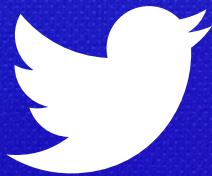


# Twitter Flight Interactive UI Mechanical Document



DFUZR INDUSTRIES  
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# Color Palette

The color palette comes from five base colors sourced from [twitterflight.com](http://twitterflight.com).

From these base colors, a matrix of coordinating colors was derived and intended to be used for various UI elements as well as for physical installation LEDs.

In the color matrix below, the five base colors are separated on the left, and each row is a family of colors from the corresponding base color.

#34FFE9	#80FFF1	#34FFE9	#4DFFEC	#2ACCBA	#27BFAF	#13B2A1	#1A7F74	#407F79
#7A6FB9	#BEB2FF	#7A6FB9	#585086	#504979	#3E366C	#262239	#171139	#4F3BC5
#1729A7	#6B7CF3	#505CB6	#3A51F3	#223CF3	#1729A7	#101C74	#0E1967	#06115A
#57ABEB	#AOCCEE	#78C5FF	#57ABEB	#4486B8	#3F7DAB	#2B6C9E	#284E6B	#485C6B
#19639C	#6BB2E8	#3D9EE8	#2594E8	#4F84AC	#19639C	#114369	#0F3B5C	#06304F

# Typography

Typographic elements are specified below. These styles should be taken into consideration when in the **Microinteractions** section of this document.

## Font Family

The font family is Gotham Narrow, which is also used on [twitterflight.com](http://twitterflight.com).

Gotham Narrow Light is considered font-weight: 300;

Gotham Narrow Book is considered font-weight: 400;

**Gotham Narrow Bold is considered font-weight: 700;**

## Headers

Font size is in ems, based on a body font size of 16px.

# Vis Title (h1)

font-size: 3.75em (60px)  
font-weight: 400;  
color: #fff;  
padding: 0 0 0.625em 0

## CONTROL PANEL (H2)

font-size: 2em (32px)  
font-weight: 300;  
text-transform: uppercase;  
color: #fff;  
padding: 0 0 0.625em 0

### *Subheaders (h3)*

font-size: 2.25em (36px)  
font-weight: 700;  
font-style: italic;  
color: #fff;  
padding: 0 0 0.625em 0

This is paragraph text

font-size: 1.5em (24px)  
font-weight: 400;  
color: #fff;  
padding: 0 0 0.625em 0

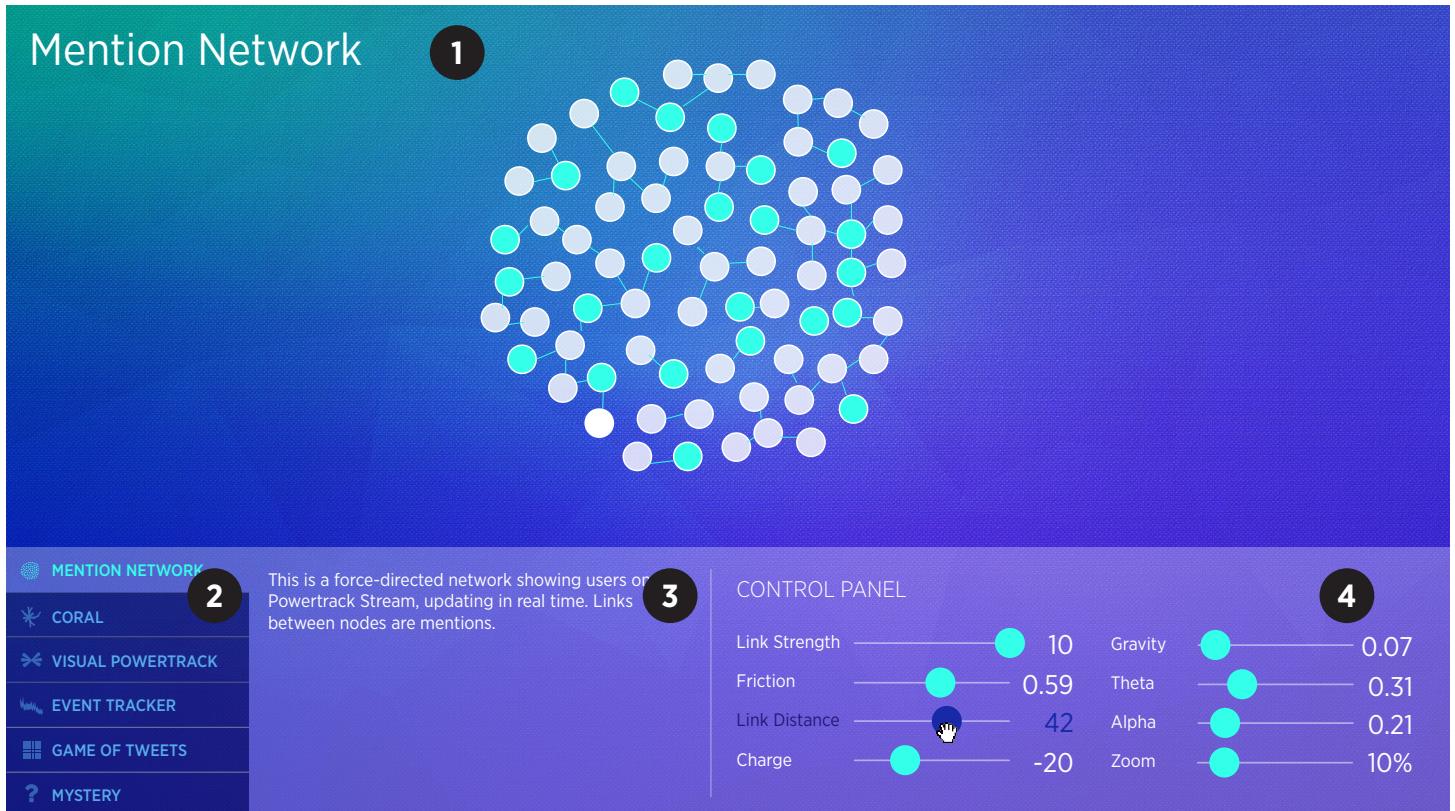
This is a control panel label

font-size: 1.5em (24px)  
font-weight: 400;  
color: #fff;  
padding: 0 0 0.625em 0

# General Installation Layout

The physical display of the interactive installation includes a bank of 6 mounted screens that create a “mega-display,” and a 50” HD touchscreen (1920x1080, 16:9), standing in landscape position.

