INTERACTIVE MAP PROJECT TASK 1 RESEARCH

BASIC UNDERSTANDING OF INTERACTIVE MEDIA

Interactive media is a very modern term and it refers to systems which can be affected by the user to customise the service by showing videos Presenting content via buttons or changing visuals

It's perhaps one of the most common things in modern life that many people use without knowing how it actually works or relates to other services as we use interactive media in everything from video games to using an ATM to ordering an Uber, They are all forms of interactive media

As almost everyone in the world uses interactive media in one form or another they have to be tailored to specific demographics and uses. For example :

It is used in education as learning tools such as apps , whiteboard tasks and study aids

It is used for leisure with video games, films and TV box sets menus as well as things such as Netflix.

It can be used for training purposes at business to create scenarios and tests for employees

It is also used for businesses interactive advertisements as well as online shopping sites.

It is even used in apps, social media and things as simple as online driving Theory tests can be considered interactive media

Interactive media can be Developed with a wide variety of tools including cameras

Microphones and art and design software like Photoshop for the basic visual aspects. These can then be combined with

Software like adobe animate, web design sites such as wordpress and even video game software such as unreal or the cry engine

However with interactive media also comes legal requirements such as a Privacy Policy Statement which is used if a company collects any information from you, i.e. Email or Address then this statement will show how the information is collected and what it is used for. The terms of service are also used to show conditions, restrictions and requirements related to the use of the interactive media for example copyright outlines.
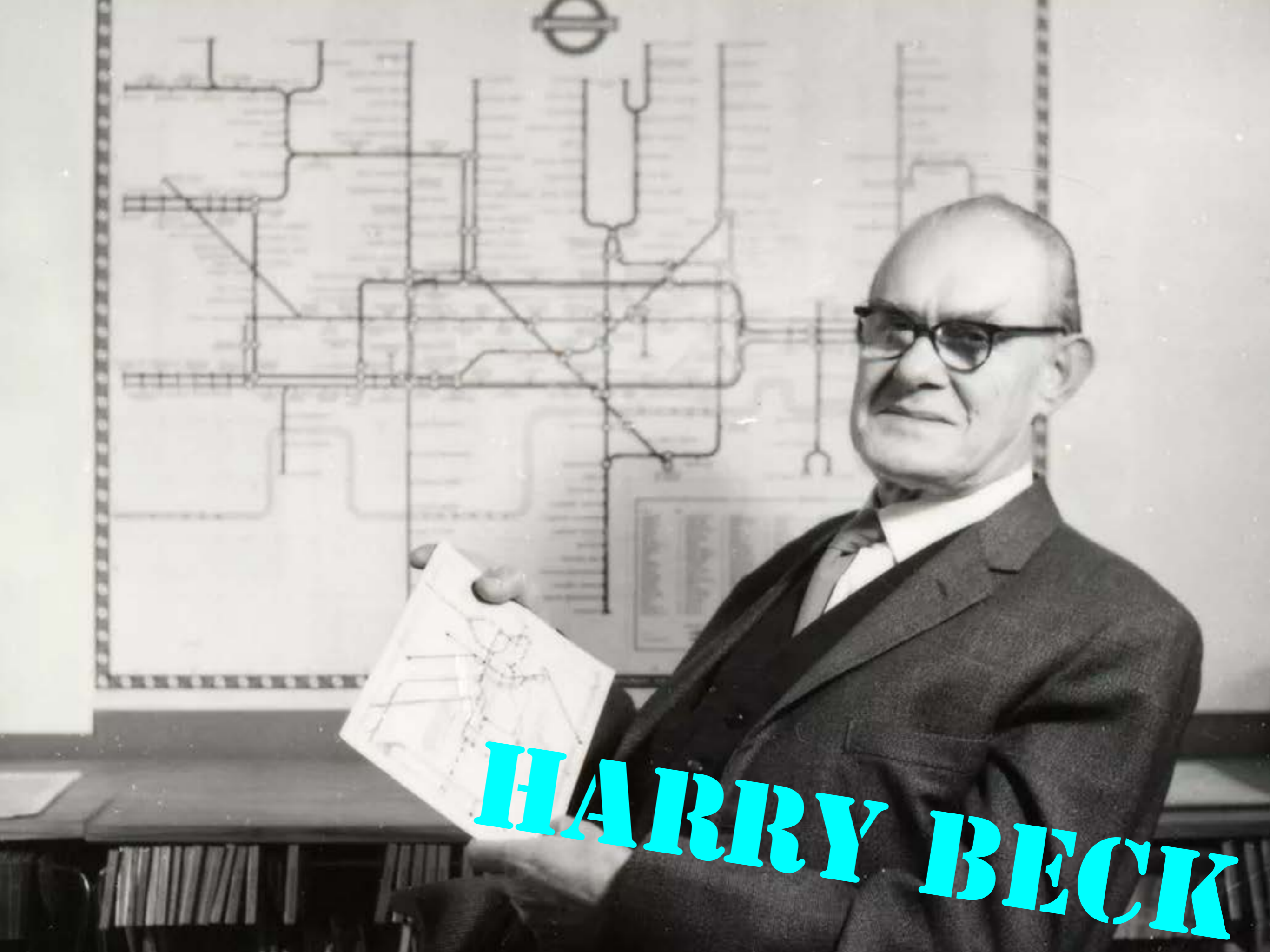
HARRY BECK

