

Cooper Terrones

MAD 4120 - Pierce

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Creative Brief Project 1

For project 1, I chose to speak to some of my interests regarding health and fitness. Growing up, I was a bit over weight and will always remember pediatrics being somewhat of a rough time for me. I never liked hearing the facts. "You're overweight", "Your Body Mass Index is way to high," were some of the tough things that had to be heard. I understood the implications behind the numbers, and facts that compared me to the rest of the population. I know for many, it is definitely hard to have to hear that. Therefore, I found it might be useful to create a BMI calculator for my first project. The project will take in forms (first name, last name) and use interactive design to move sliders indicating weight and height in order to calculate and display the Body Mass Index for each subject. If possible, I hope to also include some interactive design that changes the size of the font displaying height and weight when the slider bar moves. Along with the font of height and weight to change, it might be visually pleasing to see the font size of the BMI value to change as well.

Some of the necessary formulas I will need to use are:

$$\text{Body Mass Index} = \frac{\text{Weight (in kg)}}{\text{Height}^2 \text{ (in m)}}$$

Along with the BMI formula. It might be necessary to add a converter for kilograms to pounds (lbs) and inches to centimeters.