



BinocuLike

Online production project for **MKT699-2**

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Social Media and Self-Image

BinocuLIKE was inspired by the digital and specifically social media obsession that emerged predominantly among representatives of the Millennial generation among other age groups within the past decade. While access to World Wide Web and social media provide people with tremendous resources and unprecedented connectivity, it also has the capacity to “handicap” our egos. For some social media became such an integral part of life that it inevitably morphed with self-image. Many individuals tend to see their digital presence and social media profiles as direct extension of their persona.





Get Likes or Die Trying

Putting personal content online allows people to make a statement about themselves and instantly get gratified as their friends interact with the content, normally in the form of “likes”, especially on social media platform Instagram. Likes naturally become a way to titillate one’s self-esteem and the ultimate goal for sharing content online. To achieve it, among other techniques, people use a variety of photo filters to enhance their visuals.



A photograph taken using BinocuLIKE

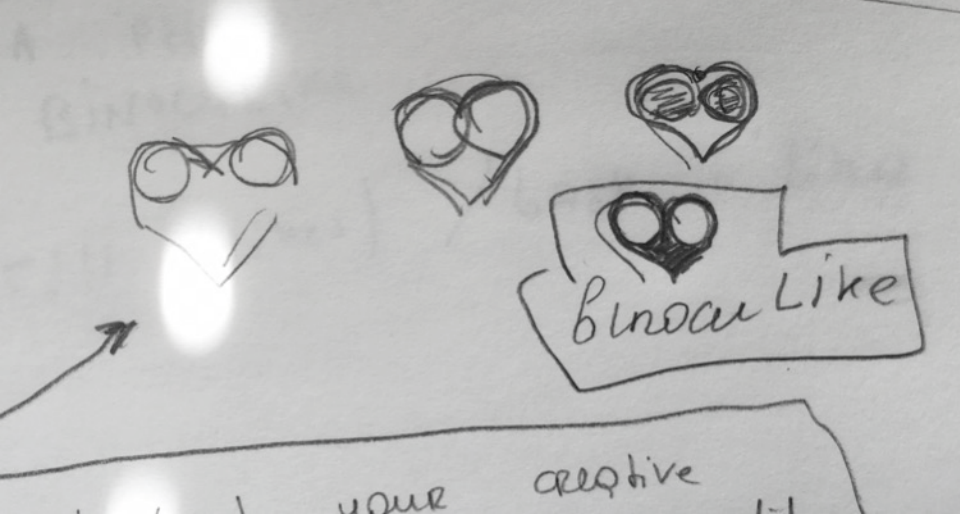


Vision

The vision behind **BinocuLIKE** was to create an augmented reality filter for photos, essentially is a paper cutout of an object, which one can place in front of their camera before taking a photo. Such and obnoxious solution with purposefully lacking utility was designed to start the conversation about how far an individual can go to get public approval on social media.

The coin-operated machine was selected as a cutout object since it became somewhat a staple in photography, a “cool” and “hip”, yet vintage machine that confirms the significance of what it is pointed at.

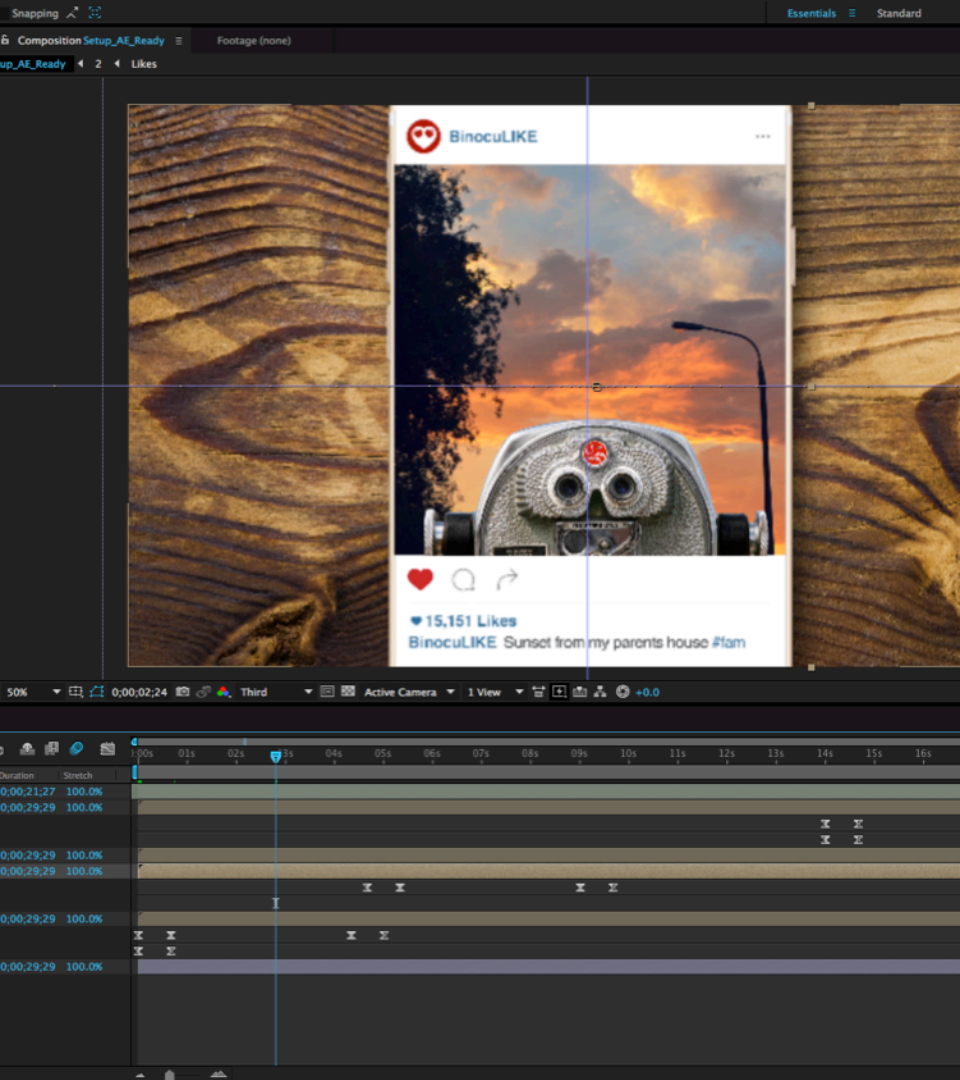




Concept

In order to maintain the conceptual integrity of **BinocuLIKE**, a fair amount of planning and conceptualization went into various aspects of the project, from the brand itself to the website design.