Harry Beck created the famous London underground map redesign in 1993 with its key design feature of no streets and no landmarks of London located on the map. It was initially rejected but has since been known as the most successful practical map of all time. He actually worked as a freelance electrical engineer at the underground and it was his training in this that allowed him to create the map as it was based on the wiring diagram he would use for his circuit boards. This makes it a schematic diagram rather than an accurate but cluttered visual map. It become more about clarity than geography. The key aspect to its success was its colour as it was useful for quickly communicating routes to busy

Travellers and directing the eye-lines better for example the circle line was Yellow, the most noticeable colour and the circle surrounds most of London so it draws the audiences eye into the centre of the map. The common criticism of the map is the face that it is out of scale however this in-fact became a useful

Propaganda tool for convincing Londoners to move from the busy centre into the Suburbs where its less crowded. Becks design was revolutionary and is still being used to this day despite when he gave it to the underground he was only paid 5 guineas.

*Old underground map
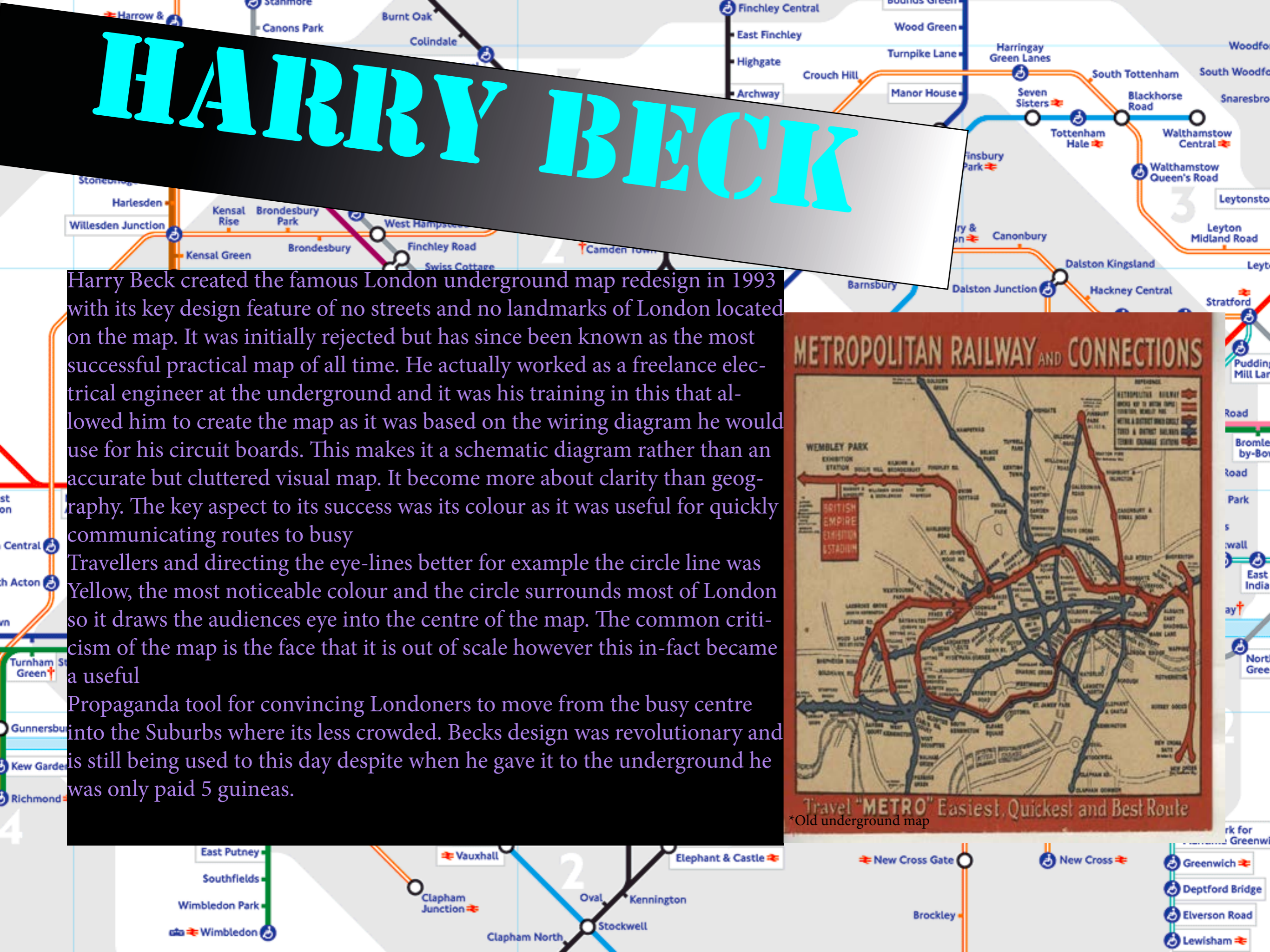
APPLE AND SUSAN KARE

