

# VIO 202 Theme 2 - Final Deliverable

Tayla Orsmond - u21467456

The final website can be found here:  
<https://vio-infographic.netlify.app/>

Alternatively, the source files have been included in this folder. To get them to work, you will need to host them on a local server

## Contents:

- Image of My Character and Title
- List of Style Markers
- User Testing (in folder - only one person was available for me to test)
- Initial rough planning and designs
- Improved + revised design
- User Empathy Map and User Story
- Project Summary
- Credits
- Plagiarism form

03/06/2022

# AFTERLIFE

My Comic Title

List of My Style Markers and Fonts

Style Markers:

- Solid, smooth blue outline for shapes
- Lineless shapes for limbs (arms, legs, tail)
- Geometric (nose, cheeks, teeth, eyes, background) and organic (ears, tail, hands, feet, arms and legs) shapes.
- Muted/Desaturated colours
- Big red cheeks
- Flat colours (little/no shading)
- Frequent use of purple and blue shades.
- 3 rectangular eyelashes under eyes.

Fonts:

- Zen Kurenaido (see credits section)

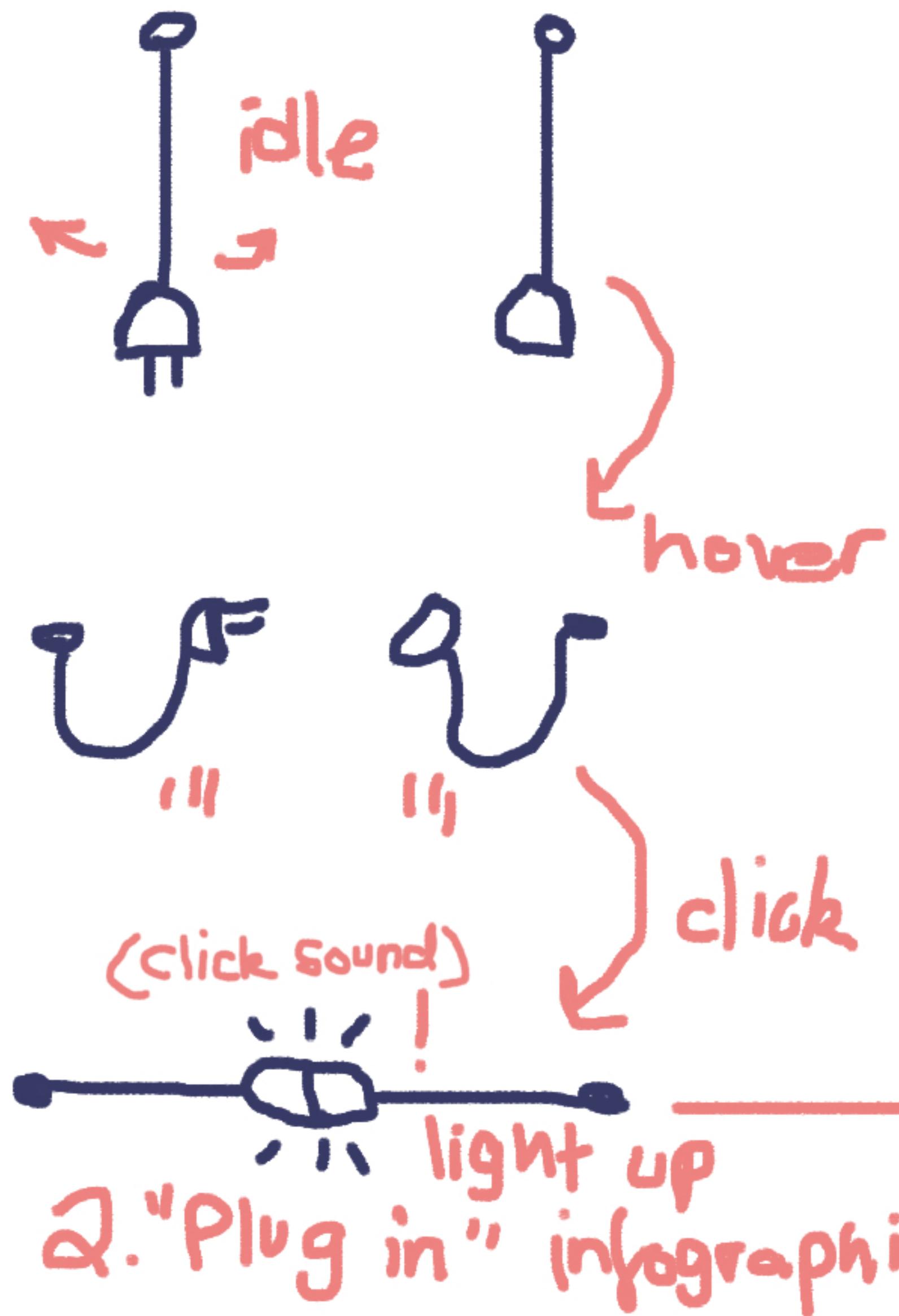


My Main Character

VIO 202 Theme 2 - Creative Thinking  
Deliverable 1 - Interactive Layout  
Tayla Orsmond u21467456

# Initial Start Screen - Information on the World

## 1. dark screen



## 2. "Plug in" infographic



## 2. Info on the Main Character (bio) + Abilities

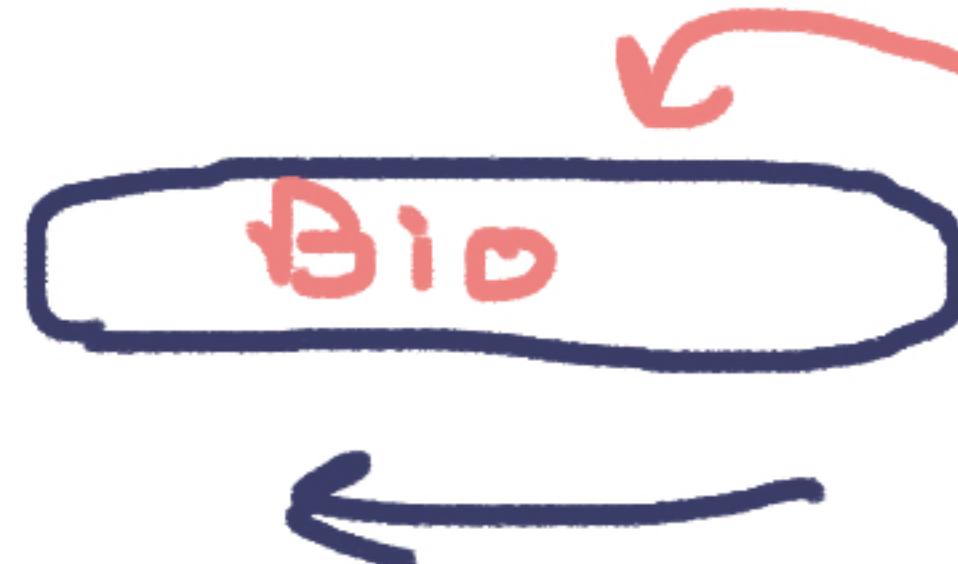
↓ scroll out / away from I.



