VIO 202 Project 2

Creative thinking (interaction and information design)

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Briefing date: Monday, 11 April 2022

Project deadline : 6 June 2022 midnight (Submit via GoogleDrive)

01 / Problem Statement

Infographics make information easier to understand by presenting it in a visually interesting and appealing way. But static infographics do not ensure the information presented will be retained. Your audience wants to know more about your character. Help them know more by using an *animated* and *interactive* infographic (this will become the "about" section of your motion comic).

02 / Creative approach

You need to create an animated and interactive infographic that will reveal interesting details about the character. This should be a fun instructional learning experience, so use interactivity, animation and sound. You **MAY NOT** just "present" the information, you must use all the benefits of the digital platform to attract and keep the user's attention.

03 / Limitations

Use your comic's style markers and fonts for all aspects of the infographic. Present the information in memorable, interesting, enticing and fun ways and not in a static, purely readable form. The final interactive project must be scrollable and open in a browser.

04 / Learning Outcomes

- **Apply knowledge** and understanding of Visual and Design Elements / Principles, etc. from your first year (VIO 102) to create a **functional, creative** and **appealing infographic.**
- Demonstrate an **explorative / experimental** approach to type and layout, keep text to a minimum.
- **Refine** your approach to each step of the design process.
- **Experiment with unique interactivity** solutions like parallax scrolling to avoid linear navigation.
- Use "Signs of Life" to **help the user navigate** (draw user focus and guide their progress)
- Develop verbal communication and **presentation** skills.
- Show a **professional** standard of conduct, project management and time management.

05 / Final Deliverable Checklist

The final deliverable folder, labeled with your Name, Surname and Student number, must be inside your VIO 202 GoogleDrive folder by **Midnight June 6th**, and contain:

1. Working web-based interactive project, with animation and sound (viewable in a browser) with the following sections/components:
   a. Character Bio (e.g Name, Occupation, Strengths, Weakness/flaws etc)
   b. Character Stats (Rate their Strength, Agility, Smarts, Charm, Hardiness, Worldliness)
   c. Abilities and/or Weapon(s)
   d. Details of the world the character is from (Is it like earth, what beings inhabit it, year etc...)
   e. Introduce other important characters in the comic and their relationship to the character
   f. About the author (You).
2. **One PDF containing (-2% for each missing item):**
   a. An image of your character and comic title with a list of your style markers and fonts.
   b. All research: user maps, testing, rough planning etc.
   c. ½ page project summary (what were you trying to achieve?).
   d. Credit any music and/or sound after the project summary.
   e. A SIGNED plagiarism form (must be your actual signature).

YOU WILL LOSE MARKS FOR ANY MISSING COMPONENTS, A LACK OF PROGRESS OR FOR NOT PARTICIPATING IN USER TESTING.

06 / Things to Consider

- How long it will take YOU to complete the task (Time Management).
- How you will keep your user's attention (Presentation of content).
- How the user will interact with your final product (Structure).
- How to address user frustration or inactivity (Plan for problems).

Useful Hints:

- Give your user the chance to make decisions.
- Let them manipulate the information and see the effect.
- Let them explore and give them feedback.
- Appeal to their insights and intuition.
- Provide a worthwhile and engaging experience no waiting or inactivity.
- Query how well they can observe or point out things they may not have noticed.
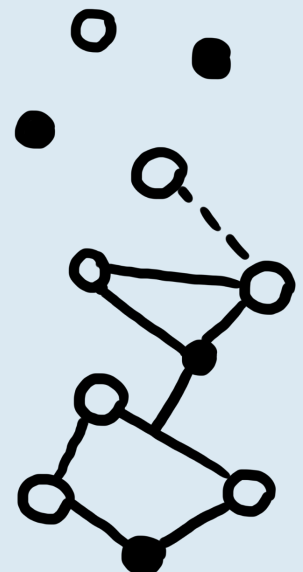
etc ... basically engage with the user!

07 / Weekly Deliverables

Weekly progress (10% is allocated each week) 60% + Final Deliverable (see "Deliverable Checklist" on page 2) 40% = Total Theme 1 project 100%

Students are expected to plan & prepare for meetings, as you are meeting a Client. Be well-organized & have the required deliverable ready & complete.

Weekly Deliverables need to be labelled (e.g Deliverable 1) and uploaded to your GoogleDrive folders by Midnight the day <u>before</u> your client session.

Day of Project	Mini deliverable schedule *(what to have done by when)*
11 April	First Lecture and Briefing, Client slot assignment, prepare for first client session after the recess **Thursday 21 April**
Recess (12 - 21 April)	
Week 1 (21 – 22 April)	Present a PDF with rough layouts for the six sections of your comic's infographic and describe where and how you will use interactivity and animation to make it memorable and interesting (Toaster Exercise). **Include all six sections**.
Week (25 -29 April) No client session Thursday is a Wednesday TT only theory on Tuesday 26 April	
Week 2 (2 – 6 May):	Present User Story and Empathy map. You will be provided a template and a PDF of *approved* ideas: Include all planned interactivity.
Week 3 (9 – 13 May):	Submit a low-fidelity prototype (includes *full use* of style from the comic-fonts, colours, style markers). You may include some interactivity.
Week 4 (16 – 20 May):	Present a medium-fidelity prototype (includes *all* interactivity) After this deliverable conduct user testing for the mid-fidelity prototype (30sec - 1min video by assigned testers). **Testers must submit by midnight 20 June.**
Monday 23 May (discussion day)	
Week 5 (23 – 27 May)	Present results of user testing mid-fidelity prototype and improvements to the mid-fidelity prototype based on all your feedback (testers & lecturer).
Week 6 (30 May – 02 June):	Present a high-fidelity prototype (includes all interactivity *and* animations)
Deadline 06 June:	Final project: (see checklist under section 05 above)
June exams and recess (11 June – 24 July)	