

**San Diego Visual Arts Network**

**SAMPLE: DNA of Creativity Collaboration Grant Application Form**

**Title of Team:**

**“Project Future App”**

**Team Spokesperson with telephone and email address:**

**Arthur Science 760.000.0000 email**

**Names of Team Members with email addresses:**

**John Smith, email**

**Jane Doe, email**

**Sci Master, email**

**Paint Brown, email**

**Amount of Funds Requested: \$2,000.00**

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**Narrative:**

Attach to this document a two-page narrative of your collaborative projects, explaining its cross-disciplinary nature along with a brief schedule for achieving the stated objectives. This should contain a highly focused statement of your project goals and include a discussion of the significance of this proposal and how it will expand and/or challenge the group members’ research/artistic practice.

**Please submit this cover page, along with a narrative, budget, and any other attachments to Patricia Frischer: [patricia@sdvisualarts.net](mailto:patricia@sdvisualarts.net)**

For more information: [www.DNAofCreativity.org](http://www.DNAofCreativity.org)

[San Diego Visual Arts Network](http://SanDiegoVisualArtsNetwork.org) ( Public Charity 501 (c) 3 EIN #205910283)

2487 Montgomery Avenue, Cardiff by the Sea, CA 92007 [www.SDVAN.net](http://www.SDVAN.net) 760.943.0148 [info@sdvisualarts.net](mailto:info@sdvisualarts.net)



## **SAMPLE “Project Augmented Reality App ”**

**Introduction:** cutting edge educational tool, entirely new field of art, dynamic new communication aid

In 2010, 83% of American adults have cell phone and 35% of those access the internet via their phones (Pew Internet and American Life Project research). The knowledge that 80% of that group falls within the 18 -29 year old age group is particularly important as this is a demographic that we are all trying to encourage to become more involved in the arts and sciences.

**Goal:** The goal of this project would be to invent interactive programming available on mobile phones. which combines art and science ideas to encourage participation in various services or projects. One example service would be to visually see on a map with GPS capability the location of art events that are close to your current location. Another might be accessing more information about those events visually through Augmented Reality (AR). AR is a term that refers to technology that superimposes computer-generated content over live images viewed through cell phone cameras. Ultimately, gathering and accessing information about the use of phones in this way might inform other uses.

**Context/history:** [Acrossair](#) has developed an AR application for the [New York Subway system](#). It allows you to hold up the phone and look through the camera and see on the screen where the closest subway is. It also points toward other New York City tourist destinations and landmarks and provides the approximate distance. [DNL Pro](#) has created Message Central, which allows users to leave messages on customized billboards around them. All users are then able to read the message on a 3D augmented-reality object. Surprise Me by [Elipse Ad](#) has created the Surprise Me app that allows friends to leave augmented-reality gifts for friends to find using their phones' cameras. The way it works is you open the application in the camera view and see what your friends have left you, or what other people may have shared. They could leave photos, audio files, and text gifts all around you.

In this project, we could combine all the above technologies to utilize virtual reality billboards with art works and scientific illustrations from the project created by other DNA of Creativity projects. We could hold virtual events like treasure hunts and progressive dinners, where the end result would be a real gathering to show the results of the DNA projects. We could conduct lesson plans for students out of the classroom and on the very streets of the city.

**Cross-disciplinary nature:** Each group member would have an opportunity to apply this technology to their own chosen field. Art works could become interactive instead of static. When seen through the cell phone camera the works could light up, move, speak or sing. Teachers could add educational notes to viewed subjects, ask questions that need a response, check attendance or even conduct tests. Technological challenges will have to be conquered to make this possible.

**Structure of collaboration:** The team will have to work to embrace all the possibilities and then narrow down the choice of what is achievable in the time frame for this project. This choice will entail collaboration and compromise. As problems arise, expert advisors will have to be called in to help. The group core will communicate on a regular basis but the entire team can be very large and will be updated via an internet site and shared Google documents

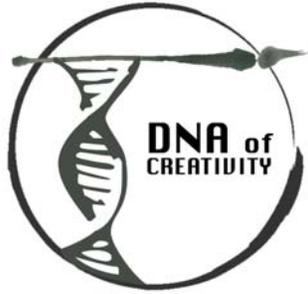
**Methodology of recording the creative process:** All group conversations will be documented by summaries. The summaries can take the form of written notes, video edits, or other forms of communication possibly circular diagrams or illustrated story boards.

**Presentation and documentation:** At the end of the study an assessment of the results will culminate in a publishable paper with lesson learned and advice for future application uses. The app will be made available for free to download to the public who will be able to interact with the app to find visual arts events around the county of San Diego. A special demonstration event will

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be arranged to generate PR for the application, to explain how best to use it and to demonstrate it. The app will also be available to all the teams to broadcast their project results.

**Schedule:**

Month 1-2: Learn about application requirements, Brainstorm possible application services, determine actual application project and construct list of needs. This will require full team participation.

Month 3 -4: generate name, design branding, generate additional funding sources

Month 5-6: Work with technology specialist to build software

Month 7 -8: Beta test to sample audience and make revisions to programming

Month 9-10: Start to build audience

Month 11-12: Leverage existing software and add stage two capabilities

**Lesson Plan:** This correlational research project would consist of a qualitative study of three focus groups of twelfth grade students and would involve pre-assessments and post-assessments of the student's knowledge of the particular subject chosen i.e. applications using augmented reality as well as an evaluation of creativity. The independent variable would be the lesson plan designed to incorporate this art and science learning experience. The lesson would be designed by art and science educators to best present the required curriculum, and meet the state standards while also integrating the two subjects.

**Team Members:**

**Arthur Science** Spokesperson

**John Smith**, Science Educator

**Jane Doe**, Art Educator

**Sci Master**, technology guru

**Paint Brown** - Artist

**Advisors:** Kathy Smith- Educational research specialist, Ruth West – Funding raising and augmented reality specialist, Todd Margolis – technology for AR

**Resources and community partners:**

SDVAN databases of directory and events calendar information

UCSD research in AR faculty and facility

**Budget:**

Software developers: \$5000

Art Materials \$1000

Admin supplies \$100

Classroom Materials \$500

Misc: \$200

Total: \$6800, Additional funding for this project will come from the SmART Family Foundation through SDVAN.

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