INTERACTIVE ANIMATION CONCEPT PLAN

MILESTONE ONE

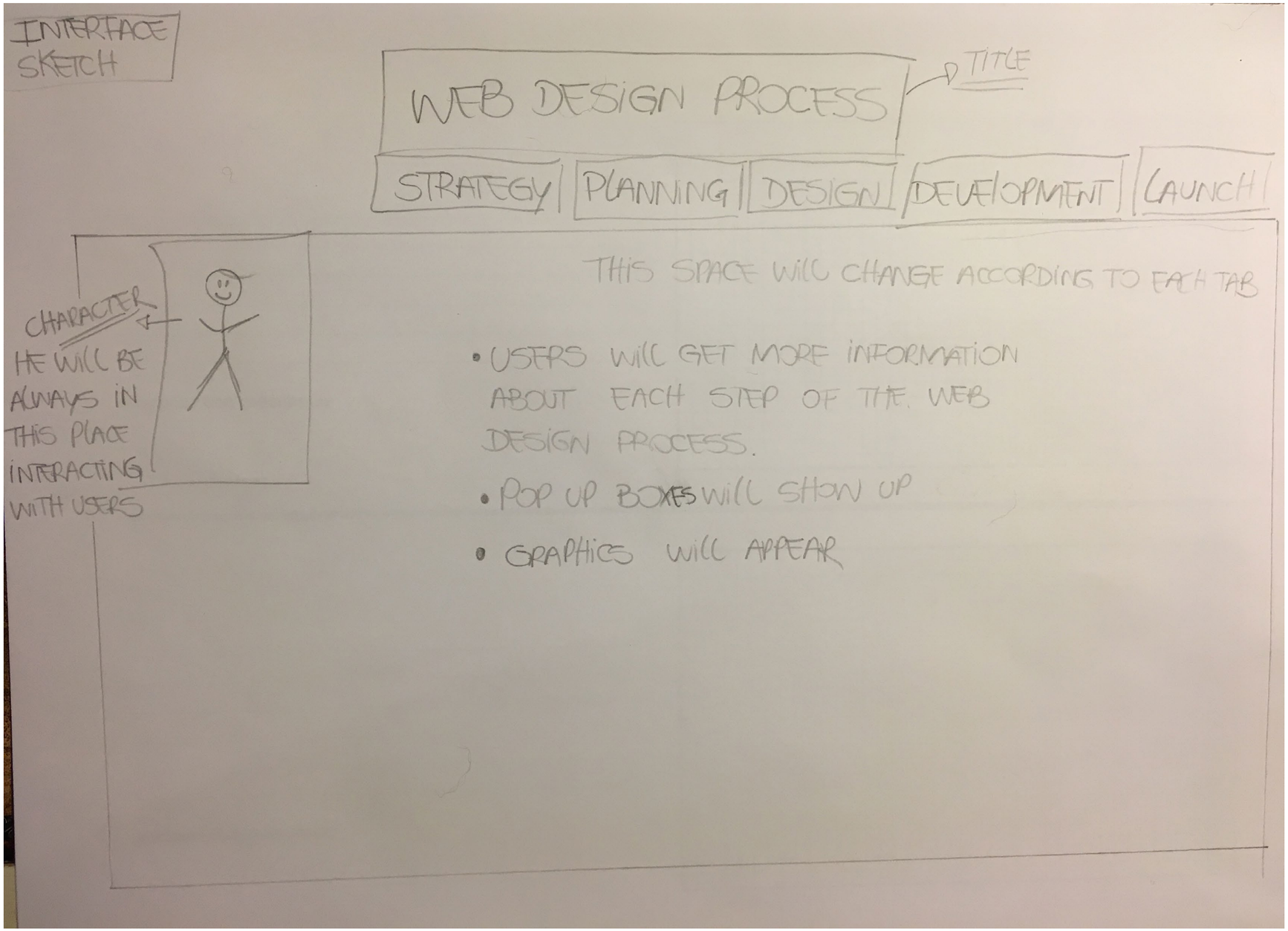
DUE DATE:
05/21/2017

CREATION DATE :
05/11/2017

CREATED FOR :
GRA 431

MADE BY:
CLAUDIA LINDSAY

WIREFRAME/ INTERFACE SKETCH



CREATIVE/ TECHNICAL BRIEF

A WEB DESIGN PROCESS

THE STEPS NEEDED TO BE TAKEN FROM START TO FINISH IN ORDER TO COMPLETE A TYPICAL WEB DESIGN PROJECT

CONCEPT

01

The concept I will cover in this interactive animation is related to the necessary steps requiered to develop a Web Design and how the Web development process happens from start to finish.

TECHNOLOGIES

02

For this animation I will use Adobe Animate CC which is a computer animation program developed by Adobe Systems. Animate CC generates code using HTML5, JavaScript and CSS which allows this app to embrace certain web standards and its output can be seen on a wide range of devices types and sizes because it is responsive.

COMPONENTS

03

To make the interactivity effective it is necessary to create a good storytelling that engages the audience. Including a nice design that is pertinent and pleasing to the eye and at the same time functional also might be effective in delivering a clear message. I want to focus on the animation effects that enhance the content and that tell a good story. I intend to use some components from the user interface such as buttons, text area, and scroll pane. Additionally, I intend to use graphics, audio and video.

