AGATA

ARTISTIC DIRECTION WORKSHOP

Pipeline Documentation

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Start: 3 October 2025
End: 24 October 2025

Index:

1. Project Overview

1.1 The project and its goals

The *Aurelius Experience* is an interactive virtual reality showcase designed to let customers explore the *Aurelius Watches* collection in an engaging, story-driven way. Guided by a friendly robot presenter, users can learn about three watches — *Motion*, *Sync*, and *Depth* — each transforming the environment into a unique world that reflects its design and purpose.

The goal of the project is to transform traditional product presentation into an immersive experience, allowing users to connect emotionally with each watch and understand how it fits their lifestyle through exploration, interaction, and storytelling.

1.2 Company Description : Aurelius Watches

Aurelius Watches is a forward-thinking watch company that combines functional design, everyday technology, and storytelling. The brand's mission is to make quality timepieces that are accessible, durable, and meaningful — created for people who want a watch that fits their lifestyle, not their status. Each collection reflects a unique worldview, blending innovation with emotion. Through the *Aurelius VR Experience*, the company reimagines how customers explore and connect with products — transforming the act of choosing a watch into an immersive, interactive journey.

Solarpunk Watch – "Aurelius Motion"

Sport watch designed for running, tracking health, and outdoor activity. When selected, the world transforms into a **bright solarpunk landscape** — green architecture, sunlight, and renewable energy.

A sport and wellness watch for people who live actively — joggers, cyclists, hikers, or anyone who wants to take care of their health and stay connected to nature.
 The *Motion* blends fitness technology with eco-conscious design, representing the solarpunk vision of harmony between humanity and the environment.

- Solar charging panel integrated into the screen frame — reduces charging needs and supports sustainability.

- Lightweight recycled aluminum casing and vegan silicone strap for comfort during workouts.

- Built-in GPS and heart-rate monitor (Health assistant) for running and outdoor activity tracking.

- Hydration reminder & sunlight exposure tracker to encourage balanced outdoor habits.

- Weather-adaptive display that adjusts brightness and contrast according to sunlight conditions.

Cyberpunk Watch – "Aurelius Sync"

Smartwatch focused on AI connectivity, communication, and productivity.
The environment shifts to a **futuristic cyberpunk city** — data streams, glowing networks, fast movement.

A smartwatch for the connected generation — people who juggle messages, meetings, and multitasking every day.
 It embodies the _cyberpunk_ aesthetic not as dystopia, but as efficiency and creativity through technology.

- AI-powered assistant for daily routines — reminders, quick replies, navigation.

- Smart connectivity with phone, earbuds, and home devices (Bluetooth 5.3 / Wi-Fi).

- Voice-to-text and translation features for fast, on-the-go communication.

- Productivity dashboard showing tasks, notifications, and energy levels in one clean interface.

- Sleep, focus, and mood tracking for digital wellbeing.

- Quick-swap modular wristbands to express different personal styles.

Steampunk Watch – "Aurelius Depth"

Diving watch - durable, pressure-resistant, precise underwater timing.
The player is transported to a **steampunk underwater world**, full of brass submA.R.I.nes and floating bubbles.

A durable analog-digital hybrid watch inspired by the classic diver's timepiece.
 It's built for those who love adventure, travel, and hands-on experiences - whether that's actual diving or simply exploring the world with curiosity.
The steampunk aesthetic reflects the value of mechanical beauty, exploration, and reliability.

- Waterproof up to 100 meters: ideal for swimming, snorkeling, and everyday durability.

- Pressure and depth sensor for accurate underwater measurement.

- Scratch-resistant mineral glass with luminous hands for visibility in low light.

- Hybrid analog-digital display combining precision and classic design.

- Compass and barometer for explorers and outdoor enthusiasts.

- Stainless steel case with brass finish, evoking a steampunk-inspired industrial look.

1.3 Client description

The _Aurelius_ customer is part of the modern general public — active, curious, and expressive. They are students, professionals, travelers, and creators who value design, functionality, and individuality. They seek products that feel personal and purposeful rather than exclusive or expensive. Whether it's the energy of the _Motion_, the connectivity of the _Sync_, or the reliability of the _Depth_, each watch speaks to a different facet of their everyday lives — helping them find the timepiece that matches _who they are_ and _how they live_.

Client profile: Ideal client persona

Avatar: Mark
Hobbies: gaming, merch collection, shopping
Special interest: video games, anticipation fiction, animation cinema, techwear

Demography:
Personnal: 25, upper middle class, single
Professional: part time student, part time job in IT (~1500 eur/year)
Environment: access to WiFi and computer, works from home, mostly behind a screen
Psychological: mild social anxiety, difficulties interacting with others, affinities with technology, chronophobia (fear of wasting time)

Objective, what is the client's goal in buying our watch:
The satisfaction of growing a collection with limited edition product from a renown brand, accomplish a fashion endeavour buy buying an aesthetically pleasing watch, attract with an original design and a niche style similar minded people's attention: make human connections, make purchase in no time

Scenario:
Mark wants to buy a new semi-luxury watch but is dissatisfied with modern minimalism styled products. Fascinated by the punk futuristics aesthetic of his favorite games and movies, he looks for a quality brand with original designs. Uneasy with social interactions, he is hesitant to visit a shop in person, and browse for choices online, yet hopes that caring for his fashion tastes will ease interactions with others. Aurelius gives him the opportunity to experience real time advice and presentation of watches of his desired designs from his computer in the comfort and privacy of his own home, without losing time going to a physical shop.

Aurelion — Collecting Moments in Time
Concept
Aurelion is not a luxury brand in the traditional sense.
It is a **collectible universe of watches**, where each edition is designed as an **art piece that captures memory, emotion, and imagination.**
Philosophy
Every watch is a **fragment of a story** — tied to a specific time and place, yet reimagined through a unique aesthetic lens.
Cyberpunk, Steampunk, Solar Punk... each collection transforms time into a different narrative world.
Limited Editions
Each collection is released in **small numbered series**.
Once sold out, the design is never reproduced.
This makes every Aurelion watch not just a tool of timekeeping, but a **memory artifact** and a **collector's treasure**.
The Role of Emotion
When you wear an Aurelion watch, you don't just check the time —
you reconnect with a **moment**, a **feeling**, a **world**.
It's about remembering where you were, who you were with, and the story behind that instant.
Example Collections
Cyberpunk: "Neon Eternity"
The memory of cities alive with neon and rain, where every tick feels like the beat of an underground world.
Steampunk: "Chronos Machina"
A time capsule of gears, steam, and brass — a memory of an alternate past where time was powered by imagination.
Solar Punk: "Aurora Vitae"
A celebration of light, nature, and harmony — a memory of a world where time flows with the rhythm of life and renewal.

