



Ollscoil Chathair
Bhaile Átha Cliath
Dublin City University

BSc in Multimedia
Final Year Exhibition

CREATIVE MINDS

Wood Quay Venue
May 20th 2019

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CREATIVE MINDS

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Programme Chair address

Dublin City University's BSc in Multimedia was the first of its type in Ireland, and since its establishment the programme has consistently led and maintained the standard of undergraduate education in compelling media production. For two decades, our students have learned from the research and practice of the staff of DCU School of Communications to critique and create media. Final year students of the programme spend their last semester working on large-scale thesis projects, and have exhibited these to their families, industry figures, and the public each year. This year, our high standards are maintained by a class of 63 students, whose work spans a range of existing and emerging media technologies, and engages with theory and research in the field of Communications.

The staff of the programme are proud to supervise a variety of thesis projects from the Class of 2019, including 12 solo dissertations where students have conducted original research in areas such as social media discourse, narrative and strategic communications in new media platforms, analysis of interactive apps and interfaces,

and investigation of the roles of technology in education. The exhibition also features the 11 group production projects from the class, presenting in a range of media forms, from animation and documentary to innovative interactive prototypes and VR. Like the solo dissertations, these production projects cover a substantial range of topics, thoughtfully exploring how media technology can be applied. The projects this year are the end result of a period of sustained work by these students that clearly demonstrates the scope of the degree programme.

Graduates of the BSc in Multimedia, many of whom are among the leaders in the fields of media design and production in Ireland and beyond, will be in attendance at the exhibition and will see among this year's cohort the same energy and passion that drove their success.

DCU School of Communications is delighted to welcome you to this exhibition of work, and to join with the visitors, alumni, friends, and especially the family of our 2019 students, in celebrating their excellent work. On behalf of the staff of the programme, I warmly congratulate this year's class on their years of hard work, culminating in these exhibited projects. We wish them every success in their future.

Dr Dónal Mulligan
Programme Chair: BSc in Multimedia
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NEW LEAF

Conor Shortt Doyle
Kris Parker
Lee Breslin
Maria Cumiskey
Melanie Kennedy

New Leaf is a multimedia platform which encompasses an interactive website, 2D animation and 360-degree animation. The combination of traditional 2D animation and 360-degree animation is targeted towards six to eight year old Irish children from rural and urban locations. The project focuses on promoting sustainability practices to Irish youth through the struggles of endangered animals. The platform also offers the audience a range of additional resources including educational videos, quizzes, and games to reinforce the learning outcomes of the animation.



Emails

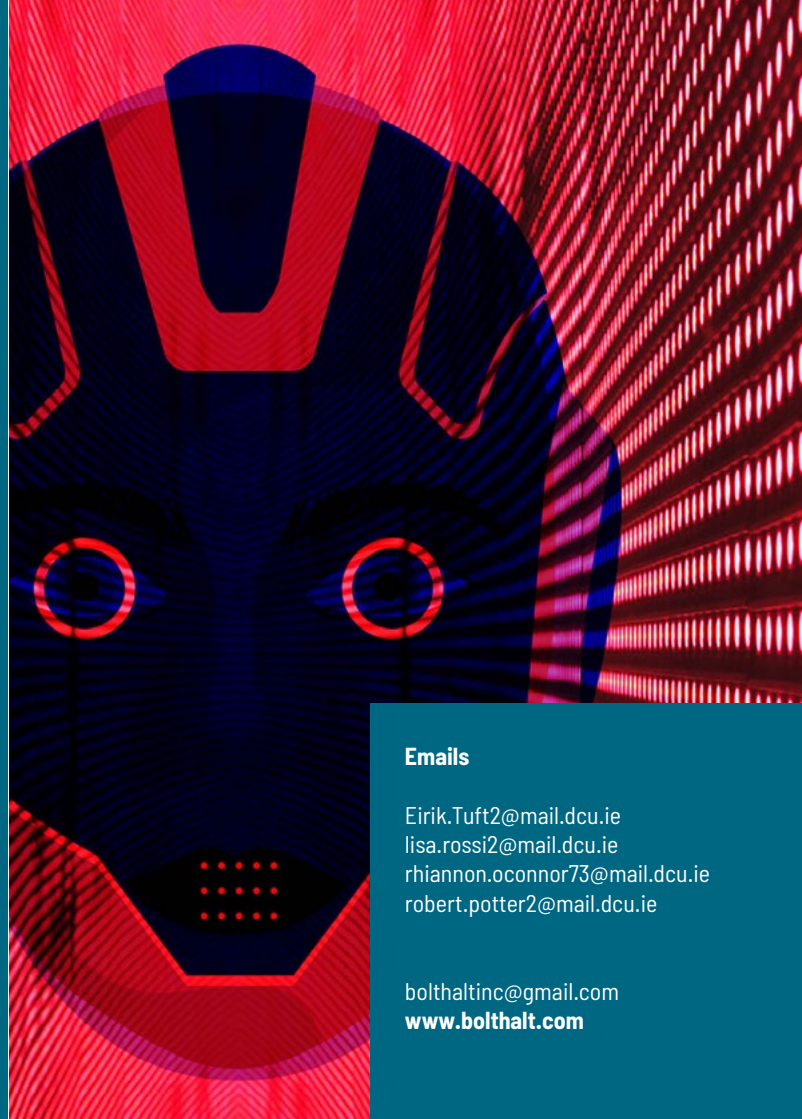
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BOLTHALT Inc.

