

JB-S-0022

Articulate



Articulates art and culture.



Problem Statement - 3



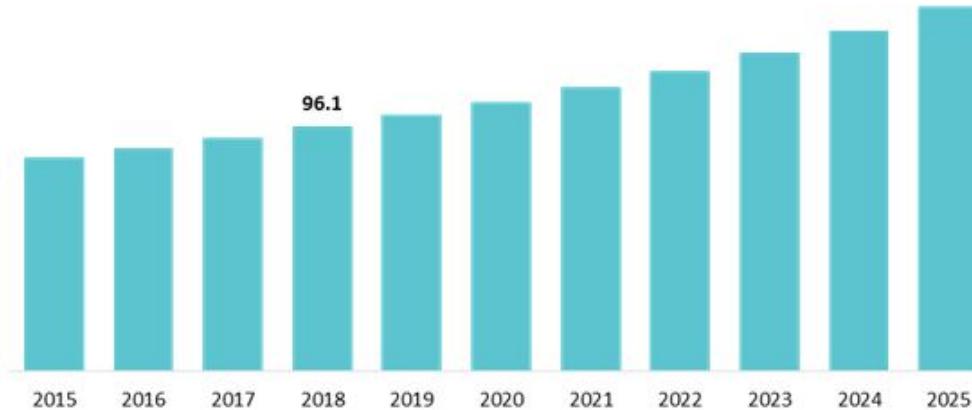
- Digital Solution for Online Learning for Visual Arts, Performance and Music.
- That can cater for online showcase exhibition even from remote locations

Top Art Schools Venturing Online

Some of the most prestigious art and design schools recently began offering credit and non-credit courses online for the first time to make the classes accessible to learners worldwide. And they are a fraction of the cost -- about \$300 per hour -- of the schools' in-person classes.

Faculty and administrators are enthusiastic about the opportunity. “I wanted to bring art history to the people,” said Lisa Wainwright, dean of faculty at the School of the Art Institute of Chicago and professor of art history. “That was really ... rewarding -- just helping people navigate museums.”

Global Online Music Learning Market 2015-25 (USD Million)



Source: Adroit Market Research © 2019



Articulate

ARTICULATE is a website platform which enables the students to unlock their creativity skills in arts

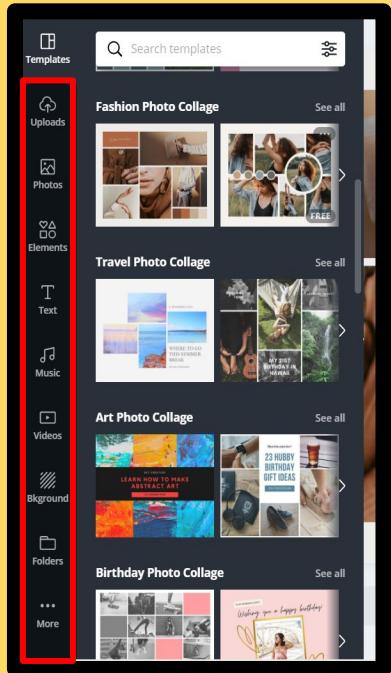
- **Students**
- **Mentors in Government Schools**



Features of Articulate

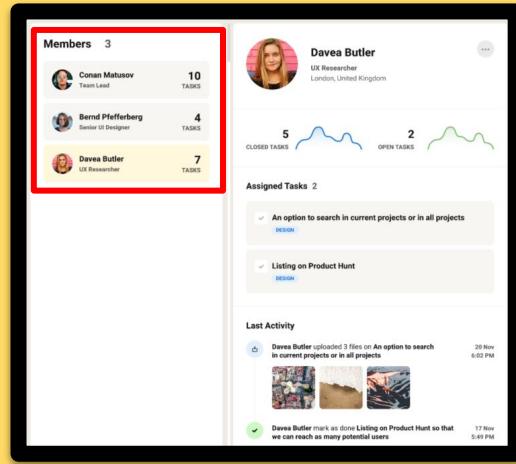
01

E-portfolio platform



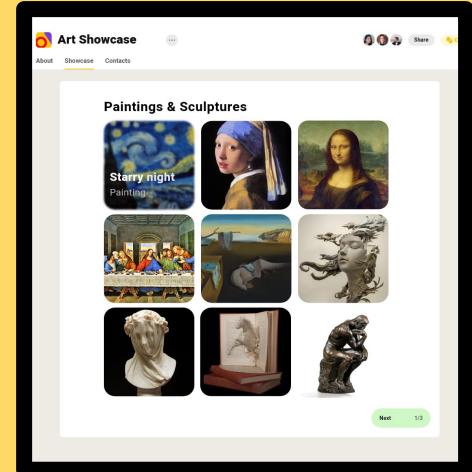
02

E-studio platform



03

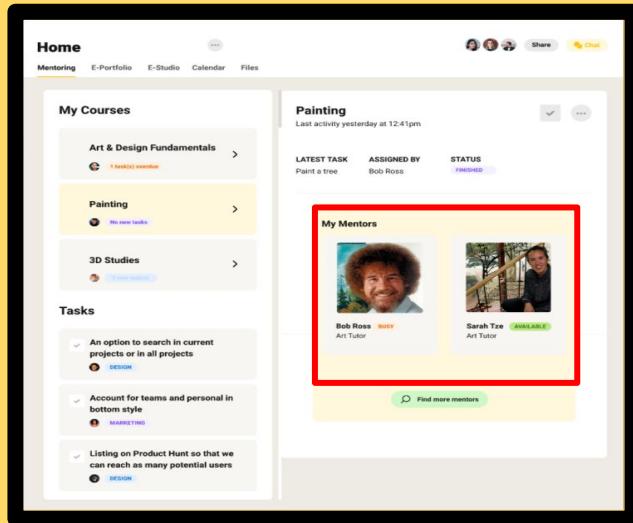
Art Showcase Event



Features of Articulate

04

Mentoring Platform



Home

Mentoring E-Portfolio E-Studio Calendar Files

My Courses

- Art & Design Fundamentals >
- Painting** > *No new tasks*
- 3D Studies >

Tasks

- An option to search in current projects or in all projects
- Account for teams and personal in bottom style
- Listing on Product Hunt so that we can reach as many potential users

