

# Interactive Media Map Project

# Task 1

## Research

# What is Interactive Media?

## ATM



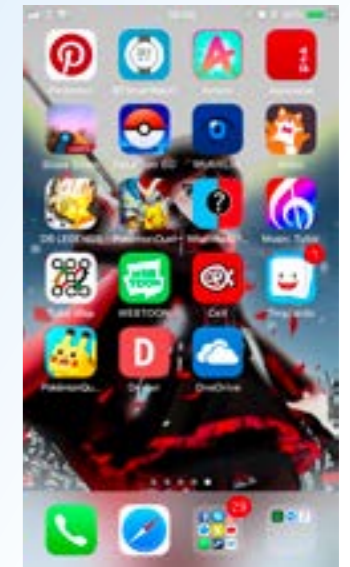
ATM (Automated Teller Machine) is a financial device that can withdraw, deposit and check the user's allowances. This requires no human interaction and people can use it very quickly.

## Apps



Apps is a digital software that contains specific information for the user to choose and it is only used in electronic gadgets. The app can tell what it does so when a user needs to look something up in the internet, they will use Safari, Chrome etc.

## GUI ( Graphic User Interface)



GUI is an interactive gadget that allows a user to interact with the device and an event will happen once it has been activated. It can be found on your phones, mall, phone booth etc. This is very useful for getting information at a fast pace.

## Game Interface



The game interface has different components that help guide players to know where everything is. A good example is a virtual realist game as it allows the players to interact with the surrounding and it makes them feel they are part of the game. Many uses of the gaming platform is PS4, Xbox One, Nintendo Switch etc.

# How is Interactive Media delivered?

## Websites

Websites are the easiest and useful options to display information towards the public. They can be accessed from the computer and mobile phones using internet connection. Business finds the website very crucial as its purposes are to send themselves up for the company which can increase their business.

## Kiosk

In public spaces such as the mall, the device will allow the user to gain information about where everything is inside the building without using the internet.

## CD / DVD ROM

CD / DVD ROM has a physical form of a disk that contains information which is used for computer and other electronic devices. The method is very good as the user does not need to store a program onto the hard drive.

