

INTERACTIVE MAP PROJECT

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TASK 1: RESEARCH

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INTERACTIVE MEDIA DESIGN PROJECT

What is interactive media?

Interactive media is a huge part of today's everyday society, down to mundane tasks such as using ATM machines. Or even advanced matters such as the interface of a VR headset. So essentially interactive media is a graphic or animation designed for easy use of electronic devices. In order to be appealing to all the designer has to consider many aspects of usability in order to appeal to the masses for commercial success

Types of interactive media:

- Apps
- Games
- Virtual Reality
- Pervasive Games
- Interactive Video
- Publications
- Social Media
- Art
- Advertising
- ATMs



G.U.I IN EVERYDAY LIFE

A G.U.I is an acronym for Graphical User Interface. This is a user interface that allows the user to interact with electronic devices relatively easily. Here I have used my iPad to show an example of a simply, easy to use G.U.I which is familiar to most people; the design is so well done that my two year old sister can correctly navigate through the iPad using the G.U.I



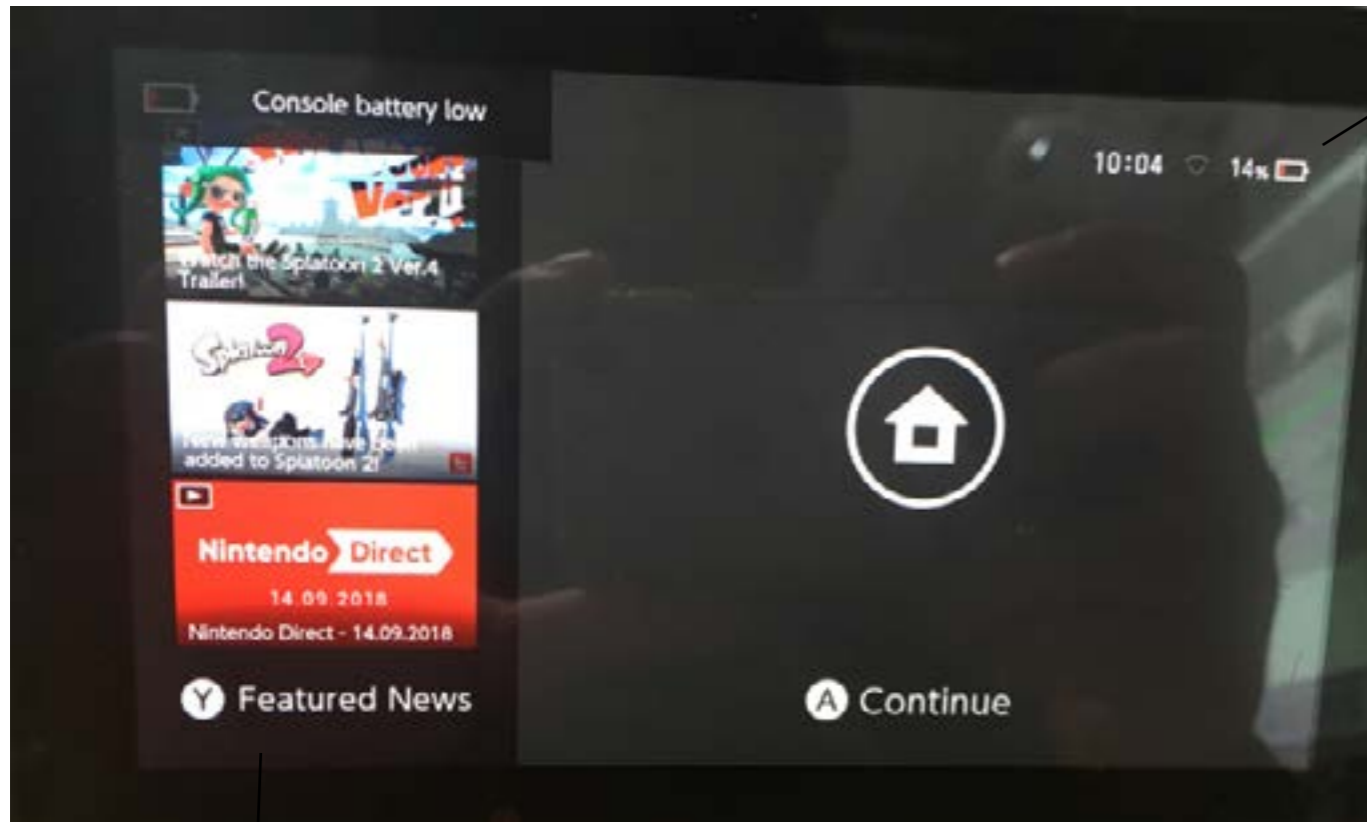
Folders can be easily made by simply dragging selected apps on top one another to create a file, the operating system will even suggest a naming for the group.



