Nathan Redpath

INTERACTIVE DESIGN

MED313 Interactive Design Practise

Pages
40

Site Maps
1

Images
87

Typcases
12

Examples
9

INTERSTELLAR

Project Proposal

The end goal with this project is to produce a Interactive Website based around and sharing links with an already existing media text. I will make, design and deliver a website that will be promotional marketing for the text. I want to make this site unique and not like the last great website I had seen. I want to make sure that the website is unique and experienced online, it should not able to print out the site and read it like a book. I have chosen to make my interactive site centred on the 2014 movie Interstellar. The text has been released for 4 years, therefore I want to create a website that re-engages the audience with the text, one that will draw the audience back to re-watch or create mystery for new potential viewers. There are different variations of theme I could use to approach this website, I could position the audience as a civilian, hacking the government, or going to space themselves. I also have to be careful with my chosen design as I have to keep this consistent for it to be effective. Depending on how I position my audience will depend on the design theme. I want to use dynamic web design when developing the site, it is important to create smooth animations and story telling. Putting the audience at the centre of the project I want to create a site that can not progress without their interaction with tasks or solving problems. I will propose different website ideas and include at least 15 areas of content on my site.

I will conduct visual research into existing media types this will me to draw inspiration from other interactive sites focused on existing movie texts to draw inspiration. This will allow me to see the methods used to design and also how the sites have been designed for their specific targeted audience. I know that I want to aim for a website giving a unique experience tied to the movie, therefore I will have to use the appropriate language from the movie. I will use clips from the text on the site where appropriate although I will make these very short and minimal. I want to make sure it is created as a 1 on 1 relationship on the site for the viewer. I have to make sure that I have accurate information, engaging graphics and have done sufficient visual research to create the site and make sure they work together effectively. I will try to target a specific audience type, generating user profiles and insights on my audience. Interstellar has a very complex story that you need to be pay attention to detail when watching. I want to make this connection with my website, where you have to pick up on little details to get the full experience of the interaction. I want to include elements for people that have watched the movie already and elements which will attract new viewers to the movie. I want to make sure I know my audience and that I take them to the appropriate place and engage them with the text in the correct way. I want to make sure the user is at the

centre of the design process making a interactive site that is understood and accessible to the target audience. Using symbols effectively that can be tied between the online worlds and the real world. Everything on the screen should be shaped to what I know on my target audience. I want to try make it as realistic as possible, almost like the audience can live it as a reality. I will draw from the primary text to create a form of secondary text in this website and taking into account what draws the audience to the primary text. Looking at the limitations of this proposal, Interstellar had a wide range audience due to it popularity, this means anyone could come across the website and some may not understand the visual language being displayed. Due to the limited amount of time I have I may have to fully design one aspect of the website that will share the same aspects as another. This will allow me to develop it fully so that I can show the way it is meant to work rather than doing all of the aspect but only have them half finished. I will make sure I aim for the appropriate visual goals accurate to my theme and make an efficient system that responds to the user. Also applying the appropriate usability goals, user experience goals and usability principles to make the site as efficient and effective as possible. I am not designing for myself but for the user experience and it is important to keep this in mind and not lose user interaction.

Project Schedule

Week One

Week Four

Week Five

Week Seven

Week Eight

Week Twelve

Initial Concept

Coming up with ideas and concepts, creative thinking with contrast between choices, rough mockups

Research

Research other relevant interactive sites and materials online, use this to fuel your inspiration for your project

Project Proposal

Plan your project,having decided on your chosen text and ideas, gather the initial resources needed to begin

Construction

Plan and develop the code needed to produce your interactive website base it on the proposal

Final Product

Either have completed your interactive or use the feedback and resources gathered to improve

Test final product until satisfactory against your brief/ proposal

Drafting

Draft out your final project, through having worked with the code to try and meet your proposal
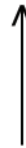
Testing

Test your interactive website, gather verification from others and recieve feedback on your project

Audience Research

One of the most crucial aspects to consider when making a user experience is the audience and how they use the site to interact with the experience created for them. It is something that all designers and developers should take into consideration before starting a project, it plays a key role in the design of the site and how it works. Audiences are often grouped in different ways, I want to look at some of these ways and keep them in mind when designing for my own audience. Collectively using my research to create a target audience profile in terms of concepts and relevant theory. All aspects of a specific audience have to be taken into account for. Looking at gender first, males and females will react differently to different colours for example. Different ages will have a different understanding on different visual language and their understanding of things. Ethnicity and culture must be taken into account for to make that it is appropriate for each category, especially if it is targeted at them. This is also important when taking into account religion due to specific colour palettes and choice of communication and images could be offensive to different religions. It is important to consider all of the elements to avoid offending anyone who may engage with my site and therefore also make as effective as possible in what it is trying to do and also reach my target audience effectively. Production companies will often look at the socio–economic groups

social grade	social status	occupation
A	upper middle class	higher managerial, administrative or professional
B	middle class	intermediate managerial, administrative or professional
C1	lower middle class	supervisory or clerical, junior managerial, administrative or professional
C2	skilled working class	skilled manual workers
D	working class	semi and unskilled manual workers
E	those at lowest level of subsistence	state pensioners or widows (no other earner), casual or lowest grade workers

|	
Mainstreamers	Seek security. Tend to me domestic, conformist, conventional, sentimental. Favour value for money family brands. Nearly always
Aspirers	Seek status. Materialistic, acquisitive, orientated to image and appearance, persona and fashion. Attractive packaging more Important than contents. Typically younger people, clerical and sales jobs.
Succeeders	Seek control. Strong goals, confidence, work ethic and organisation. Supports stability. Brand choice based on self-reward and quality. Typically higher management and professionals.
Resigned	Seeks survival. Right and authoritarian values. Interested in the past and tradition. Brand choice stresses safety, familiarity and economy. Typically older people.
Explorers	Seek discovery. Energy, individualism and experience. Values difference and adventure. Brand choice highlights satisfaction and instant effect. The first to try new brands. Younger demographic-students.
Strugglers	Seeks escape. Alienated and disorganised. Few resources beyond physical skills. Brand choice involves impact and sensation. Buys alcohol, junk food, lottery tickets. D and E demographics.
Reformers	Seeks enlightenment. Freedom of restrictions and personal growth. Social awareness and independent judgement. Anti-materialistic but aware of good taste. Has attended higher education and selects products for quality.

their audiences fall into so they can target and apply elements accurately. Above the typical segmentations for audience and their social groups these charts being the social demographic scale and the cross cultural consumer characterization model by Young and Rubican which has ties to Maslow's Hierarchy of Needs which shows the needs of the audience in a triangular chart. Production companies will looking into these groupings and identify which classes they will target with their form of production. This can of course be flawed as there will be people which don't fall perfectly into any group,it is more made for a general grouping. Audience theory can fall into two groups of being passive, for example the hypodermic needle model which presumes that audiences are passive and easily led and manipulated, a good example of this is how Nazi propaganda in 1930 to manipulate the nation. The other audience theory is the Uses and Gratification Model which classes audience as active and receive their chosen media for gratification in their personal values and interests.

There is also the aspect of the reception theory that suggests that a producer constructs a text with a meaning which is then meant to be decoded by the audience. I will look at multiple models and theories to try identify my audience as accurately as possible. Taking audience research into account I should be able to identify the aspects of my own audience and use the correct tone of language, using the correct methods of communication and directional tone appropriate for my audience. It is important that I take in the level of education from the user and do not talk down to them also taking into account of needs such as colour blind and impaired hearing. How tech savy is my user and can they demonstrate a high enough level of visual literacy to navigate my site? Which other sites are they familiar with using? Identifying how they think and their personality types such as are they introverted or extroverted? Will they go out and upgrade their technology when it no longer works or buy pre-owned or pay to get it fixed? Are they wanting to explore the site or play with little gimmicks on the site. What are the morale values of the user? Are they easy going or stick strict to the rules. A lot of companies identify these aspects to manipulate their audience into buying into their brand. Working out whether they are conservatives or active buyers plays a large part in selling themselves. What can I do with my audience to convince them buy into my site? Predicting behaviours is very important when marketing When looking at my primary text, it is important that I look into the information and
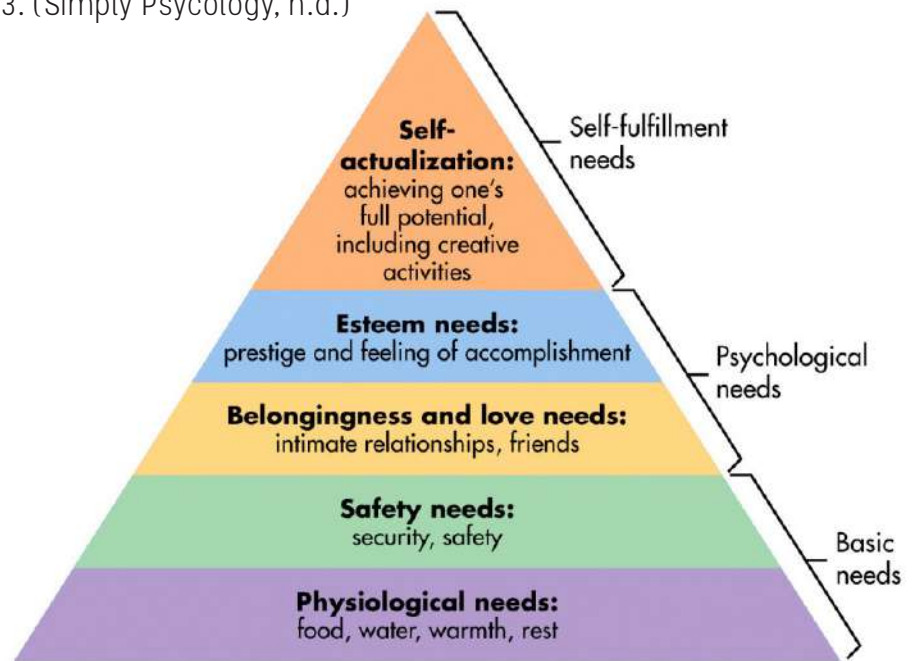
entertainment value given from Interstellar and can I apply this to my form of secondary text. Due to time limitations, I am restricted on how much research I can do on the audience, although I want to strongly take it into consideration my audience and prioritise what my audience is familiar with. User experience is key. I have designed a questionnaire to identify my demographic, how they think and their attitudes relevant to my project, this will help me approach my project correctly. I will it hand out to different people who have an interest in my primary text or anything similar to it as see what I can draw from that. Looking back at the audience group and comparing this with my primary text in Interstellar I have concluded that because of the films genre in Sci Fi, my sight should follow these concepts and draw elements from this whilst also keeping a fresh design style. The movie would appear to be aimed at the ABC1 social grade with potential for C2 and D with more expansion although I want to make my target audience more

4. (IMBD, n.d.)
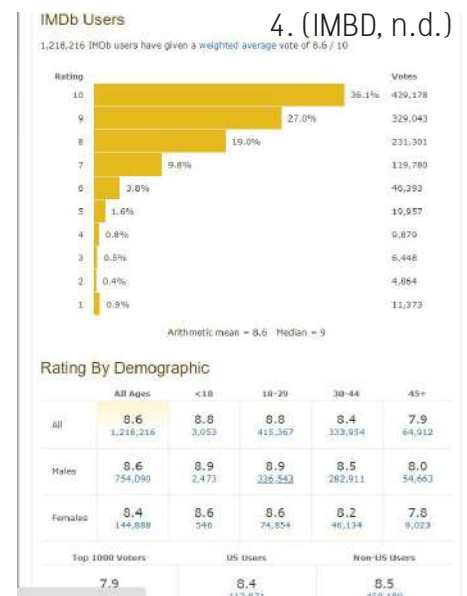
specific. The movie is about the exploration of space, therefore making the explorers and ideal target within the Cross Cultural Consumer Characterization Model. On Maslow's it is more complicated as the movie address some complicated issues with the main characters relationship to others, it does position the audience in a spot of self fulfilment and creativity while also addressing different psychological needs such as relationships with others and the world around us. The age demographic I should aim for is males aged 18-29 from outside the USA according to IMBD.

Questionnaire

Gender?

Male ☐   Female ☐   Prefer not to say ☐

Age?

<14 ☐   14-24 ☐   25-30 ☐   31-40 ☐   41+ ☐

When sector do you study/work in?

Accounting	☐	Buisiness	☐	Voluntary	☐	Creative Arts	☐	Engineering	☐
Agriculture	☐	Health Care	☐	Hospitality	☐	IT	☐	Law	☐
Sports	☐	Tourism	☐	Marketing	☐	Media	☐	Property	☐
Retail	☐	Sales	☐	Science	☐	Care	☐	Teaching	☐

Other _____

How often do you engage with Sci-Fi media?

Never ☐   Rarely ☐   Often ☐   Very Often ☐

Which of these colours would you associate with Sci-Fi media texts?

Blue ☐   White ☐   Black ☐   Yellow ☐   Red ☐

Other _____

How often do you engage with the online world?

Never ☐   Rarely ☐   Often ☐   Very Often ☐

How you be interested in finding out more on Sci-fi based texts?

No ☐   Maybe ☐   Yes ☐   Absolutely ☐

What is the best elements to a Sci-Fi movie?

Plot	☐	Story	☐	Mystery	☐	Romance	☐	Space	☐
Shots	☐	Audio	☐	Visuals	☐	Science	☐	Exploration	☐

Other _____

When visiting a website what is most important?

Easy to use ☐   Information ☐   Fun ☐   Entertaining ☐   Rewarding ☐

Safe ☐   Audio ☐   Visuals ☐   Satisfying ☐   Interaction ☐

Other _____

I user generated content important?

Yes ☐   No ☐

On a website, quality of information or quantity of information?

Quality ☐   Quantity ☐

Do you feel the need to complete something once you start it?

Yes ☐   No ☐

Do you know much about space?

Yes ☐   No ☐

Have you ever been interested in the aspect of exploring time travel?

Yes ☐   No ☐

Which of these words best describe space?

