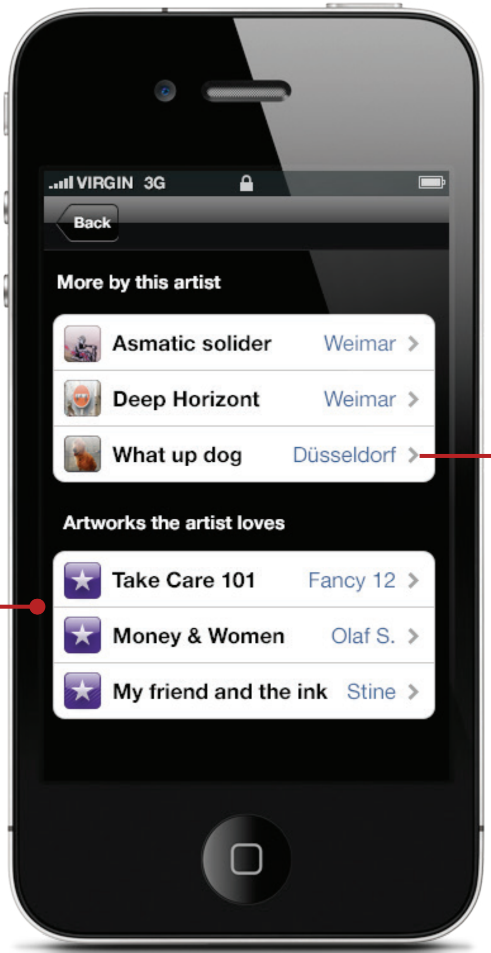
Design



More by this artist

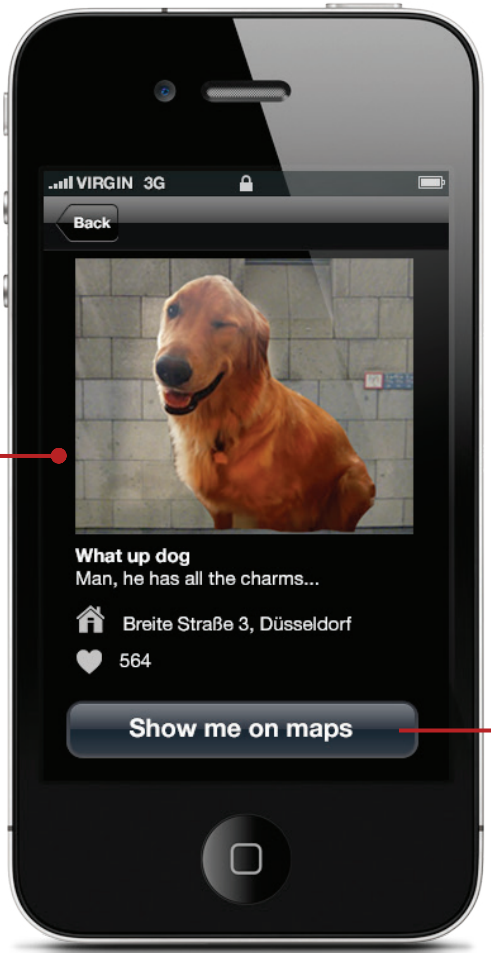
Asmatic solider	Weimar
Deep Horizont	Weimar
What up dog	Düsseldorf

Artworks the artist loves

Take Care 101	Fancy 12
Money & Women	Olaf S.
My friend and the ink	Stine

Lists all the artwork created by this artist.

Plus, all the artworks the artist „loves“ by other artists



What up dog
Man, he has all the charms...

Breite Straße 3, Düsseldorf
564

Gives image of artwork, title, description, place and love stats.

Not shown
Launches maps and marks place of artwork.