App bar at the bottom can be customized simply by dragging preferred apps into the dock, alongside recently used apps.

In this example of interactive media I have my Nintendo Switch. The interactive media here is screen based.

Battery Icon displays percentage and turns red when battery is low.



The Nintendo Switch is the very first hybrid games console combining handheld and home gaming. In order for this to work the Interactive Media design had to be of top caliber in order to appeal to the masses of gamers of all ages. The design of equipment appeals to the target audience of young kids, this can be seen with the colourful joy cons and rigid plastic tablet which is great for the inevitable wear and tear it will go through throughout the consoles lifespan.

User Icons for easy switching between profiles

News tab keeps user in the know with latest game updates, releases and videos

Game Icons are large focal point which is appropriate for a handheld games device

Simple icons for easy access across the bottom, includes basic functions



TERMS AND CONDITIONS

Generally this is a set of special agreements, rules, requirements and standards that form to an integral part of a contract or agreement.

WHAT IS PRIVACY POLICY?

A privacy policy is a statement or a legal document that discloses some or all of the ways a company uses, discloses, and manages a customer or client's data. It fulfills a legal requirement to protect a customer or client's privacy.

PERSONAL DATA AND COOKIES

Companies will often collect your personal data through various means such as when you create an online account with said company. They also collect data through competitions and the data you have provided by simply entering. Some information is even automatically collected through your devices whilst browsing websites, the system tracks your IP address, the time you have spent and what you have clicked on; using this information the algorithm creates specific advertisements moulded around your interests.

Cookies are small files which are stored on a user's computer. They are designed to hold a modest amount of data specific to a particular client and website, and can be accessed either by the web server or the client computer.

AND
HERE

MATERIAL

DESIGN

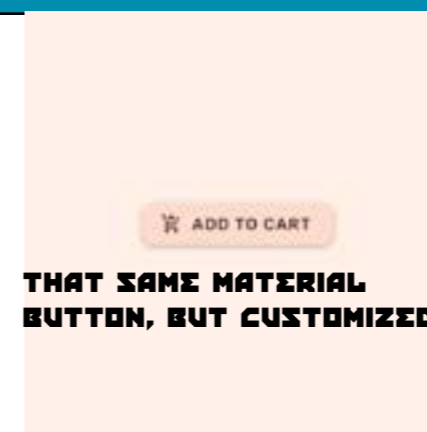
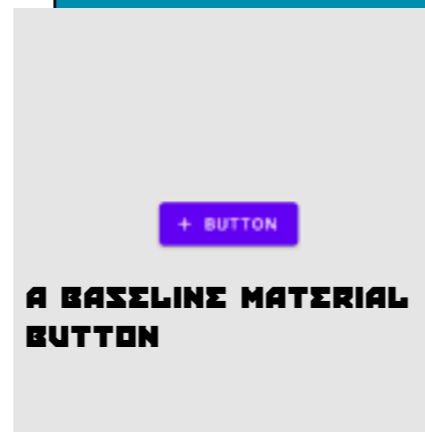
WHAT IS MATERIAL DESIGN?

Material Design is a design language developed in 2014 by Google. This allows you to create and personalize your own U.I. expressing brand and style through elements like color, shape, typography, and iconography.

