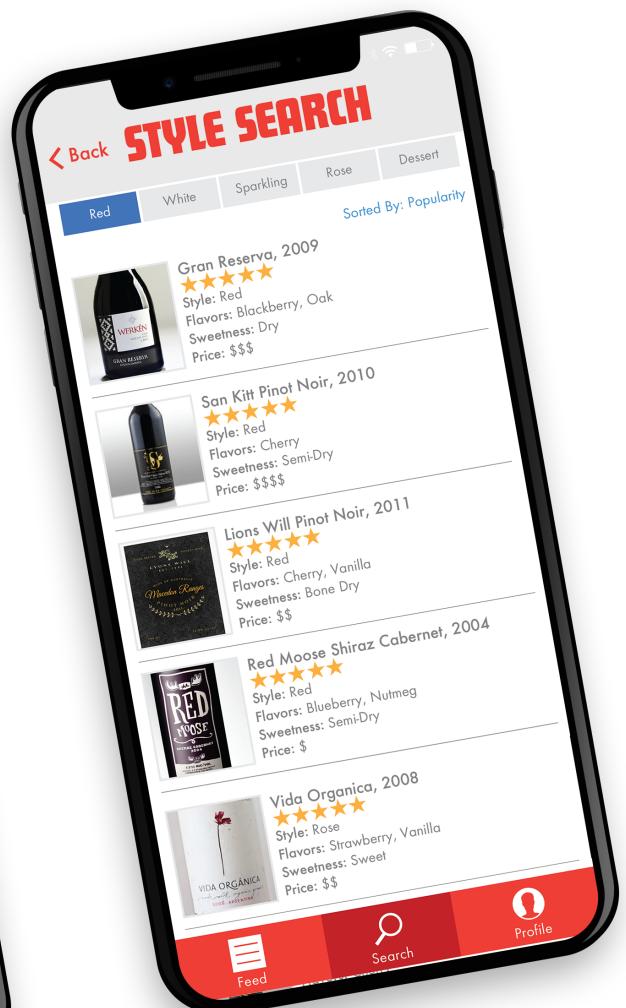
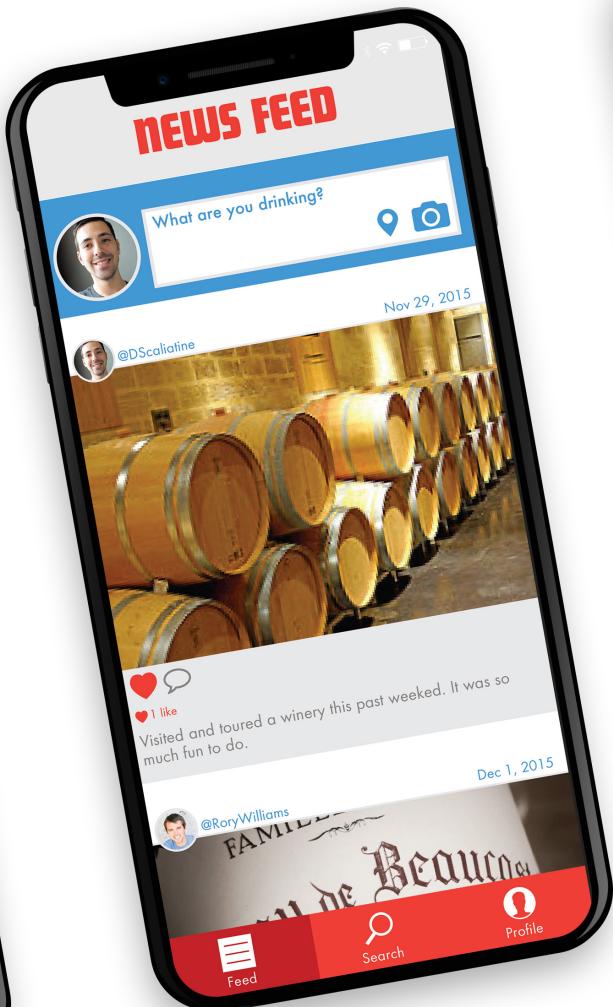
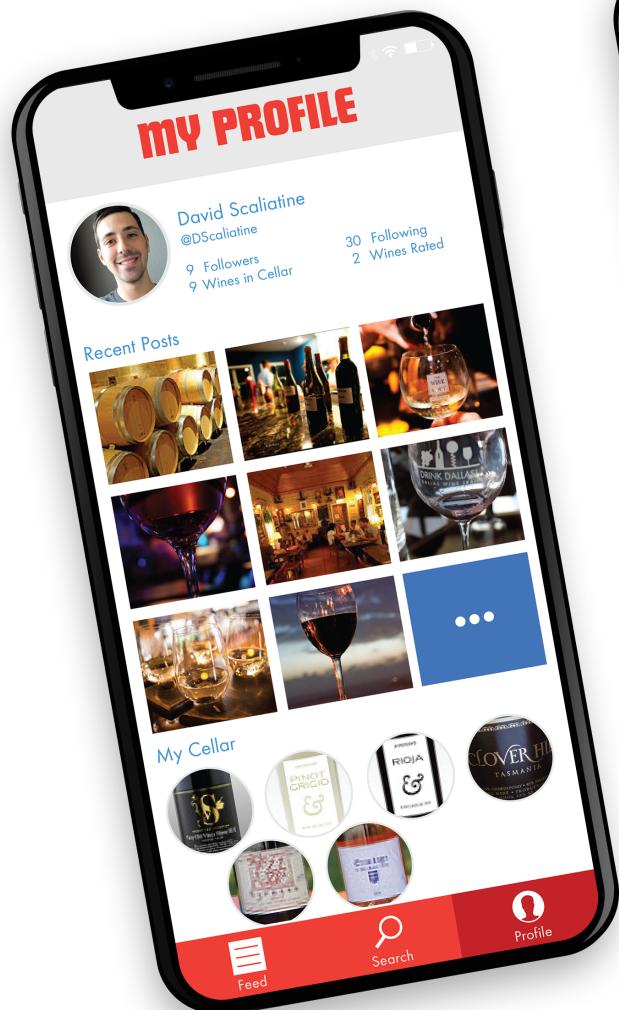