Painting
Last activity yesterday at 12:41pm

LATEST TASK: Paint a tree ASSIGNED BY: Bob Ross STATUS: FRIENDS

My Mentors

Bob Ross **Busy** Sarah Tze **Available**

Find more mentors

05

Personal Art Vault

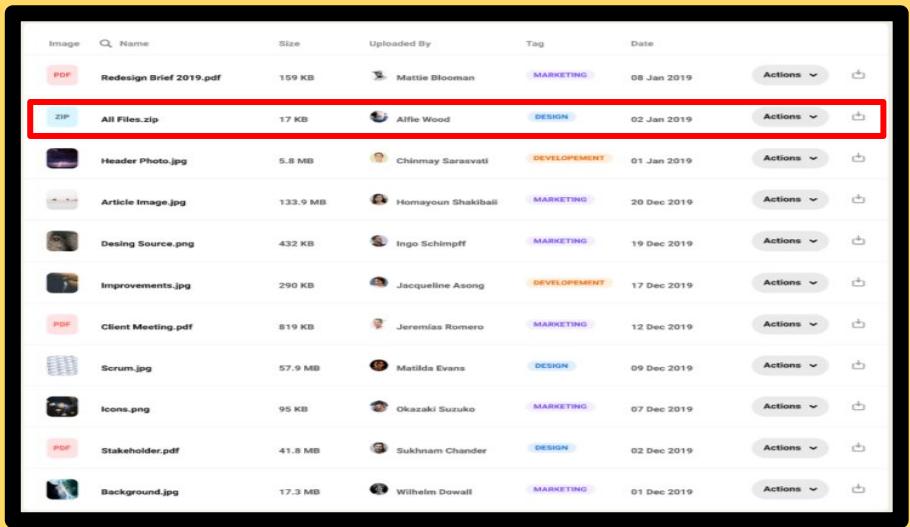


Image	Name	Size	Uploaded By	Tag	Date	Actions
PDF	Redesign Brief 2019.pdf	159 KB	Mattie Blooman	MARKETING	08 Jan 2019	Actions
ZIP	All Files.zip	17 KB	Alfie Wood	DESIGN	02 Jan 2019	Actions
	Header Photo.jpg	5.8 MB	Chinmay Sarasvati	DEVELOPMENT	01 Jan 2019	Actions
	Article Image.jpg	133.9 MB	Homayoun Shakibali	MARKETING	20 Dec 2019	Actions
	Desing Source.png	432 KB	Ingo Schimpff	MARKETING	19 Dec 2019	Actions
	Improvements.jpg	290 KB	Jacqueline Asong	DEVELOPMENT	17 Dec 2019	Actions
PDF	Client Meeting.pdf	819 KB	Jeremias Romero	MARKETING	12 Dec 2019	Actions
	Scrum.jpg	57.9 MB	Matilda Evans	DESIGN	09 Dec 2019	Actions
	Icons.png	95 KB	Okazaki Suzuko	MARKETING	07 Dec 2019	Actions
PDF	Stakeholder.pdf	41.8 MB	Sukhniam Chander	DESIGN	02 Dec 2019	Actions
	Background.jpg	17.3 MB	Wilhelm Dowall	MARKETING	01 Dec 2019	Actions

Feedback

*It is actually a problem for us especially to those who **lack knowledge in using softwares to master the arts.** We require detail guidance like interacting or a step by step tutorial which we can't easily get.*



