



**SM6P07NI Digital Media Project**

**20% Research and Proposal**

**2018-19 Autumn**

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**Assignment Due Date:** Click or tap to enter a date.

**Assignment Submission Date:** Jan 8

**Word Count: 768**

*I confirm that I understand my coursework needs to be submitted online via Google Classroom under the relevant module page before the deadline in order for my assignment to be accepted and marked. I am fully aware that late submissions will be treated as non-submission and a marks of zero will be awarded.*

Abstract

*- Give a brief summary of what the project is about, and the contents included in this documentation. (Words not counted)*

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# Section A: Research

## Introduction

My area of interest in research is UI/UX design, particularly designing user-friendly and captivating interfaces for learning platforms. I came up with the concept to design the user interface for SpaceChimp.ux, a website that offers IT courses, specifically in UI/UX design, because of this interest. By providing a platform that is both useful and aesthetically pleasing, the project seeks to close the gap between students and top-notch design education.

For this project, I will explore a range of issues, theories, technologies, and contexts:

* Issues: Because of their overwhelming information layouts, poor navigation, and lack of interaction, many instructional websites have trouble keeping users interested. By determining user pain spots and identifying design solutions that put usability and accessibility first, my research will address these problems.
* Theories: I'll base my design choices on the ideas of emotive design, cognitive load theory, and usability heuristics. These will direct the development of an intuitive and emotionally compelling user interface.
* Technologies: To guarantee device compatibility, the project will investigate responsive design concepts and contemporary design tools like Figma for animation and prototyping.

## Literature Review

### 2.1 UI Design Principles

UI design principles are the overarching guidance designers rely on to create designs that serve and delight users. "Our job as digital designers is to help users navigate to the content and features they need, to accomplish what they want to do," Tom says. "UI design principles take inspiration from gestalt principles of human perception, grouping design elements into simple patterns users can easily follow to reach their goals (Figma, 2024).

Some of Important UI Design principles are as follows:-

**Hierarchy:** Manage the content to show the important content first, helps users to focus on key elements.

**Progressive Disclosure:** Showing only the required information and revealing more only when needed to keep things simple.

**Consistency:** For easy understanding and better usability keep design elements like colors, buttons and fonts consistence.

**Proximity:** Managing the gaps, Place related elements close which shows they are related.

By following these design principles I’m planning to create an educational website for space chimp which will have easy usability with consistent design.

### 2.2 Laws of UX

Laws of UX is a collection of best practices that designers can consider when building user interfaces (Laws of UX, 2024).

Principles like: -

Aesthetic-Usability Effect: Visually pleasing design creates positive response in people’s mind. People tolerate minor usability issues if the design look aesthetically pleasing.

A white triangle in a blue circle

Description automatically generated

Fitts’s Law: It says that interactive elements should be large enough and it should be place where they can easily access it.

A green and white logo

Description automatically generated

Jakob’s Law: Users think every website works similarly, by following this law we can create websites with better user experience and easy usability.

A yellow and white logo

Description automatically generated

I’m going to apply these UX Laws while designing space chimp’s website which will help to make the website more visually appealing and functioning.

2.3 Color Theory in Design

Understanding color psychology in UX design is a key aspect of creating a color palette that works well in for users. While color is sometimes thought of as a purely aesthetic choice by some designers, it is, in fact, a key component of the psychological impact of a design on users, and as such, its UX (Cameron Chapman, 2018).

Colors that I’m using for my project are:-

Primary Colors:

#ffffff (40%)

#131313 (10%)

#49b861 (10%)

#f2ef4f (10%)

#Feb90b (10%)

#2d5af4 (10%)  
  
Background colors:

#ececd4

#f1f0eb

The reason for choosing these colours is because Colors like green, and yellow show growth, energy, and optimism which is perfect for a educational platform. Blue color shows trust and reliability while orange shows enthusiasm and creativity. Neutral colors white and black make sure a clean readable deign while soft background color shows a calm and approachable interface. In short this color palette make sure a engaging, visually appealing user experience that supports SpaceChimp’s idea.

A colorful wheel of colors

Description automatically generated with medium confidence

Figure 1: Psychology of Color (Cameron Chapman, 2018).

2.4 Typography in Digital Design  
2.5 Laws of UX  
2.6 Responsive and Adaptive Design  
2.7 Micro-Interactions and Animations  
2.8 Accessibility in UI/UX Design

## Product Review

*Outline the main product areas and individual products you came across that are relevant to your project proposal.*

*Most will likely be digital media products (e.g. websites, games, videos, e-learning apps etc.).*

*Some may not be digital but still relevant (e.g. a book, film or game, or some other non-digital product with a connection to your idea).*

*Then analyse some of the most important ones in each category and say what you learned from them and how they inform your project ideas.*

## Summary and Conclusions

*Summarise your main arguments and research in a paragraph or two.*

*Conclude regarding the viability of a specific project idea in the context of both literature and products already detailed. Show how, although there are similarities,*

*your idea is different from the others, how it builds on them, how it compares to them and how in some small but significant way, it’s fresh or innovative. The whole idea of literature and product reviews is to show that you understand both the theoretical and practical nature of the niche environment in which you're working and how your project fits but is still innovative.*

# Section B: Project Proposal

## Project Title

*Please indicate a title for your project.*

*Try to make it memorable or catchy.*

*Give a brief description of what your project is about to be.*

## Research Question

*This is a short and very specific question which your project aims to address. For example ‘How can I use visual effects in video that enhance rather than detract from the story ?’ or ‘How can I vary a make a popular action game format to make it educational?’ or ‘What is the optimum interface for a user-driven portfolio website’ or ‘How best can I use a cute 3D character animation to address a serious social issue?’ or ‘How can a documentary be made to be responsive in a meaningful way through user interaction.’ This is really about what digital media issue you’re investigating, examining or experimenting with in your project.*

## Treatment

*A short paragraph that’s a vivid description of what it will be like to experience your work from the perspective of the audience – think of it like a film treatment*

*(what is the user’s/viewer’s experience).*

## Resources

*Briefly specify your technology of choice including production platform and software, level of interactivity, distribution platform. Outline and assessment of the resources needed for the project including hardware and software requirements; production team skills; research and evaluation tools and resources; time. Outline the indicative time frame for research, production and evaluation.*

## Contribution of Others

*If working in collaboration with anyone else (e.g. an employer / client / organization / end user) outline their role and yours. If using resources supplied by others e.g. a project for a voluntary organization based mainly on their media resources.*

## Evaluation & Testing

*Outline plans for the evaluation of your project. How will you test the project output*

*or show what you have learned from creating it.*

# References

*List all your references here with direct citation. (Words not counted)*

# Bibliography

*List all your bibliographies here which you researched about that indirectly helped you to understand the concept to carry out your project. (Words not counted)*

# Appendix

*Keep all your supporting documents such as Gantt Chart, Survey Results, Interview and other details here (Words not counted)*