



## Proposal Assessment 2.2:

‘Your Enlightenment’

Final Creative Artefact and Written Reflection

### Digital Project 2

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Coverpage image depicts a woman in prayer position saluting the sun (Author's own 2021, unpublished)

## 1. Final Creative Artefact

My intention in undertaking Digital Media Project 2 was to produce an interactive mobile application prototype for the brand identity 'Your Enlightenment'. This prototype would encapsulate the process of becoming an enlightened and spiritual being, and would be developed inside Adobe XD in two distinct working formats, smartphone (iPhone 12 390 x 844) and tablet (iPad Pro 768 x 1024).

### 1.1 Deliverables

All audio and video based deliverables were created by myself. The assorted case studies, scripts and other documentation listed within Appendix A of this document were used purely as reference sources; the only exception to this rule being the five hypnotherapy audio recordings which were based upon real scripts (Anon 2021a; Anon 2021b; Anon 2021c; Anon 2021d & Anon 2021e). Soundtracks by AJ Churchill (2021a; 2021b; 2021c & 2021d) were included in all of the MP3 soundscapes.

Prototype Section	Length	Title
Daily Practices	01:20 minute	Nature Walk
	01:50 minute	Grounding
Lessons	01:30 minute	Are You an Awakened Being?
	02:10 minute	The Meaning of Enlightenment
	02:10 minute	Control Your Thoughts Not Your Mind
	02:10 minute	The Meaning of Happiness
Readings	01:30 minute	The Wolf and the Lamb
	01:10 minute	The Bat and the Weasels
	01:00 minute	The Ass and the Grasshopper
	01:10 minute	The Lion and the Mouse
Meditate	01:00 minute	The Charcoal-Burner and the Fuller
	02:35 minute	Our Dreams Meditation
	02:35 minute	Our Hopes Meditation
	03:10 minute	Our Fears Meditation
	02:10 minute	Our Loves Meditation
Podcasts (Hypnotherapy)	02:50 minute	Our Family Meditation
	02:50 minute	Healing Visualisation and Restoration
	04:40 minute	Drift Off to Sleep
	03:30 minute	Cosmic Journey
	02:30 minute	Release Anxiety
Mind Special Activities	03:10 minute	Insomnia
	02:30 minute	Five Moves to Mindfulness
	01:40 minute	Aura Projection
	04:10 minute	Body Awareness
Body Special Activities	05 :00 minute	Tension Release
	02:50 minute	Healing Herbs and Spices
	01:30 minute	Healthy Beverages
	01:20 minute	Tyrosine Rich Foods
	01:40 minute	Removing Environmental Toxins
Spirit Special Activities	02:00 minute	Wholefoods Elimination Diets
	02:00 minute	Chakra Balancing
	01:40 minute	Chakra Cleansing
	02:00 minute	Crystal Healing and Therapy
	02:30 minute	Life-Force Energy Centers
	01:50 minute	Chakras and the Planets

Two step-based activities with audio components can be found within the *Daily Practices* (Yoga Basics: Sun Salutation) and the *Mind Special Activities* (Deep Breathing: Inhale Exhale) sections.

Only the first option is active on the *Your Podcasts*, *Your Readings*, *Your Mind Activities*, *Your Body Activities*, and *Your Spirit Activities* menus. The first option on each of these menus will lead to a fully operational sub-menu.

Appendix A of this document contains a Copyright Material Log for all materials used, or referenced within the prototype that were not created by myself.