SOUND AND VIDEO ELEMENTS

04

I want to include a video of a character who seems to be explaining to the audience how the Web Development Process works. Furthermore, I want to include a voice for this character. I will record a small speech and place it on the timeline exactly where the video shows the character moving his mouth, so it will imparts the feeling that the character is really speaking.

SCRIPTING TOOLS

05

I will use the ActionScript® scripting language. This language helps designers and developers to add complex interactivity, playback control, and data display to any application.

ENHANCEMENT STRATEGIES

06

Enhancement strategies that I want to employ when creating this interactive animation is to take into consideration UX (user experience) and interactions. Designing an intuitive interface that is easy to use, that keeps users enlightened about what is happening, and that entice them to explore the content deeply are good strategies that will support the whole purpose of the animation which is to inform.

FILE SIZE

07

The strategy I will use to manage the file size includes: **optimization of documents** (I will use symbols and tweened animation because they use less file space than a series of keyframes), **optimization of text and fonts** (I won't use embedded font because they increase the size of the file); **optimization of color** (I won't use gradient because it requires 50 bytes more than solid color), **optimization of graphics** (I will use vector graphics/images instead of bitmap because they reduce file size since the vectors are made from calculations instead of many pixels), and **optimization of frame rate** (I will use the lowest possible frame rate to make the animation smooth and at the same time to reduce the strain on the end-user's processor). Additionally, I will generate a **final report** which informs the size of each frame, shape, text, sound, video and ActionScript script by frame. (helpx.adobe.com)