Syamimi Al-Hanifa
Bachelor in Animation, UPSI

Unique Selling Point

User Friendly

Easy to use with simple and clear interface

Cloud Technology

Allows cloud storage data access for collaborative work



Privacy Secured

Personal information will be secured using **Laravel framework**

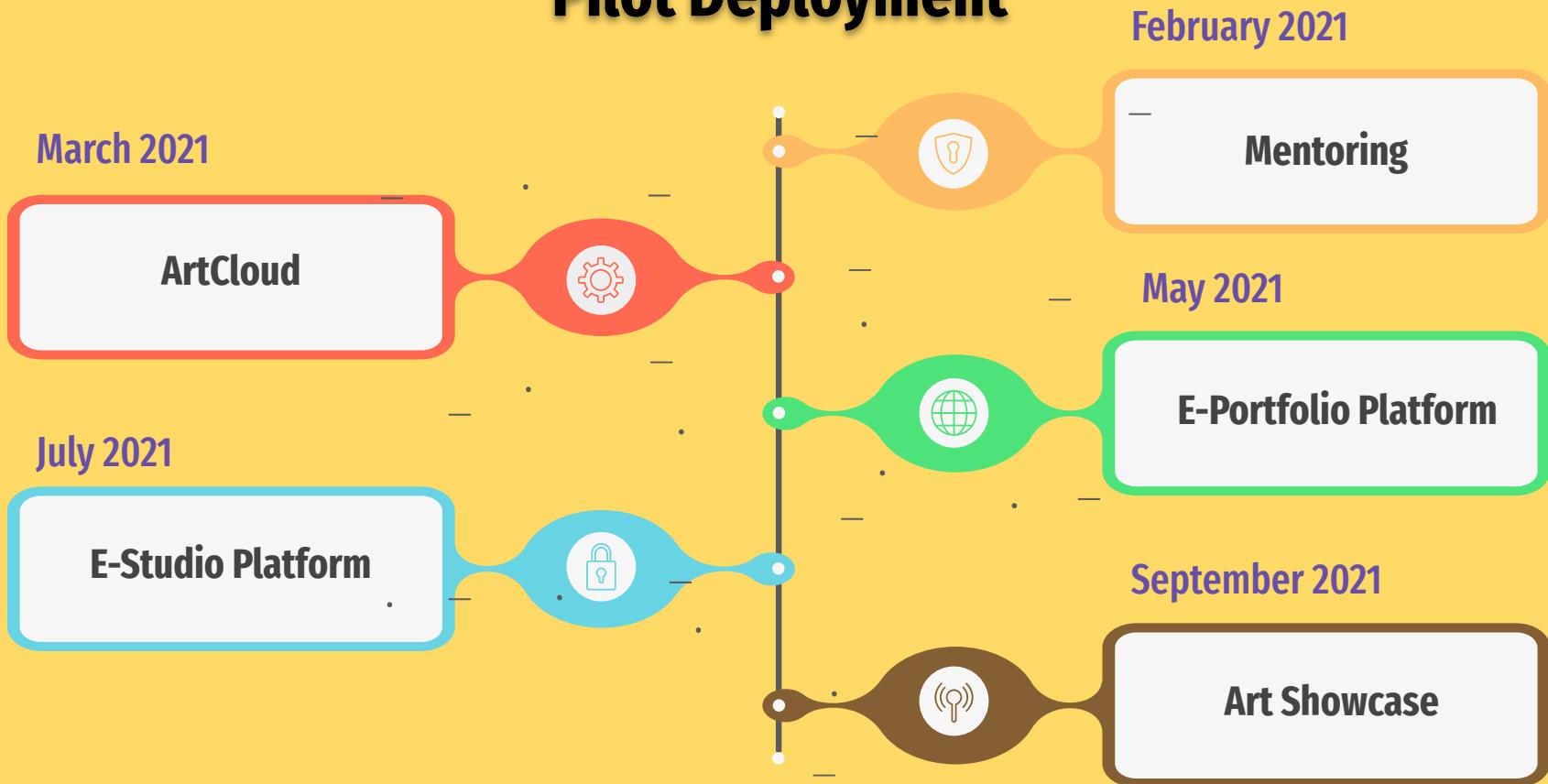
Attractive Interface

Interface is attractive and the color theme is interesting

Competitors

	E-Learning	MorrisArts	GurooProducer	Articulate
E-Portfolio Building Tools	✗	✗	✓	✓
E-Studio Collaboration	✓	✓	✗	✓
Visual Art Showcase	✗	✓	✓	✓
Online Monitoring System	✓	✗	✓	✓
Art Vault	✓	✓	✓	✓

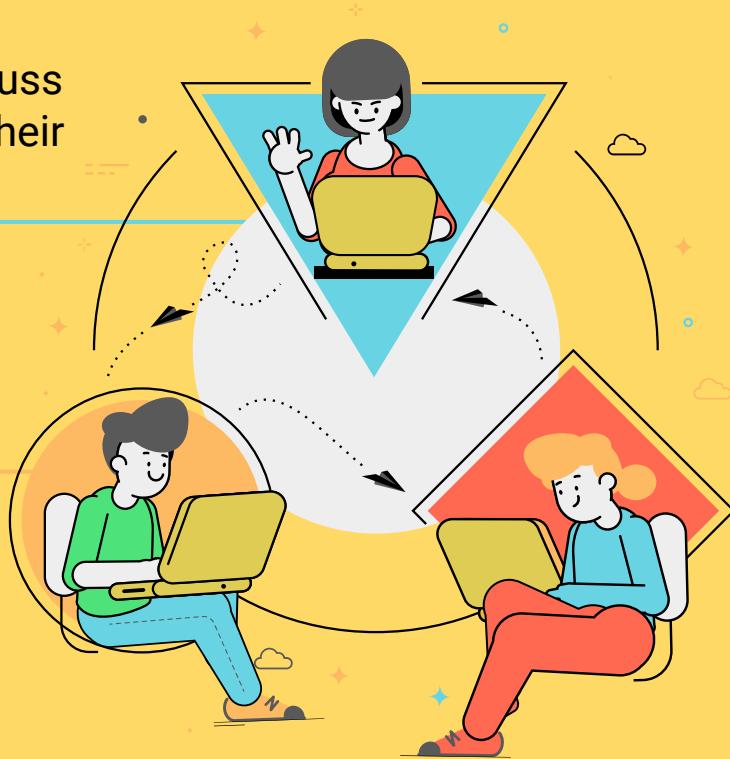
Pilot Deployment



Suggested Improvements

Forum features to allow user discuss with other people regarding their artwork

Art tutorial videos collection such as line art, coloring, perspective and postures



