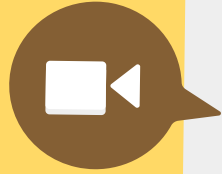


JB-S-0022

# 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

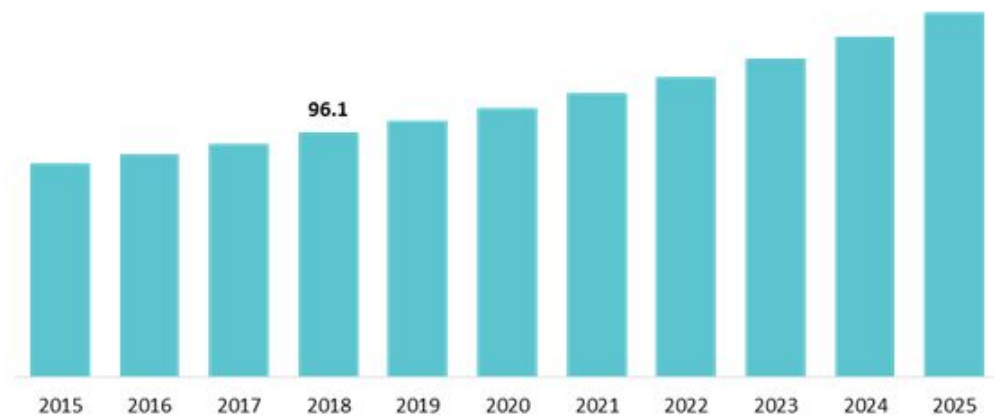
## INSIDE HIGHER ED

### 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

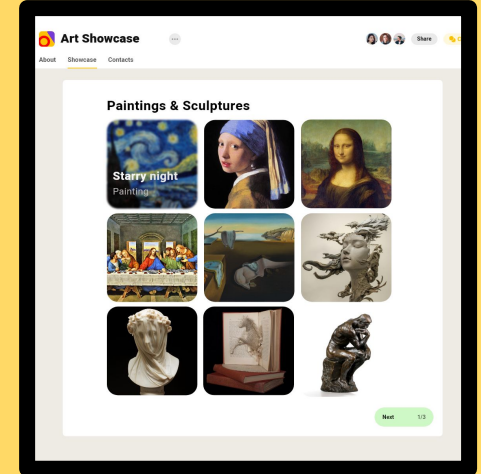
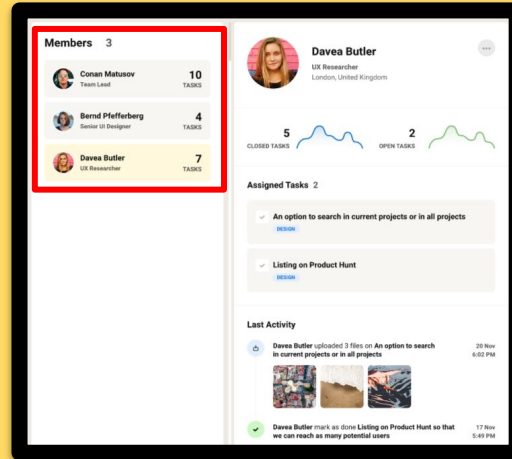
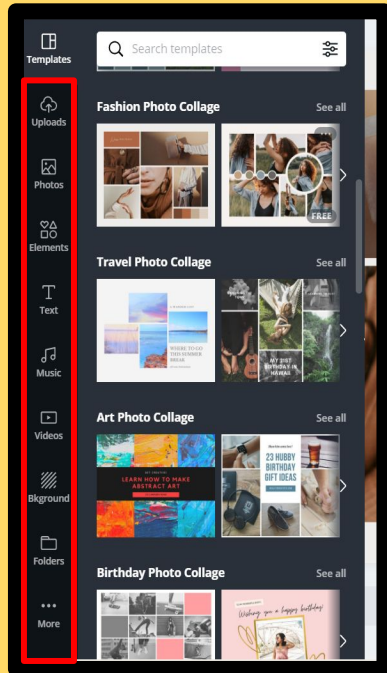
E-portfolio platform