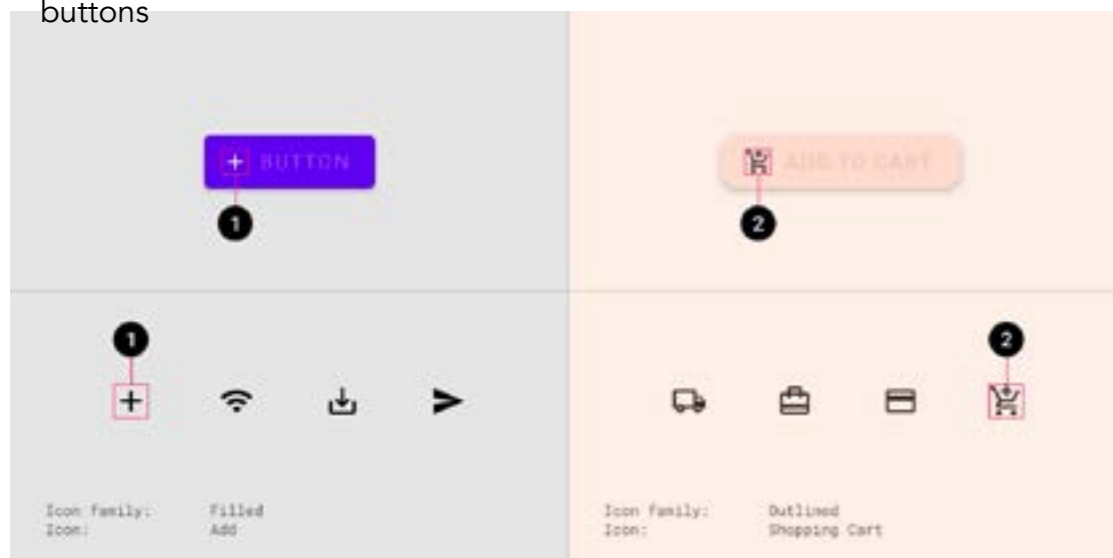
Alot goes into creating your own U.I. Material Design has many features for you to customize.

- Buttons
- Material Theme
- Typography
- Iconography
- Applying Colour

MATERIAL THEMING BEFORE AFTER



ICONOGRAPHY This allows you to apply icons to buttons



PRIVACY POLICY

Upon making an account Google will use your information in a range of ways from figuring out basic stuff like which language you speak, to more complex things like which ads you'll find most useful, the people who matter most to you online, or which YouTube videos you might like. The information Google collects, and how that information is used, depends on how you use the services and how you manage your privacy controls.



GUIDELINES



Requesting Permission



- Request personal data only when your app clearly needs it.
- Explain why your app needs the information.
- Request permission at launch only when necessary for your app to function.
- Don't request location information unnecessarily.

Interface Essentials

Most iOS apps are built using components from UIKit, a programming framework that defines common interface elements. The interface elements provided by UIKit fit into three main categories:

- Bars
- Views
- Controls

App Icon



- Embrace simplicity: Find a single element that captures the essence of your app and express that element in a simple, unique shape.
- Design a recognizable icon.
- Keep the background simple and avoid transparency.
- Use words only when they're essential or part of a logo.
- Don't include photos, screenshots, or interface elements.
- Don't use replicas of Apple hardware products.
- Don't place your app icon throughout the interface.
- Test your icon against different wallpapers.
- Keep icon corners square.