Empty ☐   Dark ☐   Lonely ☐   Mystery ☐   Minimal ☐

Other _____

Rate these movies from 1–5

Avatar ☐   Star Wars ☐   Gravity ☐   Interstellar ☐   The Martian ☐

Do you like freedom to explore a site or have a set path?

Freedom ☐   Set Path ☐

"Purpose, usability, and aesthetic needs of a website have to be identified early in the project cycle of design and implementing a website. Progressively, the design process has to refine and crystallise those three sets of needs and evolve a website design that targets and achieves the combined set of requirements. In BWD, a specifically designed supportive set of documentation tools help you travel through the process of designing and implementing your website – documentation that helps you design more effectively and is also useful for future maintenance and evolution of the site" (Lawrence and Tavakol, 2007)

Audience Profile

Matthew, 22 Movie Critic

As part of my research into my audience and planning around my primary text to create the secondary one, I had to narrow down my demographic to be more specific, this is so I can focus my site in one direction. I done this through my questionnaire results and also talking to people around me who were interested in the film, trying to visualise how I would create my secondary text around their opinions and expectations. This is what I think my intended demographic would look like. Of course there is still opportunity for others outside of my demographic to explore and enjoy the website, although it is more for the specifically aimed it should not be hard for anyone to come on it and work around the website. I will go through Matthews, Life and social status, his work and work ethic, his hobbies and what he does with his spare time and the technology he is familiar with and his level of visual understanding.
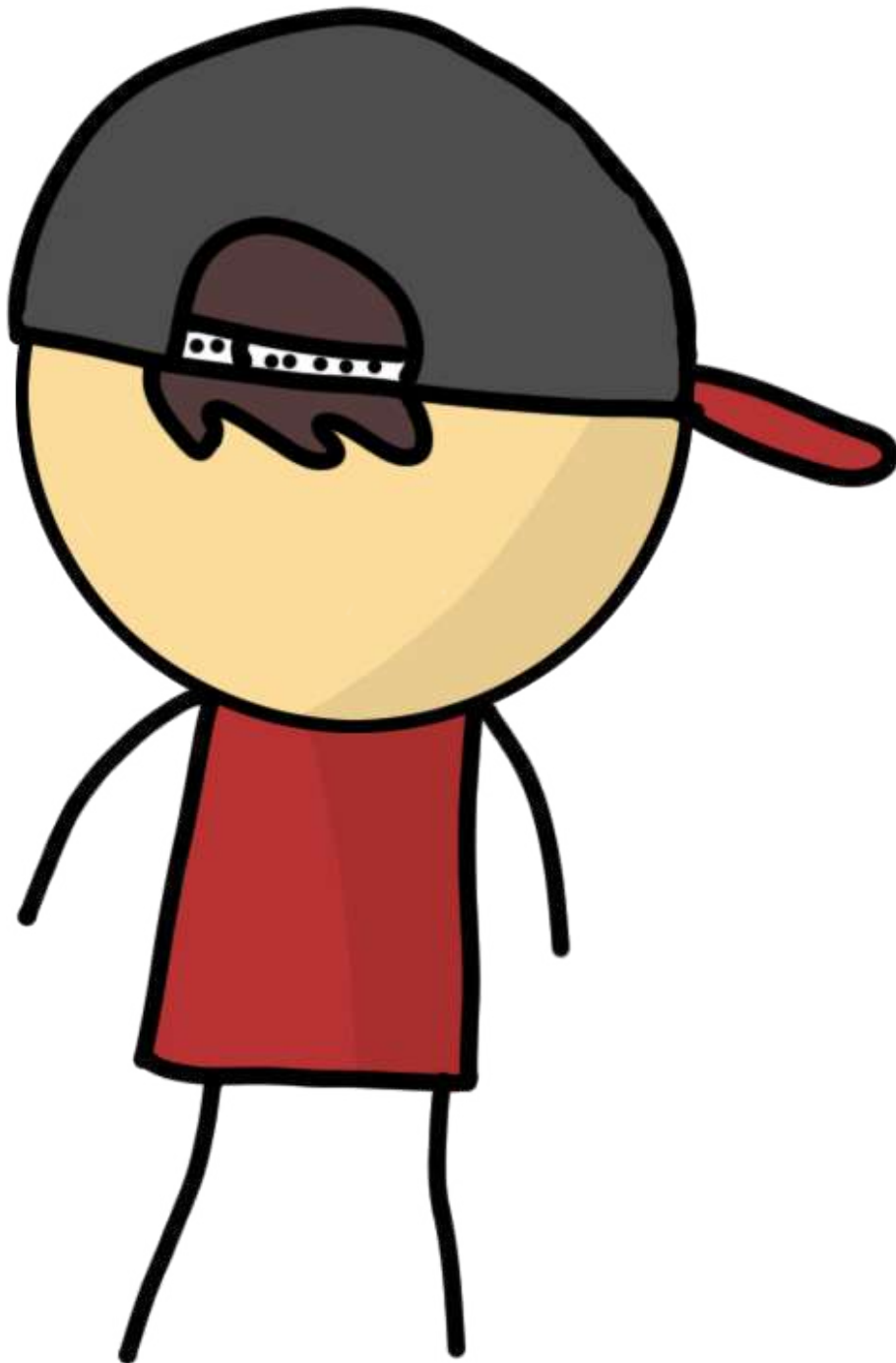
Lives

Matthew lives in an apartment by himself. He saved up for this apartment by himself and lives in the capital city of his country. He travels around in his pre owned car, although on days with more traffic he will walk or use public transport. He dreams of moving to New York and surrounding himself with all forms of technology, he is obsessed with the media and is active on all social media he can get his hands on, he is always looking for unique was that media has been created. He has many close friends which he hangs out with frequently and watches movies with every week.

Job

Matthew works as a movie critic, he is often invited to events surrounding movies, he takes a large interest into Sci-Fi movies in particularly He loves his job and has had a passion for movies for a long time. He also writes his own blog where he puts up his own movie reviews, he dreams to make it mainstream and become a well know movie critic that is trusted in the industry. He has studied Media Studies and Production, and passed with good grades, he knows what he is talking about when it comes to movies and aspects to look for.

Hobbies

In Matthews spare time he plays video games, he enjoys working with the different aspect and gimmicks in games, he would class himself as a completionist and tries to complete everything he does to the fullest. He is adventurous and loves the aspect of mystery when he is engaged with games and movies. He gets a thrill of the sense of adventure and discovering something new. He is also an avid fan of learning anything and everything in his spare time, although more related topics grab his attention better he is always trying to expand his knowledge on the things around him.

Technology

Matthew is very experienced with technology, he has a good visual understanding and as said before he is always looking for opportunities to include it in his life, he works on his laptop most days and is very tech savy, he is aware of media trends and would be able to navigate interactive websites well. Primarily uses a laptop for all digital needs and takes it everywhere with him.

Most of what you need to know about users is dependent what they're trying to accomplish, but there is some general background information you need to know for any web project. This includes learning style, tool preference, physical differences and cultural difference. (McCracken and Wolfe, 2004)

Interaction Goals

As previously suggested in the project proposal, there are specific goals of interaction design. The first to design an efficient system that responds to the specific needs of the user. The second is to design for usability goals that are concerned with the needs of the user and the user experience goals which are concerned with the quality of the experience of the user. It is important to then look at the usability principles, these principles allow to make sure your site is fully interactive with your target audience. I will pick specific words out of the Goals and Principles which will address my target audience more accurately and also stop me from making a more generic website aimed at mass audiences. It is important that I do not lose the audiences interactive experience by forcing them to have to use the browser controls such as a the back button. I will look at examples that pushed the boundaries when creating unique and challenging to construct interactive experience. This will allow me see how important interaction is and relating it to a brand. I have highlighted below the key goals and principles that I am going to try and apply to my work. I want my site focused on interaction with the user to progress and almost make it like a challenge that matches the theme of the movie which is to solve a puzzle, this should help keep it entertaining to my target audience. I want to make sure that the site is fun to use as you go through the website whilst also keeping it satisfying and fulfilling rewarding the use.
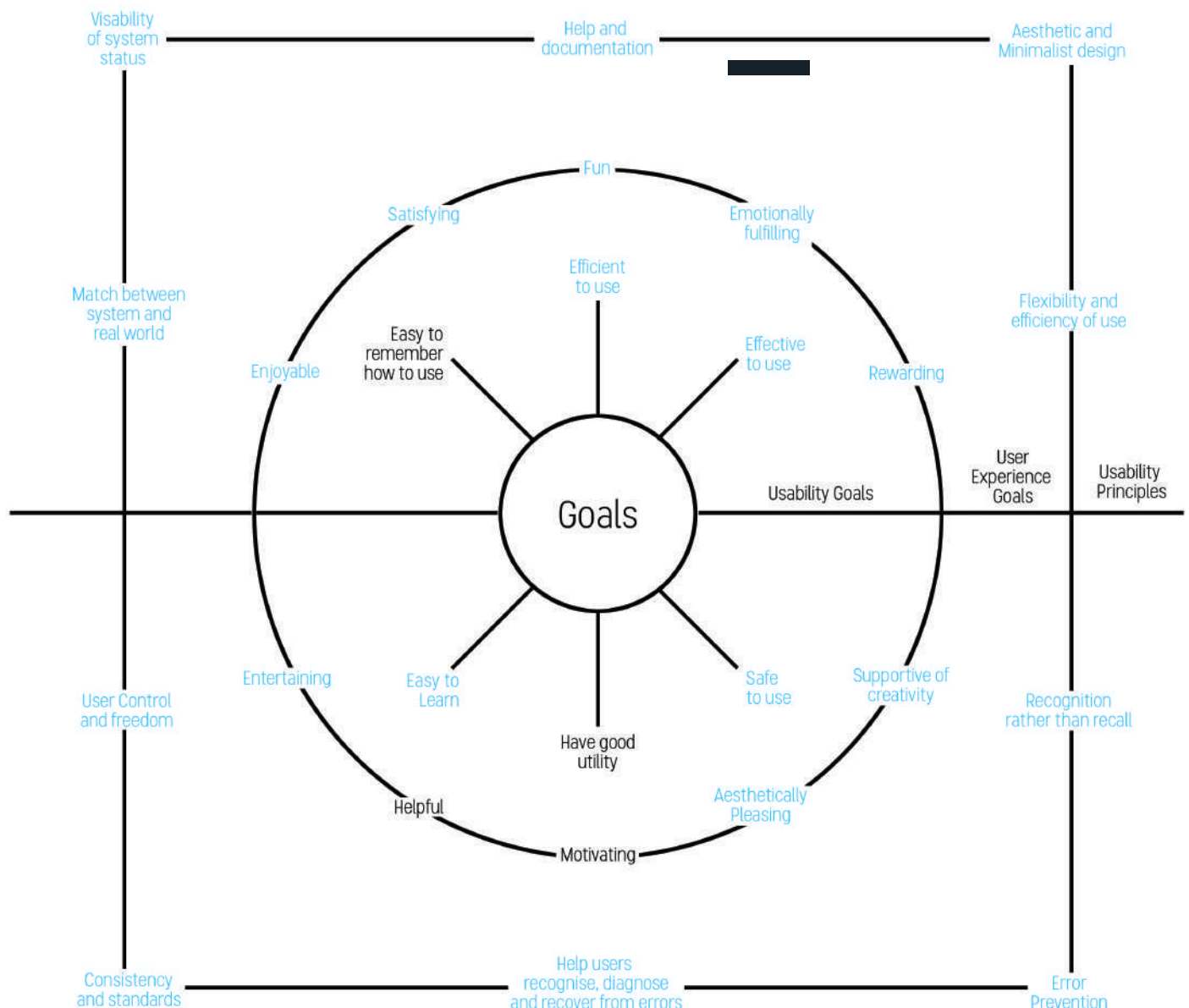
I want to support creativity of the user when the interact with the site. This can be to search for hidden clues or have to pay attention and use their creativity to solve a problem, this could be a limitation and something I don't use due to the aesthetic design of the website, I have to make sure that I keep the website aesthetically consistent and pleasing throughout so that nothing looks off or out of place. It should also be easy to pick up on how the website is working within the first minute of accessing the interactive sight and interacting with it, making it easy to learn. I have to make sure the site is efficient and effective in its communication, interaction and design. It should be easy to track that you are making progress through the site as you work through it, whilst making this project you should get information on the movie although this information may be limited depending on the layout design. Depending on how the user is positioned this will change the aesthetic, although it should still be aesthetically pleasing, consistent and recognisable. I

will try to minimise or erase all errors within the site as they come to create the best project I can, keeping it to industry standards. I want to make ties to the real world although some of these ties will be stronger depending on the theme i chose to take forward. I want to look at the Walking Dead Interactive experience in the video game and how this secondary text stays true to the Television series whilst developing itself. It is important to stay true to the primary text in when creating the secondary text, especially when it is a series such as the Walking Dead which has such a loyal following and little details or big mistakes can cause a big uproar and hate for the secondary text, it is important that The Walking Dead Game got the characters right and the situations the get in, people get a lot of excitement from imagining what they would do in the zombie apocalypse when they watch the walking dead, the game provides that opportunity although if it does not live up to expectations in will flop. Telltale Games could not just create and generic zombie game and put "The

Walking Dead" on the title, it had to follow the specific rules that the series had laid down, to do this they had to look at the things that made the show so popular, such as decision making and tactical choices for a survival strategy. I must make sure that everything on my website is done with respect to the movie. The games were a large success and are widely loved, Telltale Games also do different similar games for texts such as Game of Thrones and Guardians of the Galaxy although they were not as popular as the Walking Dead they still see their fair share of success, Telltale have a specific way of telling their story that is very interactive with the user, providing different choices which result different in different out comes this allows people to come back and replay the games. It would be great if I could do this as the movie Interstellar plays on the concept of time and time travel within space. Telltale Games also have a specific art style that they apply to all their games, it is very rough edged and almost has if stoke has been applied to everything. This allows it to be

5. (Walking Dead, n.d.)

recognisable, I want to make sure my website is uniquely recognisable instead of just looking generic, depending on the theme I go with I could do this in different ways. An example found in how Sir David Attenborough's programmes have been taken to online success is how they have creatively transposed stories from the programme into formats appropriate for the web, this meant providing shorted and unique moments from the programme and embracing new formats such as short videos, picture galleries, 360 degree footage and user generated content, the use of 360 camera and user generated content allow for the user to engage with the programme further as they actually have to interact with the narrative for it to progress, user generated content literally lets the audience get involved with the text by adding their own content, this is something I don't think I can use in my site due to the limitations of the text although if I see opportunity to use it I definitely will. I will now look at more Interactive Website as a secondary text that is focused on a primary text this will allow me to see how others have constructed their Interactivity for their users and their targeted audience. It will also allow me to see any errors and help me visualise different techniques that I may want to use in my own site, taking inspiration and aesthetic influence to provide me with information furthering my initial ideas. The most generic and basic website I will look at is the BBC EastEnders website, although it is generic and basic

it does serve its purpose, it is important I take into account that EastEnders has a large viewer ship and people from all corners in the UK watch the show from 13-60 year olds although it is probably more aimed at middle-class and working-class people. As the website is not specifically aimed like the show it is overall generic although the plus side is that it is very easy to navigate and there is not complicated path through the website with ease of access to everything on demand, it is easy to use and provides information to the use above everything else. This website is constructed under the BBC website and allows easy access to watch previous episodes, this allowing for a key link between the website and the show. For my website I can not simply put the whole Interstellar Movie on my website as this would not provide any

unique construction, it is better that I use short clips to great effect when needed. I have to make sure that my site flows smoothly with these clips and makes sense. The EastEnders site also provides information on different story lines on their site, this allows for the audience to get involved with the story in the show, this is especially useful for new viewers as it allows them to catch up with what has been going on as the show has been running for a long time. There is also an archive for the behind the scenes for people that are interest in the making of the show. There are also clips of key moments in the show, possibly for those who don't have time to sit down and watch the full show instead they can just catch up through clips. The site has a User Generate Content section where you can create your own EastEnders stories,

11

8. (thecapitol, n.d.)

