

United Nations Sustainable Development Goals

FANTASTI-CAST PRESENTATION



1.

UNDER THE SEA

14 LIFE
BELOW WATER



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



“

*Houston, we have a **problem.***

“

80% of trash in the ocean is from **land-based sources**, including individuals, industry and improper waste management/infrastructure.



INSIGHT

- We are *not accepting responsibility* for the current state of the ocean.
- We are *ignorant about our roles* in ocean pollution.

OBJECTIVE

Protect marine life through raised awareness on the journey and effects of marine litter.

TARGET AUDIENCE



Ages 7 and up!

CONCEPT

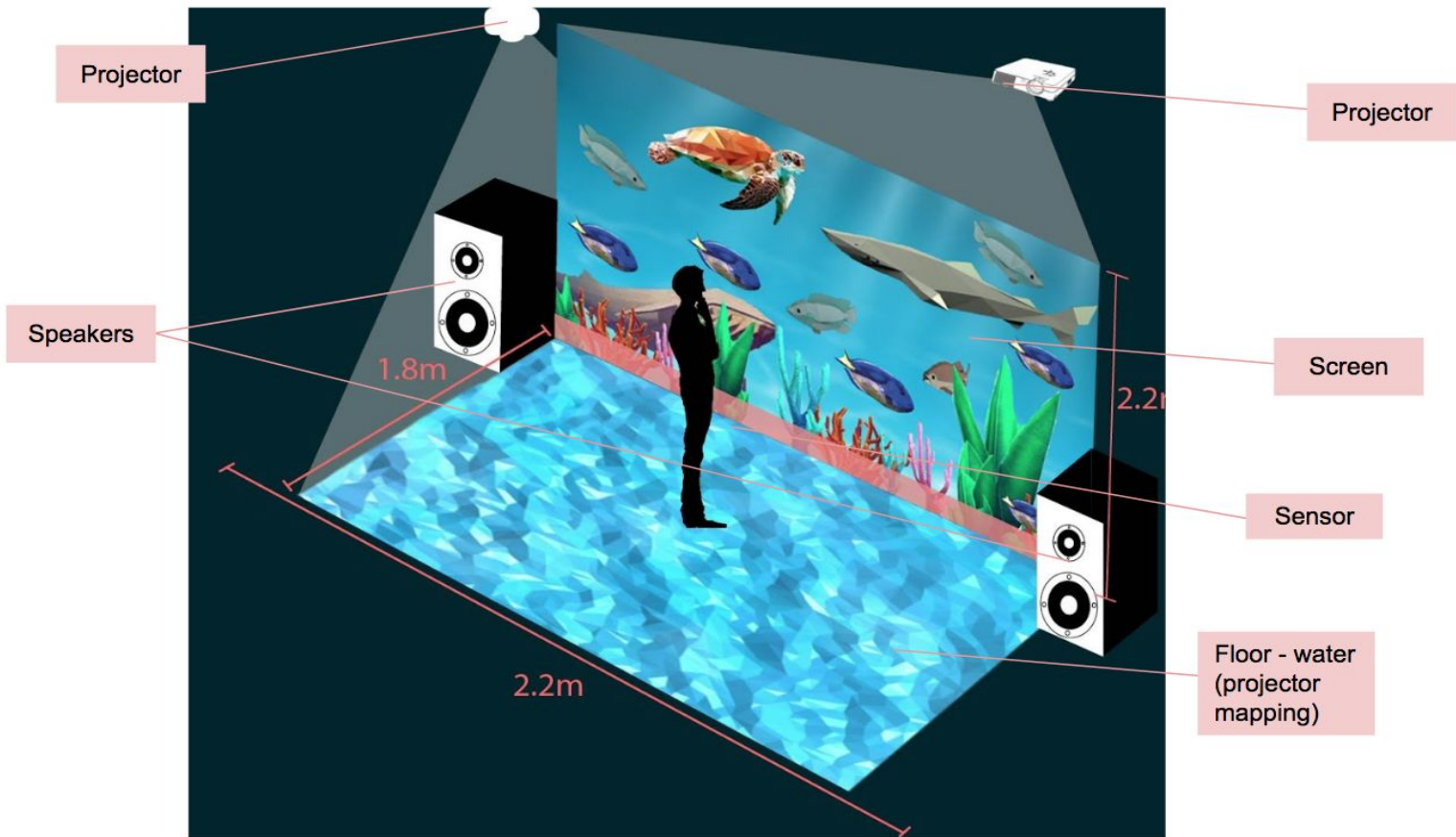
Create an *interactive storytelling experience* depicting the **fatal impact** of improper waste management and irresponsible consumption on marine wildlife.