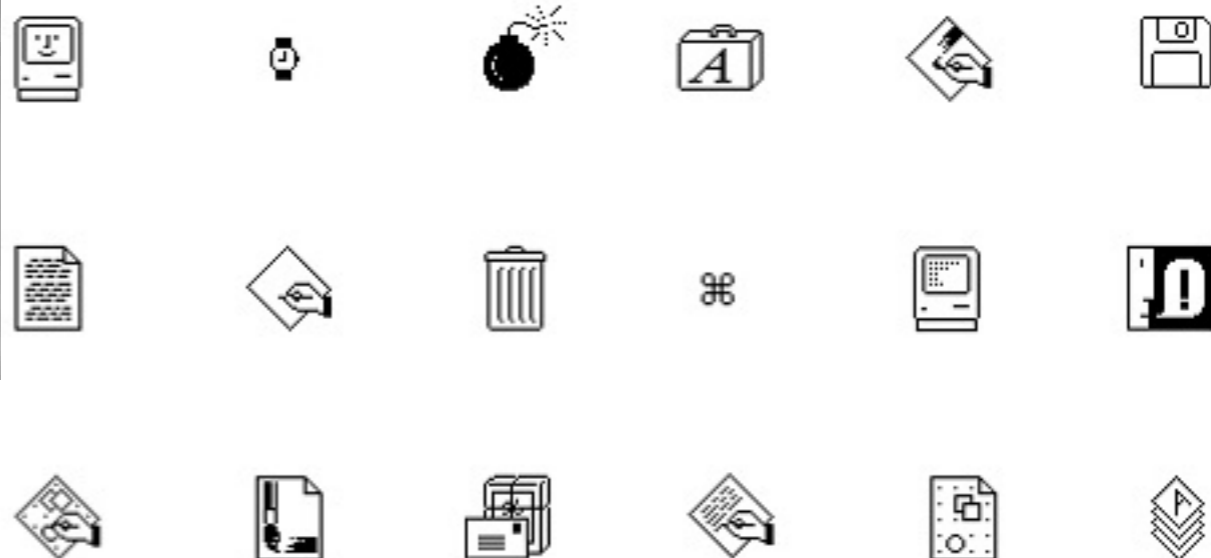
SUSAN KARE

WHO IS SUSAN KAREP

Susan Kare is a graphic designer who worked for apple and created several interface elements for the Apple Macintosh during the 1980s. She also later went on to work for NeXT during 1985 working as a creative director



She created some of the world's most recognisable icon art. Her designs for the original Apple Mac were friendly, whimsical, quirky, and soulful



FACTS

- She also designed the iconic Chicago font
- She designed the Mac icons in a \$2.50 squared notebook.
- She didn't go to art school.