As the display will be partially mirrored on the “mega-display,” the touchscreen UI is such that the top 2/3 is dedicated to the visualizations only, with the bottom 1/3 serving as the navigation, control panel, and additional info for each visualization.



## 1 Visualization Iframe

The top 2/3 of the screen are reserved for the visualization and title only. This will be mirrored on the mega-display.

The visualization title will be in the upper-left corner.

## 2 Navigation

The main navigation is on the left of the screen, in a stacked layout.

Each visualization will be represented by an icon as well as text.

The active visualization is indicated by a tab-style highlight, with the title/description

## 3 Description Box

The description of the selected visualization appears in the main panel, to the right of the navigation. It will always be the same width, so any vertical overflow will scroll.

## 4 Control Panel

The control panel will house any external controls for each visualization. Therefore, each control panel may look a tad different depending on the visualization.

### Notes:

All toggles/sliders/buttons must be a minimum of 50px width and height to satisfy universal touch interaction guidelines.

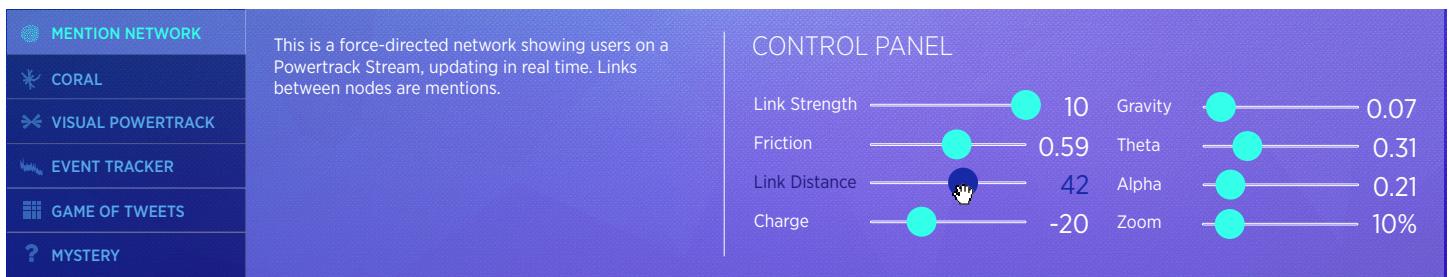
# General UI Structure

Structural styles for the bottom 1/3 of the touchscreen are outlined here. This includes margins, padding, widths, heights, and backgrounds for the touchscreen UI.

PLEASE NOTE: The screenshots in this document are not to scale. Full dimensions are 1920x1080px.

## Measurements

The height of the bottom 1/3 is exactly 1/3 of the 1080px height (360px)



### Navigation

1/6 of the full width (320px)

width: 16.6%;  
height: 60px;  
padding: 1em;

### Title/Description

1/3 of the full width (640px)

width: 33.3%;  
padding: 1em;  
border-right: 1px solid #fff;

### Control Panel

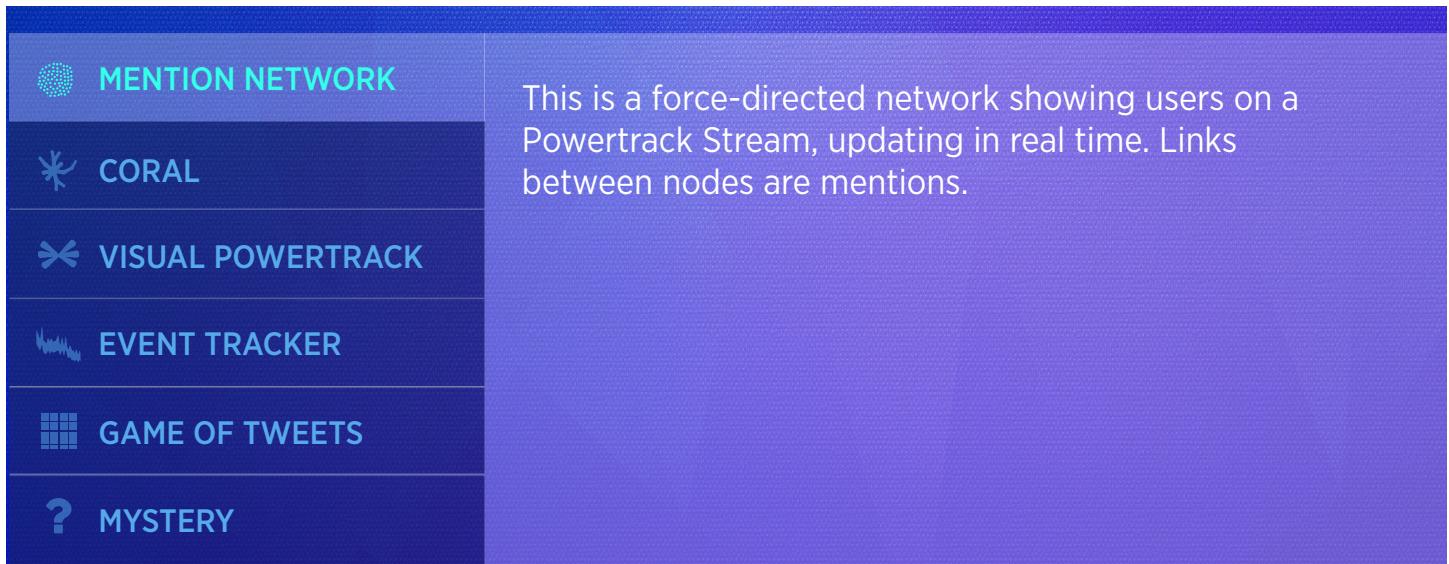
1/2 of the full width (960px)