**David Scaliatine**

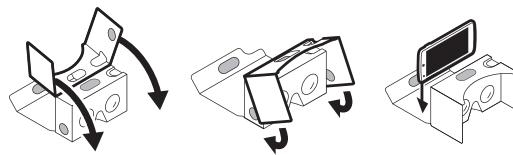
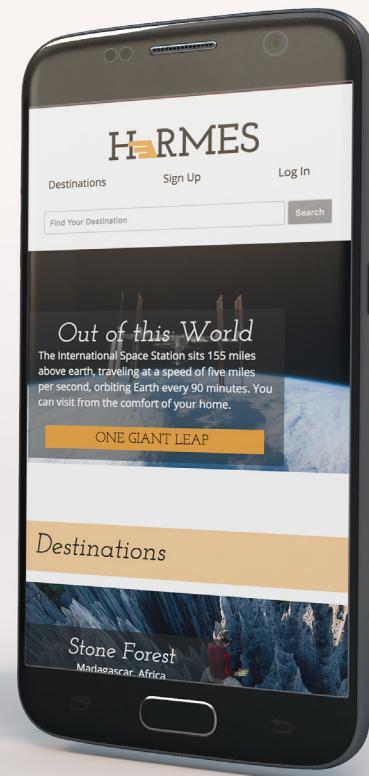
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**H**A  
**R**MES





# COINED

Video Game & Movie Logos Unlocked.