2. Team & Budget

- Team members and roles

The team is composed of six generalists, who all take part in the design, 3D modeling, animation, FX, UI/UX, and artistic development.

Communication is operated through Teams and Discord, while several collaborative tools are to be used : moodboards, concepts and rough ideas on Miro, asset list and task repartition on Google Sheets, Pipeline Documentation on Google Docs, assets shared on notion and Drive, and Unreal levels shared on GitHub.

Links:

Miro: https://miro.com/app/board/uXjVJ_kzbo0=

Asset list: ⊞ Asset_List_P-P-PUNK

Drive: 🖼 Assets

Pipeline document: 📄 Punk Punk Punk Pipeline Documentation

Figma:
https://www.figma.com/slides/wNwJCARGsqpKwWW8xMEI8f/Aurelius?node-id=3-97

Task repartition:

Estelle on moodboards, environments concept arts, assets modelling and texturing, assets integration and blueprint on the solarpunk environment, FX

Clément on blocking and modelling of the default shop, integration and blueprinting, UI creation, FX

Rotem on scripting, storybuilding, workflow chart, characters modelling, rigging and animating, animation integration and blueprinting, and pipeline documentation

Thomas on watch concept art and brand creation, cyberpunk environment assets and blueprint

Maria on moodboards, steampunk environment direction, assets and integration, and presentation document

Saraswati on character design, assets and watch modelisation, character block-out animation and pipeline documentation

- Working days and daily salary

Daily salary per team member: ≈ 400 €

Team daily cost (6 members): ≈ 2,400 €

Duration: 20 working days

- Total budget:

≈ 48,000 €

3. Workflow Steps

3.1 Assets List

Watch Shop Interior
Main environment where the experience begins. Includes the full 3D model of the shop interior with walls, lighting, and the round display desk. Visual details include holographic surfaces, brand signage, digital screens, and three main watches displayed on pedestals. Decorative 2D and 3D elements—such as posters, wall textures, and soft ambient lights—establish the modern, futuristic tone of the brand.

Robot Presenter
Fully modeled and rigged 3D robot character acting as the user's guide. Includes animated gestures, facial screen expressions, and glowing body details. Visual textures and interface-style graphics appear on the robot's display to enhance its personality and link it to the Aurelius brand aesthetic. The robot has several minions that look like a smaller version of him. They are all over the watch shop working and cleaning.

Solarpunk Environment
A bright, nature-inspired world that reflects balance and vitality. Includes stylized 3D architecture with solar panels, curved glass domes, plants, and open plazas. Soft green and gold tones dominate the color palette. Supporting assets include environmental textures, light flares, and eco-themed signage that emphasize sustainability and movement.

Cyberpunk Environment
A vibrant nocturnal futuristic city full of holographic light and vertical depth. Includes tall 3D buildings, glowing billboards, and reflective surfaces. Animated holograms, signage textures, and data-stream overlays highlight the theme of connectivity and speed. The color palette centers on blues, purples, and pinks to evoke a digital atmosphere.

Steampunk Environment
An underwater-inspired mechanical world with a steampunk tone. Includes 3D

models of brass structures, gears, pipes, and floating bubbles. Textures feature metallic finishes, aged patinas, and glowing gauges. The environment blends industrial materials with deep blue lighting to represent reliability, craftsmanship, and exploration.

Watches Collection

Three detailed 3D watch models: *Motion*, *Sync*, and *Depth*. Each includes its own textures, color materials, and distinct design identity matching its environment. Also includes simplified holographic versions for display in the shop. Branded 2D visuals such as logos, dial markings, and icons are integrated for consistency.
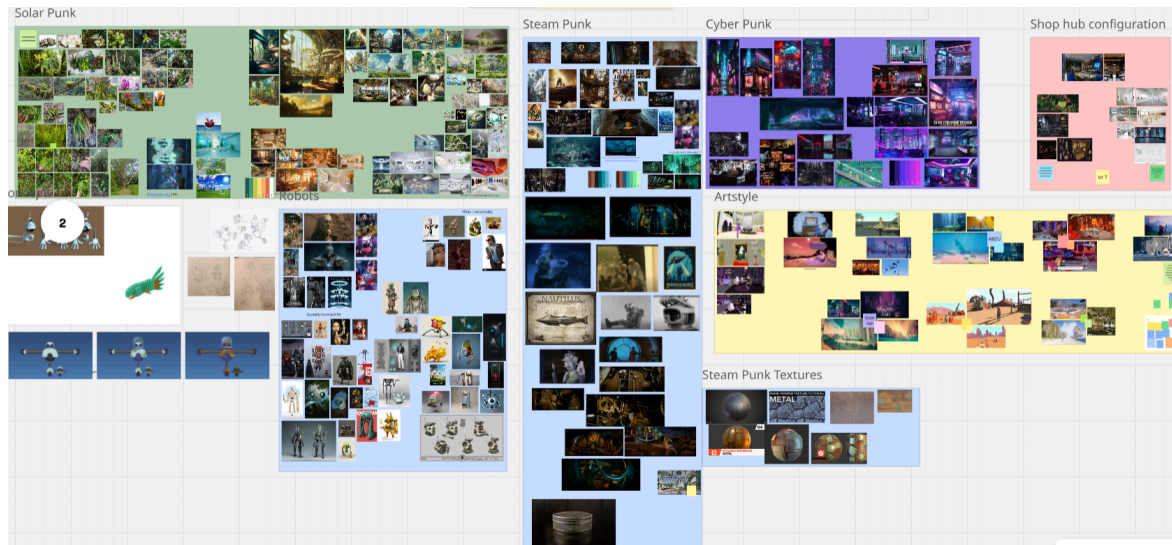
Branding & Visual Elements

Logo animations, color palette references, typeface textures, and decorative brand graphics used throughout the environments. These assets tie all scenes together visually and maintain a cohesive brand identity within the VR experience.

