

Design Criteria:

Priority	Reason of Priority	Need	Criteria
1	They emphasized building an immersive environment, explained the importance of making something different and memorable.	Build an immersive environment that captivates users.	Create a 3d environment using unity, for users to be able to walk around in and experience. The user is part of the world and not just watching it.
1	They said keep it simple multiple times, stressed the importance to us.	Keep it simple. Easy to digest.	Don't add a lot of detail, main message is what we're trying to sell. Keep it short as well, if it's too long then it has too much detail.
2	They mentioned that the people for this are mainly weapons manufacturers and security and defense theorists, they mainly think about the best case scenario.	Predict and show the downstream effects of killer robots.	Create potential concepts for what autonomous weapons could look like and how it affects everyday life.
2	When someone asked the question about emotions we are trying to invoke, they got enthusiastic and spent time talking with each other to give us these specific answers.	Instill a sense of worry and hope to motivate decision makers. Make it close to home.	Base the immersive environment on familiar locations, Ottawa, or other big cities.
2	They mentioned that not showing the autonomous weapon as the main difference that they want from what GNG1103 did last year.	Let the viewer's mind imagine the problem to have a lasting effect. Don't include killer robot and gore.	Keep the robot out of the video and only show its effect. Only show the environment.
3	They mentioned the length of wasn't too important and can be what we choose.	Optimize the length of the video. Keep it short and easy to remember	<15 seconds is what's best for memory retention of viewers.

Benchmarking:

- <https://www.stopkillerrobots.org/stop-killer-robots/facts-about-autonomous-weapons/#:~:text=Autonomy%20in%20weapons%20systems%20is,reducing%20us%20to%20data%20points.>
(Website about general information on ai weapons and campaigns against them)
- https://www.youtube.com/watch?v=xUU8YHa_Cjg
(Documentary and comments)
- <https://www.youtube.com/watch?v=8GwBTFRFlzA&t=4s>
(Short video and comments under the video)
- <https://www.youtube.com/watch?v=XAgXwUwQoPA>
(Short video and comments)
- <https://www.youtube.com/watch?v=LVwD-IZosJE>
(Short video and comments)
- <https://quickframe.com/blog/social-media-video-ad-specs-placements-guide/#:~:text=If%20you%20are%20targeting%20users,a%2016%3A9%20aspect%20ratio.&text=Video%20length%3A%203%20seconds%20to,less%20than%2015%20seconds%20long.>
(Website about influencer videos, most effective adds are less than 15 seconds)