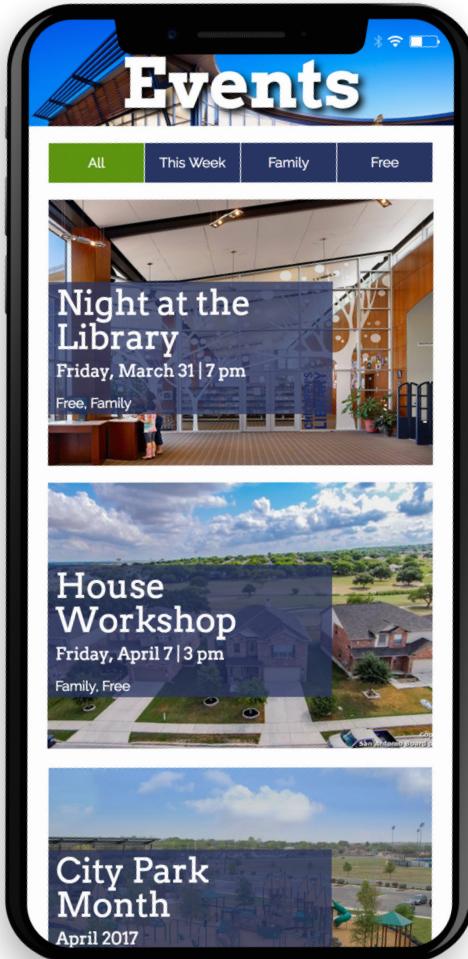
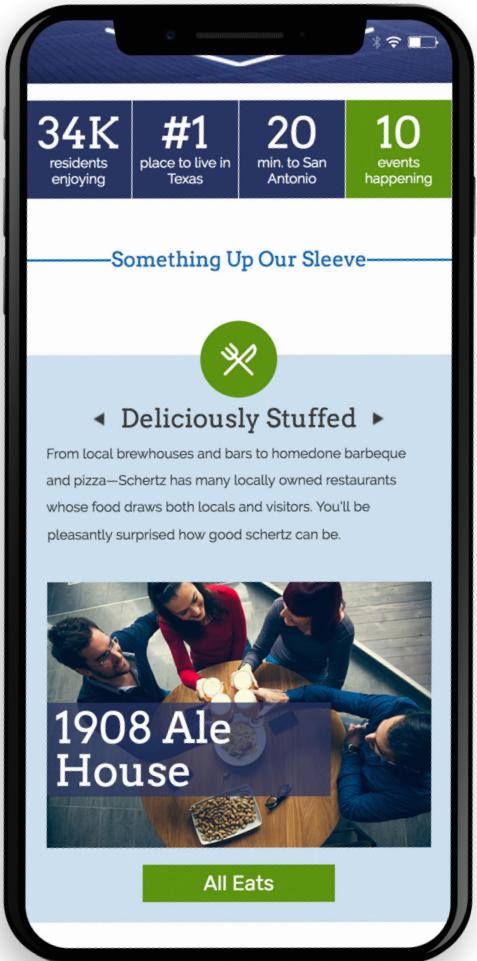




COINED



Schertz Website







TXST Move In



# *Settle* into your new **home**

PLEASE ARRIVE ON  
**Saturday, August 20**  
**9:00 a.m. to Strahan Coliseum**

Do not arrive more than 10 minutes early or  
10 minutes late. If you arrive before or after  
your assigned time, you will not be allowed  
to check in.

If you are unable to arrive at this time,  
please report to Strahan Coliseum between  
4:30 p.m.– 5:00 p.m. or to your assigned  
hall between 7:00 p.m. – 9:00 p.m. on your  
assigned day.

Check-in will be unavailable between  
5:00 p.m. – 7:00 p.m.