Eirik Tuft
Lisa Rossi
Rhiannon O'Connor
Robert Potter

BoltHalt is an interactive narrative in the form of a 2D animation with an audio-centric plot. The project focuses on topics such as Artificial Intelligence and Transhumanism. It investigates whether it is possible to create an interactive narrative driven by users emotional and logical reasoning while keeping the choices presented impartial. The story aims to be an entertaining experience while also a reflection of emotional or logical reactions to influence the user upon narrative choices concluding in multiple endings.



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MX.

James Mitchell
Namuun Erkhembayar
Rebecca Mc Donough
Sarah Mc Kenna

Speaking to five transgender people from different parts of Ireland, 'Mx.' explores the lack of representation of the transgender community in media, what the representation that exists means to members of the transgender community, and the importance of accurate representation to transgender people.

This 12-minute mini-documentary features Karla, Jack, Rebecca, Skyler, and Veronica, as they discuss their earliest memories of transgender representation, and in some cases, how they're working to change representation themselves.



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SCRIOUS

Adam Higgins
Jack Dwyer
Matthew Lynam
Michael McLaughlin

Scrios (the Irish word for destruction or ruin) is a cinematic virtual reality experience that explores the history, ecology and future of Ireland's forests. The piece explores the potential of immersion through mixed media formats. Within this process of exploration, Scrios aims to gain an understanding of empathy levels on the issue of Irish forestry when presented in cinematic virtual reality. The experience involves the user sitting in the centre of a large enclosed, cubic, wooden structure, wearing a VR headset, surrounded by four speakers.



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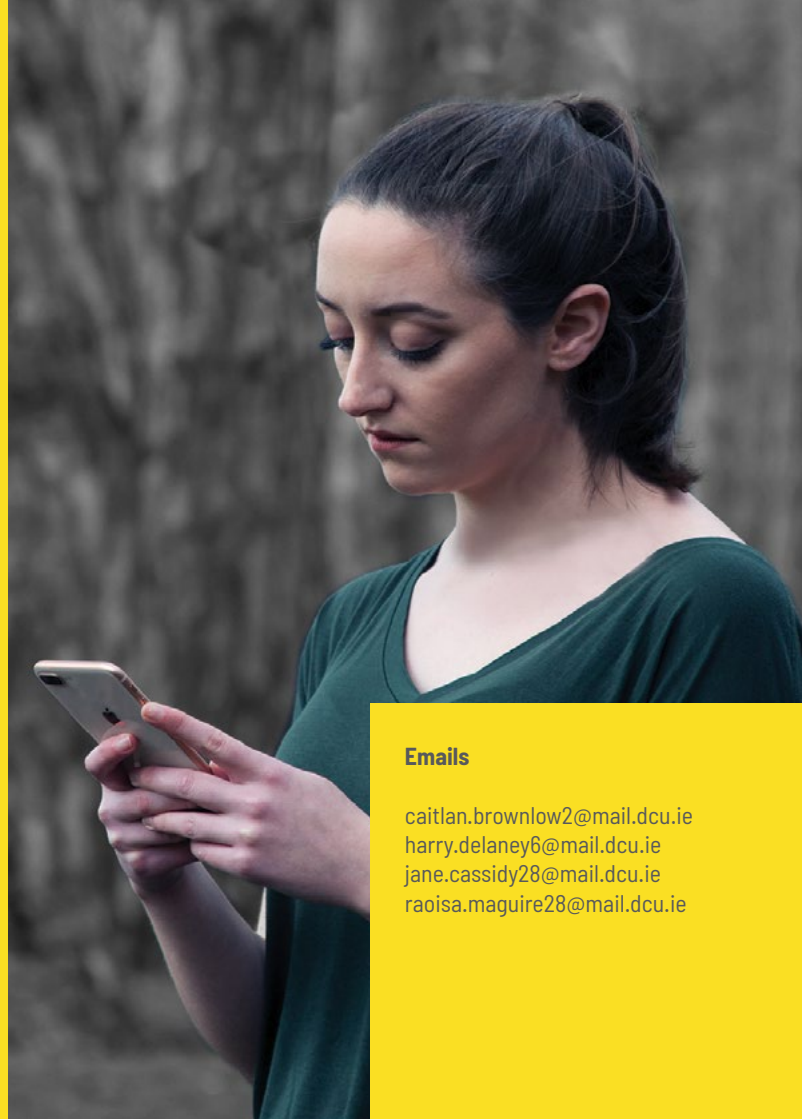
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IN YOUR HEAD