← O  
hover



← O  
hover

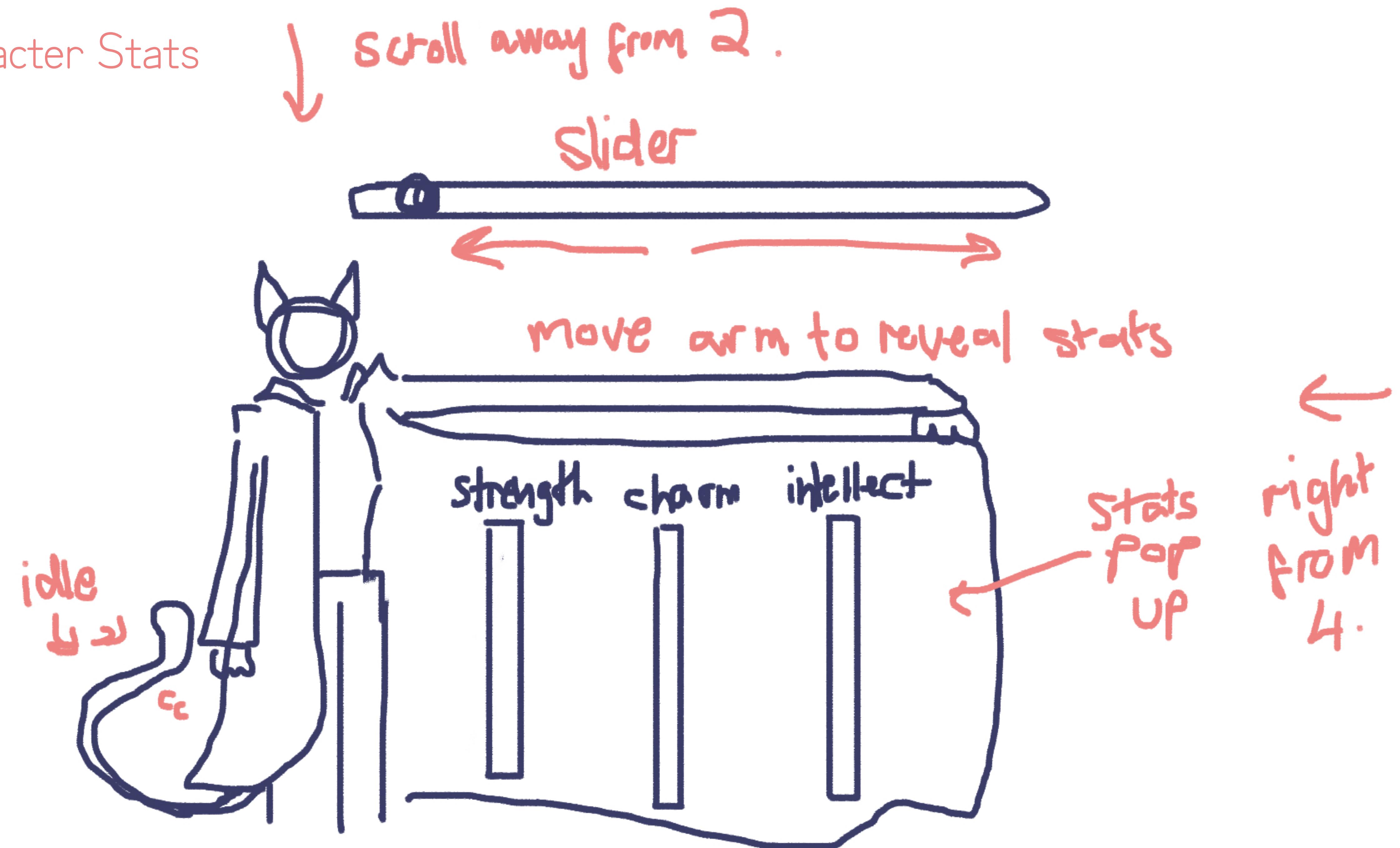


paragraph  
line about  
ability →

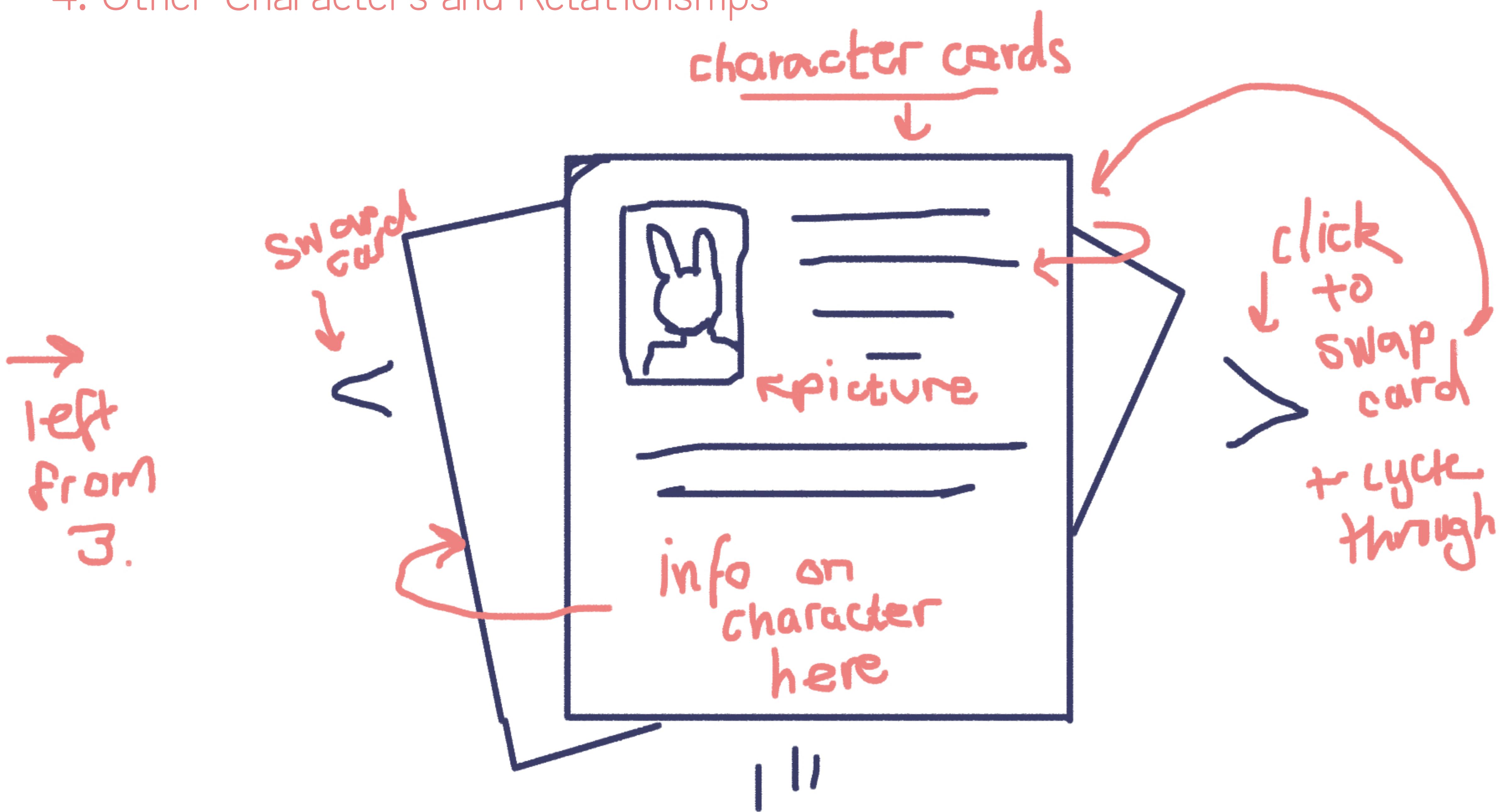


← change  
animation  
on click

### 3. Character Stats

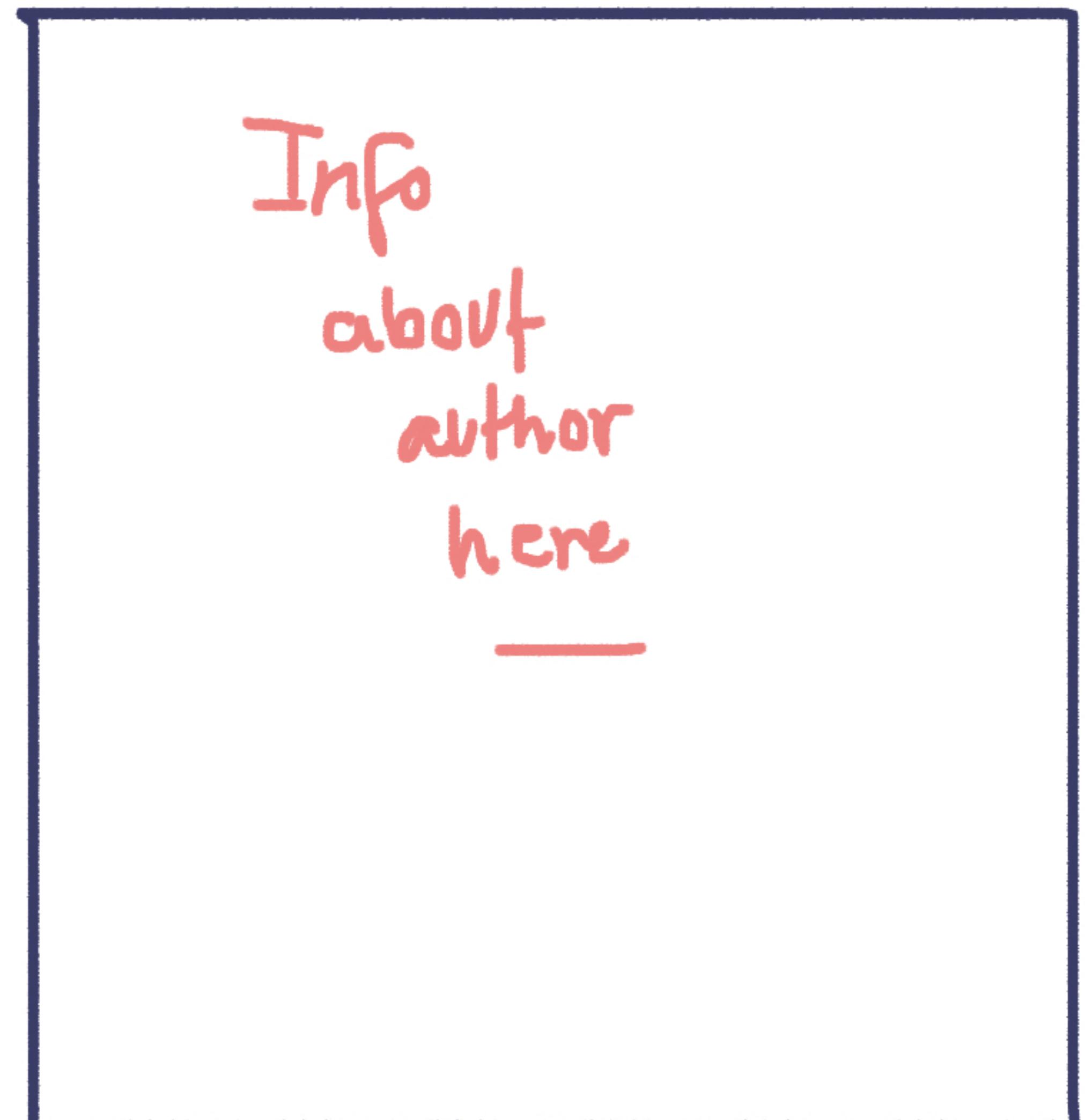