9. (district13, n.d.)

allowing the user to get involved with their own fiction about the show. They also have links to their social media's where the audience can engage with the show more. Looking at a more advance interactive size in The Capitol, this is an interactive website framed as a secondary text for The Hunger Games, this site is very interesting and very well done. When you first access the site it appears as if it is being hacked, this is to go with the theme of the revolution within the movies themselves, it positions the audience in such a way that they are experiencing the site as it is hacked when it if first accessed. This inviting the user as soon as they access the site to get involved with and interact with it. At first look you can see the different between the EastEnders site and The Hunger Games site with the use of colour, The Hunger Games uses

strict colour scheme on the main page in black, white and red. It also uses animation to give the hacked vibes and also create smooth transitions as you navigate the website. It website is constructed as propaganda to join the revolution. Like EastEnders it also offers character profiles from the movies, placing the user in the universe of The Hunger Games and involving them in the story. One issue I have found with the site is if you click off the tab or go through it to fast it will sometimes cause and error in the code and force you to reload the page which breaks interaction, something I want to avoid on my website, other wise though it is easy to navigate through with a good visual understanding. The site targets people who have a good visual understanding and are familiar with technology, older generations may not

understand the website. There are plenty of options to find out more information about The Hunger Games in the Capitol TV section, and even a section for User Generated Content where users can express their concerns to the Captiol. You can also find links to the movies and social media on the menu tab along with two links to games, looking at the 13 district link you can see in the screen shot above that it leads to seperate site with access "intel" which is clips embedded on the site but used effectively as propaganda again, this furthering the immersive experience into the website. It also allows you to scan a code into your phone which allows you to download and application and play a game, tasks and games on a website can help increase the interaction levels between the user and the site. I should always be looking for opportunities to allow this form of interaction, most people own mobile phones and interact with them daily, making them a good option to create secondary texts for. Especially things such as games as this allows people to interact further with the text. The limitations of The Hunger Games site comes down to the users visual language understanding, for example things such as the menu bar or even the experience of the website where you look like you are being hacked might suggest to the use that the site is not safe to use. Although overall this is a very well constructed and developed website to represent The Hunger Games as a secondary text although the problem is now The Hunger Games movies are over it does not provide anything new unless

they release a new movie, as a designer it is important to design for the future. The Hunger Games site is still useful though for new viewers and those interested in furthering their knowledge about the movies. It also shows things such as the economy and weather throughout each district which is something I want to do something similar to for the planets within Interstellar in terms of time and climate. One of the example I was greatly inspired by was the Donnie Darko interactive site, this site does not provide so much a deep narrative structure but instead a number of tasks that the user needs to interact with to progress through the site, This site is very unique in how it is done. When the movie was released it did not pick up much traction through its time in the cinema and came out of the cinema with little interest, this website was then posted online generating massive mystery around the movie and then the film was put back into the cinemas and did much better than its prior attempt. Therefore this website was a massive success through creating this secondary text. The website was essentially a great marketing site. Initially wanted my site to be similar to this giving no real guidance or information but more creating mystery around the movie and provoking and persuading users to watch the movie, personally before accessing this site I had not watched the movie although after wards I wanted to so that I could find out what it was about, it provoked curiosity. Due to the limitations and more creative ways i feel I could create my site around

Interstellar I am not sure if I will run with this idea. I definitely want to take elements from this site, especially the amount of mystery and challenges it provides, you will have to answer questions based on things that appeared on the website somewhat forcing the interaction to involve reading every detail of the site in case they miss anything they need to do progress through the site. Donnie Darko was released in 2001 and the design looks very similar to this as well with web page pop ups that are styled like they were made around that time and the almost virus pop up theme, similar to The Hunger Games it is like you are being hacked which again if the audience does not share a high enough visual language to understand this may think the site is not safe to use, it just depends on the audience you are targeting. The website is

rewarding at the end giving details about the movie although it is a possible spoiler, thankfully there is a pop up to warn of this although it still does not make much sense. The unique style of design and how the animations spread across the page lets the site be remembered as it is not like your generic website. It is important that I design something that was made in 2018 and not something that was designed for the 20th century, It has to be relevant design, I will try my best to take inspiration from relevant design. Comparing this site to the other two previously looked at you can see that all three are very different in styles although Donnie Darko and The Hunger Games show their information in unique and interactive ways which is what I want to aim for, I want to invite the user into the realism of Interstellar rather

13

12. (Lady Bird, n.d.)

13. (jurassicworldmovie, n.d.)
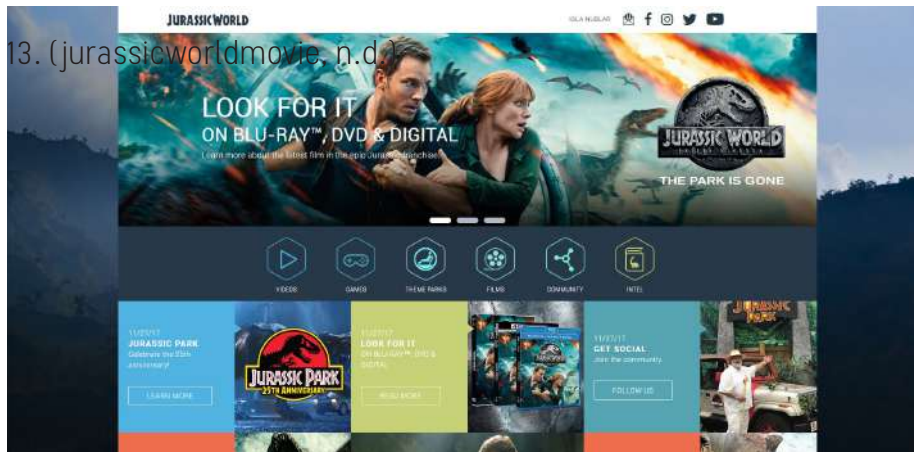
than just show details that could be printed out. Taking a look at the example above in the Lady Bird interactive website, it has created a site where you are presented with cards and you swipe left or right for take it or leave it. This being essentially a quiz the user fills out to interact with the website, for each of the choices you make you either get a bit of information or a clip that relate to the choice you made throughout the questions, this allows for you to redo the site and start again to see the different outcomes you can get. It is an interesting aspect as it uses elements such as swiping for a choice, almost like a mobile phone application such as the dating application Tinder or Facebook to make decisions, along with some fancy animations this simple minimalistic website becomes fun and easy to use providing a secondary text to the movie in

an effective way. Looking at a website that is primarily focused on delivering information and delivers it in a way that invites you in is the Jurassic World interactive site. This site positions itself as the site for the actual park as if it is real, giving intel on the characters, locations and dinosaurs. It also positions the theme parks in real life as real places. The UI/UX is has the same visual design as of that in the movie. Therefore creating a relationship between the user and their immersive experience with this site. The website does limit itself however breaking the fourth wall with its promotion of games and movies, it does not positions the clips and games as second elements from the park instead of creating realism, although the audience will play a part in this as Jurassic Park films will have and older audience who may not identify

the realism and get confused with new media. Overall this site is effective at providing information and promoting the films. It isn't very unique other than its design. A trend which had its peak in the early 2000s through to 2010 is video games made off movies, trying to follow the exact same story that is set in the movie, games such as Spider-man 1,2 and 3 and the Batman Begins Game based of Christopher Nolan's Batman trilogy which only produced one Game from the trilogy based on the first movie, companies stopped basing games exactly off movies and instead started to create new narratives for example in the new Spider-man PS4 games, which shares no narrative similarities to the Spider-man movies. It became a large risk for companies to invest in these games as they are hard to get perfect often using different voice actors and have to rush the game out for a release date around the time of the movie. This often providing a lot of errors, some of the games seen massive success in production. The problem with movie games is they do not age well if the movie does not do well, there is also limited replay-ability due to Nowadays companies have began producing mobile apps to come out along with movies, these are often easier to develop and cheaper. Of course this can come be done the opposite way where games have had a secondary text made in the form of a movie for example Tomb Raider or World of Warcraft, again these mostly fail due to not being able to get the balance and collecting the same elements on screen as they do in the games.

Visual Research Typography

As part of my visual research it is important that I look into different typefaces and pick one that is suitable to what I am trying to achieve. I want to take the values and the aesthetics from the main text itself whilst also taking inspiration from other relevant sources. It is important that the typeface does not clash with the images, design style and colours of my site, this would make the users experience less immersive. My chosen typeface should be san serif to match my initial ideas although for my final decisions it is important that I choose the most appropriate font I can. A lot of the aesthetics I have taken whilst watching the film that I can apply to initial design ideas is; that I had drawn from Interstellar that the minimalism and complex story arc that minimalism could be a very good simplistic well for me to create a narrative on my site, I feel that either strict Sci-Fi or minimalist graphics and images will work well with what I am aiming for. I have taken some typefaces from other Sci-Fi movies that I think that would be appropriate, along with other typefaces that i think will work well with the minimal style I am going for. It is important that I do not stray too far away from the movies visual properties or this could be problematic for experience. Looking at the fonts across these two pages and how I could possibly use them I have decided to defiantly use a San- Serif fonts I feel it matches the design I want to go for and the simplistic minimal nature of the San-Serif fonts suits the

INTERSTELLAR

INTERSTELLAR

INTERSTELLAR

INTERSTELLAR

INTERSTELLAR

INTERSTELLAR

INTERSTELLAR

INTERSTELLAR

INTERSTELLAR

INTERSTELLAR

INTERSTELLAR

INTERSTELLAR

primary text better than the Serif's. I wanted to get creative with the Sci-Fi typefaces I had at hand, using unique fonts, although I think these typefaces are better matched to smaller words and therefore not appropriate, I enjoyed the Stellar typeface as it allowed me to have a Bold variant that was effective as well as having a light version which allow me to keep the site minimalistic in its choice of font. Looking at the posters on the opposite

page I can see that majority of the fonts use their titles in a bold way and it normally the main focus of a page, almost like a title sequence, although these are movie posters and made for promotion, although the way some of the posters I have looked at prior and through my research I would suggest as thought provoking elements from the text, obviously some typefaces will work better than others for me.

14. (IMBD, n.d.)

THE END OF EARTH WILL NOT BE THE END OF US.
A FILM BY CHRISTOPHER NOLAN
INTERSTELLAR
PARAMOUNT PICTURES AND WARNER BROS. PICTURES PRESENT
IN ASSOCIATION WITH LEGENDARY PICTURES A SYNCOPY/LYNDA OBST PRODUCTIONS PRODUCTION
A FILM BY CHRISTOPHER NOLAN "INTERSTELLAR" MATTHEW McCONAUGHEY ANNE HATHAWAY
JESSICA CHASTAIN BILL IRWIN ELLEN BURSTYN AND MICHAEL CAINE COSTUMES DESIGNED BY MARY ZOPHRES

15. (Cult Projections, n.d.)

A FILM BY CHRISTOPHER NOLAN
INTERSTELLAR
WARNER BROS. PICTURES PRESENTS
LEGENDARY PICTURES A SYNCOPY PRODUCTION A FILM BY CHRISTOPHER NOLAN LEONARDO DiCAPRIO "INCEPTION" KEN WATANABE JOSEPH GORDON
MARION COTILLARD ELLEN PAGE TOM HARDY CILLIAN MURPHY TOM BERENGER AND MICHAEL CAINE MUSIC BY HANS ZIMMER EDITED BY LEE SMITH A.C.E.

16. (Joblo, n.d.)

FROM THE DIRECTOR OF SICARIO AND PRISONERS
ARRIVAL
FILMNATION ENTERTAINMENT LAVA BEAR 21L twenty-one laps BASED ON THE STORY 'STORY OF YOUR LIFE' WRITTEN BY TED CHIANG SCREENPLAY BY ERIC HEISSERER DIRECTED BY DENIS VILLENEUVE WhyAreTheyHere.com
IN THEATRES 11.11
71.097864
-25.4444027

17. (Bravenewhollywood, n.d.)

A FILM BY CHRIS READING
SOMNUS

Design Inspiration

18. (Siff, n.d.)

