

In-Class Sketch Problem:

Developing a Coherent Interactive Design for a Multimedia Project

Working with your teammates, take 15 minutes to devise a metaphor for the project you select from the Project Descriptions listed on the next page. Then take 30 minutes to develop a coherent interface design for the project, and sketch 3 screen designs from the project: a main menu and two content area screens.

Start by thinking about what content would be included in the project, move on how that content would be organized, then the metaphorical context in which it will exist. Sketch some storyboards, then get more formal with actual interface design ideas.

Questions to consider as you design:

- 1) How is my metaphor is carried out in the design?
- 2) What is the overall grid and layout system I'm using to organize the information on screen?
- 3) Are the buttons and other elements consistently placed on screen? Is their placement reasonably intuitive to the average user? Can I use an icon instead of/in addition to text?
- 4) Am I presenting the content in a clear, accessible way? Am I presenting too much material at once? Not enough?

Your design should include:

- 1) Placement and basic appearance of buttons and other controls, and description of rollover and "click" behavior,
- 2) Rough text and image placements and styles,
- 3) Mention of colors/patterns of text, background, etc., and any special treatments of images (e.g., sepia-tone photos),
- 4) Description of any audio components (prompts, background music, interface sounds),
- 5) Discussion of digital video or other "advanced" features you may include.

Guiding Principles for UI Design:

- Evoke curiosity
- Keep things intuitive
- Create (moderate) challenge
- Create an engaging experience for the user
- Make it **multimedia!** - Do something substantively different from what could be accomplished in print, or with video or audio alone.

Remember that this is a sketch problem - it's intended to get your creative multimedia "juices" flowing. Work quickly and go with your instincts. Be clear in your drawings and notes, but don't worry about making them "pretty".

Select a different project from the one you used for last week's "metaphor" sketch problem.

Project Descriptions:

- A visitor's kiosk for the main entry hall of the Ellis Island Museum.
- A website for "Snapshot", a group show featuring 20 up-and-coming photographers.
- A CD-ROM annual report for the Harley-Davidson Motorcycle Company.
- A website for promoting and selling Marvel comics.
- The inaugural issue of an e-Zine about science for young children, entitled "Froglips."
- An edutainment CD-ROM called "What's Up, Beethoven!" for teenagers, on Beethoven's life and music.
- A CD-ROM about snowboarding – how to, where to go, equipment, etc. Should be edgy, and feature music and action shots and videos.
- The American Film Institute's 2000 Movie CD-ROM Annual. Features information about the script writers, directors, cinematographers, actors, production team, production cost, box office sales, and critical reviews. Also discusses key technical innovations and thematic trends.
- A website for home buyers in the New York area. Users can select homes by area, price, style and size (square footage). Offers walkthroughs and photos of the homes.
- A training website for Home Depot employees on tools. Includes "how to," technical and sales information.
- A CD-ROM promoting the 2004 Olympics in Athens, Greece.