

Bringing art and stories alive

Stephan Kozak | DG8004 Digital Media Entrepreneurship

STARTING QUESTION

What happens before or after the moment captured in an image?

CHANGE THE AUDIENCE: ARTISTS + VIEWERS

01 CANVAS ALIVE

EXPERIENCE

Extend original artwork through motion and sound to deepen viewer connections and attract interest.

HOW IT WORKS

Artists and galleries commission animation. A QR link opens it on a phone; compatible AR glasses are a future option. Sound: the scene, artist voice, or performance.

WHO IT SERVES

Artists and galleries are customers. Visitors, collectors, and art buyers experience the work.

OPPORTUNITY

Offer a commissioned creative service. Use Canada Alive as an example; test interest, production time, and willingness to pay.

WHY I CARE

I am an animator. I see art as a moment in time and imagine the before, the after, and the stories behind its people and places.

CHANGE THE AUDIENCE: COMICS + BOOKS

02 STORIES ALIVE

EXPERIENCE

Animated panels and whole pages, characters crossing panel boundaries, and a soundtrack throughout the story.

HOW IT WORKS

Begin with iHalo in an Apple app. Tap a panel or activate a page; explore a reticle as an alternative. Keep separate content repositories for different comics.

WHO IT SERVES

Comic readers and creators, authors and publishers. Extend to parents and children sharing age-appropriate stories.

OPPORTUNITY

Sell original animated comics and offer services to other creators. iHalo demonstrates the format and launches a new superhero universe.

WHY I CARE

Michael and I are creating iHalo. We want to build our own superhero universe and show what animation and interactive storytelling can make possible.

CHANGE THE AUDIENCE: PARISH + COMMUNITY

03 WORLD ALIVE

EXPERIENCE

Bring church artwork alive to reveal its deeper meanings, share its stories, and connect people with parish life.

HOW IT WORKS

Proposed St Elias pilot: animated icons and artwork with stories from the priest and parishioners. Develop content with the parish; access method remains open.

WHO IT SERVES

Parishioners, newcomers, visitors, children, and families. Aim to educate and welcome more people into the parish.

OPPORTUNITY

Offer St Elias a free pilot and seek grants to fund development and delivery. Learn from the pilot before extending to other parishes.

WHY I CARE

St Elias is my childhood parish. I want to share its stories and community voices in a welcoming experience for children, families, and newcomers.

LATERAL THINKING / HOW THE IDEAS CHANGED

SHIFT THE OFFER

My own art, a service, or a tool?

Start with a service for other artists. Connect artistic experimentation with deeper viewer engagement and interest.

EXPAND THE EXPERIENCE

One panel, a whole page, or shared reading?

Cross panel boundaries. Combine original publishing with creator services; extend into parent-and-child reading.

CHANGE WHO FUNDS IT

A broad cultural platform or a local pilot?

Focus on St Elias. Separate beneficiary from funder: free to the parish, with grants to pursue.

SHARED NEXT TEST: one artwork, one comic scene, one icon. Explore how motion and sound add meaning, then use audience feedback to refine each concept.