

PLANNING INTERACTIVE PRODUCTS

Purpose of a Mood board:

Used to generate ideas for the look, colour and styles for a project
Used to 'get a feel' for a project
Used by the designers of a project

Content of a Mood board:

- Images
- Logos
- Colours
- Text/fonts/styles/keywords
- Textures, fabrics and other materials
- Digital mood board may have sounds and video clips
- Annotations/labels

Purpose of a Mind map:

Generate ideas quickly
Develop and show links between different thoughts and ideas

Content of a Mind map:

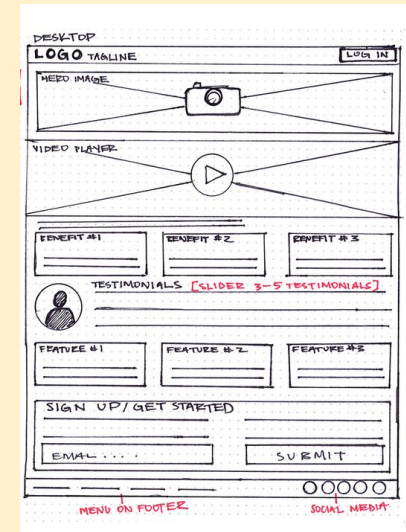
- Central node with a main theme
- **Nodes** and **sub-nodes**
- Interconnecting lines and branches to link ideas together
- Text
- May include Images

Purpose of a wireframe diagram:

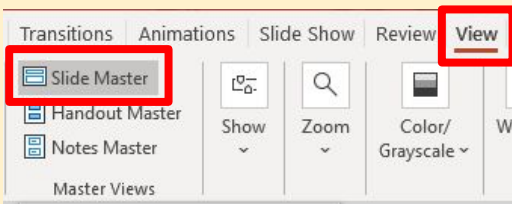
Plan the layout of a product to identify the layout and the assets which will be used.

Content of a Visualisation Diagram:

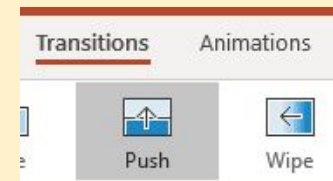
- Image/Movie frames
- Colour/colour schemes
- Text headings, text lines
- Layout/position
- Interactivity
- Annotations and labels providing **more** details



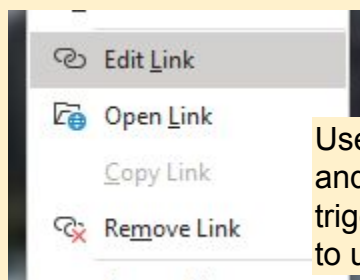
ADDING INTERACTIVE ELEMENTS



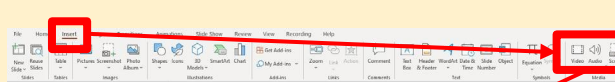
Use **Master Slides** to prepare background and font styles.



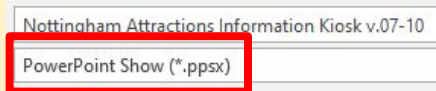
Use transitions and animations



Use hyperlinks and/or animation triggers to interact to user inputs.



Include video and audio



Export the final product as a suitable file type.

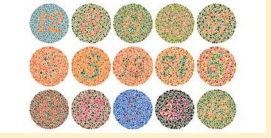


Maintain a **consistent** theme throughout the multimedia product with master slides.

Navigation buttons should enable the user to jump to **any** part of the product, not just the next page.

DESIGN PRINCIPLES

Dyslexic Friendly Font



Accessibility – Making the product easier to use with Language options, colours, readable fonts, icons.



House styles - The common layout, colours and fonts. Is the same across mediums so audience recognise the bbrand.



Graphical User Interface – how the user interacts with the visual layout, must make it as easy to use as possible.

Layout – where multimedia elements are positioned. Users are used to seeing familiar layouts of products.