width: 50%;  
padding: 1em;

# General UI Styles

General UI styles for the bottom 1/3 of the touchscreen are outlined here. This includes colors, backgrounds, and navigation active states.

## Navigation



### Default

**Label:** font-size: 1.5em; font-weight: 400;  
color: #57AAEA; text-transform: uppercase;  
**Icon:** color: #57AAEA; opacity: 0.5;  
**Background:** background-color: rgba(41, 47, 51, 0.6); border: 1px solid rgba(255,255,255, 0.5);

### Active

**Label/Icon:** color: #34FFE8;  
**Background:** background-color: rgba(255,255,255, 0.3);

**Interactions:** The active state background will animate in from the left so it meets up with the main container

### Main Container

**Background:** background-color: rgba(255,255,255, 0.3);

### Mystery Item

The last item of the nav will be locked/disabled and/or hidden until a special announcement is made.

### Interactions:

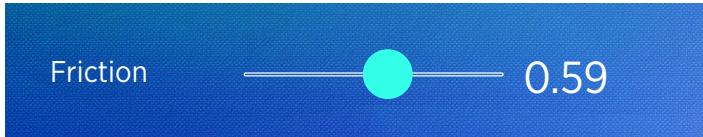
# Microinteractions

To maintain consistency throughout the visualization control panels, the colors, sizes, and microinteractions for each type of control have been standardized.

Styles and microinteractions for each type of control panel element are outlined below. Please note that the examples are not to scale in this document.

## Sliders

All sliders should have the same font-size for labels and numeric values. All sliders in a group should be the same width, taking into account the length of the label.



### Default

**Track:** height: 3px; border-radius: 3px; border: 1px solid #fff;  
**Handle:** height: 50px; width: 50px; background-color: #34FFE9;  
**Label:** font-size: 1.5em; font-weight: regular; color: #fff;  
**Value:** Can show up to 3 characters, text-align: right; font-size: 2.25em; color: #fff; font-weight: regular



### Active

**Handle:** background-color: #1729A7;  
**Label:** color: #1729A7;  
**Value:** color: #1729A7;  
**Interactions:** Numeric value will update in real-time as slider is being dragged

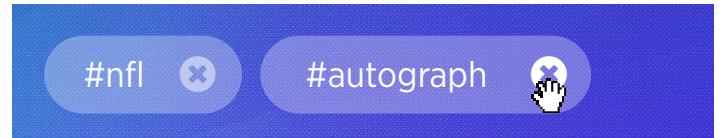
## Applied Rules

All sliders should have the same font-size for labels and numeric values. All sliders in a group should be the same width, taking into account the length of the label.



### Default

**Label:** font-size: 1.5em; font-weight: regular; color: #fff; text-align: left;  
**Remove Icon:** Font Awesome class is "fa fa-times-circle". color: rgba(255,255,255,0.5); font-size: 28px; text-align: right;  
**Background:** background-color: rgba(255,255,255,0.3); height: 50px; border-radius: 25px;

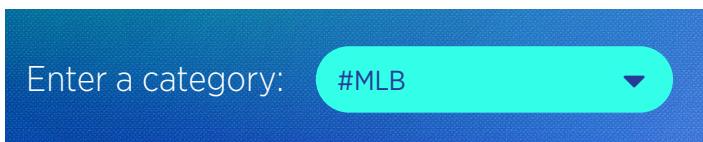


### Interaction

**Remove Icon:** color: #fff (or rgba(255,255,255,1))  
**Interactions:** When rule is removed, it will fade away. If there are rules after it, those rules will rearrange to fill the gap.

# Dropdown Menus

Dropdown menus can have variable width, determined by the longest option in the list. The width of the dropdown should not change based on option selection.



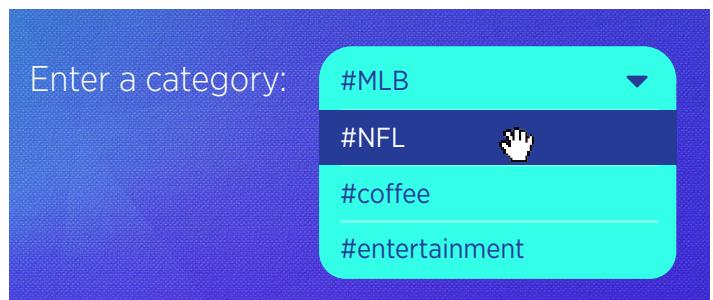
## Default

**Dropdown Label:** font-size: 1.3em; font-weight: regular; text-align: left; color: #1729A7;

**Dropdown Icon:** FontAwesome class is "fa fa-caret-down".

color: #1729A7, font-size: 28px;

