

## Clouds Over Cuba



### Pros

- HTML5!!!
- Stores users session for return visits
- Dossier stores unlocked content
- Ability to sync calendar with actual events of crisis
- JFK Twitter feed
- Sync with mobile
- Social media sharing
- Amazing design—identity and UI
- HTML5 rollovers/animations feel very close to Flash!
- Excellent sound design
- Well conformed to varying browser sizes
- Very smart functionality and attention to detail
- Smooth transitions
- Different treatments to video content—archival, interview, commentary, newly shot, etc.
- Hinges on linear, yet has ability to explore non-linearly

### Cons

- Feels very linear and reliant on video content
- How much time is actually spent on this experience?
- Projected “What If?” future is an interested creative concept, yet a totally unnecessary part of the project and feels more like a piece by an ad agency
- Curious to know how much content users tend to unlock and how much time is spent on unlocked content

### Additional Notes

An interactive documentary commemorating the 50th Anniversary of the Cuban Missile Crisis and President Kennedy's handling of the crisis.

Created by the [Martin Agency](#) and [Tool of North America](#) on behalf of the [John F. Kennedy Presidential Library and Museum](#), directed by Ben Tricklebank and Erich Joiner, and narrated by actor Matthew Modine.

[Interview](#) with Ben Tricklebank.

The [Making of Clouds Over Cuba](#).

## Barcode.tv



### Pros

- Excellent design
- Short and sweet videos from multiple authors
- User-friendly, great usability, great flow of content
- Hinges more on humor
- Provides data, how much has been viewed, popularity of films...
- Ability to type in custom requests
- Related content
- QR codes
- Excellent data visualizations

### Cons

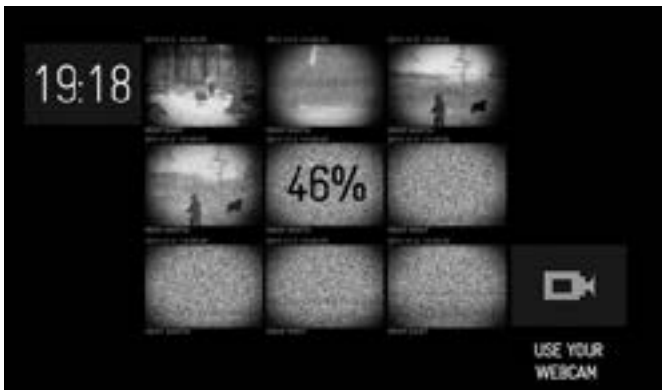
- Miss out on a lot of the content
- Essentially a database of videos
- Stories work as separate modules, though that is the intent of the site.

### Additional Notes

Created by NFB and Arte.

iPhone app is in the works as a mobile extension of the project—"a simple and fun documentary app that gives voice to the objects around you. Enter the name of an object or scan its barcode, and the app will show you a 60-second film that just might change the way you look at that object."

## Bear71



### Pros

- Great design elements
- Very open-ended exploration
- Indicates the length of the experience up front
- Makes users aware of other users in real-time
- Use of camera, making a user's presence known
- Sense of personalization to experience
- Still relies on linear storytelling tactics and allows for a beginning, middle and end
- Emotional story
- Strong music and sound design
- Well written text—short, yet effective

### Cons

- Flash
- Interface looks cool, but is a little abstract and can be confusing for the average user
- Lacks guidance
- Relies on intro video for context, which is often skipped
- Is 20 minutes too much to ask?

### Additional Notes

A web documentary by Leanne Allison and Jeremy Mendes about a grizzly bear in Banff National Park, who was collared at the age of three and was watched her whole life via trail cameras in the park. The site was designed by Toronto-based digital design firm Jam3.

In June 2012, Jam3 received a Gold Cyber Lion Award the Cannes Lions International Advertising Festival in the category of Charities, Public Health & Safety and Public Awareness Messages, for their work on Bear 71. In December 2012, Bear 71 was named the best non-fiction web series at the Digi Awards (formerly Canadian New Media Awards). On January 15, 2013, Bear 71 was named Site of the Year for 2012 by the Favourite Website Awards.