CATEGORY	ITEMS	STATE EP1	ASSIGNEE EP 1	PRIO		
GAMEPLAY/UE	BLOCKOUT BASE SHOP	TO DO		MUST HAVE		
GAMEPLAY/UE	BLOCKOUT CYBERPUNK	TO DO		MUST HAVE		
GAMEPLAY/UE	BLOCKOUT SOLARPUNK	TO DO		MUST HAVE		
GAMEPLAY/UE	BLOCKOUT STEAMPUNK	TO DO		MUST HAVE		
GAMEPLAY/UE	MASTER MATERIAL	TO DO		MUST HAVE		
GAMEPLAY/UE	CHARA CONTROLLER	TO DO		MUST HAVE		
GAMEPLAY/UE		TO DO		MUST HAVE		
GAMEPLAY/UE		TO DO		MUST HAVE		
GAMEPLAY/UE	INTERACTION OBJ	TO DO		MUST HAVE		
GAMEPLAY/UE	INTERFACE FONCTIONNEL	TO DO		MUST HAVE		
GAMEPLAY/UE	SOUND DESIGN	TO DO		MUST HAVE		
CHARA	STORY AND DIALOGUES	WIP		MUST HAVE		
CHARA	RETOPO CHARA/UV CHARA	TO DO		MUST HAVE		
CHARA	TEXTURE CHARA	TO DO		MUST HAVE		
CHARA		TO DO		MUST HAVE		
CONCEPTS	CHARA	TO DO		MUST HAVE		
CONCEPTS	CONCEPTS PROPS	TO DO		MUST HAVE		
CONCEPTS	THUMBNAILS	TO DO		NICE TO HAVE		
CONCEPTS	CONCEPT(S) FINAL (ambiance globale)	TO DO		MUST HAVE		
CONCEPTS		TO DO		MUST HAVE		
UI/UX	MAIN MENU ?	TO DO		MUST HAVE		
UI/UX		TO DO		MUST HAVE		
UI/UX	INTERFACE IN GAME	TO DO		MUST HAVE		
UI/UX	TRANSITION ENTRES SALLES	TO DO		MUST HAVE		
UI/UX	FEEDBACK INGAME (interaction)	TO DO		MUST HAVE		

FINAL WEEK | BaseShop | CyberPunk | SolarPunk | SteamPunk | Robot | Animations | Watches | **ART TASK COMMUN** | NOMENCLATURE

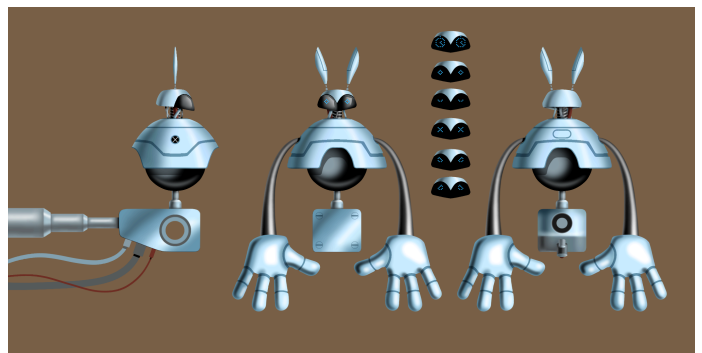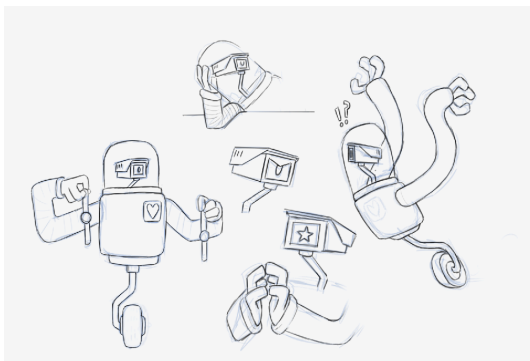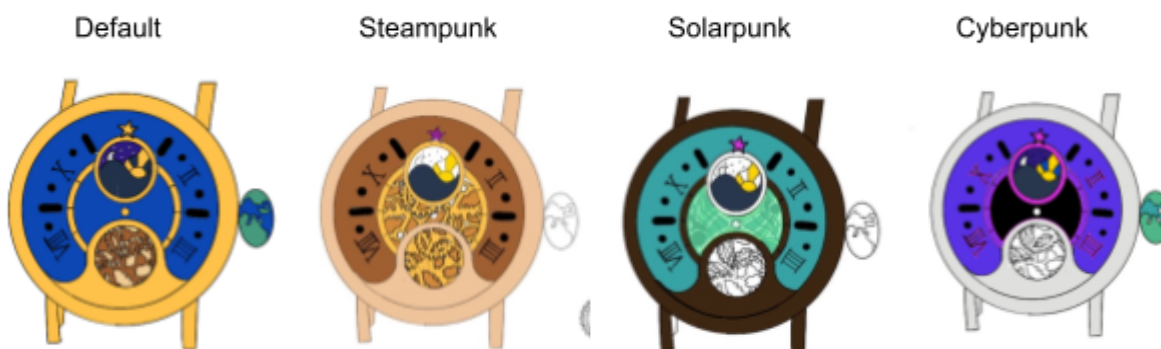## 3.2 Concepts

Mood Boards:

Miro: https://miro.com/app/board/uXjVJ_kzbo0=/

Concept art:

<u>Robot:</u>

<u>Watches:</u>

Steampunk environment:

Solarpunk environnement:

Cyberpunk environnement:

3.3 Script

1. **Intro Sequence**

(Fade from black) The player starts the experience in an elevator, after heA.R.I.ng a "Ding!" sound the elevator doors open and the player walks into the watch shop. A robot is standing behind the table in front of us, and a couple of small robots are working around the shop in different tasks.

Main_robot Animations: Idle 01 → Activate → Wave → Talk → Idle 01

Dialogue: *"Ah! A visitor. Welcome to Aurelius Watches Inc.* (told in even more robotic voice, like a recording announcer) *I am A.R.I, your Aurelius Retail Interface. May I show you our newest collection? - Wonderful!"* (Without waiting for an answer).