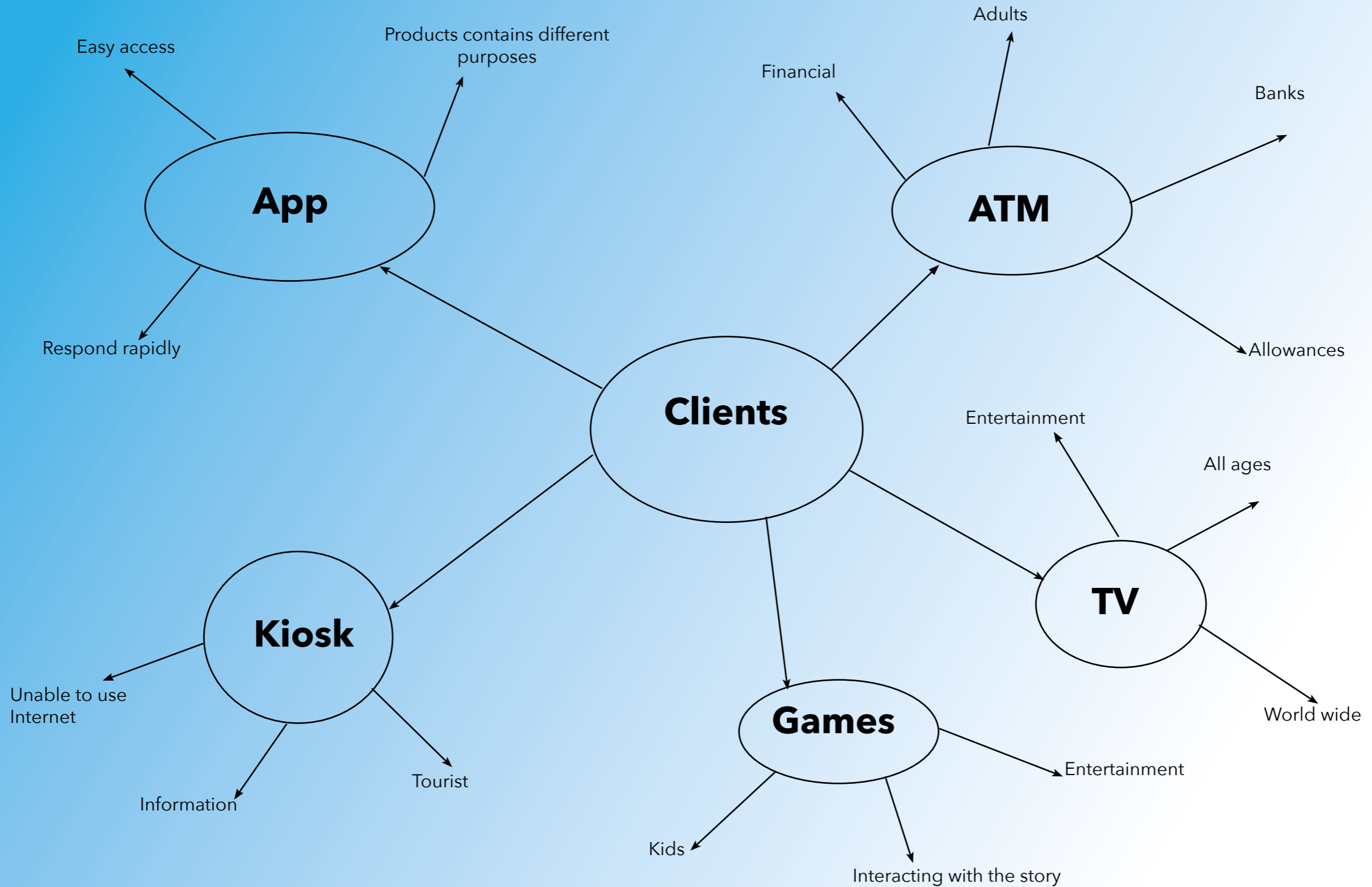
## App

This form of interactive media is most commonly used on mobile phones. Once the user has downloaded the app, the app contains its own purpose from its product such as games and new information. On the mobile phone, there are two phone operating system: IOS and Android. The IOS is used for apples and the android is used for most mobile phone manufacturers.

## Interactive TV

This method is rarely used since it is not the most popular demand. However, it allows the users to check what is happening in the news without using the internet or checking another news channel. In the modern television, they can access the internet and use other application.

# Target Audiences



# Equipment

Some of them has camera to recognise the user.



Buttons

Screen

Few of them has Touch sensor.

Insert credit cards

Information board

Dial Phone System



Screen

Maps

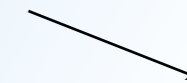
Very colourful



Game Interface



Voice Control



Clear to see the design

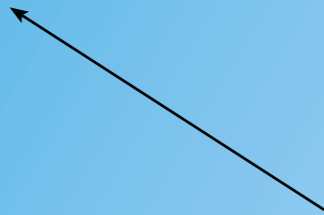


Easy to use

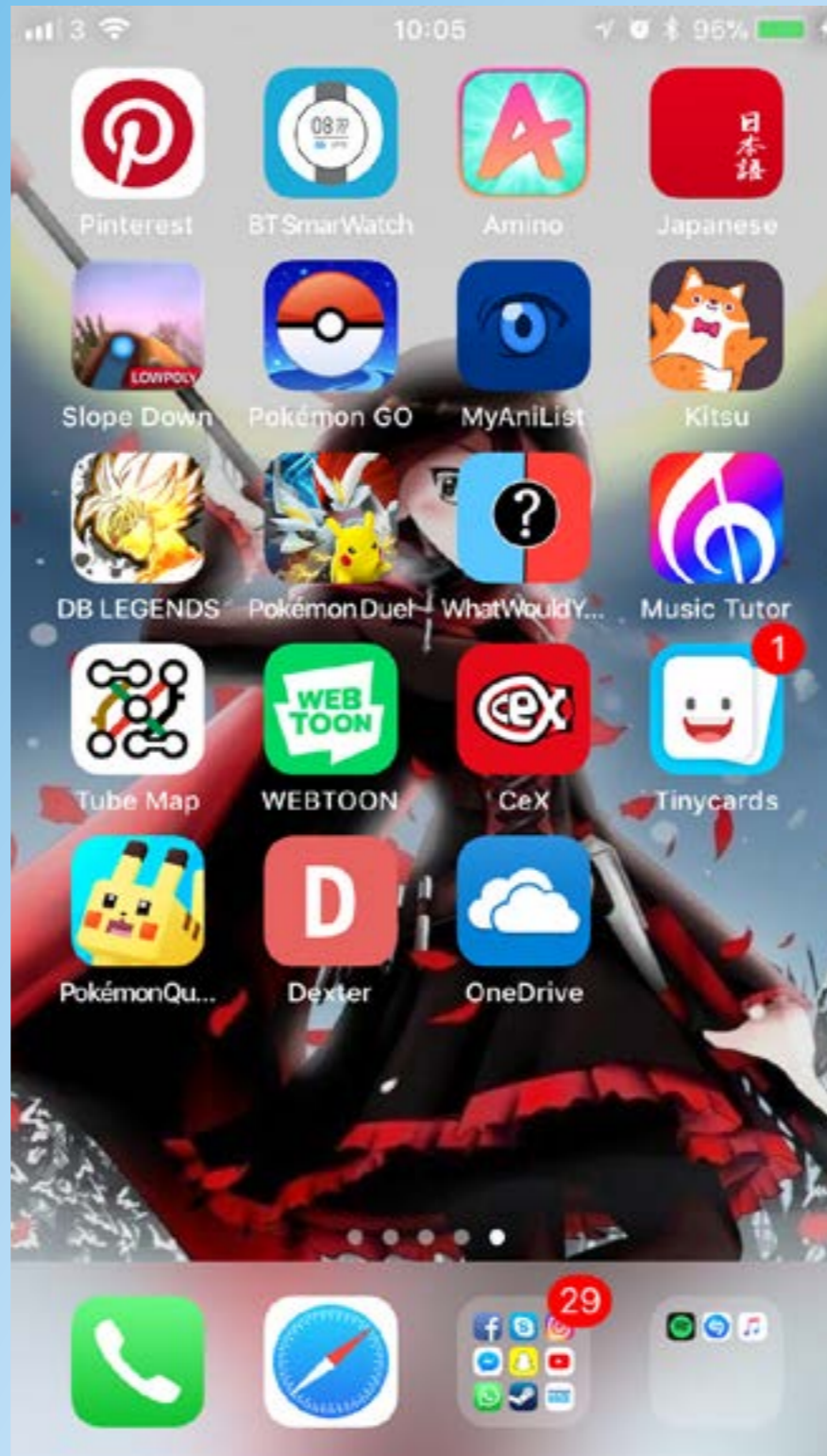




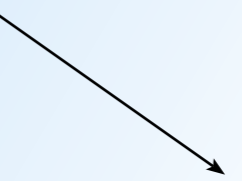
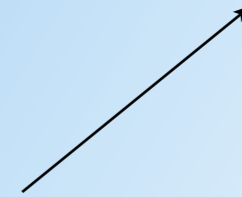
Balanced Interface