02

E-studio platform

03

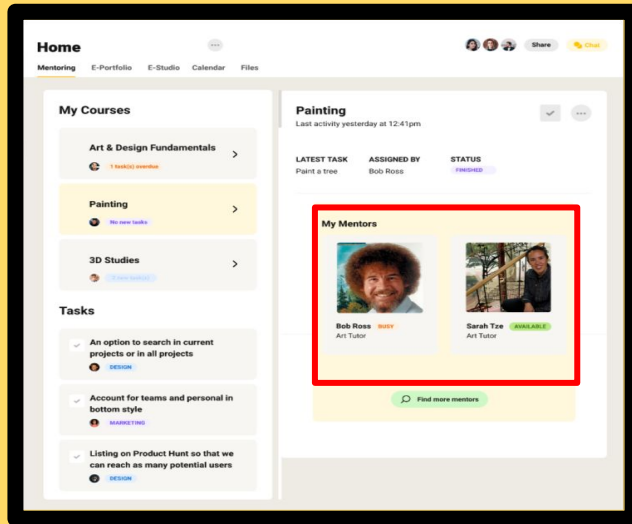
Art Showcase Event



# Features of Articulate

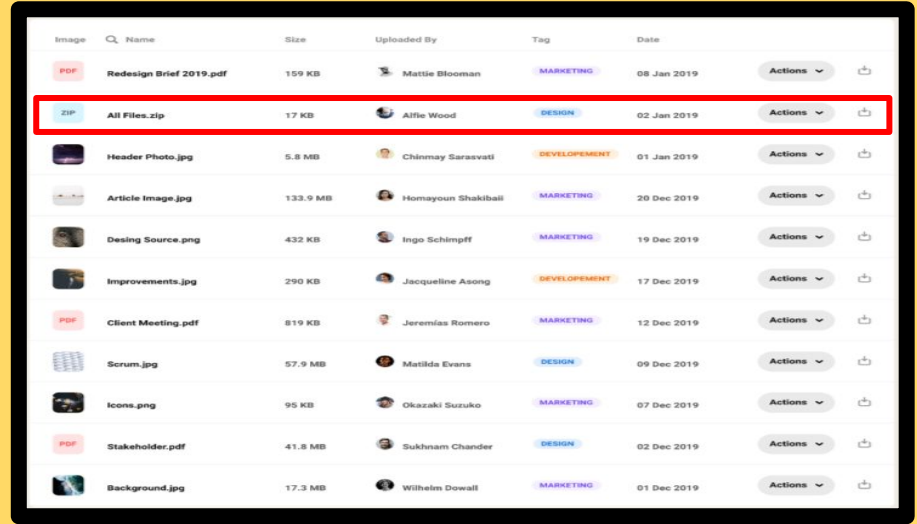
04

Mentoring Platform



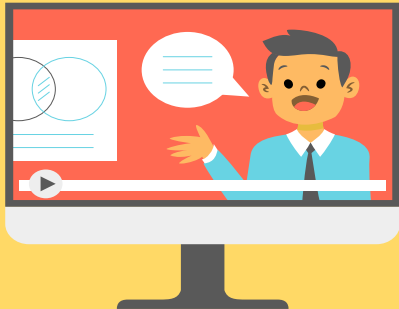
05

Personal Art Vault



# 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

## Privacy Secured

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

## Cloud Technology

Allows cloud storage data access for collaborative work

## Attractive Interface

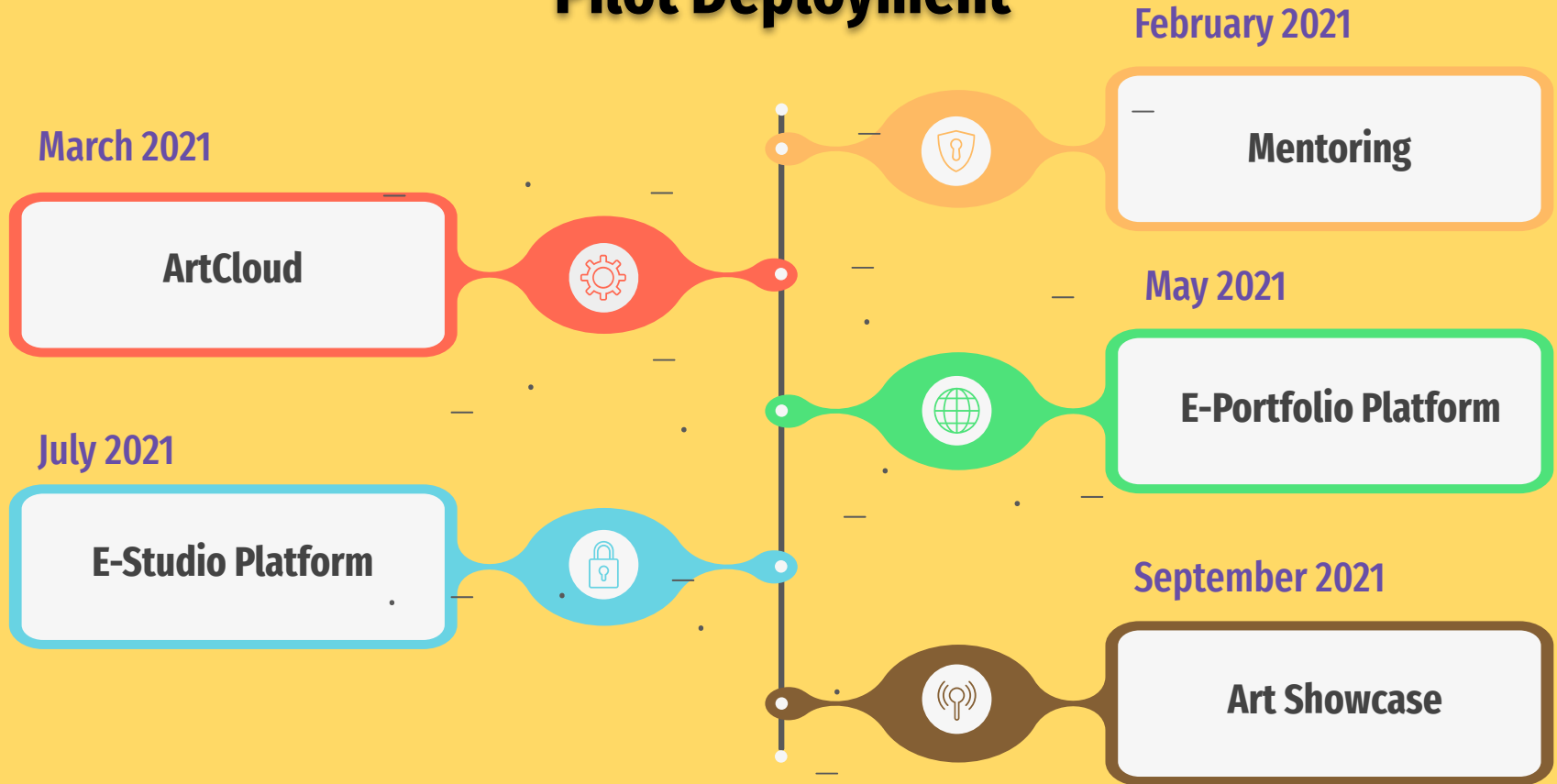
Interface is attractive and the color theme is interesting



# Competitors

	E-Learning	MorrisArts	GurooProducer	<b>Articulate</b>
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

