

# Content Creation with Anark Studio

Eric Morin  
Anark Corporation  
eric.morin@anark.com

## Introduction

While setting out to create a multimedia authoring tool, the Anark development team set out to use both common design paradigms and evolving technologies. Considering current Web graphics and general multimedia trends, there is a thrust for incorporating multiple types of media into a single visual presentation. Technologies currently exist to bring the concept of pure 3D to Web graphics, but much of the difficulty in creating 3D content comes in the form of multiple and confusing workflows. What started from this thought is an investigation into the technology, use and exposure of 3D technology not only as a core component, but also as a technique to achieve new design metaphors and practices.

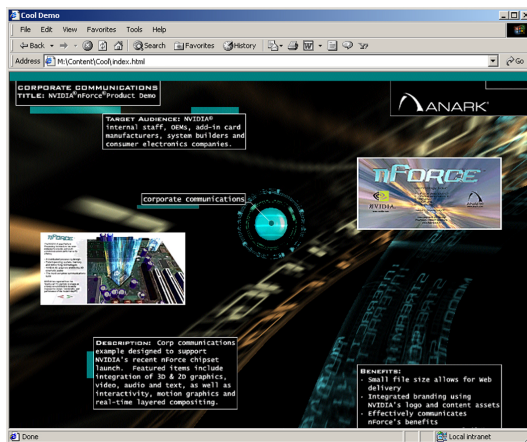
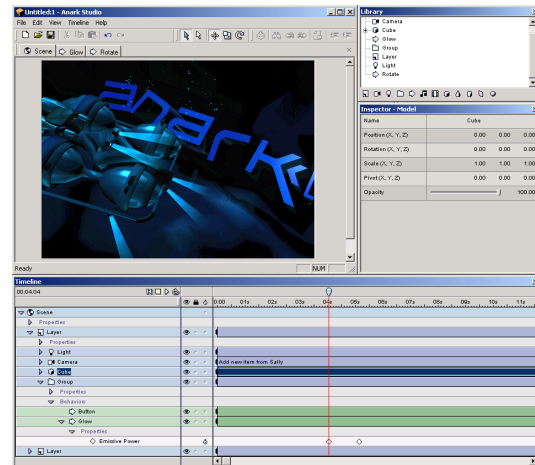
## The Development Process

The Anark development team discovered that many traditional design processes would not translate easily into this new medium. Immediately, the authoring technology presented limitless design possibilities to a content developer, but how could one instill the proper tools to express an idea? In surveying current tools and practices, many overlaps were discovered -- layers, depth, ink effects, UI, etc.

Anark's development team also began investigating traditional design tools in order to conceptually develop a seamless bridge between the user and the authoring tool. They set out to develop not just a tool with an interface complementary to the enabling technology, but also one that respects the process, practices and workflows of traditional 2D and 3D designers.

Additional experimental projects ranged from immersive environments to a more traditional layout systems. Due to the richer visuals that Anark Studio allowed, it became crucial to distinguish visually between common design and interactive elements that demanded human interaction.

Because of these issues, respecting traditional design practices and paradigms became a governing force while developing the user interface and features of Anark Studio. Using the tools that were developed, along with engaging existing design processes, the Anark development team created simple ways for a designer to cross over designs and utilize 3D and additional disparate media types.



Several situations arose during the initial development stages. For example, because the output of Anark Media could be much richer visually than a traditional interactive experience, how would the viewer interaction change?

Along with the evolution of this new visual medium came formalizing a scripting technology that adapts easily to linear and non-linear animation. The development team determined ways of combining the concepts based on object-oriented programming and current Java Script technologies. What resulted is the ability to place functional logic into a visual object/element in the same manner as one might place visual information such as color, shape, etc.

One of the problems in creating dynamic, integrated media is the merge between state-based interactivity (which is mostly non-linear) and timeline-based animation. This metaphor allows new users to grasp the scripting and programming that interactive media demands and merge them into linear, non-interactive animation and design.

## The Result

For designers interested in perusing this new medium Anark developed the software tool and the workflows and paradigms that are complementary to both traditional design institutions and advanced technologies. It is now possible for the novice and advanced designers to incorporate fully interactive, integrated media into their workflow and presentations and get immediate results.