

FINAL PROJECT

Increasing Digital Media Consumption

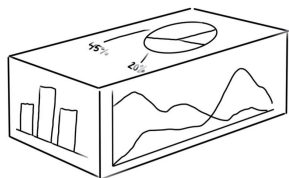
Digital Consumption

An overview of patterns within mobile media consumption and the inverse relationship between digital media consumption and traditional media consumption. Through my research, we can see how society's digital appetite has grown. As a result, our attention span continues to decrease.

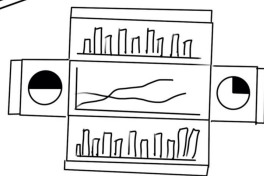
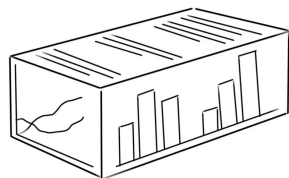
Concept Sketches

iPhone Packaging

Sketch 1



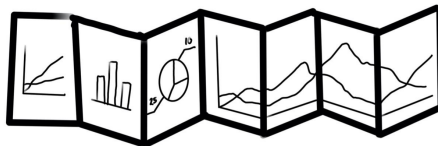
Sketch 2



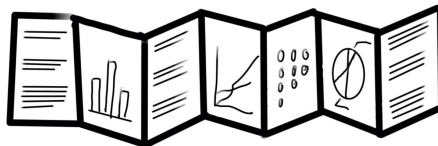
Possibility for
inside of package
to house extra info