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

---



# Teams

**Mirhanieza Binti Matharuzaman**

- UI/UX Designer



**Aimi Binti Rusdi**

- Project Manager
- Application Developer



**P'ng Yi**

- Front-end developer



**Nuramyra Natasha Binti Ismalludin**

- Full-stack developer



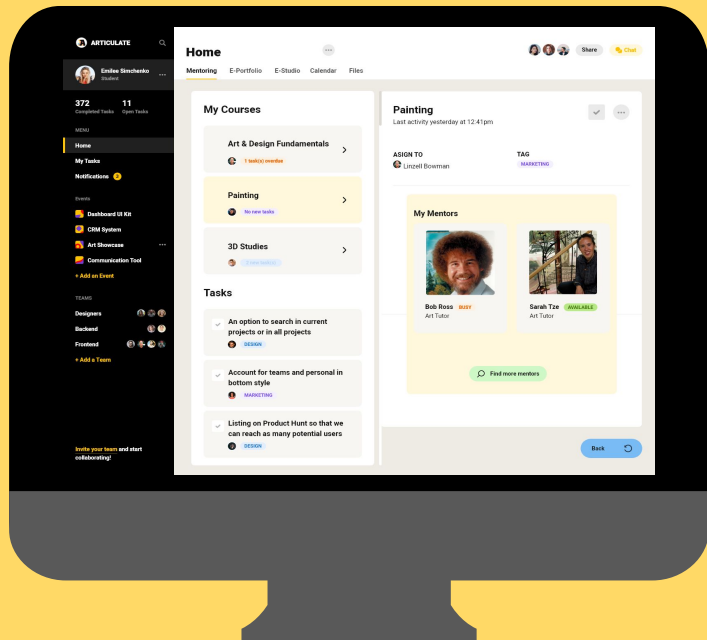
**Nur Irdina Binti Ahmad Rifdi**

- Back-end developer





# PROTOTYPE



# THANK YOU



*</MY\_  
HACKATHON>  
...  
2020*

**JB-S-0022**

# **Articulate**

Articulates art and culture.





