# DES30035/Information+InterfaceDesign

student/LukasFlohr100654135 teacher/AlexanderTyers group/02Friday11.30am

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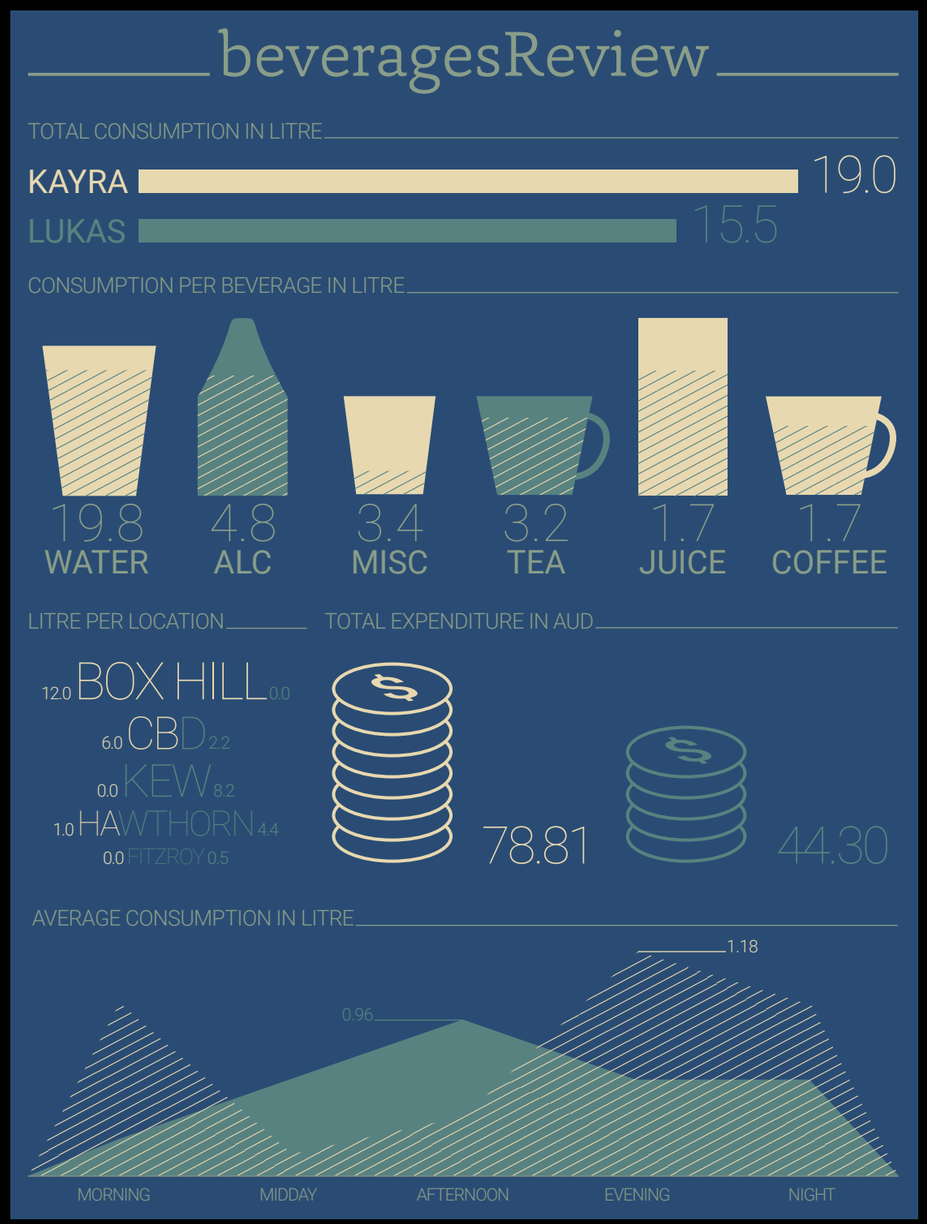
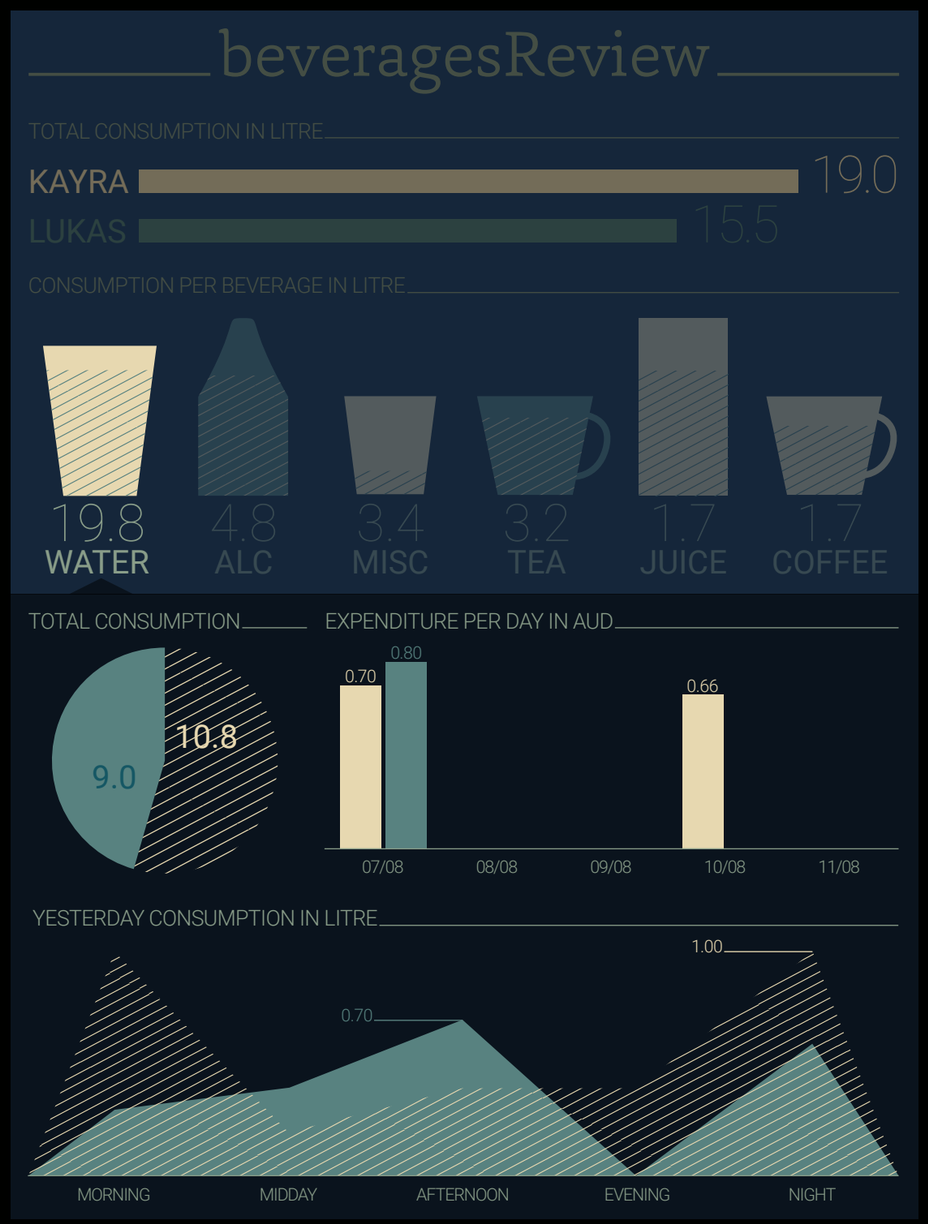
# project1/finalOutcomes