19. (Stackexchange, n.d.)
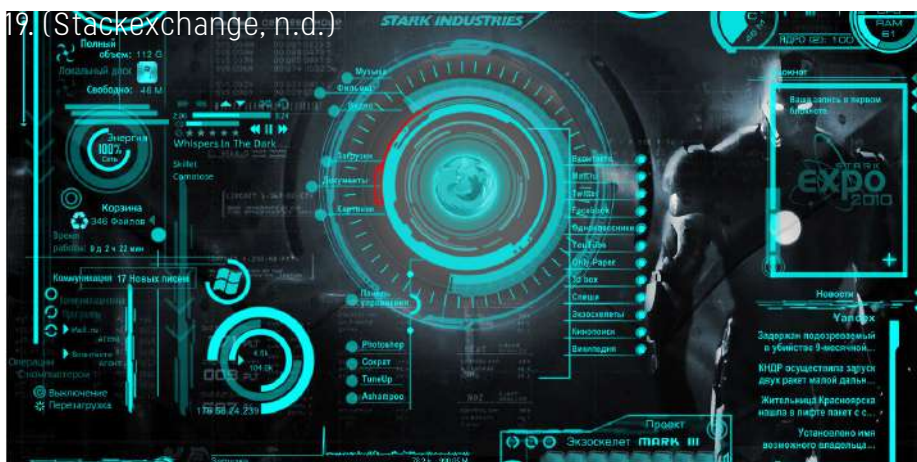
20. (Creative Market, n.d.)

21. (Motion Elements, n.d.)

When it comes to design styles and where I could draw inspiration the two design styles that I am torn between are Minimalism and Sci-Fi related design here I will show through images where I am drawing my design inspiration from, first I looked at a lot of Sci-Fi design and even different UI kits, the first image is very clean and draws of a mix of a minimalistic sci-fi design style, using Sci-Fi seemed like a simple solution to the audience, although it also left me with a more complex narrative structure to the site, I did want my site to target the focused user but also be easy to use for any new users that come to the site. I know that blue is a strong aspect of Sci-fi, my questionnaire also contributed that it is the main colour associated with Sci-fi. To be able to do fancy animations through my known code languages in a sci-fi method can talk along time to develop, limitations on time could stop me doing that depending on how complex I make my design. Therefore I wanted to look more into minimalism with maybe Sci-Fi elements as from my questionnaire I discovered that some users see minimalism tied in with space adventure making it possibly appropriate. I know how important it is to take into account the characteristics of any minimalism design, studying minimalism before and knowing that in a lot of the cases "less is more", it is important that I tell a story without overwhelming the user and allowing them to explore the site in a simplistic way. I

first looked at this interesting collection of poster which gave me a Sci-Fi, minimalist, postmodern vibe, the textures and simple colours allowed the minimalism to chine through although the clutter of what was going on and the space-like layout of the poster gave me the Sci-Fi and postmodern vibes. It was interesting to take inspiration from and gave me more of a vision of how I wanted my site to look. I then looked at this interesting collection of posters with fonts and I looked carefully at how they use the aspect of empty space as a strength positioning the text strategically giving room for a smoother area. If there was just chaos all over it would be more postmodern. I then looked at a very minimalistic Sci-fi piece with the use of 3 colours, a planet and a ship, this is closer to how I want site to look like although obviously with more of a narrative structure, I want to make sure that every element on the screen contributes to the users experience, the target audience and also my design style as if I start to mix styles it can end up getting messy and lose its connection with the user, at this stage I have decided that I will either got for plain and simple minimalism, paying great attention to how I do it or minimalism with Sci-fi colours and elements it just depends on how the rest of my visual research effects my target audience and what would be appropriate to use. It will also allow me to be more creative as I feel minimalism is one of my strengths

22. (Behance, n.d.)

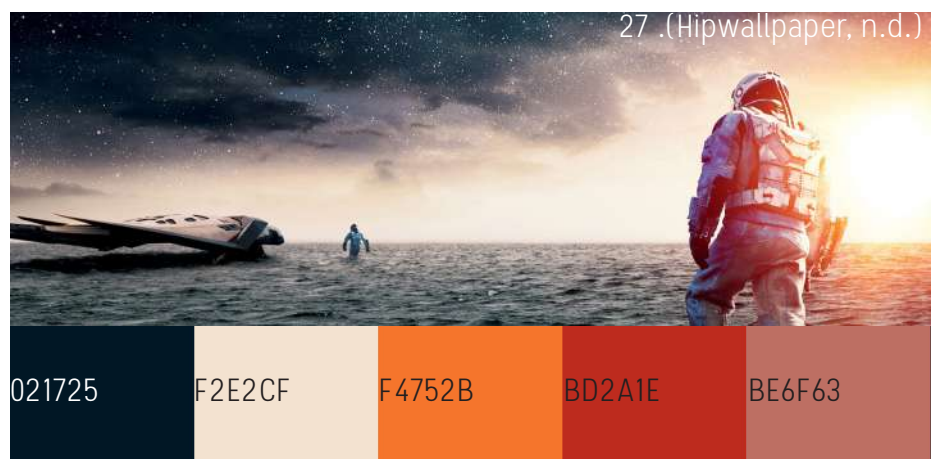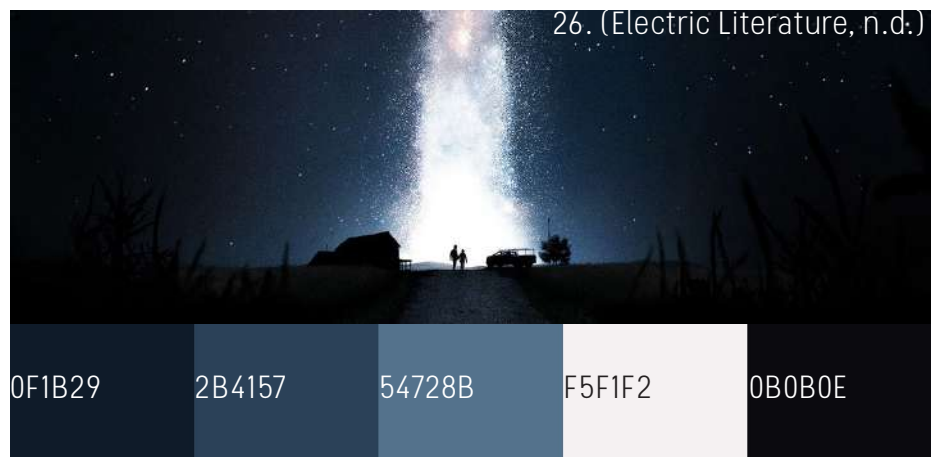(23. Fast Company, n.d.)

(24. Tumblr, Werholz, n.d.)
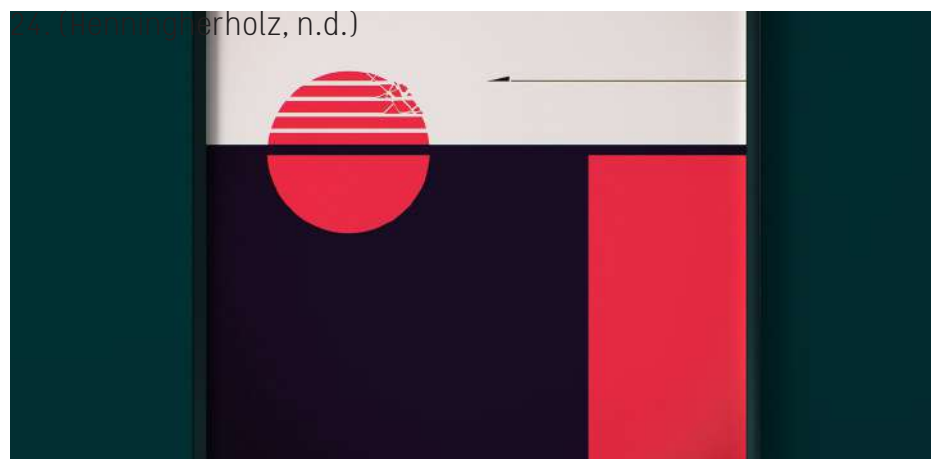
25. (Twitter, n.d.)

Colour Palettes

Here I want to address colour using the Adobe Colour application and also my knowledge from MED107 and MED109 where I researched deeply into colours and how they effect you. I want to make sure to pick appropriate colours for my site that match the primary text well whilst also address the visual understanding and communication problems previously suggested in Audience Research. I will take colour palettes from stills in the movie to see if I can draw an appropriate colour palette. Looking at the first colour palette from the stills I was given a darker range of blues, colours I could use effectively across the site due to the palettes almost space looking theme, the image itself however is very night sky based so I expected this darker range of blues and a cream colour from the stars too. This could very well be used with the site. The second palette is unique and gives the same dark blue colour from the sky although the sun flare allows for a range of orange and reds to come in to the palette, if I want to do any work with planets and want to use these colours maybe for Saturn or Mars it could be a good aspect to take into account due to it being tied to the movie still. The third image I looked at shares a somewhat similar colour scheme to the first palette, I need to make sure that I use these darker navy colours whilst also utilising the brighter cream or white colour to get
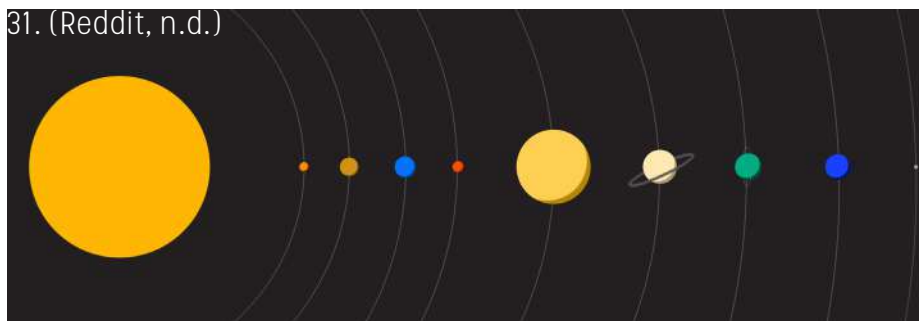

26. (Electric Literature, n.d.)

| 0F1B29 | 2B4157 | 54728B | F5F1F2 | 0B0B0E |

27 .(Hipwallpaper, n.d.)

| 021725 | F2E2CF | F4752B | BD2A1E | BE6F63 |

28. (Legendary Trips, n.d.)

| 092442 | 72848E | 3E525B | A7BAC1 | DDEFF3 |

29. (Manchester Science Festival, n.d.)

| 655349 | 030704 | 1A1C17 | 0F1D1E | D8AC94 |
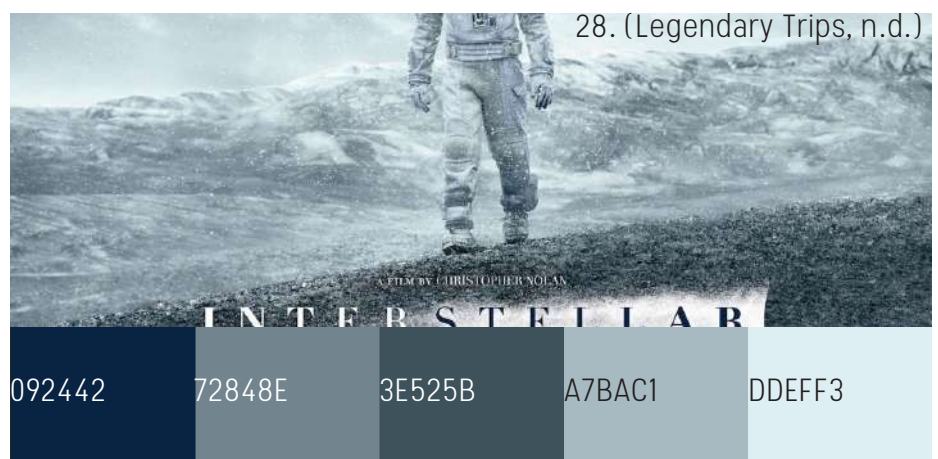
30. (Vaaju, n.d.)

| 55584F | FCFDF8 | 0D0D0D | 252523 | 2E2E2E |

31. (Reddit, n.d.)

| FF4A02 | FFCF54 | 0271F7 | 01AE83 | EBA805 |

32. (Wordpress, n.d.)
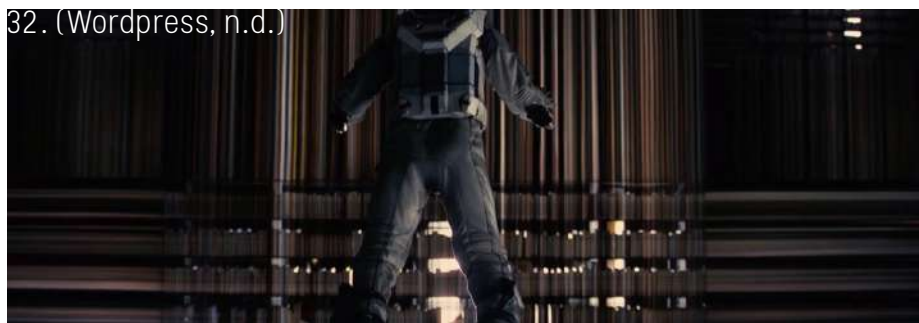
| 08080A | 513A19 | AB9284 | 644B47 | 2C2019 |

33. (Wordpress, n.d.)

| 060C0A | 53544D | 131B1A | 15282B | 706B5F |

the full effect of contrast, I do however Primarily stick to black white and one colour, however if appropriate I will draw from this table, possible navy, white and one colour can work better due to the colour of space, I will decide before mocking up my site. I have attempted to take the rest of the images from stills in the movie that I want to create my site around, and take inspiration with to create an interactive experience, for example in the seventh still in the time continuum it is on the opposite side of the bookcase and therefore the colours are mostly brownish, although this is the colours I would want to use for that specific part of my site, whereas when looking at space and what I could do with planets I would be more inclined to use a mix between the first and sixth still that I looked at. I want to pick my base colours then use the other colours in situational opportunities, I have to make sure that every thing on the screen has an effect on the user in some way, although how they decode the text may be completely different so it is important that even the little details are correct. After looking at a range of colour palettes I want to take out my own colours from each of them and then apply them to different aspects of my site, overall though I want my site to be colour consistent, I want to do work with planets, so the range of colours from our solar system will help with that, I also want to do elements based on time travel and the government and what they are hiding so it is very important that I choose my base colours very carefully. I will have the colours from these stills to refer to if needed.