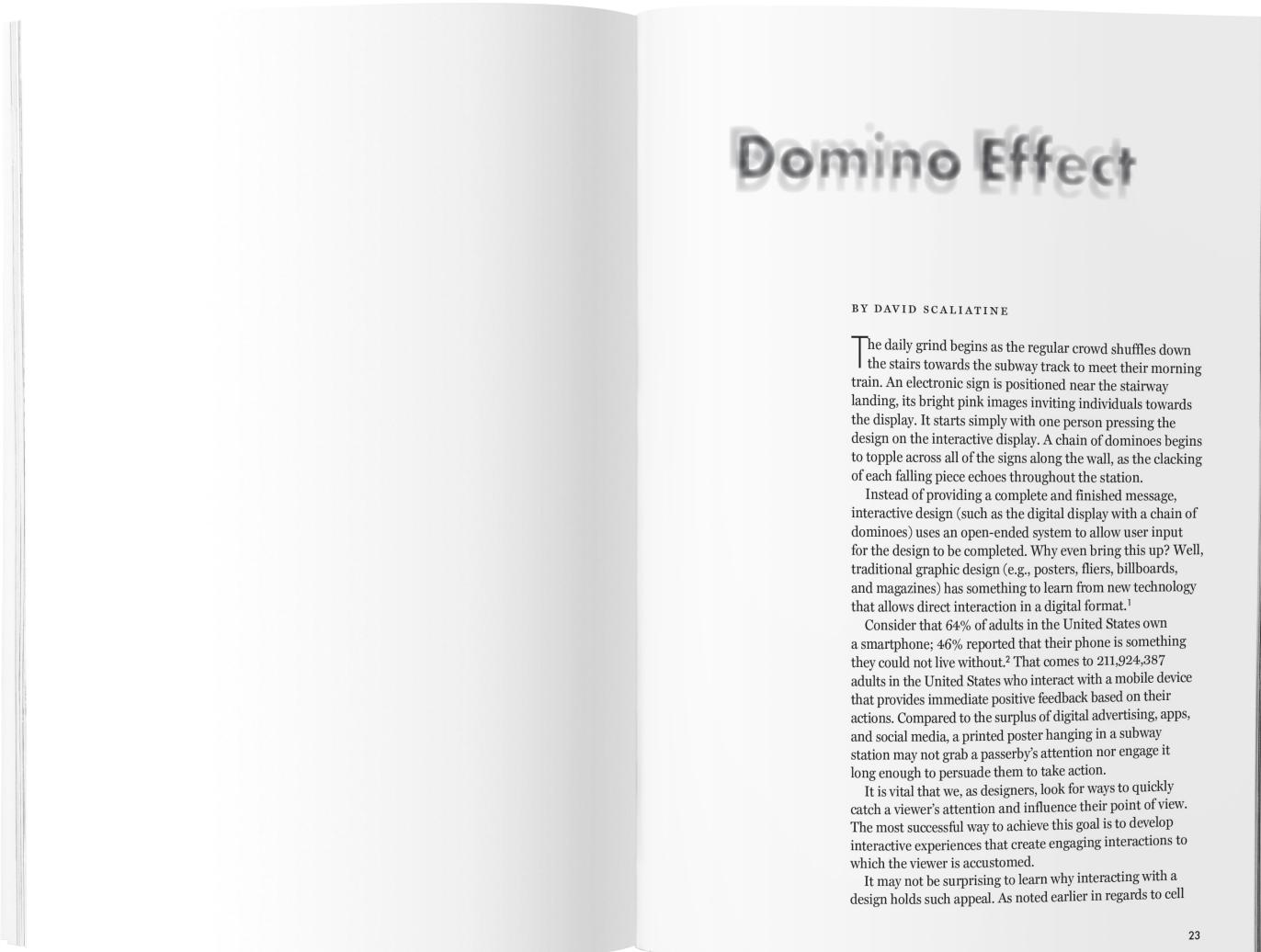
#txstmovein



Careers in the City Logo



**Terminal Book**





**Figure 1.** Download the LAYAR App and scan this photo to watch the video of an interactive IKEA ad placed in the subway of Stockholm. This ad invited individuals to play with a chain of dominoes by virtually knocking them over. Subway riders gather to watch the dominoes that fill the subway display screens.

phones, a predisposition towards digital screen-based interactive mediums exists merely because these experiences are prevalent and society therefore has grown accustomed to these interfaces. Cell phones, computers, apps, video games, social media, and the plethora of Candy Crush requests that “one friend” constantly sends, despite having been denied numerous times—these are just a few of the technological mediums that consume our lives on a daily basis. Plain and simple, to catch the attention of someone living in the connected world, it is imperative to also be connected.