**Dropdown Background:** height: 50px, width: auto; background-color: #34FFE9, border-radius: 25px;



## Active

**Dropdown Item Labels:** color: #1729A7, border-top: 1px solid rgba(255,255,255, 0.4);

**Dropdown Background (Open):** background-color: #34FFE9, border-radius: 10px (on bottom 2 corners)

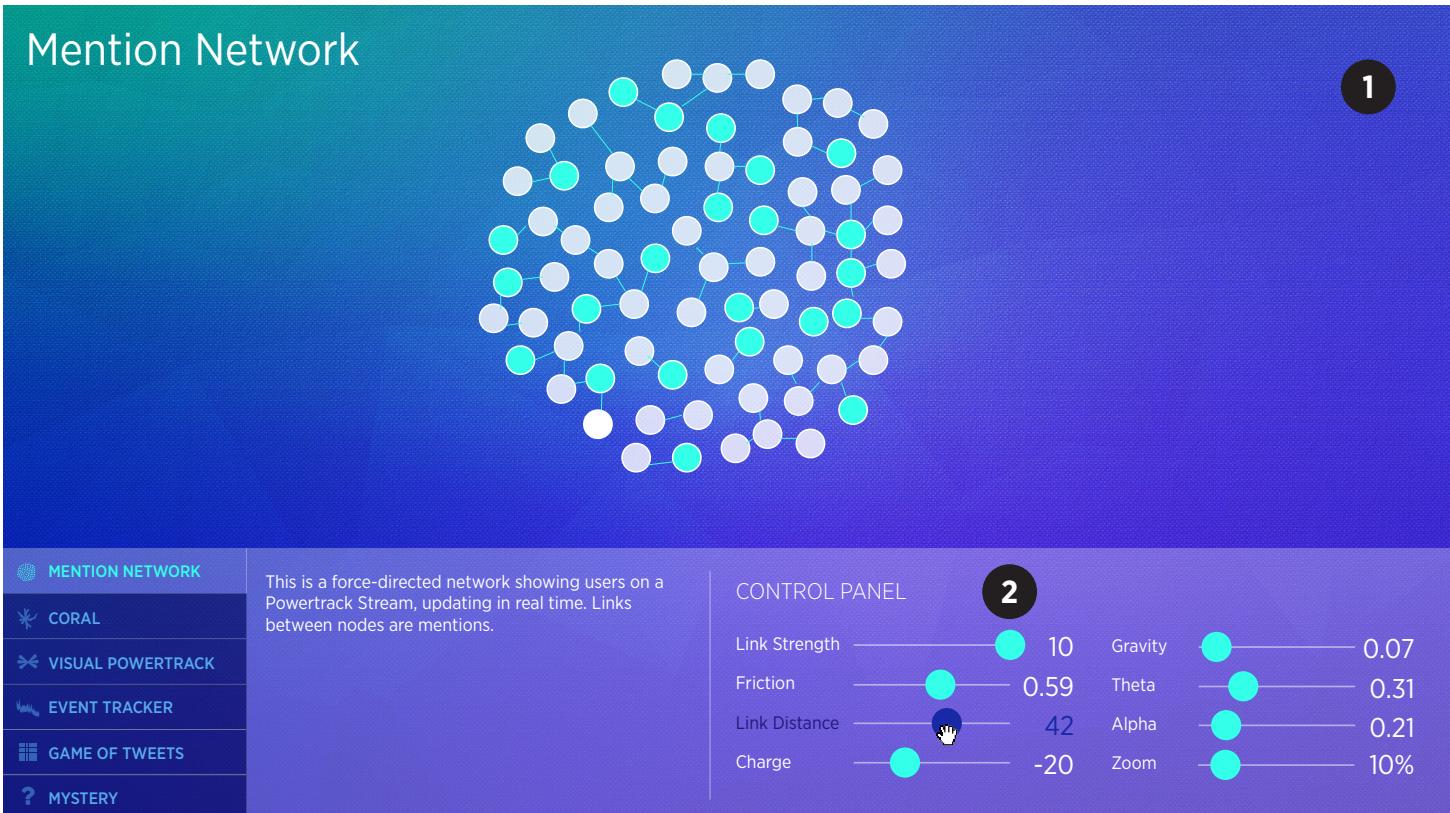
**Selected Item/Hover:** background-color: #1729A7; color: #fff;

**Interactions:** When the menu is open, it will overlay on top of anything underneath it (high z-index). Each dropdown option will animate in a cascading accordion style.

# Mention Network

The general visualization layout and control panel layout is outlined below.

Microinteractions, colors, typography, and control input style details are outlined in other sections of this document.



## 1 Visualization Iframe

The visualization iframe will appear here.  
Please note, this is very representational and is not how the final visualization should look.

## 2 Control Panel

The control panel iframe will go here.