Sensor Screen



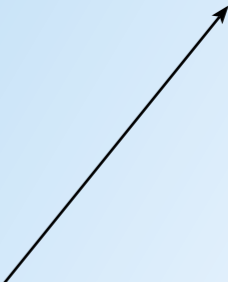
IOS Operations Sys-  
tem



Home Buttons



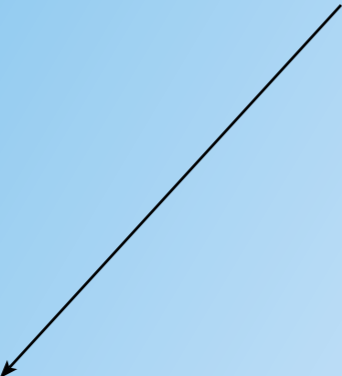
Sensor Screens



Remote control



Audio responses



# What are Terms and Conditions?

## Terms and Condition

The term and condition are a set of rules applied by the service that needs to abide. It is a mere reminder to the user whilst using the use of the websites.

## Privacy Policy

A privacy policy is a legal statement that helps prevent leaking and it is required that everyone's personal information is kept protected. People who are connected to the internet are worried that their personal details might get leaked and this is a very important factor of the privacy policy. It is to ensure that the user is altered with the privacy policy statement whenever they visit a website.

## How is data is collected about you?

Data keep a record on which websites you have been on and if you have put any details about the user. This method is legal as the data is keeping a track on which website you have been using, current location whether you're on the desktop or mobile phone etc. Using Web key, it allows what internet explorer you are using and components that your computer has.

## Cookie

The cookie is a text file that displays the user ID and site name. It is not a program as they do not do anything. Depending on how long you spend on a site, the cookie will record how long you been on the site and will appear more often the frequently-visited sites, also it is beneficial because the cookie stores the data and it is being added into your internet the next time you join. The disadvantages of using cookies are that other big companies will try to sell their product to you when you are on a different site. Sometimes without warning, the PC is being used to store personal information that is displaying what you are from your browsing habits.

# Apples IOS Guidelines

Apples are one of the most successful companies in the world and they thrive for perfection, however, they have a strict guideline that they always follow to make their product appealing towards their target audiences.



## Design principles

## IOS Design Themes

**Clarity** - In the system, the text must be clear, and the icon must be precise and must be appropriate for the user to access. The icon must motivate the user to use the products due to its design. The use of negative space, colours, fonts and graphics must convey interactions.

**Deference** - The interface demonstrates a beautiful icon and the people will understand what the product is without competing over it. The information of the product fills up the entire content, whilst the burliest and translucency helps it with the structure. The use of the gradients and drops shadows keeps the design of the icon light, whilst the products remain important.

**Depth** - Realistic motion and visual layers convey an easy understanding of the hierarchy. Discovering what the products do and look further into additional content without losing context. As you progress, you go into depth into content inside the product.

**Aesthetic integrity** - Aesthetic integrity represents how great the app's appearance is. For example, different apps help the user focuses on the information they want to store in the app. On the other hand, a game helps delivers a storyline and immerse graphics that would entice user and would make the player keep playing the game.

**Consistency** - People would expect the app to function the way they expected to be. The app has elements of the interface, standard typography, a balanced layout and uniform terminology.

**Direct manipulation** - Direct manipulation helps engage people to do different things with the phones. The user will experience rotating the device and making the gestures that would affect onscreen content.

**Feedback** - Feedbacks from other peoples and the results will help the app to improve. The interactive elements show a rating system for the user to rate how well the apps are. The animation or the sounds aspect helps clarify the apps to develop even further to make it more entertaining for the user.

**Metaphors** - With the app's familiar experiences, people will learn quickly about the app. Metaphors work well in IOS because people physically interact with the screen. They can drag and swipe content, toggle switches, move sliders and scroll through the picker values.