Caitlan Brownlow
Jane Cassidy
Harry Delaney
Raoisa Maguire

“In Your Head” is a short film which aims to address the issue of technology’s effect on communication, reflecting on the reality of many people today who are dependent on their mobile devices and social media to interact with one another. With a storyline based on our own insights and experiences, we hope that our target audience of those between the ages of 16 to 25 years old can relate to the protagonist Nicole as she displays her overreliance on her phone. We hope that viewers will be encouraged to reflect on the disadvantages their mobile phone habits may be having on their mental health and wellbeing.



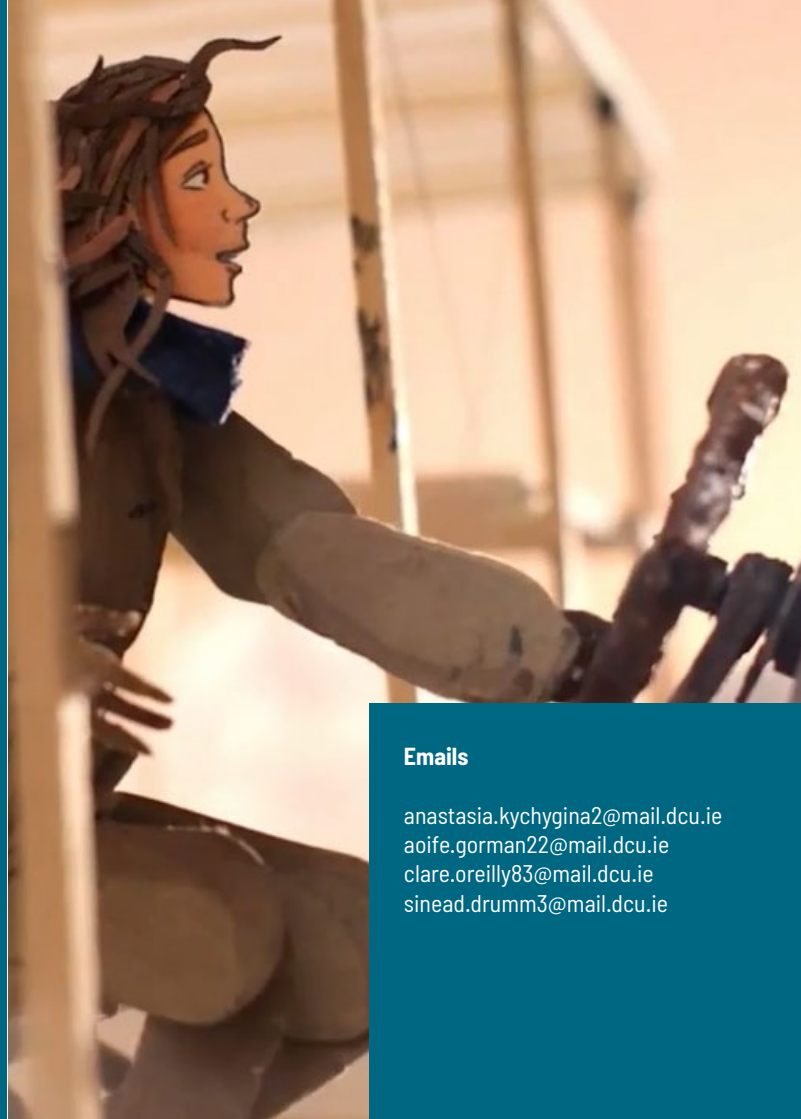
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40/60

Anastasia Kychygina
Aoife Gorman
Clare O'Reilly
Sinead Drumm

40/60 is a documentary short on the success of women in the Irish Animation Industry. The project aims to showcase the success of these women with a view of encouraging perspective female animators into considering a career in such a thriving industry. 40/60 explores the role women play in the workplace and the impact their work has within the industry. The combination of original footage with the animators' show reel invites the viewer into the world of the Animation Industry, offering a new insight into an industry that has not yet been extensively explored.



