

SPM4332: CD-ROM BASED MULTIMEDIA DEVELOPMENT

VISUAL DESIGN

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Introduction

- What is visual design ?
- What exactly constitutes good visual design (aka interface design or presentation design) ?

Visualizing Your Courseware

Visual Design: Planning how your multimedia courseware will look.

- What **colours** will look good together on your courseware?
- What **fonts or styles** you will use for the written part of your courseware?
- What **graphics and multimedia** effects are needed?
- How will all of these elements be combined or **arrange** into an attractive **layout**?

Elements of User Interface

- A background that reflects the theme.
 - Colours or Images
- Foreground elements that reflect the theme.
 - Content and Links (title, headings, sub headings, body text, illustrations, captions)
- Other elements that support the theme.
 - Text, images, buttons, navigation bars, animation, video, etc.

General Issues

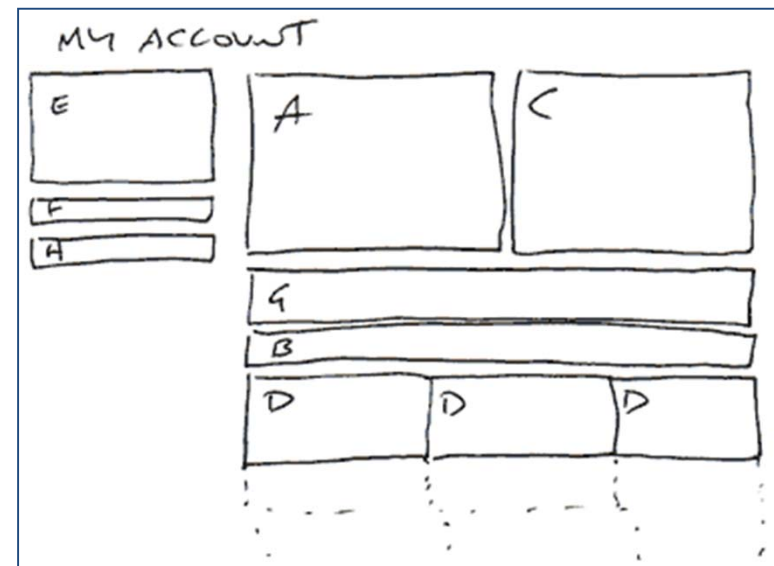
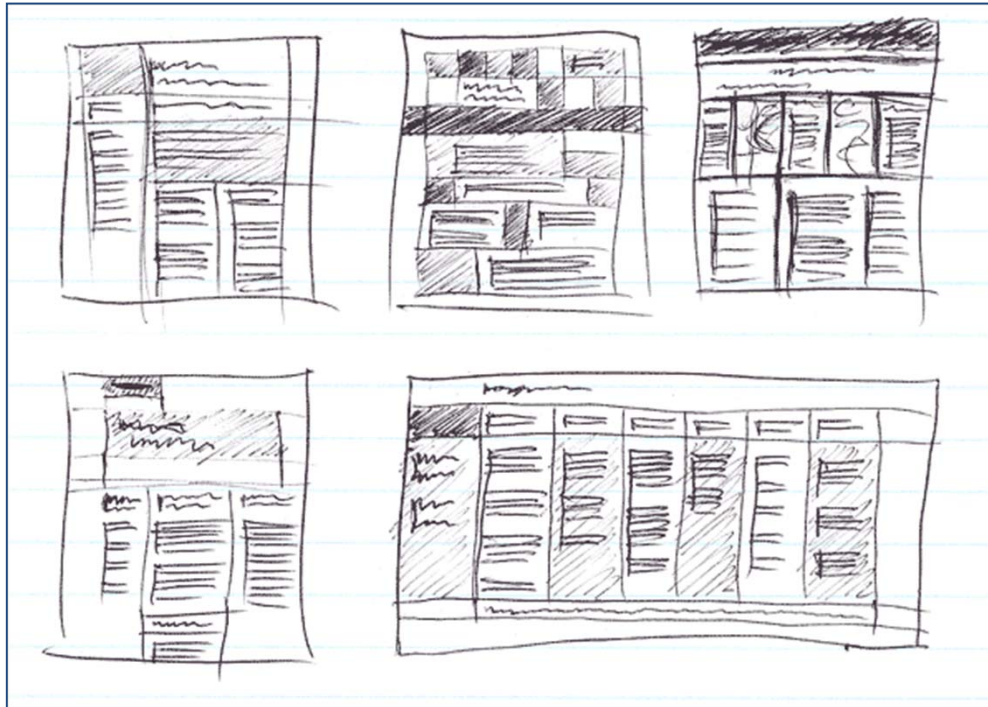
- Choose a visual theme –connected to your content.
- Use template concepts– consistent

General Issues

- Typography
 - Keep it simple
 - Limit number of fonts per screen and per courseware
 - Use the same fonts consistently throughout the courseware
 - Make good font choices
 - Sans serif vs. serif ?
 - Commonly installed fonts
 - Mood
 - Readability

