



Artemix

.....
Remixing the way you art.

CS147 Week 4: Concept Video

Table of Contents

01

The Name

How we settled on a name and our one-liner

02

Problem + Solution

What is the problem and how are we solving it?

03

Market Research

What is out there already?

04

Tasks

User focused actions that they desire to complete with our solution.

05

Values

Reflection over ethical concerns

03

Concept Video

Storyboards and final video

01

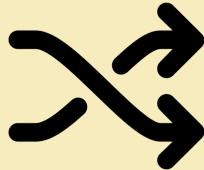
The Name

Project name and value proposition

Name: Artemix



One-liner value proposition



Focused on two key ideas:

- Connecting artists
- Emphasizing on the **art**

We want to **mix** artists together!

- **Art + Mix = Artemix**

For our one liner, we wanted to keep it short and memorable. From Artemix, we saw the word **remix**. Which led us to...

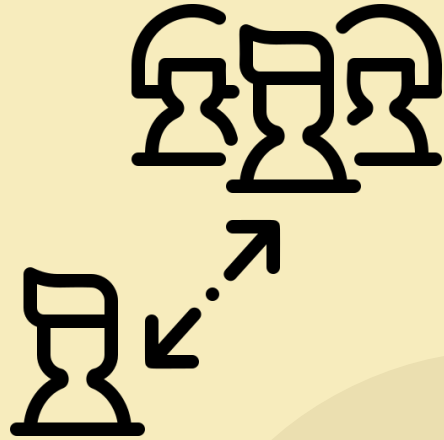
"Remix the way you art."

02

Problem + Solution

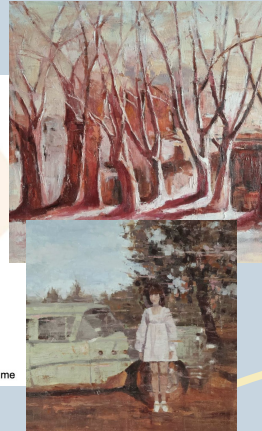
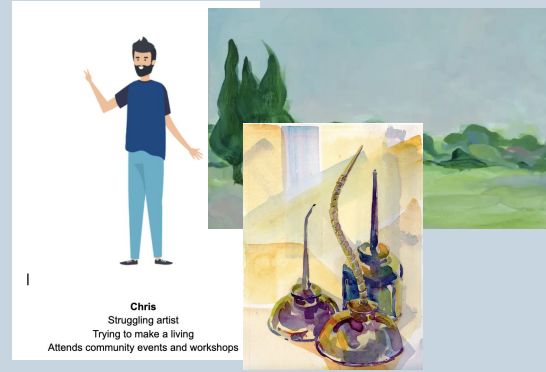
Problem

We noticed that **creatives worked in isolation** (writers, **graphic designers**, etc) and had a **lack of a community** that could provide supportive and helpful feedback or discussion surrounding their work.



Solution

An app designed specifically for creative professionals and dedicated hobbyists aims to foster genuine and positive connections. By anonymizing artists, it ensures unbiased appreciation of art work, recommending connections only after a user consistently admires a particular artist's contributions.



03

Market Research

ArtAlly

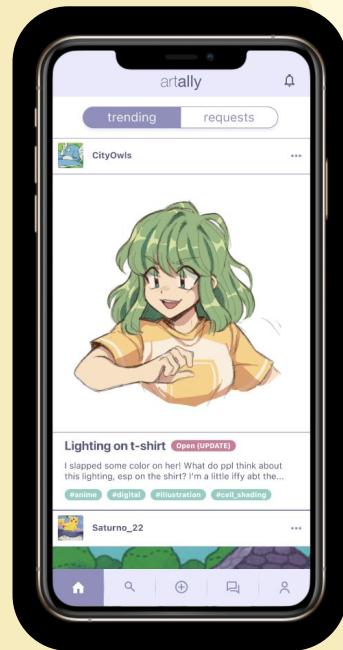
- A previous CS147 project from Winter 2021
- A focus on art **learning**
- Private chat as well as public comment section
- Look through **art** and **artists**
- Assumes a **pre-existing network** of friends or collaborators



find your art-learning ally

Where we differ:

