

**Course Code:** IxD 5106

**Course Name:** Introduction to Interaction Design

**Term:** Winter 2024

## **Milestone 3:**

### **Cinematic Essences: Style Guides & Mood Boards**

#### **Objective:**

This assignment aims to develop a nuanced understanding of visual storytelling and design principles, incorporating an exploration of emerging design trends in the creative industry. Students are tasked with creating a mood board and style guide for their favorite movie or music video, along with discussing what integrated emerging trend, as discussed in class, is suggested or would incorporating a trend that would best suit the film. The exercise enhances design proficiency while fostering an appreciation for visual elements in storytelling and staying current with industry trends.

#### **Instructions:**

##### **Selection of Cinematic Experience**

- Choose a favorite film or music video that aligns with your creative preferences and interests
- Try to steer away from ones that are extremely simplistic and have more of a distinctive emotion or “vibe” emoting from them

##### **Mood Board Creation**

- Conduct comprehensive research on the chosen movie, focusing on visual elements, cinematography, color palette, and overall ambiance.
- Craft a mood board in Miro using design tools to encapsulate the essence of the movie, employing imagery, color swatches, and typography to evoke the intended mood.

##### **Style Guide Development**

- Conduct a detailed analysis of visual components observed in the chosen movie, including key motifs, typography, and graphic elements.
- Translate findings into a coherent style guide within Figma, delineating specific design elements that define the visual identity of the movie.

- Integrate or identify an emerging design trend discussed in class into the style guide, highlighting an understanding of current industry aesthetics.

### **Submission**

- Submit your working links from Miro and Figma into the corresponding drop-box
  - Verify that your file is readily viewable, obviating the necessity for the instructor to request permission.
- Before the end of class, ensure you have presented your work to your instructor

**The deadline is 2 days after the Assignment has been assigned. Submit by 11:59 pm.**

### **Assessment Criteria:**

This milestone aims to develop students' artistic and design acumen, promoting a holistic understanding of visual storytelling, current design trends, and the application of these principles in the context of a chosen cinematic masterpiece.

- Depth of research and understanding of visual elements within the selected movie.
- Artistic and design astuteness demonstrated through the creation of a compelling mood board
- Precision and clarity in developing a comprehensive style guide that encapsulates the distinctive visual attributes of the chosen cinematic masterpiece.
- Integration of an emerging design trend into the style guide, displaying an awareness and application of current industry aesthetics discussed in class, or approved by the instructor