

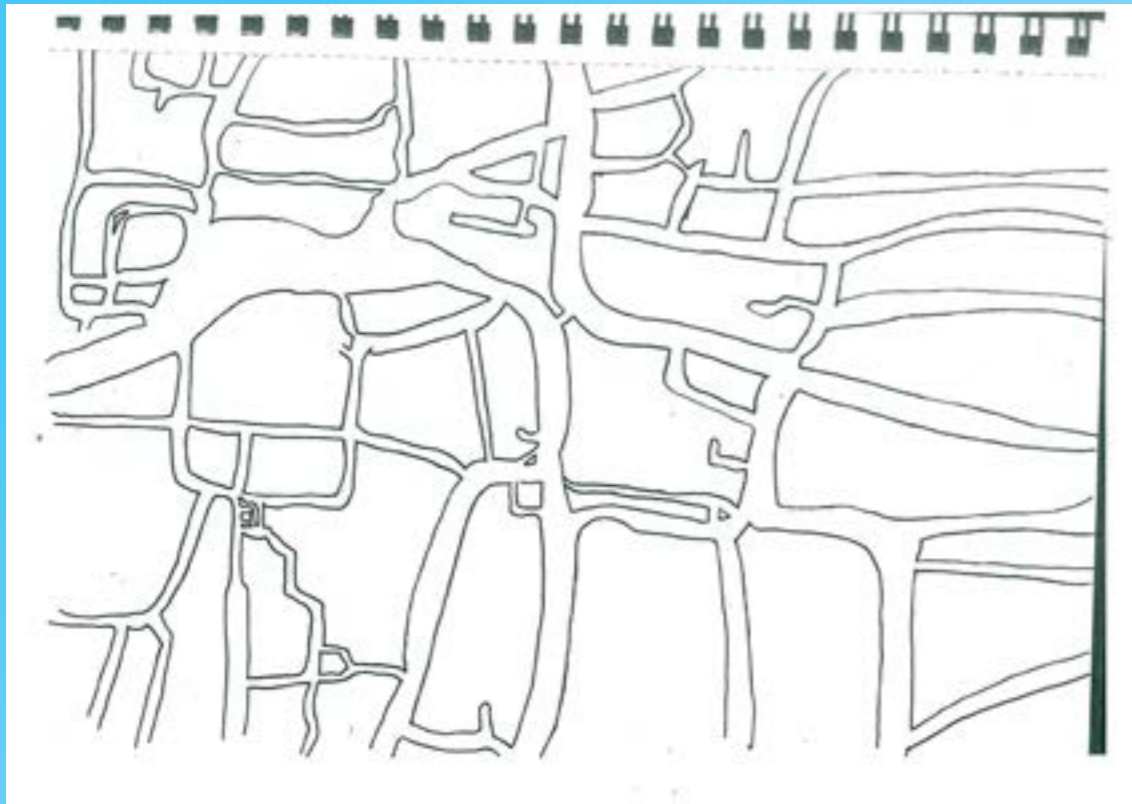
Task 2

Ideas Development

Interactive Map



For the interactive map, I am doing a food theme that people are able to access where they could get their food or go somewhere to eat. There is a variety of supplies of food and I believe that I should give the information on where each food location and doing this method will be effective. From the large selection that I have, I should select which one is more suitable for the audience that I am looking for.



The is the map of Kingston that I drew by hand. I used a reference in google map and attempt to draw the map using to eye to get the acurrate measurements. It was a good attempt however, I believe that some of the areas needs some ad-justments as some of the streets looked too big but it can be fixed digitaly. Since I have the map as template, I could experment on what it could look like.

