

# Immersive '360' media

from high tech to low tech and *no tech*

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# 360 media: what is it, why use it?

360 photo/video is ‘unframed.’ It is fully immersive: there are no edges. It captures the *entire* space around the camera.

- It puts the viewer ‘into’ a space
- It gives an incredible sense of immersion and personal experience
- It puts the viewer in control

*It’s weird and wonderful, and it offers new ways of thinking about creative visual media*



“Story Up XR - don’t just watch a story — experience it”



# Making 360 media (the normal way: with cameras)

Simple creation: use a 360 camera (for video this is the only sensible way)

Editing photos: edit using camera software or industry-standard tools (Photoshop etc.)

High-end creation: stitch photos or video using specialist software

Editing video: edit with supplied camera software or industry-standard tools (Adobe Premiere etc.)





# Viewing 360 media

On a regular computer: look around by dragging with your cursor



On a mobile device: look around by dragging with your finger OR by turning the device (the 'magic window')

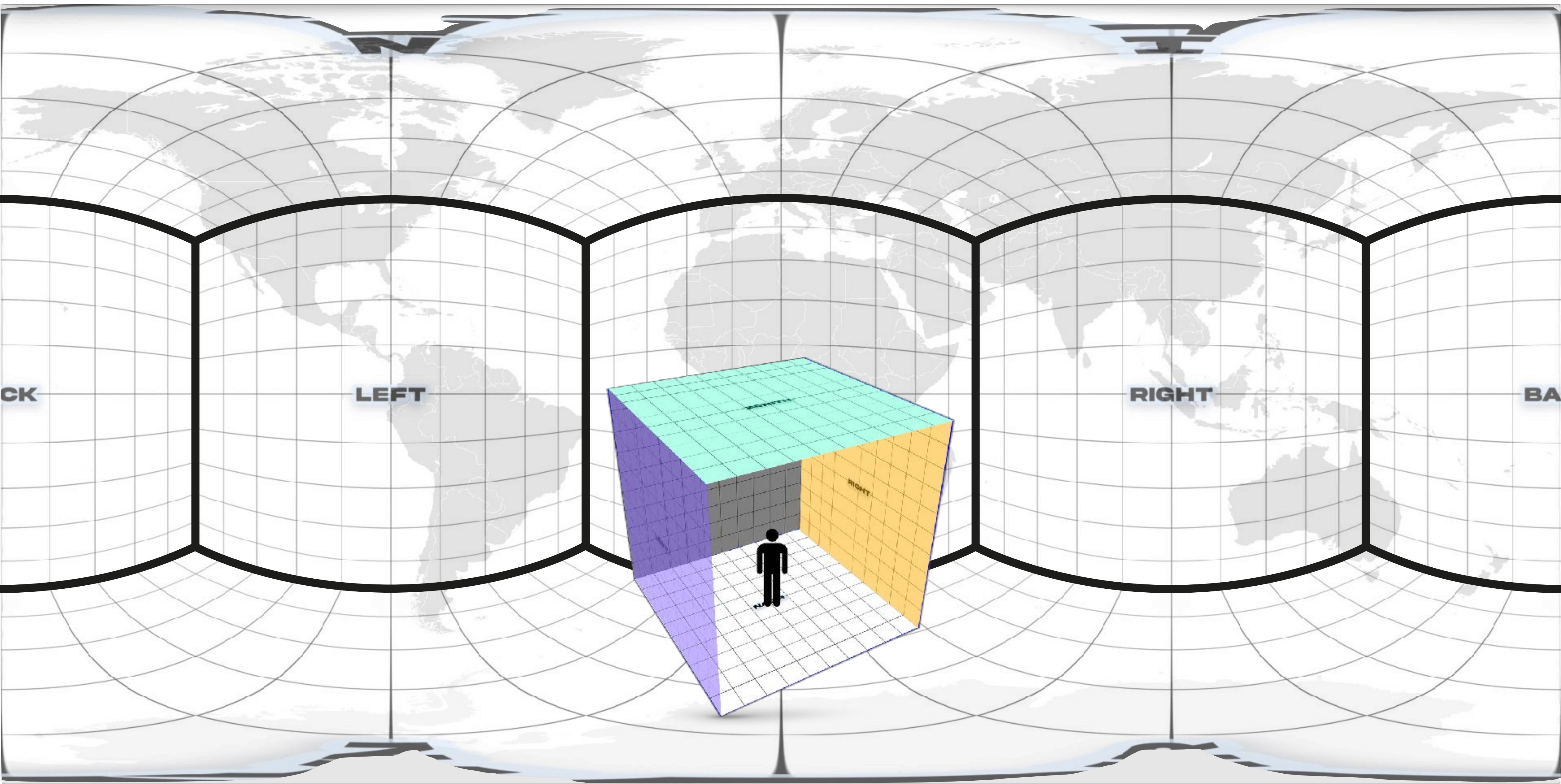


In an immersive VR headset (or a 'Cardboard' headset): look around by... simply looking around





