

# AR Tours (Virtual & Video) Hyde Brief - Hyde 900

CLIENT	
PROJECT NAME	Augmented Reality content and creation of five Tours
CLIENT NAME	Hyde 900
UNIVERSITY CONTACT	Debs Wilson
PAID / UNPAID?	PAID
CLIENT CONTACT NAME	David Spurling / Edward Fennell
STUDENT(S)	Alastair Hodges, Will Rudd-Clarke, Reina Lung
PHONE	PHONE
EMAIL	EMAIL
PROJECT   <i>purpose and opportunity</i>	
<ol style="list-style-type: none"> <li>Creation of 5 visual tours (virtual and video) for visitor use via the Website and mobile/tablets using scripts provided by Hyde 900.               <ol style="list-style-type: none"> <li>The history and architecture of the abbey (the Abbot Aston tour) (by October 2017) (Edward Fennell &amp; Nigel Bradshaw)</li> <li>The life of the Monks (Series of Ten Anecdotes spoken by Nigel Bradshaw) (by October 2017)</li> <li>Photo Tour - video compiled of stills (October 2017) (David Spurling)</li> <li>Contemporary Video Tour (guided current day video tour) (October 2017) (David Spurling)</li> <li>Audio Tour (October 2017) (David Spurling)</li> </ol> </li> <li>The setting up/creation of a localised server within the precincts of the abbey (possibly the Gateway area or one of the neighbouring buildings) as the basis of a digital infrastructure across the site (by October 2017)</li> </ol>	
OBJECTIVE   <i>what does the project work to achieve?</i>	
<ol style="list-style-type: none"> <li>Creation and development of the QR points / beacons. Breaking the tours into sections relating to each separate part of the individual tours and QR point for visitors to view on mobile devices. Review whether Tours can be interchangeable ie choice of any of the tours at a particular QR point</li> <li>Providing QR points as working icons ready for printed material/banners/posters around the Hyde site</li> <li>Tours playable from the website (YouTube Channel possibly, linked from HAKA website)</li> <li>Tours provided as full tours (and segments) for downloading from HAKA website to mobile devices</li> <li>The provision of a server for hosting the digital content and the HAKA website</li> </ol> <p>Further visual reference can be found on GoogleDrive 00_HydeAbbey-UoW/ (shared on this link: <a href="https://drive.google.com/open?id=0BxlPcMTCUI6rRnI4aFc2ZmVZTjg">https://drive.google.com/open?id=0BxlPcMTCUI6rRnI4aFc2ZmVZTjg</a> and Pinterest board 'Benedictine Abbeys', 'Medieval Abbeys' &amp; 'Hyde Abbey')</p>	
TARGET AUDIENCE   <i>who are we trying to reach?</i>	
Local community, tourists & visitors, professional academics & historians	
ATTITUDE   <i>style and tone</i>	
AR Overlay of views for how the area was in the time of the Abbey - historically correct based on research and physical evidence (ie stones and archaeology findings)	
MESSAGE   <i>what is the key idea to be remembered?</i>	
Interesting and informational content showing detail and history of the Abbey for visitors to engage with	
DELIVERABLES & FORMAT   <i>describe key pieces to be produced</i>	
Augmented Reality content for points in and around the Abbey - mix of animation, 3D content and stills with sound / voice overs.	

**SCHEDULE | *projected timeline, important dates, deadlines, etc.***

- Start date - January 2017
- Completion date - October 2017 (launch Oct 21st, therefore complete by Oct 7<sup>th</sup> to allow 2 weeks for testing and implementation)