IKEA, a company that promotes the concept of home products being affordable and accessible to everyone, not just a select few, recently displayed an interactive ad in the subways of Stockholm.<sup>3</sup> Advertising agency Futurniture was behind this clever campaign to promote IKEA’s new toy line, LATTJO. IKEA created the collection to inspire people to “play together, all the time, everywhere,”

regardless of age. To embody the spirit of play, Futurniture created a digital game of dominoes that subway users could interact with while waiting for the train. The subway ad invited participants to simply press the first domino, which resulted in a chain reaction, sending the sound of toppling dominoes echoing throughout the station. Other digital displays around the station would then change, to continue the long chain of falling dominoes. This full experience provided immediate feedback to the person who had toppled that first domino, but also gathered the attention of passive participants by allowing them to experience and follow the chain reaction across the station. By creating a fun and memorable experience via the virtual chain of dominoes, IKEA induced consumers to be more likely to associate this positive experience with the LATTJO toy products.

There are a few reasons that can be articulated as to why interactive

No longer is the audience simply viewing the created graphic design work as an object; they are, in a way, becoming part of the design.

installations work well. The first is self-determination theory, which states that we are motivated by intrinsic, internal/inherent satisfaction, and extrinsic, external/physical satisfaction.<sup>4</sup> It is intrinsically fun and satisfying to play with these installations, and they also invite physical interaction. Another reason that these interactive designs work is because they break the typical mold of the relationship between the designed object and its audience or end user. No longer is the audience simply viewing the created graphic design work as an object; they are, in a way, becoming part of the design. They are creating a new graphic design experience—an experience that can have a greater influence over their behavior or opinion of the object by taking this heuristic approach.

In 2014, the advertising agency TrojanOne produced a design experience that invited mall goers to play Mattel’s Pictionary game with a person displayed on a digital screen. Although this campaign was more of a stunt since it incorporated live actors to

DAVID SCALIATINE / DOMINO EFFECT

hand out prizes and a crew to record the actor on the screen actually playing the game, it still shows that inviting the audience to participate with an experience can affect their attitudes towards a brand.

It is not enough to throw a giant touch-screen monitor in front of people, with some sort of prompt that begs for engagement. These interactive moments must take it a step further in order to actually influence and persuade viewers. The Elaboration Likelihood Method (ELM) is a theory that explains how shaping people’s point of view can also shape their attitude. The theory continues by stating that the more effort someone puts in to an interaction, the more information they will retain and the greater the strength of their attitude will be.<sup>5</sup>

Designers can capture an audience and influence opinions about a product by employing a few techniques that are supported by the ELM theory.<sup>6</sup> All



**Figure 2.** Mattel’s Pictionary ad is an example of an interactive design that acts as a one-time stunt instead of an experience that can span over a period of time.

You are the  
**Heart of**  
**Texas State**

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Join Now & Receive a  
Limited Edition Shirt