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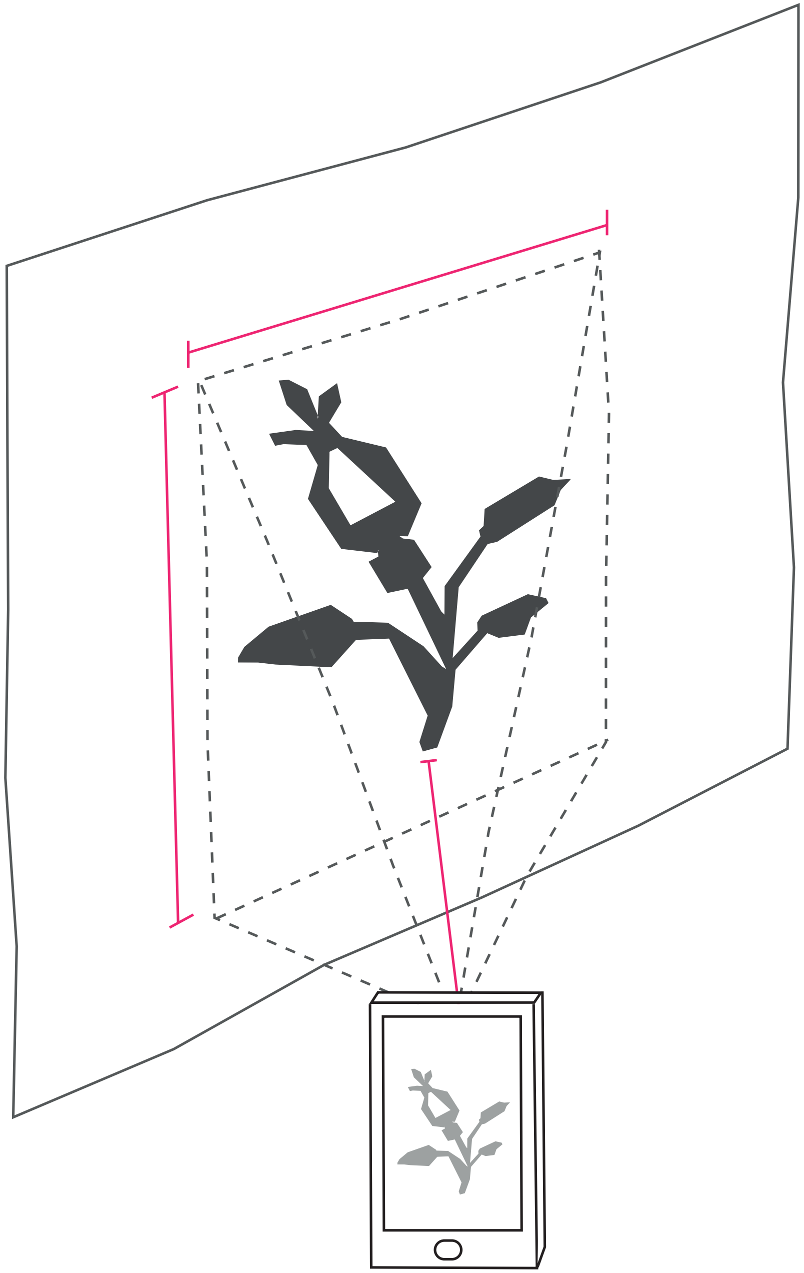
Technical Aspects

Problem: Localization of artwork

GPS location of phone is known, but for correct display of artwork in augmented reality, gps location of artwork is needed.

Distance, height and width is unknown.

So, artworks can not be correctly displayed on walls or other structures.



