

EBU5305

Interactive Media Design and Production

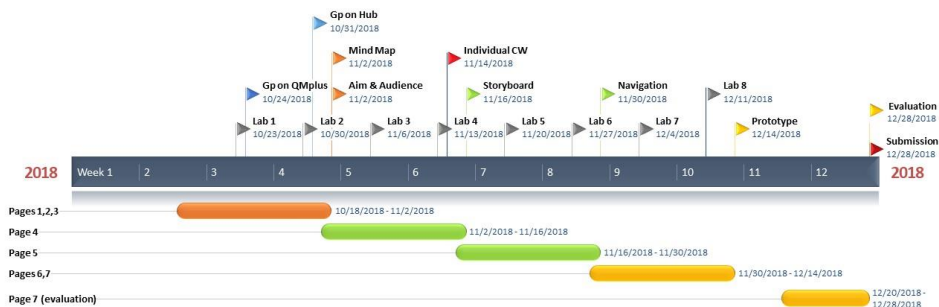
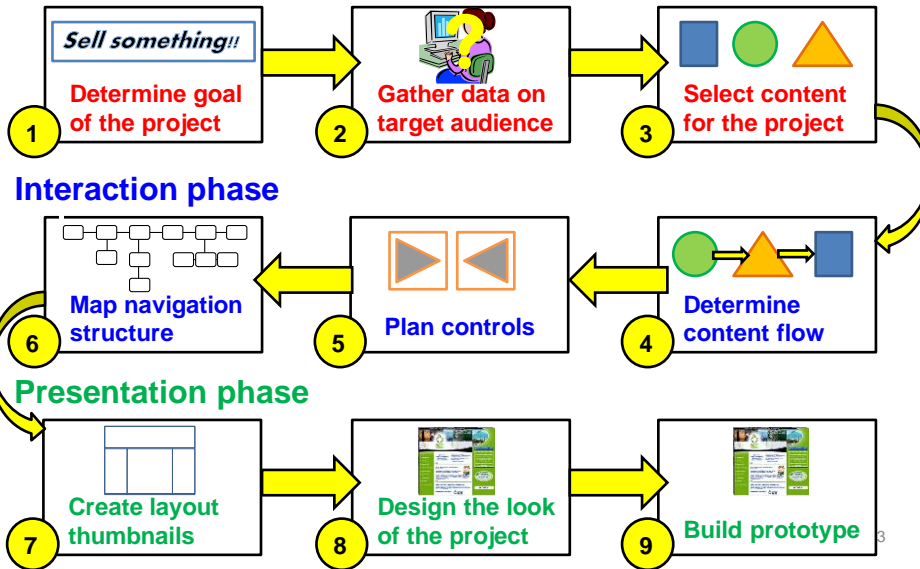
Design Techniques (Interaction Phase)

A process in three phases

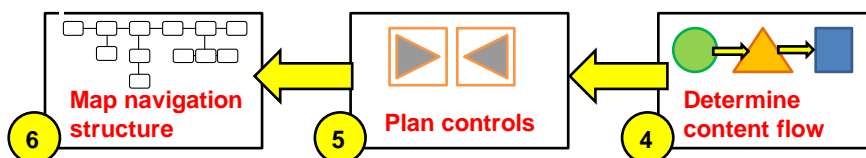
- The **information** phase
 - Information is gathered about the web site / interactive media application
- The **interaction** phase
 - How users will interact with and navigate in the application
- The **presentation** phase
 - How the application will look

Multimedia Project Design Process

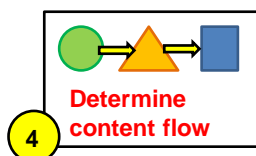
Information phase



The interaction phase



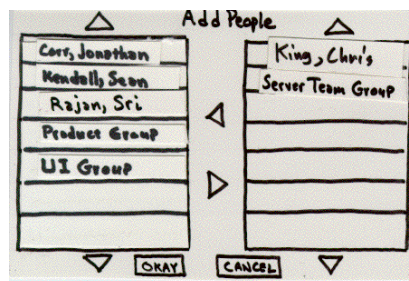
4. Determining **how** a user will receive the application's content
 - In what order will the information be presented?
5. Determining what kind of **controls** will be used by users
 - Where can a user go from each point on a screen?
6. **Map** out the entire application



- ▶ The first step of the interaction phase should be to determine how a viewer will receive the application's content.
- ▶ In what order will the information be presented?
- ▶ Will the users proceed through the application step by step, or will they be free to surf around the entire application?
- ▶ One of the best ways to work out this part of the design is to group the content by subject and work out a **storyboard** of how the information will be presented.

Storyboard = Low-fi prototype


- Hand drawn designs - pen and paper based
- Easy to change and update
- Need to detail what each element does and how you interact with it

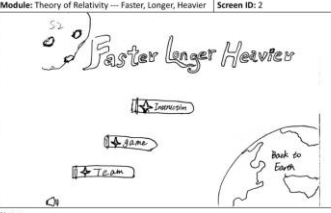


What is a storyboard?

“Storyboards are visual organizers, typically a series of illustrations displayed in sequence for the purpose of pre-visualizing a video, web-based training, or Interactive Media sequence.”




Storyboard Example

Module: Theory of Relativity — Faster, Longer, Heavier	Screen ID: 1-2	Date: 11 / 20 / 2015
		Navigation Info SKIP: links to screen 2 (Homepage) Mute: mute Do Nothing: go to screen 2
Media Info Images: Background Picture 1, Rocket with fire 1, meteorites, explode effect Sound: Background Music 1, sound effect of Rocket, sound effect of explode, sound effect of buttons (mouse over and press)		
Notes: The Rocket appears from the middle bottom of the screen. And crashed into a meteorites. The screen turns to white.		

