



VISUALLY ENHANCED WORKOUT



GROUP WORKOUT · MOTION GRAPHIC · VISUAL ACCOMPANIMENT

www.charlottevogel.com/vew.html



Every so often an idea comes along
that forces one to consider why
this has not been done before.

An idea so eloquent and so practical,
it is difficult to imagine life without it.

VEW is one such idea that is not only
original, but works: it does everything
that it is supposed to.



Shaun Camp, course leader MA Digital Arts, NIUCA, 2009

VEW was created by Charlotte Vogel as part of the
MA Digital Arts at Norwich University College of the Arts, 2009
All work is original and copyright of Charlotte J. Vogel

BACKGROUND

Group workouts are held in gyms around the world everyday and are becoming increasingly popular as mankind strives for perfection.

However, from partaking in such activities I can see that there is still a great potential for improvement. On researching my concept I found others think the same...

CURRENT CLASS FORMAT

The instructor is situated at the front of the class, which could be any size from 5 to 400 people (average class size in UK is 20). The instructor verbally gives instructions over loud music, as well as performing the routine as a mirror image to the class. The class is around 55 mins. Different classes focus on various types of fitness training.

VEW CONCEPT

Visual graphics would greatly enhance a group workout. A large screen at the front of the class, projection or LCD, could solve many of the existing problems.

EXISTING PROBLEMS

DIRECTION

Confusion between left and right

REMEMBERING SEQUENCE

Long, confusing combinations make people stall

SEEING INSTRUCTOR

View being blocked by other participants

KEEPING FOCUS

Getting bored
Clock-watching

VEW SOLUTIONS

SCREEN GRAPHICS

Using icons and composition to influence direction

ON DISPLAY

No need to remember - an animated list of actions makes it clear

XXL FORMAT

With an enormous projection high enough, everyone should have a view

MOTIVATIONAL ELEMENTS

Items such as a progress bar keeps members informed of where they are, and a countdown of reps remaining encourages participants to continue

EXTRA BENEFITS

There is less pressure on the instructor now, so they can be more helpful to the class by advising participants on improving techniques and keeping motivated

CONCEPT AND PRODUCTION



CHOREOGRAPHY AND SOUND

The structure of the routine is the back-bone of the workout. This should be designed by a fitness expert who will structure the routine with suitable stretches and intensity levels across a variety of body parts to maximise the benefits of the workout.

The phrasing of the audio is based on the structure of the workout. Phrases may echo or answer each other and will be repeated for the same actions to maintain familiarity.

SOFTWARE USED

Logic Pro



CAPTURING MOVEMENT

A straight run-through of the routine was performed and recorded with the new sound track to use as a template. Then each action was recorded individually. These pieces of footage were edited together and synchronised with the music as a rough layout for the animation to follow.

CAMERA USED

Sony HDR-FX7



ROTOSCOPING ANIMATION

The individual movements were then rotoscoped to create animated actions. These were then edited together in synchronisation with the sound track.

Another idea for this stage would be to use a 3D model. Motion-capture would be more expensive, but may be quicker in the long term on a professional level.

SOFTWARE USED

Flash CS4

Photoshop CS4

After Effects CS4

Quicktime Pro

GRAPHICS AND BRANDING

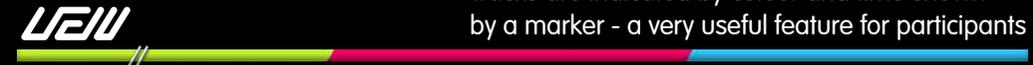


My aims for branding and logo-design were to create a powerful, expressive, energetic, forward moving, dynamic image. As the target group is male and female, age range 20-50 the logo should not look too technical or harsh but with a smooth and slightly emotive touch.



'VEW Power' was demonstrated for the purposes of the MA Digital Arts course work. This is an aerobic workout using movements inspired by martial arts.

The concept of VEW would comfortably support other types of group fitness classes, such as yoga, weight training, and stationary cycling.