Tools in Visual Design

Thumbnails Sketches



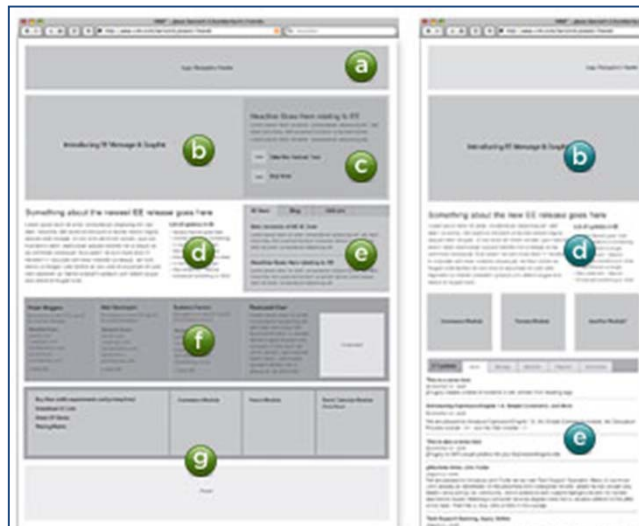
Tools in Visual Design

Thumbnails Sketches

- Help designer think about the visual aspects of the courseware they are designing.
- To help make choices about courseware's presentation design.
- Storyboard vs Thumbnails Sketches?
 - Storyboard – helps on courseware's interaction.
 - Thumbnails – help to focus on how courseware will look.

Tools in Visual Design

Rough Sketches



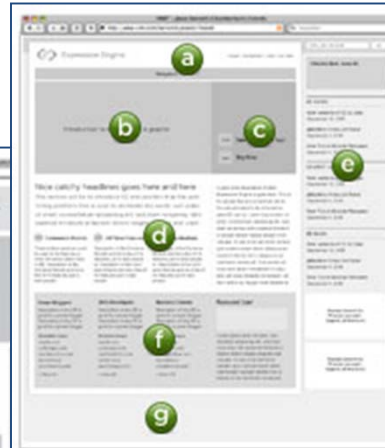
VERSION 1A

Design Elements

- a) Nav, super-nav, logo
- b) Expansive banner graphic
- c) Download Links
- d) Introduction message
- e) News, blog posts
- f) Featured users
- g) Footer



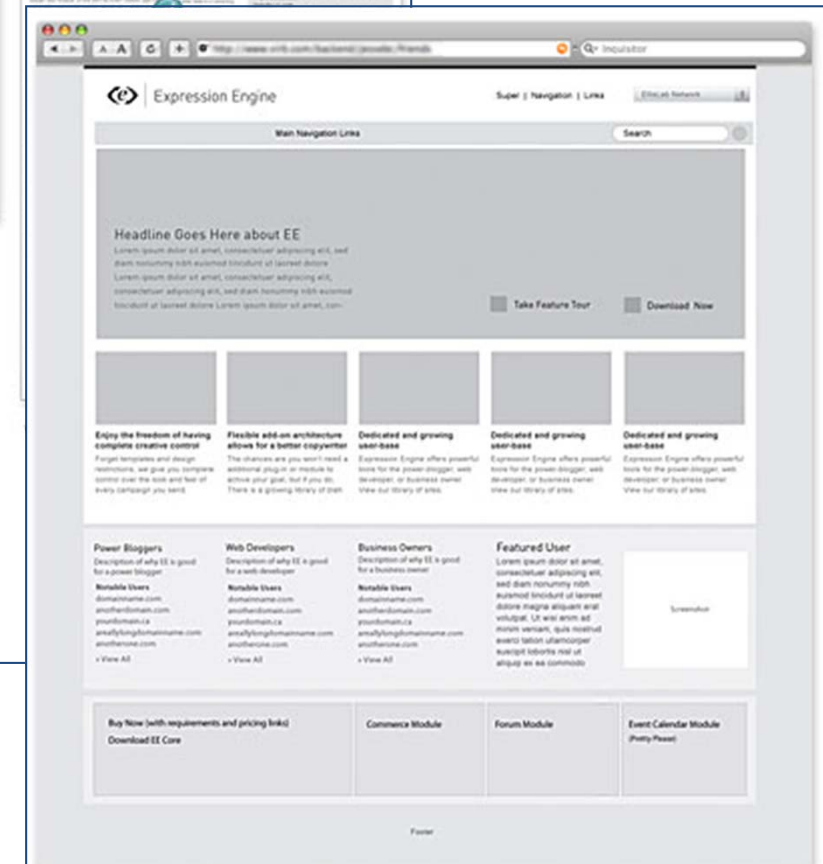
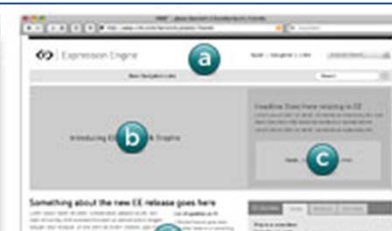
VERSION 1B



VERSION 2A

Design Elements

- a) Nav, super-nav, logo
- b) Expansive banner graphic
- c) Download Links
- d) Introduction message
- e) News, blog posts
- f) Featured users
- g) Footer



VERSION 3

Tools in Visual Design

Rough Sketches

- Usually choose 2 or 3 of the thumbnails to develop further.
- This more developed sketch is called rough sketches.
- More carefully drawn – proportions are more accurate.

Thank You !