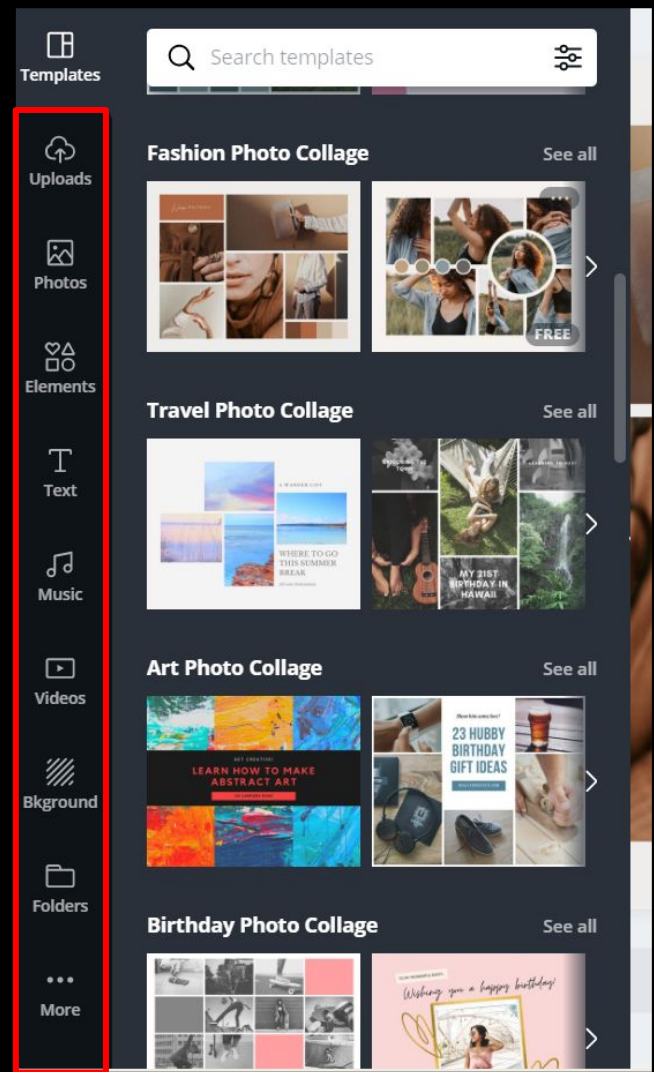
# Key Features

01

## E-portfolio platform

- Free variety of portfolio templates with unique building tools

**E-portfolio** is very important for art and music students



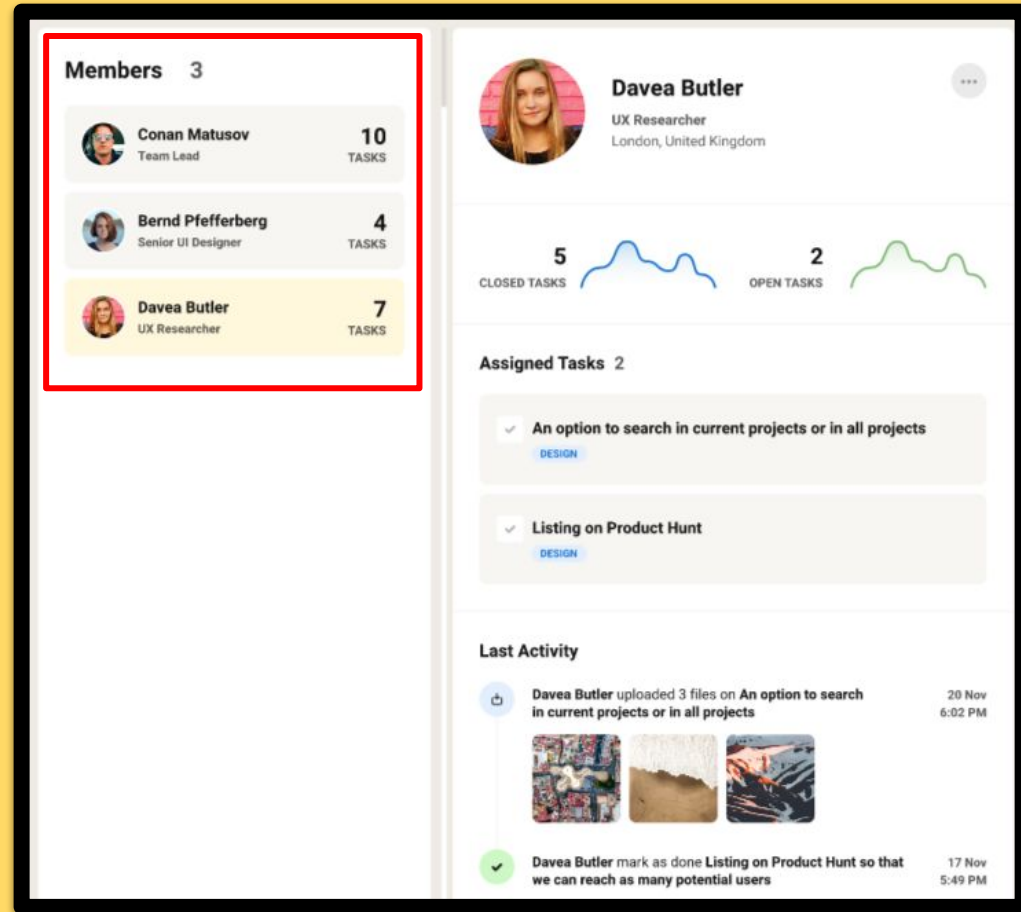
# Key Features

02

## E-studio platform

- Online collaboration platform for group activity purposes

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



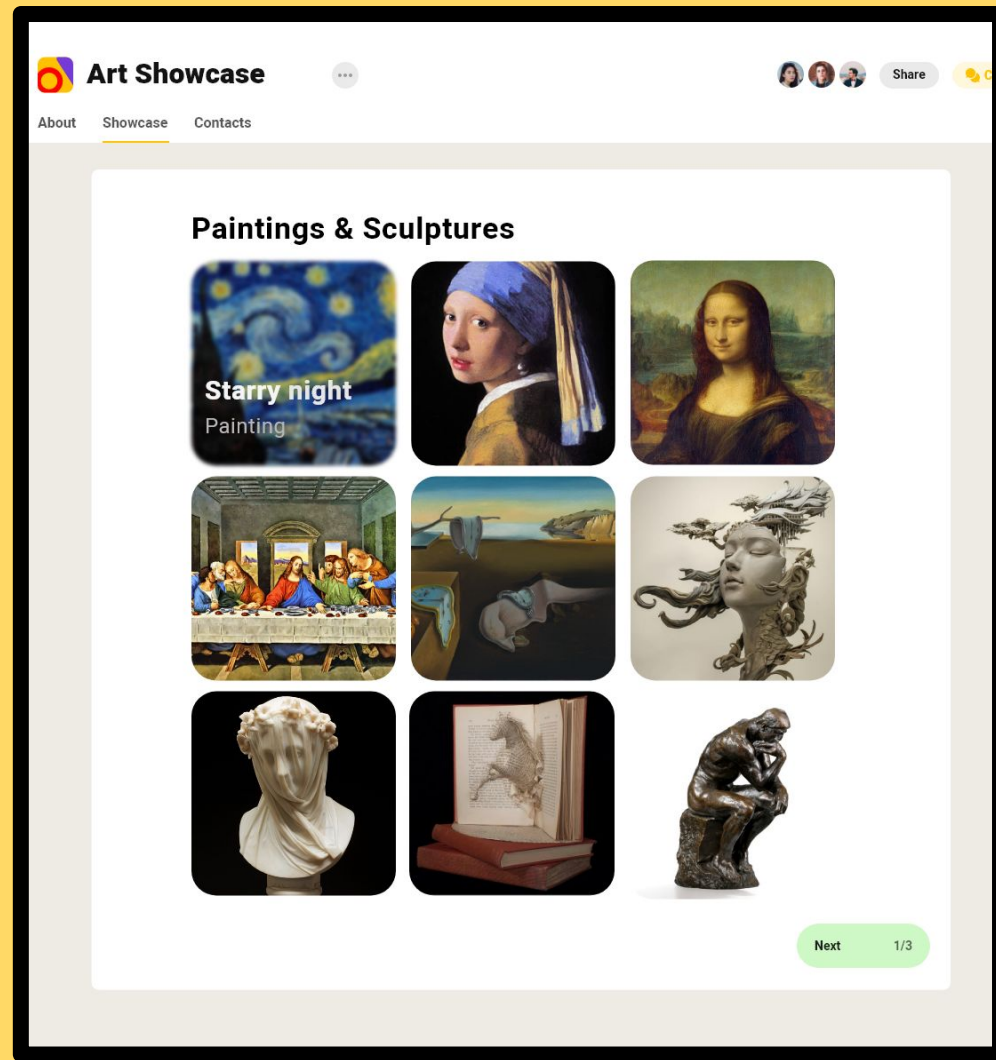
# Key Features

## 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



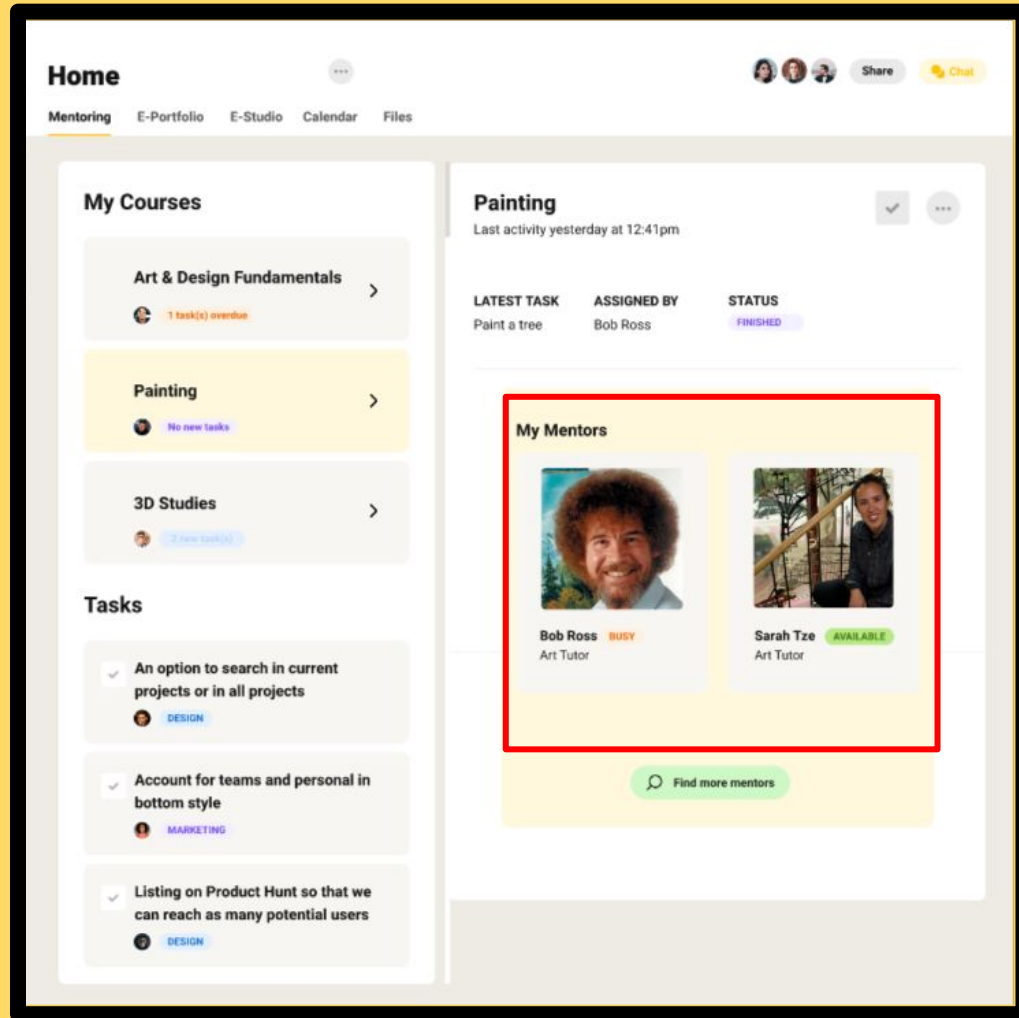
# Key Features

## 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



# Key Features

## Personal Art Vault

- A cloud storage, "ArtCloud".

05

Hard to manage students' submissions



Image	Name	Size	Uploaded By	Tag	Date	
	Redesign Brief 2019.pdf	159 KB	Mattie Blooman	MARKETING	08 Jan 2019	Actions ▾
	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 Shakibaili	MARKETING	20 Dec 2019	Actions ▾
	Desing Source.png	432 KB	Ingo Schimpff	MARKETING	19 Dec 2019	Actions ▾
