NMD Elements III

Project 2: Interactive Visual Explanation

Introduction

Clear communication is a critical factor in solving any problem through design. When creating design solutions that explain an idea, a process, relationships, or a complex concept to the audience, designers are required to effectively distill complex information into its most accessible form to help users understand the content and instructions in a clear and universal way. Visual explanation designs use illustrations, diagrams, and icons to explain their topic. Carefully consider the various graphical translations and forms, design principles for an effective and exciting way of visualizing information.

Prompt

Create an Interactive Visual Explanation that explains an idea, a process, relationships, or a complex concept through a larger device-based solution. Gather the information/data and communicate it in a visually compelling way to reach and resonate with targeted audiences. This must be intellectually informative, and visually engaging.

Objectives

- To understand the advantages and disadvantages of specific graphical forms of communication
- To develop a robust and effective solution through a systematic design process
- To present useful and interesting information in an engaging way
- To analyze and evaluate the values of user interface design for a dedicated display device

Content Requirements

Topic: Topic should be Informative, useful, yet compelling.
- Research and select your topic. Find a topic/subject matter that inspires you and passionate about it.
- Find an opportunity to translate existing information into an interactive experience.
- For example, Scientific discovery or process / Explain structures or machines / Historical or statistical information / How to instructional guide / How things work / Explain cause and effects.

e.g. How to make something, How does something work, How do tornadoes form, How to improve sustainability in a developing country, How does a medicine work, etc.

Information Structure: Identify and leverage appropriate information structures to connect your targeted audiences and interaction modules to utilize the larger targeted device environment. (e.g., museum, gallery, event, conference, classroom, concert, hospital, high school, nursing home, etc. etc.)

Information Presentation: Create an interactive experience that transmits knowledge and effectively engages the user through appropriate interactions, various graphical forms (imagery, flow diagrams, photomontages, statistical diagrams, medical diagrams, structural drawings, 3D, etc.) and typography.

Information Complexity: A minimum of two levels of information should be available to the user. (e.g., progressive disclosure, hot spots, or popovers during the interaction to serve additional information) A third level may be included by using external online resources for in-depth details.

Creativity & Production Quality: Be creative, innovative, engaging, and execute your vision in a professional manner.

Citation: List any resources you consult, for topic information or imagery in your solution.

Project 2 FYI

I included some inspirational examples and links in this paper as FYI

UI Format

Select a larger device (e.g., desktop, tablet, kiosk, etc.) to support use cases

Audiences & Environment

Identify your audience and best utilize the larger targeted device usage environment. (e.g., Museum, gallery, event, conference, classroom, etc.)

Final Delivery Requirements

1. Final Visual Compositions contains the following (but not limited to):
Multiple UI compositions that offer a minimum of two levels of information to the user. For example

- *Entrance level: Provide initial context of the topic with branding*

e.g. Intro page that may be presented by one of the following: Splash page, Onboarding flow, Introduction page, or Animated loading page, etc.

- *First level: Deliver core information with the branding*

Final Delivery Requirements *continued*

e.g., Homepage that includes branding, clear communication, navigation, and an example of visualized content with text.

• *Second level: Offer additional information*
e.g., Secondary page – that includes one example of a Modal, Popup, Progressive disclosure module, or Popovers - utilize the interaction to serve additional information.

2. UI Animated Demo Prototype contains the following:
- Interface animations and transitions
- Information animations and transitions
- A complete set of instructions, process, or comprehensive set of information
- A minimum of two levels of information, does NOT have to include all of working interaction or navigation elements (focus on key features)

Prototype file specification:
- A viewable compressed movie (MP4), HD ratio
- If you have an Interactive prototype, provide the file/link and screen recording of the flow (MP4)
- No larger than 50MB file size
- Upload the file to Vimeo and supply the Vimeo URL for class sharing

