



# **GYMDOG EXPERIENCE 2.0**

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# CLIENT OVERVIEW

Our client is the University of Georgia gymnastics team, the Georgia GymDogs. The GymDogs is historically one of the most successful collegiate teams in the country. They lead the country with 10 NCAA Championships, and they have won 16 SEC championships. The GymDogs last won a national championship in 2009, which was Coach Suzanne Yoculan's final year after 25 very successful years. Since then, the GymDogs have been continuing to build their program. Our group will be working directly with Lijah Galas, the GymDog's creative services and social media coordinator, as we create Instagram filters to help recruit gymnasts and build fan experience.

## TECHNOLOGY

### Spark AR

Facebook's Spark AR is their flagship creation software where just anyone can learn and create augmented reality experiences. Their software offers opportunities for people with any level of expertise to create AR experiences with or without code. Since our group does not have much experience with AR, Facebook offers plenty of tips and tutorials on how to operate Spark AR, which will help make it an easier option to work with. With their software, we plan on creating filters for the GymDogs and easily publish them on their Instagram.

## Blender

Blender is an “open-source 3D creation suite” that offers “modeling, rigging, animation, simulation, rendering, compositing, and motion tracking.” Although Spark AR will be the main software we work with, we will also use Blender to help assist with making our AR filters.

These are just the two main programs we know we will work with to make our deliverables, but as we work throughout the semester, we also may find other apps or software that could help, as we are learning this along the way.



# AREAS OF IMPROVEMENT

Our main focus to improve upon is the past teams' work with the Gymdogs. We will finish their work and try to expand even more on what they did. We plan to try out new things and try to take the filters we create to a new level. There also has been some concern about communication in the past from our client, so we will ensure that our point of contact will continue to keep him updated throughout our time working with him.

# INSPIRATION

Most of our inspiration and ideas have come from our first meeting with Lijah Galas. In that meeting, we tossed around ideas we had and talked about specific things they are looking for, like finishing up the past New Media Certificate teams' filters. We have also looked at some of the creations from the past team that worked with Lijah and the Gymdogs for inspiration. From that, we can finish off the work they were doing, continuing with the same concepts but adding on our own team's unique ideas. We have been informed on the Gymdog's brand guide, like colors and fonts, and will use that to inspire and keep brand consistency across our project. We also have attended a Gymdogs meet to get a feel for the environment and what they do, which has inspired some of the ideas we plan on going forthwith. There are also other sports programs that are working with AR filters, which we will look at for inspiration as we work on this project.

# SOURCES

<https://sparkar.facebook.com/augmented-reality/>

<https://sparkar.facebook.com/ar-studio/features/>

[https://issuu.com/georgiadogs/docs/2022\\_gym\\_media\\_guide-reduced\\_size/51](https://issuu.com/georgiadogs/docs/2022_gym_media_guide-reduced_size/51)

<https://www.blender.org/about/>

[https://georgiadogs.com/news/2009/8/20/Gymnastics\\_History.aspx](https://georgiadogs.com/news/2009/8/20/Gymnastics_History.aspx)