12-PANEL HAND-SKETCH STORYBOARD

STORYBOARD

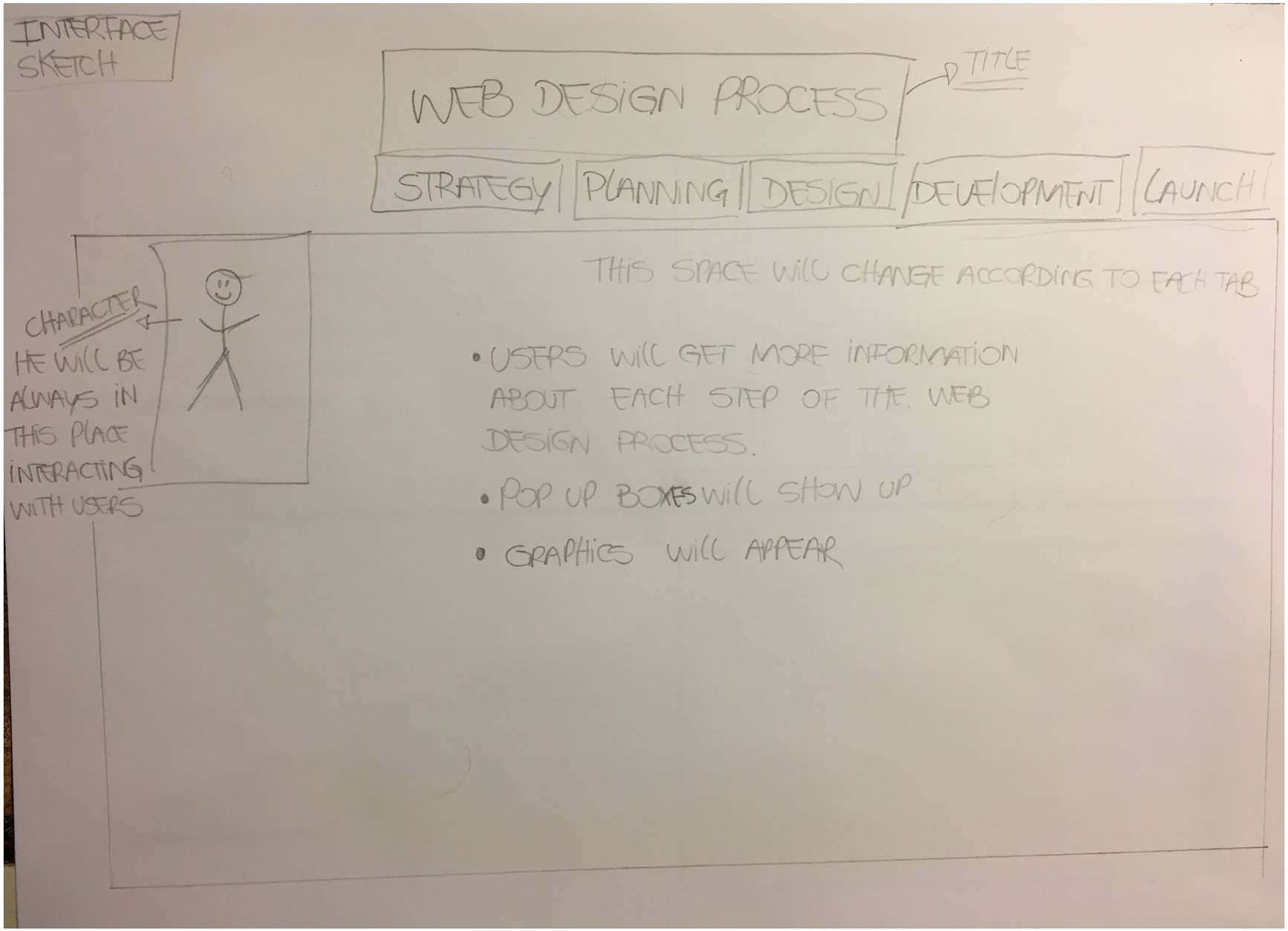
DUE DATE:
05/28/2017

CREATION DATE :
05/22/2017

CREATED FOR :
GRA 431

MADE BY:
CLAUDIA LINDSAY

WIREFRAME/ INTERFACE SKETCH

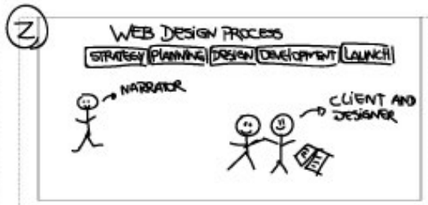


STORYBOARD

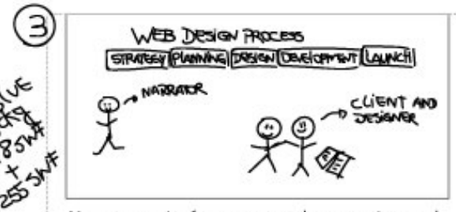
12-PANEL HAND-SKETCH STORYBOARD ASSIGNMENT CLAUDIA LINDSAY

WEB DESIGN PROCESS

First panel will show the main character or narrator. He welcomes users and invites them to explore the plataform. Users need to click in one of the tabs to get more information about the web design process.

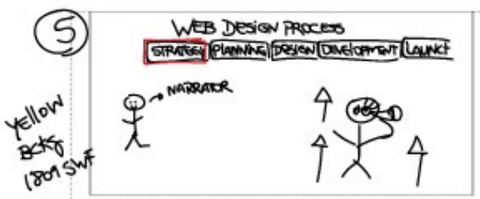


A vector image of a designer and a client signing in an agreement slides in from the right.



Narrator waits for users to take an action and to click in one of the buttons. This will be a video of a character blinking and breathing.

User clicks on the first tab, Strategy. Narrator has a intriguing expression. He looks confused and curious at the same time.



The first tab, Strategy will bring a image of a designer doing research (slide from the right). In this phase, pop up boxes with information such as goal, brand message, buyer persona, and competition will appear.

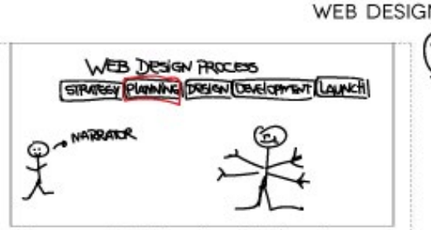
User clicks on the second tab, Planning. Narrator is using magnifying glass - meaning he is very careful in this fase.

The timing of each panel will last about 20 seconds which is the time of the narrator's speech. Users need to click on different tabs to get more content - like a mini website

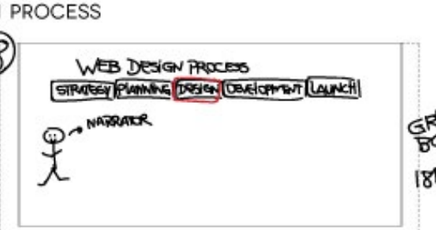
STORYBOARD

12-PANEL HAND-SKETCH STORYBOARD ASSIGNMENT CLAUDIA LINDSAY

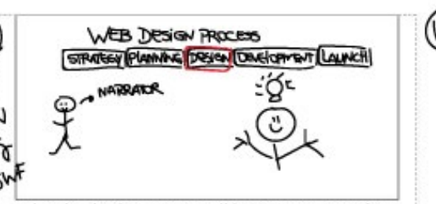
WEB DESIGN PROCESS



The second tab, Planning will bring a image of a multitasking designer (it slides from the right). In this phase, pop up boxes with information such as project charter, site map, and resource requirement will appear.

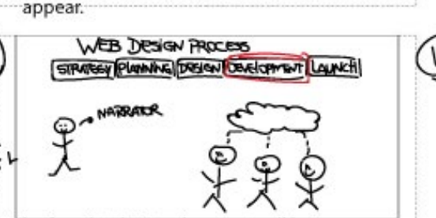


User clicks on the third tab, Design. Narrator is dancing. This is the most exciting phase to him!



The third tab, Design will bring a image of a happy designer with a lamp over his head meaning he has good ideas. (it slides from the right). In this phase, pop up boxes with information such as wireframe, mock up presentation and HTML/CSS coding will appear.

User clicks on the fourth tab, Development. Narrator is thinking.



The fourth tab, Development will bring a image of a team of designers and developers connected by a cloud. (it slides from the right). In this fase, pop up boxes with information such as framework, database, template, content, security and mark-up will appear.

The last tab, Launch will bring a image of a designer flying in a rocket. Mission accomplished. In this phase, pop up boxes with information such as how to transfer to live server, documentation and training will appear.