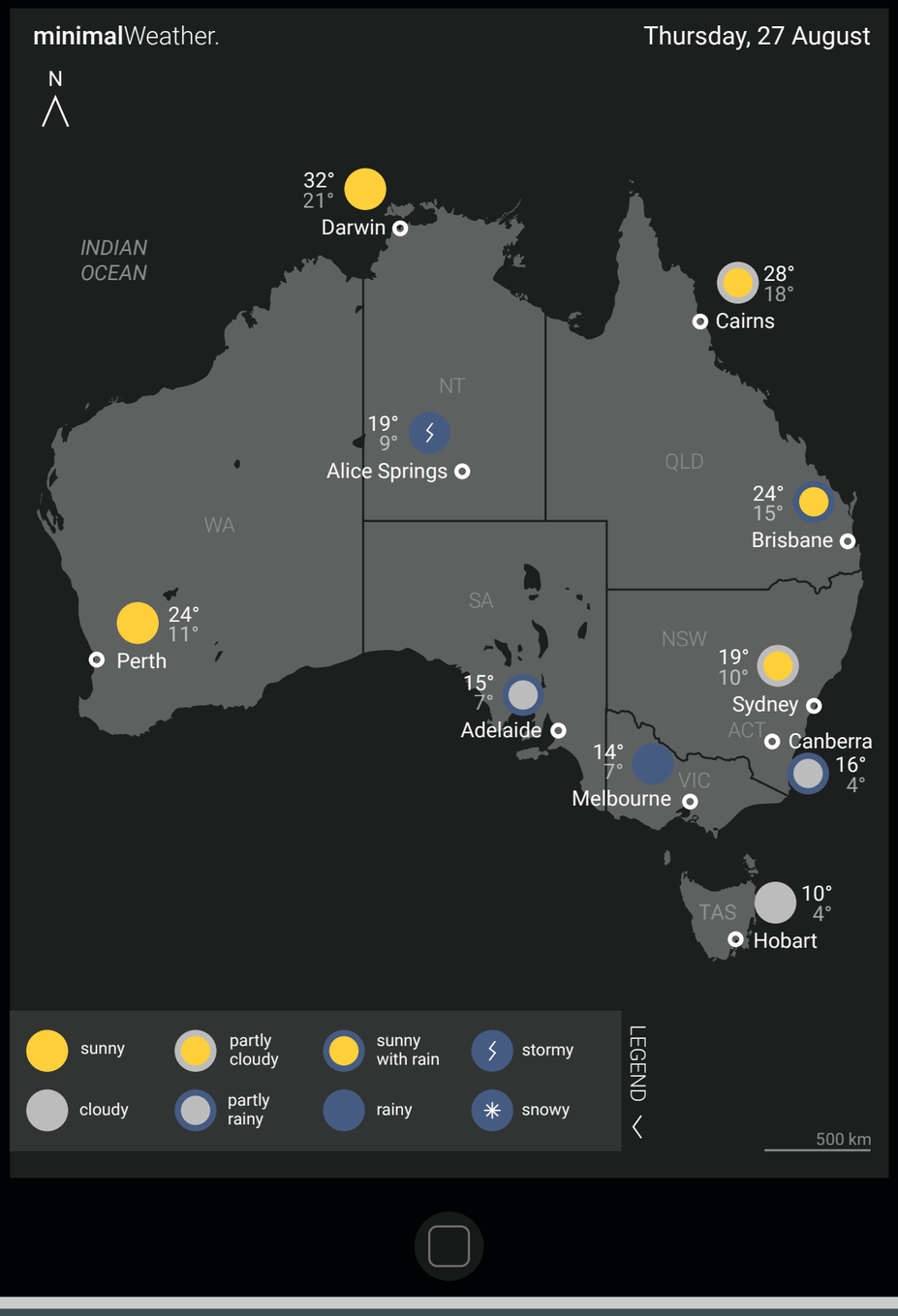
exercise1/iData exercise2/weatherReport exercise3/interactiveInsects