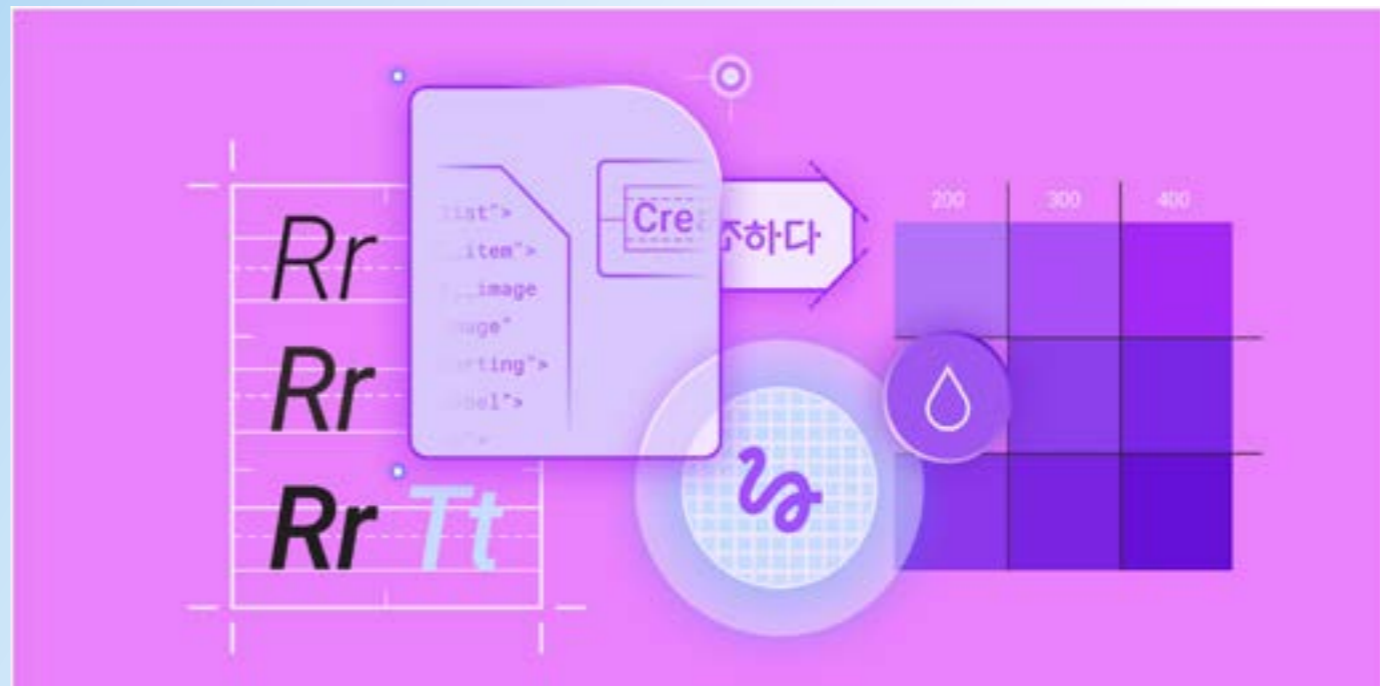
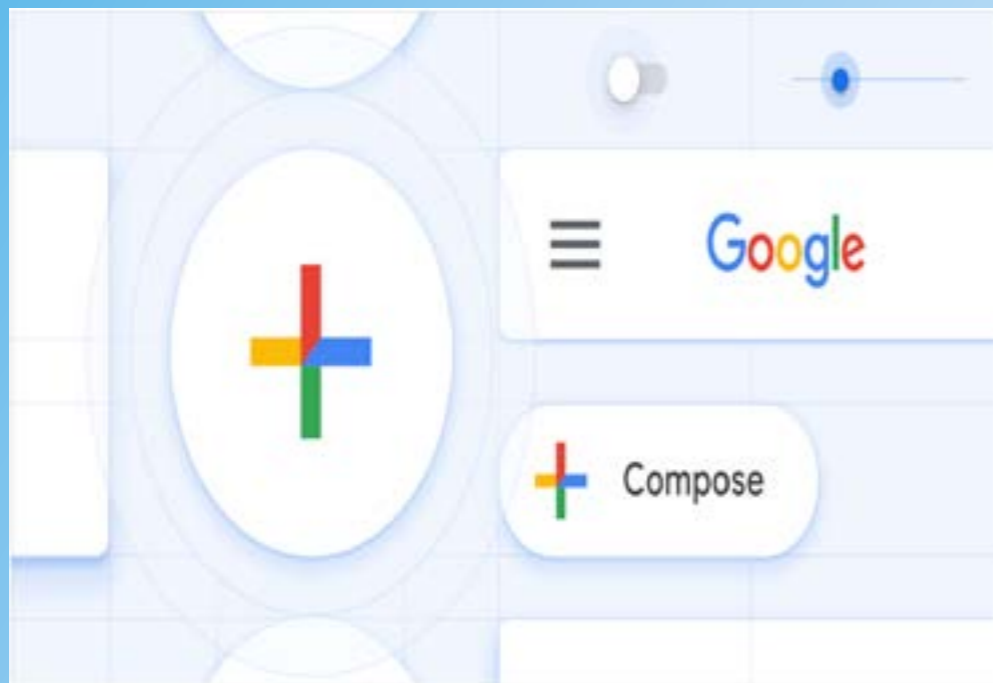
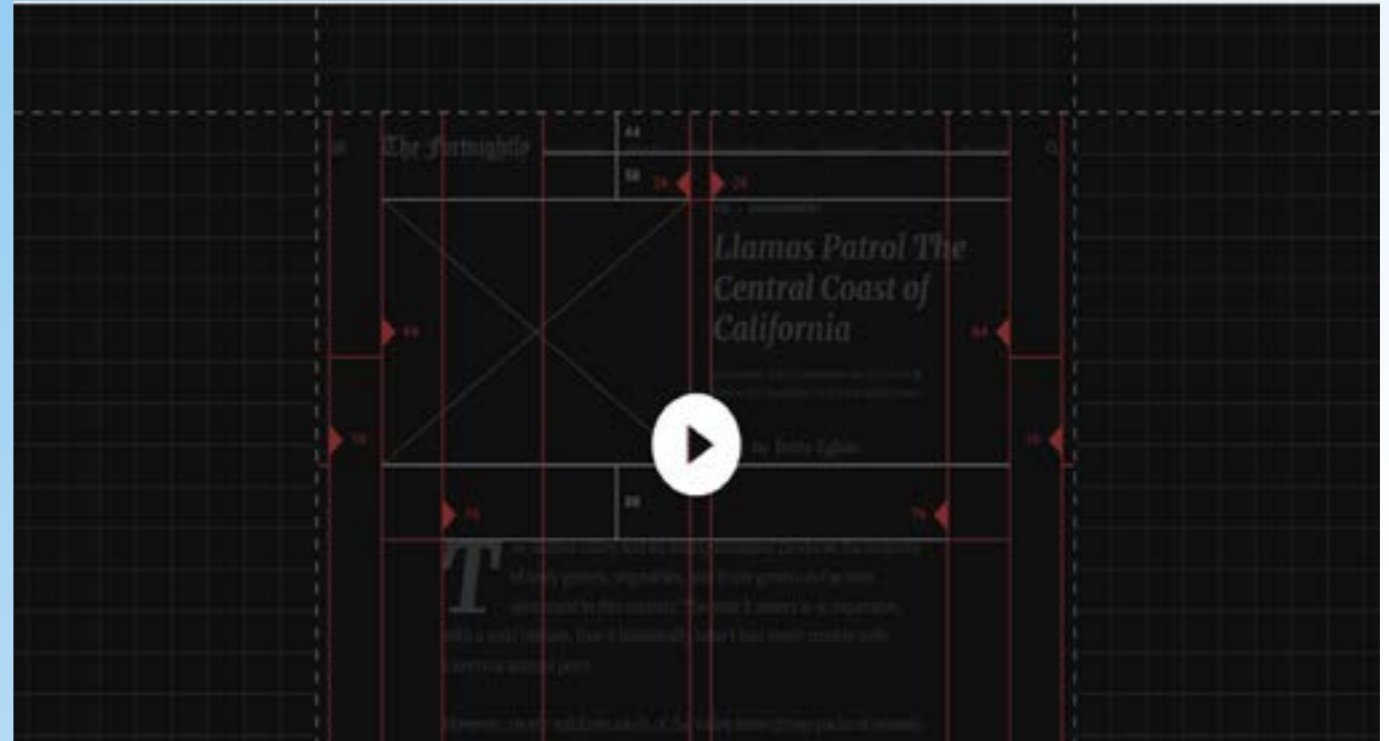
**User Control** - In IOS, the system is in control. The app is disclaiming a warning however, it is not the best decision to leave it as a decision-making. Apps which is considered the best helps the user to get the best offers and avoids unwanted outcomes. In the app's process, people feel like they are in control and they can interact with the elements and keeping it familiar with the app.

