

## Oculus Rift UGA Experience Video



**Lindsey Conway**

**Megan Mowers**

**Jake Schaffer**

**Thomas Smith**

**Joshua Smith**

Most students would say campus culture is an important aspect to consider when deciding which college to attend. But, for students who live far away from their college of interest, visiting may not be possible for a number of reasons. Time to travel or money to pay for transportation may be a few of those factors that prevent students who live out of state or even out of the country from visiting a college.

At the University of Georgia, this is definitely a concern for a decent percent of our students. Last year, of all the freshmen starting their classes at the University of Georgia, 731 lived outside of Georgia, and 107 of those students chose to attend from outside the country. For many of them, without the means to visit campus before-hand, their first interaction with the environment and culture may have been on their first day of classes.

For those students who are unable to travel to the University of Georgia campus to experience the university atmosphere, we plan to create a virtual and immersive UGA experience.

Using the 360 Fly, a 360-degree camera, and the Oculus Rift, a virtual reality headset display, we will create a promotional video that will serve as a tour of the UGA campus and sneak-peak into the life of being a UGA student.

This immersive tour will be geared towards high school students ages 16-18 that have interest in applying to the University of Georgia. Most specifically it is for those students who are unable to visit the campus in person due to geographic location, financial standings, and simply lack of time.

However, the virtual experience will not be limited to these students. We want this project to also inform and assure the parents of out-of-state and international students that UGA is a university where their children will have fun and receive a great education.

We also hope this would be exciting and interesting for current UGA students, alumni and friends of the university who would want to see UGA celebrated in a virtual reality format.

We also plan to attract the university's faculty, specifically the Deans of Admissions, in order to partner with them in making a promotional and immersive UGA experience. Beyond the celebration of our university, we hope that this project will also demonstrate the power and potential of virtual reality.

As far as production is concerned, we will be primarily using the 360fly camera in order to record our content. This content will either be edited on 360 Fly's proprietary editing software or Premiere Pro, depending on what software works better after testing both programs. The primary finishing format of this project will be a 360 degree digital video, which will be playable both on YouTube 360° and the Oculus Rift. This video will be fully tested under the Virtual Desktop application for Windows to ensure full compatibility with the Oculus.

These exciting new pieces of technology have a great potential to connect and expand our understanding of the world. Just as this 360-degree virtual tour can be used to show a student hundreds or thousands of miles away from UGA what it is like to live on UGA's campus, this technology can immerse people who live in Atlanta into the culture of Paris, London or Dubai. It can also be used to show homeowners what it would be like to move into a new house or a new neighborhood or job-searchers what it would be like to work in a new office. The potential that virtual reality has for cultural education is immense, and we hope, with the help of this project, we will be able to communicate that to the UGA students, administration, alumni, friends and the general public.

The immersive tour will allow the University of Georgia's campus to be more accessible to individuals, no matter their physical location. In conjunction with the Oculus Rift, the UGA Experience Video will create a more creative and educational way to experience UGA from home. With the use of the 360Fly we will have the ability to take 360-degree video of the campus. We will film an UGA tour specifically tailored to a virtual audience, and film the ringing of the chapel bell, UGA football games, and other aspects of the University of Georgia that make UGA so great. We plan to make a personable, accessible promotional video that will allow prospective students and the general public to get an idea of daily life on UGA's campus.

#### **Similar Project(s):**

YouVisit is a company that provides virtual tours for college campuses all across the world. These tours can be viewed both on a computer and on an Oculus Rift. However, the tours are limited to still 360° panoramas of the various locations throughout the universities, as opposed to actual video. Additionally, the tour guide for YouVisit is digitally floated in the picture and not actually part of the environment. Though YouVisit offers virtual tours for many universities around the world, UGA is not one of them.

#### **Operational Plan:**

First, we plan to talk with a University of Georgia tour guide to discuss the prominent aspects of UGA's campus and culture that we should include in our video.

Then, once we receive 360Fly we plan to take video of a live campus tour, football game, key campus events and locations.

Once we have the footage that we need, we will edit it using the proprietary software that comes with the 360Fly camera.

After the editing process, we will upload the file to a flash drive so that it can be used with any computer connected to an Oculus Rift. Finally, we will market our product to the UGA administration in charge of admissions and student orientation.