The timing of each panel will last about 20 seconds which is the time of the narrator's speech. Users need to click on different tabs to get more content - like a mini website

INTERACTIVE ANIMATION PACKAGE

MILESTONE TWO

DUE DATE:
06/04/2017

CREATION DATE :
05/29/2017

CREATED FOR :
GRA 431

MADE BY:
CLAUDIA LINDSAY

ANIMATION PACKAGE

DESIGN AND PRODUCTION

LOOK AND FEEL OF THE
INTERFACE AND GRAPHICS

GRAPHICS, AUDIO AND VIDEO 01

DEVELOP ANIMATIONS 02

INTERACTIVITY BUTTONS 03

FILE SIZE 04

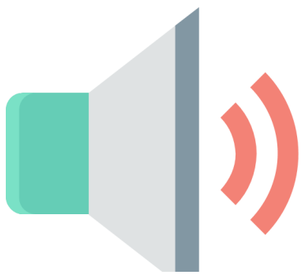
PUBLISH IN FLASH 05

CONVERT TO HTML5 06

GRAPHICS

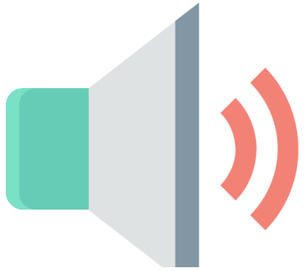
File: tags.ai

AUDIO



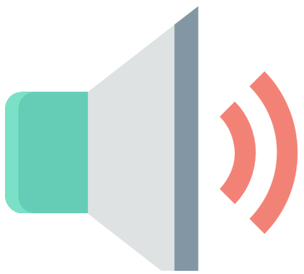
SOUND SCENE 1

SOUND - TAB1.MP3 :
A brief overview about the project



SOUND SCENE 2

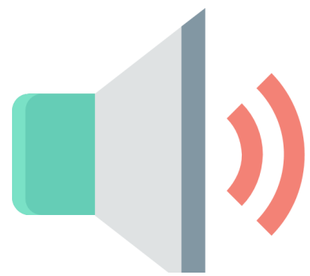
SOUND - TAB2.MP3 :
Strategy



SOUND SCENE 3

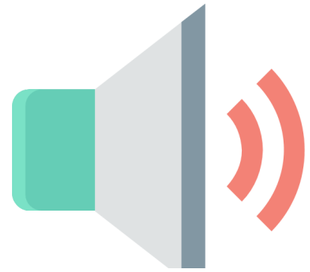
SOUND - TAB3.MP3 :
Planning

AUDIO



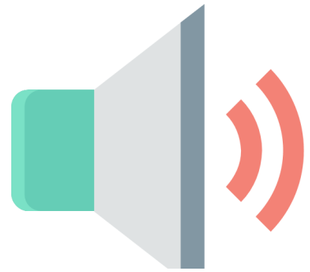
SOUND SCENE 4

SOUND - TAB4.MP3 :
Design



SOUND SCENE 5

SOUND - TAB5.MP3 :
Development



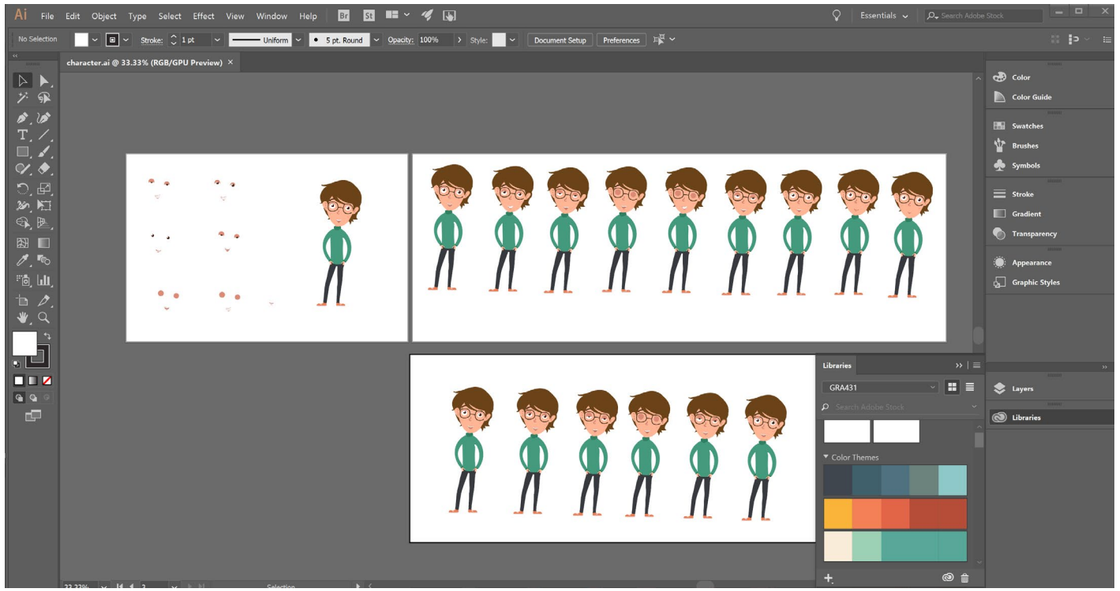
SOUND SCENE 6

SOUND - TAB6.MP3 :
Launch

Files:
sound-tab1.mp3
sound-tab2.mp3
sound-tab3.mp3
sound-tab4.mp3
sound-tab5.mp3
sound-tab6.mp3