iPhone User Manual

Sketch 1

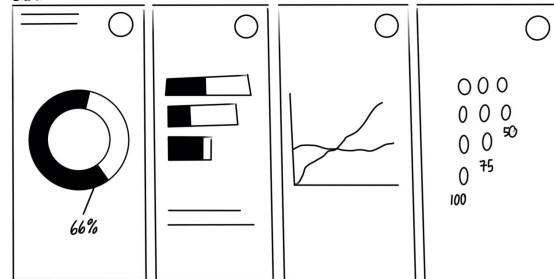


Sketch 2

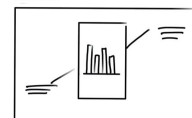


App Prototyping

Sketch 1



Sketch 2

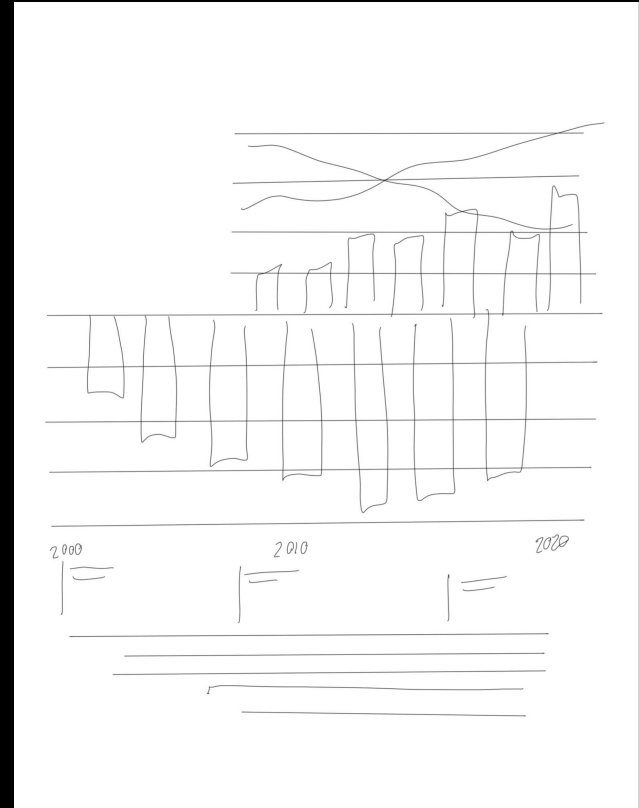
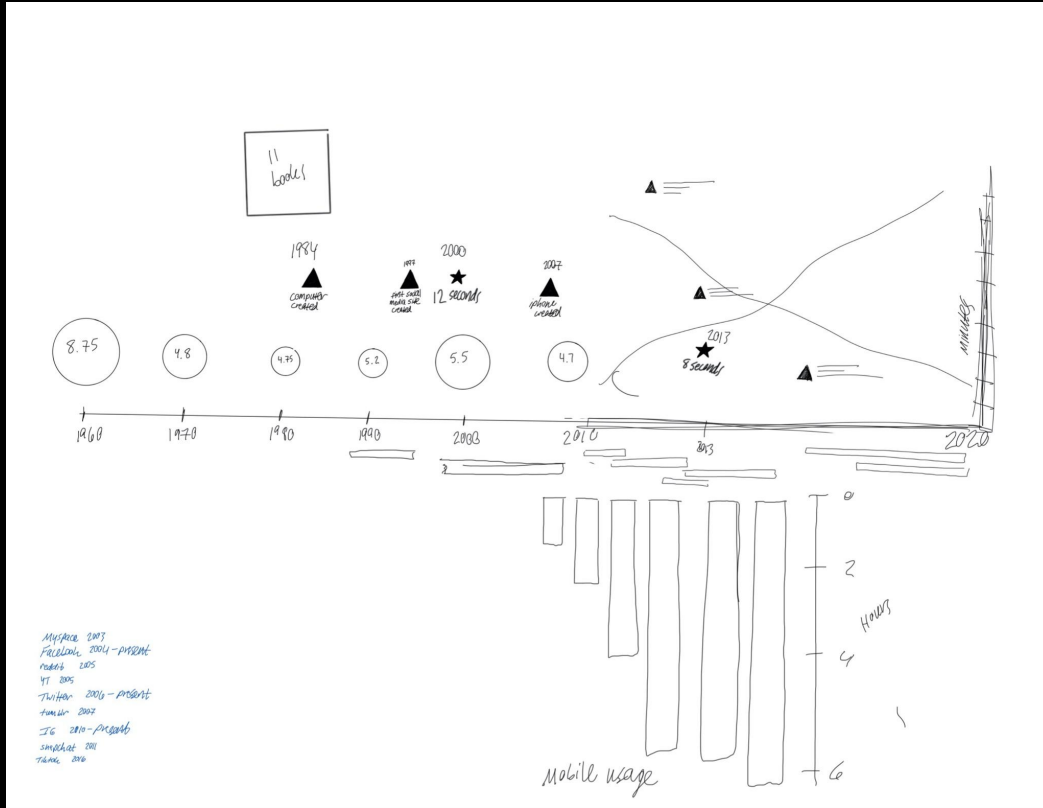


making a promo video
to allow for words
on either side of
device mockup

use app as a
wallet of
info / can even
serve to skew
zoomed in versions
of infographic
design