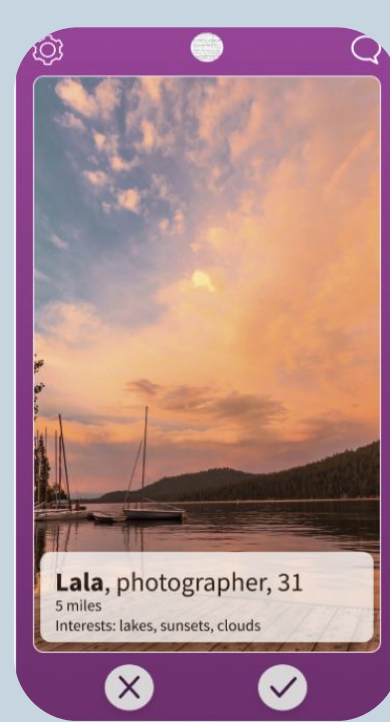
- We differ by **de-emphasizing the artist** and **accentuating the art**
- A focus on art **community**
- Encourages connection across **shared artistic values**



ArtThou

- A previous CS147 project from Autumn 2022
- Connect to **local** artists
- Swipe through system (similar to dating apps)
- End goal is to set up an **in person** meeting
- A means to an end

WHERE ART
THOU ?

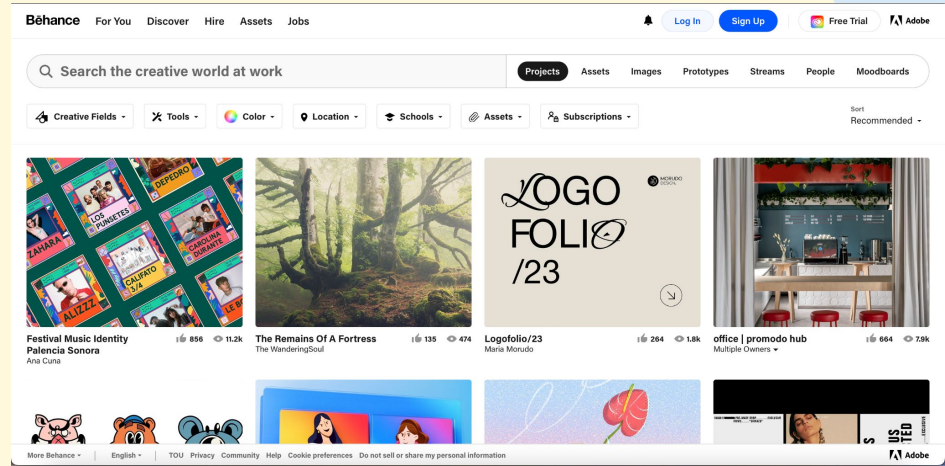


Where we differ:

- No swipe through system
- **Not limited** to just local artists
- Fostering an online art community with the **potential** to go further

Behance

- An existing product part of Adobe Creative Cloud
- **LinkedIn** for creative artists, business centric
- Build artist profiles
- End goal is to get hired for employment
- **Limited access** unless the user has an Adobe subscription

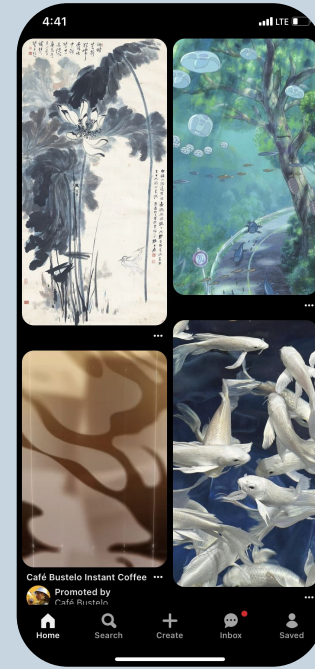


Where we differ:

- Not for employment, but for **community**
- Full access is **not locked** behind a paywall
- Maintaining artist **anonymity**

Pinterest

- An existing product
- Endless exposure to artwork for **inspiration**
- Easy to **explore** and **create**
- Can connect with existing friends

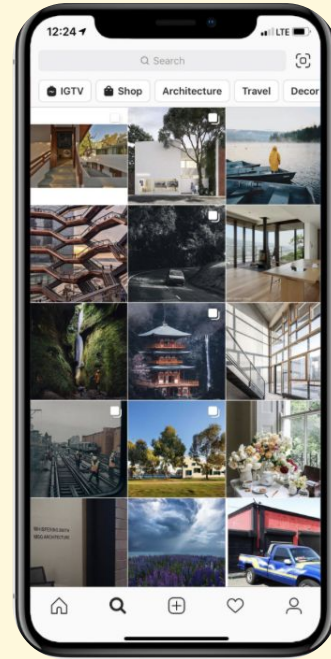


Where we differ:

- More than just inspiration, we also seek to **connect**
- More emphasis on reaching the artist
- Creating a platform for **discussion** beyond exposure

Instagram






- An existing product
- General **social media** platform, not art centric
- Users have created **art pages** to share their work
- **Explore page** can promote finding other accounts that can be artists and finding artwork
- Easy to reach out to others



Where we differ:

- Not a general platform, **art-focused**
- Exposure to art is one of the **focal points**, not a feature
- **More** than just an art-page / portfolio

competitor comparison matrix

	 ArtAlly	 ArtThou	 Behance	 Pinterest	 Instagram	Artemix
Art-Focused	✓	✓	✓	✗	✗	✓
Collaboration: Pure Sharing	✓	✗	✗	✗	✓	✓
Art-Centric over Artist	✗	✗	✗	✓	✗	✓
Unlimited Geographic Scope	✓	✗	✓	✓	✓	✓
User Anonymity	✓	✗	✗	✓	✗	✓
Free Full Access	✓	✓	✗	✓	✓	✓



05

Values

From last time...

- A likes driven motivator
 - Users are connected to artists once they've liked "enough" of that artist's work.
 - How much is "**enough**"?
 - Currently, we're thinking about a number threshold, but this is subject to change as the definition of "enough" is **ambiguous** and balancing is delicate.

Echo Chambers

- Users are recommended to connect with the artist of the artwork that they like.
- This can create closed communities where only a **certain** demographic interacts with an artist's work.
- How can we **diversify** the way we push art to users?
- How can we maintain a level of **shared values** regardless of the specific artist(s) you interact with?



Stakeholders

Target Group

Professionals / long-time hobbyists

- Both the **artist** and **art-enjoyer**
- Chances to reach out and have others reach out to you.
- Engage with individuals who truly **appreciate** your art
- Having meaningful connections whether that be **collaboration** or **expressive** discussion on the art.

Who we are excluding

Beginners

- We want **anyone** who is a creative to thrive on our platform, but the focus will be on those who dedicate **more time** to their practice.

Non-Visual Creatives

- We want an app where **any creative work** can exist, and there are shared connections.
- For the sake of **now**, visual arts (graphic design, photography, painting, etc) will be used to showcase our app.

Stakeholders

Direct Stakeholders:

Professional & Hobbyist Visual Artists

Illustrators

Graphic
Designers

Digital
Artists

Glass
Artists

Sketch
Artists

Photographers

Painters

Indirect Stakeholders:

Art-Adjacent Professionals

Art
Educators

Visual Art
Editor

Visual Art
Collectors

Visual Art
Curator

Art
Researchers

Values

A love for art

- Ultimately, an appreciation and love for art is the end goal.

Fostering meaningful relationships & Human connection

- Whether this looks like collaborating across shared or different disciplines, or just generating meaningful conversations regarding creative work, we hope every user who connects with an artist leaves them with an insightful experience.

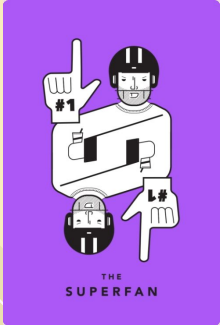
Inclusion & equality

- Users only get to interact with the art without knowing the artist's identity to prevent unfair judgments, creating constructive and important discussion about the art. They must know and understand the art to truly know and understand the artist.

Ethical Implications

SUPERFAN

“How would a community of your most passionate users behave?”



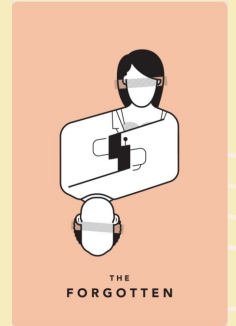
Our app's "rule of engagement" is grounded in a mutual love for art and a shared goal of collaboration and communication, fostering a genuine and constructive community environment. Users must adhere to our guidelines for connections, ensuring artists mutually appreciate and value artistic sensibilities before connecting

Implications:

- Our app needs involvement for participation, i.e., requires art project portfolios and art experience
 - Our app is intentionally tailored to more experienced artists to foster constructive feedback & genuine connections
- Negative commentary may arise in discussion forums
 - To address this, make hate comments reportable

FORGOTTEN

“When you picture your user base, who is excluded? If they used your product, what would their experience be like?”