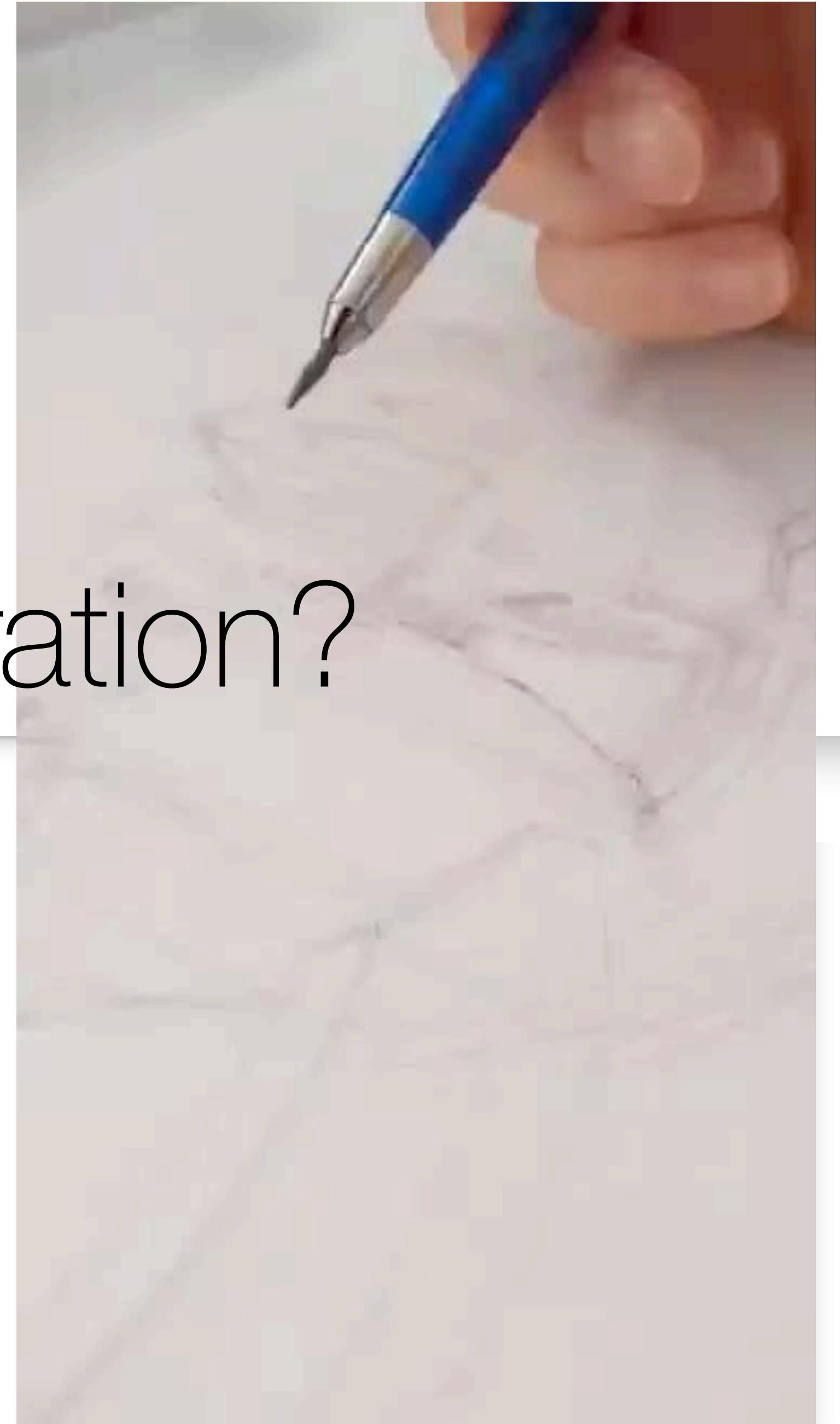
How a complete 360-degree image looks when flattened out





But what about 360... illustration?

Can we go 'no tech' with immersive media?