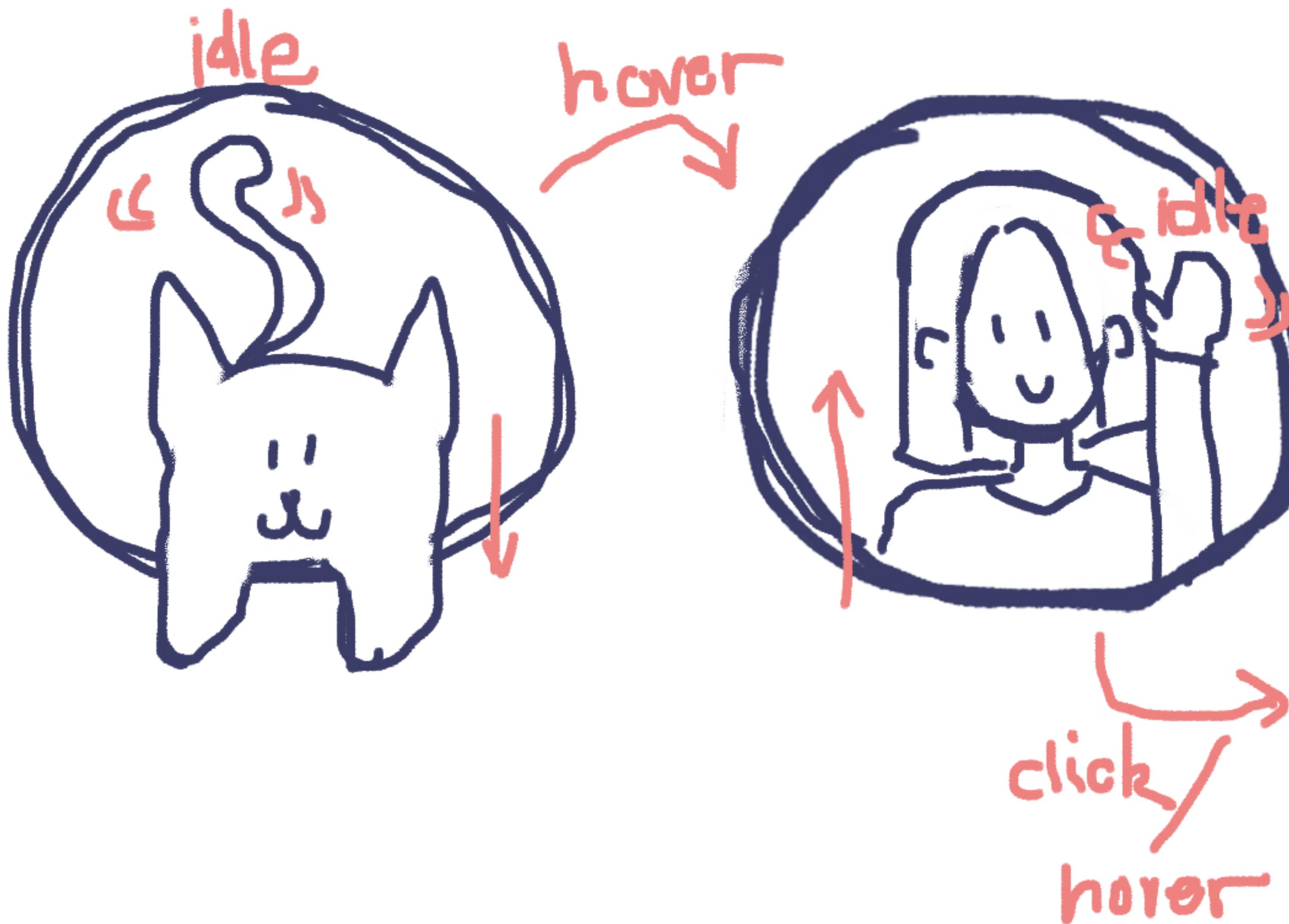


#### 4. Other Characters and Relationships



## 5. About the Author

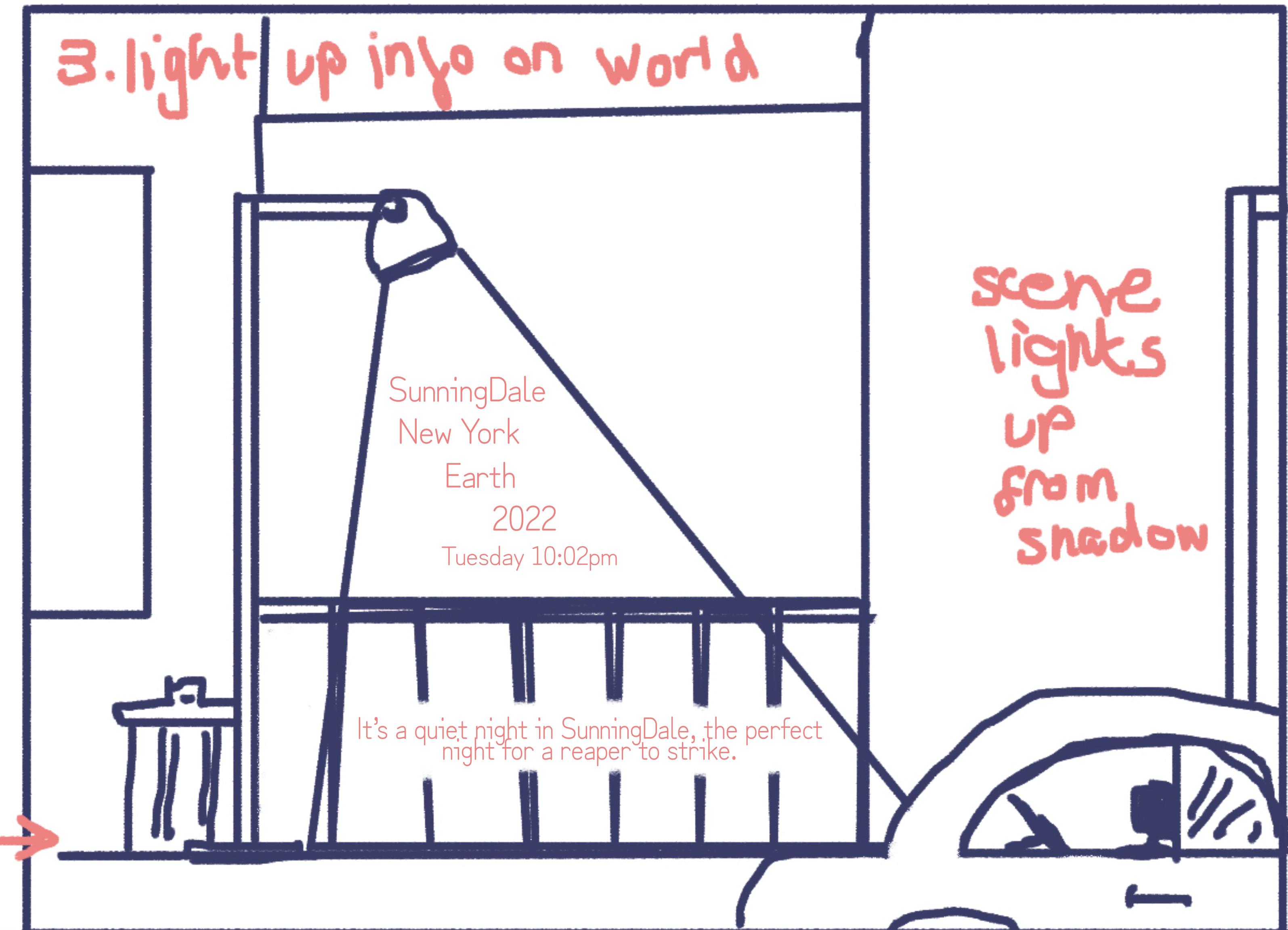
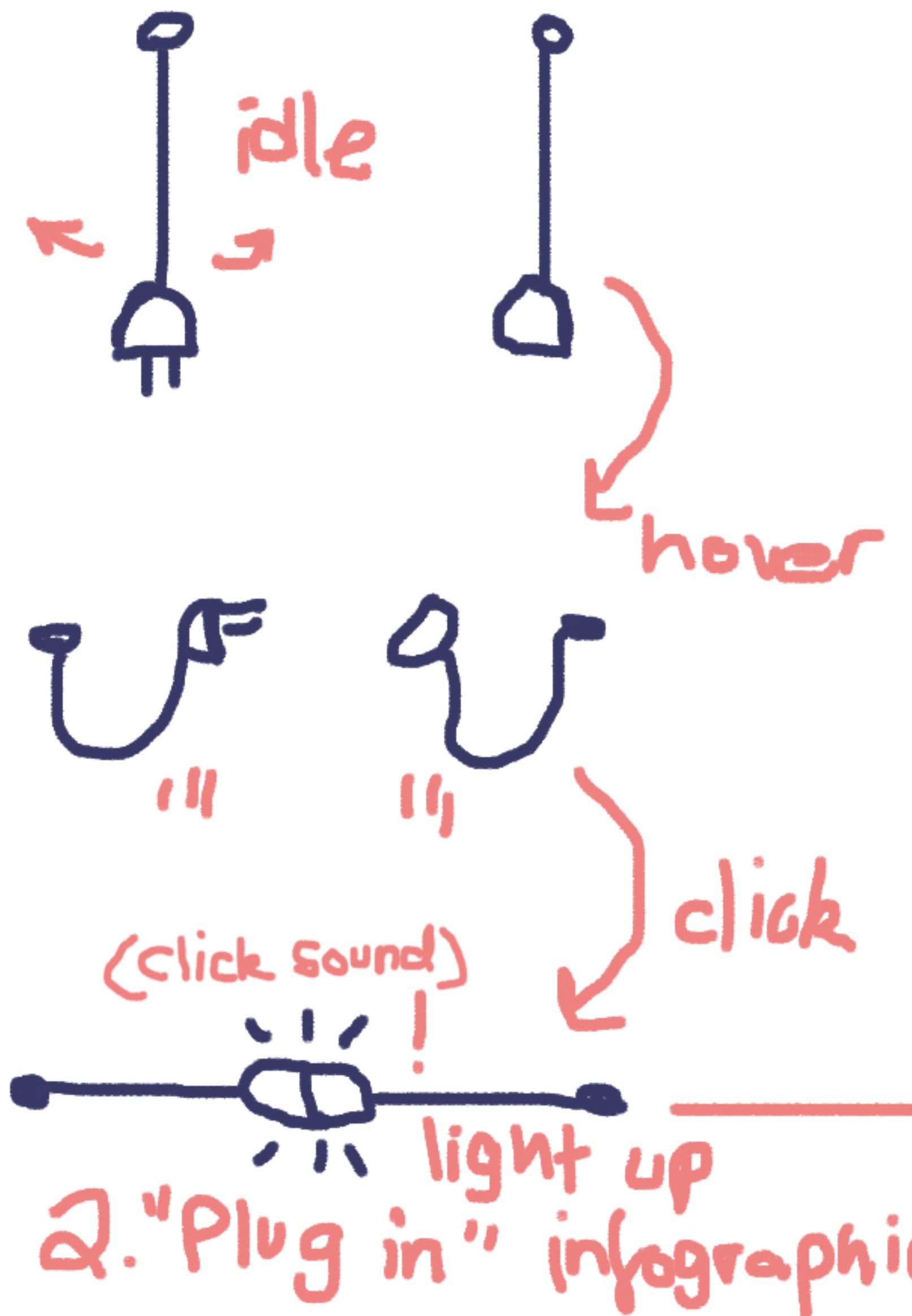
Stick to top right / left corner



