Digital Storytelling in Practice

Final Assignment

Isa Danvers - 1659374

Melanie Lassl - 1723631

Katie Nimtz - 1722413

Danielle Vaneker - 1638884

David Wood - 1683304

Radmila Radojevic

JIC-DSP.3V-15 MED2

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Campaign Concept Proposal

In a world where hundreds of hours of content are at a viewer's fingertips, binge watching the best shows can leave people always wanting more. How can Netflix keep their audience interested in a series that has ended like Orphan Black? In *A Creator's Guide to Transmedia Storytelling* Andrea Phillips explains, "The most effective tool is to actually create a small piece of your world and give it to your audience to play with." This can be accomplished through an engaging transmedia campaign that expands upon the world of Orphan Black to engage, educate and empower the viewer. This will be delivered through a real-life Neolution website, a body modification convention, and virtual modification application.

What is Orphan Black? The science fiction thriller series premiered in March 2013 offers viewers to take a closer look at the moral and ethical implications of human cloning. The story focuses on Sarah Manning, an English orphan who is brought to Toronto Canada with her foster brother, when she arrives into town she watches a woman that looks exactly like her walking in front of a high-speed train. Sarah attempts to take on the identity of the lookalike and begins to put together the pieces of her mysterious origins leading to the realization she is a clone. The series ended in August 2017 with the season five finale that wrapped the story ends quite nicely. This transmedia campaign will focus on expanding the world of Orphan Black for viewers to engage to find out more information on the corporation behind the cloning - Neolution.

The first step of the transmedia campaign is a body modification convention, NeoCon. This is where Neolution will promote their businesses and services. The event will be held in Toronto, Canada. Flyers will be handed out and posters will be put up for advertisement. On these advertisements will be some details for the event and the website for Neolution where more info can be found. At this event we will have Neolution doctors, as well as plastic surgeons, tattoo artists, and other type bodily modifiers for a dynamic experience for patrons.

The main execution of the campaign and second step is the Neolution website, where anyone interested can find more information on Neolution other companies as well as BrightBorn and DYAD. The site will include a list of all the services offered, general background information, some interviews and videos to see both the results of Neolution events and research blogs. This static experience allows individuals to come back for later information after experiencing the NeoCon. A website was chosen

to for its flexibility of design and the ability to keep up to date information on events and a place for individuals to sign up.

Finally, viewers will be lead to the third and final step of the campaign, the NeoApp. With camera access individuals can try out body modifications virtually and find out whether the Neolution community is for them. By doing certain modifications, individuals can unlock new information about the series. There will also be an option to look for their own clone, by scanning a face. They will be compared to all the other people who have done this, and when a match is found, both participants will receive a message about them being an early test subject, what cloning experiment they are from and a request to come and visit the doctors at Neolution HQ. This static experience will allow anyone to imagine the possibilities Neolution has to offer, the feeling of finding a long-lost clone, and the shock of being part of a science experiment.

The writers of Orphan Black reveal little information about the Neolution company until the last season, even then viewers are left with many questions. This innovative transmedia campaign will engage viewers in a unique experience to attend an event, visit the public website and get a behind the scene look into the world of Neolution through the App. During the event individuals have the opportunity to undergo minor body modifications like tattoos, piercings, or purchase special contact lenses. This dynamic event will open the door for many people to hear about Neolution in a fun way, which may lead them to the company's public website. The website is a hub of public information for individuals to learn more about the community. While the app allows them to experience the physical changes without the commitment. All three of these interactive parts give viewers a broader look of the Neolution corporation and the world of Orphan Black as a whole. These three innovative steps lead the viewer wanting more, more modifications, more participation, more Neolution.

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Action Plan

Introduction

This three-step transmedia campaign will focus on expanding the world of Orphan Black to engage, educate, and empower viewers about the Neolution corporation. With very limited content created for Orphan Black, the main purpose of this project is to generate creative worldbuilding and character-extending tools, which adapt to the storyline and keep the audience hooked to the series. These tools should not only engage the current viewers, but also individuals who haven´t watched Orphan Black. Therefore, Netflix users without awareness about the series will be also targeted. The target audience are the individuals who watched science fiction this group is made of mostly 17 to 29-year olds.

About the Campaign

The campaign will start with a one-time dynamic NeoCon Body Modification event, from which further content will be connected. The audience will find clues and hints during their visit and will be transferred to a Neolution website, which provides further information on how to access the NeoApp. Therefore, the transmedia story can be experienced statically from then on. Having both a dynamic and static experiences happening will engage the audience but give them time to discover more information later.

While we are 'Worldbuilding', pre-knowledge of the series and story is not needed to partake in the story, as we will be covering the Neolution company as if it were a real business. It will appeal to anyone interested in scientific evolutionary research, along with the more underground 'body modification' crowd. We hope to also expand on the 'backstory' of Neolution and Dyad, as their history and background is not covered in any detail within the show.

The target audience is relatively tech-savvy, the majority of our story/campaign will be easily accessible due to it just being website navigation. The one barrier that will limit audience is the initial 'NeoCon' convention, held in Toronto. Access to this will obviously be very limited, geographically and also capacity-wise (20,000 over the 3 days), however any information gained at the convention will also be accessible to the rest of the audience through social media, and the main company website (including the password & links to get to the 'hidden app'). We will also rely on word of mouth advertising, especially platforms such as the Instagram feeds of visitors, to reach further afield and build up hype and interest.

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The Action and Event

The first action we will convey is the moral clash between the company, and those opposing it. We will present this a few ways; Firstly, we will stage a demonstration alongside the 'NeoCon' convention, with the likes of religious type slogans on the protesters banners/signs. This opposition will also be vocal on the social media pages (Facebook, twitter) We will also encourage people following this transmedia story to take sides, with or against Neolution. This will happen in real-time, at the event and on social media, so is classed as 'live coverage'.

