

# VIO 202 Project 1

*Narrative & navigation (fundamentals of the Design Process for digital)*

**Clients:** Hope Leshaba (Group A)

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**Briefing date:** Monday, 21 February 2022

**Project deadline :** 11 April 2022 (Submit via GoogleDrive)



## 01 / Problem Statement

Your comic is going digital. You are in the process of turning it into a motion comic.

But you must first promote it to get people excited about it's release.

Create an interactive story promo (that will also become the landing page of your motion comic), it should tell people what your comic is about without giving too much away.

Use your comic's cover to help you build your story. Navigate the user through the story in a unique, interesting and interactive way. The narrative of the promo must build up to the comic title and have meaning in each step/decision.

## 02 / Creative approach

The final product needs to guide the users through a series of interactive steps that should entice users to want to read the comic. So look at your comic and think about what you would briefly describe in order to catch your audience's attention.

You will also have to familiarise yourself with each step of the design process, from planning to interface design, in order to produce a final design to demo to your client. All steps and your use of the digital platform will be marked as part of your project. Therefore, you must plan well and use all the benefits of the digital platform to attract and keep the user's attention.

### 03 / Limitations

You will need to generate your own content and use the style you developed for your VIO first year comic to create a unique, interactive promo designed for web. You are allowed to improve on your style especially if you did not work digitally previously. The final project must be adaptive within a browser.

### 04 / Learning Outcomes

- Familiarise yourself with each step of the design process
- Apply knowledge and understanding of Visual / Design Elements and Principles, etc. from your first year (VIO 102) to create a **functional, creative** and **appealing visual narrative**.
- Demonstrate an **explorative & experimental** approach to type and layout.
- Improve skills in **conceptual** thinking and **storytelling**.
- 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 & Student number, must be inside your VIO 202 GoogleDrive folder by **Midnight April 11th**, and contain:

1. Working website (viewable in a browser)
  - a. Minimum of five interactive steps
  - b. Seamless transitions/interactions
  - c. Signs of Life (should not be 'dead', it should react to the user and help them find their way)
2. A single PDF with (-2% for each missing item):
  - a. Comic cover from 1st year and if applicable, the improved for digital version
  - b. All research: rough planning and wire frames etc in a PDF
  - c. ½ page project summary (what were you trying to achieve?)
  - d. Credit any Music and/or sound after the project summary in the same PDF
  - e. A SIGNED plagiarism form (must be your actual signature)

YOU WILL LOSE MARKS FOR ANY MISSING COMPONENTS OR A LACK OF PROGRESS.

## 06 / 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 must be uploaded to your GoogleDrive folders  
by Midnight the day before your client session.**



Day of Project	Mini deliverable schedule <i>(what to have done by when)</i>
<b>Week 1 (21 – 25 Feb)</b>	Introductory Lecture, Briefing, Client slot assignment, prepare for first client session on <b>Thursday 3rd March</b>
<b>Week 2 (28 Feb – 4 Mar)</b>	Single PDF of 2 x interactive story ideas with a rough planning of the steps (the toaster exercise with 5 to 13 nodes) and your VIO102 comic as well.
<b>Week 3 (7 – 11 Mar)</b>	Present PDF of revised, approved story from week 2 as well as wireframed click-through interaction.
<b>Week 4 (14 – 18 Mar)</b>	Present a rough interactive prototype (rough placeholder sketches and basic functionality).
<b>Week 5 (21 – 15 Mar)</b>	Present a low-fidelity prototype (static, colour images with improved interaction).
<b>Week 6 (28 Mar – 1 Apr)</b>	Medium-fidelity prototype (animations and improved functionality).
<b>Week 7 (4 – 8 Apr )</b>	Present high-fidelity promo (sound, refined animations and final functionality)
<b>Deadline 11 April</b>	Final project: all deliverables due (see checklist under section 05 above)