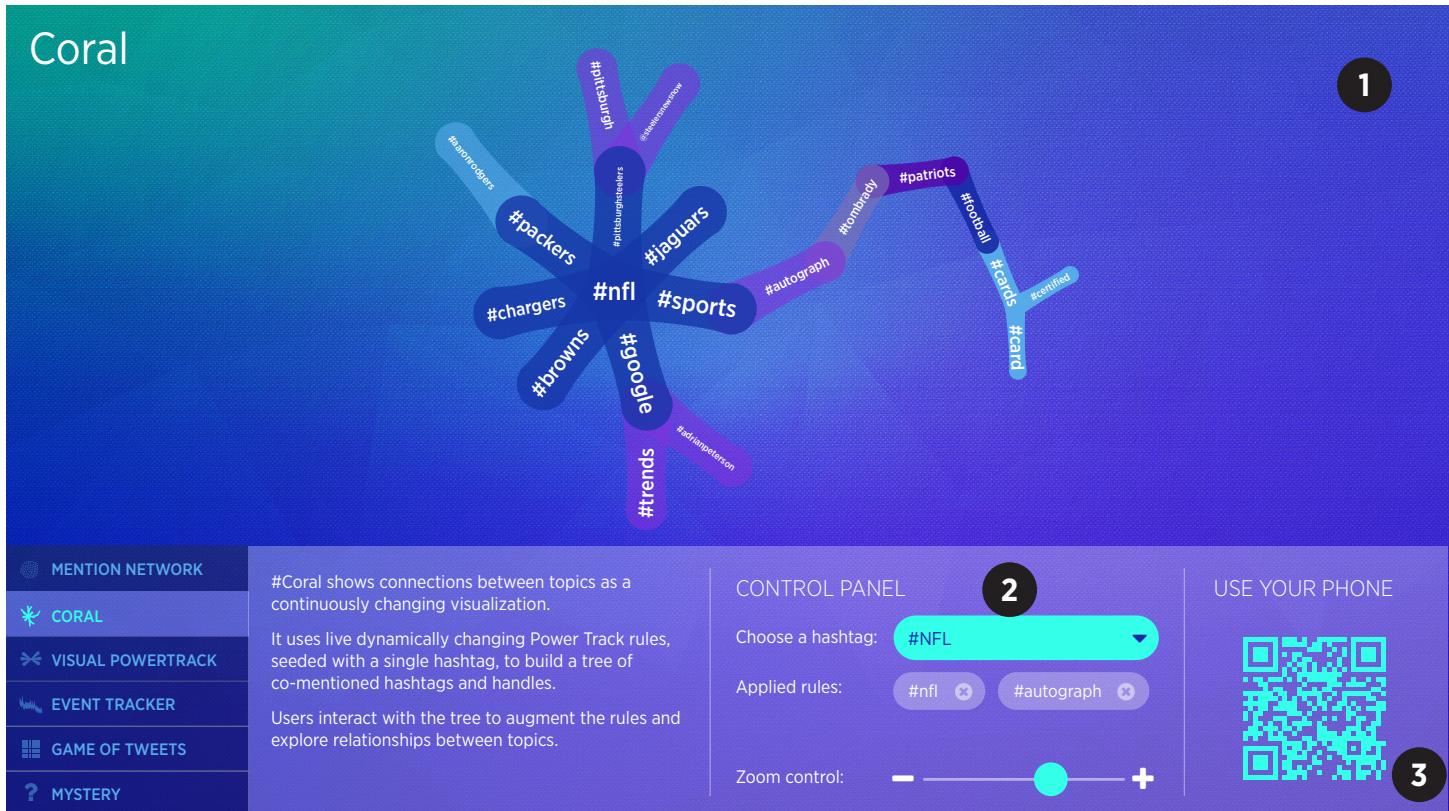
Ideally, there will be two columns of sliders with 1em of padding in between.

For slider style details, please visit the **Microninteractions** section of this document.

# Coral

The general visualization layout and control panel layout is outlined below.

Microinteractions, colors, typography, and control input style details are outlined in other sections of this document.



## 1 Visualization Iframe

The visualization iframe will appear here.  
Colors are chosen from the color palette, but will otherwise vary within the visualization.

## 2 Control Panel

The control panel iframe will go here.

To avoid inappropriate user feedback, there will be a dropdown menu of predetermined hashtags to choose from.

Any applied rules, including the original seed, will appear in a tag-style layout in the “Applied rules” section. There will be a limit of 5; adding more than 5 will cause the first/oldest to drop off.

For dropdown menu, applied rules, and slider style details, please visit the **Microninteractions** section of this document.

## 3 QR Code (optional)

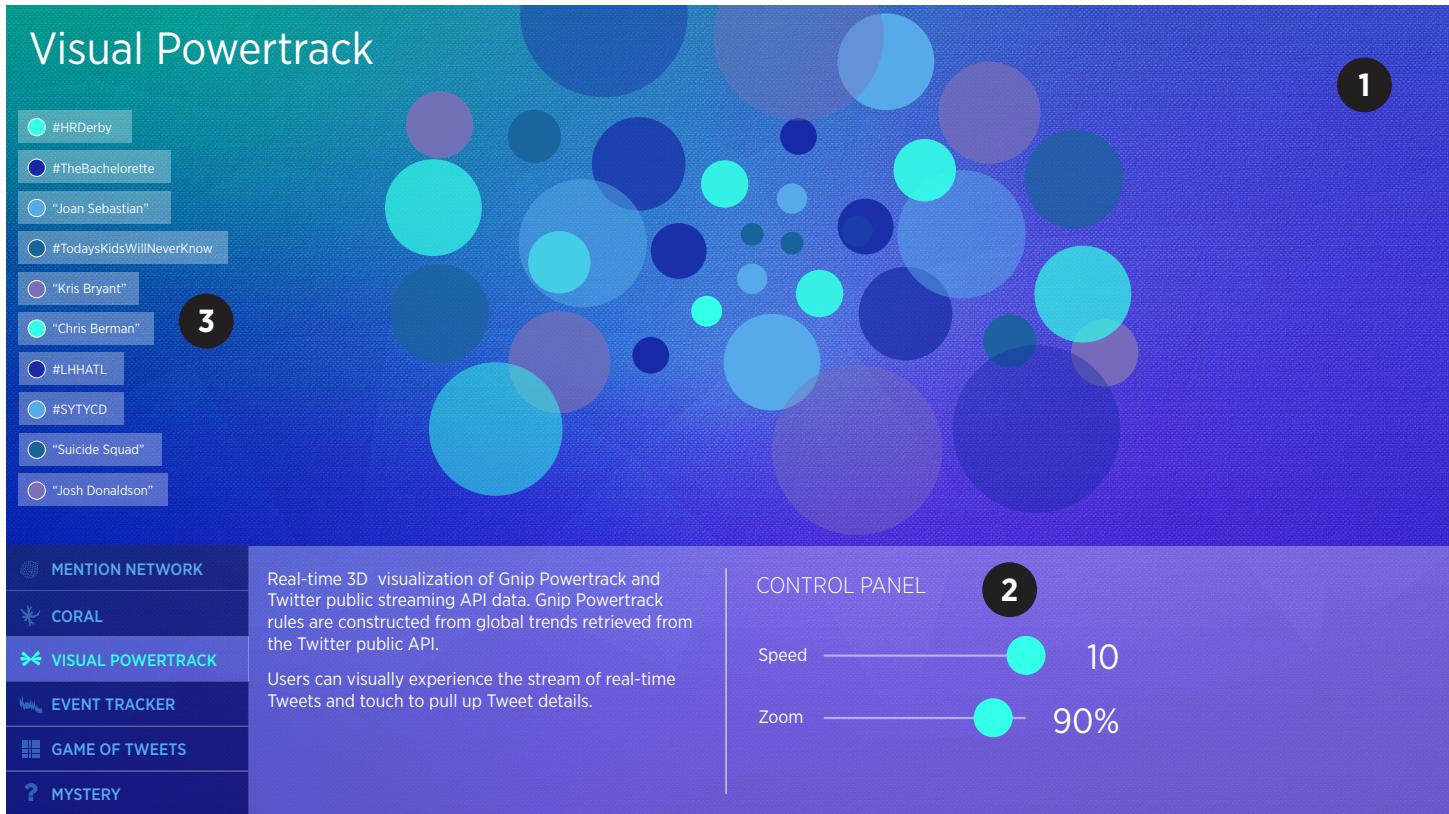
To extend interaction to the user’s mobile device (which will allow the user to input a custom hashtag seed), there can be space for a QR code on the right side of the Control Panel.