2. **Watch Display**

A.R.I circles the player and puts three watches on the three tables. the small robots and running away to not get run over.

Main_Robot Animation: Idle 01 → Getting the watches → circling the tables and showcasing the watches → Talk Idle 01 → Idle 02

Dialogue: *"Activating presentation mode".* as the robot circles the room he says: *"Aurelius newest collection: Motion. Sync. Depth".* When he finished putting the watches: *"Showcase protocol stable. No errors detected. You may applaud internally."*

3. **Watch selection**

The player engages with one of the three watches, when pressing on it, the watch disappears in a VFX flurry and appears on the player's arm. Then the room transitions to a new environment.

Player animation: Checking the watch on his arm (F key).

Main_Robot Animation: idle 02 → Transition (depends on the pick) → idle 03

Dialogue Solarpunk: *"Great choice, The Aurelius motion is…Ahhh!"* (as the room transitions, A.R.I find mushrooms sprouting all over him) *"…oh. It's just a mushroom* (he says as he plucks it off) *Perfectly natural… and sanitary."*

Dialogue Steampunk: *"Ohh, this is a good one. it's one of my mmumujururuurrrr-"* (as the room transitions with water, A.R.I. is floating up in the water and then grasps for air when the water drains) *"Ahh, everything is fine! im completely waterproof"*

Dialogue Cyberpunk: *"You chose the Aurelius Sync-"* (as the room transitions with neon light and holograms) *"You may feel a mild loss of individuality, but our development team assures me that it passes"*

4. **New Environment**

The player and the robot are transported to the new environment based on which watch they pick. They are now free to check the watch on their hand, and to go around the room and engage with **"information orbs"** around that project facts about the watch. Each time an

orb is engaged the text will be read out loud by the robot. The player can engage directly with the robot and it will ask him if he wants to buy it or change back to the watch shop.

Player animation: Checking the watch on his arm (F key).
Main_Robot Animation: idle 03 → Talks (depends on the orb) → idle 03 → Talk (Buy) / Talk (Change back).

5. Buying the watch

If the player is satisfied with the watch, he can approach the robot. a prompt pops up saying *"Buy the watch"*. If he continues, the room changes back to the normal one.

**Main_Robot Animation:** idle 03 → Talks → idle 04

Dialogue: *"Purchase confirmed. deploy confetti"* (confetti begins to fall from the ceiling). *"We here, in Aurelius Watches Inc,* (told in an even more robotic voice, like a recording announcer) *"would like to congratulate you on your highly advised purchase. We hope your statistically achieved customer satisfaction will bring you back for more."*

[The player begins to rise up as a beam of light engulfs him; small robots cheer and clap.]

"Please remain still while we finalize your payment to… wherever you're going next. On behalf of Aurelius Watches Inc, (told in an even more robotic voice, like a recording announcer)*, thank you for your time, and any other assets we may have collected."*
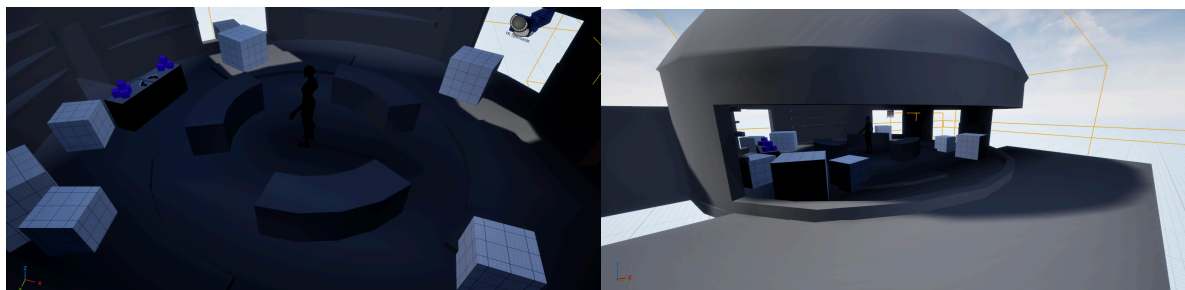
3.4 Flow-Chart
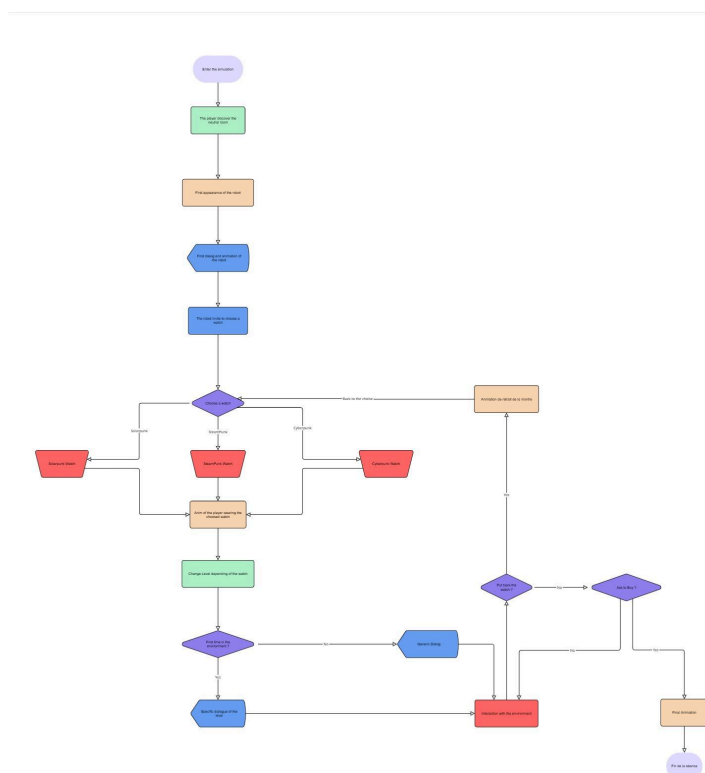
3.5 3D Layout

Basic low-poly models for the scene:

A neutral and circular room setup that can be furnished to fit each environment

Basic camera and lighting setup
As the camera is the point of view of the user, it will mainly be central to the room, to facilitate a global view as the user spins around to explore each environment.