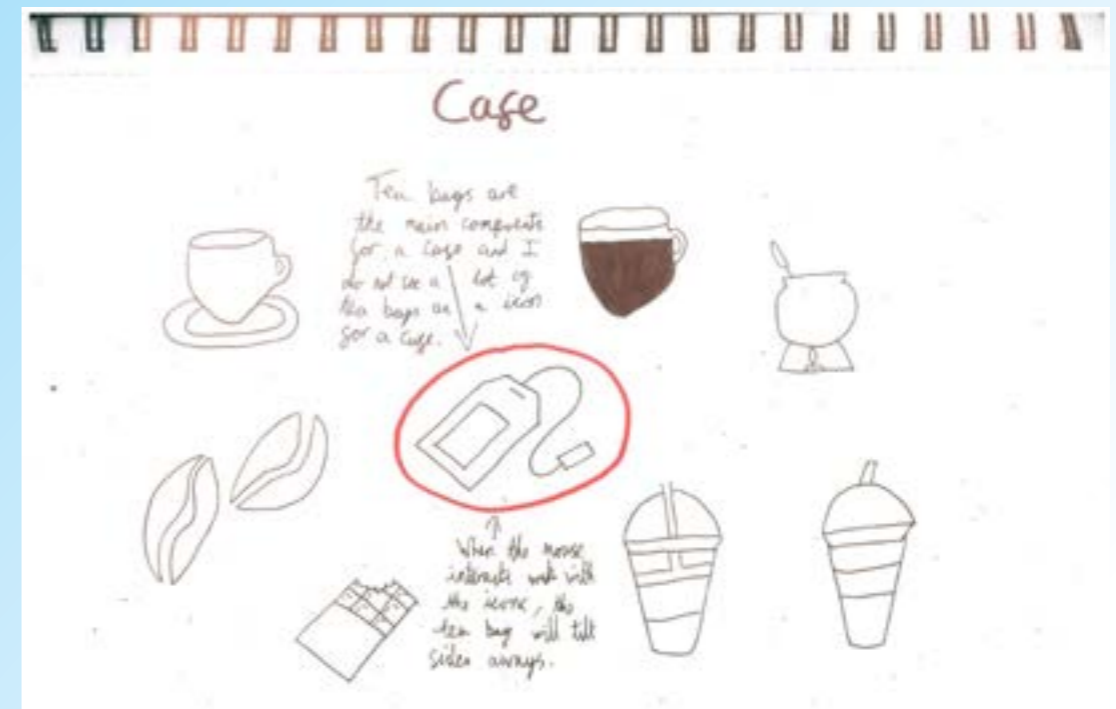


With this attempt, I coloured in four section so that I could choose which one I like. The top left is a nice appoarch but I think it is very plain and I do not think it will be interest- ing for my clients or target audiences. For the top right, I was going with a forrest col- our theme but it does not fit within my theme and I think it will confuse the target audience with my design. For the bottom two design, these are my personally favourite and the use of colours has been used effectively but if I had to pick one, I would pick the bottom left as it would set the mood whilst the other one would be used for a theatre or a posh area to display information



As I was going for the theme of food, I decided to look into places that has food such as restaurants, supermarket, cafe and etc. Drawing icons for each individual food location is important so that people are able to identify what food place is it and where it is. Shops tends to have trolley or foods products that would sell to the customers. I decided to go with the shopping trolley as people would regonise that place as a supermarket. When the mouse interact with the icon, the trollet will move side to like someone is using the trolley.