# Material Design

Material Design is a website and a design technique that helps create and how to make interactive media better. Material Design is Google and it has been used to create the apps such as Google Docs. It is a set of guidelines that will help improved designer's work to a higher standard. Material Design can be used to aid to create web, mobile, etc.

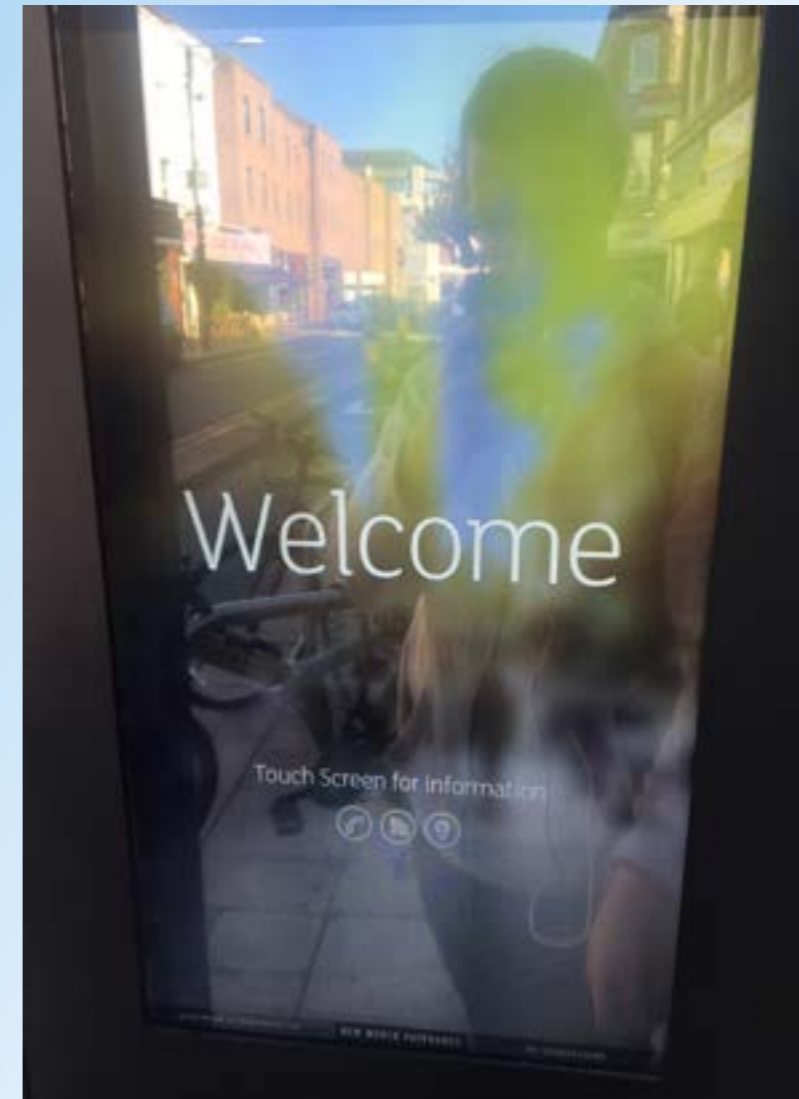
In 2014, Material Design created by Googles which was used to take inspiration from real-life materials. Also, Material Design is not limited by real-world parameters.