Phase 1	<b>Digital Tour 1 - The History of the Abbey (The Abbot Aston Tour)</b>			
1	Script writing for the tour	Hyde 900		
2	Storyboarding the tour (deciding on visual content)	Debs & Hyde 900	Mid June	24
3	Provision of images/reference material for use in the Abbot Aston tour (Google Drive link?)	Hyde 900	Mid June	0
4	Producing digital content	Selected students	Mid June	100
5	Compiling and editing content (video combining stills, audio and 3D animations)	Selected students	End of Aug	50
6	Proofing and publishing to website & Blupoint Server	Debs / Steve & Hyde 900	Mid Sept	10
Phase 1	<b>Digital Tour 2A - Series of Ten Anecdotes Tour (History of the Abbey)</b>			
1	Script writing the ten anecdotes for the tour	Hyde 900 (Edward & Nigel)		
2	Storyboarding the tour (deciding on visual content)	Debs & Hyde 900	Mid June	24
3	Provision of images/reference material for use in the History Anecdotes (Google Drive link?)	Hyde 900	Mid June	0
4	Filming Nigel Bradshaw (talking to screen)	<b>Will Watson &amp; Nigel Bradshaw (Hyde 900)</b>	June/early July	36
5	Sound recording for Nigel Bradshaw (for cut-aways/voice over)	<b>MMC &amp; Nigel Bradshaw (Hyde 900)</b>	June/early July	36
6	Video & sound editing of Nigel Bradshaw's anecdotes	Selected student	End of July	36
7	Re-using digital content - adjusting for the anecdotes	Selected students	Mid July	28
8	Compiling and editing anecdotes and digital content (video combining stills, audio and 3D animations)	Debs & Selected students	End of Aug	36
9	Proofing and publishing to website & local Server	Debs / Steve & Hyde 900	Mid Sept	10
Phase 1	<b>Digital Tour 2B - Series of Ten Anecdotes Tour (Life of the Monks)</b>			
1	Script writing the ten anecdotes for the tour	Hyde 900 (Edward & Nigel)		
2	Storyboarding the tour (deciding on visual content)	Debs & Hyde 900	Mid June	24
3	Provision of images/reference material for use in the Life of Monks Anecdotes (Google Drive link?)	Hyde 900	Mid June	0
4	Filming Nigel Bradshaw (talking to screen)	<b>Will Watson &amp; Nigel Bradshaw (Hyde 900)</b>	June/early July	36
5	Sound recording for Nigel Bradshaw (for cut-aways/voice over)	<b>MMC &amp; Nigel Bradshaw (Hyde 900)</b>	June/early July	36
6	Video & sound editing of Nigel Bradshaw's anecdotes	Selected student	End of July	36
7	Re-using digital content - adjusting for the anecdotes	Selected students	Mid July	28
8	Compiling and editing anecdotes and digital content (video combining stills, audio and 3D animations)	<b>Debs &amp; Selected students</b>	End of Aug	36
9	Proofing and publishing to website & local Server	Debs / Steve & Hyde 900	Mid Sept	10
Phase 1	<b>Digital Tour 3 - Photo Tour (stills created into a video)</b>			
1	Script writing for the photo tour	Hyde 900		
2	Collation of stills for the photo tour	Hyde 900	Mid June	
3	Provision of stills to be used in collation of Photo Tour (Google Drive Link?)	Hyde 900	End of June	0
4	Preparing stills to be correct size etc for compiling with compositing software	Selected students	July	24

5	Sound editing	Hyde 900 & a sound editing student	End of Aug	30
6	Proofing and publishing to website & Server	Debs / Steve & Hyde 900	Mid Sept	10
<b>Phase 1 Digital Tour 4 - Audio Tour</b>				
1	Script writing for the audio tour	Hyde 900		
2	Sound recording	Hyde 900 / Actor & MMC	Mid June	20
3	Sound editing	Hyde 900 & a sound editing student	End of Aug	30
4	Proofing and publishing to website & Server	Debs / Paul & Hyde 900	Mid Sept	10
<b>Phase 1 Digital Tour 5 - Contemporary Video Guided Tour (showing current abbey site to visitors)</b>				
1	Script writing for the contemporary video tour	Hyde 900	mid June	
2	Filming	Will Watson	June early July?	36
3	Provision of stills to be used in collation of Video Tour (Google Drive Link?)	Hyde 900	mid June	0
3	Video editing	Selected students	June-Aug	36
4	Sound recording	Hyde 900 / Actor & MMC	Mid June	20
5	Sound editing	Hyde 900 & a sound editing student	End of Aug	30
6	Compositing video & sound	Selected students	Early Sept	36
7	Proofing and publishing to website & Server	Debs / Paul & Hyde 900	Mid Sept	10
<b>Phase 1 QR Codes &amp; Server</b>				
1	Detailing & managing content required per QR code around the Hyde Abbey site for Oct 2017 deadline	Debs & Hyde 900	End of Aug	32
2	Setting up of a localised server within the precincts of the abbey for use with the QR codes	Steve Cross	Aug/Sept	64
3	Allotting and working through the ten QR points with suitable students (for October 2017)	Debs	Mid-April	3
4	Work on content for individual QR points (for October 2017 bold items only)	Selected students	April thru Sept	100
5	Upload to server and test on site with printed codes (for October 2017 bold items only)	Debs, Steve & Sam	End of Sept	24
6	Test & Debug	Alastair / Sam	End of Sept	6
7	Review, perfect and finish	All	Start of Oct	6

