
Project Proposal

MTSU Campus Recreation Center

Virtual Reality Weight Room Tour

Team

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Client

MTSU Campus Recreation Center

Contact: Caleb Paschall

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Project title

Virtual Reality Weight Room Tour for Middle Tennessee State University's Recreation Center

Description

Our Client, Caleb Pascal, works to bring in new clients for the recreation center. However, many clients he contacts know very little about the services the center offers or the layout of the facility. Pascal needs a team to begin creating a virtual tour of the space that he can send to potential clients.

Intended Audience

Potential visitors, students, and clients of the recreation center looking to use the weight room comprise our intended audience. The tour will also target individuals who may be new to working out and are looking for a simple solution to learning more about the layout of the facility, as well as how its machines function.

Objective

In this project, our objective is to create a virtual tour of Middle Tennessee State University's campus recreation weight room. The tour will serve as the capstone for future VR tours of the facility. This tour will primarily be utilized on the campus recreation center's website, as well as in Caleb's contact with potential clients.

Strategy

The VR tour will consist of several (at least 10) stops at the different machines in the weight room. At each stop, there will be information about what muscle areas that machine works, as well as how to properly operate said machine. This information will appear on-screen upon looking at the machine in the virtual space. If time becomes a constraint on the project, our team will scale down production to only provide a 360 degree photo tour without any interactive elements.

Approach

If budget allows, we will be using a Ricoh Theta S Digital Camera, smartphone camera, or DSLR camera with a fisheye lens. In terms of software, we will be stitching together captured 360 video in YouVisit online software and/or the Google Cardboard Camera application on a smartphone. YouVisit will allow us to build a 360 degree experience from images and videos we take to create stops. From there we can write content about the stop so that it will pop up when the consumer arrives at said stop.

Distribution

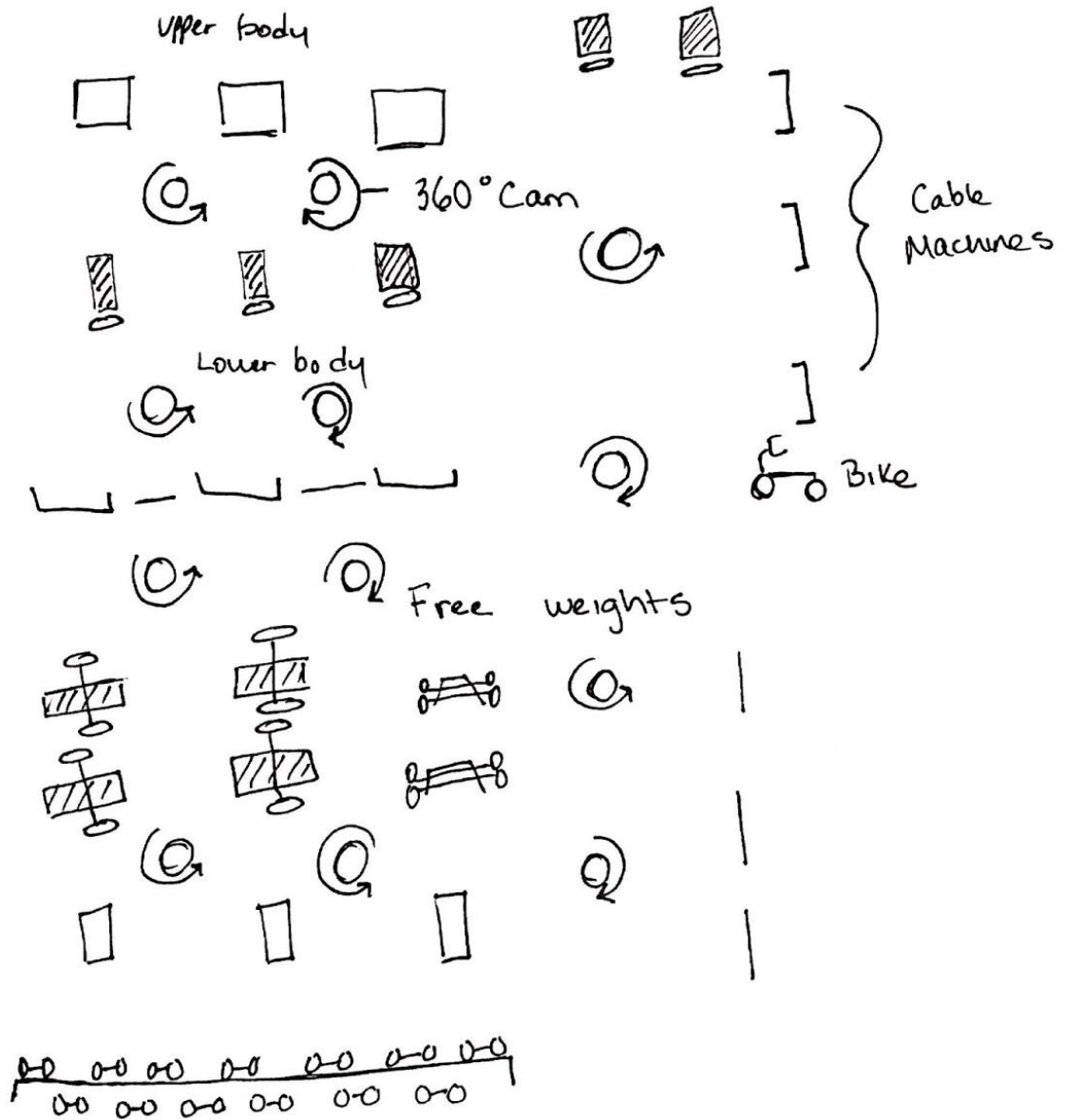
The VR tour will be posted to the campus recreation center's official website and social networks. Our client will also be able to use the tour when talking with potential clients.

Metadata

Title:	Weight Room Tour
Location:	MTSU Campus Recreation
Tags:	Fitness, Wellness, Weights, Lifting
Shot With:	Ricoh Theta S Digital Camera / DSLR camera with Fisheye Lens / Smartphone
Edited With:	YouVisit / Google Cardboard Camera
Creators:	A.J. Grande Chandler Warrick Matthew Wells

Storyboard

Below is a rough sketch of the weight room in which we will be shooting. Each circle on the sketch represents a location in which a 360 shot will be taken. Other shapes in the diagram represent various machines in the facility.



Schedule

Week	Activity
9.18	Create project proposal and turn into client. Gather information on video applications, begin planning the shoot
9.25	Visit recreation center and finalize shooting locations. Shoot project at end of week or early following week.
10.2	Analyze and stitch together footage in YouVisit.
10.9	Add graphics and descriptions of machines in the Weight Room
10.16	Project due on 10.20. Finalize content with client and upload to social outlets.

Team

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