



# The Interactive Map Project



# Interactive media

## What is it?

Interactive media often includes media products or content (Mainly digitaly) which can be interactable by the user. It allows for the media to communicate with the user in ways that non interactive media couldnt.

Examples of interactive media can be as simple as game interfaces, computers, applications, phones and even ATM machines.

## Non interactive media

Non interactive media works differently as interactive. It's were the user cant interact with the media, but the media does. Media like these can be useful for giving quick info.

Examples of non interactive media can be things like a tv or a watch.

## How is interactive media delivered?

Websites - Websites are the easiest and useful options to display information towards the public. They can be accessed from a computer and mobile phone using internet connection. Businesses find websites very crucial as its purposes is to send themselves up for the company which can help their business.

Kiosk - In public spaces such as the shopping centre, the device will allow the user to gain information where everything is inside the building without the need for internet.

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. IOS is used for apples and the android is used for most mobile phone manufacturers.

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.

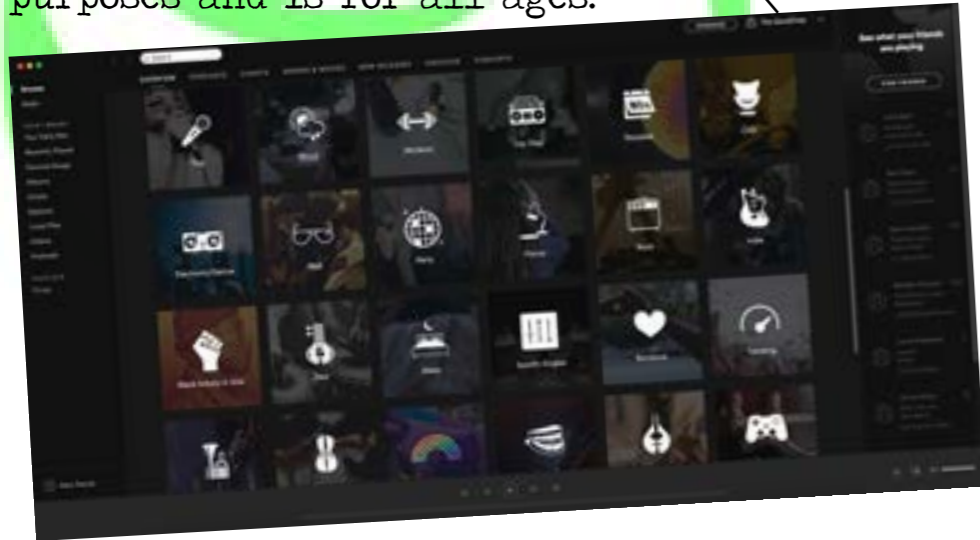
## What about Interactive Media Authoring?

Interactive Media Authoring is basically content made with a combination of different media forms. The content it creates is usually in the form of things like movies or apps. It's used by different people for different purposes.

The publishers of said media may want to use a Media Authorising Software for retail purposes, to sell.

## Spotify: Applications

Spotify allows useful interaction by using different tabs located on the left side. This is entertainment Each taking you to your required location. Its simplistic design allows for easy use. Its mainly entertainment purposes and is for all ages.



# Examples

What most Interactive Media's have in common is, obviously, the way it interacts with the user. It is able to fulfill the needs with a simple interaction. Another correlation with these different ui's is that they all look different but follow similar principles. They all respond to the user by following certain actions

## Desktop: Computer

A screenbased system. The homebase of the computer, allowing quick access to the nessasary applications you need. Its used for informational purposes.