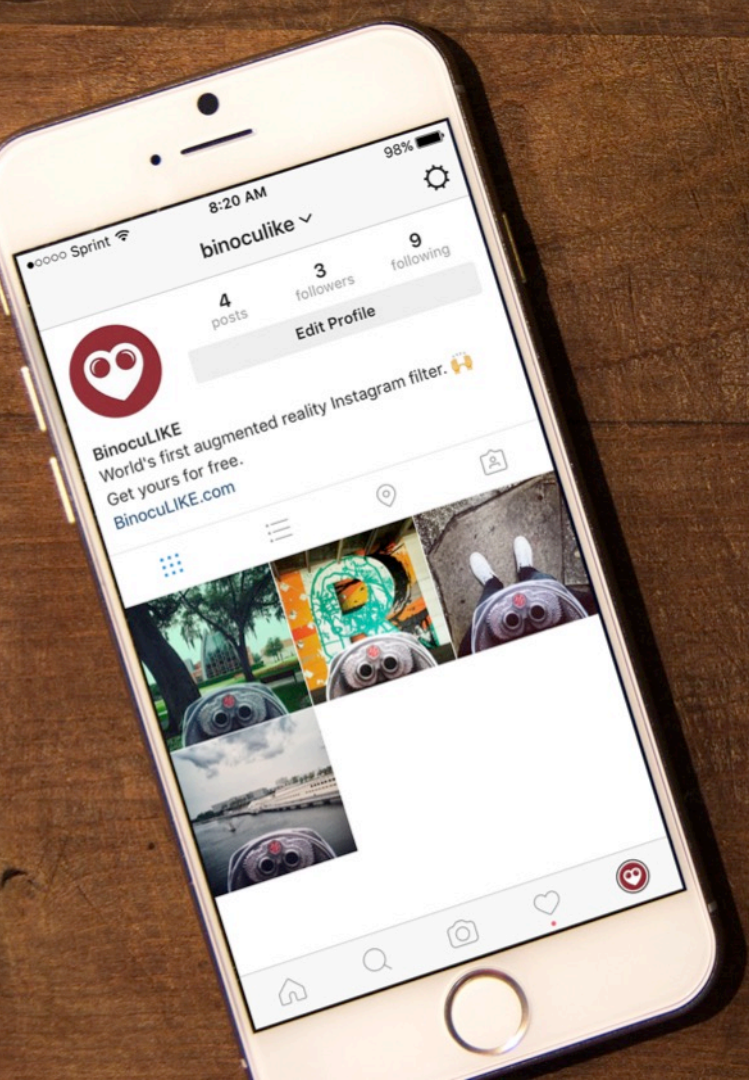




Video

To demonstrate **BinocuLIKE** in action a motion graphics video that featured various examples of using the product was developed using Adobe Photoshop and Adobe After Effects.





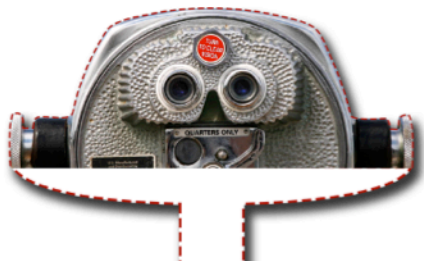
Instagram

BinocuLIKE had to be showcased in its native environment. | **BinocuLIKE** Instagram account was created to feature an ever-growing collection of photos and to engage with social media influencers from local communities, sparking their interest and encouraging them to use **BinocuLIKE**.





Get More Likes!



Get more likes and boost your creative ego with the world's first augmented reality Instagram filter.

Website

Finally, a website (www.BinocuLIKE.com) was developed solely through hand code to showcase the product and serve as a hub for all **BinocuLIKE** assets. Furthermore the site provided the patrons with an opportunity to download their own **BinocuLIKE** template that they could print out and have at their disposal.



A snippet of the actual BinocuLIKE script code.

```
14
15 <!-- Script -->
16
17 <script src=
  "http://ajax.googleapis.com/ajax/libs/jquery/1.6/jquery
  </script>
18
19 <script>
20
21 $(document).ready(
22
23 function(){
24     $('a[href^="#"]').bind('click.smoothscroll', function
  ) {
25         event.preventDefault();
26
27         var target = this.hash,
28             $target = $(target);
29
30         $('html, body').stop().animate({
31             'scrollTop': $target.offset().top
32         }, 900, 'swing', function () {
33             window.location.hash = target;
34         });
35     });
36 });
37
38
39 </script>
```

Code

The one-page scroll website was coded under supervision of Professor Santiago Echeverry and utilized a variety of concepts covered in class, among others including:

- HTML5 divisions
- HTML5 classes and sudo classes
- Google fonts
- Cascading Style Sheets (CSS)
- Mobile friendly “Float-left” containers
- Web multimedia, including videos
- Full-width divisions
- Smooth scrolling JQuery





BinocuLike

Thanks for checking it out!

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