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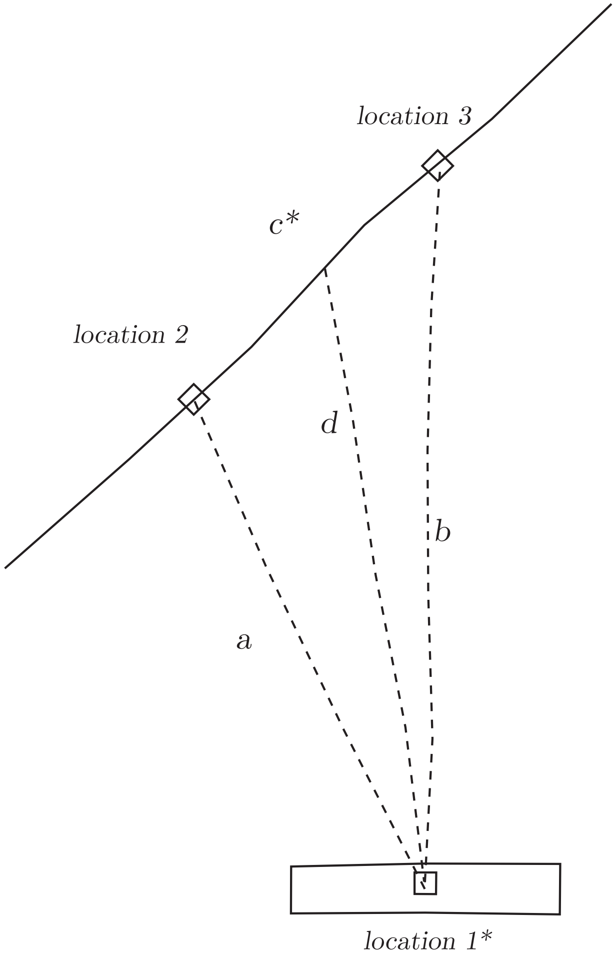
Technical Aspects

Solution: Using focal length, an estimate of the real space width and information of the direction to determine position of artwork.

$$d = \frac{\text{focal length (mm)} * \text{c (mm)} * \text{image width (pixels)}}{\text{object width (pixels)} * \text{sensor width (pixels)}}$$

With the knowledge of d, coordinates of locations 2 & 3 can be at least estimated.

Consequence: Space width has to be guessed by the user.



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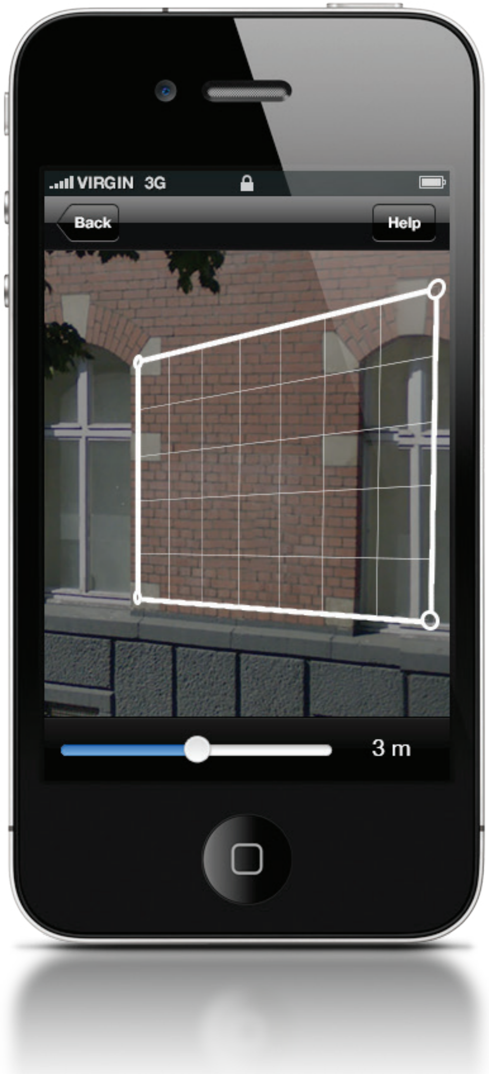
Technical Aspects



In the working space grid screen, a slider has to be implemented.

The user has to estimate the width of the real space.

The slider can be moved and the distance is shown to right.
Of course the help text is adapted, too.

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Manage & Monetize

Manage
Strong integration with facebook. Facebook app to manage, share artworks and community building. Mobile app is for discovering, not for directions or to function as a catalog.

Artworks are not permantly. Depending on love status, they are alive longer or shorter.

iOS devices only, because hardware is powerful enough and specs are known.

Monetize
Fee for premium urban spaces, e.g. central station, boulevards, popular places.

Additional creative tools and items, like stencils, brushes, patterns, colors which have to be bought.

Thank you