Visual Decisions

On this page I will sum up my visual decisions that I have decided on when looking at example websites, different fonts, images, taking inspiration from the movie, what I think my research has justified up into my design style, I will also choose a base colour palette that I will use for my site. Of course the limitations may change when I enter the construction phase of my website although for the most part I will try to stick to what I found out in the information phase and apply it to my design throughout.

Typography

From all the typefaces I looked at I have decided to take the Stellar typeface, I feel it will compliment the design style I have chosen well whilst also complimenting the movie font as well. It has a **BOLD** version as well which I may use for headers. But for the majority of the body and elements on the website I will be using the light version. I think it is easy to read and minimalistic and the thin futuristic style fits the movie well. I only want to use these two fonts on the page as when you use more than that it can end up being a mess and the website may look bad or just lose its overall feel.

INTERSTELLAR
INTERSTELLAR

Images & Clips

For any visuals I need such as images or clips from the movie I will be referring and using these from the film itself, this will help enhance the user experience especially for those who have seen the film. I will however make it so that it is spoiler free as much as possible. These should be throughout the site at specific points for the users to interact with and also get details from. Clips and images should help the user make further connections between my secondary text and the primary text. I have plans to make an area where you can download "Intel" this will allow me to make the clips and images available for download, this will also let the interactive experience further. Any graphics needed for the website I will most likely create them myself through Photoshop, I have to make sure that I apply the correct style to them and match my selected colour palette it is also very important that the site does not swap design styles at any point and can recognisable throughout.
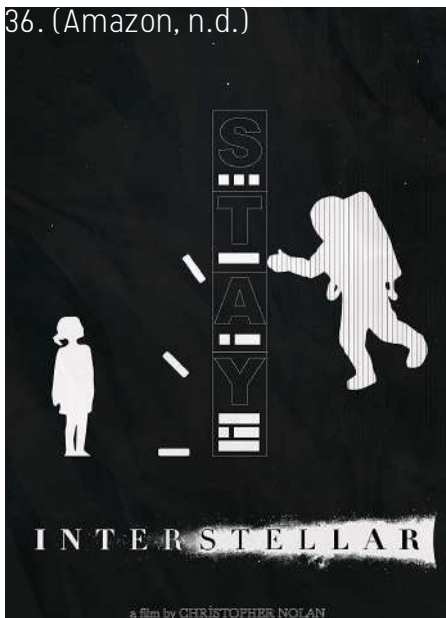

34. (Collider, n.d.)

35. (Cinefex, n.d.)

Colour

When looking at colour I went back to my research from my First Visual Diary in first year when I done extensive research into colour. I have picked the colour pallete below as my base colours although for things such as planets and other elements I will have free range of colour, but I mainly want to stick to what is below. Of course this could change again in the construction phase of the site although these are the colours that I propose.
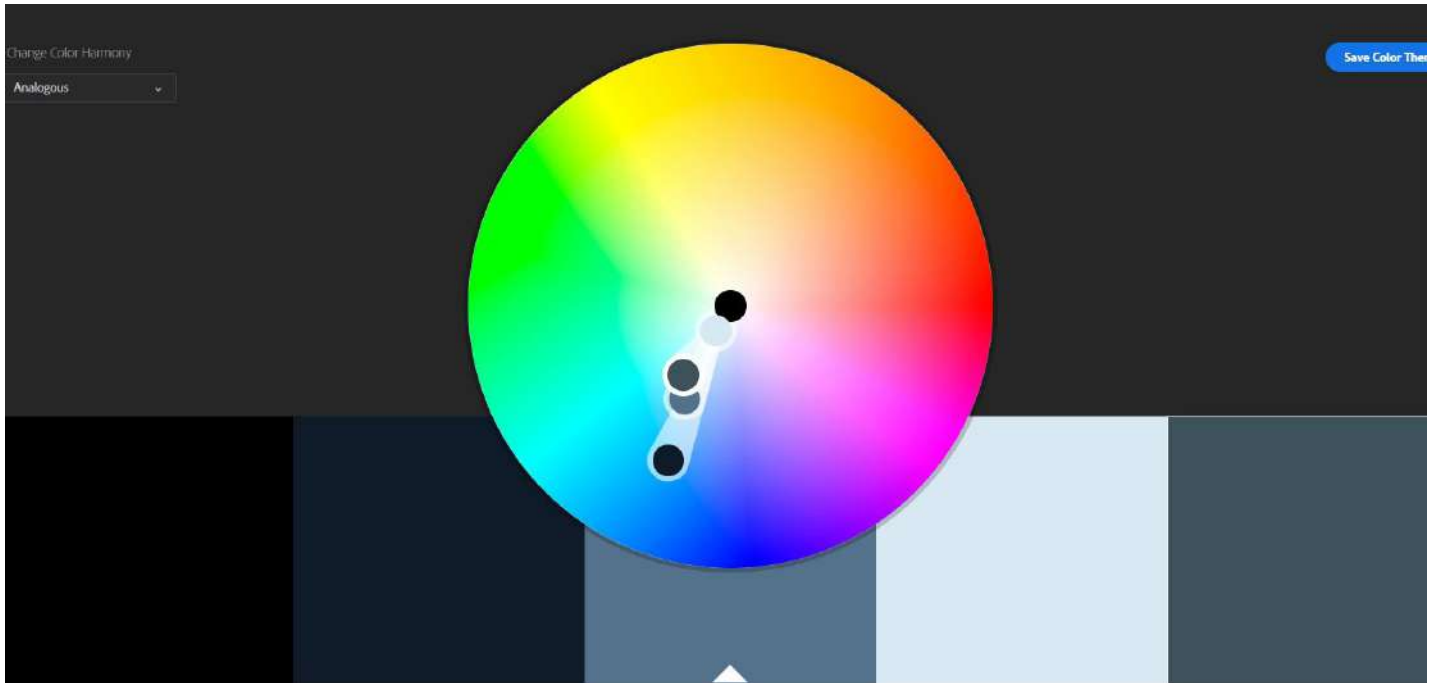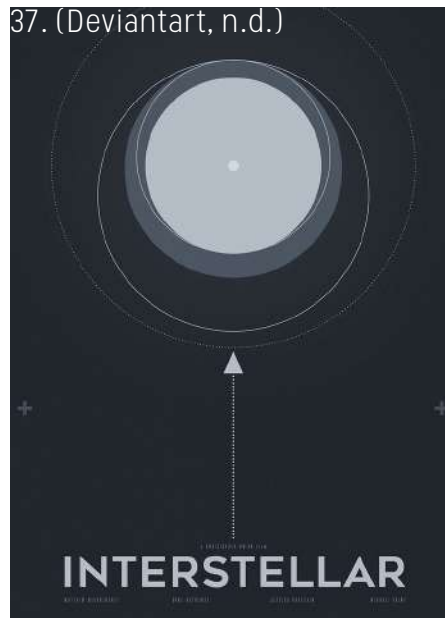

Design Style

I wanted my design style to be unique but still be connected to the text, I was torn between doing a strict futuristic theme to the website although I wanted to communicate the information effectively and I felt the best way for me to do this is with a minimalistic styling, it will allow me to create effective graphics and also take minimal aspects from the movie, only where needed. Having studied the conventions of minimalism within MED109. It is important that I apply them to make sure the website flows, empty space is important and only providing things which improve the user experience. The design style also goes well with my chosen typeface. I have looked at some images to take inspiration from being minimalistic poster for the film. Using simplicity to create a mystery narrative or sense of exploration.
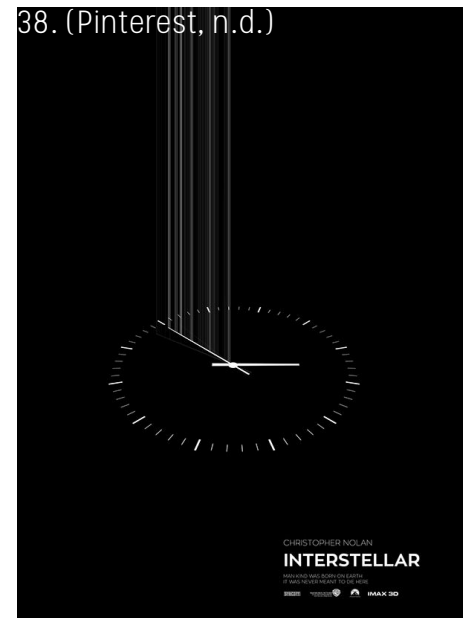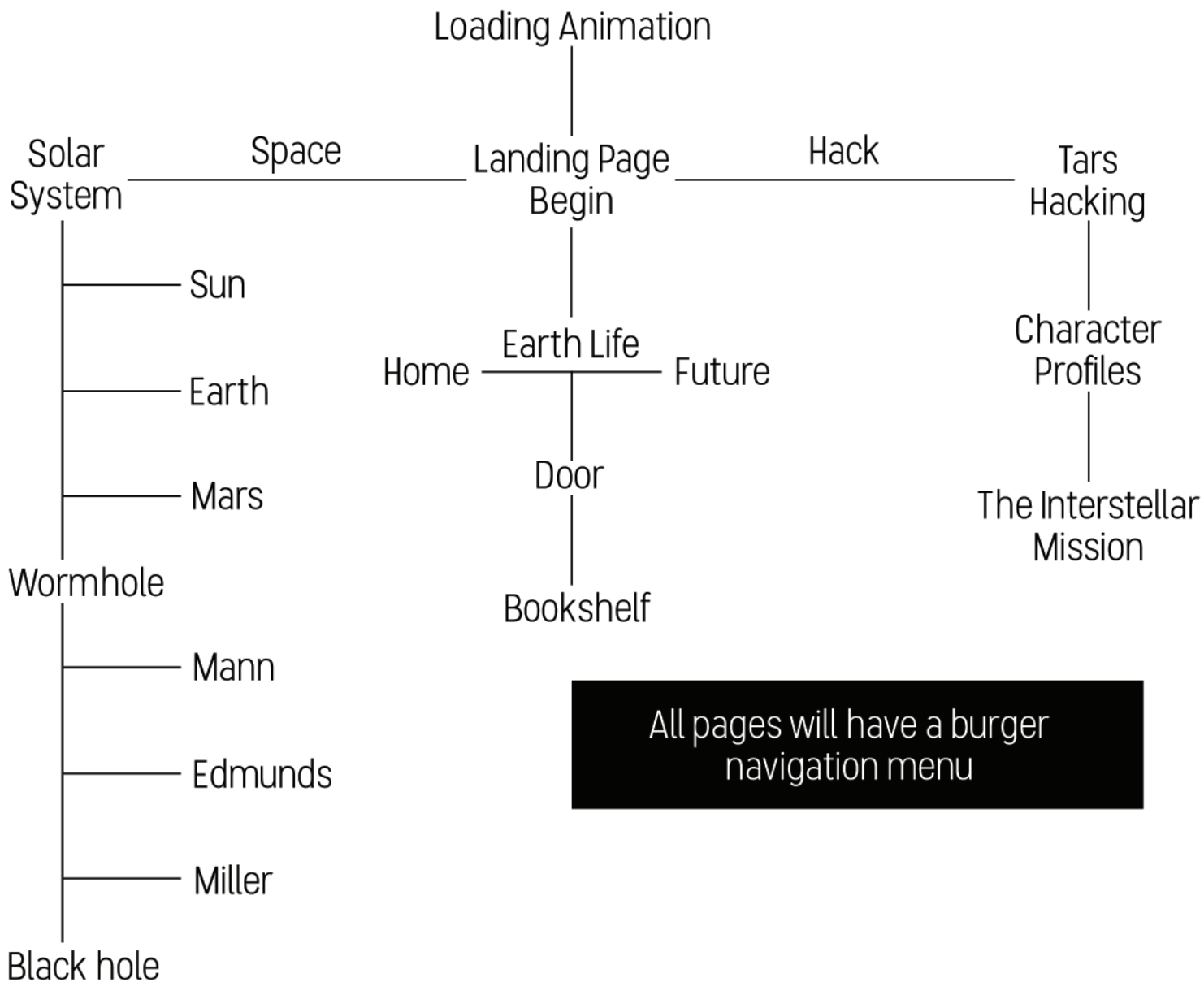
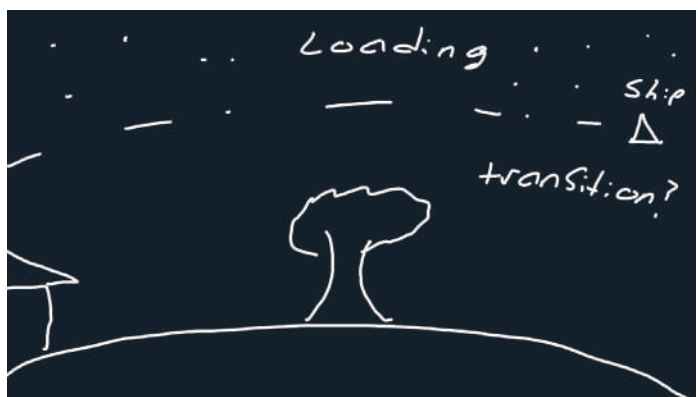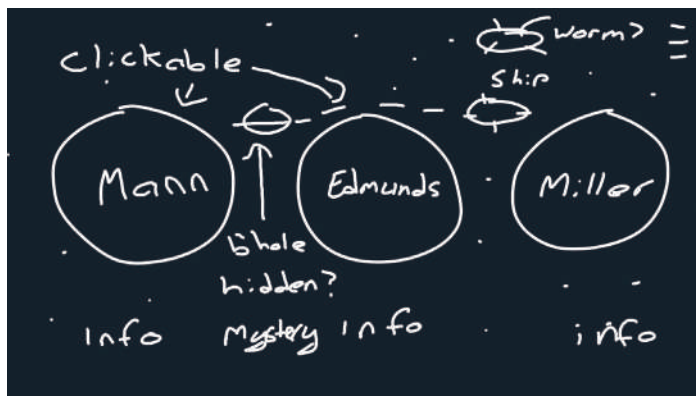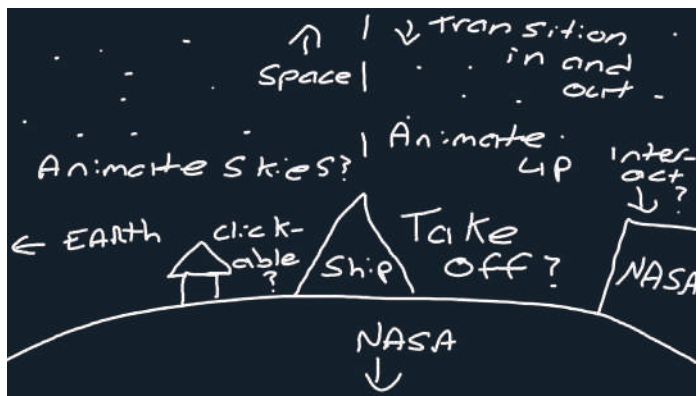36. (Amazon, n.d.)   37. (Deviantart, n.d.)   38. (Pinterest, n.d.)