If the QR code is included, the width of this section will be 1/3 of the Control Panel size, with a 1px solid #fff border separating the two columns.

# Visual Powertrack

The general visualization layout and control panel layout is outlined below.

Microinteractions, colors, typography, and control input style details are outlined in other sections of this document.



## 1 Visualization Iframe

The visualization iframe will appear here.  
THIS IS VERY REPRESENTATIONAL, NOT INTENDED TO BE THE DESIGN.

## 2 Control Panel

The control panel iframe will go here.

Since there are only two controls, they can either be stacked or side-by-side; whatever is preferable.

For slider style details, please visit the **Microninteractions** section of this document.

## 3 Visualization Key

The key for the visualization is displayed on the left side of the visualization area.

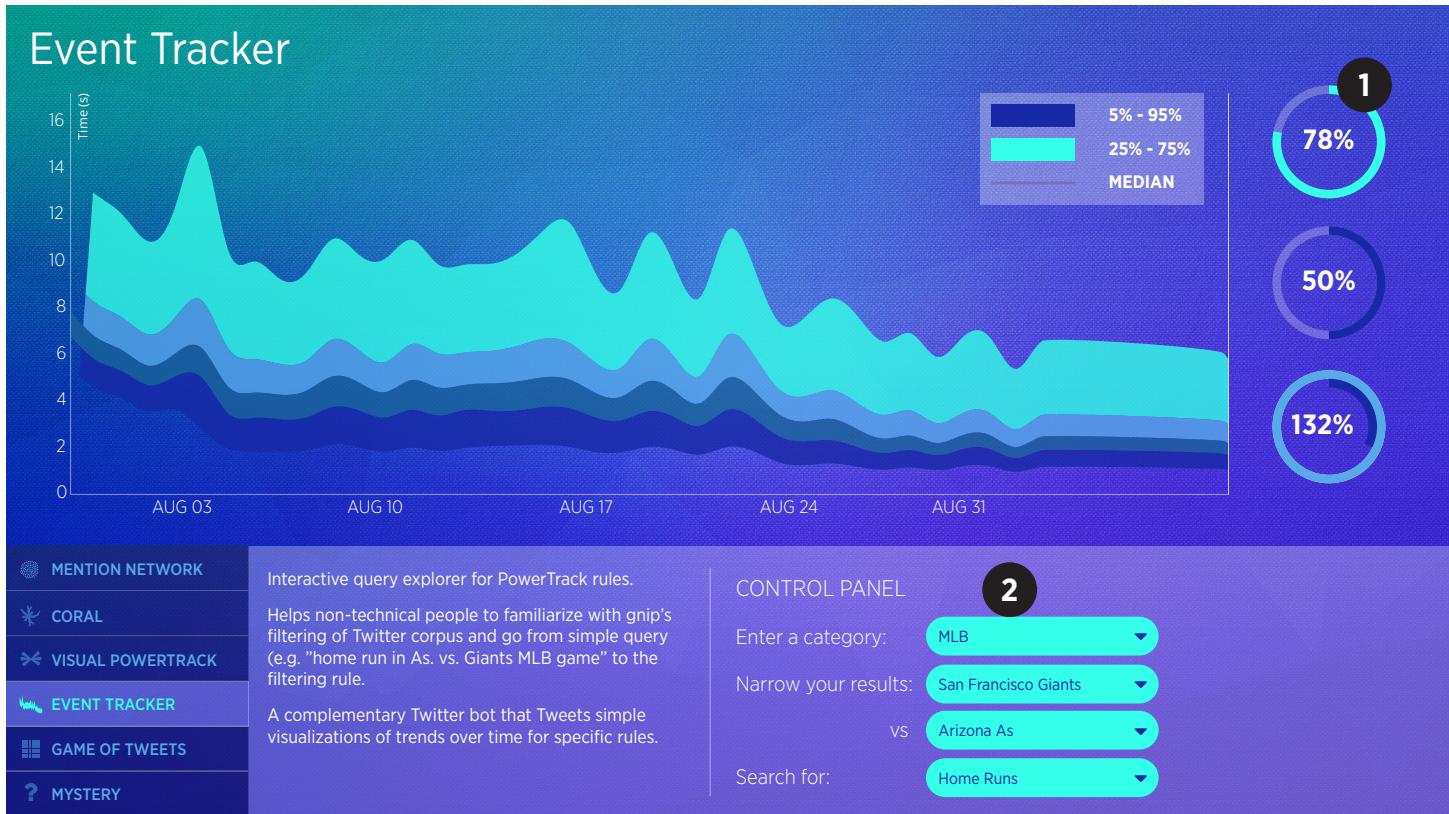
Each item will have its own container (of variable width), but the entire collection will act as one panel: it will animate and collapse to the left, and reopen/animate on a timeout of ~20s or so (whatever is preferable).

