

## 21<sup>st</sup> Century Publication Design Project Four

### Interactive Publication

For this last publication you will create a fixed layout EPUB and explore the interactive features that are available with e-books. Your books will provide the reader with an entertaining and engaging experience of the world of Graphic Design.

### Process

1. Explore the opportunities for animation and user controlled interaction.
  - What will motivate the reader to move through the pages?
  - Create a grid and structure that allows for a great variety of content but ensures a strong overall identity
  - Consider how traditional page structures are adapted to electronic use
  - Traditional print media is governed by centuries-old rules of interaction. Is the user's interaction in an electronic publication intuitive?
  - Create icons, graphics and systems to aid in user navigation of the document
  - Experiment with new media tools for conveying content to the viewer/reader
  - Develop a clear hierarchical structure, master pages and style sheets
2. Multimedia can enhance the user's experience.
  - Fixed-layout EPUBs viewable on tablets can contain content beyond text and images, such as: animations, multiple states, rollovers, etc.
  - Consider how multimedia additions will enhance the overall experience. Plan these elements to enhance and not detract from the core content and experience
  - All content can become a "gateway" to other content and pages can have multiple layers of interaction. Use links to effectively supplement the core narrative.
3. Present the subject of Graphic Design in an interesting and meaningful way.
  - Write an essay, titled: What Graphic Design Means to Me.
  - Tell the story of design through text, image, and graphics
  - Use interactivity, navigation tools, etc. to support the content

### Final Presentation

- Use research, comprehensives and critique as a basis to work up completed project.
- Final presentation will be of a fixed-layout EPUB optimized for the iPad
  - EPUB must contain your 500 word essay: What Graphic Design Means to Me.
  - Publication must be at least ten pages
  - Document must contain both internal and external links and/or cross references
  - EPUB must contain multimedia elements, text, imagery, graphics
  - Create custom icons and buttons for your EPUB
  - Create cover images, titles, byline and descriptions
  - You must explore multiple interactive/media elements

Project Four **Schedule**

April 19 Introduction of Project Four

**Homework:** Write 500 word essay: What Graphic Design Means to Me.  
Explore Tutorials  
Book Concepts: Create Style Boards, Sketches, etc that consider how you will use interaction to communicate the subject to the reader

April 21 **Due Today:** Complete, typed essay.  
Book concepts

April 26 **Due Today:** Work Day  
**Homework:** Prepare full-scale color comprehensive of EPUB. All pages and content must be present and functional for critique. Be sure to include a cover image and unique title for your EPUB

April 28 **Due Today:** **Group Critique in S215.** Complete EPUBs. Submit to class dropbox by 1.30pm Projects must contain all text, visual content and working interactive elements.

May 3 Work Day. PDF, Drop Box, Photographic Documentation Demo.

May 5 Work Day

May 10 **Due Today:** Project Four. Submit along with **all** work completed this semester. Workbooks for all projects must also be submitted. Be sure to include research notes, sources for paper and images. Submit in clean brown paper portfolio, clearly labeled with name and class. Electronic documentation of all projects must also be submitted.