Some adjustments will be made to fit both the first person version and the VR experience. Most of the environments are using three-point lighting system with Key, Fill and Rim lights.
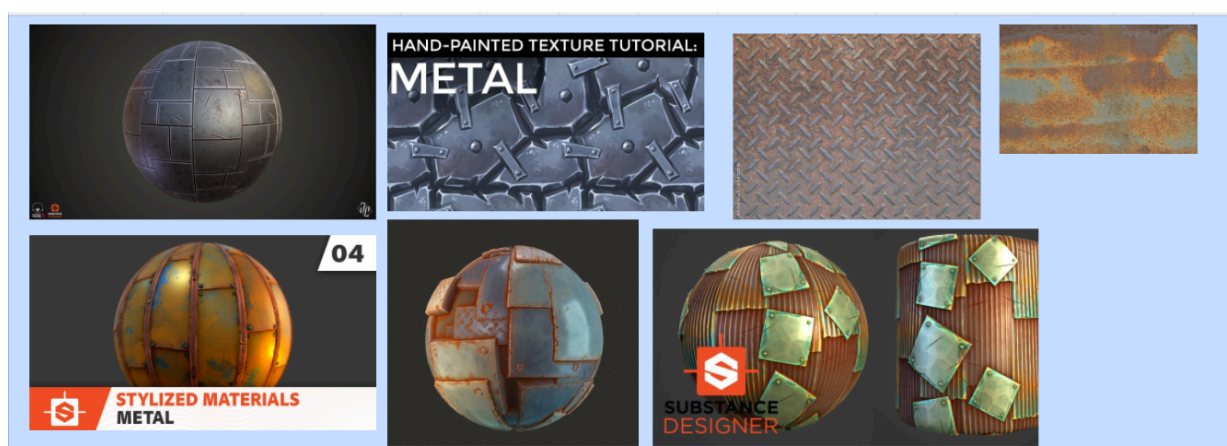
3.6 2nd Designs

Refinement of the first designs based on storyboard feedback
A hierarchy in priority of each task to be done was set in place.

Focus on textures, proportions, colors, and lighting
Materials added on textured meshes, color matching the assets with each other and the environment.

3.7 Basic Animation

Blocking of animations

The robot character has to move in a fast and snappy way, opting for a somewhat cartoony style of animation, in order to optimize the time given, and fit the comedic delivery of its lines.

The robot's minions need to fit the cartoony style while accentuating it because of their smaller frame and more stylised and exaggerated features.

1. A.R.I. introduction scene: shut down, then eyes slowly blink on. raises head first then whole body suddenly animates. His entire body shakes from wheels to head and all the members fall in place, one hand on top of the other. A.R.I. moves a bit forward in a slight curve, then starts talking enthusiastically: first waves hello, then opens his arms in a welcoming manner, talks a lot with his hands, lipsync is replaced by head nods. He presents himself with a gracious spin. then offers to show the new watch collection by sliding to the side to invite the player to walk in with his hand. goes to waiting idle.

2 A.R.I. shows the watches: Player has walked in a specific circle in the middle of the room, triggering the next robot scene: A.R.I. circles the player, excitedly flailing his arms behind, then stops behind a desk, and disappears behind to look inside, bonus if we can make him throw objects away/send objects flying. he then triumphantly springs up, holding 3 boxes in his hands, and rushes back in front of the tables, placing each box on them. he slides to the side again, and with a snap of his fingers the boxes open themselves. A.R.I. goes to waiting idle.

3.A.R.I. reaction to watch selection. joins hands as he gets close to the watch "You really do have quite the eye! why don't we give it a try?" he passes his hand over the watch, which disappears, only to reappear on the player's hand. A.R.I. shoos with his hand: "go ahead, take a closer look!". Goes to the respective scene depending on the choice.

4.A.R.I. Solarpunk scene: enthusiastically circling the player starts presenting the watch, but suddenly springs up in a pained hurry, then stops to look at his newly covered in mushrooms body. he stays stunned for a beat, arms slightly raised and open , then carefully plucks one to inspect it closer, then brushes off the situation by throwing it over his shoulder. goes on about the watch and goes back to waiting idle.

5.A.R.I. Steampunk scene: A.R.I. starts introducing the watch while trying to act nonchalant and cool by leaning against a wall, not realising his elbow is pressing his entire body weight on a lever, floods the room. The current drags A.R.I. all around the room, trying to stay afloat as he flails his arms in the air. Once the water is drained, he is projected face first on the floor. He mumbles as he slowly gets up and brushes himself off, then goes back to his customer service enthusiasm while assuring the player that he is waterproof and doing perfectly fine. He finishes presenting the watch and goes back to waiting idle.

6.A.R.I. Cyberpunk scene: A.R.I. is standing straight in a stern and serious pose (think agent smith from matrix) as he introduces the watch. As the light turns to neon he puts on sunglasses (optional) and keeps speaking as he approaches the player in a much more rigid and robotic way as he keeps talking. He then goes in waiting idle.

7.Choice: A.R.I. offers to the player to either keep browsing (he holds out one hand towards the watches) or to buy the watch of his choice (he holds out his second hand towards the watch on the player's wrist). The next scene depends on choice.

8.A.R.I. watch switch: As A.R.I. gets uncomfortably close and asks the player if he's still not satisfied, he offers to try more watches by opening his hands towards the table. Goes back to waiting idle.

9.A.R.I. waiting idle: neutral pose, bonus if his head follows the player, look-alive through "breathing" or wobbling

10.A.R.I. fidgetty hands idle: plays when the waiting idle has played for a certain time

11.A.R.I. waiting idle breaker: could be wiping dust off chest, or stretching and closing fingers impatiently

12.A.R.I. talking idle

13.A.R.I. thinking idle

14.minion "walk"cycle/moving around

15.minion bumping into something

Real-time tests
Some rescaling of the models, especially the robot, had to be made in order to banish discontinuities between animations once imported into unreal.