This idea of moral divide will be further shown through a news style section shown on the Neolution website, where an interview with one of the staff is sabotaged by a protester. This will be followed by a press report about what happened - Both of these being 'delayed coverage'. Through this interview, we will have introduced the character of Dr. Convalexius, who will also be present in other aspects of the website as an expert/PR liaison. The other character introduced will be the opposition, and whilst playing a small part, must be believable and represents the morally good.

The story will pan out that as Neolution is made more 'public' through the convention, more opposition arises and the need for the company to keep a clean image is more important. This will be shown through the use of professional language, more supposed transparency, and an effort to get the consumers on their side through special offers, and the release of the third medium - the app, which gets consumers more involved and interactive in a fun way.

The two characters are opposites, one standing for the advancement of human genome, and the other driven by the belief that life should not be interfered with in this way. The doctor character is also motivated by the opportunity to go down in history as part of a scientific breakthrough.

Coverage of the Event

At the NeoCon part of our transmedia campaign, live coverage will be used by means of demonstrations outside of the convention building. This demonstration will be followed by a press report and a video about the demonstration on Neolution's company website. Since both of these actions happen after the initial event, they can be classified as delayed coverage.

At NeoCon we will be leaving clues to the people attending the convention as a type of live coverage. These clues will give further information on our other media channels. The website and the app

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themselves cannot be classified as live coverage since they already existed, but the clues can be classified as live coverage as they are given during the event.

Audience Role in Event

The audience has an important role at this event, since we are trying to get them to voice their opinions and pick a side within this campaign; either with Neolution, or against the organisation. Neolution will present the scientific side, whilst its opposition will advocate for an ethically correct attitude.
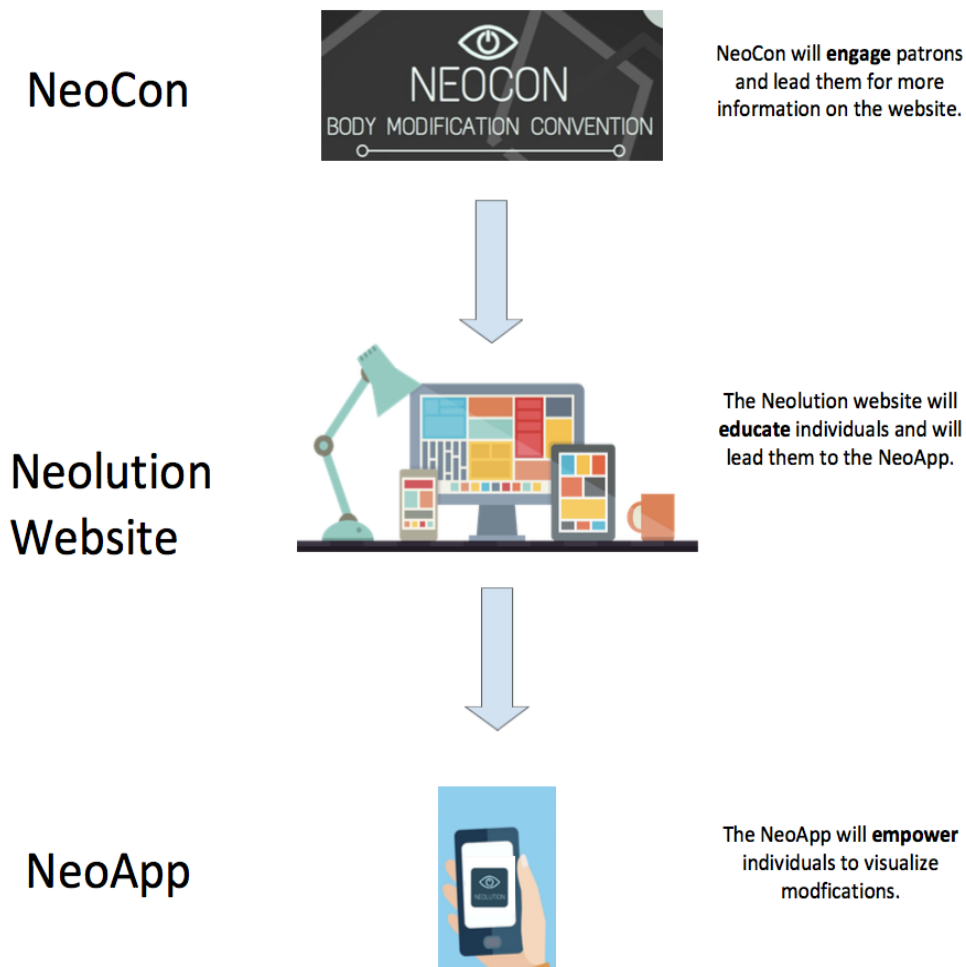
The NeoCon will probably appeal to a more scientific oriented audience. People that are interested in body modification, cloning and other scientific experiments are more likely to be drawn to the NeoCon event than people that have no interest in these subjects. By organising this kind of event, there is also a chance that a new, more scientific oriented audience will be attracted. Anyhow this does not represent the main goal of this campaign.

To give people that did not participate the convention also the possibility to explore the website and the app, the clues will also be released on social media after the event. Therefore, people from other countries or continents are also able to experience the extend world of Orphan Black.