	Improvements.jpg	290 KB	Jacqueline Ason	DEVELOPMENT	17 Dec 2019	Actions ▾
	Client Meeting.pdf	819 KB	Jeremías 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 ▾
	Stakeholder.pdf	41.8 MB	Sukhnam Chander	DESIGN	02 Dec 2019	Actions ▾
	Background.jpg	17.3 MB	Wilhelm Dowall	MARKETING	01 Dec 2019	Actions ▾

# Problems

# and

# Solutions

**E-portfolio** is very important for art and music students

01



01

Provide **e-portfolio** building tools

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

02



02

**E-studio** as online collaborative project platform

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

03



03

**Virtual art showcase** events feature

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

04



04

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

Hard to **manage students' submissions**

05



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

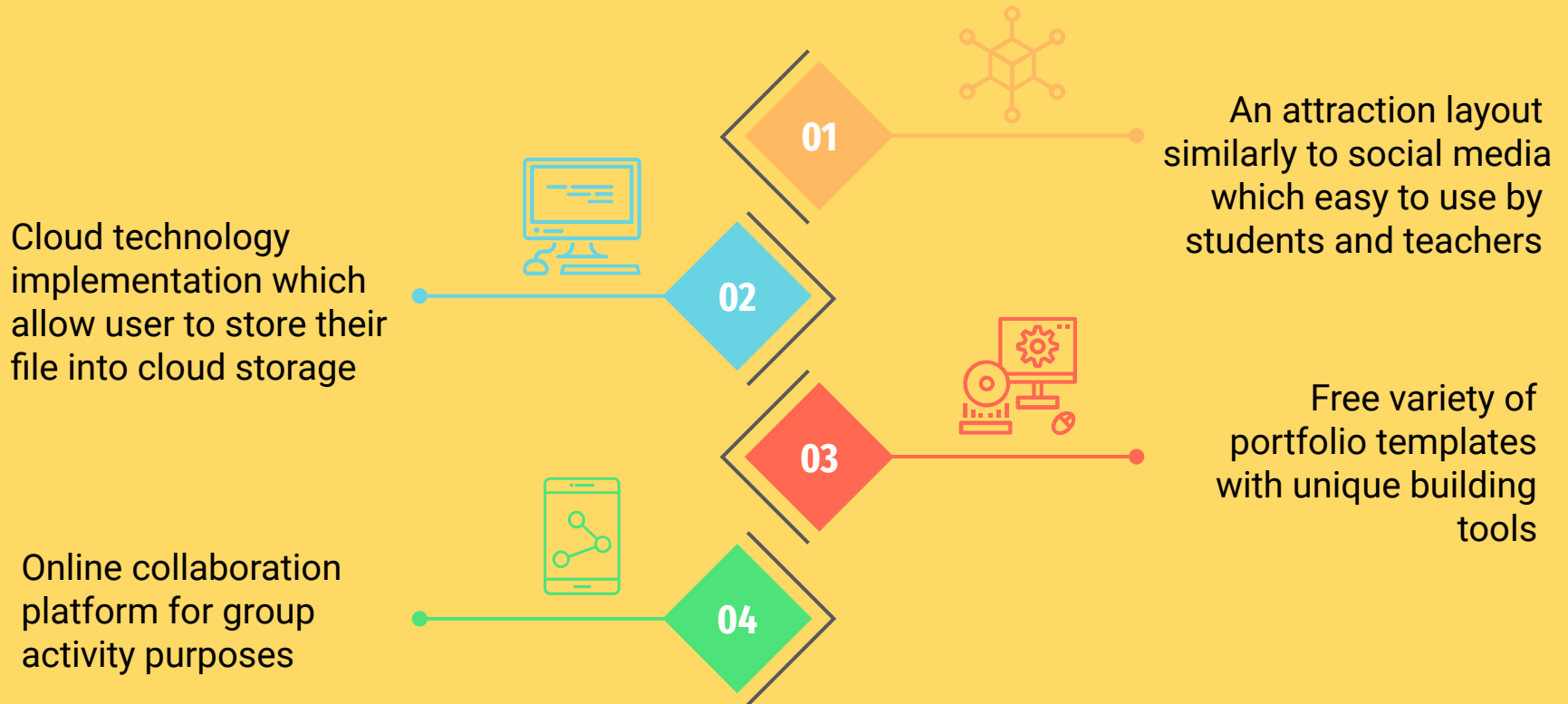
Cloud technology implementation which allow user to store their file into cloud storage