Due to its simplicity, Material Design can be made to create an amazing design and Google's app: Docs, Sheets, Sliders, Drive etc. The basic structures make the design of the interactive media fits with the appealing nature. The grid-like layouts make it look traditional



# GUI (Graphical User Interface)

GUI (Graphic User Interface) is a type of interface that allows the user to interact with the digital device on the screen. The devices will display a selective number of buttons and text boxes telling the user what information there is on the screen. When the user interacts with the screen, this will trigger an event on the screen causing it to move on to a different screen or display an audio file for the user to listen.

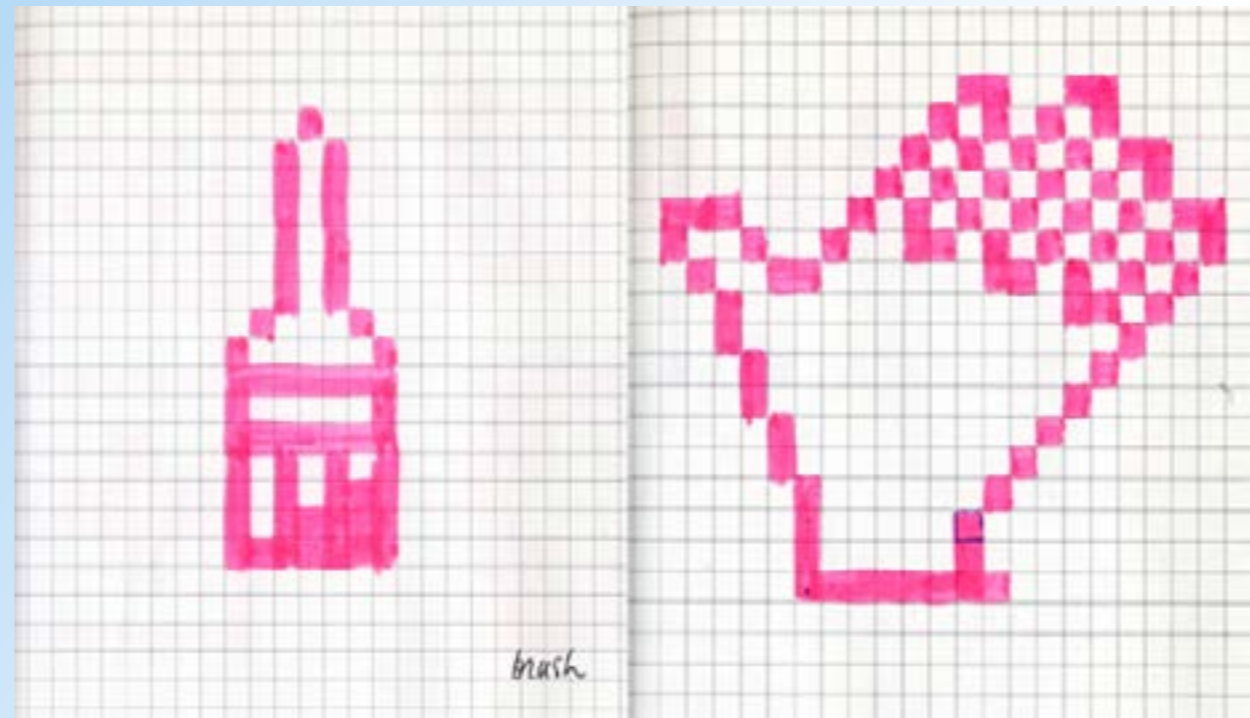


In the Bentall Center at Kingston, I got to interact with the kiosk which was telling me what shops that the mall has. If I knew that the mall has a certain shop, but I do not know how to get there, I can interact with the kiosk and it will navigate to me where the location is on the map.