3.8 FX & UI

**Visual effects (particles, lighting, transitions)**

Transitions between environments through fog FX. Fishes holograms swimming through the room

Clear and user-friendly interface

As the player approaches each watch, they are given the option to select it, as a screen appears to show deeper information about the product. The experience is easy to navigate and accessible to both azerty and qwerty users, and made to feel like an interactive and enjoyable exploration.
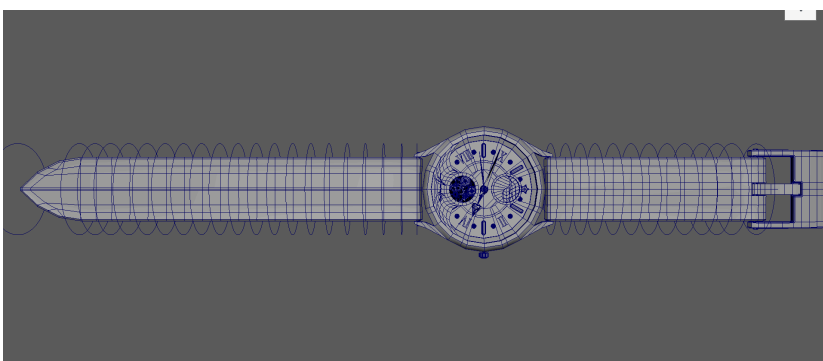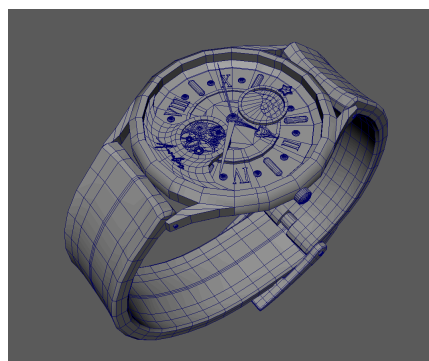
3.9 Advanced Animation & Final 3D Work

Final 3D models

Concept for robot punk variants
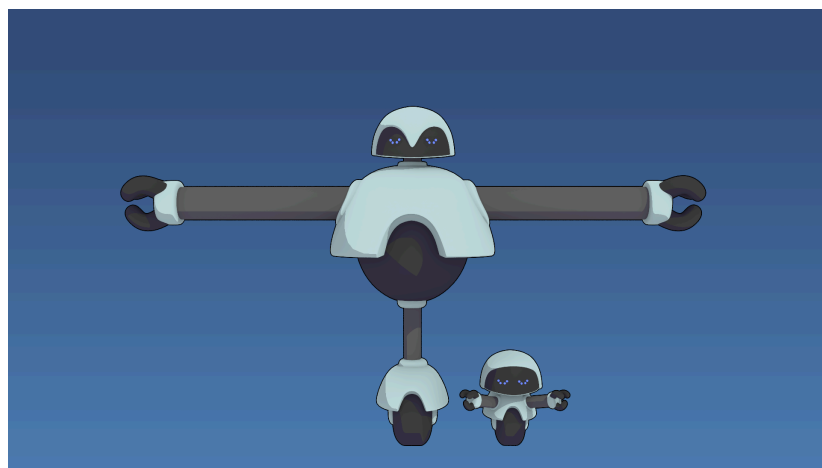
A simplified and round design with a friendly appearance and expressive digital eyes, movement operated on a single wheel to facilitate animation, stretchy and extensible arms for comedic cartoony effect, build and rigged on Blender
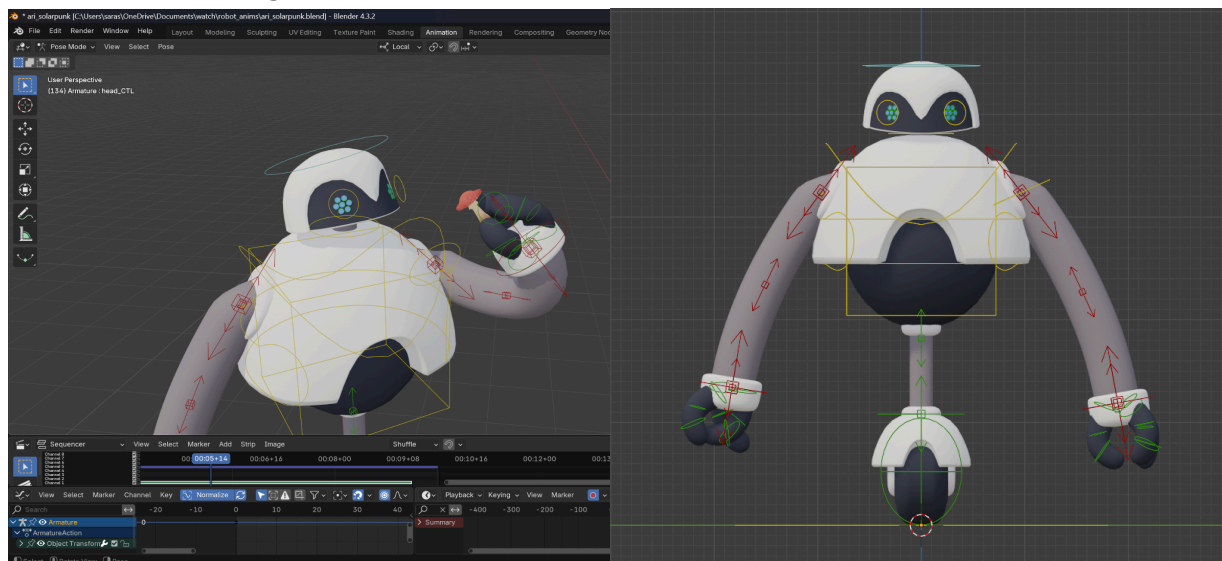