Site Map

```
                          Loading Animation
                                 │
                                 │
Solar            Space      Landing Page        Hack         Tars
System ─────────────────────  Begin  ─────────────────────  Hacking
  │                              │                              │
  │                              │                              │
  ├──────── Sun                  │                         Character
  │                         Earth Life                      Profiles
  │                    Home ──────────── Future                 │
  ├──────── Earth              │                                │
  │                            │                          The Interstellar
  │                          Door                            Mission
  ├──────── Mars                │
  │                             │
Wormhole                     Bookshelf
  │
  │
  ├──────── Mann
  │                    ┌────────────────────────────────┐
  │                    │   All pages will have a burger  │
  ├──────── Edmunds    │       navigation menu           │
  │                    └────────────────────────────────┘
  │
  ├──────── Miller
  │
Black hole
```
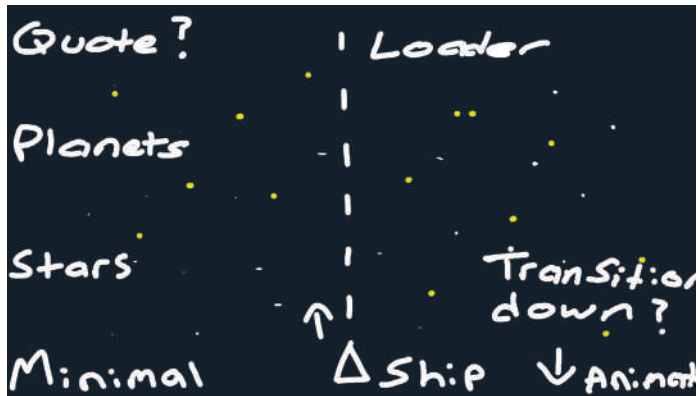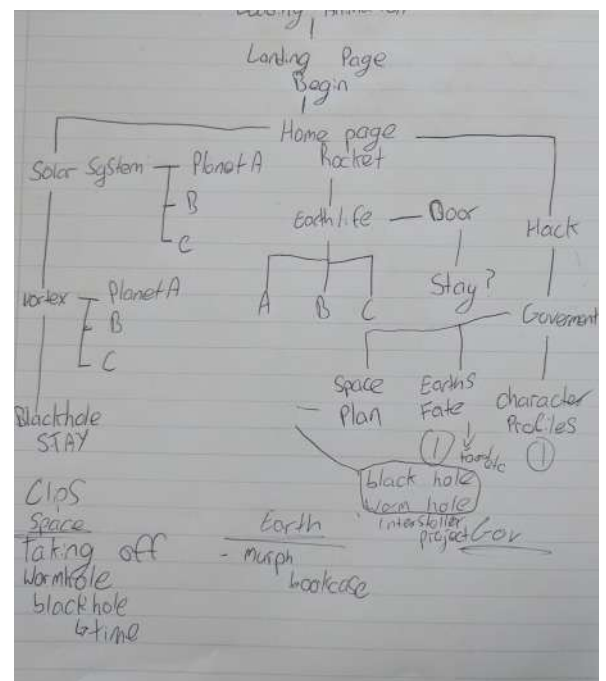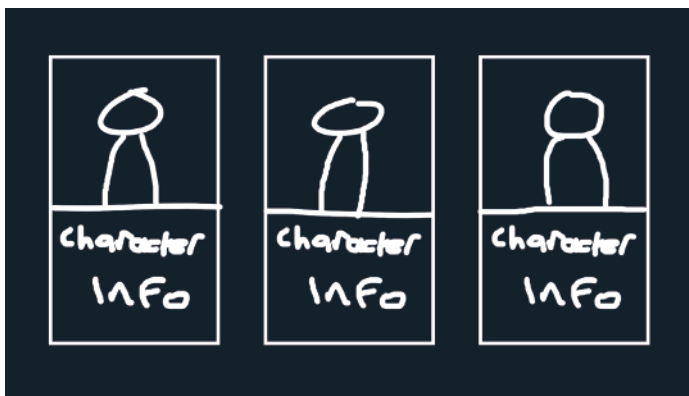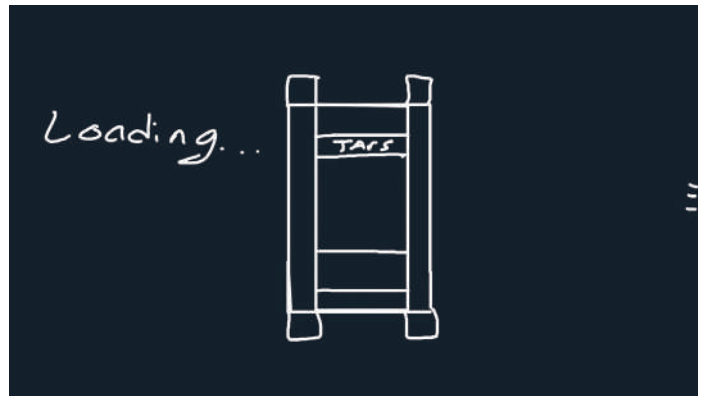
This is my site map, this will help me visualise how my website will be navigated, on every page below and linking off the "Landing Page Begin" will have a navigation burger menu which will allow for access to different areas of the site therefore enhancing user engagement and not having them to use the browser to navigate back or forwards. "The Gesalt psychology concept of continuity leads directly to the next principle of visual organization, which is alignment. The word "alignment" come from Latin root for "line". In graphic design, it usually has to do with how things are positioned along a virtual or invisible line. Page layouts with strong alignment will have made unbroken virtual lines." (McCracken and Wolfe, 2004)

"Usually, we need to try and design the navigation system so that the user of the website can easily recognise 'where they are' in the website and easily be able to recognise how they can move to wher-ever they wish to go in the site." (Lawrence and Tavakol, 2007)

Sketches

Panel 1:
Quote? |Loader
Planets |
Stars | Transition down?
Minimal   △Ship ↓Animate

Panel 2:
comet comet↓ down from before
Moon
INTERSTELLAR
↓ begin

Panel 3:
↑ |↓Transition in and out
Space|
Animate skies? |Animate up Inter-act↓?
← EARTH click-able? Ship Take off? NASA
NASA ↓

Panel 4:
Solar system
Sun
Planets
Stars?
▷Ship   Animate
worm hole
menu? ≡
Navigate
Info on Planets
Mother ship

Panel 5:
clickable
worm? ≡
Ship
Mann Edmunds Miller
b'hole hidden?
Info   Mystery Info   info

Panel 6:
stay
colour books

Panel 7:
Loading
Ship △
transition?

Panel 8:
info on earth   Farm?   info on events

Sketches

These sketches will help me visualise my project as I mock it up, it is important that I refer back to my initial ideas for the project and also change things as I go through this will allow for me to develop the site as best as I can. I will add things in, change things and also leave things out as I mock up the site but from these sketches I have the core structure of what I want to do and some ideas of how it will look. Even if they are simple.

Mockup

On these coming pages I will mock up the main areas of my interactive site, explaining what the pictures can't in the mean time, I will also do my best to explain my reasoning for my choices some things may be changed or left out when it comes to making the site but at this moment this is what I plant to do. The first page my audience will be greeted with is the loading screen, this will involved a very minimal screen with a short animation of a ship flying vertically across the screen, as the ship makes its way across the screen two quotes will appear at either corner, one for the start of the load and one for the end of it. I will also make stars appear around the ship as it makes it as way across, this setting the minimal theme for the site and also drawing on aspects from the film using a space ship, aspects involving space and also using a quote from the movie. It is important that when working under minimalism I don not over clutter the space and therefore the blank spaces at either side of the screen are important to show how empty space is and also address the minimal design style. Once the ship as crossed the whole screen it will then load the first page of the website, this is just what you experience when entering the site. It is more a nice element to throw in to set the mood and expectations for the site.

Mankind was born on Earth...

..it was never meant to die here

This page is the landing page where you are first introduced to the text in my chosen font and also brining in more Sci-Fi and space elements, from here you can select the begin button to allow you to progress into the website. It also introduces the minimalist theme further, I did not want to make the sky too full off different elements therefore I grabbed some of th basic graphics and created a night sky. I want to animate this screen so that the night sky comes out almost as if it is alive, this could be something simple such as the asteroids slowly rotating or the comet shooting across the sky, just little simple elements for the user to interact with. I also want to do a fancy button roll over with the word begin and possibly something to do with the image below the word although I have played around with GIFS and placing them on website effectively, making that a possible crucial element for this site. Once you click the button I either want to have a fade out or a scroll downwards and allow for the next mock up screen to appear, this being a smooth transition between the pages. There is an opportunity to maybe use the Interstellar sound track here as background music although audio on sites has to be used effectively if at all. There is perhaps other soundtracks I could take to provoke curiosity within the audience when first engaging with the site.

Begin

INTERSTELLAR

Mockup

This page is the base of operations for what you want to do on my site, it shows a rocket ship, I will refer to this page when talking about the three options around what to do on the page such as Earth Life, Space and Hack, I have also included a menu option on this page, this will be key to every page after this. This menu bar allows for easy navigation throughout the website, this making sure not to kill the interaction with the user by forcing them to use the back button on the browser. This menu will be in a burger menu style. This allowing me to move it if needed although I want to keep it constantly within the right middle of the screen, although with style of page this may change. I may

do the same thing here I did on the first pages and apply some light animation within the sky. I was debating whether or not to create a on page website with each of the pages accessible in different directions, although I feel different pages or the use of transitions could also be effective. Of course this

could change when it comes to developing the website. I have debated adding in the title Interstallar here as it is the home page although due to the minimalism nature I don't think its essential. I do not want to over complicate this page and also have smooth animations of this page.
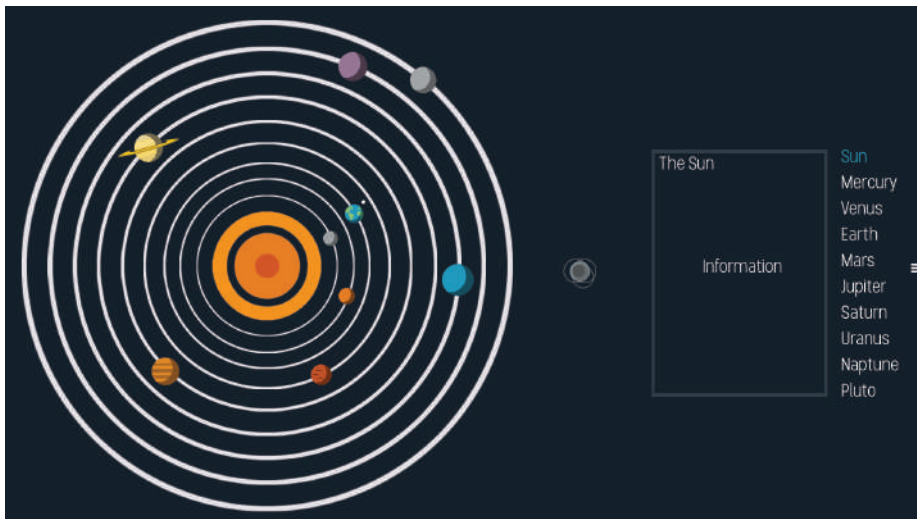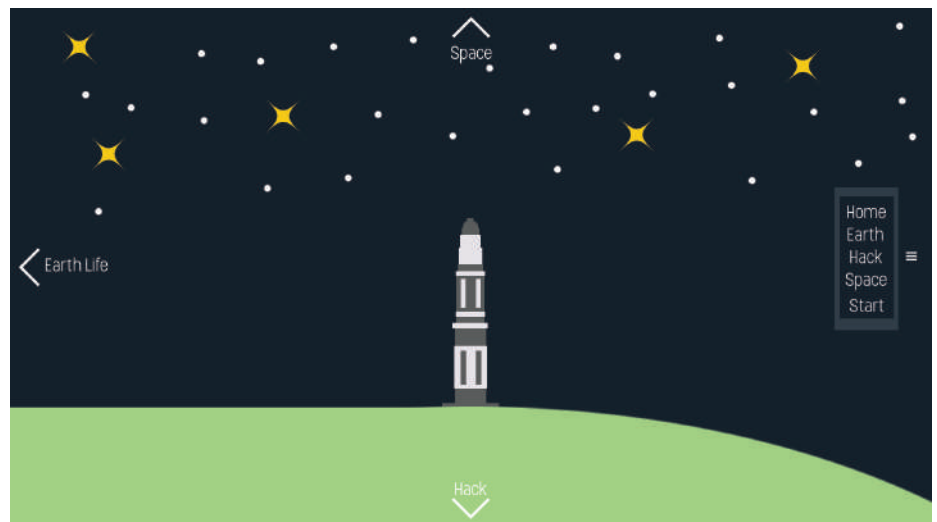
If you chose on the home page to go to space, you will be taken to the this page through the rocket taking off, you will then be greeted with the first clip on this route where you witness the rocket taking off in the film. This allows the audience to interact with the secondary text. This page is mainly information

centred. It gives a variety of information through tabs on the right hand side on the planets in our solar system and gives a visual of the planets orbiting the sun, this will be done through simple animation, There is then the first hidden aspect of the site in the wormhole beside the solar system, it is not labelled

and not exactly hidden although if you do not visit the hack section of the site there is no way to know what it is without randomly clicking on it. This will encourage the user to interact with the site and explore further to see if they can find hidden information, also by keeping this aspect hidden it allows new users to avoid spoilers of the movie. The menu button is still situation on the right hand side of the screen, this will allow the user to quickly navigate to other areas of the website if needed. This page getting into a lot of the space elements of the movie whilst also staying minimalist design. It also rewards those who have watched the movie as they will know what the wormhole does. Sticking to the base colours.