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Audience Flow Chart

The aim of the three-step transmedia campaign will to ultimately engage, educate, and empower the audience with the world of Orphan Black through the idea of Robert Mckee of *Hook, Hold, and Payoff*. The engagement will begin with the NeoCon body modification event. During this dynamic experience individuals can come face-to-face with members of the Neolution community and undergo some simple body modification procedures. After *hooking* the audience with the event, they can obtain further information about the company through the website. This *hold* will give individuals the opportunity to learn about company and leave them wanting more. Once the individual are inspired by the options for modification on the website they can utilizing the NeoApp. This application gives them the power to see how their modification will change their physical appearance. The *payoff* will occur when the individuals sign up to be a participant for a study or for modification. Overall, the three-step process with captivate the audience with both a dynamic and static experiences.

NeoCon — NeoCon will **engage** patrons and lead them for more information on the website.

Neolution Website — The Neolution website will **educate** individuals and will lead them to the NeoApp.

NeoApp — The NeoApp will **empower** individuals to visualize modfications.

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Creative Content

NeoCon

NeoCon is a three-day body modification convention sponsored by Neolution which will be held at the Metro Toronto Convention Centre on Friday, December 15 through Sunday, December 17. This event is the first part of a three-step transmedia campaign focused to engage viewers of the Netflix series Orphan Black.

This convention aims to expand the world of the show by offering patrons the opportunity to modify their bodies and learn more about the mysterious corporation of Neolution. Modifications include intricate piercings, tattoos, coloured eye accessories, and a variety of other options. To peak interest the convention will include top tattoo artists and piercers from the Toronto area including Jay Decator of Passage Tattoo Parlour and artists from Exotic Studios - Toronto's only specialty piercing parlour, along with many others.

Furthermore, visitors will receive a NeoCode, which can be inserted on the Neolution Website. After that users will receive an email, which gives them exclusive access to additional content in the NeoApp. This will include extra tails, eye colours, and other modifications. Each code will unlock 1, so it is up to the fan base to share codes to unlock everything. Advertising for the event will be targeted to the appropriate market of individuals who watch Orphan Black and are interested in body modification. The target audience are male ages 20 to 30 years old and female ages 25 to 35 years old. To gain awareness for the NeoCon posters and fliers will be distributed in the greater Toronto area

DEC 15 NeoCon 2017
Public · Hosted by Neolution

Going ▾   Share ▾   ···

December 15 — December 17   See Times
3 Upcoming Times

Metro Toronto Convention Centre   Show Map
Toronto, Ontario

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and through word of mouth strategy with local tattoo parlours. The event will also be promoted through social media, through the Facebook page we will create for the campaign.

The poster will depict a dark and edgy theme to appeal to the target audience while keeping with the theme of the Neolution club life on the show. Basic information about the convention will spark interest and lead potential patrons to check out further information on the Neolution website.

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Neolution Website

The Neolution website is an online platform that allows the public to learn more about the corporation. This site is the second part of a three-step transmedia campaign focused to educate viewers of the Netflix series Orphan Black. The website can be found at https://nimtzk.wixsite.com/dsp-neolution, however, we decided to also make the URL easier to type, by using the Tinyurl system. We will advertise the site as https://tinyurl.com/Neolution

This website aims to educate individuals about the corporation while giving them the chance to engage with the Neolution way of life. The site includes sixteen different pages that range in a variety of topics about the company. From the history of Neolution, body modification options, to general research and up-to-date events, the site showcases a plethora of information for anyone to dig deeper into the world of Orphan Black and this science driven corporation. The public can engage with this static experience to find out about body modification options and even sign up to become part of a study in the clone department. Please reference appendix *Section I: Development of Materials and Style Guide*, *Subsection A: Development of Materials* for further information.

The previous step in the campaign, NeoCon (body modification convention), will grab the attention of the public and lead them to the website for further details about the company. By educating intrigued individuals about the corporation the campaign will empower them with the tools to see if Neolution community is for them through the NeoApp.
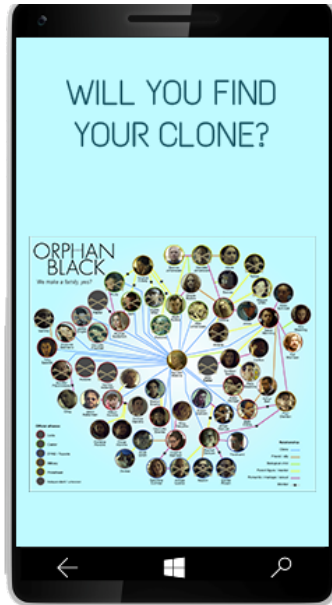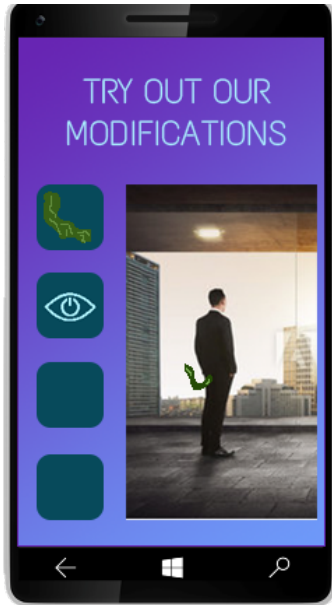
NeoApp

The NeoApp is an application developed by the Neolution corporation. This program is the third part of a three-step transmedia campaign focused to empower viewers of the Netflix series Orphan Black.

This application aims to empower the target audience with the world of *Self-Directed Evolution* - a scientific field spearheaded by Dr. Aldous Leekie. Features include interactive filters with capabilities of showing individuals what they would look like with body modification. These modifications include tails, piercings, Neo-tattoos, and biometric eyes. The Neolution app will also help expand the world of the show by offering patrons the opportunity to learn more about the mysterious corporation of Neolution.

