Interactive Media Production

Week 1 exercise.

In pairs or threes, you are to go to the “Favourite Website Awards” ([http://www.thefwa.com](http://www.thefwa.com/)) and have a browse at some of the examples (some require specific hardware so you may not be able to see them – just look at some others).

Once you have looked at a few, pick one that you like and analyse it. You need to attempt to answer the following questions:-

### [Super Sync Sports](http://blog.chromium.org/2013/02/on-track-with-chrome-super-sync-sports.html) – February 2013

1. **What is the URL?**  
   <http://chrome.com/supersyncsports/>
2. **Who is the client?**  
   Google
3. **Who made it?**  
   Google Creative Lab in collaboration with Rafaël Rozendaal, WEIR+WONG and Rami Niemi.
4. **Who is the audience?**
   1. **Age?**
      * 10-30
      * Children as young as 10 (if not younger) are using mobile devices and computers to play on the internet.
      * After around 30, Adults may no longer find the premise entertaining.
   2. **Gender?**
      * Both but predominantly Male
   3. **Social class?**
      * Middle-High
      * Need to have moderately powerful graphics card to run PC site, need a Smartphone to run mobile version.
   4. **Spending power?**
      * Free! (After you have bought all the hardware)
5. **What is its purpose?**  
   To show off the latest features of HTML5, CSS3 and Websockets. It was released around the same time that Chrome for Mobile (on iOS) was released and HTML5 became the standard.
6. **What technologies are involved in making it?**

HTML5, Websockets, Web Audio, Canvas, SVG, CSS3, Google Web Fonts, Google Cloud Platform, Google App Engine, Touch APIs.

1. **How many people do you think were on the team and how long do you think it took to make?**
   1. “The Creative Lab is a small team of designers, writers, programmers, filmmakers, producers and business thinkers”. (<https://www.google.com/about/jobs/search/#!t=jo&jid=42099&>)
   2. Websocket integration at Google dates back to 2009 (<http://blog.chromium.org/2009/12/web-sockets-now-available-in-google.html>)
2. **Your general impressions**
   1. **Is it similar to anything else?**
      * No, this makes use of new technology to sync devices quickly and makes it entertaining
   2. **Is it unique?**
      * Definitely, it has Google’s sense of fun but is unlike many of the other serious projects
   3. **What would you have done differently?**
      * More activities, slightly less annoying music