Susan Kare was the artist and designer who created many of the key graphical interface elements and typography of the apple macintosh in the 1980s. She was influential in the young companies success and helped to design many of the fonts and logos used in modern computing and created the inspiration for many modern designers.

Apple has become one of the biggest companies in the modern world since then and therefore has instilled many restrictions on development for there systems to keep a high standard of quality. The 3 main design themes are summarised as follows:

Clarity. Throughout the system, text is legible at every size, icons are precise and lucid, adornments are subtle and appropriate, and a sharpened focus on functionality motivates the design. Negative space, colour, fonts, graphics, and interface elements subtly highlight important content and convey interactivity.

Deference. Fluid motion and a crisp, beautiful interface help people understand and interact with content while never competing with it. Content typically fills the entire screen, while translucency and blurring often hint at more. Minimal use of bezels, gradients, and drop shadows keep the interface light and airy, while ensuring that content is paramount.

Depth. Distinct visual layers and realistic motion convey hierarchy, impart vitality, and facilitate understanding. Touch and discover-ability heighten delight and enable access to functionality and additional content without losing context. Transitions provide a sense of depth as you navigate through content.
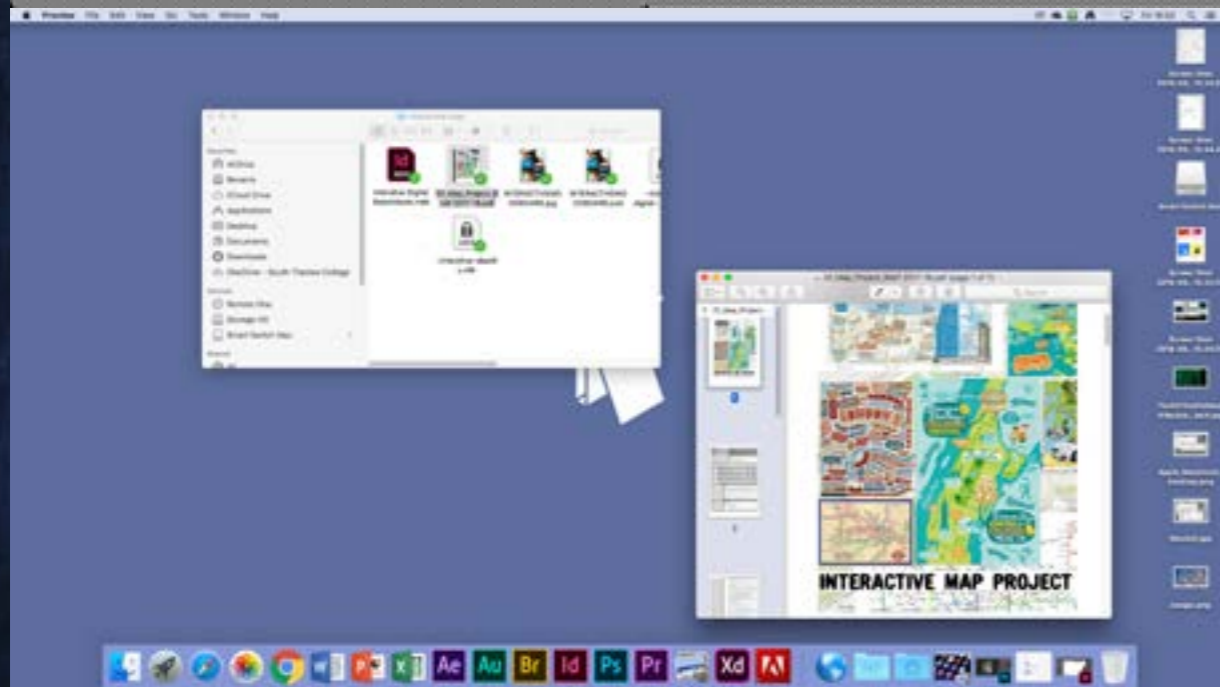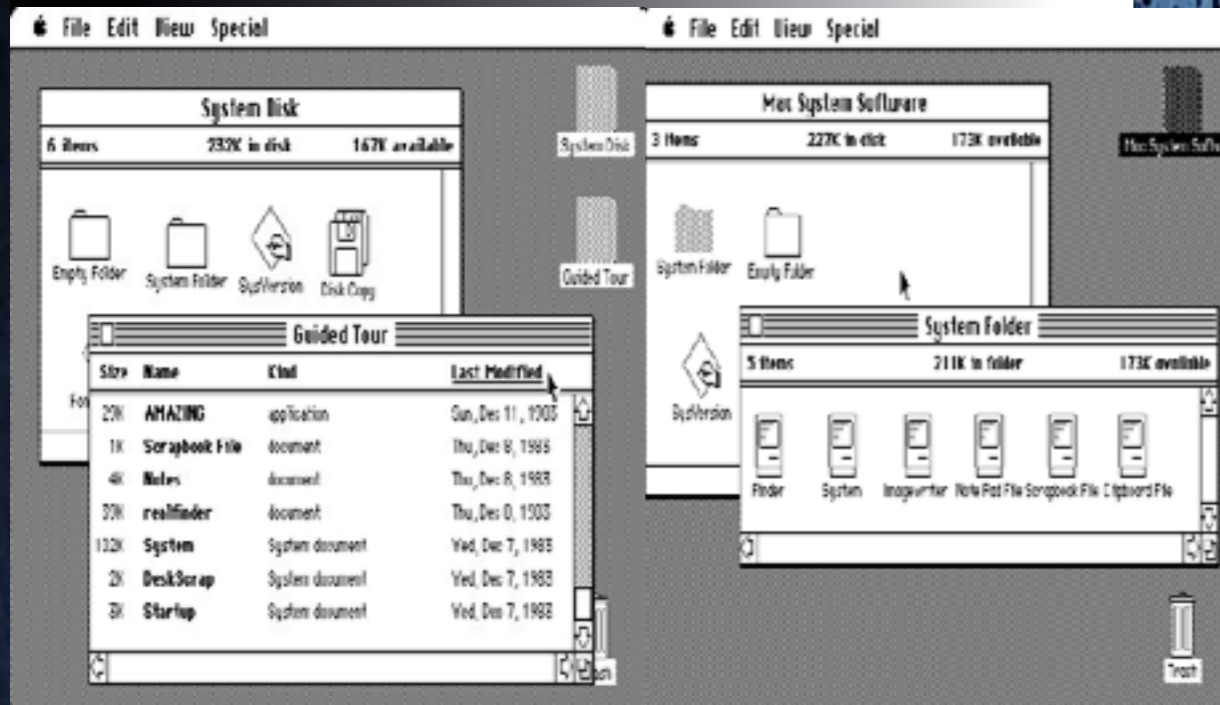
Definition of a GUI:
Gui stands for "Graphical User Interface" and is pronounced "gooey." It is a user interface that includes graphical elements, such as windows, icons and buttons. The term was created in the 1970s to distinguish graphical interfaces from text-based ones, such as command line interfaces.

*Original macintosh

Chicago 12 pt
Chicago 24 pt
Monaco 9 pt
Monaco 12 pt
Geneva 9 pt   (Cairo 18 pt)
Geneva 12 pt
Los Angeles 24 pt
Los Angeles 12 pt
New York 12 pt
NY 36 pt
San Francisco 18 pt
Toronto 12 pt
Toronto 9 pt
Venice 14 pt
Geneva italic
Chicago (outline)

# ORIGINAL MAC GUI VS MODERN GUI

MATERIAL DESIGN

The old GUI was very basic and straightforward and require a far larger amount of steps to access something as simple as a document. The old Guis font was also much less clean and stand-out when compared to the clean look of the modern font.