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UNMASK

Andrew Cornelia
Andrew Desmond Bradley
Anthony Burke
Jack Spillane
Nicholas Jasper Blackley
Raphael Palma Gil

Unmask is an enhanced web educational piece about Carl Jung's theories of Analytical Psychology. The website uses a combination of graphics, animation, audio and text to create a piece which takes users on a journey from their conscious mind to the deeper, unconscious layers of their psyche. The project focuses on using this platform to engage and entertain users, by making abstract, theoretical concepts more accessible through the use of animation and soundscapes.



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STIGMA

Brian Rudkins
Daniel Rice Murphy
John Murphy
Tighearnan O Connor

Stigma is a twelve-minute short film which seeks to take an honest look at schizophrenia and tell the personal story of someone's struggle and strife with the disorder. The piece seeks to create an immersive experience in order to tell an emotional narrative in the hopes to spread awareness about mental health and overcome stigmas attached to the disorder. The focus is not to create a more optimistic or romanticised portrayal of the disorder but rather create an honest and truthful representation.



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MERAKI

Aisling Larkin
Georgia Gilroy
Lauren O'Mahony
Lizzie Breen
Orfhlaith Gannon

Meraki is an immersive multimedia installation which gave an insight into the mind of an artist during their creative process using audio, video, animation and tangible media. It explores the ebbs and flows of their creative journey and the process of inspiration.

The installation immersed the viewer in the mind of our artist, Finn Nichol. We projected onto three screens to mimick viewing the world through Finn's eyes, seeing the "real world" on the middle screen, and also watching his imagination move through the creative process on the peripheral screens.



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A WINTER SCÉAL

Elaine Doyle
Kate Hanlon
Katie O'Neill
Molly Brennan

A Winter Scéal is a 2D digital animation depicting the fictional story of how and why Newgrange was constructed. It is aimed at children and older individuals who have an interest in animation and Irish folklore.

The project incorporates pre-existing Irish folklore figures and mythology, but then re-established in a fictional, original storyline. The project investigates the capability of modern animation production methods and examines to what degree a contemporary medium can communicate an ancient ideology.

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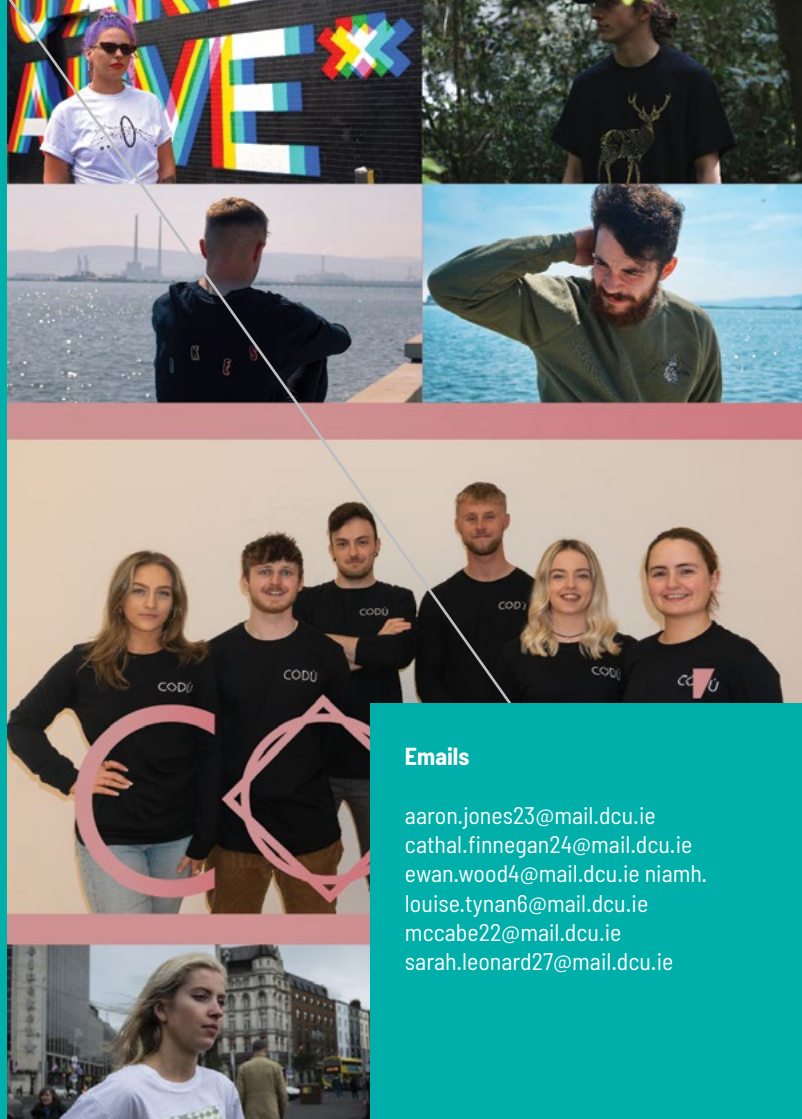
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CÓDÚ