# Susan Kare



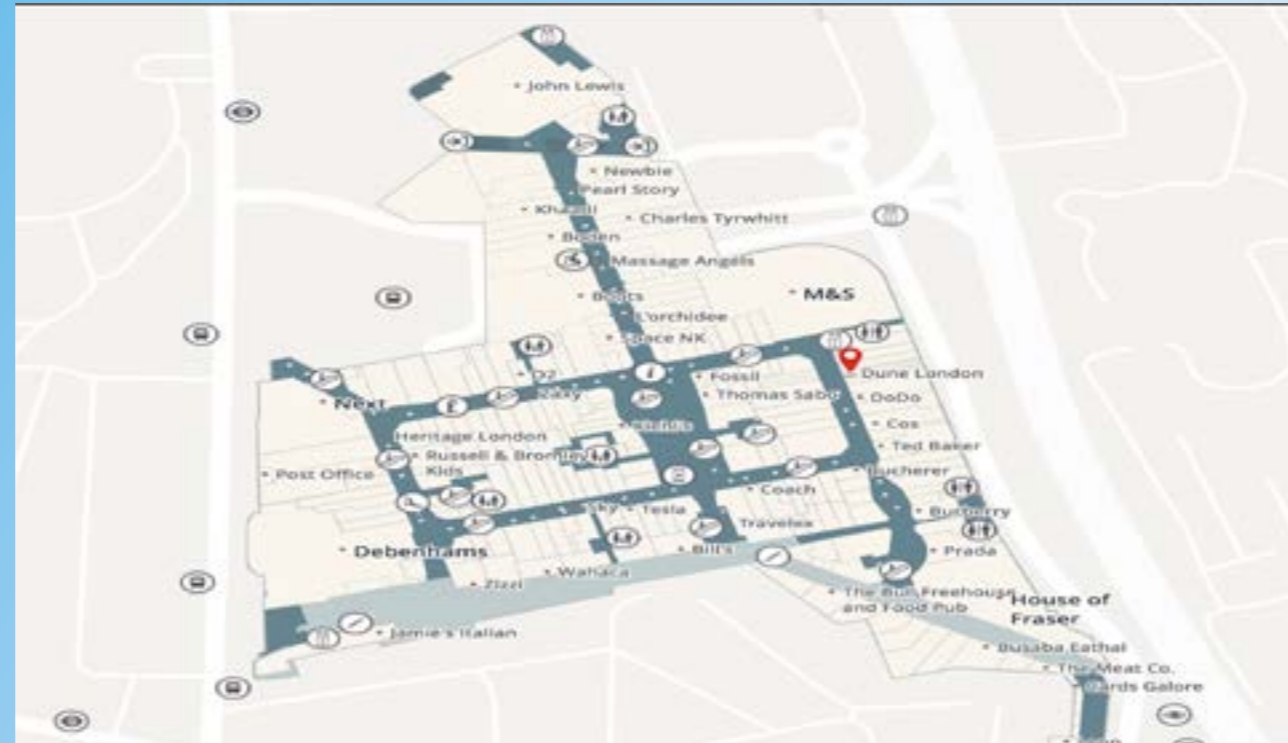
In the 1980s, Susan Kare is an artist and a graphic designer that would design interface elements and typefaces in Apple whilst working under Steve Jobs. She has created one of the most iconic icons that have been displayed for apples. One of the icons, "Happy Mac", looks very quirky but the simplicity makes it look aesthetically pleasing. Despite it was her first typeface, the iconic Chicago font gains its popularity due to the font being functional and it was clear to see. Icon design programs were not introduced in the 1980s, she designed the mac icon on a \$2.50 sketchbook which was soon to be used in the modern world. Kare's work and lifestyle can be found at the Museum of Modern Art which involves with her old and new icon prints. She used to work for Microsoft and IBM and, more recently, Pinterest and Facebook.t



# Online maps



**Thorpe Park** - The design of the maps has a birds-eye view of the location with the use of shapes to describe each attraction. The colours that they have used on the map has grey and green dominating the map which makes it clear to see where each place is at, however, I do have a problem with the icon. The icon is rather big, and they overlap with each other making it difficult to identify which is what. If I were to change anything on the design, I would make sure that I would name where the place is at and making sure that the map and icon are not squashed together.



**Westfield** - The design did not use a large number of colours as they kept it simple for a clear visual. I like the simplicity of the design as it does not overpower the design and each small point has a name next to it which are evenly spaced out. The one thing I do not like about the design is each level design because it almost keeps the same design. If I were to change one thing about the design, I would make sure that I colour coded each floor levels so that it is easier to identify but I will not use too many colours otherwise it will complicate the structure of the map.



# Printed map and leaflets

In Kingston train station, I found a variety of leaflets that would help guide me what Kingston is displaying.

This leaflet presents a theatre that shows the dates and different types of play it is going to play. The layout of each page is presentable, and the text boxes are aligned with each other. I like the simplicity of the design as the images as it has a balanced design. If I were to change anything about this leaflet, I would make the design more majestic so that it would appeal more towards their target audience and the design of the leaflets is aesthetically pleasing. I would change how the leaflets are folded so I would try a different variation to ensure that the target audience will fit their criteria.

Near Kingston train station, there is a map that shows where the person is at and where the major supplies are at. There is a white circle in the map telling the person how far it is until you reached the white circle which I think it is important as it tells the person how long they need to be until they reached their destination. If I were to improve the design of the map, I would add key items such as food, games, book etc. This will help people so that they will know where to get the closer food or where to get books from.

**HACKNEY EMPIRE COMMUNITY CHOIR**  
Hackney Empire Community Choir is a group of 100+ members who sing a variety of music from classical to contemporary. We are looking for new members to join our choir. If you are interested, please contact us on 020 8985 2424 or visit our website.

**I AM ME**  
I AM ME is a community choir for people with learning disabilities. We sing a variety of music and have a fun, inclusive atmosphere. We are looking for new members to join our choir. If you are interested, please contact us on 020 8985 2424 or visit our website.

**COMEDY**  
**DAVID O'DOHERTY - YOU HAVE TO LAUGH**  
David O'Doherty is a stand-up comedian who has performed at the Hackney Empire. He is known for his witty and humorous style. He is performing at the Hackney Empire on [date]. Tickets are available on the website.

**JAMALI MADDIX - WIFE LORD**  
Jamali Maddix is a stand-up comedian who has performed at the Hackney Empire. He is known for his witty and humorous style. He is performing at the Hackney Empire on [date]. Tickets are available on the website.

**CALENDAR**

Event	Date	Time	Price
David O'Doherty - You Have to Laugh	[Date]	[Time]	[Price]
Jamali Maddix - Wife Lord	[Date]	[Time]	[Price]
[Event]	[Date]	[Time]	[Price]
[Event]	[Date]	[Time]	[Price]

**BOX OFFICE**  
Hackney Empire Box Office is open from 10am to 6pm. We are open 7 days a week. For more information, please contact us on 020 8985 2424 or visit our website.