Julia Grippio

Development Sketches



Increasing Digital Media Consumption

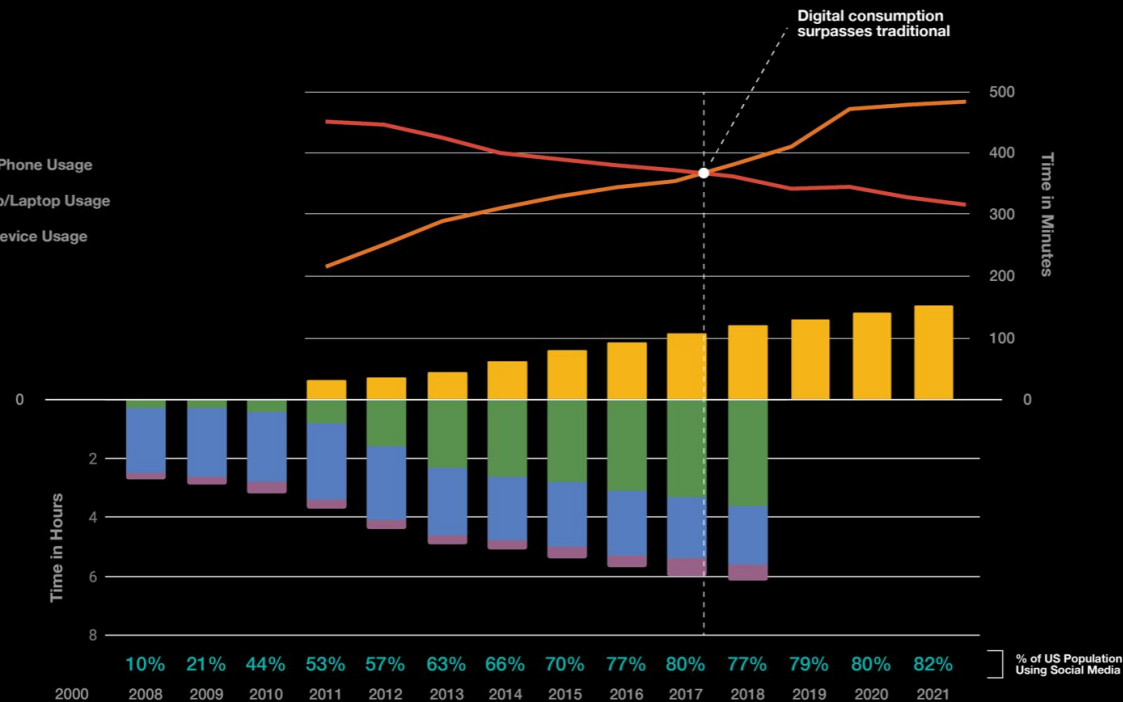
In 2000, the human attention span was 12 seconds long. As of 2013, it has decreased to 8 seconds which is 1 second shorter than that of a goldfish. Since the creation of the iPhone in 2007, social media has gained popular influence. Our media consumption has shifted to reflect a digital appetite as opposed to one rooted in traditional media (films, books, etc.)