Teams

Mirhanieza Binti Matharuzaman

- UI/UX Designer



Nuramyra Natasha Binti Ismailudin

- Full-stack developer



Aimi Binti Rusdi

- Project Manager
- Application Developer



P'ng Yi

- Front-end developer



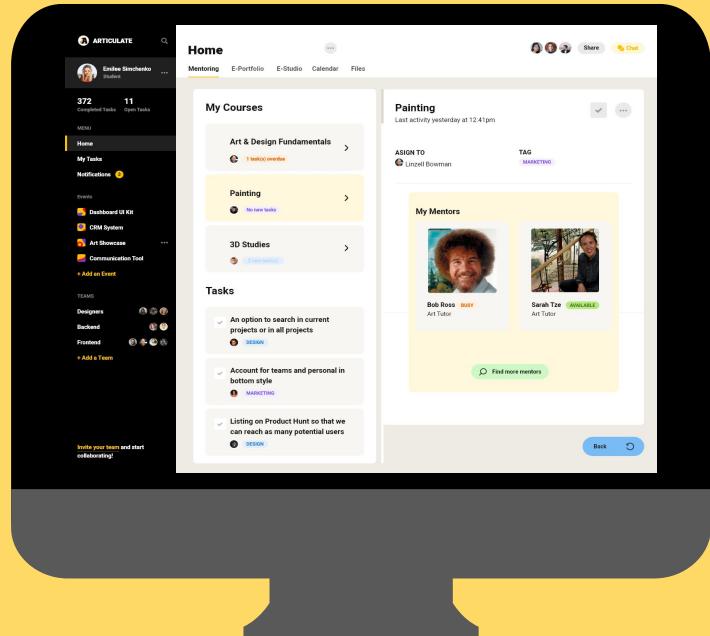
Nur Irdina Binti Ahmad Rifdi

- Back-end developer





PROTOTYPE



THANK YOU



</MY_
HACKATHON>
2020



JB-S-0022

Articulate

Articulates art and culture.



Key Features

01

E-portfolio platform

- Free variety of portfolio templates with unique building tools

E-portfolio is very important for art and music students



The image shows a mobile application interface for creating photo collages. On the left, a sidebar lists various tools: Templates (selected), Uploads, Photos, Elements, Text, Music, Videos, Bkground, Folders, and More. The main area displays a grid of photo collage templates categorized by theme: Fashion Photo Collage, Travel Photo Collage, Art Photo Collage, and Birthday Photo Collage. Each category has a 'See all' link. The 'Fashion Photo Collage' section shows a 'FREE' option. The 'Travel Photo Collage' section includes a 'WHERE TO GO THIS SUMMER BREAK' link. The 'Art Photo Collage' section includes a 'LEARN HOW TO MAKE ABSTRACT ART' link. The 'Birthday Photo Collage' section includes a 'Wishing you a happy birthday!' message.

Key Features

02

E-studio platform

- Online collaboration platform for group activity purposes

Collaborative tasks helps students to share ideas and give their own opinion



The screenshot shows the E-studio platform interface. On the left, a sidebar displays a list of members with their task counts: Conan Matusov (10 tasks), Bernd Pfefferberg (4 tasks), and Davea Butler (7 tasks). The member Davea Butler is highlighted with a yellow background. A red box is drawn around this list. On the right, a profile for Davea Butler is shown, including her photo, title (UX Researcher), location (London, United Kingdom), and a line graph showing 5 closed tasks and 2 open tasks. Below this, a section titled 'Assigned Tasks' lists an option to search in current projects or in all projects under the 'DESIGN' category, and a listing on Product Hunt under the 'DESIGN' category. At the bottom, a 'Last Activity' section shows a file upload by Davea Butler and a task mark as done by her.

Member	Tasks
Conan Matusov Team Lead	10 TASKS
Bernd Pfefferberg Senior UI Designer	4 TASKS
Davea Butler UX Researcher	7 TASKS

Members 3

Conan Matusov 10 TASKS
Bernd Pfefferberg 4 TASKS
Davea Butler 7 TASKS

Davea Butler
UX Researcher
London, United Kingdom

5 CLOSED TASKS 2 OPEN TASKS

Assigned Tasks 2

- An option to search in current projects or in all projects
DESIGN
- Listing on Product Hunt
DESIGN

Last Activity

Davea Butler uploaded 3 files on An option to search in current projects or in all projects 20 Nov 6:02 PM

Davea Butler mark as done Listing on Product Hunt so that we can reach as many potential users 17 Nov 5:49 PM