## 1.2 Prototype Links

Smartphone Prototype link :

<https://xd.adobe.com/view/3672b651-1720-4e36-bd4e-fc53872c78ea-6321/?fullscreen&hints=off>

Tablet Prototype link :

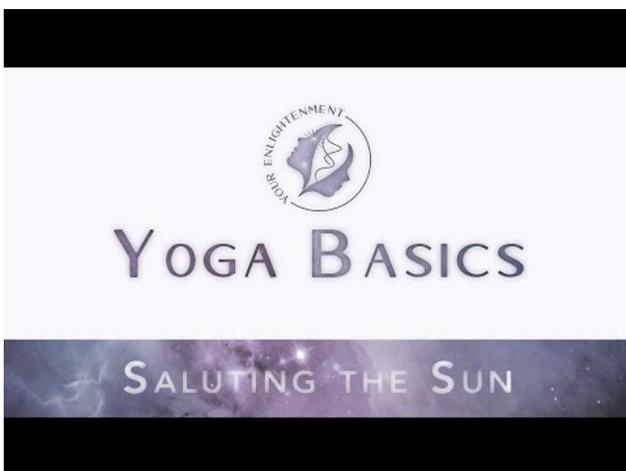
<https://xd.adobe.com/view/a23306be-dc99-4902-81db-8e7b66e20932-f760/?fullscreen&hints=off>

## 2. Written Reflection

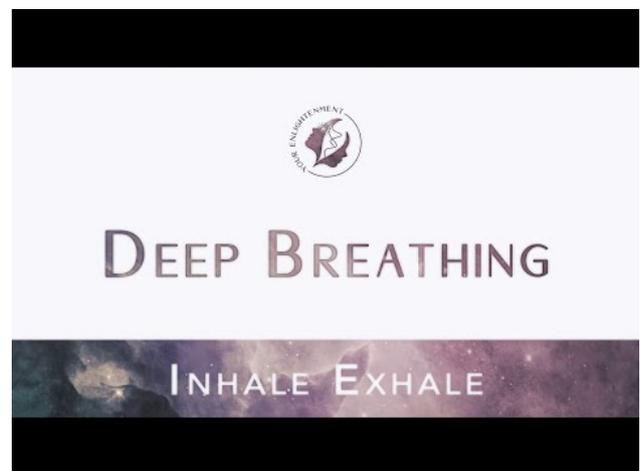
### 2.1 Project Development and Outcomes

The peer and course coordinator feedback received between weeks 4 and 8 of the course suggested that the prototype should reflect mixed case lettering to fix readability issues, shadow effects should be minimised to present a more on trend flat design and that more engaging articles be researched and created. Incorporating the suggestions above in the final creative artefact led to a change of our main heading typeface due to the fact that 'Dellmonte Sans' does not have a lowercase font set. It was replaced with the typeface 'Imperial', which has both uppercase and lowercase lettering, and a similar look and feel to the original typeface selected.

As specified within the Project Brief, two video deliverables were produced<sup>1</sup>, namely 'Yoga Basics: Saluting the Sun' and 'Deep Breathing: Inhale Exhale', which may be seen below:



YouTube link: [https://youtu.be/4PwyYsv\\_Ls](https://youtu.be/4PwyYsv_Ls)



YouTube link: <https://youtu.be/oFanYELVmR0>

It was following the production of these two videos that I discovered that the Anima plugin was not suitable for use within the final creative artefact. The plugin was able to incorporate the video content successfully, however, all other 'auto-animate' functionality within the prototype became distorted and introduced timing delay issues. I made the decision to revisit the Ideation Phase of the Design Thinking Process to adapt my outcome, and began to brainstorm a number of ways to fix my deliverable issue utilising both divergent and convergent thinking methodologies. A hard and stressful decision was then made to sacrifice the video components, and to implement a staged process accompanied by still images, audio and 'auto-animate' relationship links. The finished solution is visible within both the *Daily Practices* (Sun Salutation) and *Mindfulness Activities* (Deep Breathing) sections of the prototype. In the future, I will fully test the functionality of any prototyping tool selected, and any accompanying plugins and software. However, the colour scheme, glassmorphic design style, and the inclusion of part of the logo, the light burst as the mobile application guru 'Neo' all successfully contributed to providing a consistent brand identity throughout the final creative artefact.