The animation should be a slideIn from the left, staggered so the collection emulates a wave-like effect

# Event Tracker

The general visualization layout and control panel layout is outlined below.

Microinteractions, colors, typography, and control input style details are outlined in other sections of this document.



## 1 Visualization Iframe

The visualization iframe will appear here.

Colors are chosen from the color palette, but will otherwise vary within the visualization.

THIS IS REPRESENTATIONAL AND IS NOT THE FINAL VISUALIZATION.

## 2 Control Panel

The control panel iframe will go here.

To avoid inappropriate user feedback, there will be dropdown menus of predetermined hashtags to choose from.

The width of the dropdown menus should all be equal, taking into account the width of the longest option.

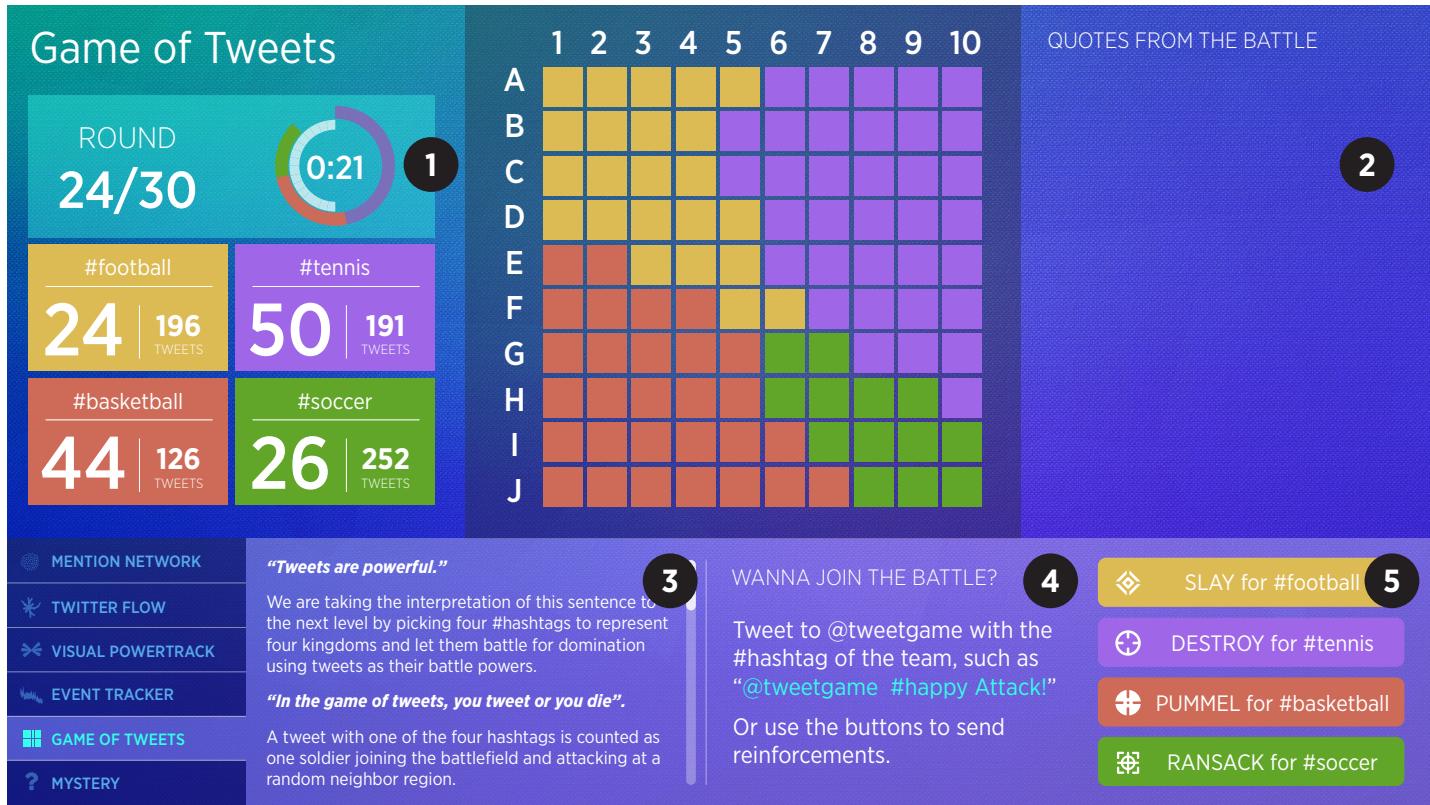
Depending on the length of the option(s), the menus can be stacked (as shown) or side-by-side, whatever is preferable.

For dropdown menu details, please visit the **Microninteractions** section of this document.