VIO 202 Theme 2 - Creative Thinking  
Deliverable 2 - Interactive Layout (improved)  
Tayla Orsmond u21467456

# 1. Initial Start Screen - Information on the World

1. dark screen



## 2. Info on the Main Character (bio) + Abilities

Name

Icons

hover

name  
occupation  
name tag  
strengths  
etc.

Job

reaper  
animate  
reaper  
scythe

paragraph / word  
/ line about

ability

Ghosts

invisible

common

scroll out / away from I.

strengths = Mario mushroom  
= power up (heart)  
= cards (playing)

icons / words corresponding  
to strengths

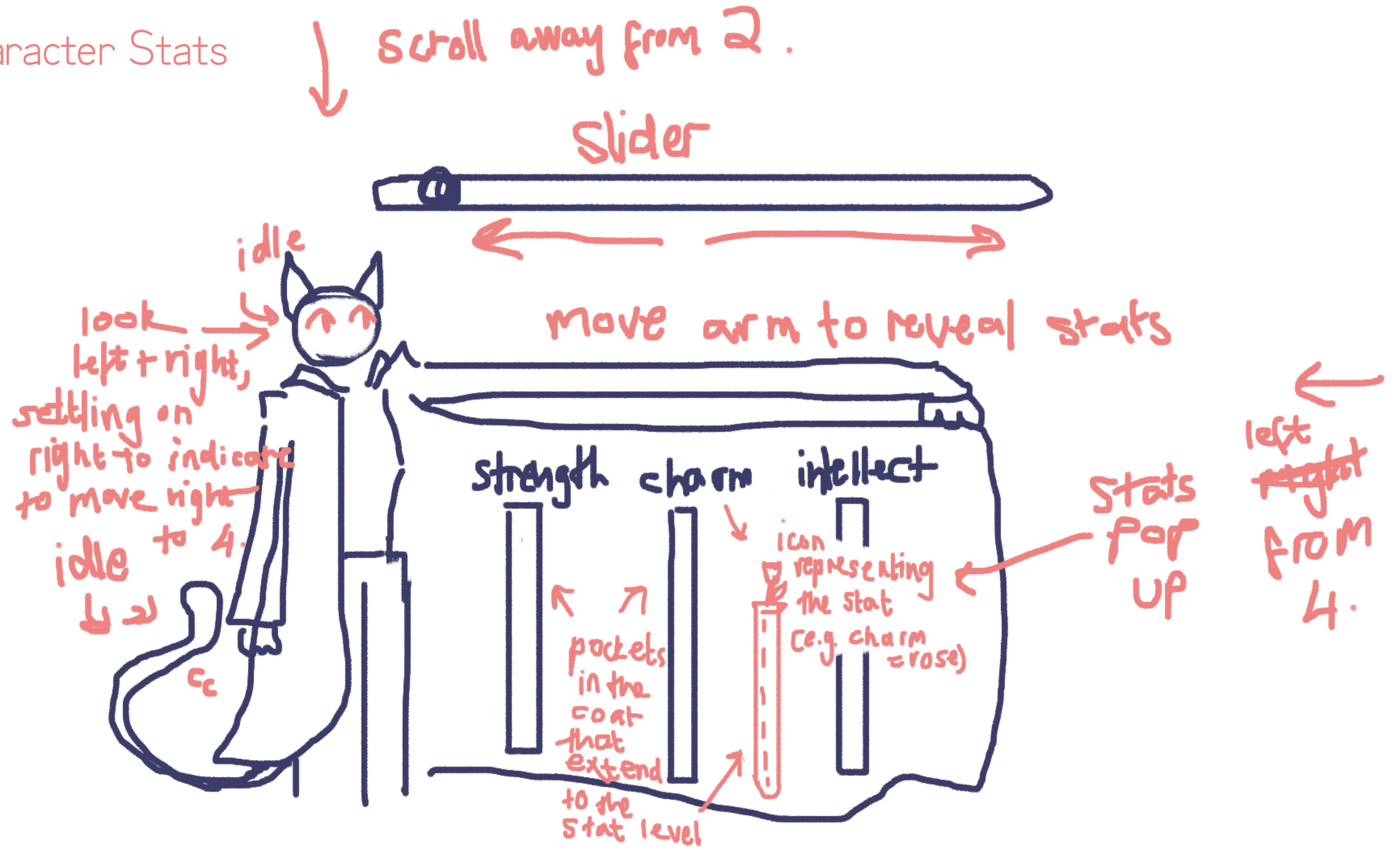
hover

weaknesses =  
breaking chain  
dice

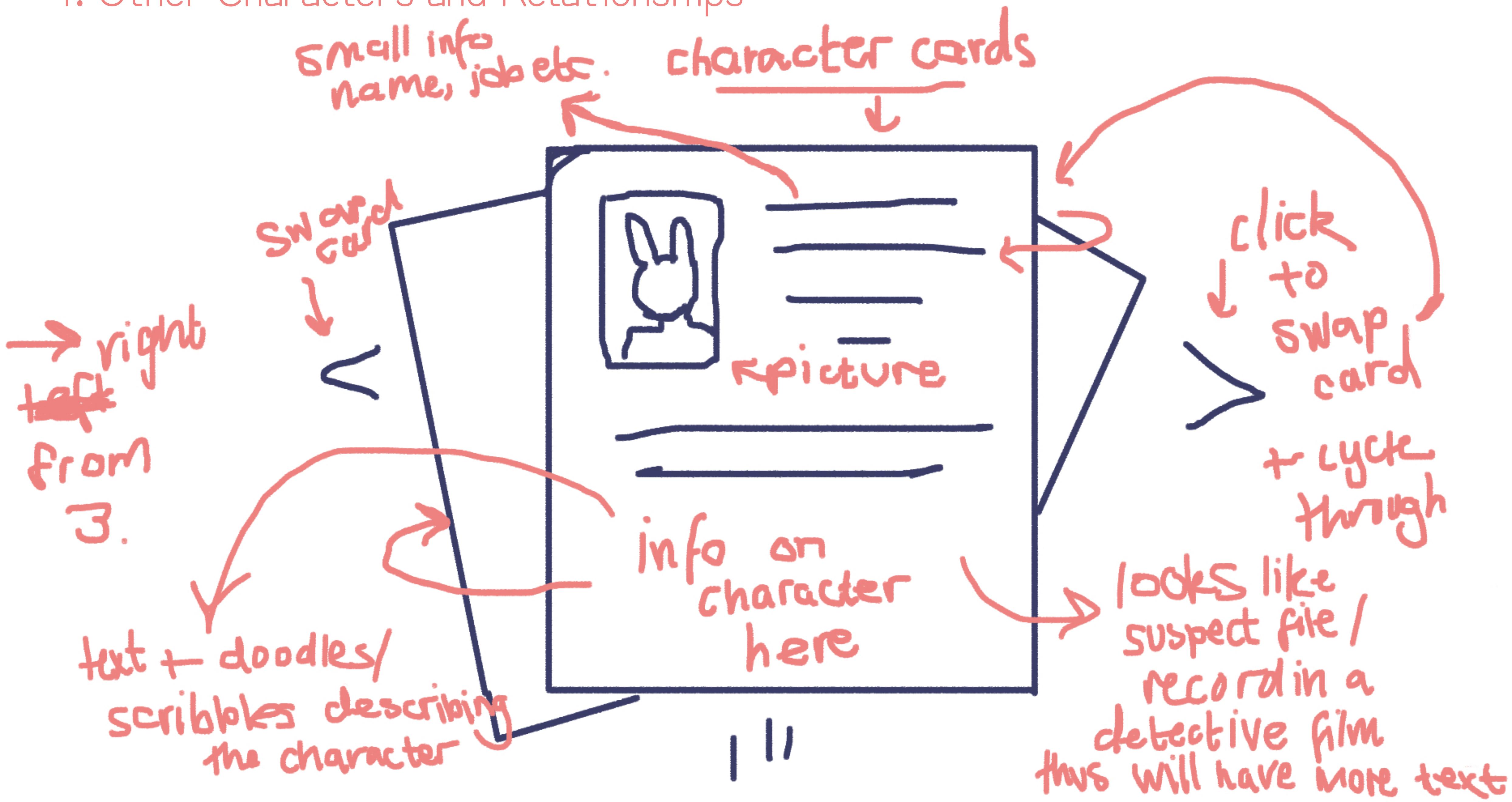
• icons / words  
relating to  
weaknesses

change  
animation  
on click

### 3. Character Stats

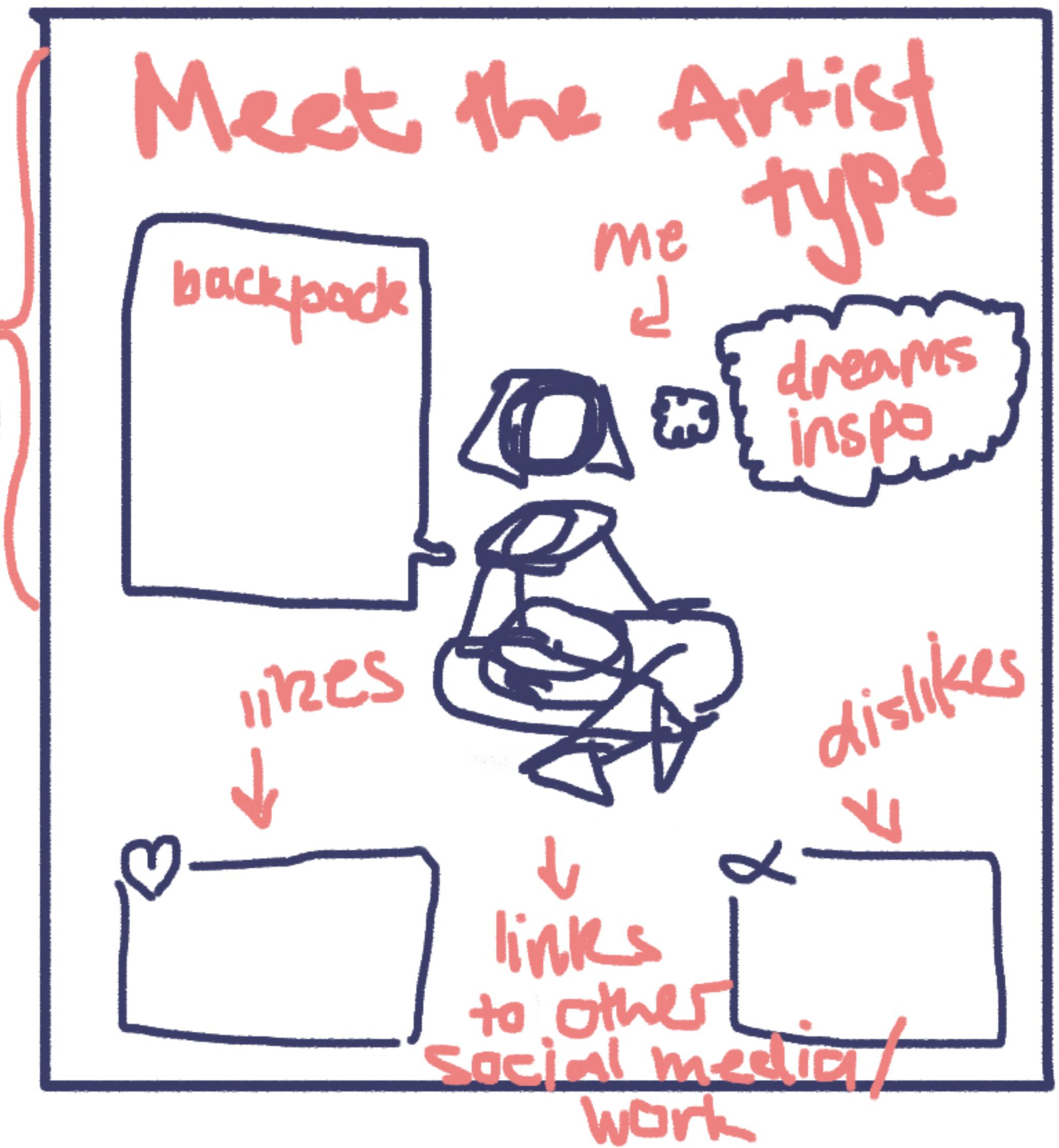
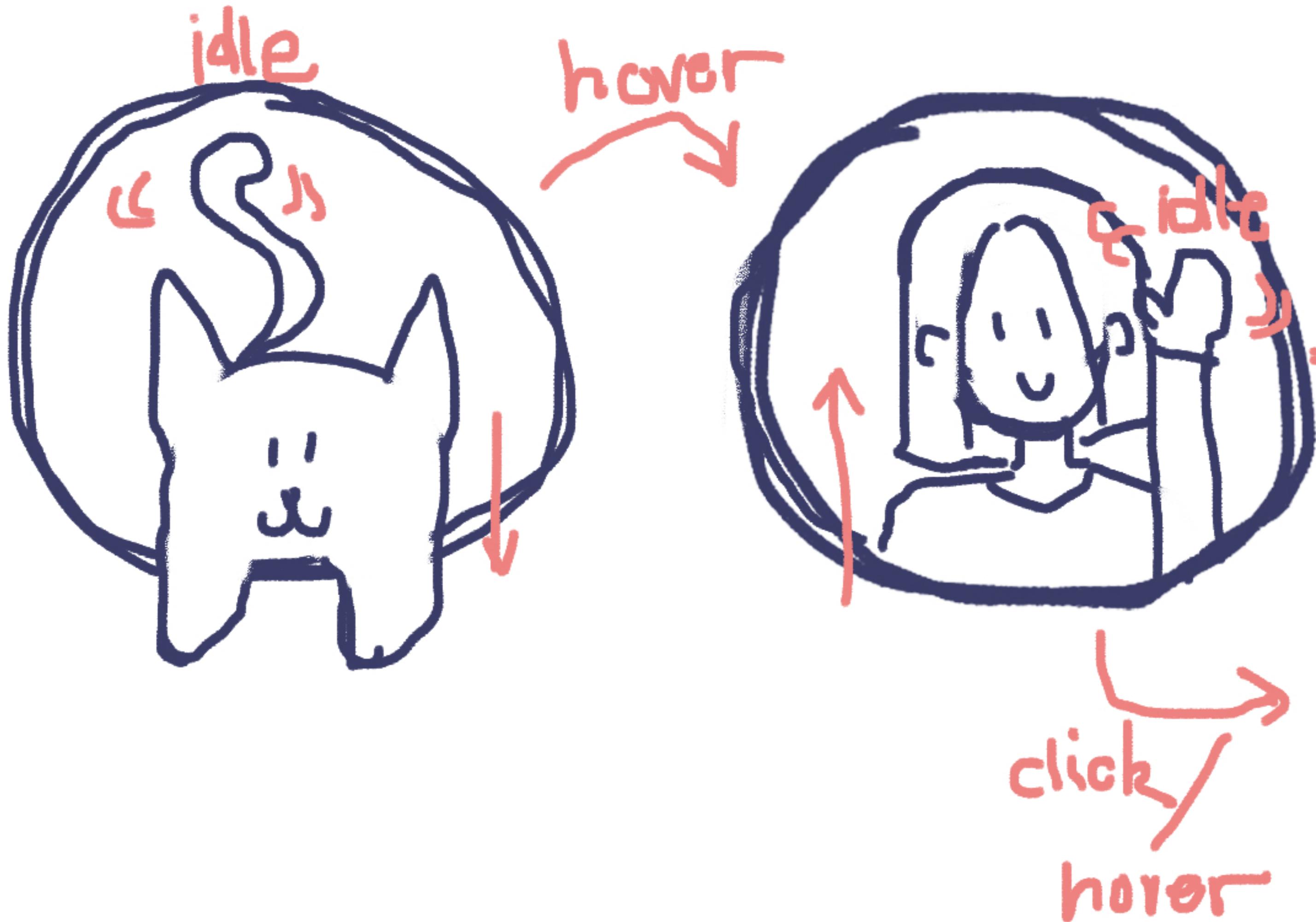