Implications:

Our app excludes beginners and non-visual creatives. Beginners may lack the depth of experience needed to genuinely connect with established artists, potentially diluting the platform's experience. Non-visual artists, on the other hand, risk receiving feedback that's personal rather than work-focused, which contradicts our app's primary goal.

- It's crucial to prioritize our target group, excluding beginners and non-visual creatives. Their inclusion may dilute the experience for all, as our platform isn't suited for their needs, potentially leading to unproductive connections and unconstructive feedback.

04

Tasks

(Brief) Task List

Share your artwork [Simple]

- Users are also artists. They want to share what they have created.
 - It only takes one step to share your own artwork.

Like a piece of artwork [Simple]

- If a user sees artwork they like, they need a way of expressing that.
 - It only takes one step to like an artwork.

Discuss with others [Moderate]

- This involves leaving comments, interacting with other users who also like the artwork.
 - It requires more steps to engage with other users in discussing art.

Connection with artist [Complex]

- This interaction can look a different number of ways. Does the user want to collaborate and work with the artist? Or do they want to share stories and artwork that were inspired from the artist? Or do they simply want to chat about art?
 - Not complex in the sense that a limited amount of users will want to do it, but complex in that there are multiple steps to reach it.

06

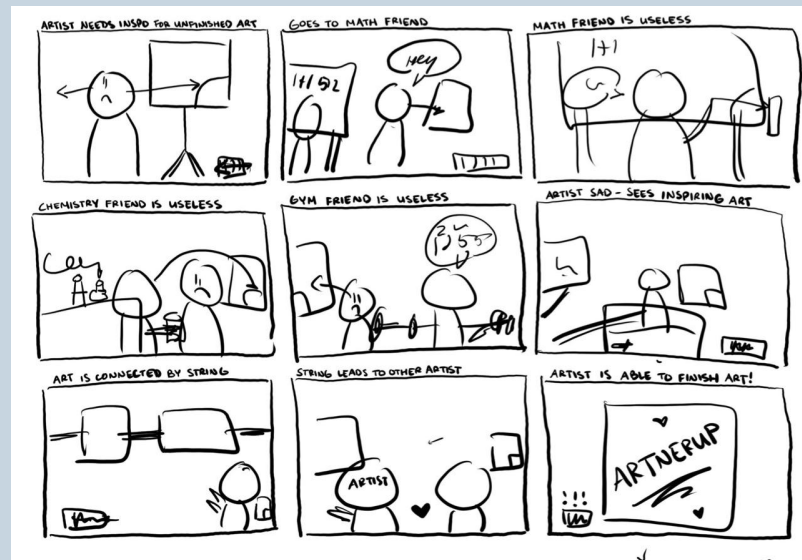
Concept Video

Storyboards

Music



Visual Art



Video

<https://youtu.be/nFJcsMHxE>
Nw



The background is a light blue color with various abstract shapes and dots. There are several yellow and orange shapes, including a large yellow blob at the top, a yellow circle on the left, and a yellow oval on the right. There are also several small blue and yellow dots scattered throughout. The word "Appendix" is written in a dark grey, handwritten-style font in the center of the page.

Appendix

More details regarding Solution

- Targeted at creative professionals / long-time art hobbyists
- Users share their artwork.
- Users can view the artwork of others and like/comment.
- Artist of each artwork is withheld until a user has interacted (liked/commented) on “enough” of their work.
- The app will recommend the user to reach out to the artist to strike up discussion surrounding the art or for a collaboration!
- The artist will also receive information regarding the user’s likes and comments on their work.

Shot list

	A	B	C	D
1	Scene	Shot	Description	Shot Size
2	1	1A	Artist is proud of art, realizes it's unfinished	Medium
3		1B	Close up of unfinished artwork	CU
4		1C	Artist looks thoughtful, who can inspire her?	MCU
5	2	2A	Artist approaches math friend at whiteboard	Medium
6		2B	Math friend offers something useless	MCU
7		2C	Artist is disappointed	MCU
8	3	3A	Artist approaches science	Medium
9		3B	Science (?) offers something useless	MCU
10		3C	Artist is disappointed	MCU
11	4	4A	Artist approaches gym bro	Medium
12		4B	Gym bro offers something useless	MCU
13		4C	Artist is disappointed	MCU