# Game of Tweets

The general visualization layout and control panel layout is outlined below.

Microinteractions, colors, typography, and control input style details are outlined in other sections of this document.



## 1 Round/Timer Info

This container shows the round #, countdown timer, and # of rounds won in a game per team.

The outer ring has 30 segments, one for each round. It starts empty, and increases clockwise. Every time a round is won, that segment will fill in with the winning team's color. Once a color is on the ring, additional wins by that team will be grouped with that color.

The inner ring is the countdown timer. It starts full, but decreases clockwise. The countdown clock itself is in the center of the ring.

## 2 Quotes from the Battle

This is empty in the mockup because there shouldn't be any changes to its current live iteration. Looks great as it is!

## 3 Description

This area will be vertically scrollable to accommodate the amount of text.

## 4 Control Panel

This is the only visualization that doesn't have a true "control panel," which is why the header is different.

It is split into two 50% width columns; the CTA for how to join on the left, and actionable buttons on the right.

## 5 Buttons

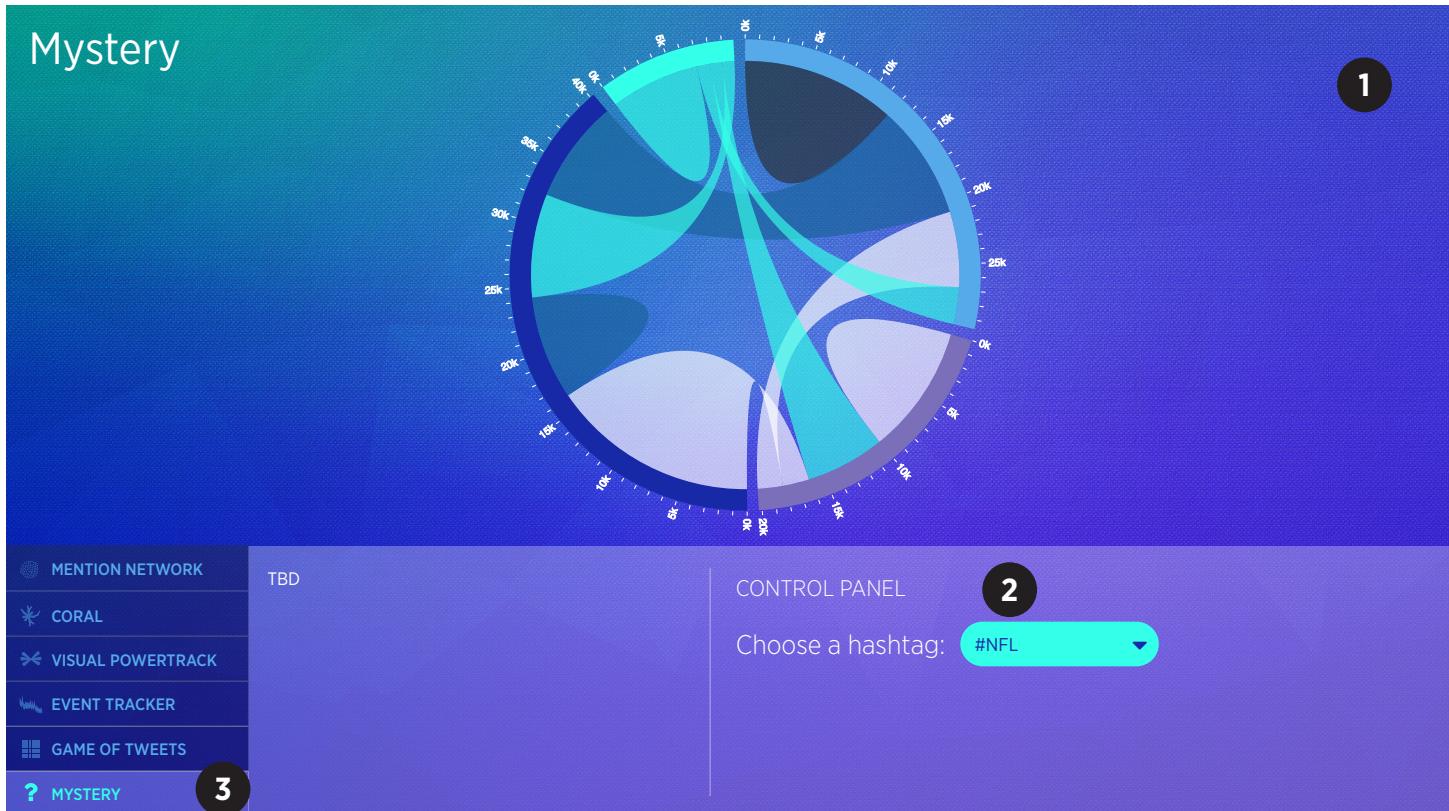
The user can click one of the buttons to send reinforcements to the team.

NOTE: Colors for these buttons (and vis in general) are taken from the live iteration of the visualization.

# Mystery / Gnip Sandbox

The general visualization layout and control panel layout is outlined below.

Microinteractions, colors, typography, and control input style details are outlined in other sections of this document.



## 1 Visualization Iframe

The visualization iframe will appear here. Colors are chosen from the color palette, but will otherwise vary within the visualization.

## 2 Control Panel

The control panel iframe will go here.

To avoid inappropriate user feedback, there will be a dropdown menu of predetermined hashtags to choose from.

For dropdown menu style details, please visit the **Microninteractions** section of this document.

## 3 Disabled Nav Item

This visualization will be disabled until a special announcement is made.

While disabled, if a user attempts to select it, the word and icon will shake to give negative feedback, and [potentially] show a tooltip message explaining why it's disabled (TBD).