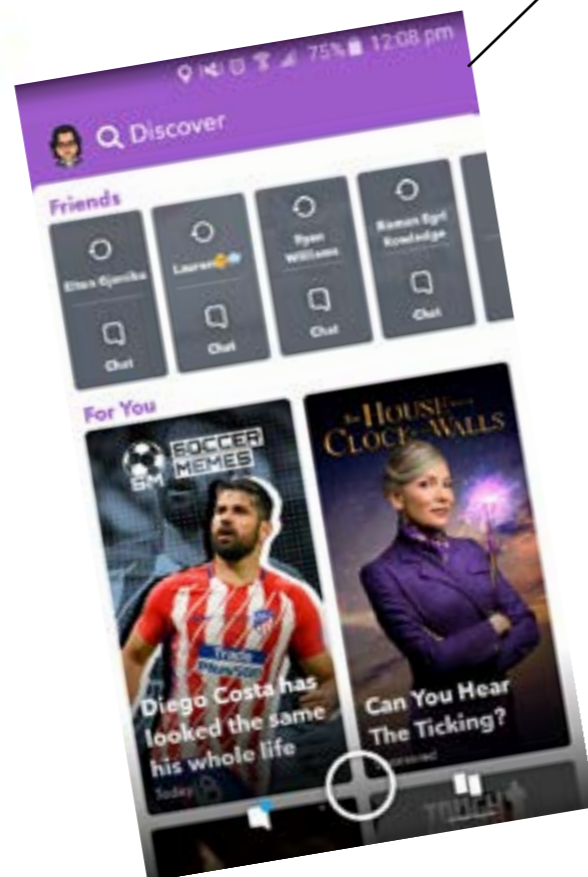
## Home screen: Phone

Follows the same prinsiples as the desktop, but on a phone and is also used for information purposes.

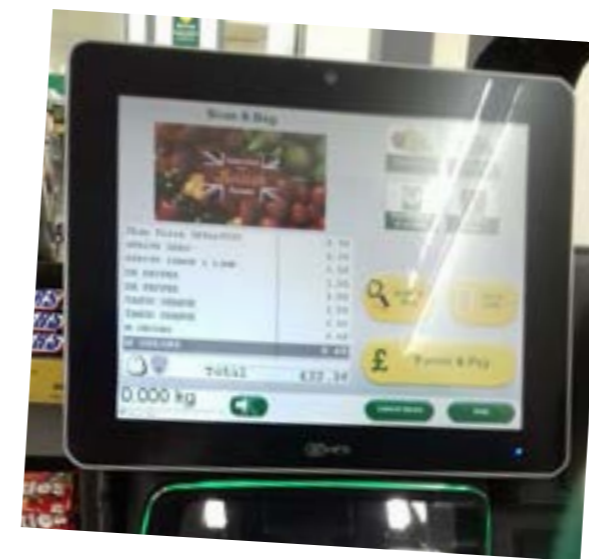


## Snapchat: App design

Designed for teens and as a result, it has a simplistic design. and is for entertainment purposes.



## Morrison checkout machine: interface



## Team fortress 2 menu: Game interface

Screen based. Information and entainment purposes and aimed for teens. This UI is very useful for its simplicity as all of the available options are displayed clearly, and are mostly within the find game bar.






# Terms and Conditions, and Privacy Policy

## Terms and conditions

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


You will normally come across these on a site, when downloading something.

## Cookies (Not the food)




A web cookie (also known as a HTTP cookie is data collected when you visit a website. This data stores the info on what you've done on the website, for example, what video you've watched on youtube, what things you've put in your cart on Amazon, etc. It's stores your site info.

## Privacy policy



A privacy Policy is a document which tells you how they handle the clients personal info.

Most of the time it is available to all visitors to the site they are visiting. And will be nessasery.



# Guidelines to working with apple??

The apple guidelines follow a strict but organised format to ensure that the product media is well presented. They thrive for perfection.

The following 3 themes are what makes IOS so different from others.

## IOS Design themes

### Clarity

With their media, their text must be readable at any size. Icons must be clear and very clear, and the adornments both subtle and appropriate. They are strictly focused on the functionality of the media as they think it plays a big role. They believe that colour, negative space, interface elements and graphics can help highlight the important parts.

### Deference

Smooth movement and a clean, good looking interface is what they hope to achieve so that the user can understand the media without competing with it. They like to fill space and often blur to hint at something. They also use gradients and drop shadows, though they do it minimally to keep the interface light and airy.