#### 4. Other Characters and Relationships



## 5. About the Author

Stick to top right / left corner



# GETTING TO KNOW YOU: MY USER'S EMPATHY MAP

Use this template to help you understand your user's *MOTIVATION*...

Interviewing an actual person (who would benefit) helps a lot, but in the absence of a user try to put 'yourself' in the situation.

*There is a filled out  
example at the end of  
this document*

## GETTING TO KNOW YOU: MY USER'S EMPATHY MAP

Use this template to help you understand your user's *MOTIVATION...*

Interviewing an actual person (who would benefit) helps a lot, but in the absence of a user try to put 'yourself' in the situation..

### THE COMIC (image, target & genre)

Use this area to describe who your target audience is and what your comic's genre is.



My comic is about a woman who works for the Grimm Reaper (death) as a reaper helping to keep Humanity's population in check. It takes place in the present day in an inner-city area called Sunningdale.

It's a dark indie drama where the main character isn't necessarily the villain but certainly isn't a good person either. It takes elements from the 1950's and the detective/noir genre. It also has a supernatural element with death and ghosts.

My target audience is 16+ (particularly young adults) who enjoy dramas, the supernatural and indie films. People who enjoy figuring out for themselves who is good and evil and people who enjoy mysteries and twist endings.

### GAINS (HOPES)

What does your user hope to gain from choosing to invest their time in your offering?

- ✓ Have an interesting story to read and enjoy
- ✓ Have new characters to invest into
  - ✓ Draw fanart of the characters
  - ✓ Create side-stories/ fanfiction
  - ✓ Discuss with friends about the characters/story
  - ✓ Decide (collectively with others) on a fan-favourite/ their fav.
- ✓ Find a new interest/ a new media to add to their interest in the mystery/drama/indie/supernatural genres

### PAIN POINTS (BARRIERS)

What could keep your user from having a positive experience?

- The site being broken/ not working as intended
- Instructions for interactivity not being clear/obvious
  - A hint pointing to one thing and instead something undesirable happens (not a good twist, but an annoying one)
- Not enough information provided on the story/ characters for them to get invested
- The interaction being boring/ taking too long/ too much text
- The story being not what they were looking for