Advertising for the event will be targeted to the appropriate market of individuals who watch Orphan Black and are interested in body modification, but may not be ready to commit to the changes. Viewers can find out about the app at the NeoCon Body Modification Convention and by visiting the Neolution website. At the event you can get a code that will give you more in-app options, there will

be different codes handed out, people will have to share them with each other to get the full experience out of the app. These codes unlock tails, piercings, and neo-tattoos. All apps start out with one feature to modify yourself, which will be the biometric eyes.

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Appendix

Section I: Development of Materials and Style Guide

Subsection A: Development of Materials

The creative process is a little different for everyone. The Orphan Black digital storytelling team worked to make sure that development was a main part of this process. The main one to include in this project is the site map for the Neolution website and assigned tasks. Please see the list and images below for the example.

Website Sections

HOME PAGE - **Dave**

Who we are - **Danielle**

- What is neolution
- Transhumanism
- Founders

What we offer - **Dave**

- Cosmetic body modification
- Medical body modification
- Biohacking

Our Research **- Isa**

- Funding where your money goes
- Partners and corporate sponsors

Our/The Future - **Katie**
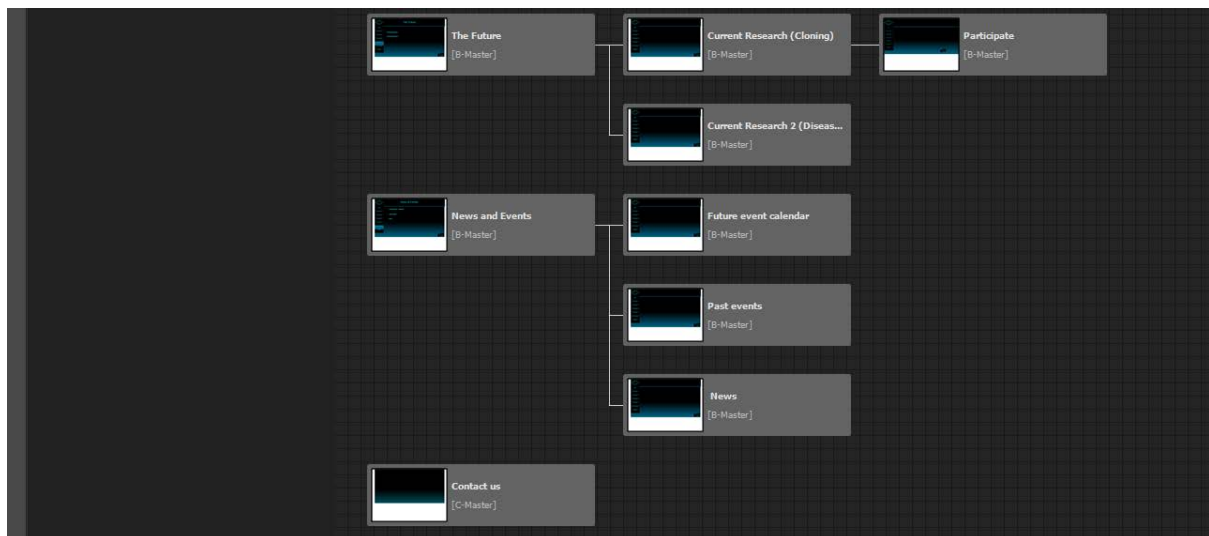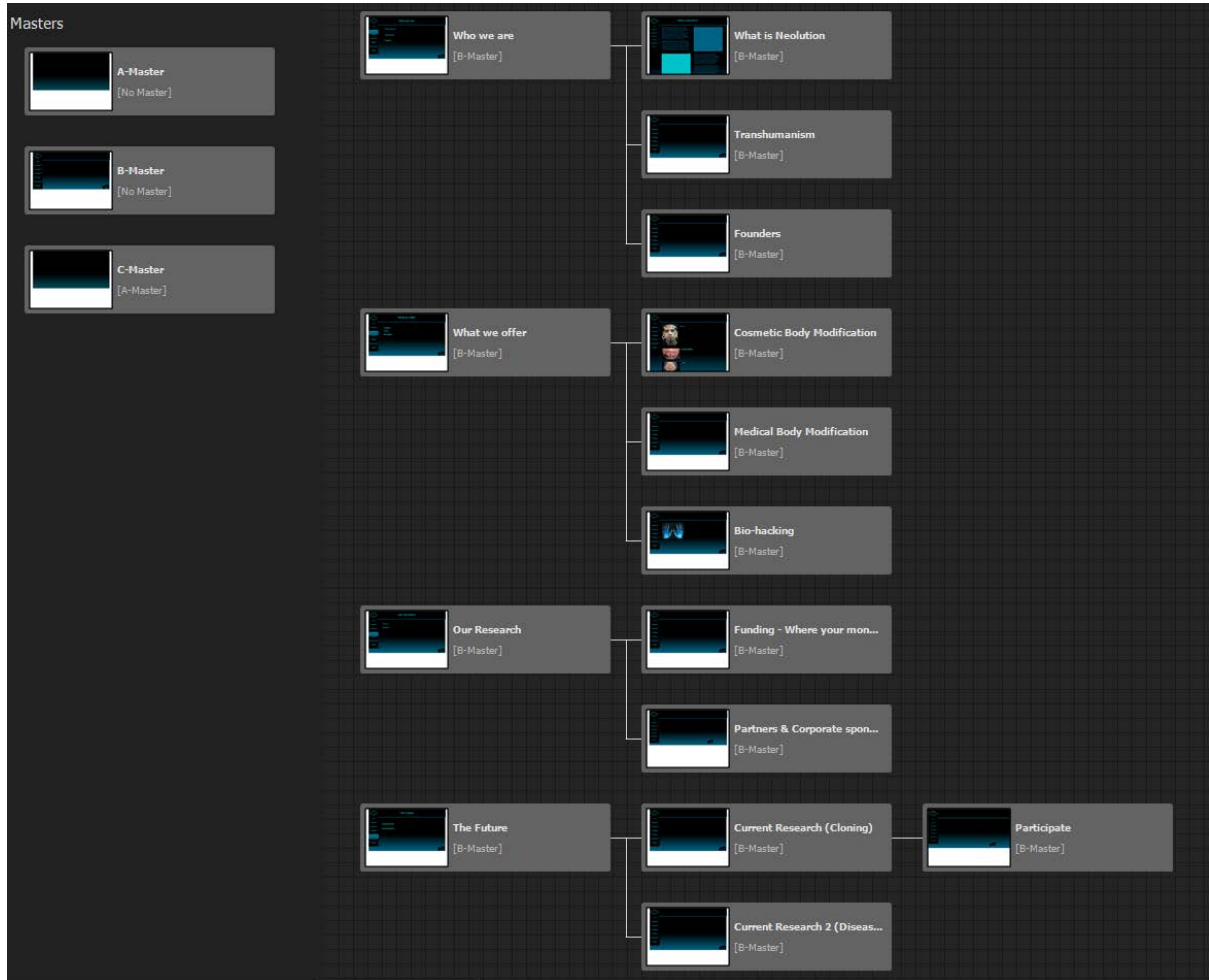
- Research on Cloning
- Participants
- Project CLAIR

