

## Design Brief

Design a new platform for reading and capturing dreams that is beyond conventional reading, writing and visualisation methods...

Design a piece of software/ application or create a method of collecting, storing, sharing and interacting with dreams in order to assist with dream collection and analysis of dreams. Use the dreams that have been collected to Influence the production of a new type of reading and exploration experience/ reading platform.

The Traditional book and conventional forms of reading have become a thing of the past.. People are turning 'Digital' in order to read as it is cheaper, more convenient, easily accessible and more entertaining. The problem is that there are little or no forms digital fiction that do not rely solely on text to tell the story. Current technological advances have opened new windows for new potential forms of reading such as the introduction of the iPad, 3D visualisation and the web. These technologies offer exciting possibilities for the development of a 'dream platform'

The target audience is the world's community of dreamers. The design will be aimed at anyone who has ever hard any curiosity about a dream, who have interest in the world of dreaming, dream analysis and dream sharing. It will also be aimed at anyone who has curiosity as to how this type of technology will work and anyone who likes to read using new technology Therefore the designs must be:

- User friendly
- Interactive
- Offer Non-linear narrative styles as well as linear
- Composed of Photography, graphics, illustration, sound, text etc.
- User may be able to input / record their own dreams
- User may be able to upload the data to a device or virtual space to allow it to be analysed then shared.
- It may be made available online, as an application or piece of software that can be distributed easily

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