

THE INTERACTIVE DESIGN PROCESS

▶ research

What's been done before you? Save your *research* for reference and *inspiration*.

▶ keywords

Select adverbs that reflect how you want users to react and feel. If your app was a *person* how would you describe them?

▶ creative/communication brief

This is a document that summarizes the creative direction for the project. Objectives, message, audience, critical details, specific requirements and it can also include things like *moodboards*.

▶ wireframes/storyboards

This is a *skeletal representation* of the application used to understand spacial relationships between objects and flush out user interactions.

▶ functionality document

A written explanation of how each element of the site will work. It details out, in text, how each object in the application will work and how users interact with the objects. Size, color and functionality are all aspects. It is common for this to accompany the wireframe or *storyboard*.

▶ mockups

This is the *polished look* of your application or site and the most fun part. Photoshop, fireworks or illustrator are commonly used and organization and naming conventions of layers and folders is key.

▶ development

The code! This is where all previous steps come together and a working web application is made. HTML, CSS, PHP, ActionScript and Javascript are common tools.

THE CREATIVE/COMMUNICATION BRIEF

The creative brief (communication brief) is the bases for most future decisions in your project. Think of it as your touchstone for the next phases of your project, if they do not make sense in the context of your creative brief then readjust and rethink your decisions. Creative briefs can include more polished mockups and site details. The scope of the brief should be dictated by budget and complexity of the project.

SEVEN STEPS TO AN EFFECTIVE CREATIVE BRIEF

The seven steps to an effective creative brief are pretty simple and quite universal. However, completing the steps takes time and a great deal of thought and research. A brief that is completed in a hap hazard or thoughtless manor will most often lead to a completed project that misses the target, message or budgetary objectives.

When reading or creating a creative brief ask yourself these questions:

The Objective

Is the purpose of this piece of communication clearly stated? Does it tell the reader/viewer what action to take? Does it tell them what to think, to feel or to do?

What is the single most important message to convey?

Is there one simple message for the communication to focus on?

What is the rationale behind the message?

Is there a rational and/or an emotional reason to believe?

Who are we talking to?

Does this brief go beyond age and sex to include demographics and psychographics?

Perception/Tone/Guidelines

How should your target audience respond to your new online presence?

If your site were a person, how might you describe them?

What is the background or overview?

Who else has done a site like this? How are you going to add to the conversation, not just repeat it?

Is there any information about the market or are there any client concerns or insight that will make the communication more informative or relevant?

Are there any other important details?

Is there any other information that may be useful? Are there any examples of brand personality?

Is a logo provided/required? Is there any contact information?

What are the business requirements for this web application?

What specific tasks and business functions will this web application perform?

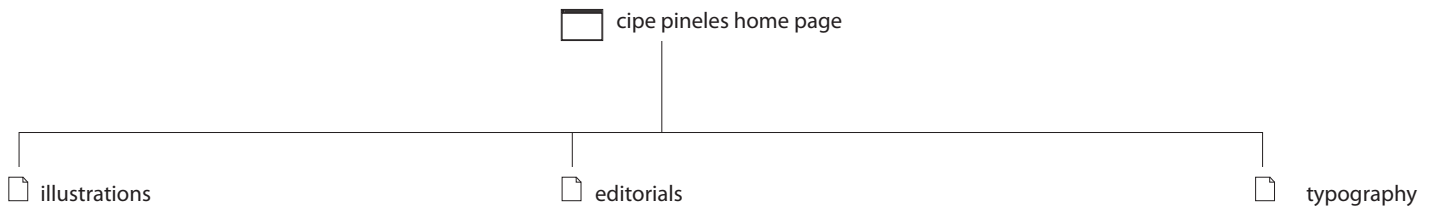
CIPE PINELES

COMMUNICATION BRIEF

renée stevens | 08 march 2010

GRA 500.1
MOTION GRAPHICS AND USER EXPERIENCE

**[Make it Move; Animate
Project 1 in Flash]**



[the life]

Cipe Pineles was a pioneer art director during the 1930s and early 1940s. Her resumé included publications Glamour, Seventeen, Charm, Vogue, Vanity Fair, and House and Garden. Her clean sophisticated style is what made her stand out among the design community. She was a trail blazer for females in her field, and became the first woman inducted in to the Art Directors Club. Her work is broken down into three main categories, illustrations, editorials and typography. This is the structure that is used for the biopic web site of Cipe Pineles.