News and events - **Meli**

- Future event calendar
- Neolution in the News

Contact Us - **Dave**

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Site Map

Website Prototyping

Subsection B: Style Guide

Target Audience

The target audience includes members of *Generation Y*. Born between 1990 and 2000 (science fiction is mostly watched by 17 to 29-year-olds). From childbirth they have an increased use and familiarity with communication, media and digital technologies. Therefore, communication over electronical devices is preferred - short, clear, to the point

Mission Statement

Making widely available sophisticated technologies to greatly enhance human intellect and physiology.

Keywords

- Transhumanism
- Self-directed evolution
- Future orientated
- Advancement of biotechnology

- Pushing scientific limits of human evolution

Tone and Voice

Formal Scientific language as we are a professional institution.

Colours

Colours that are used throughout the campaign include the Neolution bright turquoise and the dyad green which are shown in the table below, along with other greens for variance. Other acceptable colours include white and black. This simple palette is used to communicate the ´Club Neo´ feel while also keeping it professional.

22 57 50 (dyad green background)	224 254 242 (neolution bright turquoise)

Fonts

Multiple fonts have been used in the campaign to keep the feel of Neolution. Unfortunately, not all platforms allowed the creators the opportunity to use just one. Fonts that are being used include the following

- Text me one
- Maszo
- Serif
- Futura Light

Logos

The Neolution logo is a pictorial of an eye shape with a power button in the centre. The approved colours to use the logo is turquoise, black, and white. The line on the eye should always be at the top
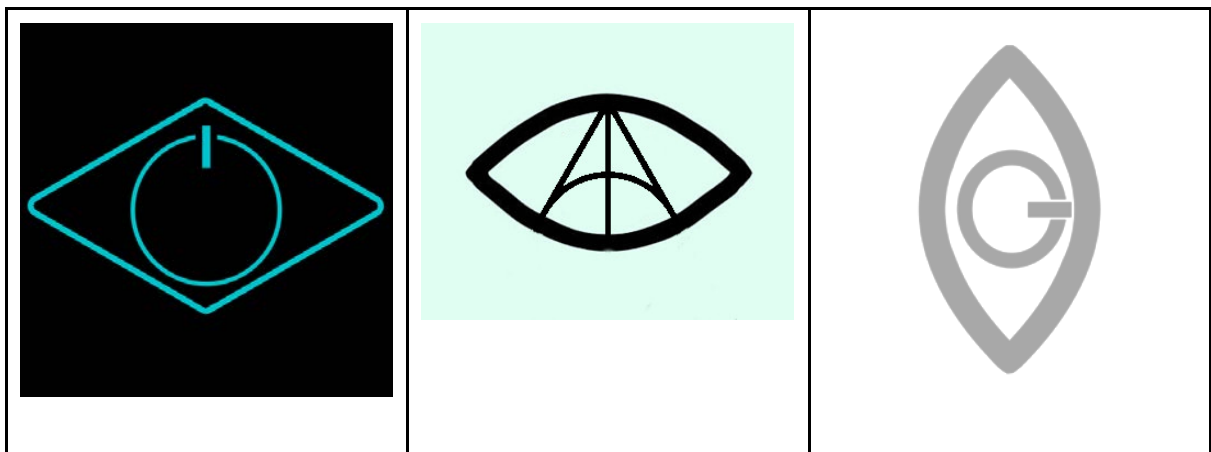
and the eye should never be turned. Also, other forms of the eye shape are unacceptable. Please view the images below as reference.
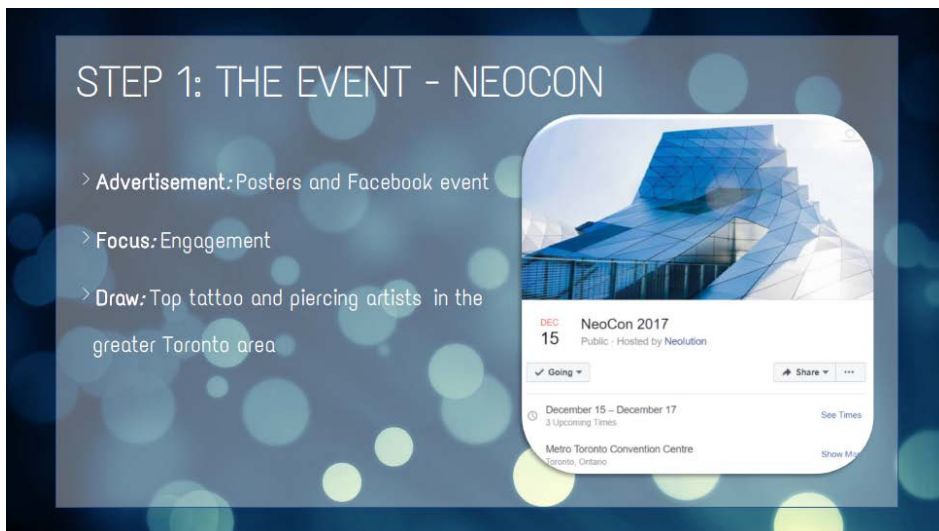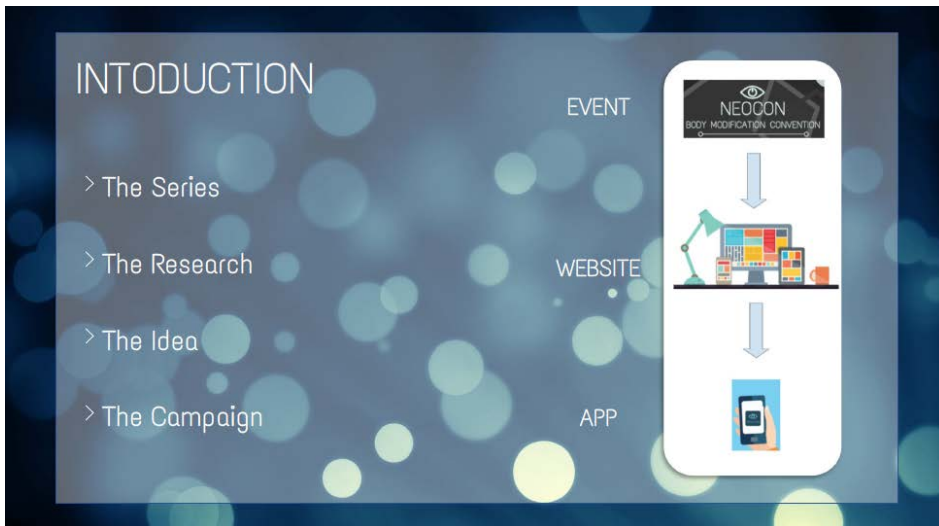
Proper use of Neolution logo
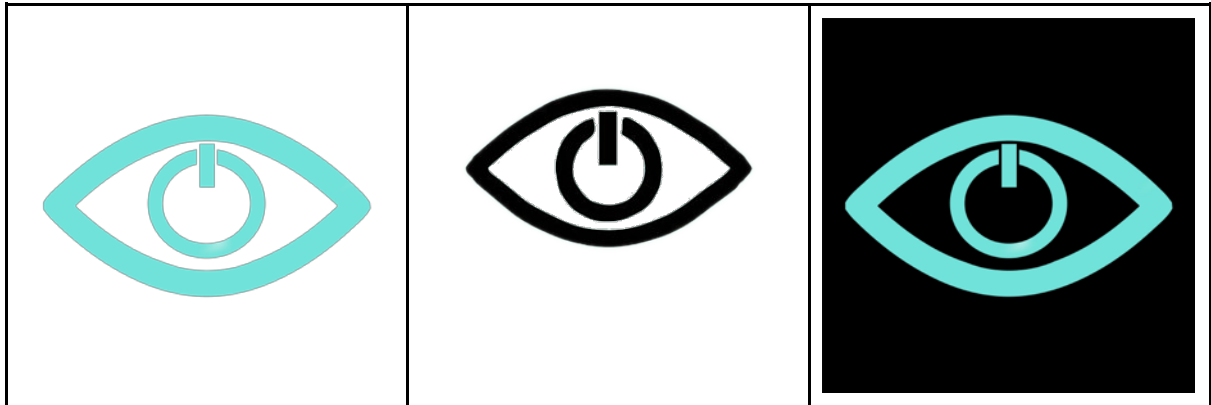
How to not use the logo

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Section II: Pitch Presentation

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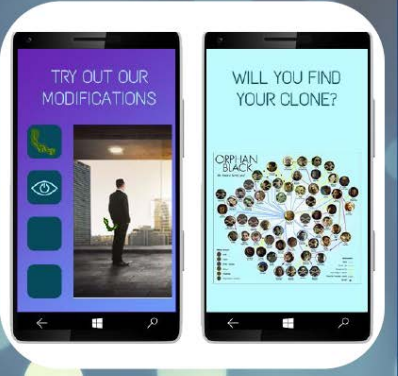| Course	Lecturer	Student	Student Number	Course Code	Assignment
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Section III: Pitch Script

The following section is what would have been delivered during the in class pitch. Our presentation was split into five sections, one for each member. The presentation was aimed to be about ten minutes in length. We had also planned to use props for the 'wow' factor – Including one person with fake horns (Flesh type bought from Halloween shop) to stress the body modification aspect, two in lab coats for the researching aspect, and two in business attire.

