

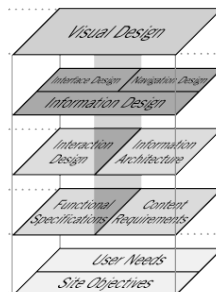
Creating Multimedia

MS 2305 Multimedia Design

Creating Multimedia

Jesse James Garrett (2003):
Model of the Elements of User Experience,
available online: <http://www.jjg.net/ia/elements.pdf>

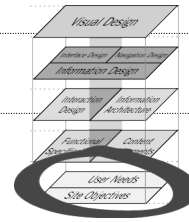
- The Surface Plane
- The Skeleton Plane
- The Structure Plane
- The Scope Plane
- The Strategy Plane



MS 2305 Multimedia Design

The **Strategy** Plane

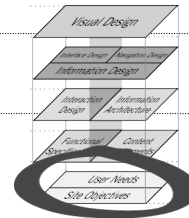
- User needs
- Project objectives



Who do I want to speak to?
Define target audience, user needs ...

The **Strategy** Plane

- User needs
- Project objectives



What do I want to do?
Define subject, topic ...

Buzzword: **Conceptual Model**

Choosing an existing genre (e.g. game, travel-diary) as the conceptual form for your project

Every genre includes a set of underlying assumptions, expectations, affordances

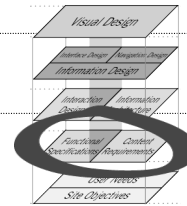
Buzzword: **Conceptual Model**

The chosen conceptual model usually **determines** the **interactive potential** of a project!

Push the boundaries: Conceptual models provide an initial dynamic but might constrain the project

The **Scope** Plane

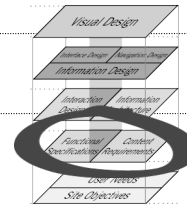
- Content
- Functional spec.



What content do I want to include?
Text, Photos, Illustrations, Sounds, Videos etc.

The **Scope** Plane

- Content
- Functional spec.

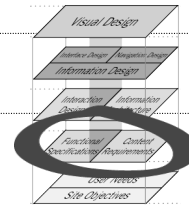


What functions am I going to offer?
*What is the **selling point**?*

- **Interactivity** is the key to success in CW2!
- Create a User **Experience**!

The **Scope** Plane

- Content
- Functional spec.

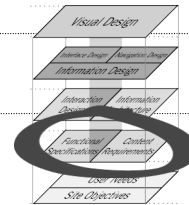


What functions am I going to offer?
*What is the **selling point**?*

- **Interactivity** is the key to success in CW2!
- Create a User **Experience**!

The **Scope** Plane

- Content
- Functional spec.



What functions am I going to offer?
*What is the **selling point**?*

- **Interactivity** is the key to success in CW2!
- Create a User **Experience**!

Buzzword: **User Experience**

e.g.:

Laurel, B. (1991): **Computers As Theater**

Bolter, J. and Gromala, D. (2003):
Windows and Mirrors: Interaction Design, Digital Art, and the Myth of Transparency

Shedroff, N. (2001): **Experience Design**

Buzzword: **User Experience**

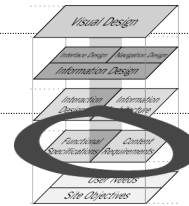
“There is no there there!” Morville 2006
Experiencing your project is different from
experiencing a room!

Your project is a space full of thoughts
and interconnected ideas ...