**GETTING TO HACKNEY EMPIRE**  
Hackney Empire is located at 100 The Broadway, London E8 9JF. We are easily accessible by bus and train. For more information, please contact us on 020 8985 2424 or visit our website.

**THE EMPIRE BAR**  
The Empire Bar is a bar and lounge located at the Hackney Empire. We offer a variety of drinks and food. We are open from 10am to 6pm. For more information, please contact us on 020 8985 2424 or visit our website.

**HACKNEY EMPIRE**  
**WHAT'S ON**  
IT'S HAPPENING AT HACKNEY



# Primary Research



# Primary Drawings



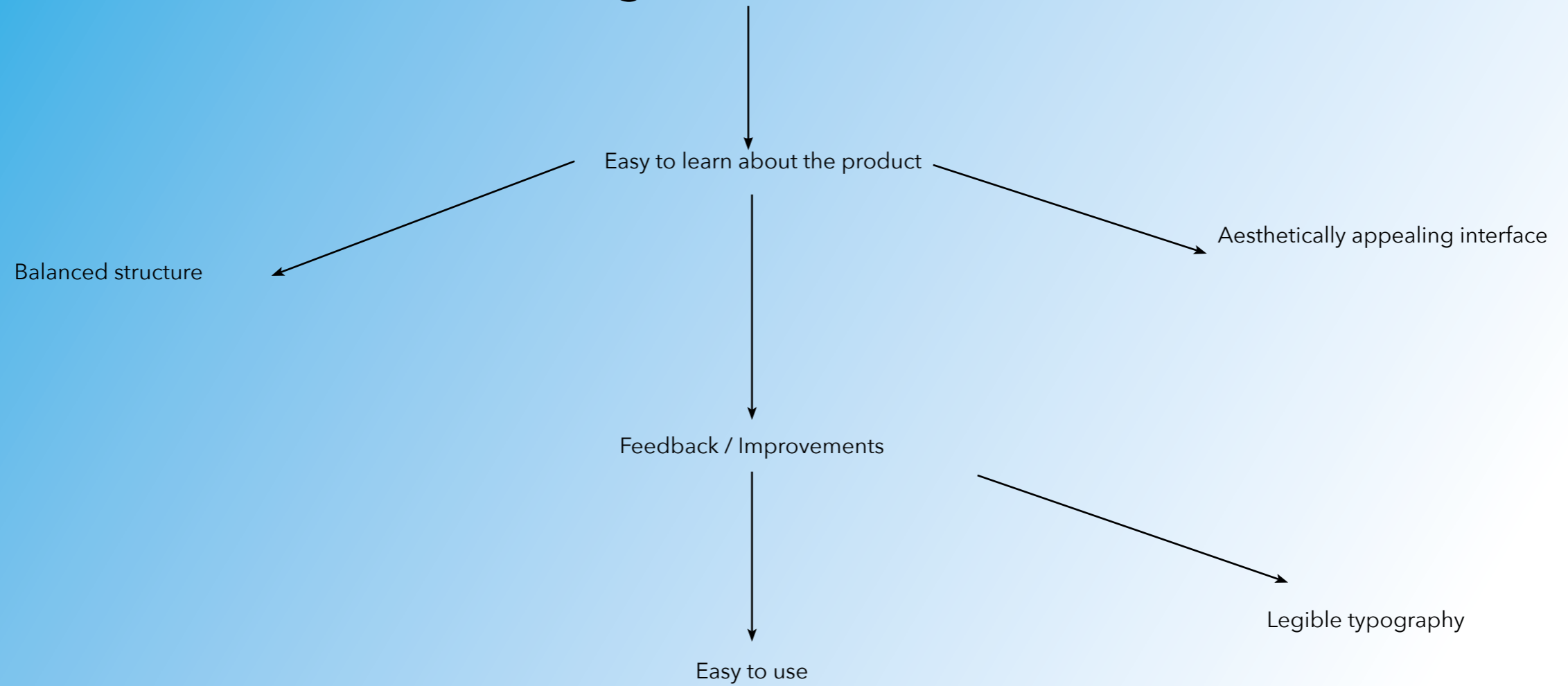
This is one of the cafe that is in Kingston. I personally like the typography and it is easy to understand the structure is. However, I do feel like it has been rushed and could be improved using colours and some shadows. If I were to change anything, I would have used the two point perspective to give the design a more of a realistic effect.

The map design looks very simple and the streets names is clear to see as they are bold. I do not like how it has very little information it has and I would not know where this place would be. If I were to improve on the design, I would make sure that the map contains more information but making sure that the map has a balanced presentation towards the public.



# What makes a good Interactive Media?

What makes a good interactive media is...



# Harry Beck

In 1933, Harry Beck, a draughtsman, who helped designed the maps for the London Underground. When he was presenting his idea to the London Underground, it was at first rejected as the concept was too radical however, it was going to be crucial as the design from Harry Beck helped people to travel to different destination using a balanced design.

The old underground map (before Harry Beck made an improvements on the design) cause many confusions to the public as each location crosses with each other and it made it very hard to see where to go.

In the modern times, Harry Beck's maps was modify and some additions to the map keeping the same structure that Beck has designed. They will need to keep the lines horizontal, vertical and diagonal as it is a golden rule. Anything else will ruin the design and people will get confused.



This is the old London Underground map that would confuse people. The fact the trains lines crosses over each makes it look disorganised and the text is very small finding each location will be very difficult.