### 2.2 Professional Learning Journey

My short-term goal at the completion of my course of study is to develop short documentaries on individuals and subject matter not readily available, or found in mainstream entertainment media. This would involve initially working

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<sup>1</sup> Appendix B contains *Talent Release Forms* pertaining to both video productions.

for a video production house, which would increase the quality of my production deliverables, improve my professional standing, network of contacts, and hone my talents and skills in respect to the filmmaking process. It would also train and educate me more fully on industry-related, specific equipment and software, most of which would not be available to myself in a self-employed role.

Following this, I would like to do some freelance work, again to build up my contacts within the industry and with clients, before launching a boutique style digital media production house that would produce professional video productions that could be distributed on streaming platforms similar to Gaia TV. This business would supply cost-effective and creative solutions that would encompass brand and logo design, corporate video production, marketing solutions, social media strategies, website and mobile application design. Additional courses in marketing, video production and mobile application coding will need to be undertaken either in person, with LinkedIn Learning or through an online learning institution.

## Appendix A - Copyright Materials Log

### A.1 Still Images

Anon 500, *Buddha's mahaparinirvana*, Google Arts & Culture, Oscar Niemeyer Museum, viewed 1 May 2021, <[https://artsandculture.google.com/asset/buddha%E2%80%99s-mahaparinirvana/2QEn\\_aL87rkyKg](https://artsandculture.google.com/asset/buddha%E2%80%99s-mahaparinirvana/2QEn_aL87rkyKg)>.

Brou, JF 2017, *Beautiful dog in most photographed place in Canada*, Unsplash, viewed 13 April 2021, <<https://unsplash.com/photos/915UJQaxtrk>>.

Life Photo Collection 2021a, *Confucius Chinese philosopher*, Google Arts & Culture, TimeLife, viewed 20 April 2021, <<https://artsandculture.google.com/asset/confucius-chinese-philosopher/aQEYqjadYNSyRw>>.

- 2021b, *Aristotle*, Google Arts & Culture, TimeLife, viewed 20 April 2021, <<https://artsandculture.google.com/asset/aristotle/3wGxr5v-TCPBIA>>.
- 2021c, *Aesop 6# Ceut. B-C*, Google Arts & Culture, TimeLife, viewed 20 April 2021, <<https://artsandculture.google.com/asset/aesop-6-ceut-b-c/gQHORX8mshHJBQ>>.

Lusina, A 2020, *Glass bottle with activated charcoal granules scattered on table*, Pexels, viewed 10 April 2021, <<https://www.pexels.com/photo/glass-bottle-with-activated-charcoal-granules-scattered-on-table-6331084/>>

Pixabay 2016, *2 brown and grey donkey closeup photography*, Unsplash, viewed 3 April 2021, <<https://www.pexels.com/photo/2-brown-and-grey-donkey-closeup-photography-208821/>>.

Seok-jin, J 1858, *Lao Tzu leaving on an ox*, Google Arts & Culture, viewed 2 April 2021, <<https://artsandculture.google.com/asset/lao-tzu-leaving-on-an-ox-jo-seok-jin/bgE4nGzM07xrJA>>.

Wainscoat, J 2020, *Flying fox*, Unsplash, viewed 15 May 2021, <<https://unsplash.com/s/photos/bat>>.

### A.2 Audio

Churchill, AJ 2021a, *I dream of the future*, digital, AJ Churchill.

- 2021b, *Last words*, digital, AJ Churchill.
- 2021c, *My inspiration*, digital, AJ Churchill.
- 2021d, *The sport*, digital, AJ Churchill.

### A.3 Reference Materials

Amaro, A 2019, 'Unshakeable Well-Being: Is the Buddhist Concept of Enlightenment a Meaningful Possibility in the Current Age', *Mindfulness*, vol. 10, no. 9, pp. 1952–1956.

Anon 2021a, *Anxiety control*, Career Accelerators, viewed 20 May 2021, <<https://careeraccelerators.com.au/resources/hypnotherapy-scripts/anxiety-control/>>.

