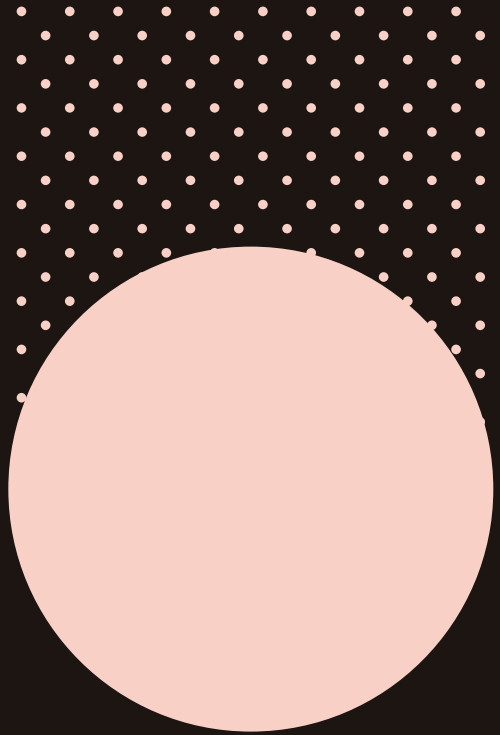


Final Project Presentation

The History of ROXFILM: An AR Experience

Team 4 - Benjamin, Emily, Francis, Laura
Community Partner Liaison - Alison Simmons

Value Hypothesis

The project showcases the accomplishments and rich history of the Roxbury International Film Festival through interactive augmented reality.

Project Vision

Upon research, talking with the community partner liaison, and learning more about ROXFILM, our team thought about how we could show the history and impacts of the film festival best using the Hoverlay platform.

We wanted to make our experience visual but informative and educational at the same time.

Overview

The user will follow the instructions of the first poster to start the experience. There are a total of 5 posters meant to be viewed in a linear fashion, with each poster providing information about different aspects of ROXFILM. The image matching feature in Hoverlay activates text and image pop ups which the users can view and read.

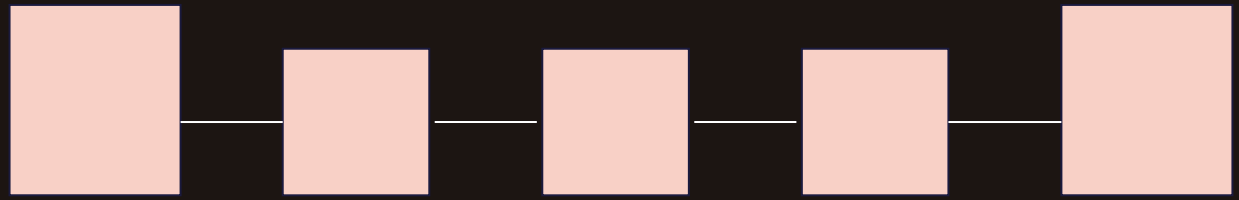
This experience was created with the multiple locations that the festival will take place in mind. The easy set up, requiring the five physical posters and easels, as well as the small space the experience needs, make it convenient and accessible for users to participate in the experience before they enter the festival.

Intended Audience

This project acknowledges that there are festivalgoers who are not experienced with using smartphones or the Hoverlay app. Thus, the interactive features in this experience are simple and incorporate easy-to-follow physical posters.

The intended audience is generally for any festivalgoers who are interested in learning more about the festival they are attending.

Overview Cont.
Layout of Posters



Intro

Includes basic information about how to download and use Hoverlay for the smoothest experience + QR code

History

Timeline to showcase the film festivals that occurred over the years since ROXFILM was founded

Celebrating People of Color Across the World

These two posters will show awards filmmakers received and notable films + the impacts this festival made in these categories

Women & Youth

Conclusion + Credits

Reviews and testimonies + credits of people who made ROXFILM possible

Platforms

Hoverlay

Wix

Features Used:

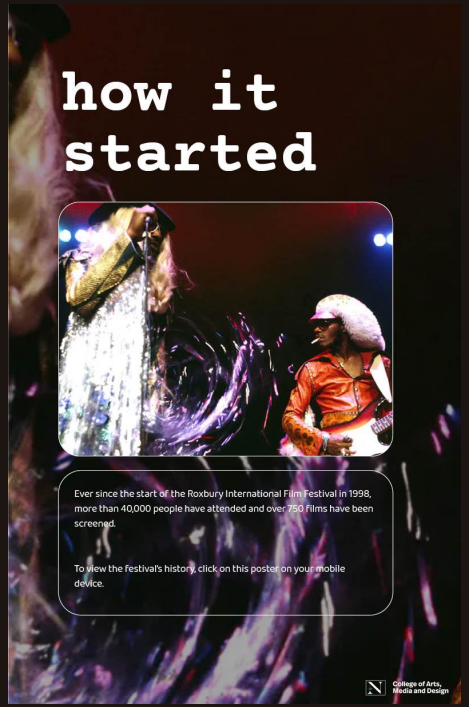
- Animated text and image
- Image Hover Overlay
- Sequences
- Browser Pop ups (Wix)
- Buttons

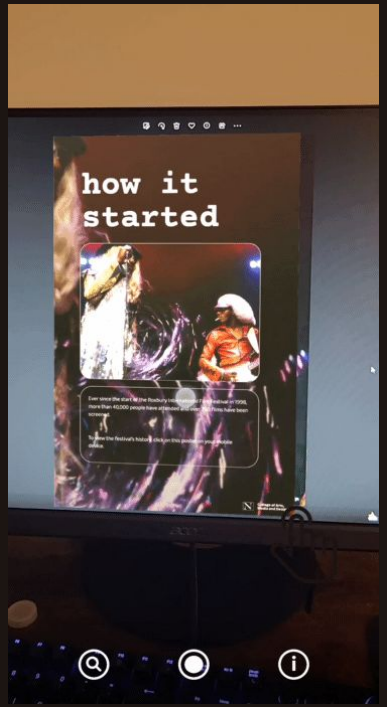
Hoverlay Design

Intro Poster

Hoverlay Design

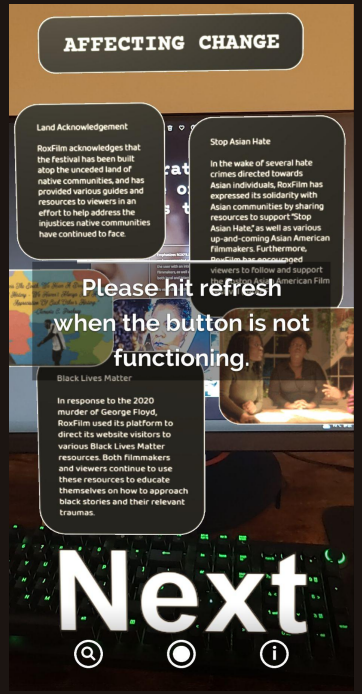
2nd Poster

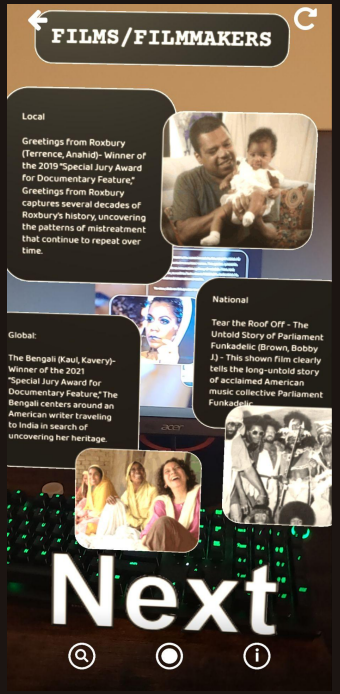




Hoverlay Design

3rd Poster

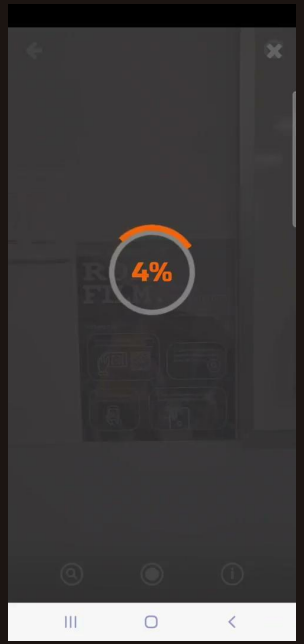




Hoverlay Design

Final Poster

Demo Video



Functional Prototype

Thank you!