A classic leather strapped watch with graphic and colored reminders from all 3 environments, modeled and rigged on Maya
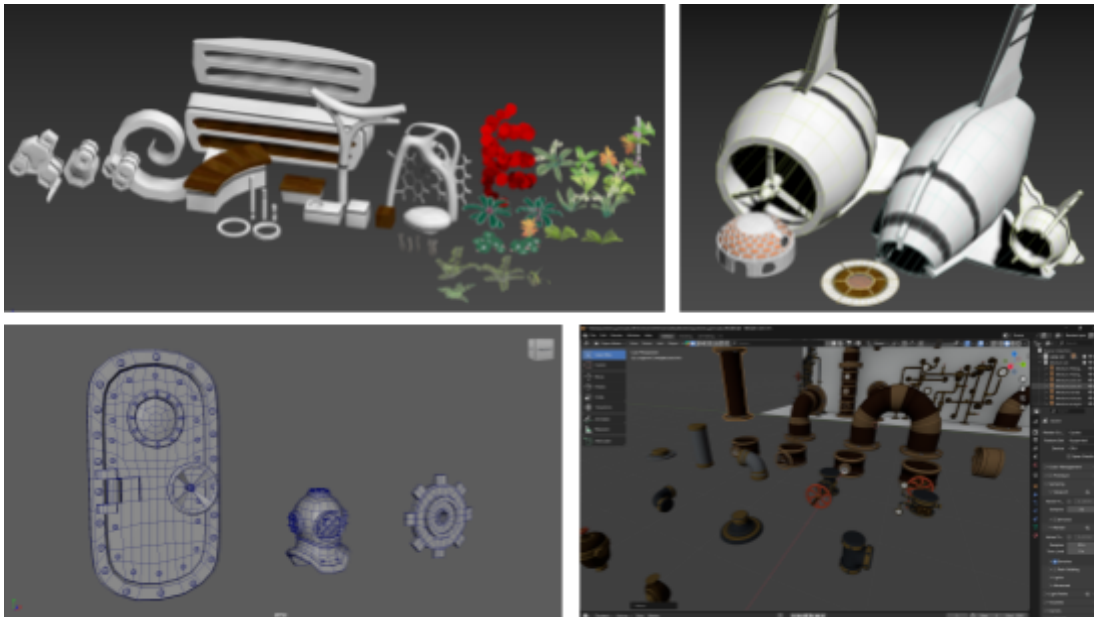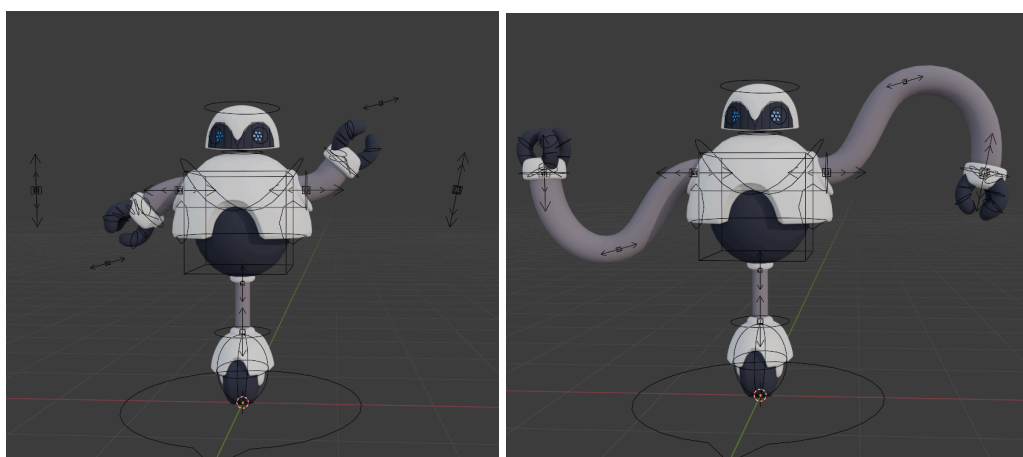
Textures and visual homogeneity

Character rig setup

The project has two characters, A.R.I the big humanoid robot. and several of his minions that share the same rig and model. The rig for both of them was created with the built-in rigging system of Blender and with the addon Rigify to generate the controllers of the rig.


The non-standard thing about the rig is the ability that the robot has to fold and stretch his arms. We knew we wanted to create a cartoony character, with animation that creates a contrast between its mechanical and bureaucratic personality to his extremely emotive movements and poses. So a lot of work was done to allow his arms to stretch and contort (with three controllers that govern the curvature of the arms). There is also a dedicated control (located on both arms) for his ability to retract his arms into his body.

Final lighting

Each environment had to keep a distinct visual environment mainly through colors and most importantly lighting:

-Solarpunk with bright sunlit daylight in yellow and green hues

-Cyberpunk with a darker nocturne environment and neon lights in fuchsia and cyan

-Steampunk in rusty oranges with dimmed blue light and water reflections
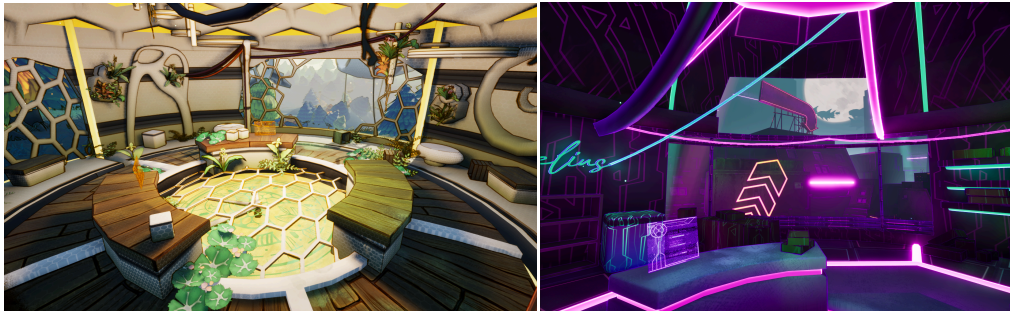
FX integration

## 3.10 Dev Work & Final Render

Structuration of the project

To ensure efficient organisation and optimal project production, we opted for the GitHub platform.

This enabled us to work on Unreal simultaneously to achieve our goals. However, to avoid conflicts when merging everyone's work, several rules must be followed.

To this end, we have structured our project files so that they do not interfere with each other. For instance, the files for each environment are contained in folders dedicated to their development, and each folder has a designated person working on it.

Tree file of the project :
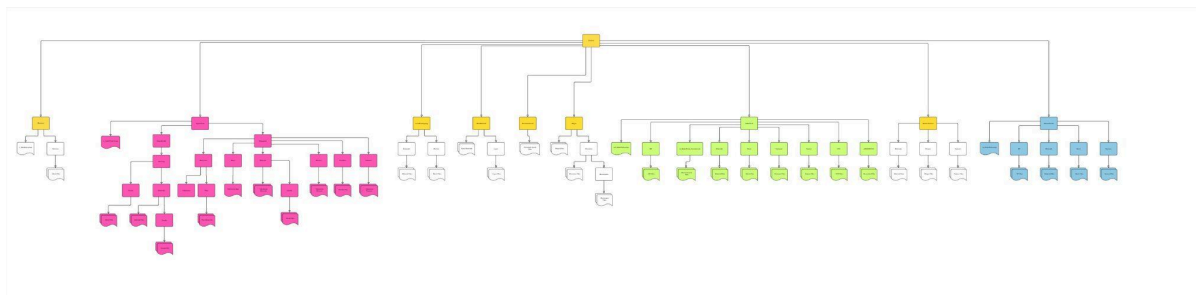
We also implemented a persistent level to merge the entire group's work, which allowed us to add everyone's environments in the same place as sublevels.