Module: Theory of Relativity — Faster, Longer, Heavier	Screen ID: 2	Date: 11 / 20 / 2015
		Navigation Info Instruction: links to screen 3 Game: links to screen 6-1 Team: links to screen 7 Back to Earth: links to screen 8-1 Mute: mute
Media Info Images: Background Picture 1, Logo, Earth, Moon, Shooting star Sound: Background Music 2, sound effect of buttons (mouse over and press)		
Notes:		

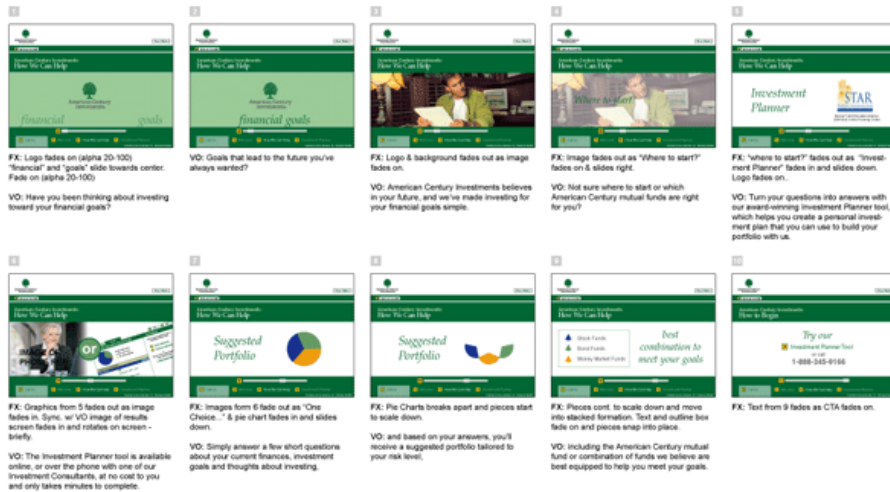
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Storyboard Example

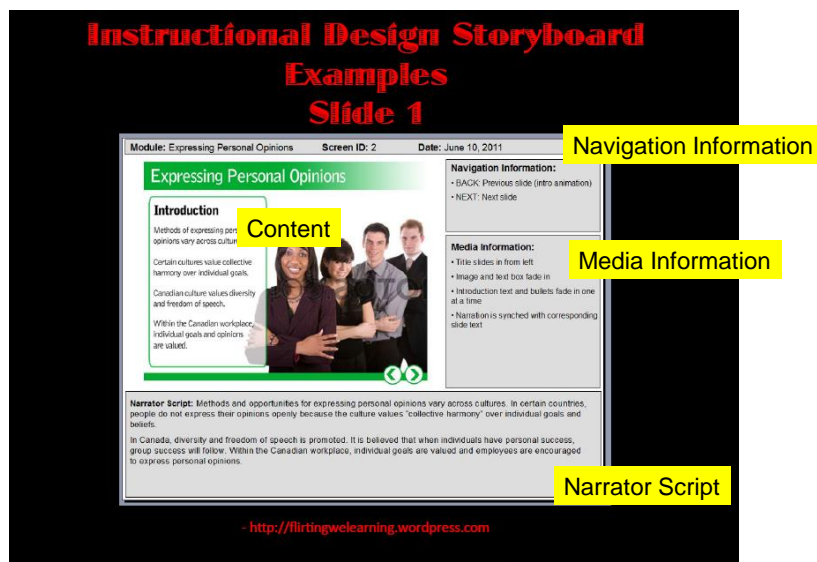
Panel/Scene	Illustration	Description
Initial Panel		3 objects (buttons) swing with different frequency, which led to other 3 panels. Background is designed like a blackboard.
Buttons on initial panel		When pointer moves on the buttons, Text label in the middle will be shown to tell user where this button led to.
Panel switch		After a button is clicked, an eraser will appear, run a curve and clear the blackboard. Soon after that a chalk will draw the new panel

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Storyboard Example



Storyboard Example

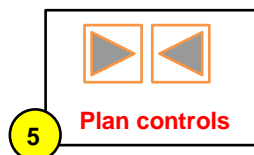


Storyboard .Doc Template

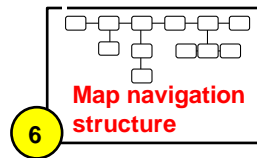
How to Complete Your Storyboard

Think of a storyboard as a comic strip. Each block has a picture with a title and a few lines of description. The descriptions should include information about the content, the animations, the user interaction, the navigation and the audio.

1) Title:	2) Title:
Description:	Description:

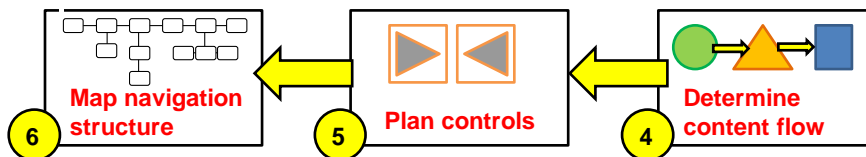


- ▶ The second part of the interaction phase is to plan what kind of interaction will be allowed and what kind of controls will be used by users.
- ▶ This is more concerned with what navigational elements are available on each page than with how they look.
- ▶ Where can a visitor go from each point on a page and how?



- ▶ The final step of the interaction phase is to map out the entire application or website.
- ▶ It serves as an overview of the content of the storyboard and a quick reference to navigation flow.
- ▶ To do this, a designer will already have determined how the content will be grouped (what content goes on which page), in what order the content will be presented, and how visitors will navigate the site.

The interaction phase



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6. **Map** out the entire application