- 2021b, *Cosmic journey*, Career Accelerators, viewed 20 May 2021, <<https://careeraccelerators.com.au/resources/hypnotherapy-scripts/cosmic-journey/>>.
- 2021c, *Fibromyalgia and sleep therapy*, Career Accelerators, viewed 20 May 2021, <<https://careeraccelerators.com.au/resources/hypnotherapy-scripts/fibromyalgia-and-sleep-therapy/>>.
- 2021d, *Healing – visualization and restoration*, Career Accelerators, viewed 20 May 2021, <<https://careeraccelerators.com.au/resources/hypnotherapy-scripts/healing-visualization-and-restoration/>>.
- 2021e, *Insomnia III*, Career Accelerators, viewed 20 May 2021, <<https://careeraccelerators.com.au/resources/hypnotherapy-scripts/insomnia-iii/>>

- Arewa, CS 2001, *Way of chakras*, Martins The Printers Limited, Berwick upon Tweed, Great Britain.
- Bakken, T 2006, 'The Absence of Spiritual Awakening and Understanding in Religious Conversion', *The Journal of Religious Thought*, vol. 59-60, no. 1-1, pp. 101–117.
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- Muresan, GM, Ciumas, C & Achim, MV 2019, 'Can Money Buy Happiness? Evidence for European Countries', *Applied Research in Quality of Life*, vol. 15, no. 4, pp. 953–970.
- Newberg, AB & Waldman, MR 2019, 'A neurotheological approach to spiritual awakening', *International Journal of Transpersonal Studies*, vol. 37, no. 2, pp. 119–130.
- Phillips, J, De Freitas, J, Mott, C, Gruber, J & Knobe, J 2017, 'True Happiness: The Role of Morality in the Folk Concept of Happiness', *Journal of Experimental Psychology*, vol. 146, no. 2, pp. 165–181.
- Ross, A, Talmage, CA, & Searle, M 2019, 'Toward a Flourishing Neighborhood: the Association of Happiness and Sense of Community', *Applied Research in Quality of Life*, vol. 14, no. 5, pp. 1333–1352.
- Zhu, Z, Ma, W, Leng, C & Nie, P 2020, 'The Relationship Between Happiness and Consumption Expenditure: Evidence from Rural China', *Applied Research in Quality of Life*, DOI: 10.1007/11482.020.09836.

## Appendix B – Music and Talent Release Forms

### B.1 Music Release Form

#### STUDENT FILMMAKER LICENSING AGREEMENT

A LICENSING AGREEMENT is made as of 15th June 2021 between: AJ Churchill (hereinafter referred to as 'COMPOSER' ) and SA Rowland (hereinafter referred to as 'DIRECTOR').

#### STATEMENT OF LICENSE:

1. DIRECTOR licenses The Tracks for their use in the student prototype 'Your Enlightenment'.
  - a. "The Tracks" is defined as the following cues composed by AJ Churchill:
    - i. I Dream of the Future
    - ii. Last Words
    - iii. My Inspiration
    - iv. The Sport
2. DIRECTOR guarantees that 'Your Enlightenment' is a student film.
3. DIRECTOR guarantees that 'Your Enlightenment' had a budget of between USD \$0.00 and \$100.00.
4. DIRECTOR guarantees that 'Your Enlightenment' does not include any material that could be deemed offensive, including, but not limited to, racist and sexist material.
5. DIRECTOR acknowledges that COMPOSER retains the right to terminate this licensing agreement at any time, for any reason, without prior notice.
6. DIRECTOR agrees that 'Your Enlightenment' cannot be commercially exploited in any way without renegotiation of this music license agreement. Essentially, no one involved with 'Your Enlightenment' can earn any revenue from said film without renegotiating this music licensing agreement.
7. The Tracks cannot be sold or distributed by DIRECTOR, in part or whole. The Tracks files may not be shared.
8. COMPOSER retains ownership of The Tracks.
9. License is non-transferable.
10. Once film is completed, one copy of 'Your Enlightenment' must be emailed to [ajchurchill@gmail.com](mailto:ajchurchill@gmail.com) through DropBox, Vimeo, YouTube, or another similar service within two weeks of the film's completion.
11. Credit in 'Your Enlightenment' must be given to COMPOSER and must appear, for each requested music cue, as:

## B.2 Talent Release Forms



University of  
South Australia

### Talent Release Form

Name of Person Completing Form: Madison Eaton

Email Address: Madisoneatonwork@gmail.com

Brief description of visuals/audio recorded (including date and location):

Deep Breathing: Inhale Exhale May 2021

1. I understand that my image, likeness, voice, testimonial, name and/or any other representation of me will be recorded or captured at the session undertaken for the University of South Australia (**University**) described above (**Images**).
2. I consent to the University (and anyone acting within its authority) using, reproducing or editing the Images:
  - a. for educational purposes;
  - b. to promote the University and its available courses/programs; and
  - c. to enable any product in which the Images appear to be licensed, distributed, exhibited or sold (including for a commercial return), (**Image Rights**).
3. The Images may appear, or be referenced in, any medium, including written publications, audio, video or other media which may exist in the future.
4. In exercising the Image Rights, the University will not intentionally disparage, denigrate or damage my name or reputation.
5. I acknowledge that I will not:
  - a. acquire any rights over any product in which the Images are used, or any monetary proceeds which are derived from their sale, licensing, distribution or other use; and
  - b. be paid for acting as a participant in the session or providing the above consents.
6. I release the University (and anyone acting with its authority) from any claims relating to the above consents.

Signature of Person Completing Form: Madison Eaton Date: 10 May 2021

**(if the person signing is aged under 18, a parent or legal guardian must sign below)**

I am the parent or legal guardian of the above person and I also give my consent to the terms of this form.

Name of Parent or Guardian: \_\_\_\_\_

Signature of Parent or Guardian: \_\_\_\_\_ Date: \_\_\_/\_\_\_/\_\_\_

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#### UniSA Contact details

Project Coordinator: \_\_\_\_\_  
Project Coordinating School/Division/Unit: \_\_\_\_\_ Revised: March 2015



University of  
South Australia

### Talent Release Form

Name of Person Completing Form: Sophia Edwards

Email Address: Sophiaedwards71@gmail.com

Brief description of visuals/audio recorded (including date and location):

**Yoga Basics: Saluting the Sun May 2021**

1. I understand that my image, likeness, voice, testimonial, name and/or any other representation of me will be recorded or captured at the session undertaken for the University of South Australia (**University**) described above (**Images**).
2. I consent to the University (and anyone acting within its authority) using, reproducing or editing the Images:
  - a. for educational purposes;
  - b. to promote the University and its available courses/programs; and
  - c. to enable any product in which the Images appear to be licensed, distributed, exhibited or sold (including for a commercial return), (**Image Rights**).
3. The Images may appear, or be referenced in, any medium, including written publications, audio, video or other media which may exist in the future.
4. In exercising the Image Rights, the University will not intentionally disparage, denigrate or damage my name or reputation.
5. I acknowledge that I will not:
  - a. acquire any rights over any product in which the Images are used, or any monetary proceeds which are derived from their sale, licensing, distribution or other use; and
  - b. be paid for acting as a participant in the session or providing the above consents.
6. I release the University (and anyone acting with its authority) from any claims relating to the above consents.

Signature of Person Completing Form: *Sophia Edwards* Date: **10 May 2021**

**(if the person signing is aged under 18, a parent or legal guardian must sign below)**

I am the parent or legal guardian of the above person and I also give my consent to the terms of this form.

Name of Parent or Guardian: \_\_\_\_\_

Signature of Parent or Guardian: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

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#### UniSA Contact details

Project Coordinator: \_\_\_\_\_  
Project Coordinating School/Division/Unit: \_\_\_\_\_ Revised: March 2015