# A Venice 360 illustration – the work in progress





The Venice 360 illustration was scanned and coloured



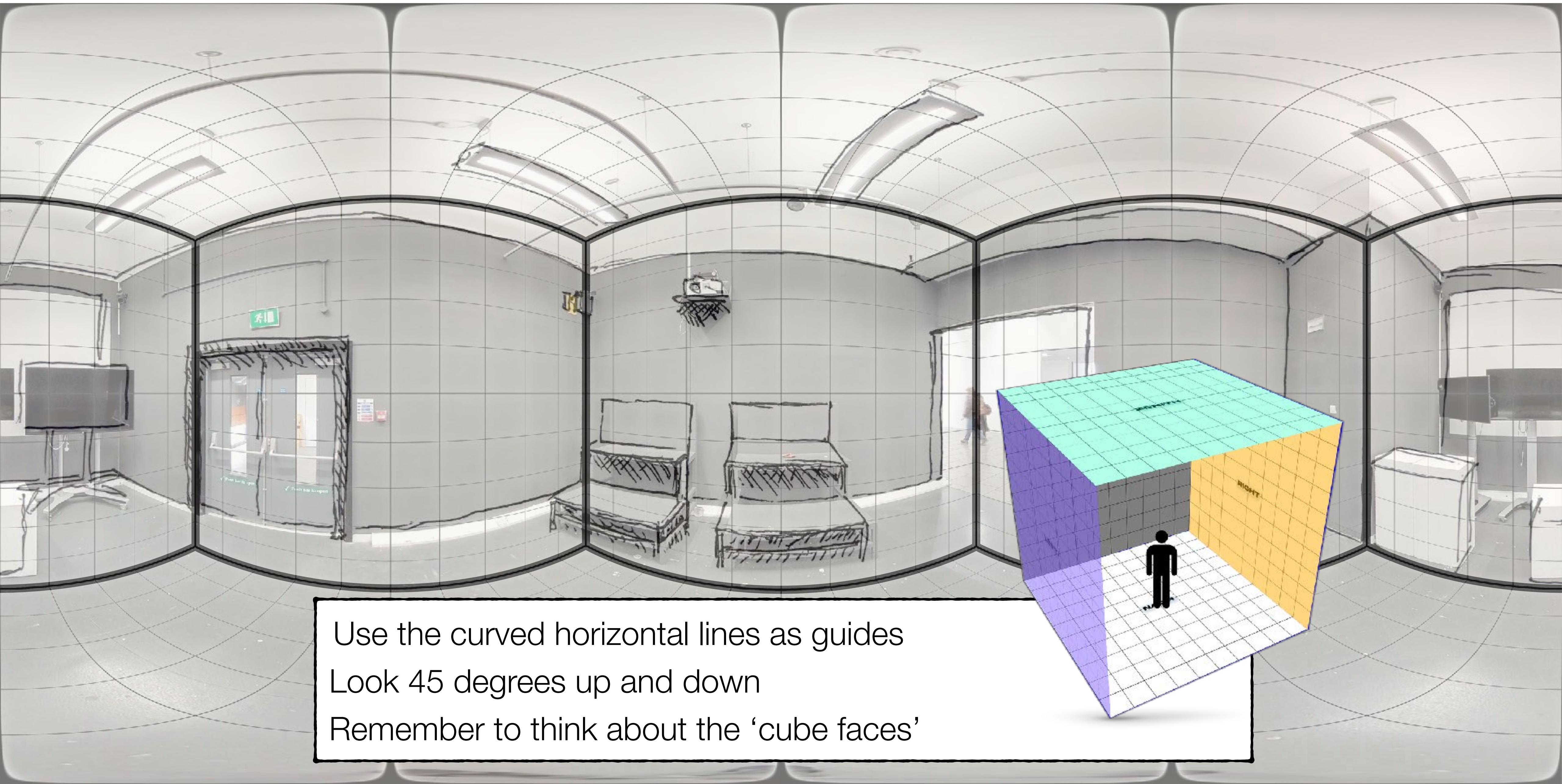


and as an extra: printed and assembled as a sphere