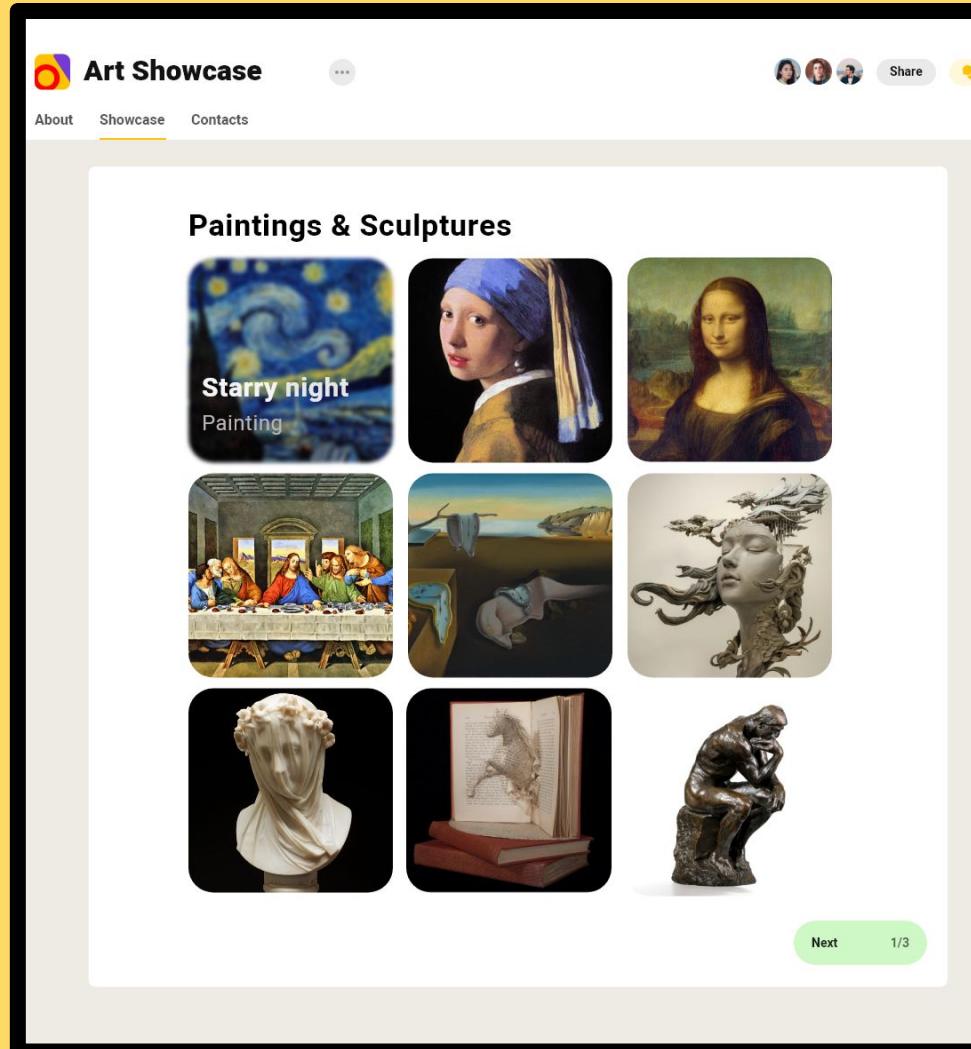
Key Features

Art Showcase event

- An attraction layout similarly to social media which easy to use by students and teachers

03

Art showcase could make student gain more knowledge and information about art



Key Features

Mentoring platform

- Mentors can upload all tutoring learnings which is viewed by students.

04

Hard to communicate and **asking for advice** from teachers/ mentors/ coaches



The screenshot shows a user interface for a mentoring platform. At the top, there are navigation links: Mentoring (which is highlighted in orange), E-Portfolio, E-Studio, Calendar, and Files. The top right corner features user icons for profile, notifications, share, and chat, along with a 'Home' button.

My Courses

- Art & Design Fundamentals (1 task(s) overdue)
- Painting (No new tasks)
- 3D Studies (2 new task(s))

Tasks

- An option to search in current projects or in all projects (DESIGN)
- Account for teams and personal in bottom style (MARKETING)
- Listing on Product Hunt so that we can reach as many potential users (DESIGN)

Painting
Last activity yesterday at 12:41pm

LATEST TASK	ASSIGNED BY	STATUS
Paint a tree	Bob Ross	FINISHED

My Mentors



Bob Ross BUSY
Art Tutor



Sarah Tze AVAILABLE
Art Tutor

Find more mentors

Key Features

Personal Art Vault

- A cloud storage, "ArtCloud".

05

Hard to manage students' submissions



Image	Name	Size	Uploaded By	Tag	Date	Actions	Link
PDF	Redesign Brief 2019.pdf	159 KB	Mattie Blooman	MARKETING	08 Jan 2019	Actions	Link
ZIP	All Files.zip	17 KB	Alfie Wood	DESIGN	02 Jan 2019	Actions	Link
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PDF	Stakeholder.pdf	41.8 MB	Sukhnam Chander	DESIGN	02 Dec 2019	Actions	Link
	Background.jpg	17.3 MB	Wilhelm Dowall	MARKETING	01 Dec 2019	Actions	Link

Problems and Solutions

E-portfolio is very important for art and music students

01



Collaborative tasks helps students to share ideas and give their own opinion

02



Art showcase could make students gain more knowledge and information about art

03



Hard to communicate and **asking for advice** from teachers/mentors/coaches

04



Hard to **manage students' submissions**

05



01

Provide **e-portfolio** building tools



02

E-studio as online collaborative project platform



03

Virtual art showcase events feature



04

Simple **online mentoring system** for students to get help regarding their tasks



05

Personal art vault provided to manage students' submission and history of works submitted

Features of Articulate



01

E-portfolio platform

02

E-studio platform

03

Student's files platform

Art Showcase event

04

Mentoring platform

05

Mentor's platform

06

Pain Points



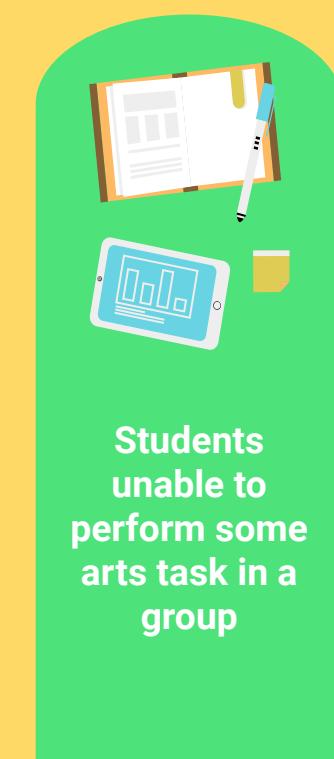
Visual Arts and Music courses have limitations to deliver by using online platform



Students have limited portfolio building tools



Students have no opportunity to showcase their works



Students unable to perform some arts task in a group

WHAT MAKES ARTICULATE UNIQUE

Cloud technology implementation which allow user to store their file into cloud storage