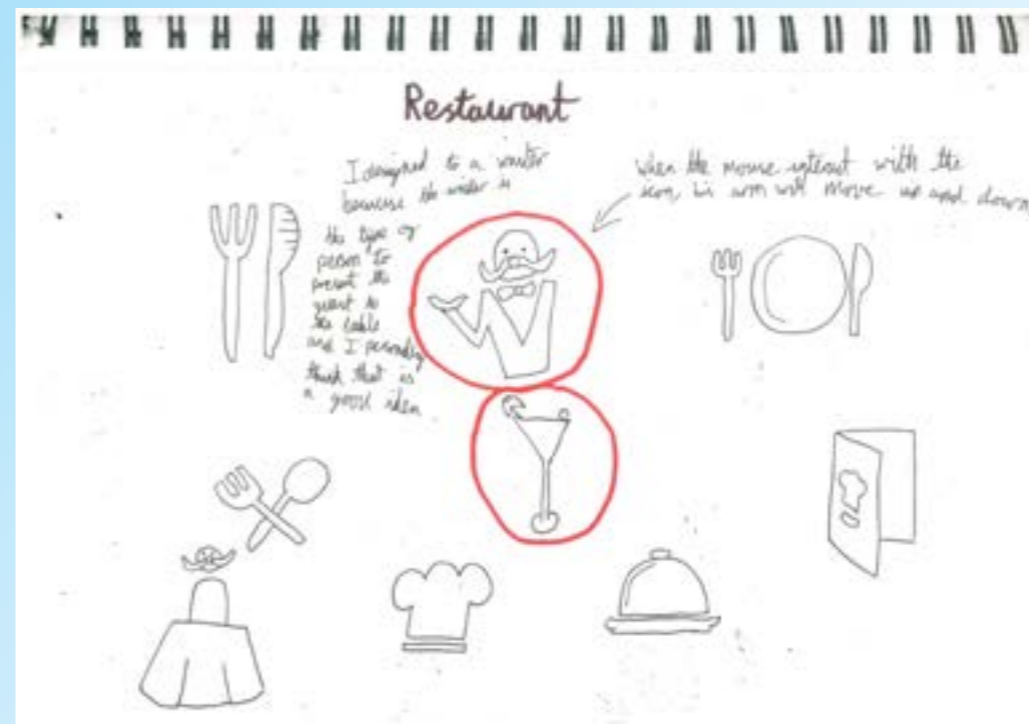
I have chosen the tea bag as the design is clear and it is very unique in its own way. In my opioion, I do not see many tea bags as a icon so it would be a good opurtintiny to represent them. When the mouse interact with the icon, the tea bag will tilt side to side.





There is so many logos in the fast food industry and most of them uses food for their logos and I could use it to my advantage. I designed a variety of food and the one that I choose is the burger next to a drink. The reason why I chosen this design is because it is iconic and people can relate to it to a fast food restaurant.

In the restaurant, there is not many logo design but rather typography that would suit their restaurant. For my thought process, I need to think what does a restaurant have and I start listing and drawing things that would be suitable. I have a chose the waiter because it symbolise restaurant itself and people can identify what it is. I might incorporate the wine glass but it might change later on in the process.