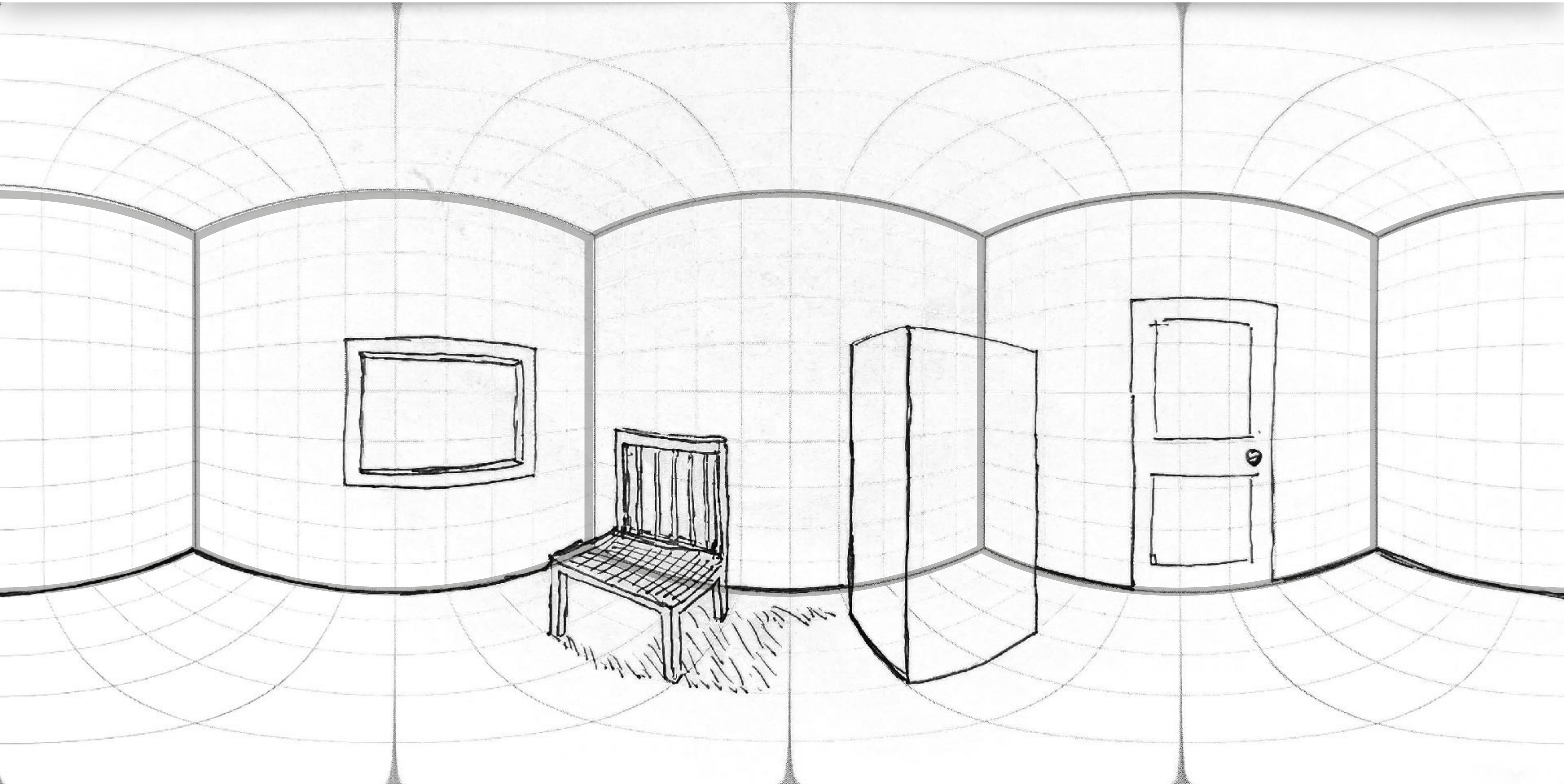
So – let's draw! Either the room you're in, or...



Use the curved horizontal lines as guides  
Look 45 degrees up and down  
Remember to think about the 'cube faces'