The modern GUI is clearly an evolution of the original where all the basic icons have been improved apon and the general design has improved by taking a more smooth modern art style.

It is clearly an evolution on a classic design that has been improved on over time rather than a complete over-hall.
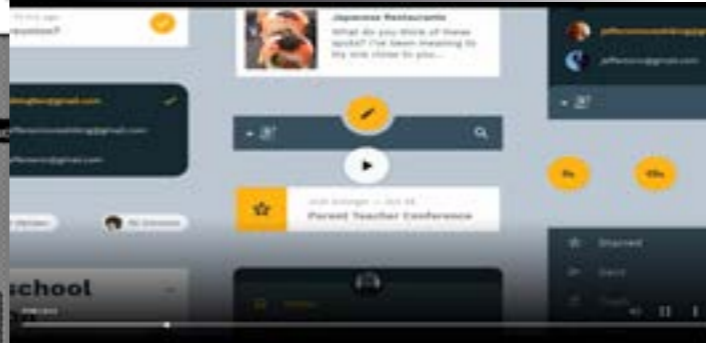
Material Design (codenamed Quantum Paper) is a design language developed in 2014 by Google. Expanding upon the "card" motifs that debuted in Google Now, Material Design makes more liberal use of grid-based layouts, responsive animations and transitions, padding, and depth effects such as lighting and shadows.

Google announced Material Design on June 25, 2014, at the 2014 Google I/O conference.

Material design is very appealing as its simple geometric style allows for creation of unique interfaces that when combined with good colour theory can help attract the eye almost like the Beck underground maps simple line based design

INTERACTIVE MEDIA MOOD BOARD

MAP RESEARCH

Though the focus of my map is interactive media still need to study traditional maps so I can create a physical leaflet version of my work that could be handed out at the interactive kiosks. I need to study different types of maps as my main focus needs to be a balance of information, easy accessibility and visual flair and appeal . Something as simple as a leaflet for a single building can help my visual design of the map because it requires a blend of traditional and modern online map design so that it can be well read in both of its forms.

Natural History museum map - Basic in the way that it doesn't show every route and exhibit but still east for people to use to get a better understanding of there surroundings

Top right: A map i found of Kingston which helps people locate things like bus stops and parking.

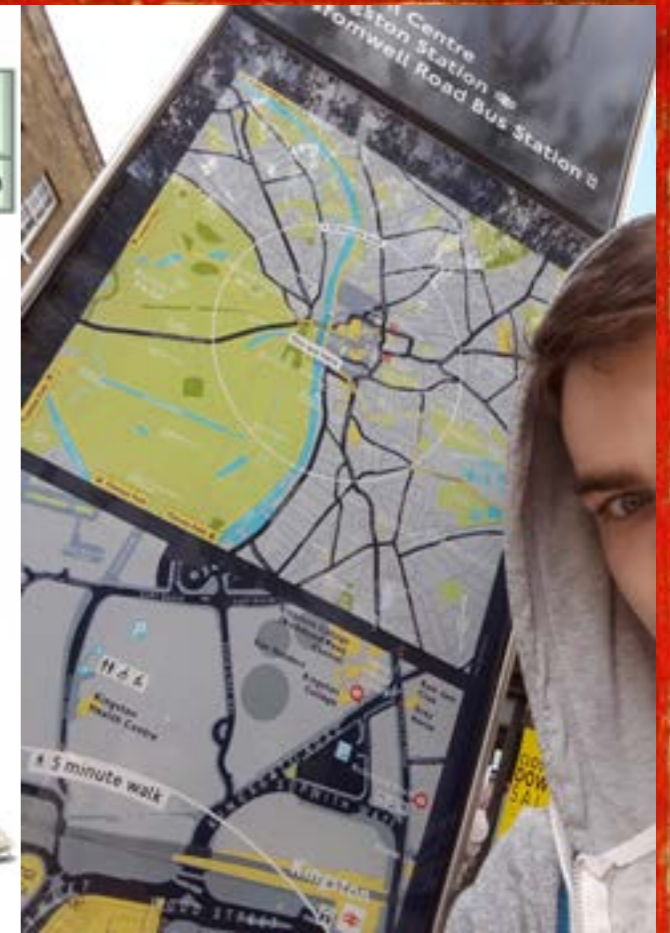Bottom right: An interactive map of Kingston I also found

Thorpe park map- More colourful and engaging for younger people and matches Thorpe parks brand however it is clearly design to be visually appealing rather than accurate and detailed.