KEY MESSAGE

Every choice we make counts towards either the quick death or slow recovery of our oceans.

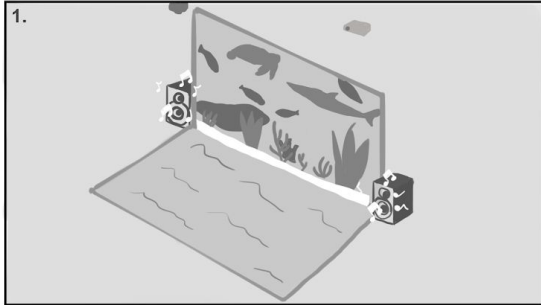
IDEA BLUEPRINT





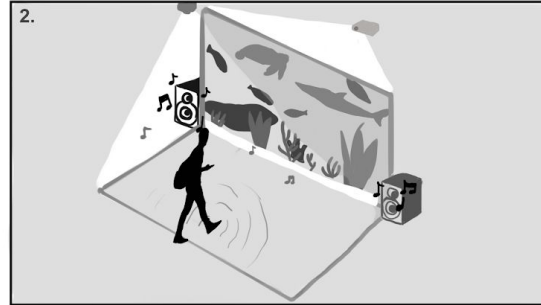
CORE EXPERIENCE





Scene shows slow-motion, dark silhouette of an underwater scene.

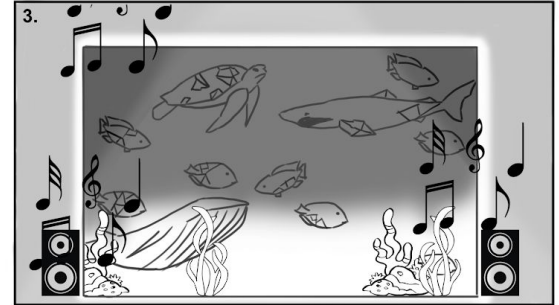
SFX : Ambient underwater music plays



As user approaches, the scene gradually lights up.

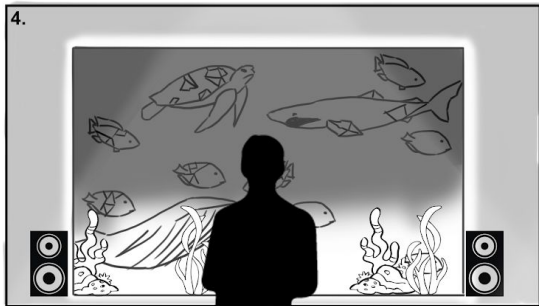
SFX: User's footsteps echo the sound of dripping water

VFX: Light ripples of water project down from above



Lit screen reveals bizarre scene of marine animals morphed with marine litter.

SFX : Ambient underwater music shifts darker.



User is prompted to touch the ani-morphs



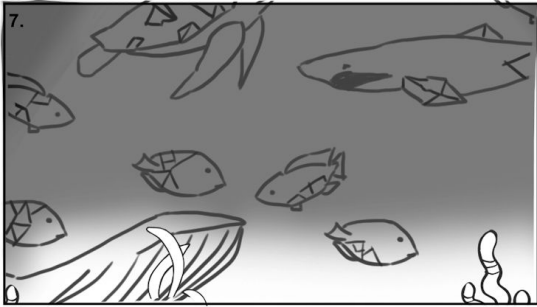
User touches ani-morphs - it stops moving.



Speech bubble pops up, with audio narration.

SFX : "I died because you insisted on spending that extra 20 cents for a plastic bag".

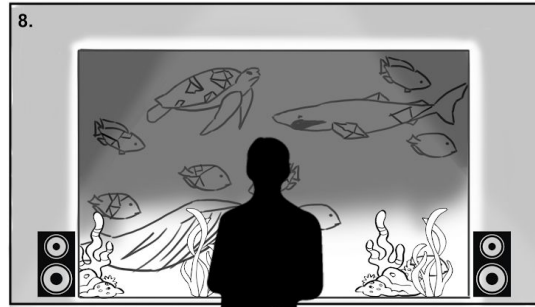
Second bubble pops up, with a supporting fact on the topic.