**Membership Campaign**

Bauhaus 100  
WE.ARE.BAUHAUS



We AR Bauhaus Exhibit



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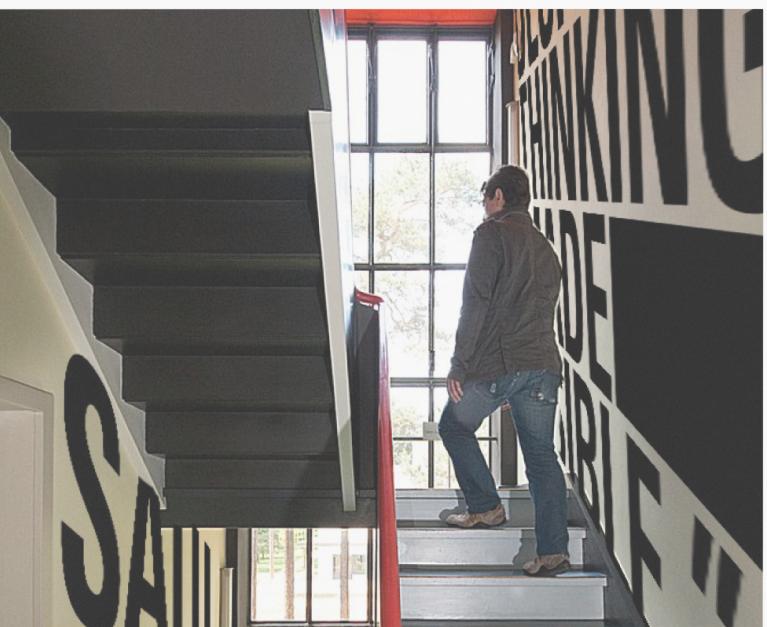
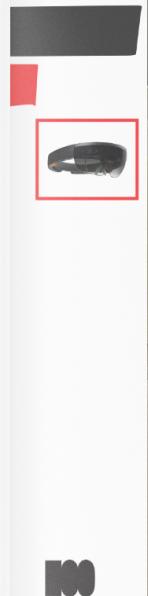
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We AR Bauhaus will focus on the taking the ordinary and turning it into a focal point, much like the artists in the exhibit.

Designers connected to the Bauhaus celebrated the ordinary that may have been previously ignored.

The exhibit would consist of large letters, visible only through using the Microsoft HoloLens, on the walls in the Bauhaus Master Houses in Dessau representing each designer using Augmented Reality.

The exhibit would change every month featuring a different designer each month.



**WE.  
ARE.  
BAUHAUS.**

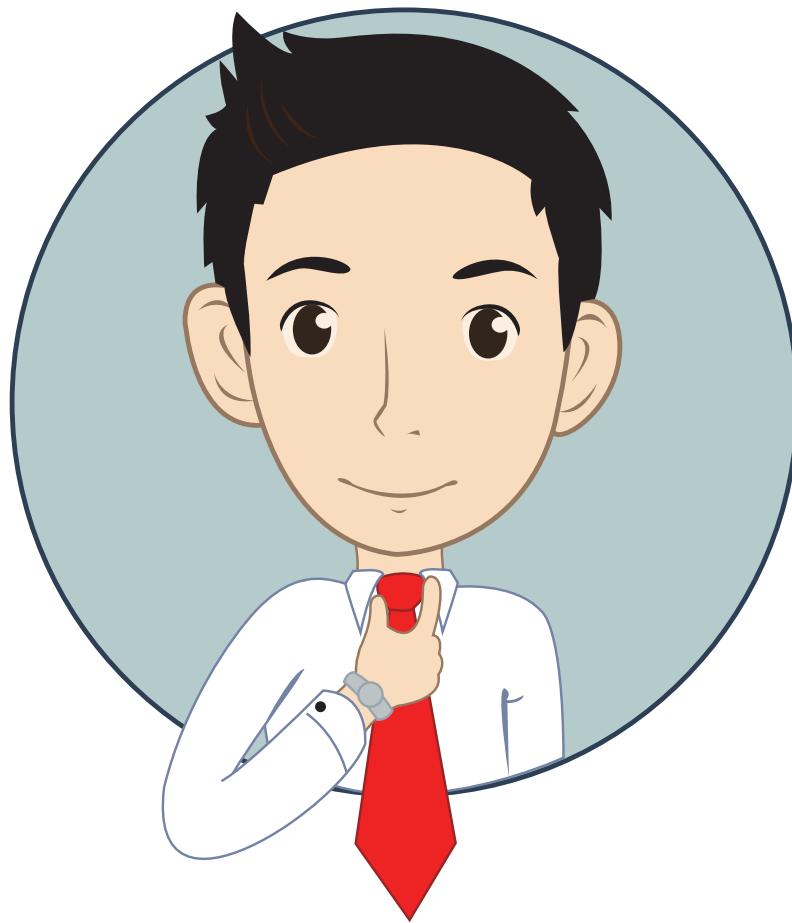
bauhaus100.de





**Alumni Center Rebranding**





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