*All Are Measured Per Year



*All Are Measured Per Year



2000
Human attention span is 12 seconds

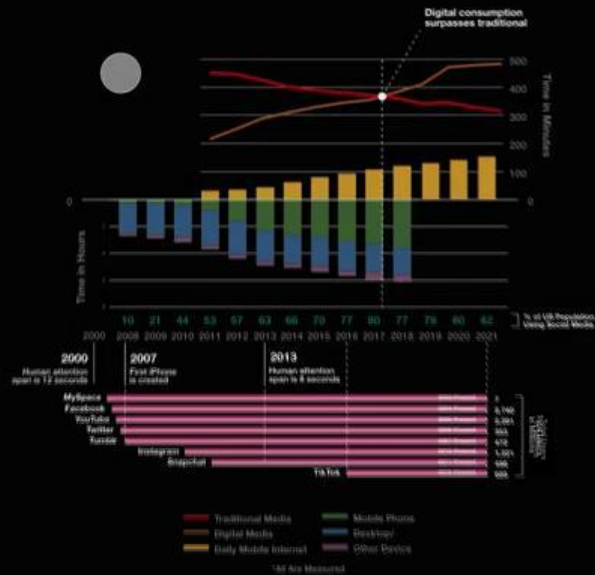
2007
First iPhone is created

2013
Human attention span is 8 seconds

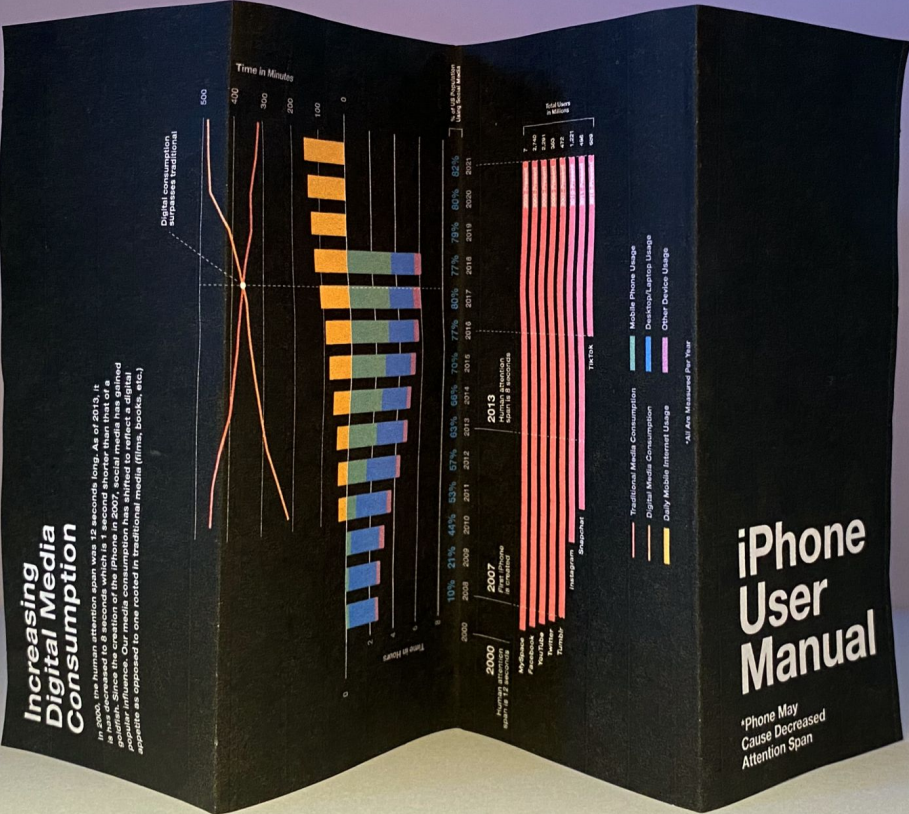


Digital consumption surpasses traditional

Increasing Media Digital Media Consumption

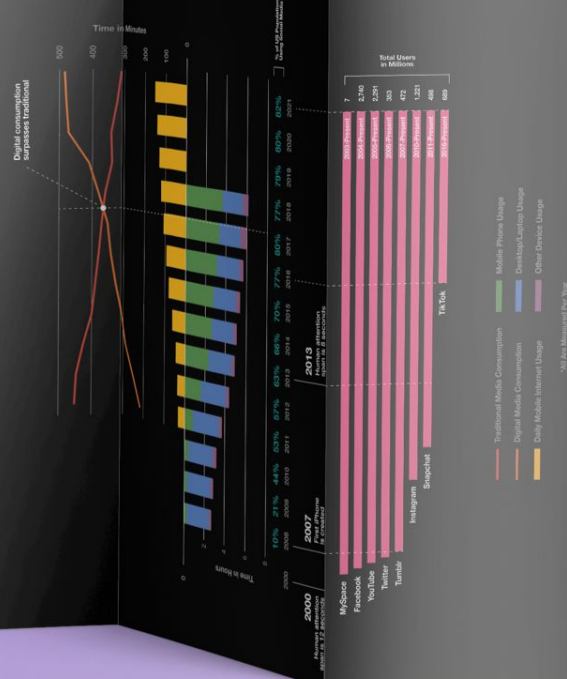


Printed
Prototype



Increasing Digital Media Consumption

In 2000, the human attention span was 12 seconds long. As of 2013, it has decreased to 8 seconds, which is 1 second shorter than that of a goldfish. Since the creation of the iPhone in 2007, social media has gained popular influence. Our media consumption has shifted to reflect a digital appetite as opposed to one rooted in traditional media (films, books, etc.)



iPhone User Manual

*Phone May Cause Decreased Attention Span