- Project Lead (Debs) = 198 hrs (approx. 25 x 8 hr days) costed by the University for funding by HLF Funding (£7178.66 + VAT)
- 3D build & development of site in Unreal Game Engine for making interactive = 336 hrs (42 days)
- Research of buildings, materials & interiors = 80 hrs (10 days)
- Student input for the above build, development & creation of video/virtual tours = 850 hrs (approx. 106 days)
- Meetings with Hyde 900

The above schedule is based on providing abbey detail for only the points determined, not a full detailed abbey for 'any' view - the areas not covered in the points will show as basic shaded model only. The schedule will also depend on the level of detail required, the amount of overlay information required, and the time taken for provision of information.

## BUDGET

The work already completed in many areas, plus many hours have been provided for free by the University of Winchester's Digital Media students and staff over the last 2-3 years. Resources such as 3D models (animals, people, buildings, carts, boats (for quarrying stone animation/stills) have been purchased personally by Debs Wilson and should be recompensed from HLF funding/the University fee.

The funding will be used to pay selected students working on the Hyde 900 digital project over the University's Spring & Summer 2017 break.

158 days (excluding Debs Wilson (3D interactive abbey) & Paul Wilson's (website) time), will be split over 4-5 students working with Debs and Paul over the summer. The students will be working on the 3D site and the augmented reality tours (building/editing content).

The students who are willing and able to work on the project are currently confirmed as Alastair Hodges (graduated BA DM Design student, now Masters DM Practice in Architectural Visualisation student), Will Rudd-Clarke (graduating BA DM Design student), Reina Lung (graduating BA DM Design student). We have yet to confirm the last two places, although very aware we will need at least one developer familiar with AR development, and another student working in video editing/compositing.

The work completed and time provided by Debs Wilson and Paul Wilson (approx. 35-40 days) is therefore not funded, i.e. in kind. This means that the team working with Hyde 900 cannot provide 'additional elements' to those already quoted for the HLF funding bid as part of this HLF funded project with Hyde 900.

#### COMMENTS

- This project's timescales are dependent on availability of information for the site - and level of quality of 3D model required
- It is also dependent on the amount of information provided for the specific 'points' highlighted in the AR tour scripts.
- Further time may be required to add extra detail to the 3D model (i.e. textures, interior lighting etc) but this will be provided for free/in kind and in agreement with the DM Project Lead.
- Additional elements, time or smaller project elements will be agreed on individually, depending on the time required as they would be provided in kind and not form part of the agreed funding fee.
- **Please see storyboard documents and HLF-HAKA-UoW Projects-April2017.xlsx spreadsheet for detailed breakdown of project/tours, timescales and hours involved.**

#### Signatures

*Please ensure you have thoroughly read and understood the project details, requirements and outcomes before adding your signature below. Once all signatures are added, the details listed above are considered approved and the brief can be confirmed as final. Any further work not mentioned above will be classed as new work and covered by a new project brief.*

UoW contact:

Date:

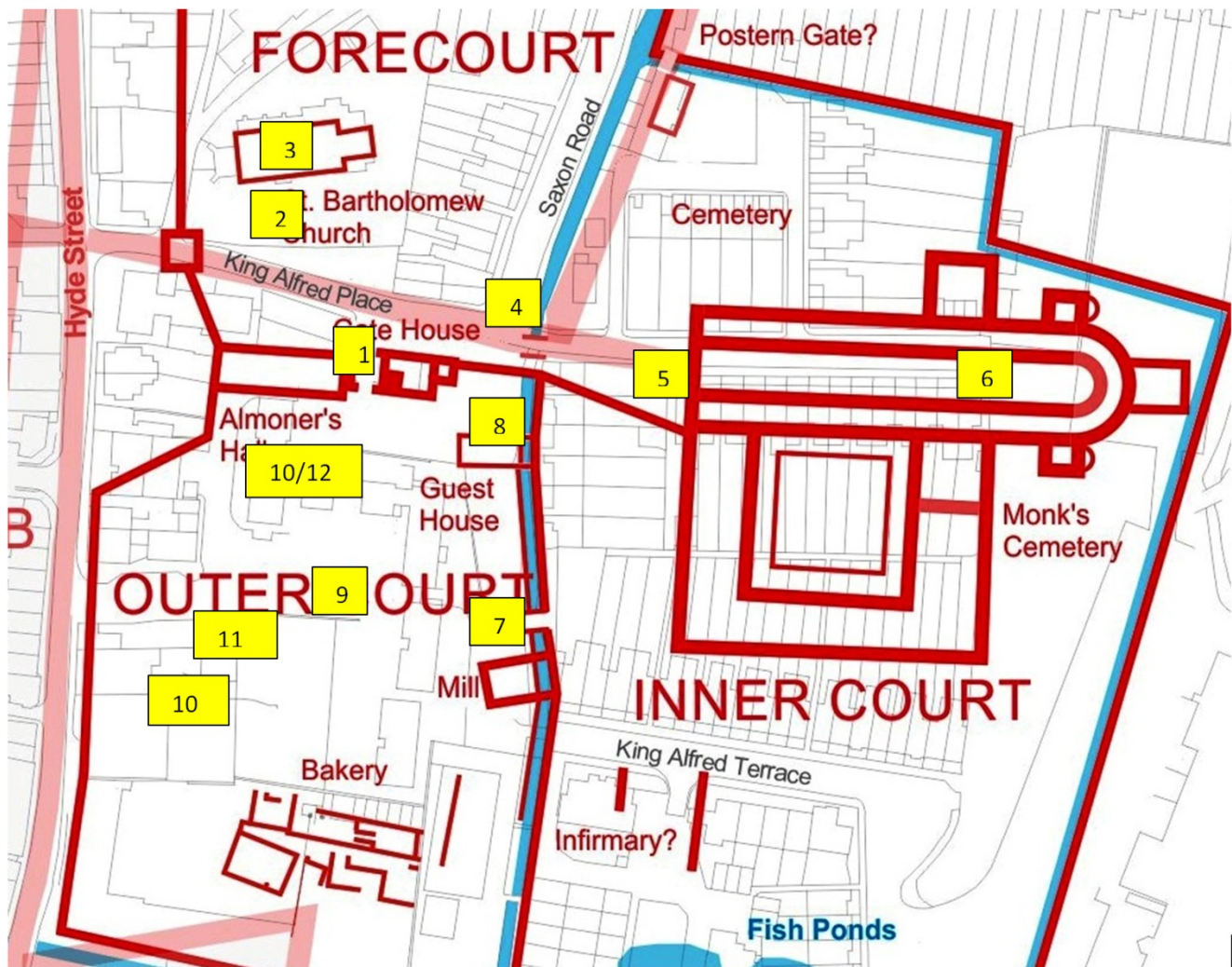
Designer/Developer Student contact:

Date:

Client contact:

Date:

Add important images / reference links here:



Hyde Abbey Proposed Route for Video/Virtual & Audio tours - HYDE 900 document: (Audio & video tours specification 19-1-17.docx)

1. **Audio Tour (David)** (draft as advice needed on visually impaired users requirements)

1.1 Coverage of 10 positions of the abbey precinct

- 1.1.1 Gate House
- 1.1.2 Outside St Barts
- 1.1.3 In St Barts
- 1.1.4 At the crossing over the Mill stream
- 1.1.5 At W end of nave
- 1.1.6 E end Alswitha Terrace
- 1.1.7 Mill stream by Mill
- 1.1.8 By Abbots bridge and Guest House
- 1.1.9 In front of N wall of Old Hyde House boundary
- 1.1.10 At West Wall

1.2 Commentary (approx. 1 min for standard version, 2 mins visually impaired version) at each position covering architecture, archaeology, landscape and history (light touch)