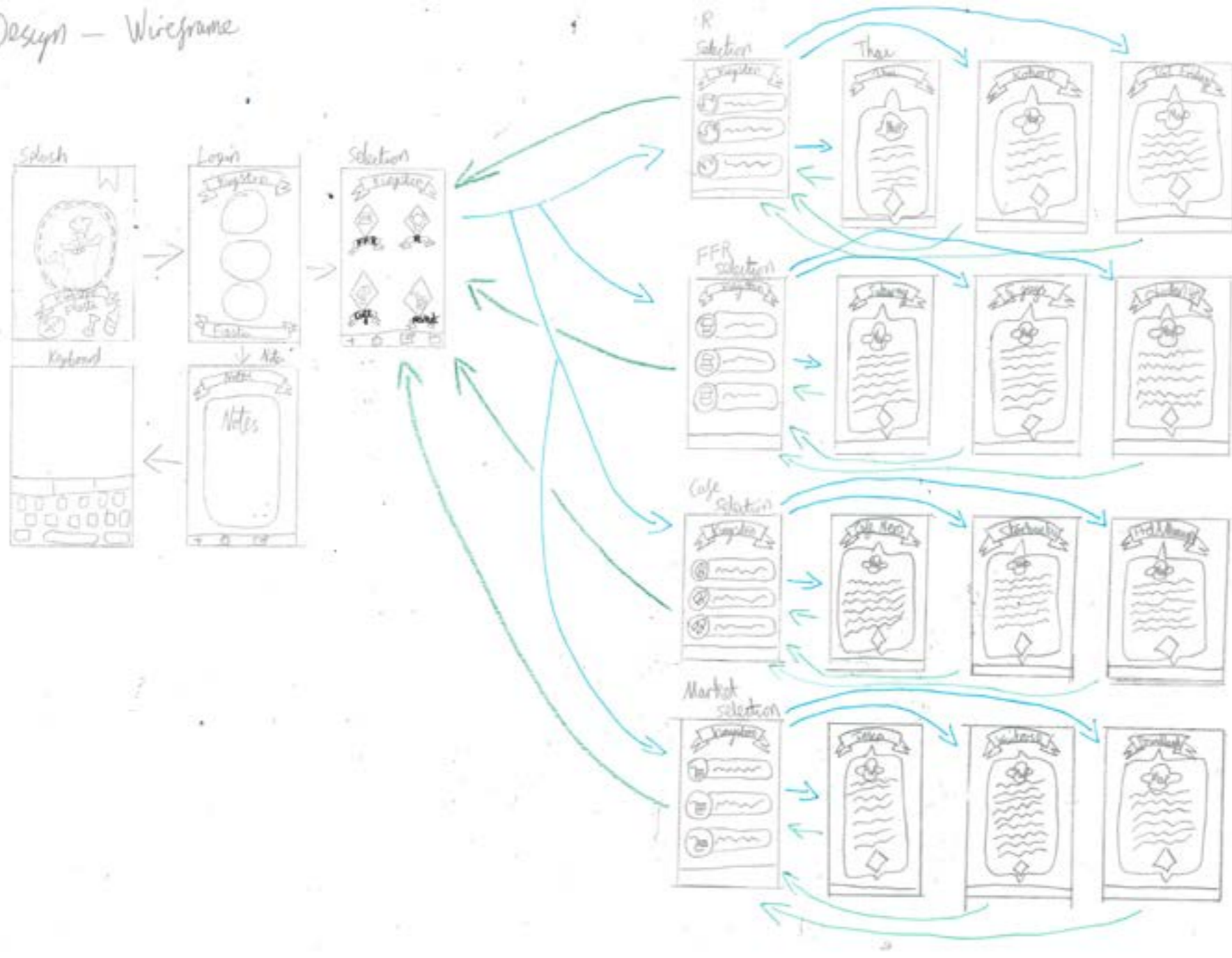




Before I get started and placing logos onto my map, I should colour the logos in different hue so that I can get an idea of how it should look on my map. I went with the primary colours because it is the iconic set of colours to use and I can always change the shading when I am working digitaly in Illustrastor. Even though these are the colours that I am displaying, I may not use them digitaly but I might include in my evaluation.