&

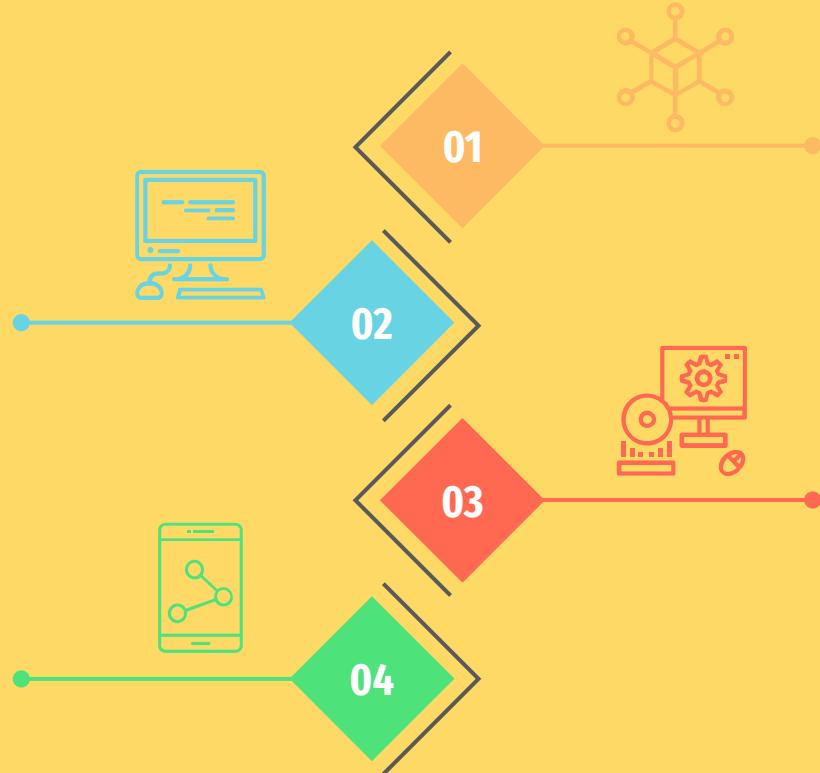
Cloud storage - where students can do collaboration work, accessible for all to do their work together. Similar like google slides/docs



Innovative & Creativity

Cloud technology implementation which allow user to store their file into cloud storage

Online collaboration platform for group activity purposes



An attraction layout similarly to social media which easy to use by students and teachers

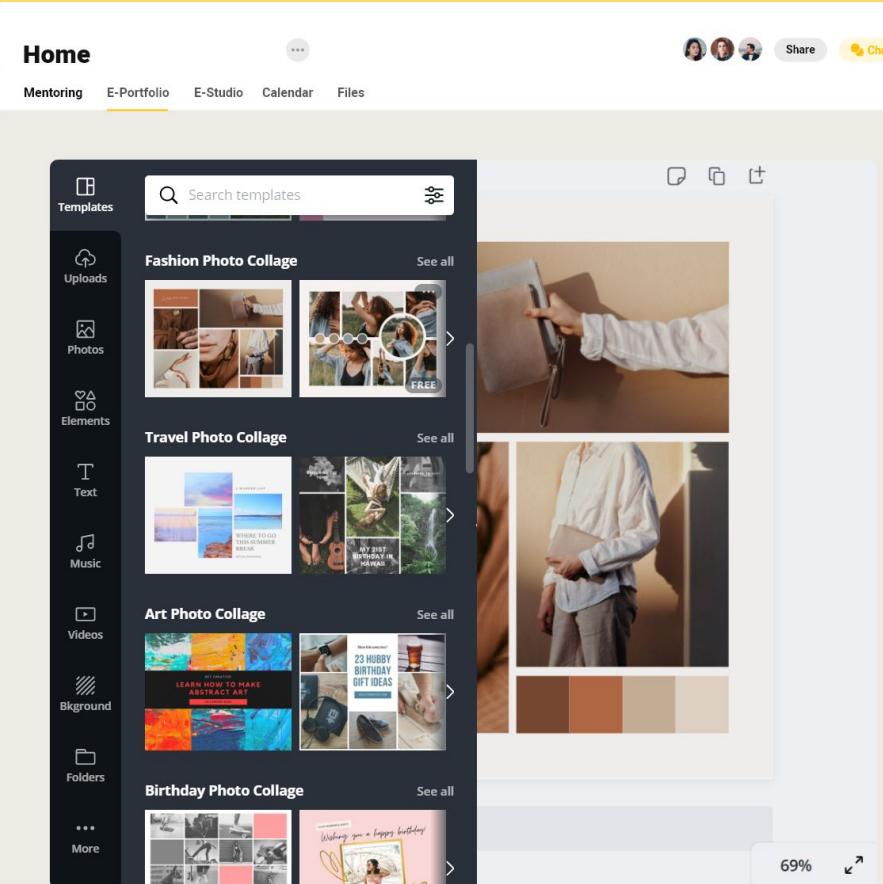
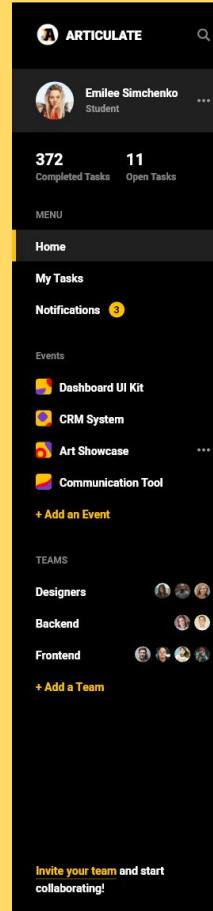
Free variety of portfolio templates with unique building tools

Desired State #1

Portfolio building for Art students.

1. E-Portfolio

- User can choose template based on themes given, as well as use multiple media formats in their portfolio.
- Allows students to creatively show their true talents with less time and effort needed.