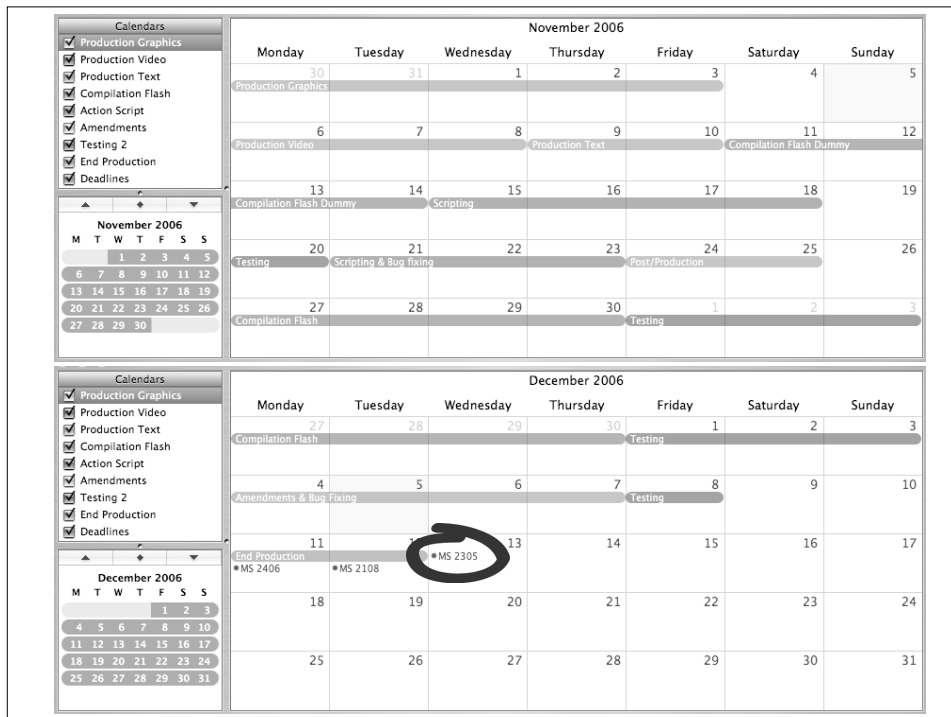
“...worlds in which we can extend,
amplify, and enrich our capacities to
think, feel, and act” Laurel 1991

The **Scope** Plane

- Content
- Functional spec.

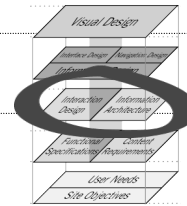


How do I get it done within time?
Manage your time!



The **Structure** Plane

- Information Architecture



How is my project structured?
Categories and sub-categories

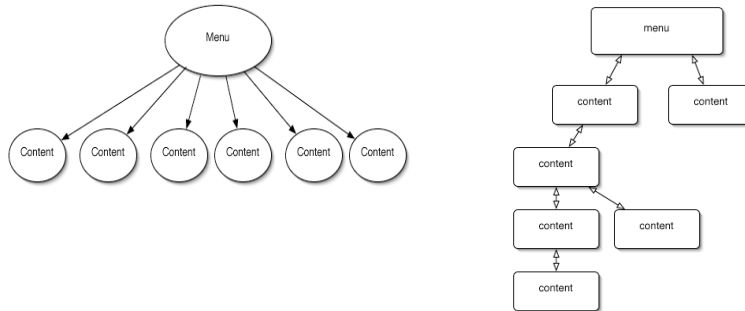
Buzzword: **Structure**

1. Divide your content into **logical units**
2. Establish a **hierarchy** of importance among the units
3. Use the hierarchy to structure **relations** among units
4. Build a site that closely follows your **information structure**
5. **Analyze** the functional and aesthetic success of your system

Lynch & Horton 2001

Buzzword: Structure

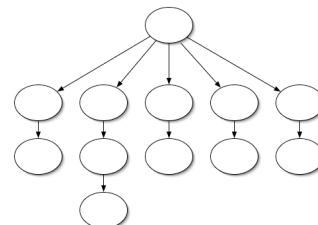
Shallow and **deep** structures



Buzzword: Structure

The **Hierarchy** (or Tree)

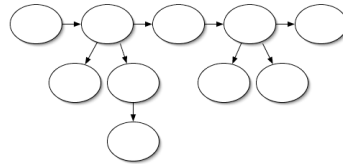
Organizing complex bodies of information; easy to grasp; might be boring for more 'organic' content



Buzzword: **Structure**

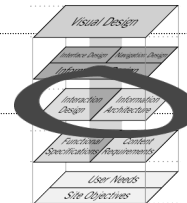
The **Sequence**

Sequential ordering:
a logical series
of topics progressing
from the general to the
specific, or alphabetical, as
in indexes, encyclopedias,
and glossaries.