For example: logos on websites in the top left that go to the homepage.



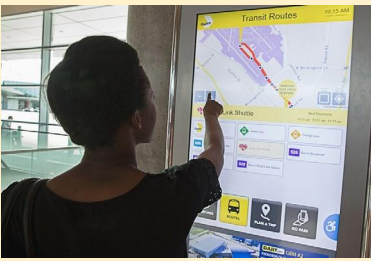
Colour scheme – This should suit the purpose for the audience and the product. The house style will often feature a colour scheme.

For example: green colours for a natural theme.

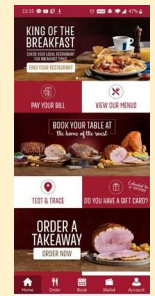
INTERACTIVE MULTIMEDIA PRODUCTS



Websites: available on many platforms. Users can interact with touch screens, computer mice and voice commands.



Information Kiosks: available in real life locations. Accessibility must be considered so a wide audience can use it.



Mobile Apps: available on smartphones and tablets. Touch screens needed but some will also use voice commands.



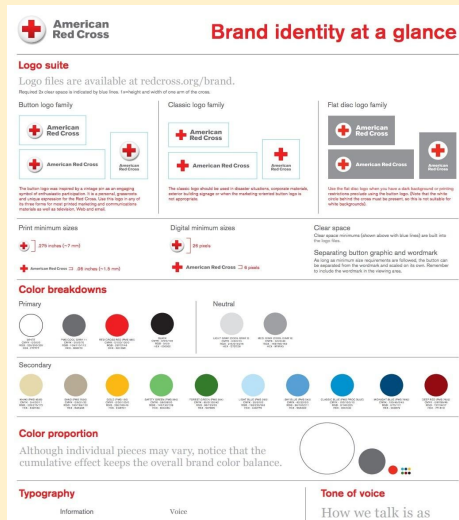
E-Learning Apps: available on many platforms. So will use the same inputs as websites or mobile apps.



Video games: available on many platforms, some of which are designed for them with their own peripheral. GUIs not always similar.

House Style:

A house style includes a consistent use of fonts, colour scheme and a logo. Through the consistent use, the audience will be able to recognise the brand.



Colour Scheme:

The colour scheme not only has to meet the purpose of the product but also meet the expectations of the target audience. So a product aimed at a young audience will have many bright colours and one aimed at an older audience may use 3 dark colours and 2 bright colours.

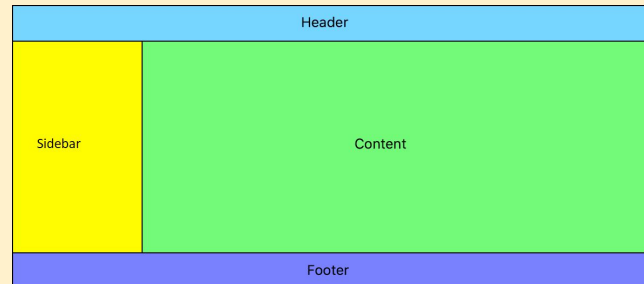
Graphical User Interface (GUI):

This is how the user interacts with the interactive multimedia product. A GUI uses Windows, Icons, Menus and the mouse pointer to help the user navigate around the layout. It is important that users find it easy to understand. For example: making a button look like something that should be clicked.



Layout:

This is how the multimedia elements are positioned, there are typical locations that users will expect content to be. For example, navigation will be on one side of the screen rather than be in the centre where content will appear. You need to keep a consistent layout throughout your product with a slide master.



Accessibility:

This is about making interactive multimedia products usable by everyone, regardless of ability.

If your audience is from a different country, you will need to add language options or use images instead of



If the product is using a large touchscreen, will your audience be able to touch all parts of the touchscreen? If not then your product may need an additional touchpad to allow all users to access the full product.



An older audience may have issues with reading meaning that the font size will have to be bigger so they can read it more easily.