### Depth

To help facilitate understanding, they like to use visual layers, and realistic motion. Touch and discoverability is a desire and, without losing context, enables additional content.

# Design Principles

## Aesthetic integrity

This represents how an app's appearance and functionality relate with its function. They believe an immersive app can give a captivating appearance which enhances excitement, while encouraging discovery.

## Consistency

A consistent app implements familiar standards by using system-provided interface elements, well-known icons, standard text styles, and uniform terminology. The app incorporates features and behaviors in ways people expect.

## Direct Manipulation

This engages people and facilitates understanding. Users experience direct manipulation when they rotate the device or use gestures to affect onscreen content. Through direct manipulation, they can see the immediate, visible results of their actions.

## Feedback

People are informed by the way the results are shown, because of how the feedback acknowledges actions. The built-in iOS apps provide feedback in response to every user action. Interactive elements are highlighted briefly when tapped, progress indicators communicate the status of long-running operations, and animation and sound help clarify the results of actions.

## Metaphors

People learn more quickly when an app's virtual objects and actions are metaphors for familiar experiences whether in the real or digital world. Metaphors work well in iOS because people physically interact with the screen. They move views out of the way to expose content beneath. They drag and swipe content. They toggle switches, move sliders, and scroll through picker values. They even flick through pages of books and magazines.

## User Control

Throughout iOS, people, not apps, are in control. An app can suggest a course of action or warn you about dangerous consequences, but it's usually a mistake for the app to take over when it comes to decision-making. The best apps find the correct balance between enabling users and avoiding unwanted outcomes. An app can make people feel like they're in control by keeping interactive elements familiar and predictable, confirming destructive actions, and making it easy to cancel operations, even when they're already underway.

# GUI

## (Graphical User Interface)

### GUI

Gui is an acronym for Graphical User Interface. It allows for icons and other visual indicators to interact with electronics, without the use of text commands. E.g an icon on a desktop or smart phone. The first instance of a GUI took place in 1981 which was developed by alan kay at Xerox PARC.

### Why is a GUI good?

Unlike normal command lines, (also known as CUI) Gui's are much easier due to the fact that the commands don't need to be memorised. Because of this, people dont need to know any programming to use one because of how easy it is. This has also become the more dominant operating system.



Time and date

Desktop icons

Task bar

### Example of a GUI

### How does a GUI work?

A GUI uses a series of commands to perform actions for you, e.g moving something on a desktop, opening and deleting files.

### What makes a good GUI

A good GUI should usually be very functional and as a result must function well. It shouldn't really look messy and should be very clear so you understand where everything is. Despite that, things shouldn't be overly complicated, so it shouldn't have too much info. You can also make it efficient so what it does actually works well. And of course, make it look nice.

# Material design

## What is material design?

Material design is a design language which is mainly technology based. Its main theme is the use of grid based layouts to neatly lay everything out. This language also uses interactive animations.

A common design choice for material design is the use of flat but vibrant colours. There is also lots of empty space around the icons and the boxes they are in tend to have gaps in between them, whilst being arranged neatly in a grid like format.





# Susan Kare



## Who is she?

Susan Kare is a graphics designer who used to work with Apple back in 1980. She later became creative director of NeXT which is a company formed shortly after Steve Jobs left Apple. She designed some of Apple's first app logo designs and is remembered dearly for that achievement. She also helped with the idea of the lasso, paint bucket and the grabber tool which are all still used to this day. Alongside this she has created iconic icons for Mac and Windows.

Susan's work has been displayed in the permanent collection of Museum of Modern Art in New York. She has worked with many famous companies such as IBM, Motorola, Paypal, Sony Pictures, Xerox, Fossil, and BBDO.

## Logo's

### About the logo designs

The majority of her logos are very simple, but frankly that's what gives it their charm. Susan claims that good icons should be made more efficiently, like road signs, instead of illustrations. They should be easily understood to keep the users from getting confused.