If that's a bit much, use the grid directly and dream up your own space



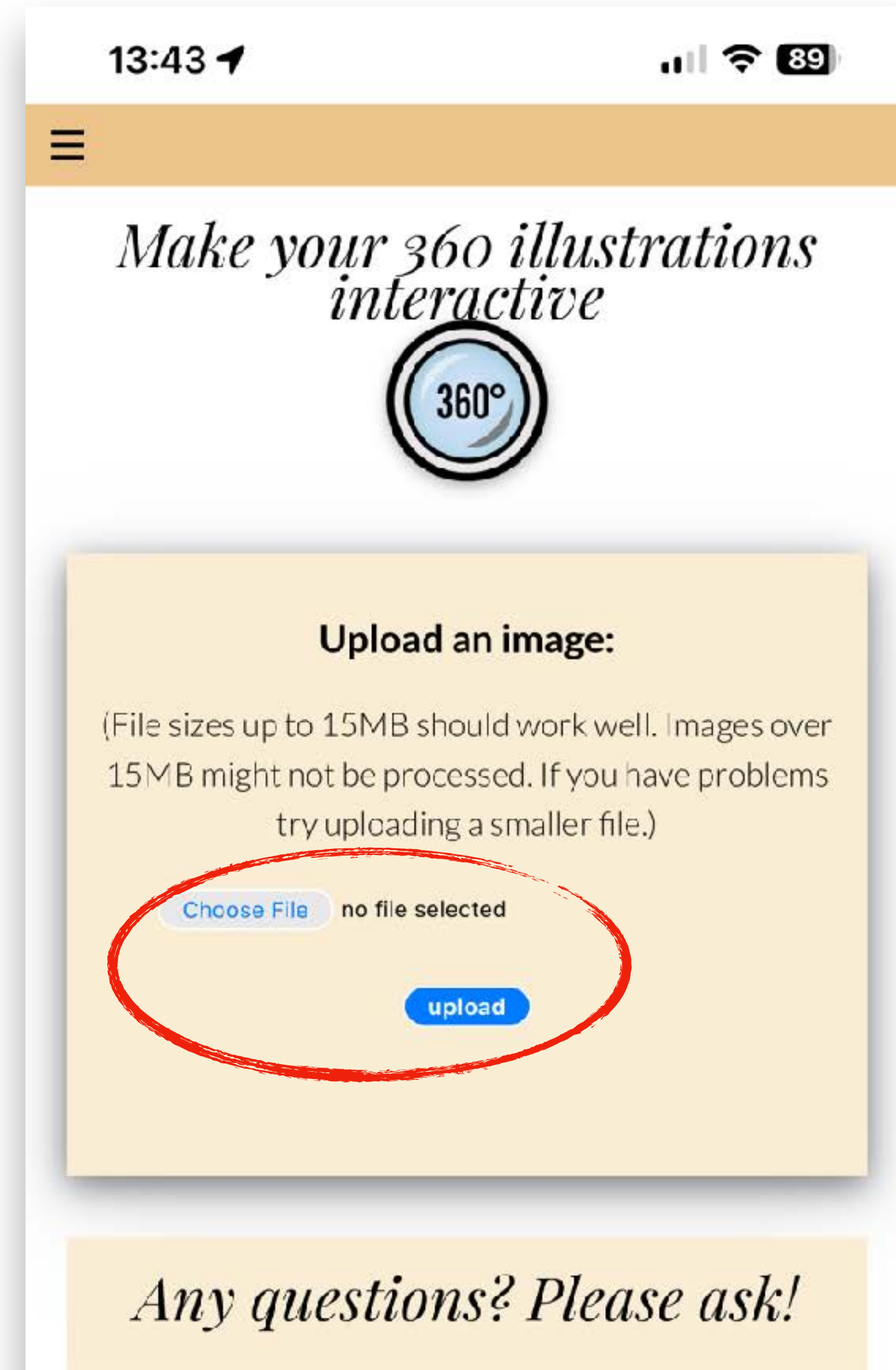


# View your illustrations as an interactive 360 scene!

1. Photograph (or scan) your illustration
2. Crop it roughly to the grid shape
3. Upload this to [panopress.com/drawing](https://panopress.com/drawing)

## Notes:

- Use JPEG files
- Browse the site menu for the grid template and examples of interactive 360 illustrations





# References, examples, further reading

Chiara Masiero Sgrinzatto's work:

*Venice Original* [veniceoriginal.it/en/content/23-360](http://veniceoriginal.it/en/content/23-360)

*2000 Eyes* [chiaramasierosgrinzatto.com/2000eyes/](http://chiaramasierosgrinzatto.com/2000eyes/)

*Global Climate Change Alliance Plus* [chiaramasierosgrinzatto.com/gcca/](http://chiaramasierosgrinzatto.com/gcca/)

Paul Heaton:

*"How I draw spherical panoramas"*: [paulheaton.blogspot.com/2020/11/blog-post\\_14.html](http://paulheaton.blogspot.com/2020/11/blog-post_14.html)

DM Swart:

*Drawing a Spherical Panorama* [dmswart.com/2016/06/28/drawing-a-panorama/](http://dmswart.com/2016/06/28/drawing-a-panorama/)

Steve Cooper and Keith Martin:

*Industry reference web site for immersive media creators (guidance and glossary)*: [Creator.Oculus.com](http://Creator.Oculus.com)



# Extra example: Global Climate Change Alliance Plus (interactive 360 illustration)



Interactive version: [chiaramasierosgrinzatto.com/gcca/](http://chiaramasierosgrinzatto.com/gcca/)



## Extra example: experimental imaging



Unilad video

<https://www.facebook.com/watch/?v=736985761828807>



Chiara Masiero Sgrinzatto

<https://www.facebook.com/785467387/videos/388694943650107/>