

## **ssb interview - design for elderly**

[http://www.nintendolife.com/news/2014/10/exclusive\\_masahiro\\_sakurai\\_on\\_planned\\_accidents\\_and\\_new\\_ways\\_to\\_play\\_super\\_smash\\_bros\\_for\\_nintendo\\_3ds](http://www.nintendolife.com/news/2014/10/exclusive_masahiro_sakurai_on_planned_accidents_and_new_ways_to_play_super_smash_bros_for_nintendo_3ds)

## **glen keane interview - original**

<http://www.skwigly.co.uk/glen-keane-interview/>

published on online animation magazine site

*originally visited by young adults/artists*

- thin tall font, small
  - not meant for weaker eyes (eg. elderly) or those unaccustomed to reading (younger kids)
- muted color scheme, solid background and pared down decoration (no clutter) and monotone color pictures
  - nothing particularly vivid or attention grabbing (like it would be for younger kids)
- minor animation effects/bits of color + multimedia + online chat things
  - -not too old of an audience, young adult
- large blocks of small uninterrupted text, less pictures/decorative elements
  - more mature audience

*hierarchy in descending order*

1. title in bold black font against stark white bg is larger than all other text in immediate vicinity (except logo)
2. picture positioned in dark blue box that contrasts against white bg, draws more attention despite being physically below the actual title (uses well-known recognizable character so readers can identify the interviewee)
3. video w/ very intensely colored preview frame below much smaller video caption - catches viewer's attention to impress/raise curiosity about its creator, aka the interviewee
4. video caption - positioned above video yet overshadowed by title image and video, seems unimportant by comparison and seems to take for granted viewer will already know him without the caption (piggybacks off of and therefore implies glen keane's fame)
5. interview questions bolded
6. interview answers - set apart from question by indents on either side and large quotation mark. shows that it derives from the question

## **glen keane interview - new styling**

*designed for younger kids*

- text is easily readable
  - heavy contrast between text and background (black on bright yellow, black on white)
  - larger font-size and line-spaces

- brightly colored header & playful font
  - color contrast is attention grabbing, louder and less formal so more kid appeal
- tilted elements breakup uniformity of grid
  - not so formal, playful
- pull quotes and picture elements break up large bodies of text to maintain interest
  - complementary color contrast

*hierarchy in descending order*

1. title at top has largest font-size and most distinct font in bright yellow background. name is slightly larger than “interview with”
  - a. clearly states what site is about, greater emphasis placed on the identity of the person
2. introduction just below title in same blue container as part of the header, font smaller than title but larger than subsequent content
3. interview question - blue box background that's slightly wider than the box below it to separate it from the container of the answer text. white text color is also slightly larger
4. pull quotes - different colored box floats in/overlaps with answer area to break up wall of text and seem more visually interesting. further distinguished by red on orange color scheme on mostly blue website, larger font size, and font. tilted for less rigid/formal impression. very large quotation mark to identify the box as a pullquote
5. pictures - different colored box floats in/overlaps with answer area to break up wall of text. further distinguished by orange border on mostly blue website. tilted for less rigid impression
6. picture captions - also offset from picture in separate overlapping blue box. playful font differentiates it from main text elements
7. answer text - positioned below interview question's box with slightly wider side margins. differing font color and size clearly differentiate it from the question