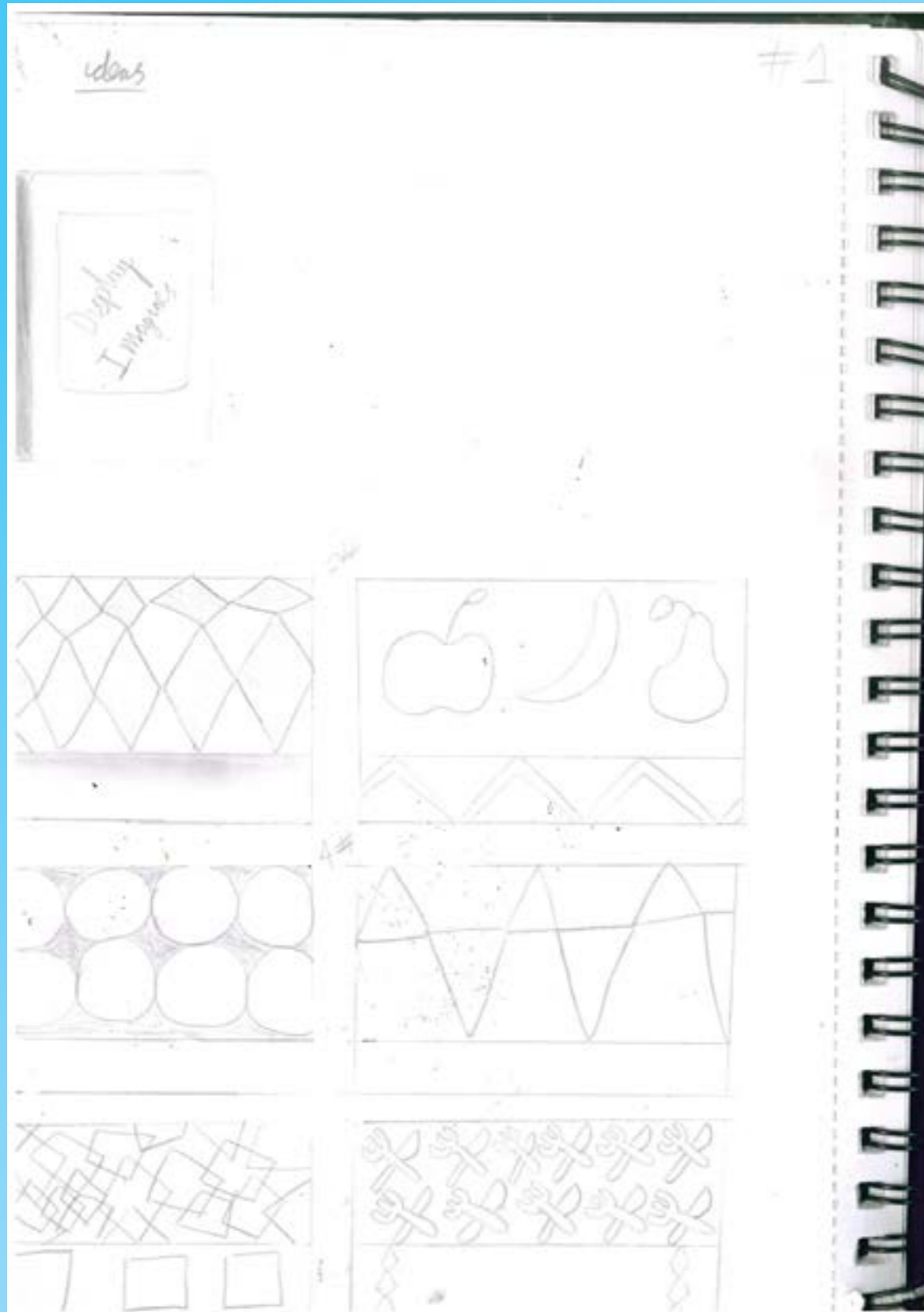
App Design

App Design - Wireframe

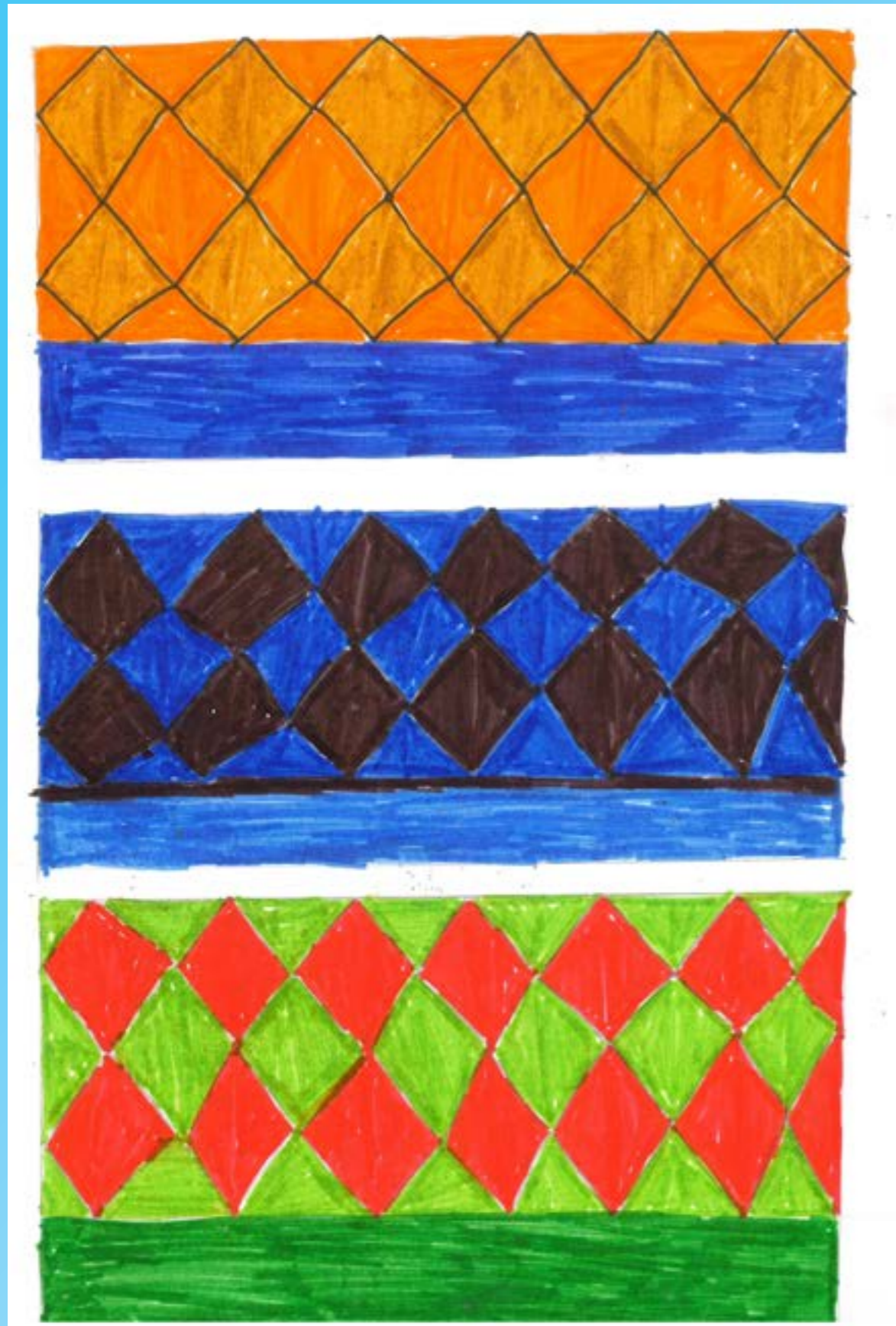


This is a wireframe for my app design and this is what it is mainly going to look like. Since I have too many information about my food location so I would need to sort where all my information in section so that it is easy to see where everything is and not everything is compacted. Also, I am going to incorporate a banner on each screen so that it kept consistent. For the design for the selection pages, it needs to be basic otherwise, I am going to overcomplicate my design and no one will understand why I did it like that.

Kiosk



I have a basic idea of how I want the kiosk to look like because I do not want to over complicated my design and it would look very unprofessional. However, the background is esstential because it helps highlight the kiosk and gives us a reason why they should stand out. Overall, I might play around with different types of shapes to adjust my perspective of how I want the kiosk to look like. I might use the same patteren for the interactive map to show that I have kept it consitantly.



I went with diamond pattern because I wanted to keep it original and I do not want to ruin the concept that I have created for the patterns. I tried to bring in complementary colours because it brings a good contrast with the colours and it would help highlight the kiosk. If I had to pick, it would be a middle one because the darker colour will boost the kiosk itself. If I had chosen the top one, it would blend with the kiosk's colours and even if I had changed the shading, it will be inefficient. Finally, the bottom part shows a pleasing aspect of the colours and how well they complimented each other. The only reason why I have not chosen this is because it will ruin the design and it will completely ruin the consistency of colour scheme.