[the image]

To keep in style with the works of Pineles, this web site uses a clean and sophisticated feel to emulate her designs. Other images hint at the time period of the start of Cipe's career, including the antique typewriter highlighted on the typography page. Other items such as the string of pearls symbolizes her feminine side. Every image that is used throughout the site has a direct influence from the life and work of Pineles.

[target audience]

This design is really aimed towards people who are interested in Cipe Pineles' work or her clean, sophisticated editorial style. The audience would be mostly women, since she is a role model to many women in the arts. The design is also geared toward more technically savvy people, who have a basic understanding of standard interaction interfaces. The call to actions in this design are more subtle, to fit the overall design feel.

[tutorials]

The tutorials used to create this site are:

<http://www.lynda.com/home/DisplayCourse.aspx?lpk2=728>

Chapters 1-7

[the functionality]

When you first arrive on the site, the home page fades in. This fade function is a standard transition on the page and between states to keep with clean and simple design.

I originally was going to have the “cipe pineles” handwriting be animated on load, but I thought it was too distracting and bold for the design when I actually saw it happen. I decided to use more subtle animations such as the leaf falling off the flowers and flowing off the stage and a tear drop falling from the woman’s eye, creating a ripple in her own reflection.

I originally was going to have the section transitions move in and out from different areas of the stage, but after hearing class feedback in class, I decided that it was too much for the design, and I didn’t want to have the user get lost in the animation transitions and not notice the subtle animations.

I decided to keep the location in the navigation consistent throughout the site, so that the user would know exactly where to go on each page. I also have the words hidden except for on rollover, so that the navigation didn’t interfere with the rest of the design on the page. A subtle scale animation on each of the navigation circles helps the user identify these buttons.



[the sub-states]

Each of the three sub-states has each own unique way to showcase the work of Cipe Pineles. Each of the page layouts are on the right of this page.

For the typography page each of the different type pieces will be brought out of the typewriter. This is done by the user clicking the knob on the right of the typewriter. There is an animated arrow as well as a knob animation to help the user identify where they should click. Also, the first page animates out of the typewriter after you arrive on the page.

The illustration page looks like a sketchbook with a nice textural illustration in the background. When you click on the thumbnail images, or the smaller version of each of the illustrations, a larger version of the image will fade in. The thumbnails are at 20% alpha, so that when the user rolls over them, the alpha increases, helping the user identify the buttons.

The editorial page looks like an open magazine. Each side of the open publication features works of Cipe Pineles. In order to navigate through the designs, you click on the page corners to go each direction.



Communication Brief for News21 – theyoungandthewireless.com

PROJECT OVERVIEW

The Young and the Wireless aims to explore the relationship between teens and technology. The new website will engage and inform users about the topic through a rich user interface and content. It will encourage users to comment on and share content.

Phase I (initial site launch, testing and bug-fixing) will be complete by September 20, 2009. After this milestone we will focus on the longer-term goal of establishing a structure for the next two years of the project.

AUDIENCE PROFILE

The target audience is high school and college students. Multimedia/web academics are the secondary audience. The target user has broadband Internet, is Internet savvy and has a newer computer with a higher screen resolution. The minimum target browser size is 1024x768. The typical user will go to the site, look for their topic/location of interest through the menu or search, then view multimedia content, make comments and/or mail or post the URL.

The target audience will be interested in the site because of its presentation. Multimedia students and professionals care about how stories are told and presented. Community members care about their town and their friend's stories. Academics care about statistics the site presents. All will want to share and comment on what they find.

PERCEPTION/TONE/GUIDELINES

The site will break the boxy site design mold and be engaging, while remaining useable and accessible.

The content will be primary. The interface and functionality will be memorable and useful but the content will be the main focus.

The design will be fresh, sexy, fun, minimal, useful, engaging, immersive, friendly and powerful.

COMPETITIVE POSITIONING

The website will differentiate itself from the competition because other schools will have a more traditional site plan and brand styling.