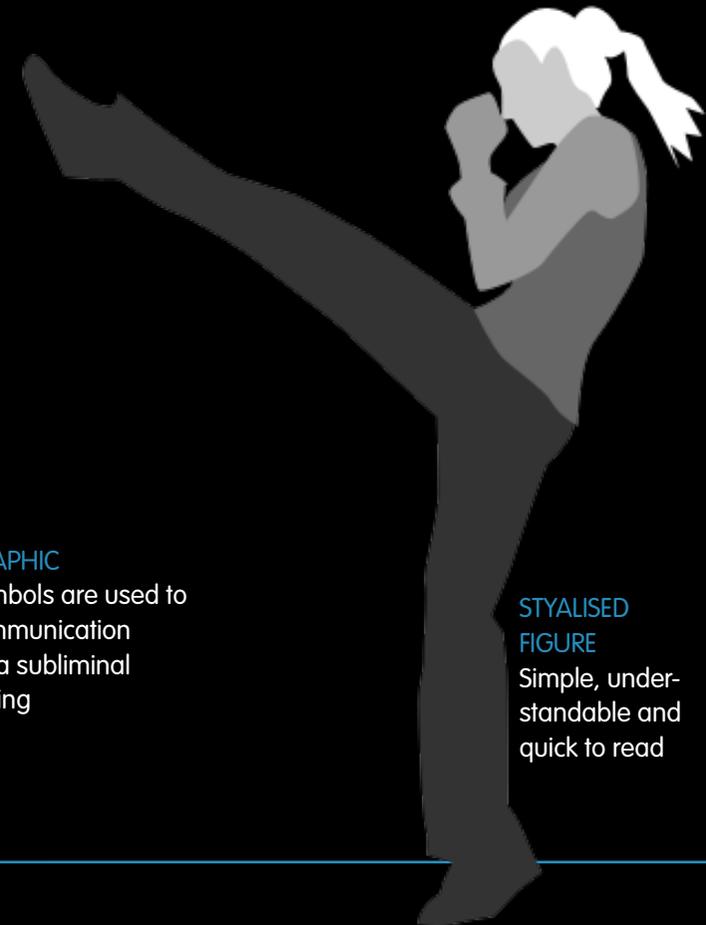


PROGRESS BAR
Tracks are indicated by colour and time shown by a marker - a very useful feature for participants

HIGH KICK
LEFT JAB



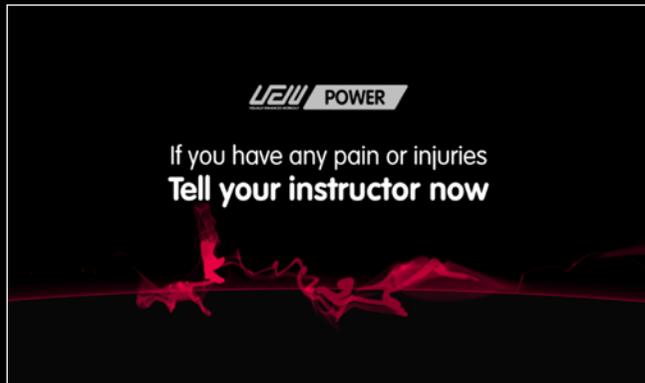
STANCE GRAPHIC
Graphic symbols are used to simplify communication and create a subliminal understanding



STYLISTED FIGURE
Simple, understandable and quick to read



VIEW CLASS



WELCOME SCREEN

The class begins with a looping welcome screen, displaying health related messages. During this time, participants will be entering the studio, warming up, and have the opportunity to speak to the instructor. The screen will not replace the instructor, as one-to-one contact is essential for safely conducting these activities.

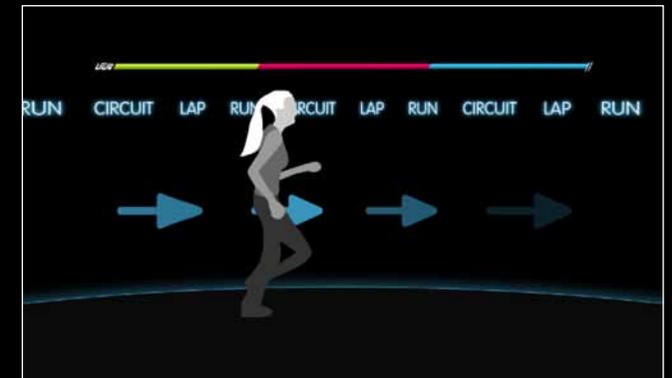
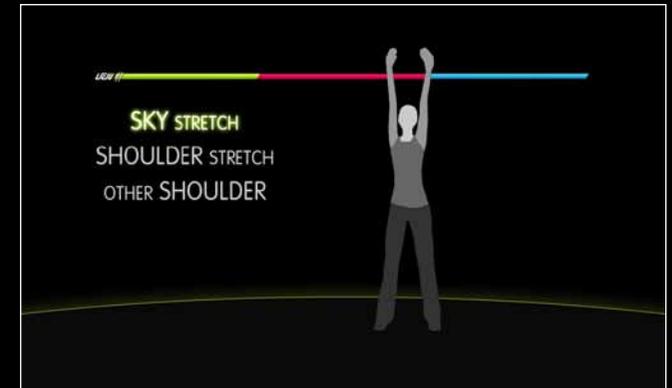
MAIN CLASS