27

If the user goes through the wormhole they will then be greeted with another clip from the movie of the characters going through the wormhole in the film, this will then bring the user to these planets that are referenced from the movie, these are supposed to help secure Earth's fate and therefore could be seen as a minor spoiler although on this page the user can get information about each of the planets. Again the page is style to match the rest of the site. I have also placed the recognisable ship from Interstellar in between the planets, this will be obvious for anyone who has seen the film. I have again placed a hidden link on this page within the black hole between the other planets. This again is hidden and will be reference from the Earth Life section of the site, therefore if you have went there first then you will know this is click-able, The menu button is still here to allow complete navigation to other parts of the site which is useful when you need to gather information from them. Again it applies that people have seen the move may know about the black hole and have the instinct to click it, which is a reward in itself for engaging with the primary text. It is important that I look for opportunities at all time which could further the interactivity with the site and have roll over effects when it comes to click-bale objects.
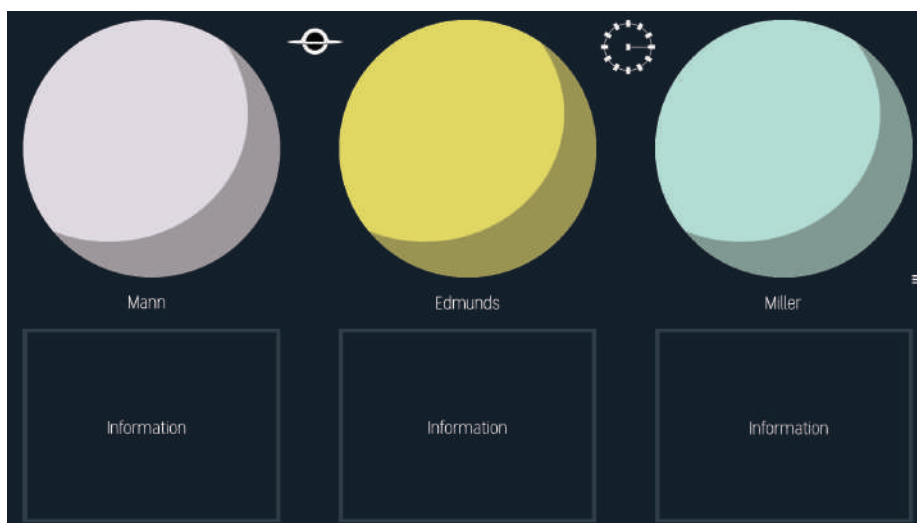
The last page on the "Space" section of the site is this simple page, you access this through the black hole on the previous page, if you do click on it, a clip will be played of the end of the movie where cooper falls goes into the black hole and then wakes up in the 5th dimension, it was hard to demonstrate this 5th dimension with the minimalist design. If you make it this far to see this page you can see a semi spoiler from the site depending on how the user interprets the image, as it is clearly tied to a page within the Earth life page where Murph is looking at the bookcase, it just shows the bigger picture of what is going on, making completing this route of the website a reward. I may throw in some animation here and see

if i can demonstrate like flickers in the time lines to give better effect, the menu bar had to be moved to allow it to be seen over the image. At this point there is no clear way further and the user should be intrigued by the image and navigate back to the home page via the main menu, although the site is to provoke mystery so there is no clear instructions to do that. Throughout the space route I will play around with the aspect of adding audio the user can control and see how that works with my design and method of story telling, it can either be effective or not.

Mockup

Going back to the home screen and taking the Earth Life direction will take you to the a information screen similar to the solar system page although it is positioned to give information from the view that the people on planet Earth only know what's going on within Earth. Therefore there is a need to make ties between each of the sections so that the user can fully engage with the website and draw conclusions to unlock more areas within the space section of the site. Again I may apply animations on this page of the site this will help bring the page alive. I have placed a slight hidden click on this page in the door, again this information can be gained through the hack part of the website where you will need to go to receive data on how to progress through the website, giving the user a task for them to fulfil. The menu button is at the right side again for easy navigation. It is important that the user explores the site to gain the information so that they can work through the site e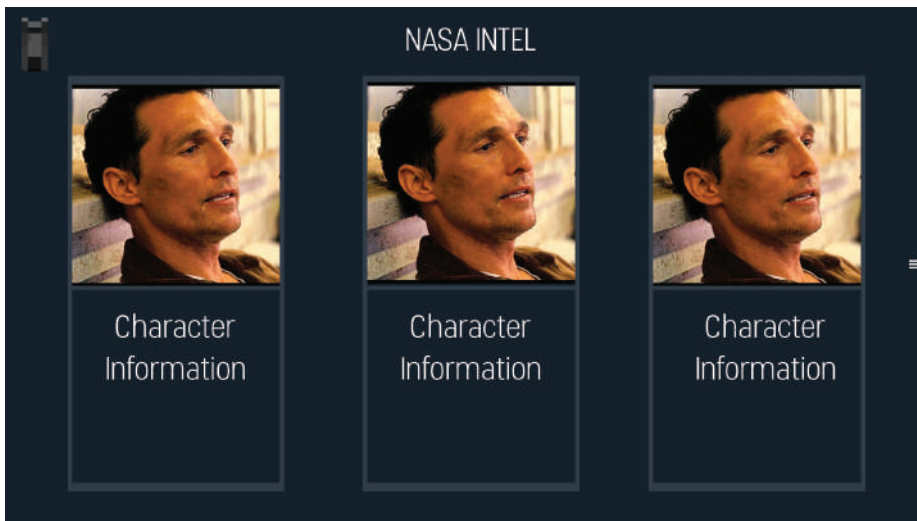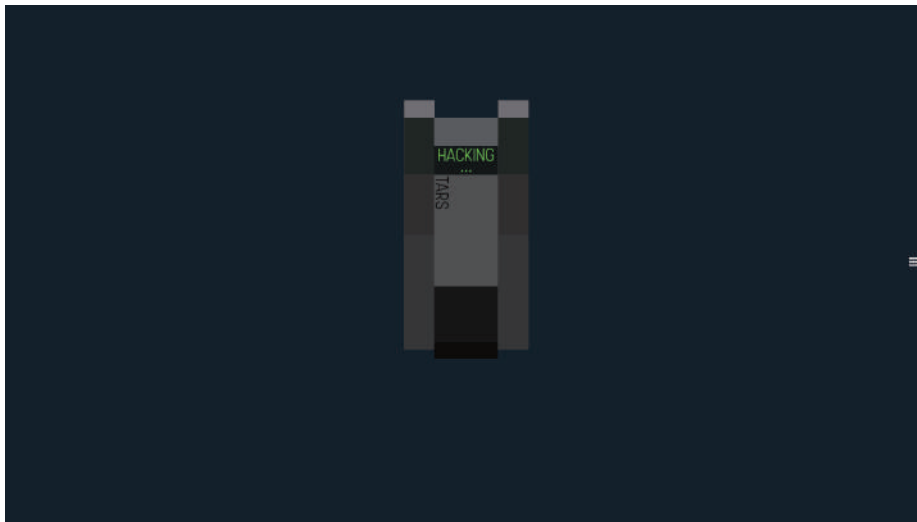ffectively if they have seen the movie otherwise new users will need to work to get into specific areas. It is important that I keep the target user in mind which is people that have seen the movie although I can not expect them to remember the movie in and out so they have the opportunity to find out the information to progress as well.
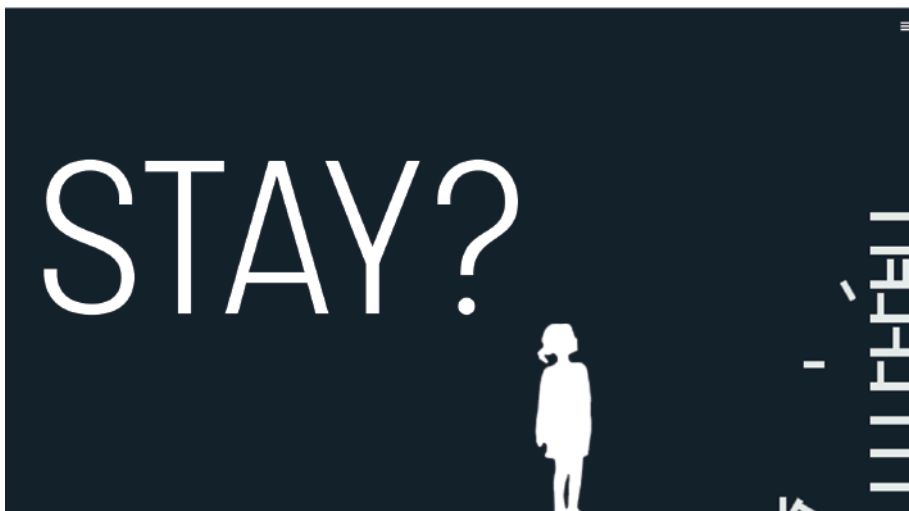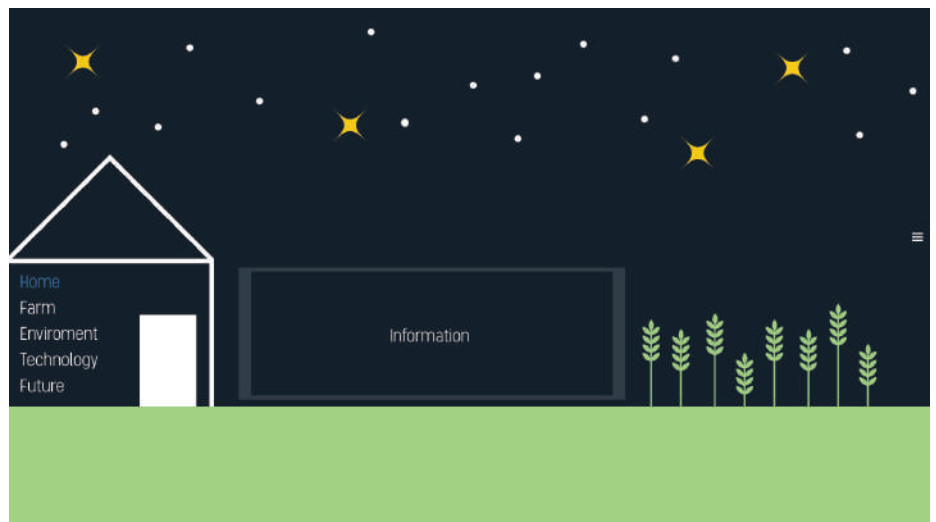
By going through the door you are brought to this page. If the user comes here first and then sees the last page of the space section then they should make the connection that the space section shows the bigger picture of the image and what is actually happening, to gain access to this part of the website you have to find the hidden click on the door, then you are greeted by a clip of Murph examining the book shelf. This is then shown through the minimal design. This is the end of the Earth Life section of the website and the audience should navigate back to the home page via the burger menu, although due to the mystery and puzzle solving nature of the website, the user may be inclined to look for clues. This encouraging user engagement. This film plays on the aspect of time and in the site itself depending on what area of the site you go to first you will be theoretically seeing a spoiler of the movie but done in a clever way through the aspect of time. Some may complete the space section first and then the Earth and therefore each users experience maybe different depending on their curiosity and if they have seen the film itself. It is a very simple page and i may include animations involving the books or possible more interaction with the user where they can knock the books off the shelf if not in this stage in the final bit of the space exploration section.

NASA INTEL

Character Information

Character Information

Character Information

THE INTERSTELLAR MISSION

Earths Fate

Information

Earth's Fate
The Plan

will be a recognisable character from the film for those who have watched it. This is just a simple loading animation to help engage with the fact you are hacking something. I Will then have a page where at the top there are different character profiles, I may put these in tabs like the planets although I want them to look and be worded in a professional manner like you are hacking NASA's intel. It will be key characters from the movie and contain information that may help you progress else where. I will then have the option to scroll down further and access the intel on the secrets going on within NASA from the movie, there is a bit of manipulation in the film so it is important that I structure this carefully. It is crucial to go through this part to get information on the black hole and the wormhole. I will then talk about this as if NASA has wrote it, where as Earth Life will have a different angle entirely. It is important that when working with minimalist design that you take into account how much space there is whilst also managing how much design work there is, I have tried to do this throughout mocking up my site. "Design is as much an act of spacing as an act of marking." (Lupton, 2014) Now that I have summed up my site and taken the inspiration and research applying it to my website I will ask further feed back, attempting to create the site the best I can for the position of my user, I will then construct it to match the mock ups as best as possible.

The final section of my site will be the hacking section this is accessed through the arrow on the bottom of the screen, I will need to re-watch the film to see if there is an appropriate clip to use here as it has to be specific for the audience to feel immersed. You will first be met with a loading screen via an animation that will display the word hacking on TARS. Which

Limitations

It is important that I identify the limitations of the secondary text I create, this will allow me to avoid making simple mistakes to create more limitations and also understand my areas for improvement, possibly things I can alter when creating the secondary text.

Choice of design is loosely connected to the primarily text, something such as a Sci-fi themed design would have been more appropriate for the user experience.

Due to the minimalistic nature of the sigh new users may find it hard to understand what is going on as it is heavily image based, although there are still areas of information which may intrigue the user.

The website will not be able to be responsive due to the lack of time and I want to get all of the visual elements down although if I find time I would want to make it responsive.

The user may not be able to effectively navigate the website due to their lack of knowledge on the text and not know where to find the information on the site to progress further into it.

The minimalistic nature of the website may also cause the user to struggle to navigate the website and find out the information needed so it is important that I word the information well when creating the site.