Aaron Jack Jones
Cathal Finnegan
Ewan Wood
Louise Tynan
Niamh Susan Mc Cabe
Sarah Leonard

CÓDÚ is a prototype application that seeks to bridge the gap between designers and consumers. It seeks to create a promotional platform for artists, designers, causes, and brands, using clothing paired with an alternate reality application as the medium.

By designing a sleek UI to support real life interactions and incorporating elements of gamification to boost and retain engagement, we hope to create a culture around CÓDÚ of people who are more aware of the individuals behind the designs they wear.



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The Influence of Interactive Media on Search Engine Suicide Dissuasion Feature

Eoin Cooke

Search engines are integral in everyday life. They find millions of websites for users to connect to for a variety of different reasons, including how to commit suicide. This study, using Google as its case study, examines how search engines can be used to influence suicide dissuasion and prevention. The current method used by Google for suicide prevention is unempathetic and inconvenient. The question must be asked: Can we do more to help these users? This dissertation asks if interactive digital media forms can be used to positively influence suicide dissuasion in search engines. Research methods used are an exploration into literature discussing the relationship between media and suicide as well as examining documents from various official bodies and analysing keyword data from Google's database.

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Through the whiskey glass: A case study on the effects of media installations and tour guide performativity on Dublin's whiskey visitor centres

Daragh Daly

This thesis aims to examine the interaction between the development of multimedia installations and tour guide lead experiences with how visitors of Dublin's Whiskey visitor centres will then go on to perceive Irish Whiskey as a unique cultural product. Whether these separate factors complement each other or are adversarial. This thesis will then put forward recommendations on how to best develop Dublin as a whiskey tourism destination.

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From Singleplayer to Co-op: The gamification of dating via Tinder and its effect on Irish males aged between 18–21.

Lee Flanagan

In your day you may experience the gamification of your life without even realising. An example of this is being rewarded for shopping with Tesco Clubcard points. However, the long-term effects of gamification have come into question as it has been found that exposure to gamified systems is negatively impacting intrinsic motivation in participants. I aimed to discover if this is the case with users of Tinder and in what way does it manifest. This was achieved through the development of a classification framework based on Richard Bartle's Taxonomy of player types which ascertains that in any game there are four player behaviour categories. These are the Socializers, Explorers, Achievers and Killers. In a gamified app like Tinder being an Achiever or a Killer type who strive to win the game and in some cases to the detriment of other users may be deeply affecting the users of the app.

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The SuperWhoLock fandom and fanfiction: Finding identity, meaning and a sense of community

Rachel Fox

Fandom consists of fans coming together to discuss, connect and devote their time in their shared interests. My research study investigates the psychology of the fan and the effects that the SuperWhoLock fandom (Supernatural, Doctor Who and Sherlock) has on the fans. Through Twitter observation, interviews and a survey, my aim was to assess whether the fandom brings meaning and a sense of community to the fans, as well as helping them to discover their identity.

Fanfiction, the creative writing of already established worlds and characters, allows fans to showcase their passion for an aspect of popular culture and to express their identity.

This study examines fan activities and behaviour and whether the fandom has had a meaningful impact on their lives.