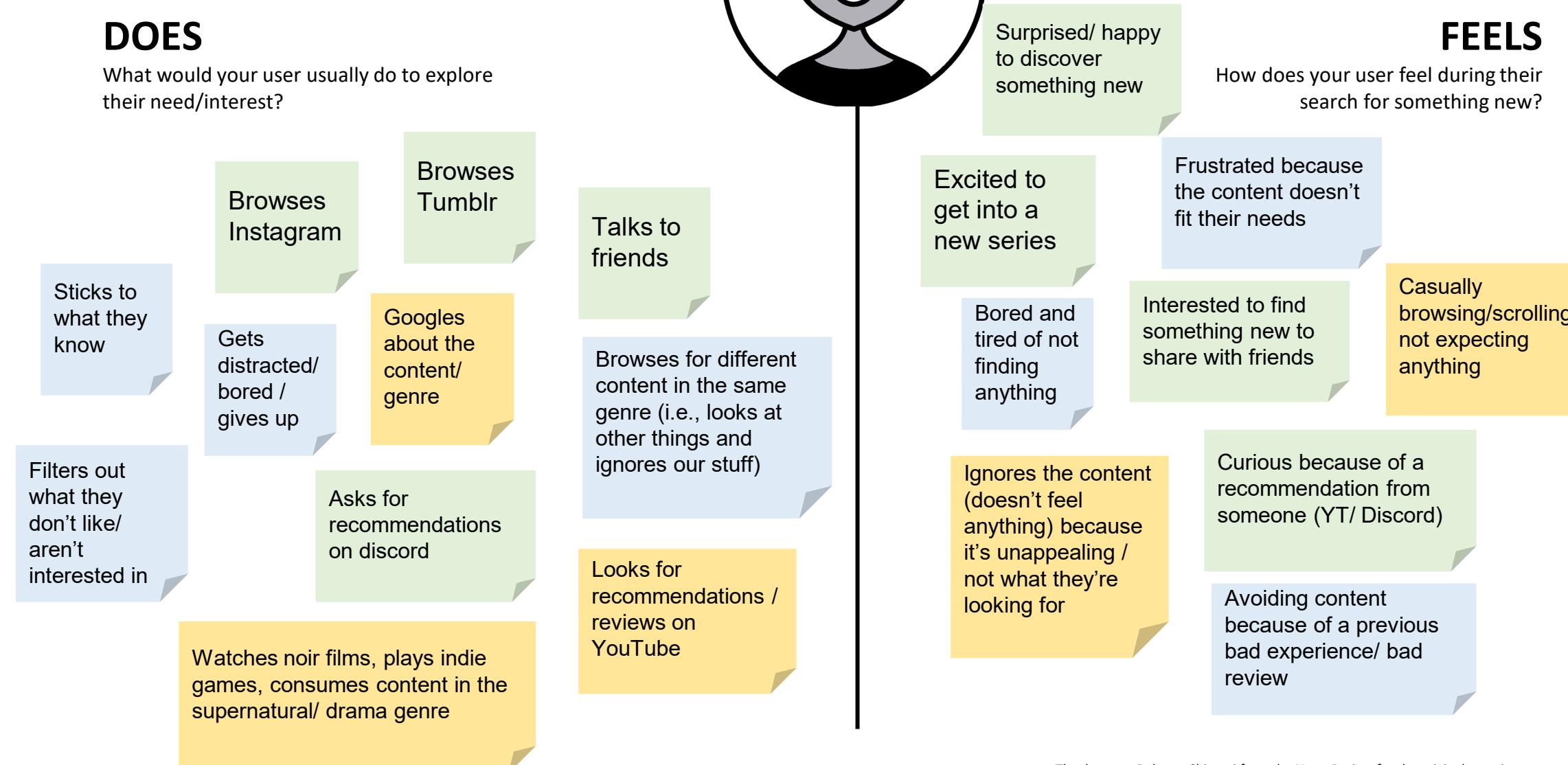
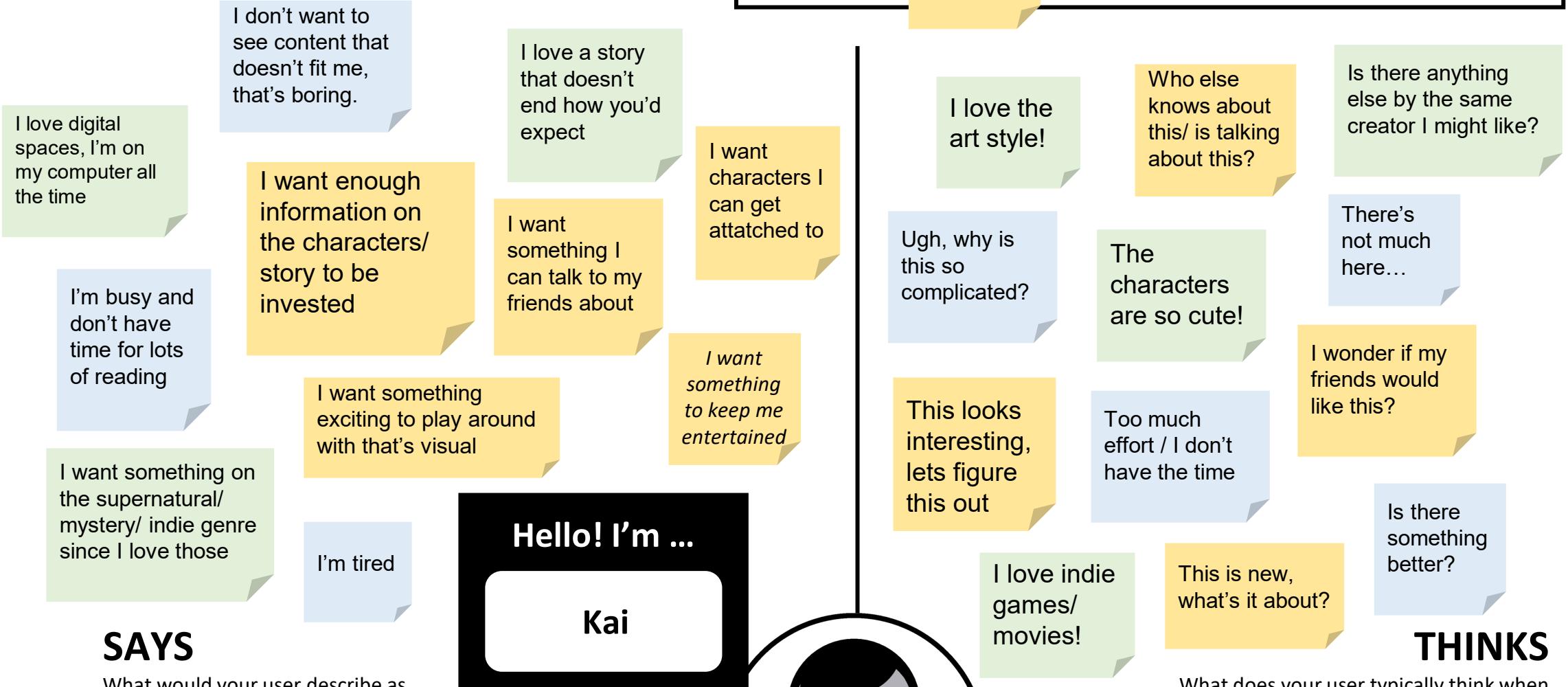
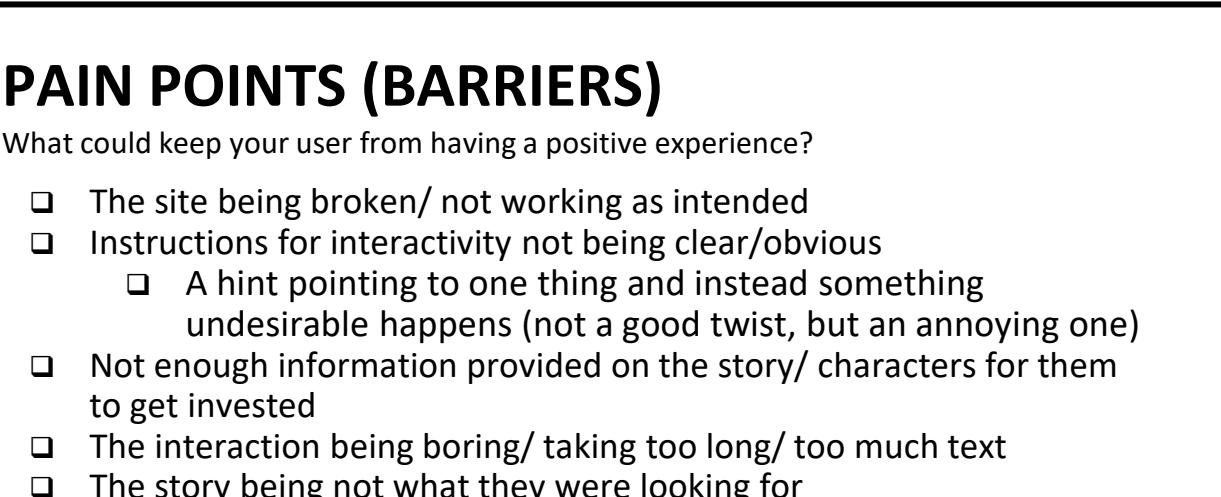
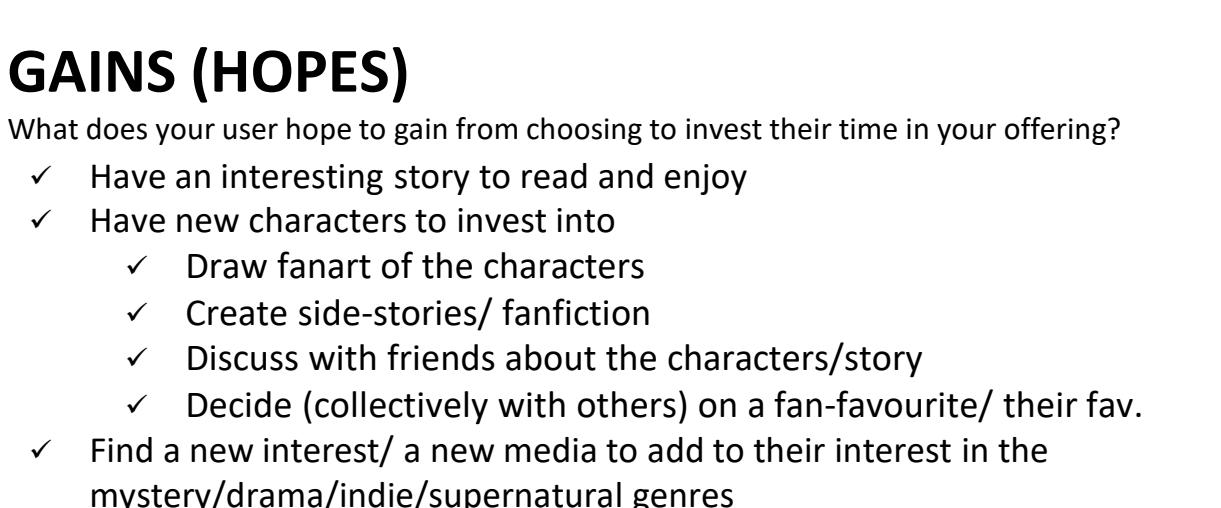
Copy, paste, click & type  
to use these stickies!

Use these stickies complete the map:

**NEUTRAL**

**POS.**

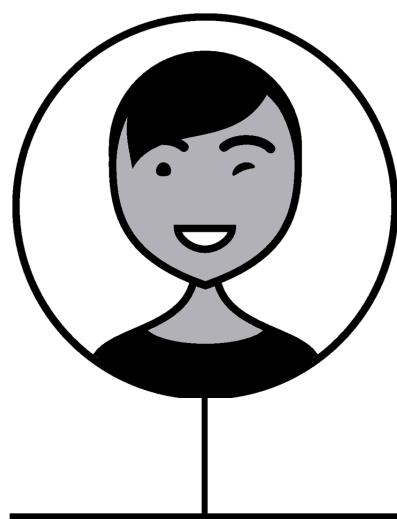
**NEG.**



# MY USER'S STORY: becoming a fan/follower

Use this template to define what your user will want, enjoy and do as well as gain insight as to why.

*There is a filled out  
example at the end of  
this document*



## MY USER'S STORY: becoming a fan/follower

Use this template to define what your user *will want, enjoy and do* as well as gain insight as to *why*.

**Start here**

### WHO do you imagine your user to be (Persona)?

I am Kai. I am 16-25 years old. I spend a lot of time on my computer/online and so I am pretty in-tune with the internet and websites/social media sites in general. I like indie games/films, dramas, mysteries and supernatural genre content. I am interested in finding a new comic/set of characters to obsess over, relate to and make content around (fanart, fanfiction etc.)

### WHAT do they like?

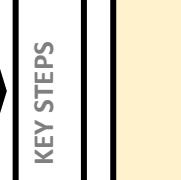
- ✓ The internet
- ✓ Mysteries
- ✓ Interactive games
- ✓ Cool/interesting characters
- ✓ Supernatural/indie genre
- ✓ Dramas/twist endings

### WHY would they be interested in your comic?

I would be interested in this comic because of the intriguing premise. The characters have cool powers and there isn't necessarily a good/bad guy. The website looks cool and is fun to use so I would like to read more.

### I WANT TO...

Define what motivates your user  
As well as any potential pros or cons.



### KEY STEPS

#### GOAL

I want to learn more about the world that the comic is based around in an exciting and intriguing way. I want to know the setting for the comic and feel a sense of mystery while doing this.

### GOAL

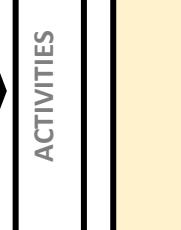
I want to know more about the main character. I want to learn their name, occupation, likes, dislikes etc. I want to find out the information on my own, I don't want it to be handed to me. I want to be able to become attached to the character because I feel like I know them.

### GOAL

I want to know more about the main character's abilities/"stats" in a cool way that relates to the character. I want to be able to connect with the character and feel like I'm playing DND in a way with how the stats are laid out. I want these stats to load up dynamically (with an animation) and not just be a still image.