3. Designed Process Document contains the following (but not limited to): for example
- Problem or Challenge & Solution Statement / Project Goal
- Competitive Analysis / UX Trend Research
- Personas / Use Cases
- Key Features and its description
- IA / Sitemap / Content Flow (if applicable)
- Concept Sketches with annotations
- Layout grid and Base grid system/ Core UI Archetype / Orientation strategy (if applicable)
- Wireframes (low-med-hi fi) with annotations
- Inspiration boards / Style board / Visual Compositions & Iteration annotations
- Final visual design comps with annotations
- Animated Prototype – Screenshots, Vimeo URL, Interactive Demo URL
- Conclusion – Lesson learn / Takeaways
- Appendix – Resources / Citations

Process document specification:
- Refer to the Process document requirements and examples on mycourses
- Document FYI - Mycourses - Project Intro > Project Process Document FYI
- TBA - Project 2 Process Document Requirements

Written Assignments

20% of your overall grade will be determined by your writing proficiency. This project will constitute the majority of your writing requirements.
Process Documentation will show followings
- How to write clear and convincing problem and solution statements
- How to write effective instructional text-based content on research
- How to create clear and concise annotations and summaries
- How to create clear and precise interactive instructions and labeling
- How to cite external work appropriately

Timeline & Submissions

Week 4 - Lec, Feb 19: P2 Introduction Posted

Week 5 - Lab, Feb 22/24: Soft P2 Introduction

Timeline & Submissions *continued*

Week 6 - Project Definition

DUE Friday Mar. 5, 1pm: ProjectDefinitionV1.PDF (add URL if applicable)

1. **Topic and content selection**: Paragraph describing the topic and the importance of the topic. Include possible content sources; web pages, data set, components, articles, information delivery, or interactions, etc. that are going to be a part of your solution.
2. **Identify project goal, problems/opportunities:** Create a list of problems/opportunities. Include reference images as needed. Prioritize the problems/opportunities and choose the Top 3 that you want to address. Consider What you are going to achieve and How, Why it will be useful for both the users and creator.
3. **Identify audiences and environment:** Who are your primary and secondary audiences? What do they need? Describe target audiences and applicable larger targeted device usage environment. (e.g., museum, gallery, event, conference, classroom, concert, hospital, high school, nursing home, etc.)
4. **Identify use cases:** Briefly describe what user's needs are and how your solution will be met their needs. When, where, how will your information be communicated.
5. **Benchmark your topic against the competitors:** This activity can contain an overview of the overall landscape of similar topic-based solutions/experiences on online/offline. It seeks to identify its strengths and weaknesses. You may be surveying a particular product space to understand the competitive landscape as either a benchmark for your product or to better understand how to differentiate your product from the competition. When the market is understood, you can then determine how you want a product to be positioned relative to similar products.
6. **Conduct UX trends research:** This activity can include design concepts, techniques, design patterns, interaction models, notable styles, and aesthetics to consider in a design solution.

Week 7 - Project Scope, Ideation & Interaction Design

DUE Friday Mar. 12, 1pm: ProjectDefinitionV2.PDF & ConceptSketchesV1.PDF (add URL if applicable)

1. **Finalize Project goals. Write your problem and solution statement:** What are you trying to achieve? What problems/opportunities are you trying to solve? Describe an issue or opportunity currently existing which needs to be addressed.
e.g., Problem - "Users are not able to easily access or understand the depth and interconnections of news and materials available." or "How might we make users understand the depth and interconnections of news and materials available?"
e.g., Solution - "Build an interactive visualization that connects articles, key players, authors, dates, and other content in an informative way."
2. **Finalize the topic and content:** List of specific content - web pages, data set, components, articles, information delivery, or interactions, etc. that are going to be a part of your solution.
3. **Establish your audience personas and create use cases:** To understand the potential user, provide use cases by personas. When, where, how they would use the application. This activity will provide the framework for your solution.
4. **Continue to perform design research (benchmark and UX trend research):** Continue to do the competitive analysis that is related to your identified problems. Research applicable design patterns, interaction models, or information delivery methods that can help to explore possible solutions. Make clear annotations about what works and why. Include **Recommended Approach:** Evaluate the research results and give your best recommendations.
5. **Concept sketches V1**: Explore initial ideation and visualization of concepts with annotation