CHARACTER

Developing Animation

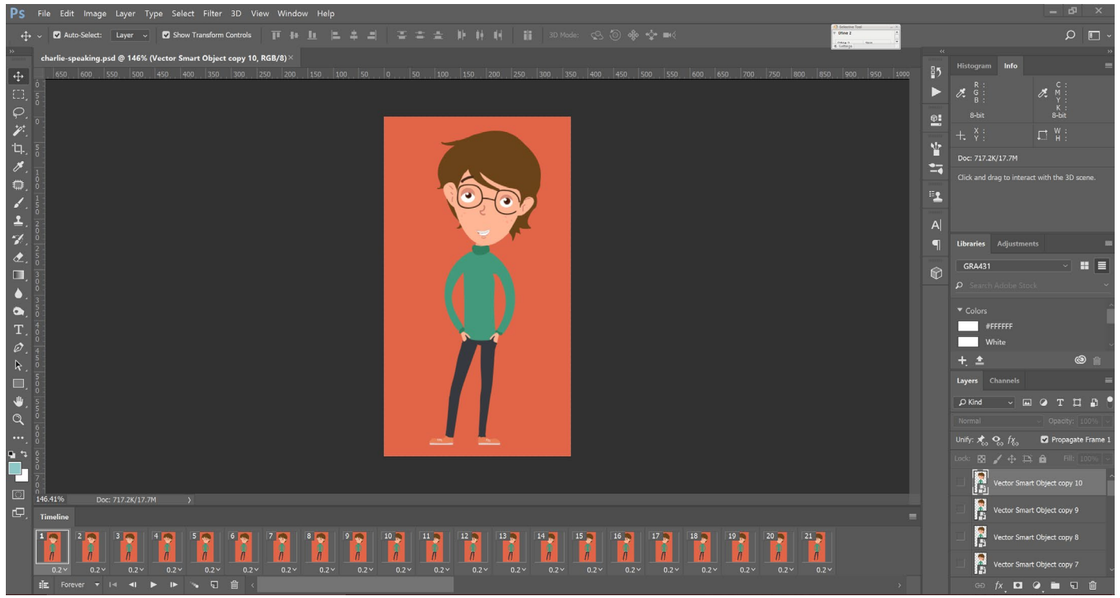


Created from scratch in Adobe Illustrator

File: character.ai

VIDEO

Developing Animation



Created from scratch in Adobe Photoshop

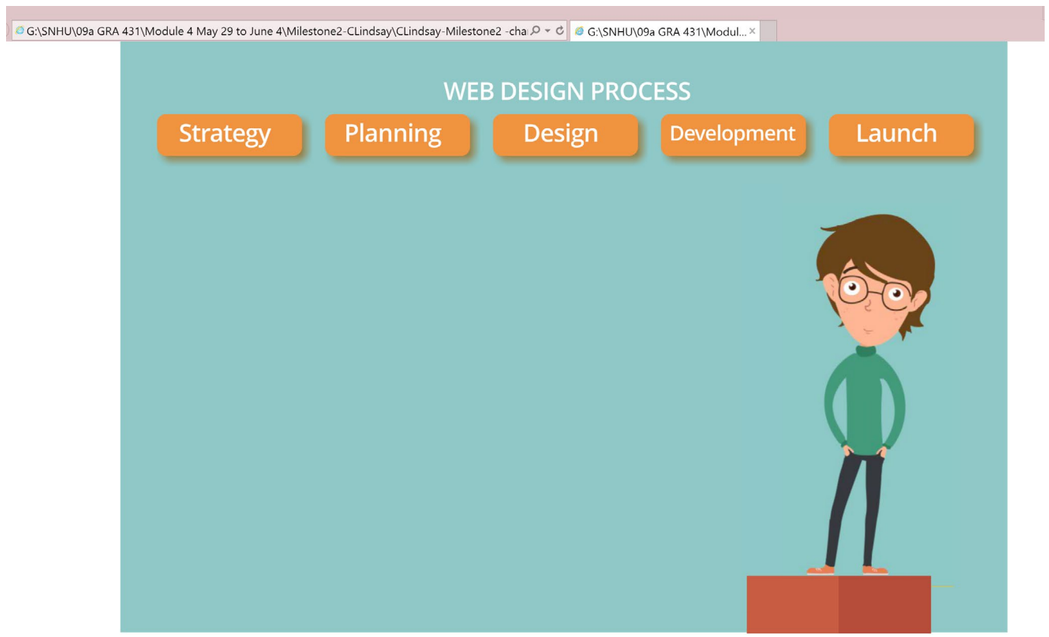
File attached: charlie-speaking.psd and charlie-blinking.psd

VIDEOS FILES:
charlie-speaking-tab1.swf
charlie-blinking-tab1.swf
charlie-speaking-tab2.swf
charlie-blinking-tab2.swf
charlie-speaking-tab3.swf
charlie-blinking-tab3.swf
charlie-speaking-tab4.swf
charlie-blinking-tab4.swf
charlie-speaking-tab5.swf
charlie-blinking-tab5.swf
charlie-speaking-tab6.swf
charlie-blinking-tab6.swf