Some users may not like the design element of minimalism mixed with Interstellar, therefore it could put them of on first glance although the minimalistic style is simplistic and easy to take in, some users maybe annoyed with the fact that the simple style and a complex story do not mix although due to the sparce detail in minimalism it allows for a smoother almost mysterious story telling with minimal detailing, which somewhat makes it complex and open to interpretation.

I want to immerse the user with information about our solar system, this however may not be appropriate as the movie does not focus on elements from our own solar system but of the one through the worm hole, this could not be interesting to some users but is more for aesthetic design and those who are interested.

I may change things within the development stage, add or leave out pages, it is important that I am aware of this and I may find more opportunities for interactivity when I am in the moment of designing.

User Journey

Answers/Progression Pages

Project Scoping

Sign-off Sheet

Project Name : Interactive Design (Interstellar)

Project Manager: Nathan Redpath

Project Reviewer: Eoin Stewart

Date Closed: 18/10/18

Outcomes Achieved

Visual Research into existing media types

User Profile and insights

Completed scoping questionnaires

Technical analysis of existing media content

Conclusions

Project Proposal is overly extensive although it gets the point across and demonstrates a good understanding of the project at hand and what is to be achieved.

Audience Research is very detailed and done well, has done great research in creating for the specific user at hand.

Questionnaire is effective and helps construct a character profile, contributing well to the audience research, mix of open and closed questions and gets the respondents to give out more information.

Has done visual research into fonts, colours, design styles, images and clips allowing for progression into the proposal stage nicely.

Change/Review

A lot of typing, although the detail given is good

Good graphics for the interaction goals and the project schedule, the use of images is well done as well.

Explains the project at hand well.

Project Proposal

Sign-off Sheet

Project Name : Interactive Design (Interstellar)

Project Manager: Nathan Redpath

Project Reviewer: Cody Leslie

Date Closed: 31/10/18

Revisions

I have began to less typing and more image based pages.

Outcomes Achieved

Project Proposal

Resolve Content decisions

Develop and source content

Identify Limitations of proposal

Develop Site Structure

Conclusions

Project proposal is very detailed, which is good but I feel like it might be too black and white!

You need more limitations in your work, you should probably add them for the final production.

You have developed and sourced the content very well.

This site structure is very detailed, showing the site map, sketches and user journey!

Change/Review

Try adding more colour

Add limitations to your project for your final draft

Paper Prototype

Sign-off Sheet

Project Name : Interactive Design (Interstellar)

Project Manager: Nathan Redpath

Project Reviewer: Jordan Murdock

Date Closed: 31/10/18

Revisions

Added more colour to the document and also finished my limitations.

Outcomes Achieved

Build screen mock-ups

Design user interface

Create architect use cases/ user journey

Conclusions

Site map is detailed and clearly laid out for easy user traversal

Mock ups show a clear understanding of the envisioned project outcome

The user journey shows a nice layout of what the end project shall look like, but confusing to see the connection across the page, they do not feel connected.

Change/Review

Allow the journey to be more connected

Add more colour to the document and the site.

Create more areas of dead content

Bibliography

Images

1. SLIDESHARE
In-text: (Slideshare, n.d.)
Your Bibliography: Slideshare (n.d.). [image] Available at: https://www.slideshare.net/bearskin_2/who-is-the-target-audience-for-your-thriller-opening [Accessed 19 Oct. 2018].

2. INFOGRAM
In-text: (Infogram, n.d.)
Your Bibliography: Infogram (n.d.). [image] Available at: https://infogram.com/cross-cultural-consumer-characterization-1g3qnmxgd8yjplw [Accessed 19 Oct. 2018].

3. SIMPLY PSYCOLOGY
In-text: (Simply Psycology, n.d.)
Your Bibliography: Simply Psycology (n.d.). [image] Available at: https://www.simplypsychology.org/maslow.html [Accessed 19 Oct. 2018].

4. IMBD
In-text: (IMBD, n.d.)
Your Bibliography: IMBD (n.d.). [image] Available at: https://www.imdb.com/title/tt0816692/ratings?ref_=tturv_ql_4 [Accessed 19 Oct. 2018].

5. WALKING DEAD
In-text: (Walking Dead, n.d.)
Your Bibliography: Walking Dead (n.d.). [image] Available at: http://walkingdead.wikia.com/wiki/Season_4_(Video_Game) [Accessed 12 Oct. 2018].

6. ATTENBOROUGHSREEF
In-text: (attenboroughsreef, n.d.)
Your Bibliography: attenboroughsreef (n.d.). [image] Available at: http://attenboroughsreef.com/ [Accessed 13 Oct. 2018].

7. BBC
In-text: (bbc, n.d.)
Your Bibliography: bbc (n.d.). [image] Available at: https://www.bbc.co.uk/programmes/b006m86d [Accessed 13 Oct. 2018].

8. THECAPITOL
In-text: (thecapitol, n.d.)
Your Bibliography: thecapitol (n.d.). [image] Available at: https://www.thecapitol.pn/ [Accessed 13 Oct. 2018].

9. DISTRICT13
In-text: (district13, n.d.)
Your Bibliography: district13 (n.d.). [image] Available at: https://district13.co.in/ [Accessed 13 Oct. 2018].

10. ARCHIVE.HI-RES
In-text: (archive.hi-res, n.d.)
Your Bibliography: archive.hi-res (n.d.). [image] Available at: http://archive.hi-res.net/donniedarko/ [Accessed 13 Oct. 2018].

11. ARCHIVE.HI-RES
In-text: (archive.hi-res, n.d.)
Your Bibliography: archive.hi-res (n.d.). [image] Available at: http://archive.hi-res.net/donniedarko/ [Accessed 13 Oct. 2018].

12. LADY BIRD
In-text: (Lady Bird, n.d.)
Your Bibliography: Lady Bird (n.d.). [image] Available at: http://ladybird.movie/quiz [Accessed 13 Oct. 2018].

13. JURASSICWORLDMOVIE
In-text: (jurassicworldmovie, n.d.)
Your Bibliography: jurassicworldmovie (n.d.). [image] Available at: http://www.jurassicworldmovie. co.uk/# [Accessed 13 Oct. 2018].

14. IMBD
In-text: (IMBD, n.d.)
Your Bibliography: IMBD (n.d.). [image] Available at: https://www.imdb.com/title/tt0816692/ [Accessed 20 Oct. 2018].

15. CULT PROJECTIONS
In-text: (Cult Projections, n.d.)
Your Bibliography: Cult Projections (n.d.). [image] Available at: http://www.cultprojections.com/ essentialviewing/interstellar [Accessed 20 Oct. 2018].

16. JOBLO
In-text: (Joblo, n.d.)
Your Bibliography: Joblo (n.d.). [image] Available at: http://www.joblo.com/movie-posters/2016/ arrival-02 [Accessed 20 Oct. 2018].

17. BRAVENEWHOLLYWOOD
In-text: (Bravenewhollywood, n.d.)
Your Bibliography: Bravenewhollywood (n.d.). [image] Available at: http://www.bravenewhollywood. com/sci-fi-movie-poster-somnus/ [Accessed 20 Oct. 2018].

18. SIFF
In-text: (Siff, n.d.)
Your Bibliography: Siff (n.d.). [image] Available at: https://www.siff.net/year-round-cinema/film-festivals/sffsff [Accessed 30 Oct. 2018].

19. STACKEXCHANGE
In-text: (Stackexchange, n.d.)
Your Bibliography: Stackexchange (n.d.). [image] Available at: https://graphicdesign.stackexchange. com/questions/16872/what-is-the-gui-style-called-that-is-commonly-used-in-sci-fi-media [Accessed 30 Oct. 2018].

20. CREATIVE MARKET
In-text: (Creative Market, n.d.)
Your Bibliography: Creative Market (n.d.). [image] Available at: https://creativemarket.com/dannehr/163951-Orbit-SciFi-UI-Kit [Accessed 30 Oct. 2018].

21. MOTION ELEMENTS
In-text: (Motion Elements, n.d.)
Your Bibliography: Motion Elements (n.d.). [image] Available at: https://www.motionelements.com/stock-video-8949071-science-fiction-design-element-rotating-circle-hud-panel [Accessed 30 Oct. 2018].

22. BEHANCE
In-text: (Behance, n.d.)
Your Bibliography: Behance (n.d.). [image] Available at: https://www.behance.net/gallery/31080699/Sci-Fi-Design-Templates-and-Vector-Elements [Accessed 30 Oct. 2018].

23. FAST COMPANY
In-text: (Fast Company, n.d.)
Your Bibliography: Fast Company (n.d.). [image] Available at: https://www.fastcompany.com/3064565/penguin-reinvents-classic-sci-fi-book-covers-with-clever-type-design [Accessed 30 Oct. 2018].

24. HENNINGHERHOLZ
In-text: (Henningherholz, n.d.)
Your Bibliography: Henningherholz (n.d.). [image] Available at: http://henningherholz.com/work/minimal-sci-fi-artwork/ [Accessed 30 Oct. 2018].

25. TWITTER
In-text: (Twitter, n.d.)
Your Bibliography: Twitter (n.d.). [image] Available at: https://twitter.com/maximaxoo/status/889538681643687937 [Accessed 30 Oct. 2018].

26. ELECTRIC LITERATURE
In-text: (Electric Literature, n.d.)
Your Bibliography: Electric Literature (n.d.). [image] Available at: https://electricliterature.com/science-fiction-novels-to-help-with-your-interstellar-hangover-8d1040900e2 [Accessed 20 Oct. 2018].

27. HIPWALLPAPER
In-text: (Hipwallpaper, n.d.)
Your Bibliography: Hipwallpaper (n.d.). [image] Available at: https://hipwallpaper.com/interstellar-backgrounds/ [Accessed 20 Oct. 2018].

28. LEGENDARY TRIPS
In-text: (Legendary Trips, n.d.)
Your Bibliography: Legendary Trips (n.d.). [image] Available at: https://www.legendarytrips.com/trip/interstellar-filming-locations-iceland-2014/ [Accessed 20 Oct. 2018].

29. MANCHESTER SCIENCE FESTIVAL
In-text: (Manchester Science Festival, n.d.)
Your Bibliography: Manchester Science Festival (n.d.). [image] Available at: https://www.manchestersciencefestival.com/event/interstellar/ [Accessed 20 Oct. 2018].

30. VAAJU
In-text: (Vaaju, n.d.)
Your Bibliography: Vaaju (n.d.). [image] Available at: https://vaaju.com/netherlandseng/39-interstellar-asteroid-39-is-still-a-comet-but-interstellar/ [Accessed 20 Oct. 2018].

31. REDDIT
In-text: (Reddit, n.d.)
Your Bibliography: Reddit (n.d.). [image] Available at: https://www.reddit.com/r/wallpapers/comments/7pjzag/minimalist_solar_system_2520x1520/ [Accessed 20 Oct. 2018].

32. WORDPRESS
In-text: (Wordpress, n.d.)
Your Bibliography: Wordpress (n.d.). [image] Available at: https://acropolisdelapalabra.wordpress.com/2015/07/05/interstellar-ciencia-y-ficcion/ [Accessed 20 Oct. 2018].

33. WORDPRESS
In-text: (Wordpress, n.d.)
Your Bibliography: Wordpress (n.d.). [image] Available at: https://cinemafromthebasement.wordpress.com/2015/03/27/interstellar-retrospective-review/ [Accessed 20 Oct. 2018].

34. COLLIDER
In-text: (Collider, n.d.)
Your Bibliography: Collider (n.d.). [image] Available at: http://collider.com/interstellar-images/ [Accessed 22 Oct. 2018].

35. CINEFEX
In-text: (Cinefex, n.d.)
Your Bibliography: Cinefex (n.d.). [image] Available at: http://cinefex.com/blog/interstellar-140/ [Accessed 22 Oct. 2018].

36. AMAZON
In-text: (Amazon, n.d.)
Your Bibliography: Amazon (n.d.). [image] Available at: https://www.amazon.com/Christopher-Minimalist-Interstellar-Inception-Collectibles/dp/B0761YRYM5 [Accessed 22 Oct. 2018].

37. DEVIANTART
In-text: (Deviantart, n.d.)
Your Bibliography: Deviantart (n.d.). [image] Available at: https://www.deviantart.com/ryanswannick/art/Interstellar-712632471 [Accessed 22 Oct. 2018].

38. PINTEREST
In-text: (Pinterest, n.d.)
Your Bibliography: Pinterest (n.d.). [image] Available at: https://www.pinterest.co.uk/pin/472596554621925881/?lp=true [Accessed 22 Oct. 2018].

Theory and Text

LAWRENCE, D. AND TAVAKOL, S.
Balanced website design
In-text: (Lawrence and Tavakol, 2007)
Your Bibliography: Lawrence, D. and Tavakol, S. (2007). Balanced website design. London: Springer.

LUPTON, E.
Thinking with type
In-text: (Lupton, 2014)
Your Bibliography: Lupton, E. (2014). Thinking with type. New York, NY: Princeton Architectural Press.

MCCRACKEN, D. D. AND WOLFE, R. J.
User-centered website development
In-text: (McCracken and Wolfe, 2004)
Your Bibliography: McCracken, D. and Wolfe, R. (2004). User-centered website development. Upper Saddle River, NJ: Prentice Hall.

Tools

ADOBE COLOR CC
In-text: (Color.adobe.com, n.d.)
Your Bibliography: Color.adobe.com. (n.d.). Adobe Color CC. [online] Available at: https://color.adobe.com/create/color-wheel/ [Accessed 20 Oct. 2018].

Typefaces

BEHANCE
In-text: (Behance.net, n.d.)
Your Bibliography: Behance.net. (n.d.). Behance. [online] Available at: https://www.behance.net/gallery/27499203/Stellar [Accessed 13 Oct. 2018].

Site Elements

FREEPIK
In-text: (Freepik, n.d.)
Your Bibliography: Freepik (n.d.). [image] Available at: https://www.freepik.com/free-vector/solar-system-planets-collection_1042333.htm [Accessed 24 Oct. 2018].

Creativity

[Kree-ey-tiv-i-tee]
n. the state of being creative.
the ability to transcend traditional ideas and
the creative meaningful new ideas.