Week 8 - Ideation & Interaction Design

DUE Friday Mar. 19, 1pm: ConceptSketchesV2.PDF, Sitemap+WireframesV1.PDF, & ProjectPlanV1.PDF (with URL)

1. **ConceptSketches V2:** Ideation and visualization of concepts with annotation (hi-fi)
2. **Sitemap + Wireframes V1:** sitemap exmples link
a. Sitemap: Sitemaps map out the organization of information in a digital product. It is the structural design of the information space to facilitate intuitive access to content.
b. Wireframe: It displays the content of a website/page and the planning of a site's structure and functionality. Include written text-based content with the associated visual asset placements–images, graphics, photos, diagrams, animations.
(Wireframes are visual representations of an interface used to communicate the following details to get everyone on the same page–**Structure:** How will the pieces of this site be put together?

Timeline & Submissions *continued*

Content: What will be displayed on the site? **Informational hierarchy:** How is this information organized and displayed? **Functionality:** How will this interface work? **Behavior:** How does it interact with the user? And how does it behave? - from The guide to wireframing by UXPin)
3. **ProjectPlan V1:** Project deliverables & schedule, specify types of the project process, and final outputs that you are going to deliver and check-in dates.

Week 9 - Ideation & Interaction Design
DUE Friday Mar. 26, 1pm: WireframesV2.PDF & PrototypeFlowPlan.PDF
1. WirerframeV2 (Hi-Fi): Design layouts in hi-fi wireframes including written content
2. PrototypeFlowPlan: Animated prototype plan based on user's core tasks and UX/UI highlights

Week 10 - 13 Visual Design
DUE Friday Apr. 2, 1pm: InspirationBoards.PDF, Visual Composition V1 (Source and PNG files, URL if applicable)
1. Inspirationboards: Minimum 2 possible overall visual directions and graphical styles
2. Visual Composition V1: Visual Composition V1 with two visual styles based on the insporation boards

Week 11 DUE Fri Apr. 9, 1pm: Visual Comp V2 (Source and PNG files, URL if applicable)

Week 12 DUE Fri Apr. 16, 1pm: Visual Comp V3 (Source and PNG files, URL if applicable)

Week 13 DUE Fri Apr. 23, 1pm: Visual Comp V4 (Source and PNG files, URL if applicable)

Week 14 - Animated Prototype DUE Fri Apr. 30, 1pm: Prototype V1

Week 15
Starting Final week (Fri. May 7 – Thu. May 13)
Class Final Exam Date: Fri. May 7, 1:30pm–4pm, Online meeting

DUE Visual Composition V5 (final) by Fri. May 7 by 12pm
• Submit to myCourses dropbox "P2-FinalComp" folder
• Submit both **Source and PNG files** (add note to include your source URL if applicable)

DUE Animated Prototype by Fri. May 7 by 12pm
• Submit to myCourses dropbox "P2-Prototype" folder
• Submit **MP4 file only,** HD ratio, No larger than 50MB file size, Include your Vimeo URL in the note field
• Name it "P2-Prototype.mp4"

DUE Project Presentation File by by Fri. May 7 by 12pm
• Submit to myCourses dropbox "P2-Presentation" folder
• Name it "P2-Presentation"
• Submit both **Source (Keynote/PowerPoint) and PDF files** (include your source URL if applicable)
• Presentation method (individual online presentation via Zoom, etc.)
• Peer evaluation via Google form during the May 7 final exam class

//// Final week
DUE Final Process Document by Tue. May 11 by 10am
• Submit to myCourses dropbox "P2-FinalProcessDocument" folder
• Submit as a designed and compiled **PDF file** (add note to include your source URL if applicable)
• Name it "P2-FinalProcess.pdf"

DUE All REDO Project Submissions by Tue. May 11 by 10am
• Submit to myCourses REDO dropbox folders
• Submit both **Source and Preview files**
• Name it accordingly e.g. P1-Redo-Prototype, P2-Redo-Prototype, etc.