Speech bubbles disappear, ani-morph continues to swim

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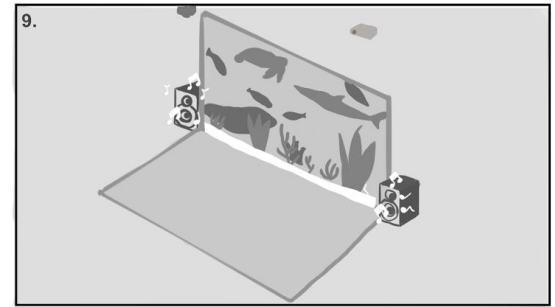
.....



User may repeat interaction with other ani-morphs in the scene.

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.....



Once user(s) leaves, the screen darkens once again, to await the whole process from the beginning

SFX : Ambient underwater music becomes brighter again

2.

BEYOND THE GARDEN WALL



“

Houston, we have...another problem?

“

Poverty *still* persists.

FACTS

- Nearly **22,000 children die each day** due to living in poverty.
- Global poverty has decreased by half over the last decade; however, **71% of the population still live in low-income or poor ... conditions.**

INSIGHT

- Most people don't realise that poverty is a *complex, multifaceted issue*.
- Poverty is always *closer* than we think.



OBJECTIVE

Remind the public that beyond our usual spaces of comfort,
there are people facing serious difficulties in life;

TARGET AUDIENCE



Ages 7 and up

CONCEPT

Offer **a glimpse into the lives of the impoverished** through the personification of poverty's cause and effects as physical items, to educate everyone about the different features of poverty in an approachable, memorable way.

KEY MESSAGE

When we understand the faces of poverty better, the perceived challenge of tackling it becomes much more approachable.

IDEA BLUEPRINT



REACTABLES

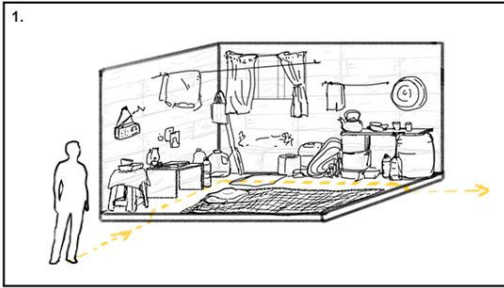


2.2m x 2.2m x 2.4m

INTERACTABLES

CORE EXPERIENCE





Following the guides placed on the floor, the user enters the installation room.

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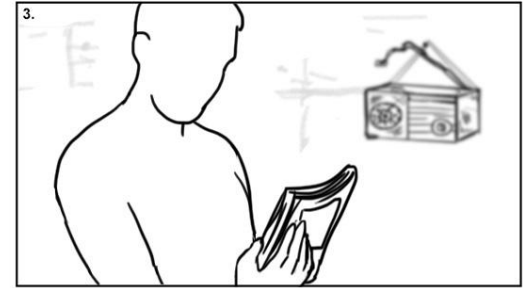


As user looks around the room, they take notice of the interactable items.

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.....



User picks up one of the interactable items to examine it.

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.....



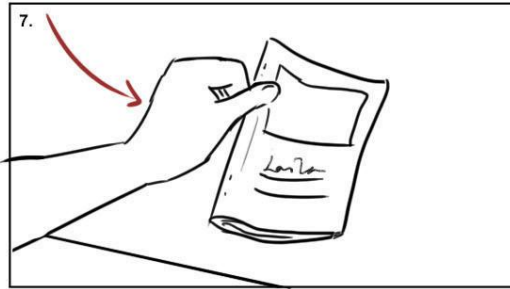
As soon as the interactable item is picked up, the reactable items - disguised as old household items - spring to life, and begin to play audio/visual clips.



The narration that plays is a snippet of a past conversation that happened in the life of the room's impoverished occupants.



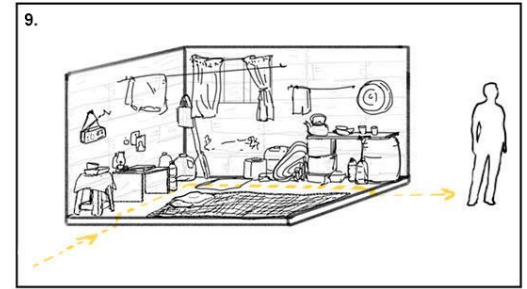
After the narration ends, a final fact or statistic is revealed to the user for context.



7. Once the final message for the item is revealed, the user is prompted to put the item back in its place before moving on to the next interactable.



8. User can now move on to the next interactable item along the guide in the room. Each interactable item has a different narration, and varying reactable item link.



9. After interacting with the total of 6 interactable items, the user exits the room.

THANKS!

CREDITS

Special thanks to all the people who made and released these awesome resources for free:

- Presentation template by [SlidesCarnival](#)
- Photographs by [Unsplash](#)