&

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



# Innovative & Creativity

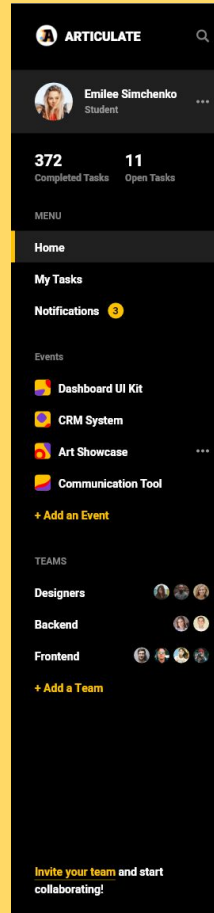


# Desired State #1

Portfolio building for Art students.

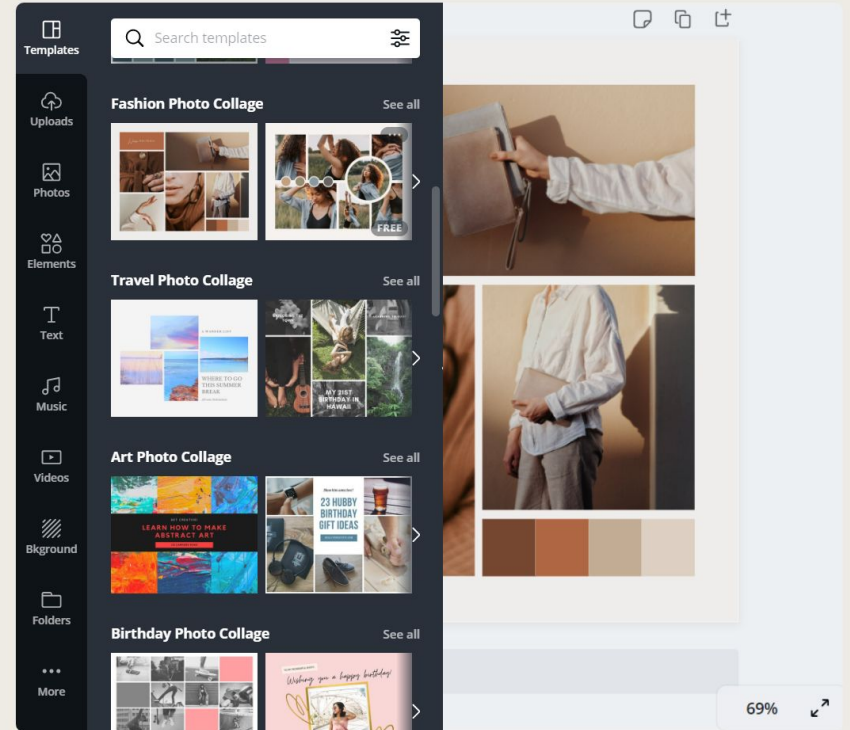
## 1. E-Portfolio

- 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.



