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Winter Quarter 2007  
M/W 3:30–5:18 pm

## **Project Assignment**

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### **Ideation**

What subject matter could be better explained with interactive media? The objective is to help your user better understand some topic, process or system. Essentially, this is a self-guided learning exercise for your user. How can interactive media enhance a normally linear, static learning process? Think about how to challenge current educational conventions and create an innovative way for your user to visualize and experience your topic.

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### **Examples**

Chemistry: how a certain drug interacts with the body  
Dentistry: long term effects of tooth extraction  
Dance: movements in a particular dance recital  
Marketing: international product distribution systems  
Center for Automotive Research: how a turbine (turbo) engine works  
Athletic Department: how water is pumped out of Ohio Stadium

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### **Objective**

Your assignment is to devise and create a multimedia application. We will analyze the inherent qualities of interactive media and use it as a means to design and construct an interactive representation. The content should be focused on an issue that benefits from visualization and interaction. It should in some way, challenge current conventions. Your "program" should offer multiple paths of navigation and explore how information design becomes interaction design. Collaboration with an external department for content is encouraged but not mandatory.

Place emphasis on "interaction" to enhance the richness, resolution, dimensionality, and clarity of content. This interaction is supported by the proper arrangement of images, words, and numbers in space and time, complemented with animation, simulations, integration of media, feedback, and navigation.

Explore how information design (complex information or systems) can be made more accessible by engaging the user through interactivity. Additional project criteria include the application of an appropriate and effective architectural structure, effective interface design, and strong typographic principles.

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### **Planning**

Explore a topic  
Define your project and content  
Define your audience  
Planning your components  
Mapping your components

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### **Prototype**

Your final prototype should clearly express your concepts and demonstrate an appropriate and effective interaction structure, the application of effective interface design, and strong typographic principles.