INTERACTIVITY BUTTONS

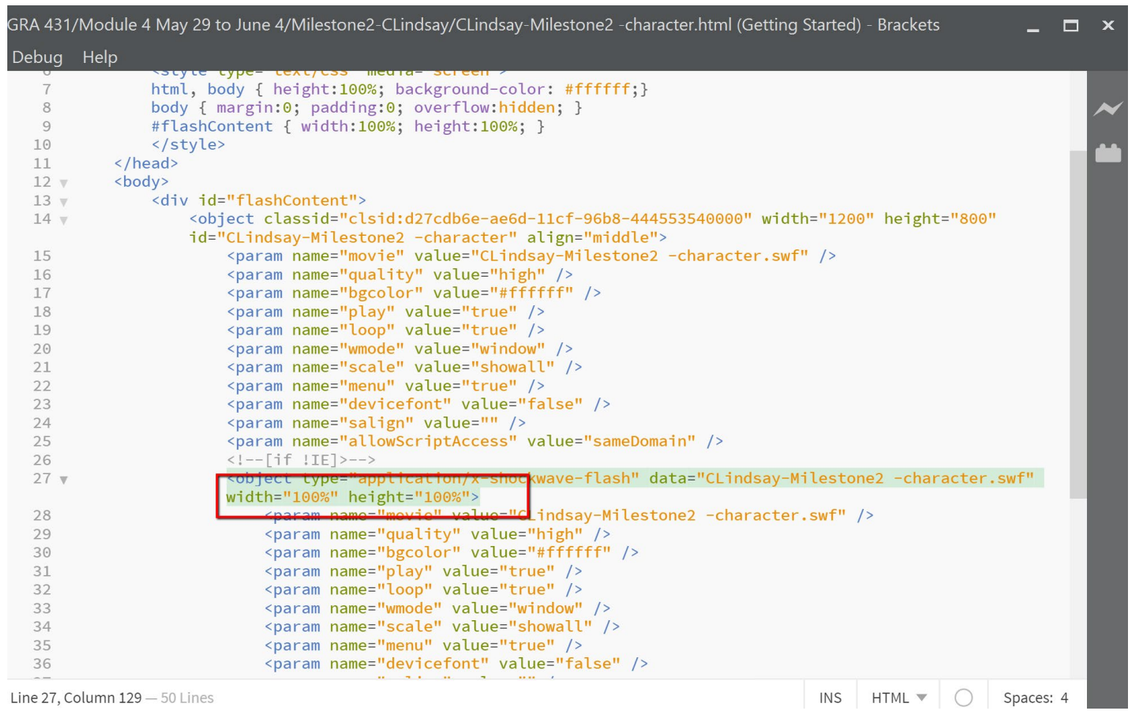
Navigation Bar

PUBLISH IN FLASH



File: CLindsay-Milestone2 -character.swf

CONVERT TO HTML5



File: CLindsay-Milestone2 -character.html

MILESTONE THREE

DELIVERY INTERACTIVE ANIMATION

DUE DATE:
06/11/2017

CREATION DATE :
06/05/2017

CREATED FOR :
GRA 431

MADE BY:
CLAUDIA LINDSAY

ELEMENTS ADDRESSED

DELIVERY

INTERACTIVE ANIMATION

FLASH AND HTML CANVAS FORMAT 01

FUNCTIONALITY 02

PROFESSIONAL QUALITY 03

CONCEPT 04

INTERACTIVE BUTTONS 05

FILE SIZE 06

ANIMATION FORMAT

ActionScript3

HTML5 Canvas

CLindsay-Milestone3.fla

CLindsay-Milestone3_Canvas.fla

CLindsay-Milestone3.swf

CLindsay-Milestone3_Canvas.html

CLindsay-Milestone3.html

CLindsay-Milestone3_Canvas.js

Interactive Animation is delivered in Flash and HTML5 Canvas format

PROJECT SUMMARY BRIEF

MILESTONE FOUR

DUE DATE:
06/18/2017

CREATION DATE :
06/12/2017

CREATED FOR :
GRA 431

MADE BY:
CLAUDIA LINDSAY

PURPOSE STATEMENT

INTERACTIVE ANIMATION

The overall intent of the animation is to inform users about the necessary steps to develop a Web Design and how the Web Development process happens from start to finish. A strategy that I implemented to communicate the intent of the animation was to organize the steps into segments or tabs using a navigation bar. I found this strategy to be very effective because it displays the information in small windows and avoids overwhelming loads of information at once. Also, users can control which information to get and can easily go back and forth to interact with the animated infographic.

In order to receive the purpose of the animation, users need to click on the different tabs (home, strategy, planning, design, development, or launch) and learn more about each phase of the design and development process. In ActionScript3, the Event Listener will change the Scene that users are on, while in HTML5 Canvas, the Event will move users to a particular frame within the timeline. Another action users must perform to receive the purpose of the animation is to hover the mouse over each tag to get tooltips with detailed information about each step, right after the narrator stops speaking.

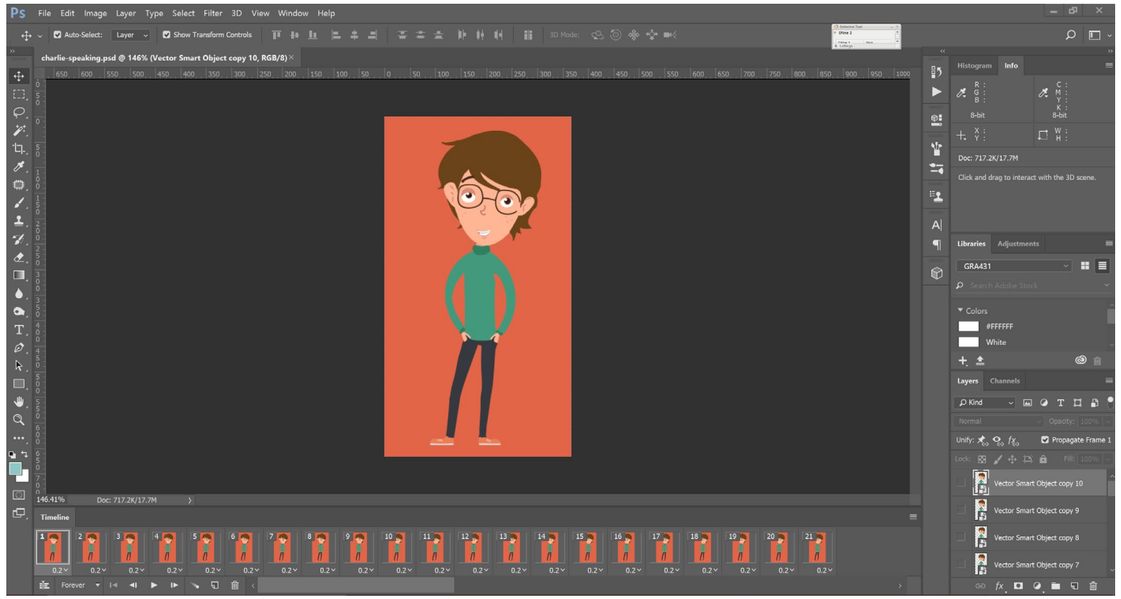
The strategy I used to optimize the functionality of the animation was to create instance names for each symbol. This strategy was effective because it allowed me to dynamically call the function for different scenes (ActionScript3) and frames (HTML5 Canvas).