### Home

Mentoring E-Portfolio E-Studio Calendar Files

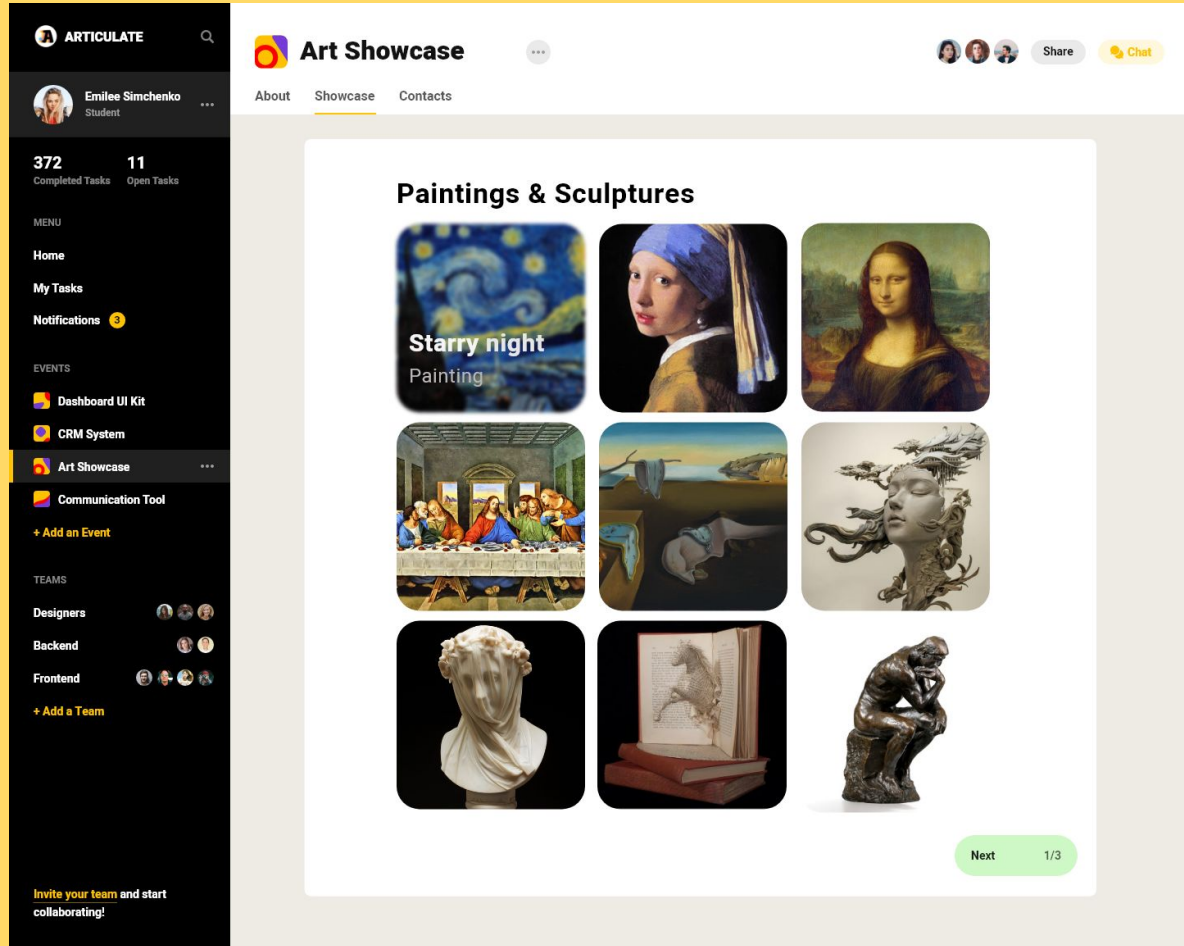


## Desired State #2

Online showcase of projects and activities.

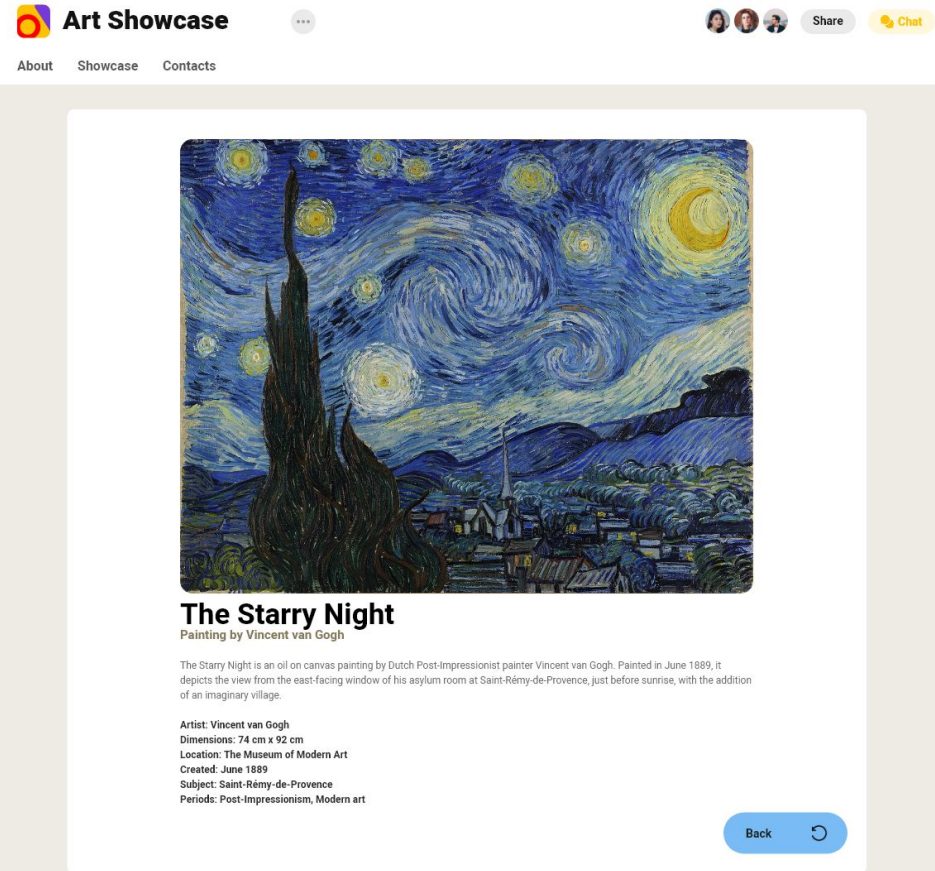
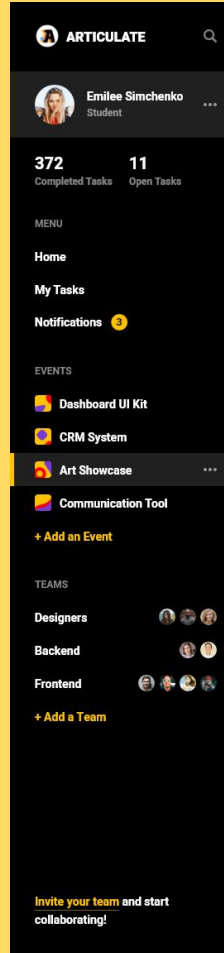
## 2. Virtual Showcase

- 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.