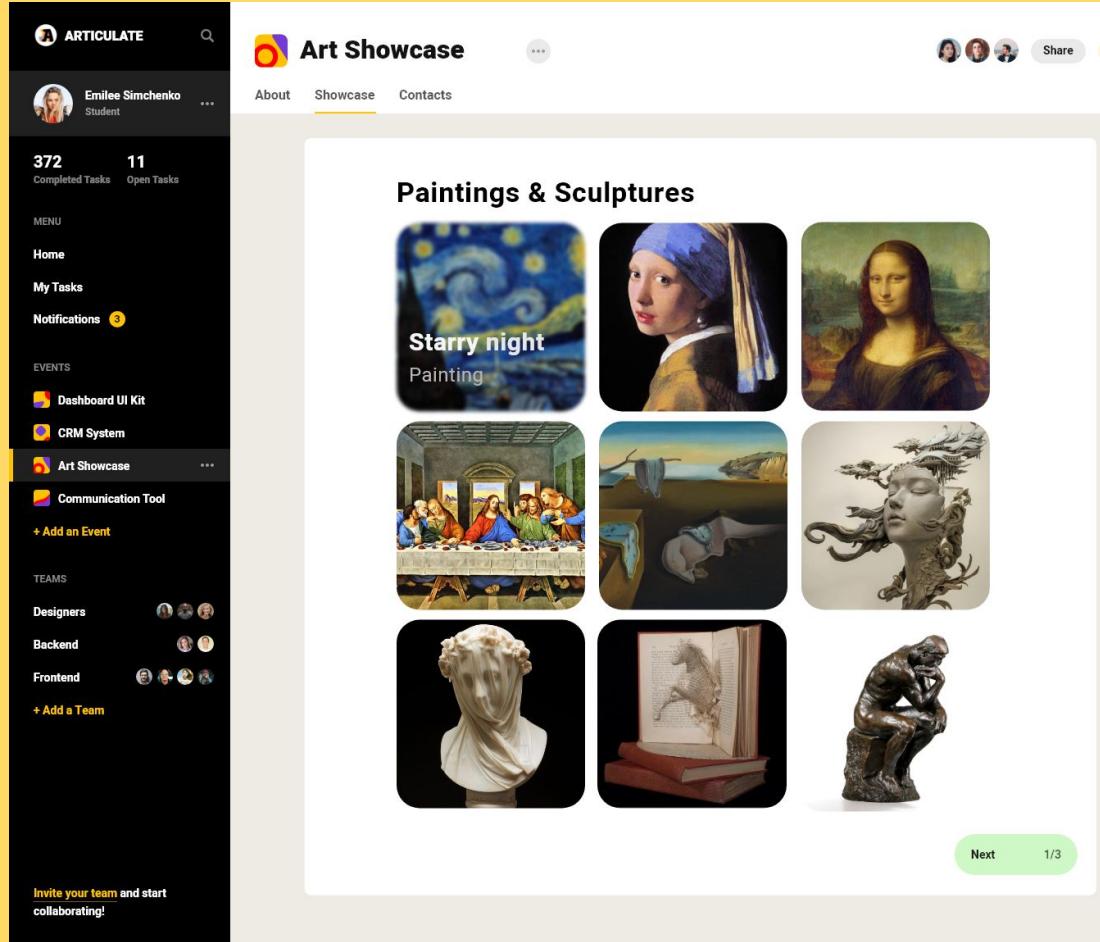


Desired State #2

Online showcase of projects and activities.

2. Virtual Showcase

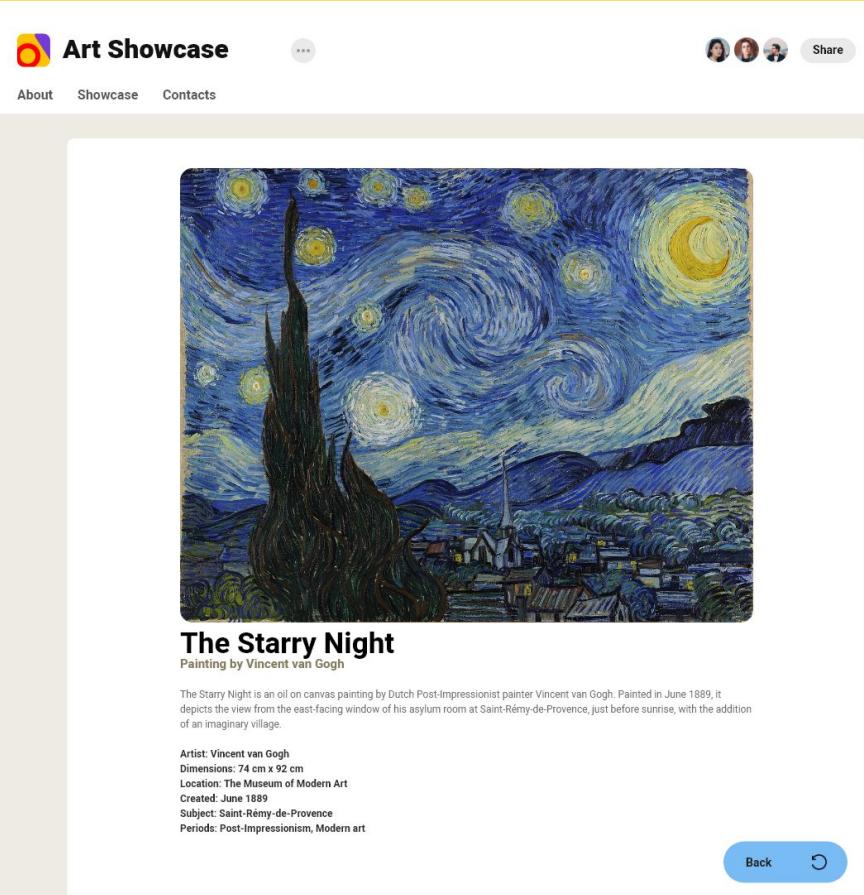
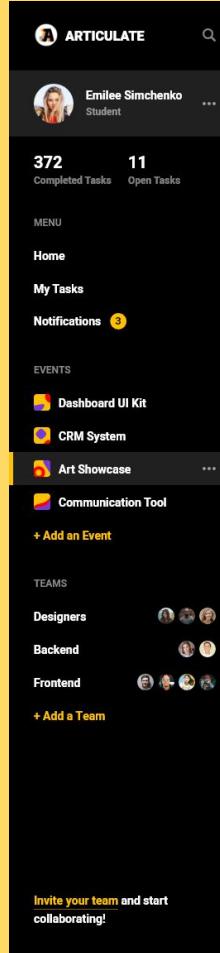
- Section made to display chosen student's artworks.
- Each tile displays preview of artwork.
- Tile will display title and type of art piece when hovered.