The strategy I used to manage the file size includes:

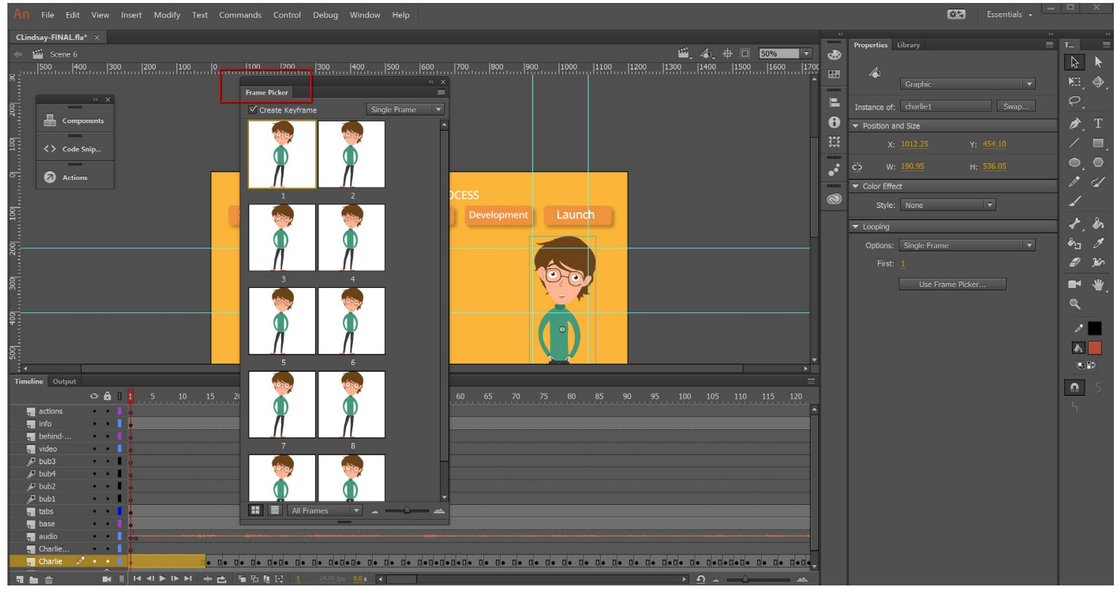
- Optimization of documents (I used symbols and tweened animation because they use less file space than a series of keyframes);
- Optimization of text and fonts (I did not use embedded font because they increase the size of the file);
- Optimization of color (I did not use gradient because it requires 50 bytes more than solid color);
- Optimization of graphics (I used vector graphics/images instead of bitmap because they reduce file size since vectors are made from calculations instead of many pixels),
- Optimization of frame rate (I used the lowest possible frame rate to make the animation smooth and at the same time to reduce the strain on the end-user's processor).

The strategy I used to ensure the animation could exhibit professional quality elements was to replace the video of the character I have made on the first version. Because I thought the video looked pixelated, I decided to save each character's pose that I designed in Illustrator, as a symbol and create a vector sprite sheet. Then, I used the Frame Picker which enabled me to generate different keyframes and reuse the same set of graphics to build a cool lip sync – the result was a clear and lighter animation.