Introduction

As previously announced we picked the Netflix series Orphan Black for our transmedia campaign. We did recognise very soon, that for this series almost no transmedia content has been produced so far. Our focus relies on one of the main organisations within the series - Neolution. This company turns out to be dastardly through the story and viewers receive with every episode a bit more information about what Neolution is doing. However, the audience is being left with a lack of information about the secrets of the company. Therefore, we came up with a three-phase concept which allows the target audience to enter the world of Orphan Black in new way. Every phase of our transmedia campaign is linked to the others which allows the audience to switch easily between the different media. (explain diagram)

NeoCon

NeoCon is a three-day event will take place from Friday, December 15 through Sunday, December 17 at the Metro Toronto Convention Centre. Advertisement for the event will include originally designed posters and the use of the Neolution Facebook page. The posters will be distributed around the greater Toronto area specifically in tattoo parlours and other "body modification" shops. The focus of the event is to engage the Orphan Black audience with the world of Neolution. People will want to attend the event to visit the top tattoo and piercing artists in the area and other vendors with outstanding reputations. This dynamic event allows patrons to uncover a code to access further information on the website and special features within the application, including some super realistic modification filters! Here's Dave with more information about the Neolution website.

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Website

The second stage of our campaign is the Neolution website, which is an online platform that allows the public to learn more about the corporation and also offers a way of interacting with the company itself to immerse the visitors further into the world.

Neolution as a company is not extensively explained during the show, so we will use this website as a major world building tool, extending on the history and background.

I welcome you all to visit the site we created, tinyurl.com/Neolution *(Pause to let them open it)*

This website aims to educate individuals about the corporation while giving them the chance to engage with the Neolution way of life through things such as a cloning participation program.

As you can see as you explore, the site consists of pages covering everything from the history of the company, to its research, and educates on the world of body modification and biohacking.

The design of the site mirrors that of such a scientific institution, clean and simple, whilst implementing elements that portray the futuristic nature of Neolution.

From the site, you can sign up to be a participant of the cloning research, and have ways of contacting the company with any questions, which will be responded to in a professional manner.

Hidden within the site is also our 'game', where visitors can input the codes gained from the convention to unlock unique aspects of the Neo app. We encourage our visitors and the community to share their codes with others to try and unlock all options, as this will get the community talking about the campaign, building up further interest and excitement. You will hear more about the app from Danielle.

NeoApp

As Katie mentioned before, you will be receiving a code at the event. There will be different codes handed out at the event. These codes unlock different options within the app. All apps, when downloaded, start out with the option to look for your own clone. We will be doing so by scanning the user's face and comparing it to others', furthermore we there will be different clone projects we can like the "clones" to. The other feature of the app is to modify your body, so you can try all kinds of modifications before you get them done. This way you are able to see what you would look like with biometric eyes for example, which will be the default feature in the app. Going back to the secret

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codes, these codes will unlock extra features to modify yourself with. These extras will be tails, piercings, and neo-tattoos. The idea is for people to share their codes in order to get a full app experience.

Conclusion

We believe that with this transmedia campaign, we can offer the audience of Orphan Black an inside look into what Neolution is and what the organisation stands for.It connects a website and interactive app with a real-time event, to reach a broad audience and it offers something interesting for almost every type of consumer. We hope that with this type of world building, both the audience and a potential audience will be intrigued, and get the curiosity to visit the event, go the website and download the Neolution app. Our transmedia campaign focuses on giving the fans of Orphan black that extra inside look into the world of their favourite TV series and we believe it will be a highly effective transmedia experience.

Section IV: Timesheet

The following is a timesheet for the transmedia campaign. Team members recorded their hours when they were working on the project as a collaborative team and individually.

Group Hours

Date	Task	Name	Number of Hours
Sept. 13	Group Meeting - Brainstorming	Team	2.5
Sept. 27	Group Meeting - Split up parts for creative content	Team	4
Oct. 4	Group Meeting - Check ins	Team	1.5
Oct. 6	Group Meeting - Overall concept and website sections	Team	3
Oct. 11	Group Meeting - Website discussion	Team	2
Oct. 13	Group Meeting - Compilation of work	Team	2.5
Oct. 20	Group Meeting - Edits	Team	2
Oct. 27	Group Meeting -Final Edits and Pitch	Team	1.5

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Oct. 31	Group Meeting - Final edits and presentation	Team	2

Individual Team Member Hours

Date	Task	Name	Number of Hours
Sept. 7	Case studies and reading	Katie	4
Sept. 14	Proposal part	Katie	2
Oct. 5	Event and App Script	Katie	4
Oct. 6	Website Script	Katie	2
Oct. 10	Website Copy	Katie	1
Oct. 12	Website Copy	Katie	2
Oct. 21	Final paper edits	Katie	1.5
Oct. 23	Website Copy and design	Katie	4
Oct. 25	Website Copy and design and final paper edits	Katie	3.5
Sept. 7	Looking for case studies/reading in	Danielle	4
Sept. 13	Campaign Concept Proposal	Danielle	1.5
Sept. 22	First draft app interface	Danielle	6
Sept. 28	Second draft app after feedback	Danielle	3
Oct. 6 onwards	Writing little texts and applying to website > "who we are" section.	Danielle	7
Oct. 16 onwards	Putting everything together, creating one document, updating it at other times.	Danielle	4
Oct. 28	Pitch text	Danielle	1
Sept. 8	Lecture reading/Case study research	Melanie	4
Sept. 15	Campaign Proposal	Melanie	1.5
Oct. 3	Style guide	Melanie	2