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This is OTT: How Twitter has impacted the creation and development of narratives and wrestler personae in Ireland's leading independent wrestling promotion, Over The Top Wrestling (OTT)

Niall Thomas Gleeson

Independent wrestling is a unique industry where fact and fiction, real-world events and the storytellers' vision, come together to form an evolving narrative. Wrestlers are tasked with creating entire characters, fabricated personae, that can engage audiences both at live events and on social media. Twitter was identified as the most popular social media platform used by the wrestling industry. This research explored how Twitter is used by Ireland's leading wrestling promotion, OTT, and its wrestlers to create and develop narratives and wrestler personae. Given that independent wrestling promotions do not have access to the resources of their mainstream counterparts, such as WWE, this study has provided meaningful insights, highlighting the value of Twitter and laying the foundations for future research.

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Journalists' use of Twitter, the affordances the platform provides and discussion of politics on Twitter with a case study of #aras18.

Eric Mc Auliffe

The study through qualitative interviews with Ed Davitt, Hugh O'Connell, Kevin Doyle and Hugh Linehan assists in understanding how journalists use Twitter. The affordances Twitter offers to users are explored including the use of threads.

Journalists' adoption of hashtags and hashflags are also studied. The findings of how they engage with Twitter in their day to day work and for personal purposes are examined.

The relevance #aras18 had on the Irish Presidential Election 2018 is discussed and provides insight into how those interviewed regard assigned hashtags for political events.

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'Fragmented Personalities' – An Investigation into how Fortnite: Battle Royale Enables Social Comparison to influence the sale of its In-Game Items

Robert McCann

This project offers a new perspective into how the inherent design of video games can influence the sale of in-game items. Fortnite: Battle Royale is a free-to-play video game that has grossed over 2.4 billion dollars in 2018 through the sale of its in-game cosmetic items. To try and offer an explanation into what motivates players to continuously purchase cosmetic items in Fortnite: Battle Royale, this project focuses on examining the player's relationship with cosmetic items and the design of social areas within Fortnite: Battle Royale that allows the players to compare their possessions. The information gained from this project adds to the growing research into how video game publishers can influence the sale of their in-game items by using emotional design to communicate subconsciously with video game players.

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Determining equestrian bloggers perceived authenticity and influential capabilities in Ireland

Ashling Moffitt

With over two billion websites and blogs currently accessible online, it is therefore, no surprise that traditional marketing methods and strategies are becoming ineffective. As such, blogging has changed the face of marketing and advertising.

This study explores the niche industry of equestrian blogs in Ireland and focuses more specifically on how influential they are regarded by the public. The study further investigates how different factors may alter their perceived authenticity and discusses if people still believe and regard product reviews conducted by bloggers to be useful and honest. It raises the question that if, by collaborating or receiving financial remuneration, does it alter how the equestrian community perceive a blogger's authenticity?

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The Affordances of Transmedia Storytelling in Independent Media

Seán Powney

This thesis explores the concept of transmedia storytelling, a storytelling technique wherein an author spreads their narrative across multiple different media. The concept has been utilised in many mainstream franchises, most famously with The Matrix, and in independent films such as The Blair Witch Project. In recent years, more independent producers have begun using the advantages of transmedia storytelling to cultivate an audience and create in-depth fictional worlds. By interviewing prominent transmedia creators, this thesis explores whether transmedia storytelling offers the same affordances and advantages to independent producers as it does to mainstream producers.

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The role of pedagogical theories underpinning the use of ICT and Digital Learning Technologies in Initial Teacher Education Programmes

Amanda Shields

An exploratory study of how ICT and digital learning technologies are incorporated into Initial Teacher Education Programmes in Ireland. The study examines the pedagogical theories underpinning the use of ICT in education and how student teachers are equipped with the skills to utilise digital technologies in a student centred approach, enhancing teaching and learning. Qualitative data was collected from semi-structured interviews with seven subject matter experts from four higher education institutions which provide initial teacher education.

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Amateur Excellence: The YouTube Work of Casey Neistat in Relation to Media Affordances and Audience Engagement.

Martin O'Brien

The emergence of YouTube as a popular medium of audio visual entertainment has allowed amateur creators and performers to compete successfully against traditional audio visual medium programming e.g. TV and cinema production. This study looks at the emergent vlog programming tradition through the YouTube work of popular vlogger Casey Neistat in order to see why certain types of programming and visual language styles have uniquely succeeded on YouTube. The study looks at the historicity of film culture to explore the cultural DNA of Neistat's vlog style. This study evaluates the nature of this new exhibitionist, camera intimate idiom of visual language that works so well on YouTube and evaluates how it is so distinct from traditional TV and cinema programming.

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