### I NEED TO...

User interaction to achieve the goal



### ACTIVITIES

#### INTERACTION A

I need to figure out how to start the adventure/infographic by "turning on the page"

#### INTERACTION B

I need to "plug in" the infographic by hovering over the plugs, and then clicking on them to plug them in and bring power/life to the infographic

#### INTERACTION C

I need to hover over the different icons around the character to figure out what each icon means and obtain the bio info "hidden behind" them.

#### INTERACTION D

I need to click on the different buttons at the bottom to see the different abilities that the character has.

#### INTERACTION E

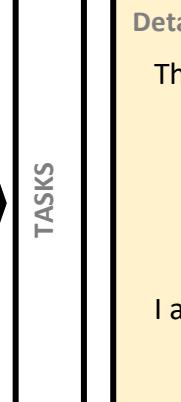
I need to adjust the slider above the main character to extend/shorten their arm which in turn reveals what is hidden under their coat. I get stats (that I had to find myself) revealed to me in an interesting way.

#### INTERACTION F

I need to adjust the slider and have stats revealed, these stats are animated to grow to a certain length to represent the strength of the stat (i.e., the amount of each stat the character has).

### I CAN...

Smaller detailed tasks in the interaction



### TASKS

#### Detail A1

The plugs on the left-hand side of an otherwise dark screen are swaying slightly. This indicates to me to hover over them/click on them. I am intrigued to find out what they do.

#### Detail B1

When I hover over the plugs, they float up into position so they look like they should be plugged in, and this indicates to me to click on them. I want to find out where this goes

#### Detail C1

Each icon has a little shake animation indicating to me to hover over them. Each icon represents a certain piece of information in a not-obvious way. For example, the strengths are represented by playing cards. This way I am intrigued to find out what each icon means, and what info each holds.

#### Detail D1

The buttons have a single word tied to them detailing the ability "ghosts" -> ghost minions, "invisibility" etc. I can click on these buttons, and the animation of the main character hovering changes to reflect the ability. This way I can visually see how the different abilities work. There is a small paragraph of text below the animation giving more information.

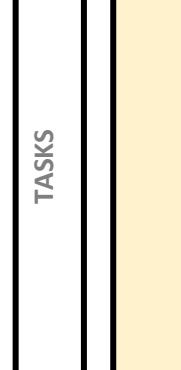
#### Detail E1

I can see the main character holding their coat like they are going to open it. Their tail flicks every now and then, which prompts me to try and find out what is underneath their coat / what they are hiding.

#### Detail F1

The stats are revealed as pockets in the coat containing things that represent that stat (e.g., a rose representing charm). I can get to know the character's stats in an entertaining way. I can relate to the character.

Use the words in the 3 blocks above to start your sentences (empathize with the user)



### TASKS

#### Detail A2

The plugs will stay in place, hovering slightly as long as I hover over them. If I move my mouse away, the plugs drop back down to hang in their original position. The page reacts to my movements.

#### Detail B2

If I click on the plugs, they connect together (plug in) with a "click!" sound and the whole page jumps to life. I get an exciting intro into the comic and the world

#### Detail C2

When I hover over the icon, the icon expands to reveal text/icons representing the information (for example, the name of the character, or icons representing strengths with a + to indicate that these are strengths). This way I have revealed info on my own

#### Detail D2

In the middle of the screen is an animation of the main character hovering. This animation loops as I explore the rest of the page. This shows signs of life.

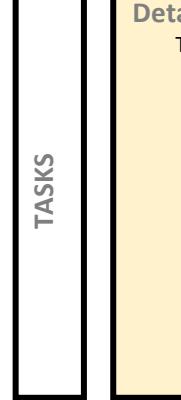
#### Detail E2

These stats grow/shrink in length and appear/disappear as I move the slider to reveal/hide items under the coat. I can mess around and play with the stats which is entertaining.

#### Detail F2

The stat pockets grow like bars to represent the strength/amount of the stat. I can see the stats laid out similar to DND which I can relate to.

Any interaction idea should be BENEFICIAL to user and their experience.



### TASKS

#### Detail A3

The screen changes colour from black to navy, and the scene of the city appears and becomes interactable. This scene shows a street view of Sunningdale city, with buildings, a car, some minor details like trashcans and shop windows. Small animations (like people moving in the shadow of the shop window) are visible. I get a good understanding of the setting.

#### Detail B3

The street scene has a street lamp that when "plugged in", lights up and lights up the scene (the scene becomes brighter and more visible). A very short description of the world becomes visible in the lamplight. I can get information on the scene.

#### Detail C3

The icons will tell me about her abilities. If I hover over each icon, I can get a one/two-word explanation of the strength/weakness/info. This way I can find and figure out the information on my own.

#### Detail D3

When I click on one of the ability buttons, the animation of the main character updates to showcase the new ability. For example, if I click on the "ghosts" button, the character hovers with some ghosts that pop up next to her, the "invisible" button only shows her outline (as she is invisible) etc.

#### Detail E3

The length of the arm that extends/shortens is silly looking and makes me laugh. The slider allows me to extend it unrealistically.

#### Detail F3

The main character's eyes shift left and right to look around and sometimes settle to the right where I can see the next section to the right of this one. I want to go check it out too. I move to the other side of the page.

This scene scrolls out (parallax) so I can view the rest of the page + infographic

This scene scrolls down so I can view the rest of the page + infographic

Thank you to Roberto Chiaveri from the Noun Project for the original user icon



The area above is for if you have any additional ideas that you want to split out.

**REMEMBER:**

*This is your user's voice NOT yours*

*Edit your ideas. KEEP IT SIMPLE*

How long it will take YOU to complete the task (Time Management)

How you will keep your user's attention (Presentation of content).

How to address user frustration or inactivity (Plan for problems)

# Project Summary:

I wanted to create an interactive, digital infographic for my comic that is unique and gets users to engage with my comic's lore/story and learn about the characters and world in an interesting way. I wanted there to be a mix of interactions, not just clicking through, but also using a slider and the scroll wheel. I also wanted it to have parallax scrolling where the background elements could overlay each other and frame the interactive animation in the middle. I also wanted it so that each part was a cohesive unit on its own, so that a user could start in near any order and still be oriented and be provided with the correct information.

I thought the most interesting start would be to get users to "plug in" the story and start the infographic off by discovering information (something that happens throughout where information is revealed instead of given) so the first interaction with the infographic is literally plugging the world in and users cannot continue until this is done. After which is the parallax peeking up from the bottom (top of the building is visible) and the scrollbar so that users are enticed to scroll down to view the rest.

I wanted users to get a background of the world and characters (I feel that is what my user would value the most as they are the type to enjoy interacting with characters and their personalities the most) so I placed a lot of emphasis (with images) on each character's personality, likes and dislikes. The author section I wanted to be accessible anywhere so it is in the top-right. Each section is self-contained and can be visited in any order.

# Credits:

All sources are available to use non-commercially:

FONT RIGHTS:

- Zen Kurenaido font from Google Fonts, that is available to use commercially and non-commercially, available here:  
<https://fonts.google.com/specimen/Zen+Kurenaido>

**DECLARATION OF ORIGINALITY**  
**UNIVERSITY OF PRETORIA**

The Department of ..... **Visual Arts** ..... places great emphasis upon integrity and ethical conduct in the preparation of all written work submitted for academic evaluation.

While academic staff teach you about referencing techniques and how to avoid plagiarism, you too have a responsibility in this regard. If you are at any stage uncertain as to what is required, you should speak to your lecturer before any written work is submitted.

You are guilty of plagiarism if you copy something from another author's work (eg a book, an article or a website) without acknowledging the source and pass it off as your own. In effect you are stealing something that belongs to someone else. This is not only the case when you copy work word-for-word (verbatim), but also when you submit someone else's work in a slightly altered form (paraphrase) or use a line of argument without acknowledging it. You are not allowed to use work previously produced by another student. You are also not allowed to let anybody copy your work with the intention of passing it off as his/her work.

Students who commit plagiarism will not be given any credit for plagiarised work. The matter may also be referred to the Disciplinary Committee (Students) for a ruling. Plagiarism is regarded as a serious contravention of the University's rules and can lead to expulsion from the University.

The declaration which follows must accompany all written work submitted while you are a student of the Department of ..... **Visual Arts** ..... No written work will be accepted unless the declaration has been completed and attached.

Full names of student: ..... **Tayla Orsmond** .....

Student number: ..... **u21467456** .....

Topic of work: ..... **VIO 202 Theme 2 Final Deliverable** .....

**Declaration**

1. I understand what plagiarism is and am aware of the University's policy in this regard.
2. I declare that this **Theme 2 Final Deliverable** (eg essay, report, project, assignment, dissertation, thesis, etc) is my own original work. Where other people's work has been used (either from a printed source, Internet or any other source), this has been properly acknowledged and referenced in accordance with departmental requirements.
3. I have not used work previously produced by another student or any other person to hand in as my own.
4. I have not allowed, and will not allow, anyone to copy my work with the intention of passing it off as his or her own work.

**SIGNATURE**



.....