**"DONT
TRY TO
BE ORIG-
INAL -
JUST
TRY TO
BE GOOD."**

WHAT MAKES GOOD INTERACTIVE DESIGN

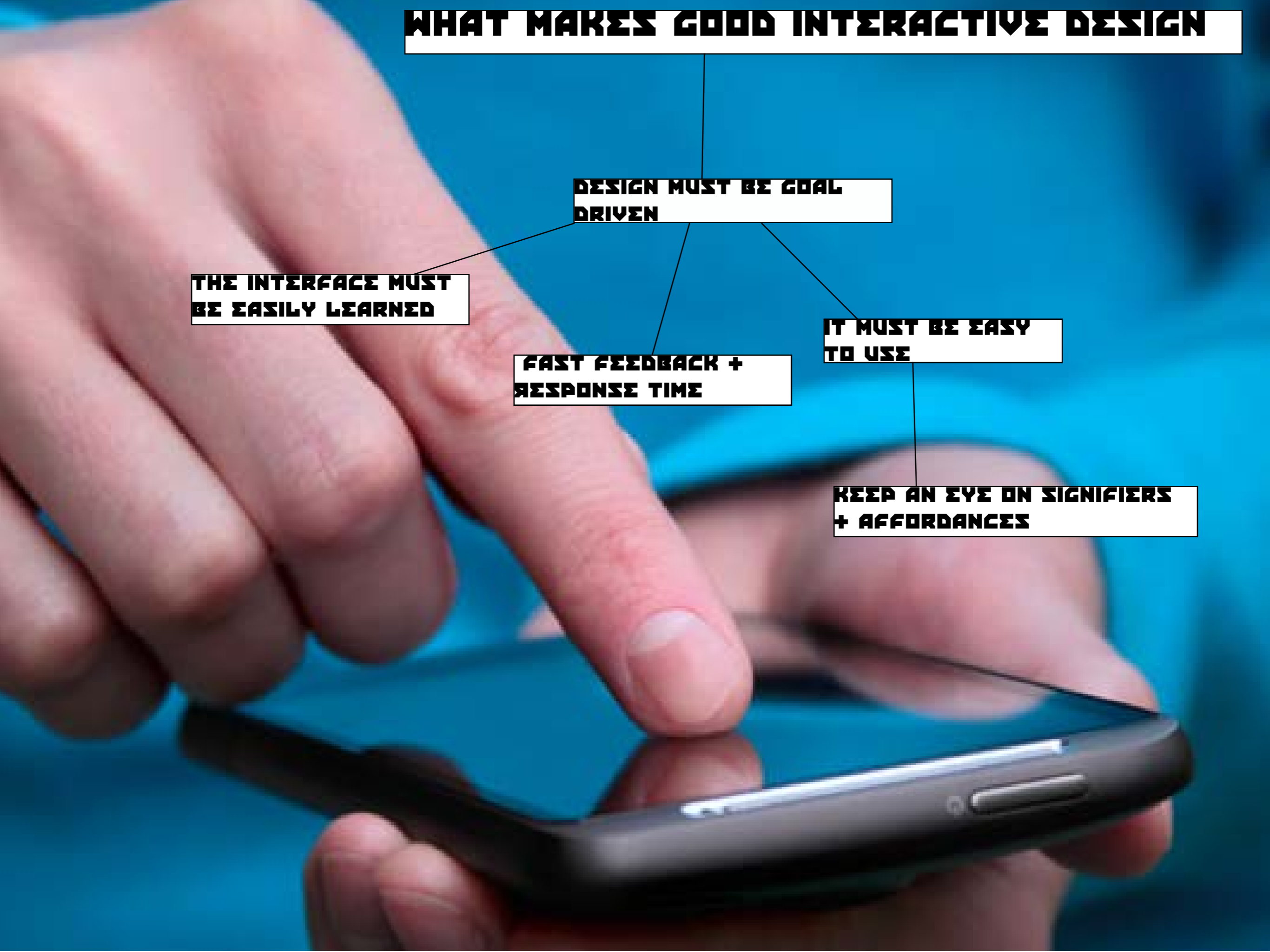
**DESIGN MUST BE GOAL
DRIVEN**

**THE INTERFACE MUST
BE EASILY LEARNED**

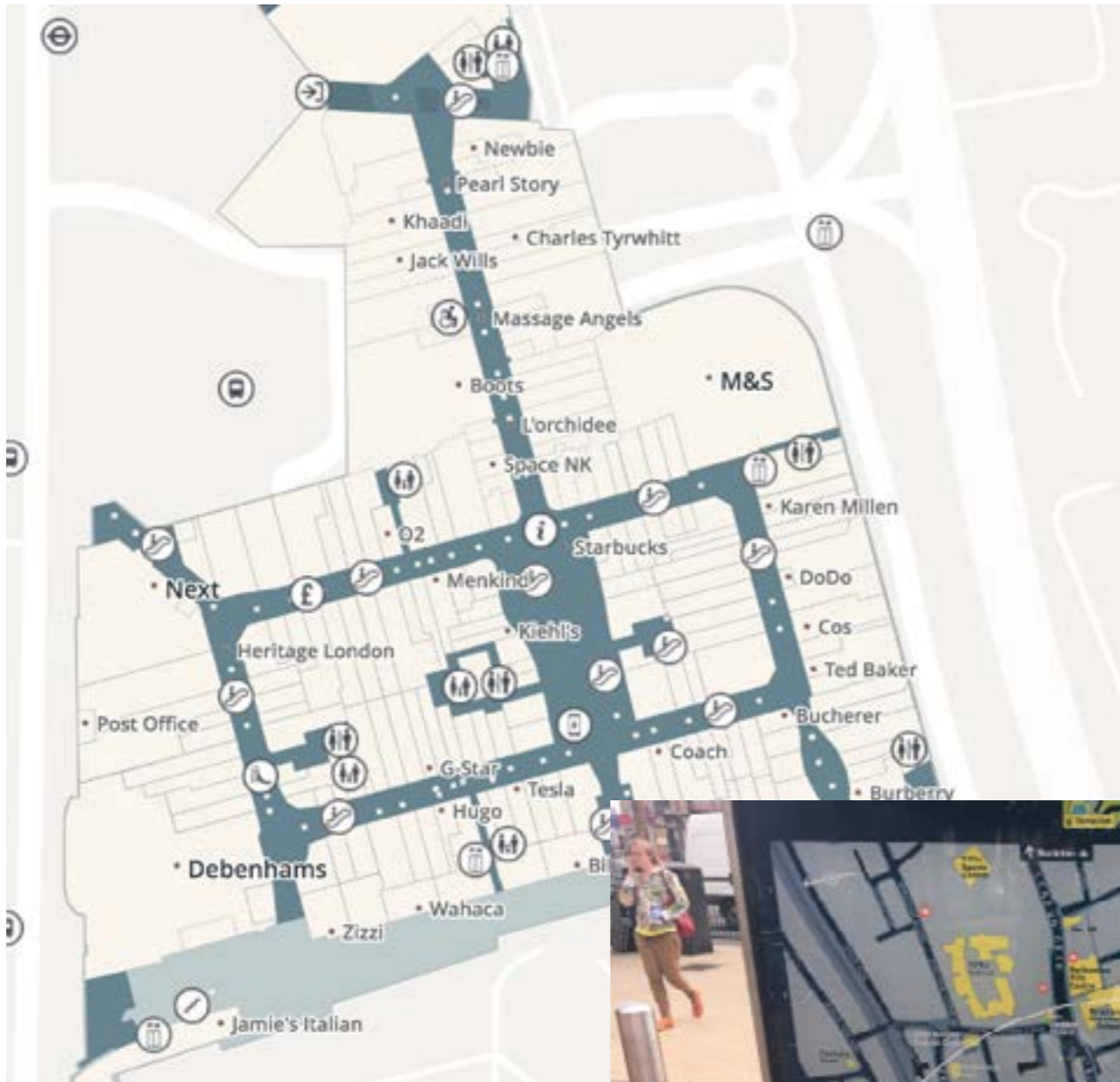
**FAST FEEDBACK +
RESPONSE TIME**

**IT MUST BE EASY
TO USE**

**KEEP AN EYE ON SIGNIFIERS
+ AFFORDANCES**



Simplistic easy to read icons for universal understanding no matter the language.



Nearest Tube and bus station provided for transport options.

Simple Colours to help not distract or confuse the eye.

Map can easily zoom in and out with buttons or use of the mouse.



Clear overall layout for easy navigation when commuting to the destination.

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Nipper died in 1895 and was buried in Clarence Street in Kingston, where Lloyds TSB is today. There is a plaque inside the bank commemorating Nipper, and a nearby street has been named Nipper Alley in his honour.

PARKS

- Canbury Gardens
- Isabella Plantation
- Latchmere Recreation Ground

A BRIEF HISTORY

Nestled on the banks of the river Thames, Kingston is a bustling market town brimming with history. First recorded in a Royal Charter in 838, Kingston is known as the coronation site of as many as 7 Saxon Kings and the birthplace of England.

Visit Old London Road, the site of Kingston's famous art installation in the form of falling over phone boxes officially named 'Out of Order' by artist David Mach, commissioned in 1988 by Kingston Council.

