**Confounding Tools Reflections:**

The first explorations were where I really tried to have no presumptive or thematic messaging. I really wanted to explore the individual platforms and lean into the messaging the unconsciously provided to me. This allowed me to use the features and controls within the platform in a more effective way. I did however leave the original platforms and create the composite images in Microsoft Word. I found this easier to control the layering and visual hierarchy within the poster.

After the first critique the most ‘solid’ idea was the google maps posters. During this stage of the iterations, I tried to focus on different compositions and the impact of perspective. This idea was formulated from the different viewpoints and view options google maps provides.

Once the second critique was finished, I had decided on a layout to explore more intensely than before. The layout I chose was the one most feedback was directed at. Because of the overwhelming peer response and feedback, it was easy to find flaws and areas of the design to improve upon. The main changes and differences within the posters at this stage is the treatment of colour and addition of texture as well as the alignment of different maps. These things allowed the poster to feel seamless.

As the final iterations began, I still explored another layout option. This was because it allowed me to see the poster from another point of view. Ideas I had or focused on within this poster could be applied and changed to the main poster layout I was focusing on. It also allowed my creative process to be broader instead of limited to one idea. Within the main poster though I really focused on how I was using colour. I introduced it slowly in other areas from pervious iterations. I wanted to maintain the greyscale appearance overall though. So after peer suggestions and some exploration I decided to create a fade from grey to coloured images.

In the final poster the elements I added in each level of critique can be seen. The textured background map allows two different maps to blend while adding physicality to the poster. The trees on the right are in colour while the road is black and white. This allows contrast and directs the viewers eye through the piece. It also shows two separate locations, the city and country to appear as it they are on the same roadway. The next element added was the fade to colour on the bottom satellite images. These images show the road lanes leading to different locations.

**Generative Type Reflections:**

Using the P5.JS coding website, creating these letterforms was challenging. This course was my first introduction to coding so understanding the basic structure of the code on top of how the shapes interacted to create the letter was challenging.

Since the coding was complicated and hard for me to understand, I found it easier to draw out each letterform and create the conceptual idea before I approached the code. This style and approach can be seen within some letterforms. Specifically, those with simpler, blocky, geometric shapes.

As we completed exercises and explored different elements of the P5.JS coding my approach and application of the software began to change. I leaned into the more drawn effect using mouse moved or pressed to have control over shapes and final forms.

After the exploration in this area became overdone, I really leaned into the use of colour, shading, layering. This led me to have a range of blends, colours, curves, and angles within the different letterforms.

**Me of The Screen:**

The me of the screen project was very conceptually challenging for me. I found it hard to understand and show all of the qualitative and quantitative data collected. After the initial brainstorming I began my auto-ethnography. I found it easier to begin with simply observing how I use the phone camera, what aspects I used, how I use them, why I use them. I generally categorized this and divided the information into qualitative and quantitative information. Following the critique on this research I decided to really watch and collect information on the who, what, where, when, why, and how of the photo taking process. This information allowed me to really understand what I was thinking, feeling and my overall interaction with the phone camera.

This led to the first prototype ideation. It was very focused on the separate interactions required to take the photo. The whole infographic forced the viewer to move down through the photo taking process. After critiques and further iteration upon this idea I found that it was not the direction I wanted to move in. It felt very separated with little visual connection to the phone camera software and appearance. It also lacked overall connection between elements on the page.

Following critiques, I had an idea about using the phone camera within the design by using QR codes. This meant the user had to pull out their phone to more from the introduction to analysis of information within the infographic.

Purple curved forms: representations of the daily usage of phone camera

The form was simplified to show the highest and lowest peak times during each day

Orange rectangular shape is meant to represent a phone

The phone shows the phone screen on – which connects to the next part of the infographic

The background is patterned – visible within the top corner is the QR code which would link to the website (currently does not link to real website)

Meant to show the connectivity and actual usage of the phone camera

The pop up at the top of the screen acts as the title – it follows the same set up as the pop up that appears when scanning a QR code

Green blocks divide the three main aspects of the phone camera

The left image is representative of what it is physically like to take phones

Includes the shutter, screen flashing back, option menu at the top

The right shape is representative of the categories the pone can be placed in

As the user moves through the photo options the photos change to show each category

They move within the same manner the iPhone camera setting (video, photo, portrait, etc) do

The bottom shape represents two things

The first is the slider – it shows the range of emotions portrayed by the photos and their connection to actually taking the photo

It follows the visual method of changing the exposure on an iPhone camera

The next is the meaning of colour shown by three filters – this connects to the menu options and settings provided within the phone camera as well as the colour control within the photos

The colour and emotional aspect of the photos are displayed on the same shape to show their connection. The colour itself can impact the mood of the photo or the mood while taking the photo

The composition as a whole represents the user floating in the center between the three shapes. They are grounded by the emotions and understanding of colour within their photos. They then turn to functionality and physically taking the photo next.

Is an add on to the final website

As the user scrolls down the page they are presented with a more traditional way of viewing information

This allows them to make connections between each section of the infographic and their experience with their phone camera

Kind of acts like a legend but explains what is occurring visually after they had their own interpretation

Gives them context of the overall purpose and intent of the infographic