Once this structure was in place, we could implement all the game mechanics and scenarios without disrupting the world-building work.

Real-time coding and integration

In order to enable everyone to understand how the code works effectively, clear and flexible code had to be created so that new features could be added without the need to master all the existing functions.

To achieve this, we employed the black box programming technique. This technique involves isolating inter-function calls by prioritising independent actor classes that generate events interpretable by other classes.

To facilitate their use, we limited the number of blueprint actors by ensuring they were instantiable. This meant that the world-building team could use only instances of the same objects, preselecting their behaviour and appearance while optimising the code and minimising redundant parts.

This structure also enabled us to easily stage the scenario defined by an interaction diagram and a script.

For example, A.R.I. The robot incorporated all the actions we wanted to include, and it was straightforward to incorporate new interactions as necessary. To activate these interactions, we could easily create a context based on the player's progress to trigger the event. All of this is organised separately, so one element does not depend on the other. The player does not know how the robot works, and vice versa.

The presentation scenario from A.R.I Blueprint
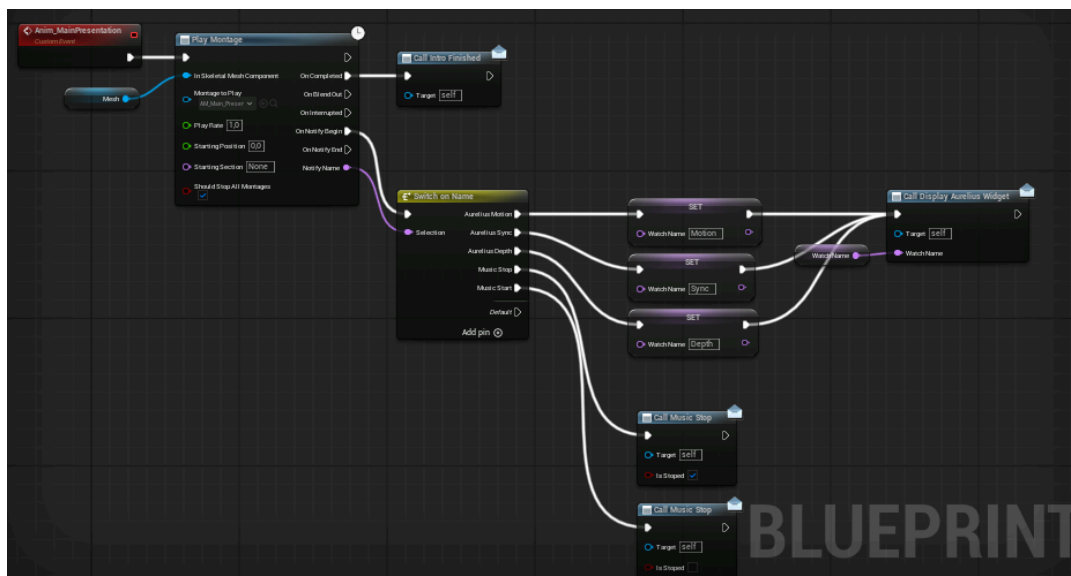
This solution not only makes the code more readable and flexible, but also allows it to be independent of the project and therefore reusable.

4. Nomenclature & File Management

asset list: ⊞ Asset_List_P-P-PUNK

File naming system

	Nom Complet	Notes	Infos supplémentaires
SM	Static Mesh		-Type d'objet_Nom d'objet_Type additionel
UCX	Collision		-tjrs au singulier
SKM	Skeletal Mesh		-Jamais terminer avec un numéro
LVL	Level		-Si il y a plus de 256 characters, UE crash (nom plus l'adresse du dossier)
SLVL	SubLevel		
ANM	Animation		
SL	Sequence Level (Sequencer)		
BP	BluePrint		ex: SM_BlueChair
WBP	Widget BluePrint		T_BlueChair_NRM
BPL	BluePrint Light		SM_Floor_128x128x16_small
NS	Niagara System		
PPM	Post Process Material		
MPC	Material Parameter Collection		
MF	Material Function		
M	Master Material		
MI	Material Instance		
T	Texture	ex: T_wood_BC	
BC	Base Color		
NRM	Normal		
H	Height		
AORM	Ambient Oclusion, Roughness,Metalic		
ALPHA	Opacity Mask, Alphas		

5. Conclusion and analysis

The overall goal of this experience was to introduce Aurelius' new watch collection through an interactive application, with original and innovative elements in order to keep the user interested, and perhaps encourage a purchase.

Our main concept depended on a journey through three different environments each connected to a watch's attributes.

In the name of Aurelius, we aimed to sell more than simple products: we're offering new emotions and unique memories, implying a target audience with an eye for novelty and creativity.

We hoped to achieve user entertainment through a specific visual identity (3D models, textures, colors, lights, animation, FX), a compelling storyline (scripts, dialogues), a fitting sound environment (music, voicelines), and interactive features (UI, intractable assets, mobility of the point of view camera), as well as an original concept and idea.

Most of our top priority objectives were met, despite a perhaps too ambitious start concept.

The jump from pre-production to actual production was very quick, which, if leaving us with little concepts and risked hindering style cohesion, allowed us to work faster and produce a finished project. Our initial task repartition bore fruit as each member had the opportunity to bring their own set of skills and mastery of needed programs to the work and to contribute to the completion of the final product.

Unreal proved itself to be the most relevant program in the creation of this interactive experience, although modelling, rigging and texturing were also accomplished on Autodesk Maya, Blender & Substance.

Using collaborative tools like Google Sheets, Docs, Miro, Notion and Github has eased communication and helped in productivity, allowing us to access everyone's work promptly.