### 1.3 Delivery on

- 1.3.1 Mobile device and downloadable from website operated by **recognising each point on plan also key operation option to stop start?**
- 1.3.2 Mobile device and downloadable from website functioning by operation **of a key for visually impaired?**

### 1.4 Requirements

- 1.4.1 Audio script and speaker
- 1.4.2 Recording and editing facilities
- 1.4.3 Downloadable **operable (?)** files

## 2. Contemporary Video tour (David)

### 2.1. Coverage to include 12 positions of the abbey precinct

- 2.1.1. Gate House
- 2.1.2. Outside St Barts
- 2.1.3. In St Barts
- 2.1.4. At the crossing over the Mill stream
- 2.1.5. At West end of nave
- 2.1.6. East end Alswitha Terrace
- 2.1.7. Mill stream by Mill
- 2.1.8. By Abbots bridge and Guest House
- 2.1.9. In front of North wall of Old Hyde House boundary
- 2.1.10. In Old Hyde House Courtyard
- 2.1.11. In Old Hyde House
- 2.1.12. At West Wall

### 2.2. Commentary at each position covering architecture, archaeology and history (light touch)

- 2.2.1. Commentary - guide describes to 2 visitors of 12 points each approx. 45 seconds (**tbd**) using sequences of video round the abbey precinct (stopping at each of the positions) including still images - mix of photos and graphics (sketches, engravings, stills from 3D visualisation etc)

### 2.3. Delivery on

- 2.3.1. Website - operated by clicking on "Start of Tour"
- 2.3.2. Website - by clicking on hot points on plan (plan needs creating and made interactive)

### 2.4. Requirements

- 2.4.1. Storyboard showing guide with 2 visitors
- 2.4.2. Filming, recording and editing facilities
- 2.4.3. Visuals, rostrum camera and mixing facilities and labour
- 2.4.4. Digital output for website and download files

## 3. Abbot Aston Virtual Tour (Edward) (see storyboard for visuals – in development)

### 3.1. Overview/bird's eye image of abbey

- 3.1.1. Drop down to - Abbot Aston Outside Main gate in Hyde Street; looking up to Northgate; go through gate

- 3.1.2. See vista within Forecourt; view down to abbey church; St. Bart's on left (inspect doorway) ; outside wall of almoners' hall on right; 'Hyde gate'
- 3.1.3. Walk down towards abbey church
- 3.1.4. Pause outside door of abbey church; admire frontage
- 3.1.5. Enter abbey church and take in nave
- 3.1.6. Walk down nave into presbytery; observe key architectural features
- 3.1.7. Look at 3-4 shrines in presbytery
- 3.1.8. Advance to High Altar; see King Cnut's Gold Cross
- 3.1.9. Examine three royal graves in front of High Altar
- 3.1.10. Exit abbey church via south transept into cloisters
- 3.1.11. Examine capitals of columns in cloisters (modelled from capital in St. Bart's)
- 3.1.12. Proceed to scriptorium; examine writing of Liber de Hyda
- 3.1.13. Exit back to cloisters and then visit
  - 3.1.13.1. + dorter (dormitory)
  - 3.1.13.2. + frater (dining hall with monks eating)
  - 3.1.13.3. + abbot's lodging
  - 3.1.13.4. + fish ponds
- 3.1.14. Cross river to Outer Court
- 3.1.15. Look at mill and guest-house across river
- 3.1.16. Cross to almoner's hall; enter hall
- 3.1.17. Inspect interior of almoner's hall
- 3.1.18. Sit down to have drink with visiting pilgrims
- 3.1.19. Leave almoners hall and go through Hyde gate to enter Forecourt
- 3.1.20. Walk up to Main gate and say 'Good-bye and God Bless'

3.2. Delivery as Item 2.

#### **4. The Life of the Monks / History of New Minster/Hyde Abbey in ten events– Anecdotal series Tour (Edward & Nigel)**