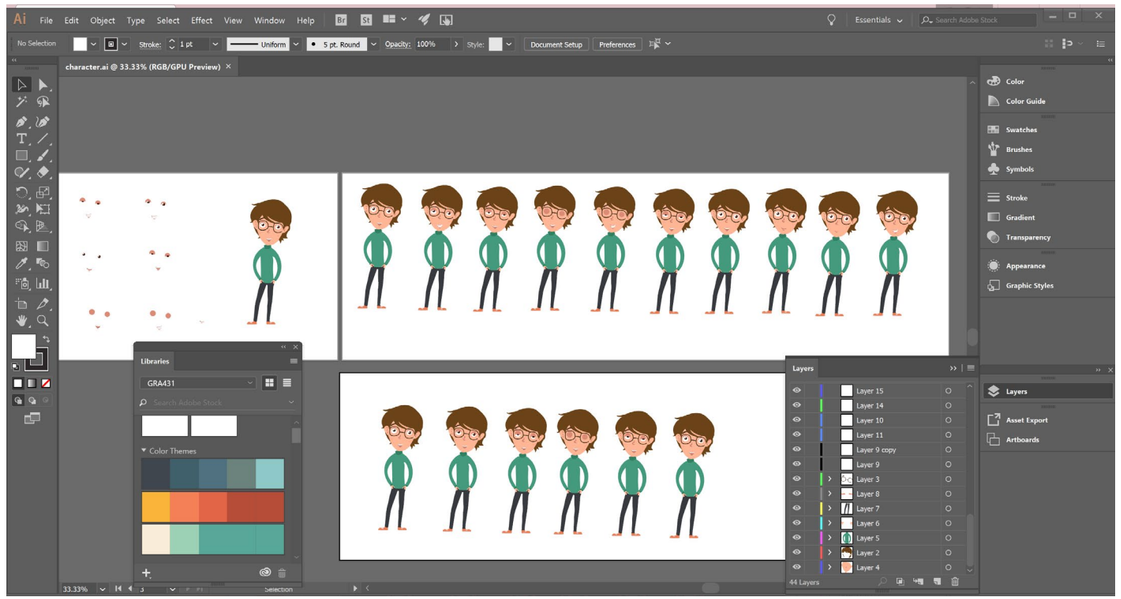
I replaced this video I created in Photoshop in Module Four (Milestone Two):



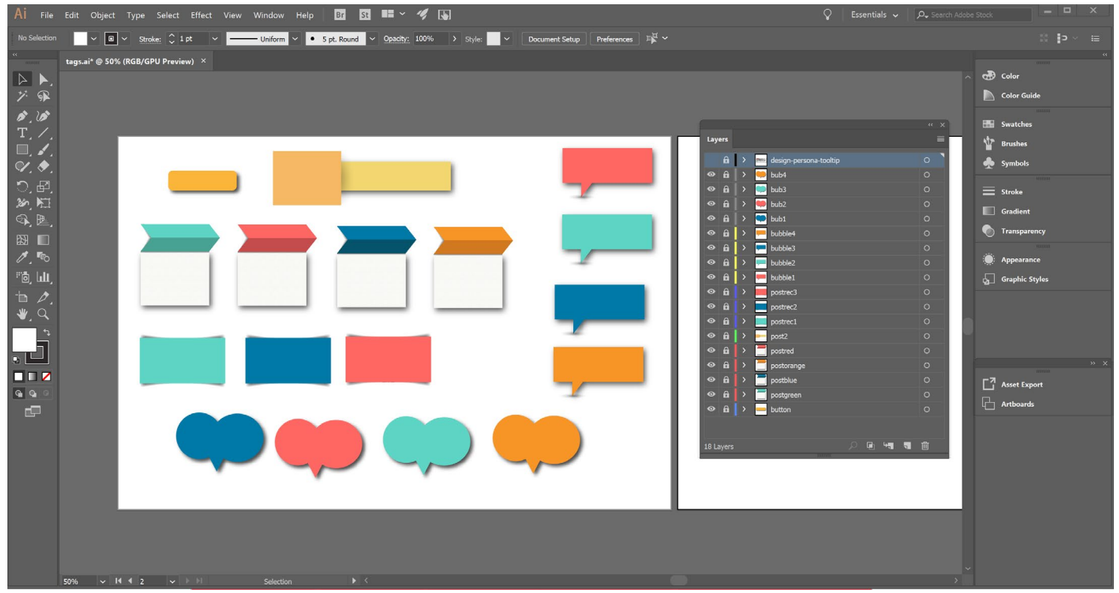
Frame Picker in Animate CC:



For this sprite sheet I created and designed in Illustrator:



I created and designed all the Tags in Illustrator:



PURPOSE STATEMENT

CONTINUED

I created an interactive animation that takes into consideration UX (user experience) and interactions. The interface is easy to use, keeps users enlightened about what is happening, and entices them to explore the content deeply. I also set a looping for specific graphic instances so the last frames, on which the character is blinking, repeat indefinitely until the user take some action. I thought this to be a nice touch to the design because it keeps the design alive even if the user does not make any action.

Furthermore, I took all care to ensure the voice of the character could match with his lips and text. All these details contributed to the overall look and feel of the animation and its functionality.

Out of the two interactive animation files I created, Flash format was more effective when dealing with sound. In ActionScript3 I could set the sound to stream, so any time users change the tab before the narrator stop speaking the sound stops as well. This was not possible in HTML5 Canvas once this feature is grayed out from the panel. Users, in this case, need to be patient and wait for the narrator stop speaking to change the tab. Otherwise, they will hear overlapping sounds from the previous tab and the current one. In addition, the mouse hover effect I created in ActionScript3 for the tabs could not be translated to HTML5 Canvas.

A positive point working in HTML5 Canvas is that I could use the Components Panel to add video and play it inside of the stage, while in ActionScript3 the video redirects users to a new window on the browser.

I believe I created a compelling interactive and animated infographic that engages the audience, including a pertinent design and delivers a clear message. Most importantly, I learned the differences and similarities between AS3 and HTML5 canvas.

Here is the SWF file: http://geocities.ws/claulindsay/Animated-Infographic_CLindsay/ActionScript3/CLindsay-FINAL.swf

And here the HTML5 CANVAS file: http://geocities.ws/claulindsay/Animated-Infographic_CLindsay/HTML5-Canvas/CLindsay-FINAL_Canvas.html