The **Structure Plane**

- Information Architecture



Choose a structure that enhances your
conceptual model

You might want/need to mix semantic and
formal categories

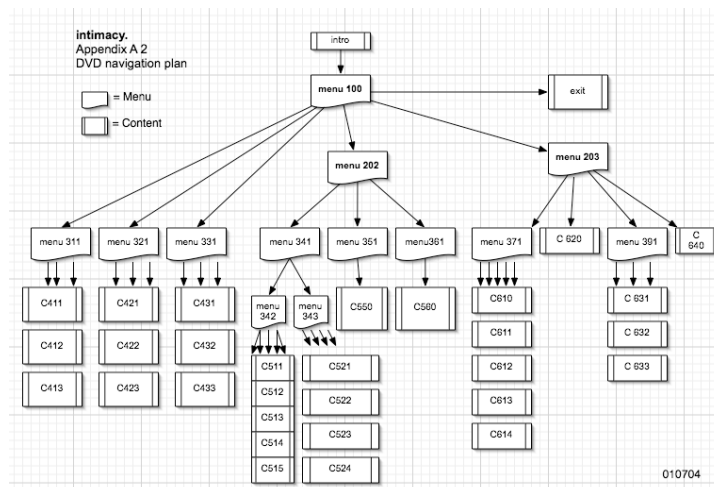
“Everything is deeply intertwined.”

Morville 2006 in response to Ted Nelson's rigid idea of hypertext)

Flowcharts

"It is done to communicate sequence, decision points, branching, and the flow of information in interactive Multimedia."
Iuppa, 2001

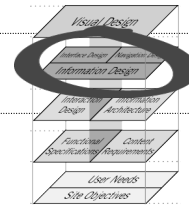
Flowcharts



010704

The **Skeleton** Plane

- Interface Design
- Navigation Design



How do I translate my structure into design?

Presentation of information that

- facilitates understanding (usability)
- encourages engagement (attraction)
- “oscillates between participation and presentation” Bolter & Gromala 2003

Buzzword: **Navigation Design**

"The trick to designing navigation systems is to balance the advantages of flexibility with the dangers of clutter." Morville & Rosenfeld 2003

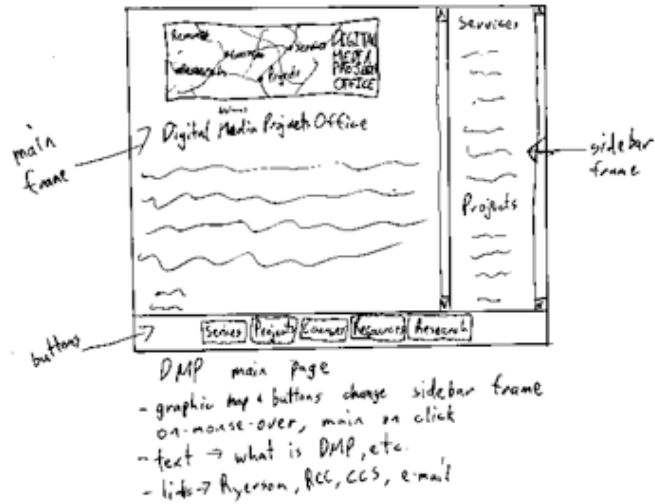
As little as possible, as much as necessary.

Storyboards

- they give an overall **design impression**
- illustrate **'keyframes'** of the project
- focus on **layout** (placement of menus, titles, buttons, content areas etc.)

STORYBOARD





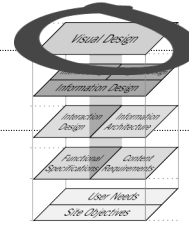
Storyboards

Minimum requirements:

- a **series** of sketches (for essential stages)
- include **graphical** and **textual** information:
 - where am I
 - What happens?
 - What can I do from here?

The **Surface** Plane

- Visual Design



What is the 'look and feel' of my project?

General graphic considerations:

1. Lay-Out: balance, consistency, sizes
2. Fonts
3. Images
4. Colours

....

What are sources of inspiration?