- 4.1. These could be the subject of the 2-3 minute stories which illustrate the history of the abbey:
  - 4.1.1. c.900 King Alfred's death and the establishment of New Minster
  - 4.1.2. c.960 New Minster is refounded with a Royal Charter from King Edgar and Benedictine monks arrive from
  - 4.1.3. c.1030 King Cnut favours the church and gives it a gold cross; Queen Emma gives it an important relic in the head of St. Valentine
  - 4.1.4. c.1066 The uncle of King Harold is abbot of New Minster and he goes with a number of monks to take part in the Battle of Hastings. They do not return and New Minster accommodates itself to Norman rulers
  - 4.1.5. c.1110 The move from New Minster to Hyde and the establishment of the new abbey
  - 4.1.6. c.1135 Winchester falls victim to the civil war between Stephen and Matilda and the abbey is burned down
  - 4.1.7. c.1220 Abbot Aston is elected to be abbot
  - 4.1.8. c.1225 Abbot Aston goes to London to witness the reissue of Magna Carta
  - 4.1.9. c.1350 The Black Death devastates the abbey and its estates
  - 4.1.10. c.1538 The abbey is dissolved

4.2. Abbot Aston's Anecdotes Of Monastic Life - Anecdote Sample - a basis for possible adaptation/development by Nigel, The Slow Readers Club – 2 mins (which of the 10 does this belong to?)

“I want to let you into a rather embarrassing secret. My monks – the monks of Hyde Abbe – were not always the brightest. I was pretty bright myself – but I was the exception rather than the rule. Most of the bright boys from Winchester and roundabouts were sent by their parents to join the monastery attached to the cathedral. Well they would wouldn't they! We on the other hand tended to recruit what you might call the less able.

Anyway, this came to the attention of the Bishop during one of his regular inspections. He was not impressed when he heard the monks reading aloud from the Holy Bible – and, as you know, we do quite a lot of that in the abbey - it's what we're about. So when he heard not one monk but several mispronouncing words, stumbling over them and giving a completely garbled version of the parables he said we had to take action.

The problem was that the abbot at that time was not much interested in education. He just assumed that the lads who arrived at Hyde had been taught to read and write and he was damned if he was going to do anything more about it. But that didn't satisfy the Bishop. He insisted that the abbey get hold of a proper teacher to provide what they call remedial reading instruction to youngsters when they arrived so that the word of God could be properly disseminated. He put it rather poetically, I think. Through education, he said, “They remove the scales (from their eyes) and the clouds of ignorance and, being more perfectly educated, understand and recognise what they are reading and are brought to a clearer contemplation of the mysteries of the scriptures - as happens with nimbler minds.”

'Nimbler minds' – I like that! He properly put us in our place. Mind you, he had a point. Most of our novices preferred throwing the dice to reading a book.”

[Source: William of Wykeham's injunctions to Hyde Abbey in the Liber de Hyda]

4.3. Abbot Aston Anecdotes 3 - 'Bread Of Heaven' (which of the 10 does this belong to?)

Just before I became Abbot here in Hyde in 1222 there was a big council held near Oxford by Stephen Langton, the archbishop of Canterbury. If it been a few months later I should have been there – but there you go, I missed it. Anyway it was very important for the church here in England because after it was over the good archbishop issued what's called the Oxford Constitution – a statement of detailed laws basically about how the church should be run.

Among many rules – too many to mention here – it talked about food in monasteries and the need to enforce strictly the rules on eating. After all Christ said 'Man does not live by bread alone' - and who could disagree with that? So we shouldn't give too much attention to what we eat so long as we survive healthily. As Christ asked God, 'Give us our daily bread'. Not five star suppers – but just daily bread.

Now according to the rule of Benedict each monk should have a pound of bread a day. Again as the rule says, “There must be no danger of overeating so that no monk is overtaken by indigestion – there is nothing so opposed to Christian life as overeating.”

That said, there was always to be a choice of two dishes - or three with vegetables. So that sounds pretty fair wouldn't you say?

Sad to report it wasn't good enough for some of the monks who came after me. They forgot all about the rules. For a start many of them didn't stay in the monastery to eat their mid-day meals at all. Most days, three quarters of them were off in the town in hostelries or with friends – and who knows what they were served there! As usual when this came to the ears of the bishop he was furious. He said that if monks did not keep to the rules then in the future they should 'Go hungry, with only servants' portions of bread and vegetables'. Hmm – I'm not sure what the servants felt about that! - but it did lead to some thinner monks.

5. Photo Tour devised of stills/images (David) (is this the same as the contemporary tour/audio tour ut with photos rather than computer generated images/historical reference images?)