The class will begin when everyone is assembled and the instructor starts the visual accompaniment. The routine is designed by fitness experts and incorporates suitable stretches to benefit the workout. As the workout is performed in time with the motion graphics, stretches are ensured to be held for the correct duration.

Workouts will generally follow a pattern, consisting of a warm-up, a high-intensity section and finishing with a warm-down. The content, intensity, repetition and duration of these sections depends on the type of class. There may also be different levels for each activity, appealing to beginners or the more experienced.

KEEP VEWING

As members of fitness classes attend sessions on average twice a week, it is important that there are new releases made regularly so as people don't become bored. However, I found during my testing that familiarity with a routine is a benefit to participants, so it is necessary to re-use workouts.



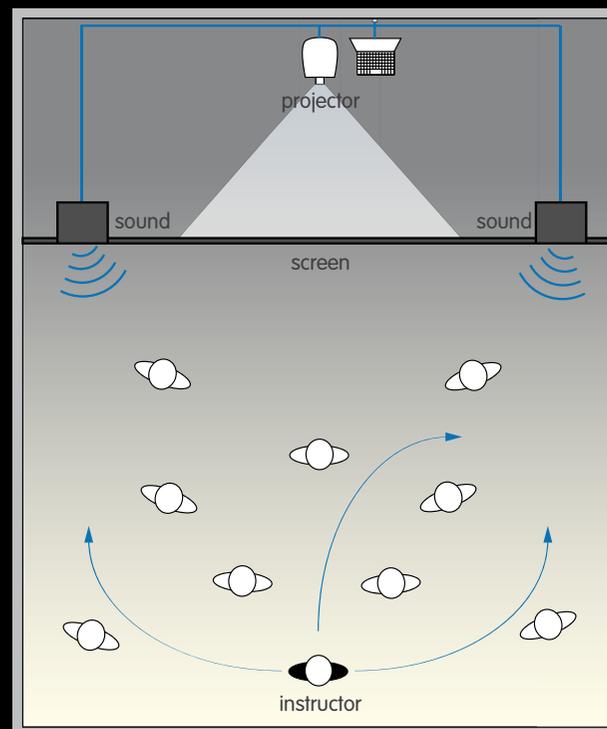
REALISATION



Exercise should be challenging but not embarrassing or dangerous. Basic classes put too much pressure on the instructor and too often participants will fall behind, get confused, and develop bad techniques because the instructor is too busy shouting out the routine to have time to help them. This is not only bad for health and safety, but also the class is not getting the most out of their workout.

AIMS AND ACHIEVEMENTS OF VEW

- To energise, motivate, and inspire participants
- Enhance the experience of the workout
- Help the routine to be followed through correctly
- Encouraging use of good techniques
- Increase enjoyment level
- Influencing direction, reducing mistakes and banishing embarrassment
- Help overcome any existing problems that may be preventing members from reaching their potential
- Use the instructor to greater benefit by assisting individuals to get more out of their workout



The Visually Enhanced Workout was tested for the first time in Norwich, August 2009

It proved to be a huge success, with feedback showing many positive results

- “A REALLY GREAT IDEA”
- “GOOD FUN & ENJOYABLE”
- “A NEW EXPERIENCE”
- “EVERYONE KNEW EXACTLY WHAT TO DO”
- “FIGURE WAS GOOD FOR DEMONSTRATING MOVES”
- “A VISUAL COUNT DOWN WAS EXCELLENT - VERY HELPFUL”

CREDITS

All material including sound and choreography is original and copyright of Charlotte J. Vogel.

SOUND DESIGN ASSISTANCE

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VEW POWER DEMO INSTRUCTOR

Becky Kidman

VEW POWER TESTERS

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VEW WEBSITE

Click here to view (www.charlottevogel.com/vew.html)

VIDEO DOCUMENTATION

Click here to view (<http://www.vimeo.com/8746472>)