## 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

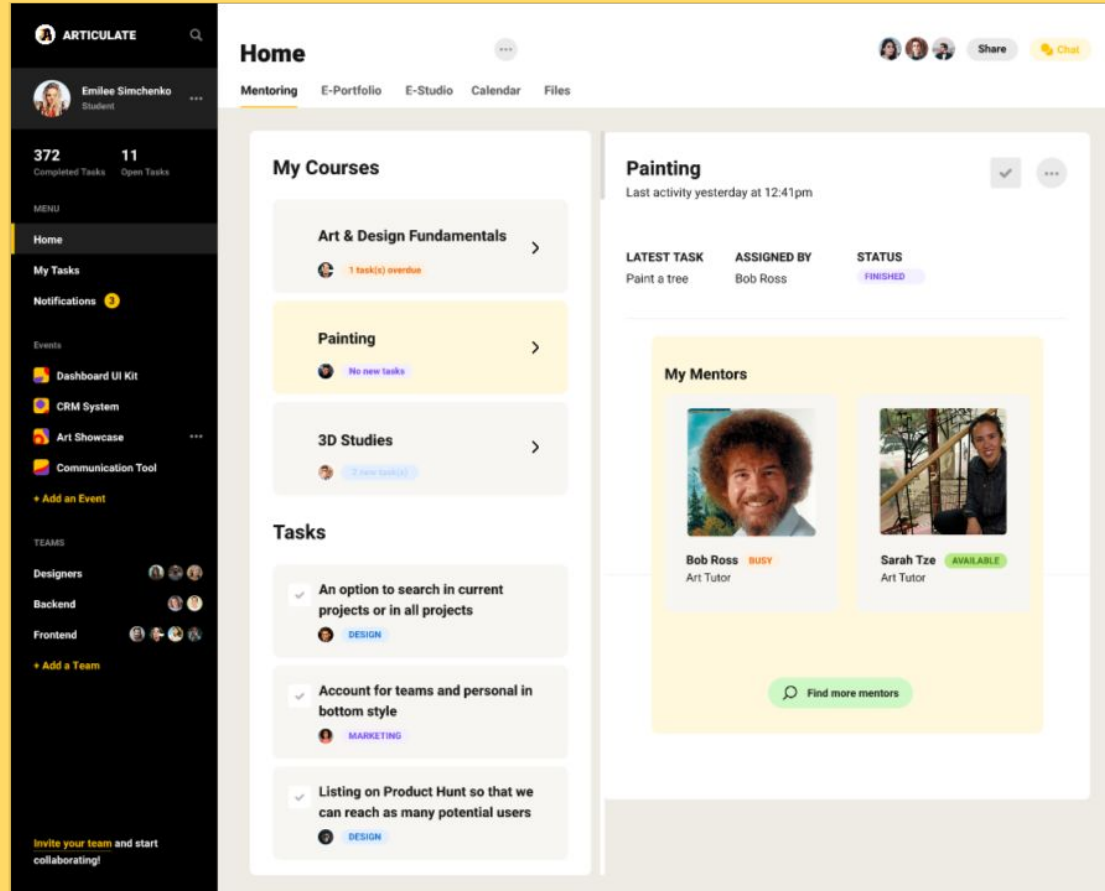


# Desired State #3

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

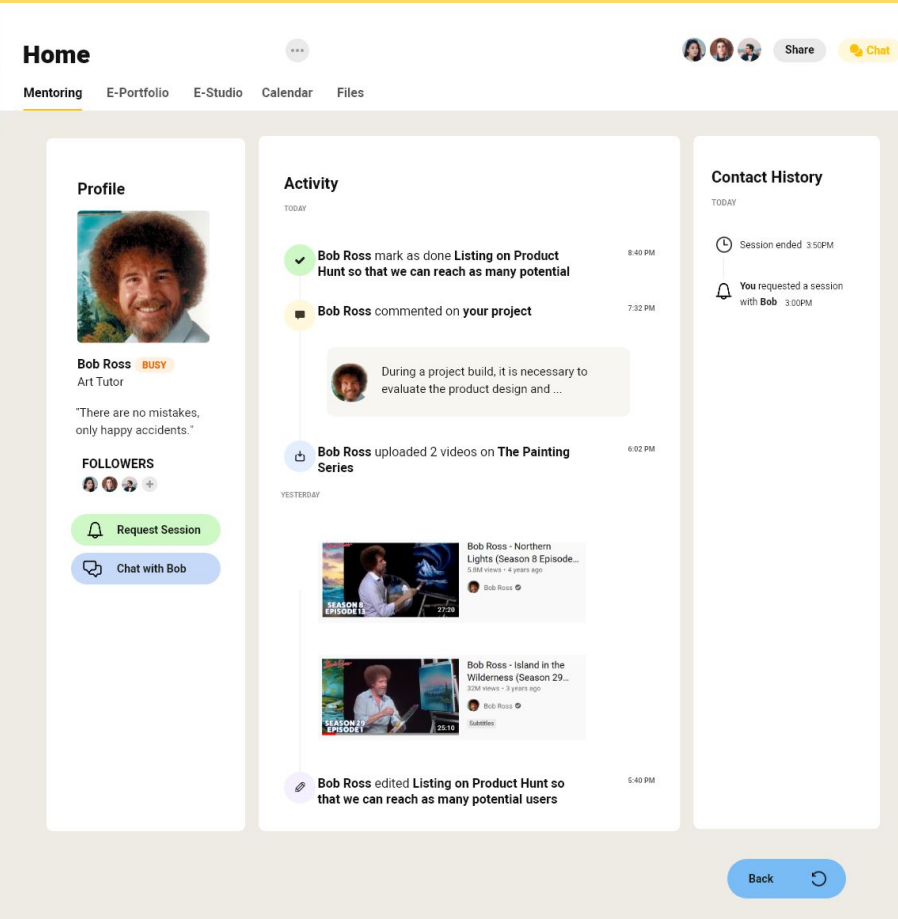
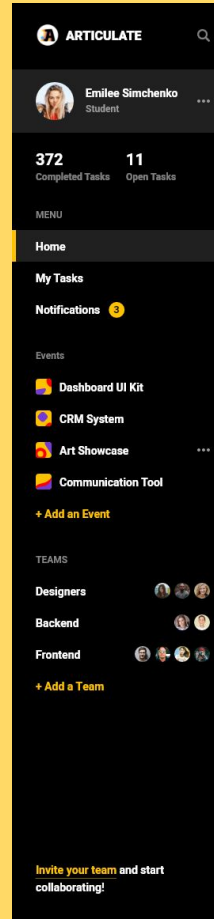
## 3. Mentors system

- 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.



### 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.





# 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