The image displays two screenshots of a virtual showcase interface. The left screenshot is a dark-themed dashboard for 'Articulate' with a user profile for 'Emilee Simchenko', 'Completed Tasks' (372), and 'Open Tasks' (11). It includes sections for 'My Tasks', 'Notifications' (3), 'Events' (Dashboard UI Kit, CRM System, Art Showcase, Communication Tool), and 'Teams' (Designers, Backend, Frontend). The right screenshot is a light-themed 'Art Showcase' page with a header for 'Art Showcase' and tabs for 'About', 'Showcase' (selected), and 'Contacts'. The 'Showcase' section is titled 'Paintings & Sculptures' and features a 3x3 grid of artwork tiles. The tiles include 'Starry night' (Painting), 'Girl with a Pearl Earring', 'Mona Lisa', 'The Last Supper', 'The Persistence of Memory', a bust of David, 'The Book of Hours', 'The Thinker', and a sculpture of a head with a tree.

2. Virtual Showcase (cont...)

- When a tile is clicked, full information of artwork can be viewed.
- Information includes the artist's name, dimensions of art, date created, a description and etc.
- Artwork can be viewed more clearly when clicked at the image to reveal it in a higher resolution



Desired State #3

Access to “artistic mentors” or “gurus” to develop student’s skills and craftsmanship

3. Mentors system

- Students can view the subjects taken and reach out through their mentors in this page.
- Students can also find more mentors relating to the subject chosen.
- This page also shows any task given by their mentors.

The image displays a composite of two screenshots from a digital platform, likely a learning management system or a specialized mentorship platform.

Left Screenshot (Home Page):

- Header:** ARTICULATE
- User Profile:** Emilee Simchenko (Student)
- Statistics:** 372 Completed Tasks, 11 Open Tasks
- Navigation:** MENU, Home, My Tasks, Notifications (2), Events, Dashboard UI Kit, CRM System, Art Showcase, Communication Tool, + Add an Event
- Teams:** Designers, Backend, Frontend, + Add a Team
- Bottom:** Invite your team and start collaborating!

Right Screenshot (My Courses and My Mentors):

- Header:** Home, Mentoring, E-Portfolio, E-Studio, Calendar, Files
- My Courses:**
 - Art & Design Fundamentals (1 task(s) overdue)
 - Painting (No new tasks)
 - 3D Studies (2 new task(s))
- Tasks:**
 - An option to search in current projects or in all projects (Design)
 - Account for teams and personal in bottom style (Marketing)
 - Listing on Product Hunt so that we can reach as many potential users (Design)
- My Mentors:**
 - Bob Ross (Busy, Art Tutor)
 - Sarah Tze (Available, Art Tutor)
- Bottom:** Find more mentors

3. Mentors system (cont..)

- When a mentor card is chosen, students are able to view their mentor's profile, activity and contact history.
- Students can access mentor's videos from the activity section where mentor posts.
- Students can also request a session, which can be video or voice call.
- A feature to send a message to the mentor is also available.

The screenshot displays the Articulate Mentors system interface. On the left, a dark sidebar menu includes 'Completed Tasks' (372), 'Open Tasks' (11), 'Home', 'My Tasks', 'Notifications (3)', 'Events', 'Dashboard UI Kit', 'CRM System', 'Art Showcase', 'Communication Tool', 'TEAMS', 'Designers', 'Backend', 'Frontend', and '+ Add a Team'. A call-to-action at the bottom of the sidebar says 'Invite your team and start collaborating!'. The main content area is titled 'Home' and shows a 'Profile' section for 'Bob Ross' (Art Tutor) with a quote: 'There are no mistakes, only happy accidents.' It also shows 'FOLLOWERS' and buttons for 'Request Session' and 'Chat with Bob'. The 'Activity' section shows a feed of posts from Bob Ross, including a checkmark for marking a product listing as done, a comment on a project, a video upload titled 'The Painting Series', and an edit to a product listing. The 'Contact History' sidebar shows a session ended at 3:50 PM and a session request from a student at 3:00 PM.

Business Model



01

Target

Students and Teachers of Art Institution

02

Registration

Charge one-time for each school

03

Maintenance

Renew the digital platform every year

04

Commission

10% for over targets > 200 students

05

Revenue

Product fees

Adoption Strategy



Events

Join monthly education events

Education

Ministry of Education

Partnerships

- ArtsEdSearch
- ArtScan

Advertisement

Advertisement website