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Oct. 3	Poster design	Melanie	2
Oct. 10	Website design and first content	Melanie	4
Oct. 17	Website content	Melanie	2
Oct. 24	Website content	Melanie	2
Oct. 25	Website content	Melanie	3
Sept 7	Case studies and Reading	David	4
Sept 15	Action plan part	David	5
Oct 3	Site map & design	David	4
Oct 4	Facebook page and event created	David	2
Oct 5	Logo design	David	2
Oct 10	Website design - Initial including home page	David	4
Oct 13	Website design	David	4
Oct 17	Website content - Prostethics	David	4
Oct 18	Website content- Medical	David	3
Oct 21	Further website design - small edits	David	3
Oct 22	Website content - Biohacking	David	2
Oct 25	Website content & design - additional edits including contact us page	David	2
Oct 27	Pitch script - website	David	2
Oct 30	Final layout to word document	David	2
Sept 8	Lecture reading / Case studies	Isa	4
Sept 17	Action Plan Part	Isa	3
Oct 14	Website design - funding	Isa	2
Oct 16	Website design - sponsors	Isa	2
Oct 18	Website content - funding	Isa	4
Oct 19	Website content - sponsors	Isa	3

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Oct 27	Website design - small changes entire website	Isa	4
Oct 28	Pitch text	Isa	1

Section V: Copyright Usage

Subsection A: Copyright Laws and Orphan Black

In any kind of media campaign, it is imperative to understand the limitations copyright can impose when making creative content. During the beginning stages of the Orphan Black transmedia campaign copyright procedures came up multiple times to make sure the group was following laws correctly. Questions like, what is copyright and why is it so important to keep in mind when working with media? Copyright can mean different things in different countries. This section will explore what copyright means to Canadian creators and what limitations there are for Dutch media workers.

Orphan Black is a Canadian science fiction series, which leads to the exploration of Canadian copyright laws. In Canada copyright is defined as, "protection for literary, artistic, dramatic or musical works (including computer programs) and other subject-matter known as performer's performances, sound recordings and communication signals" (Office, 2016). As stated by the Canadian Intellectual Property Office these types of works are protected under copyright - if they have been registered through the proper procedures. This protection lasts for 50 years following the creator's death.

Since the course is located in Utrecht, laws specific to the Netherlands will be discussed. According to the Netherlands Enterprise Agency, "the Dutch Copyright Act (Auteurswet) automatically protects the copyright of works of literature, science or art from the moment the work is created, on condition that the work in question is an original work." This protection happens automatically at no cost to the creator and lasts 70 years after the creator's death. Examples of work that may be protected by copyright include, "texts, works of art, leaflets, videos and other promotional material, photographs, software, jewellery, drawings, scale models and constructions" (Netherlands, n.d.).

The Orphan Black transmedia campaign encompasses the use of other artists because of the time constraint and limited resources the group must work with over the course of Period A. By working in

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the academic setting and not that of a professional business with rights to their own, the group is fully aware of the copyright infringements that may be occurring during the procurement of the project. References for the media works will be listed in *Subsection B: Images Used for the Transmedia Campaign* in an effort to give credit to their prospective creators.

Subsection B: Inspiration Used for the Transmedia Campaign

Photos used for app:

Man looking back, free stock photo.

Linked together clones, fan art: http://www.fangsforthefantasy.com/2016/05/orphan-black-season-four-episode-four.html

Website photos:

Project CLAIR : https://tomorrowsci.com/wp-content/uploads/2017/07/%E4%BA%BA%E9%A1%9E%E8%83%9A%E8%83%8E.jpg

INSPIRATION FROM RADMILA: https://www.smashingmagazine.com/2009/06/retro-futurism-at-its-best-designs-and-tutorials/

https://www.awwwards.com

ORPHAN BLACK WIKI: http://orphanblack.wikia.com/wiki/Neolution (this is the page on neolution, with some examples of the other companies)

REMINDER ON ALL COMPANIES DYAD NEOLUTION BRIGHTBORN ETC:

https://www.reddit.com/r/orphanblack/comments/4k8o6e/can_someone_help_me_out_with_all_the_different/

Smiling Man - free stock: http://maxpixel.freegreatpicture.com/Male-Look-Head-Face-Man-Smile-Cute-Person-Happy-2171923

Eye - public use: https://commons.wikimedia.org/wiki/File:Iris_-_right_eye_of_a_girl.jpg

Prosthetic arm and skin - public use: https://www.flickr.com/photos/usnavy/6811745567

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Robot hand with bulb - public use:

https://commons.wikimedia.org/wiki/File:Shadow_Hand_Bulb_large_Alpha.png

Bio implants - public use: http://static4.businessinsider.com/image/53eb9c876da8110b791a32f9-1200-1000/2006-03-30_-_hands.jpg

Pills - free stock: https://pixabay.com/en/medicine-pills-bless-you-drugs-2449613/

THE GUY IN UTRECHT: https://www.piercingutrecht.nl/bodymodification-2/

PROJECT CLAIR - public use : https://tomorrowsci.com/wp-content/uploads/2017/07/%E4%BA%BA%E9%A1%9E%E8%83%9A%E8%83%8E.jpg

Clone research photos :

https://www.google.nl/search?tbs=simg%3Am00&tbnid=8ZArZ1qN7jNvSM%3A&docid=Ur0BdLPq_iEfAM&tbm=isch&ved=0ahUKEwiYkbb9jofXAhWELlAKHaRPCZQQhxwICA&biw=1194&bih=896&dpr=1#imgrc=UeV2LP2y638wBM:

Subsection C: Sources for Section A

- Netherlands. (n.d.). Copyright. Retrieved October 11, 2017, from https://business.gov.nl/regulation/copyright/
- Office, C. I. (2016, November 15). *A guide to copyright - Canadian Intellectual Property Office*. Retrieved October 11, 2017, from https://www.ic.gc.ca/eic/site/cipointernet-internetopic.nsf/eng/h_wr02281.html