ATTRACTIONS

- Bentall Centre
- Arcade
- Pryzm
- Rose Theatre
- Riverside walk

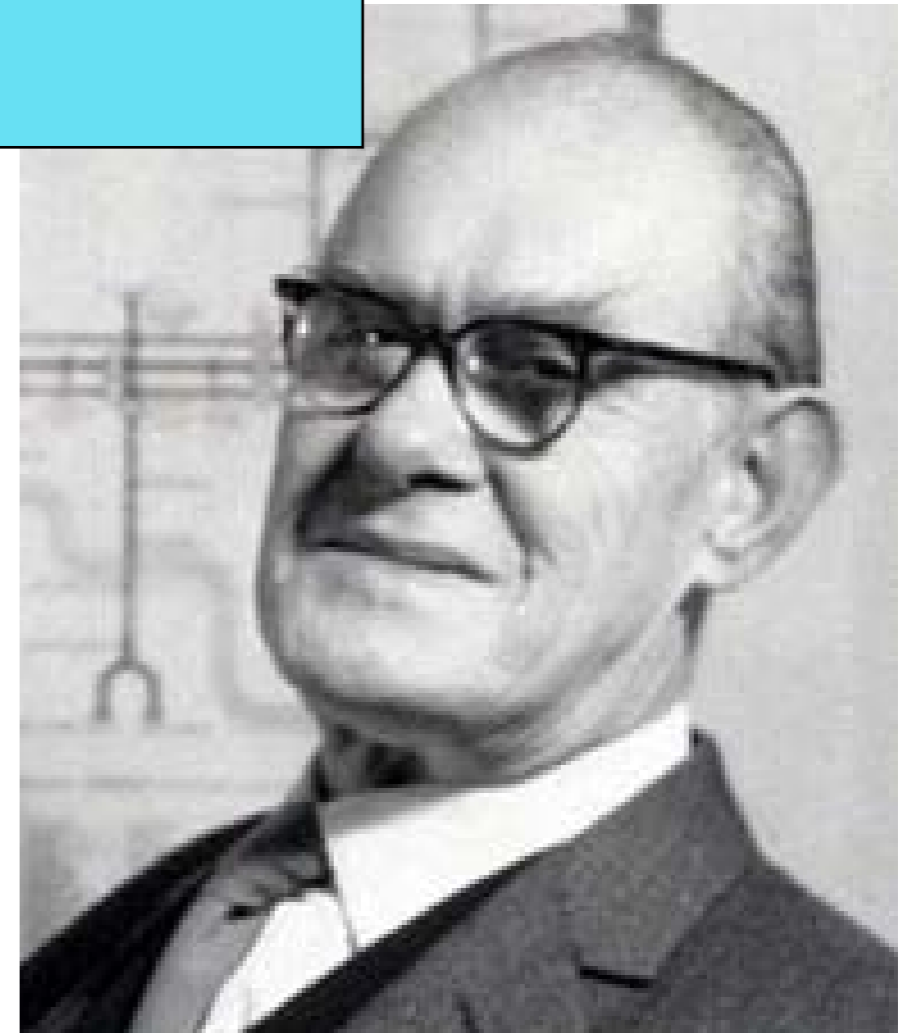


HARRY BECK



During the 1920s His job was primarily to draw schematics for electrical systems of the London Underground as well. Beck designed the Tube map when he was unemployed. This interesting fact points out that the map is the creation of a curious mind rather than the one following instructions of an employer. It was Beck's innovative idea that divorced the notoriously convoluted geography from his map design. At that time, the idea was alien to authorities and for its rather radical nature the initial design was rejected after being submitted to Frank Pick of London Underground, in 1931.

Even though it was rejected by Publicity department, Beck's perseverance culminated in a successful trial of 500 copies which was distributed at a select few stations, in 1932.



In the revised version of the map, Beck rationally mapped out what is it that the Tube passenger required to see to navigate easily without being lost in distance and measurements. He found the answer in exploring how the various tube stations and rail lines were connected with one another. He applied the Modernist grid system upon the city by eliminating all rail lines and added minimal vocabulary with symbols highlighted with bright colors. For the next thirty years, Harry Beck consistently updated and revised his original London Underground map. However, from 1960 on-wards his contributions were decidedly unwelcomed as the newly hired publicity manager for the London Underground took over.





LEAFLETS



MAPS

Maps will often contain a key alongside the bottom or side of the illustration of the map itself in order for it to be easy to read.

Just like interactive maps, physical versions often seen in leaflets must follow the same guidelines. Attractions will place leaflets at stations or at the attraction itself to inform tourists and visitors about the location and what it has to offer.



Usually on the back of a leaflet the company will place a very simplistic rendition of a map, typically these maps will have the same aspects of an interactive map such as nearest stations and streets with simplistic colours and layouts in order for it to be easily readable from all perspectives.





Kingston