KINGSTON RESEARCH

So now that I have done some research on maps and other designers I must take primary photographs of Kingston going along with the theme I have chosen to base my map on. I have chosen to do a map about student food deals. As Kingston has 3 college campuses a lot of restaurants and fast food businesses have deals catered to students so I believe a maps showing the best deals would be well utilised for the many students in Kingston.

Examples of good places to get student food that I took photos of
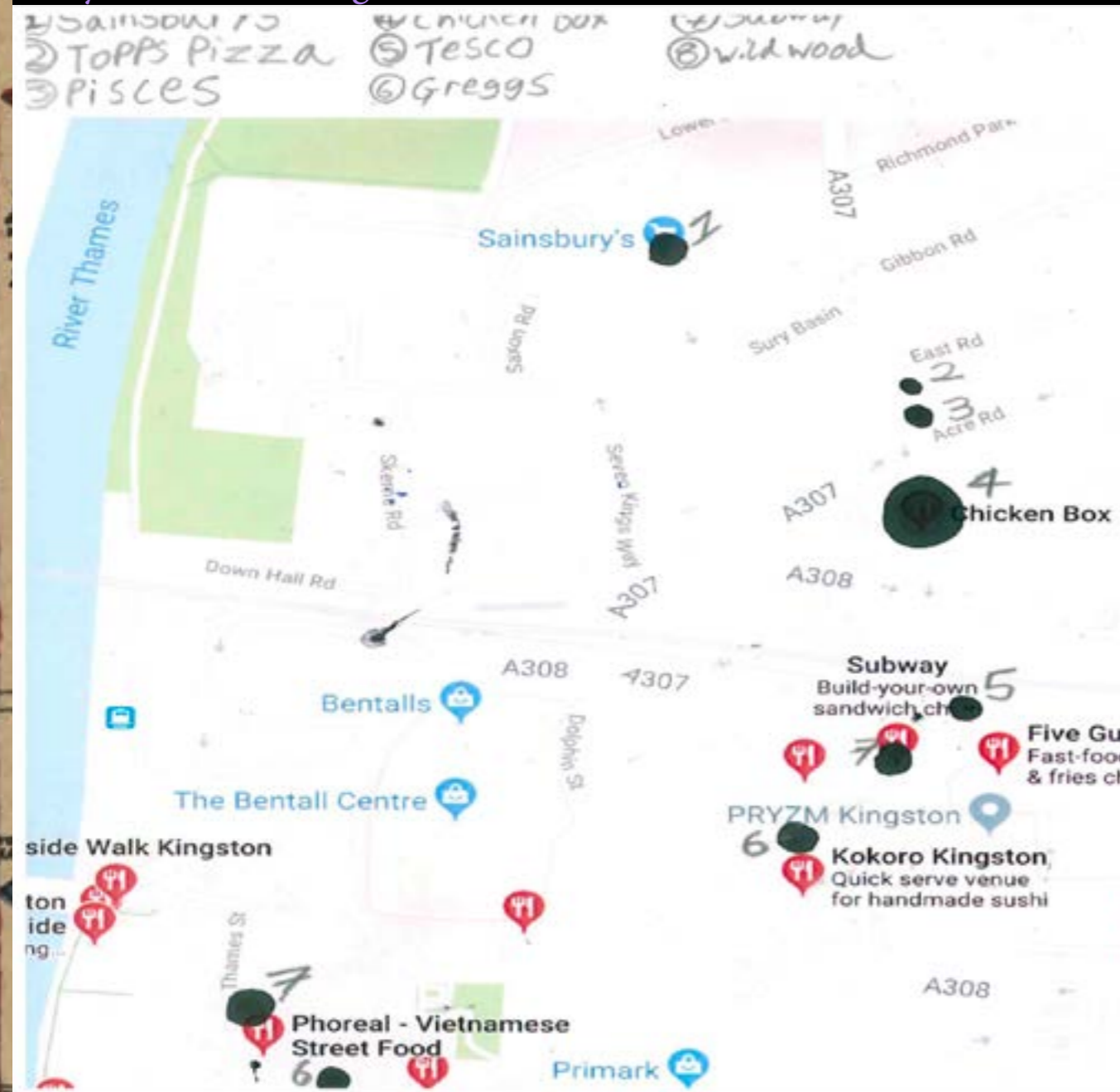
Base Planning stage - I took a google map screen shot and marked down some of the places to get student food