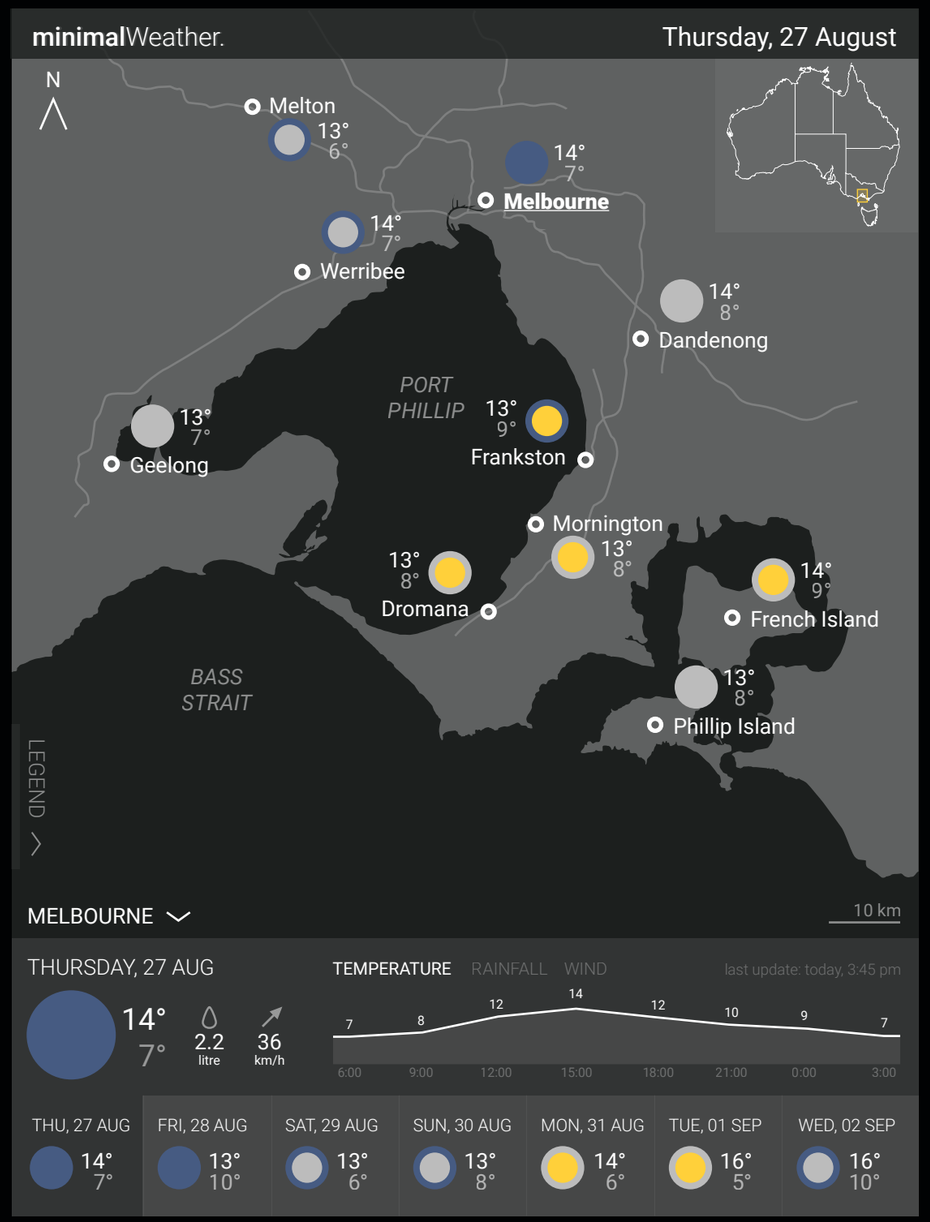

beveragesReview
TOTAL CONSUMPTION IN LITRE
KAYRA 19.0
LUKAS 15.5
CONSUMPTION PER BEVERAGE IN LITRE
19.8 WATER
4.8 ALC
3.4 MISC
3.2 TEA
1.7 JUICE
1.7 COFFEE
LITRE PER LOCATION
TOTAL EXPENDITURE IN AUD
12.0 BOX HILL 0.0
6.0 CBD 2.2
0.0 KEW 8.2
1.0 HAWTHORN 4.4
0.0 FITZROY 0.5
78.81
44.30
AVERAGE CONSUMPTION IN LITRE
1.18
0.96
MORNING
MIDDAY
AFTERNOON
EVENING
NIGHT


beveragesReview
TOTAL CONSUMPTION IN LITRE
KAYRA 19.0
LUKAS 15.5
CONSUMPTION PER BEVERAGE IN LITRE
19.8 WATER
4.8 ALC
3.4 MISC
3.2 TEA
1.7 JUICE
1.7 COFFEE
TOTAL CONSUMPTION
9.0
10.8
EXPENDITURE PER DAY IN AUD
0.70
0.80
0.66
07/08
08/08
09/08
10/08
11/08
YESTERDAY CONSUMPTION IN LITRE
1.00
0.70
MORNING
MIDDAY
AFTERNOON
EVENING
NIGHT

# exercise2/weatherReport





# exercise3/flyingInsects



## EUROPEAN HORNET

### THE FORMATION OF A NEW COLONY

1 IN SPRING THE QUEEN BEGINS ALONE TO BUILD A NEW NEST

2 THE QUEEN LAYS FERTILIZED EGGS IN NEWLY BUILT COMPS

3 HATCHING LARVAE PUPATE WHEN THEY ARE FED ENOUGH

4 FEMALE WORKERS EMERGE OUT OF PUPPED LARVAE

## EUROPEAN HORNET

### THE FORMATION OF A NEW COLONY

1 AWAKING FROM HER WINTER REST A YOUNG HORNET QUEEN SEARCHES A SHELTERED PLACE FOR A NEW NEST. ON HER OWN SHE STARTS TO BUILD THE FIRST COMPS OUT OF CHEWED TREE BARK.

# project2/partA:InformationContent

devil'sFace/communicationStatement devil'sFace/informationPlan

# Devil‘sFace**CommunicationStatement**

## issue

*What is the problem to be addressed?*
» The **Tasmanian Devil**, the world’s largest surviving carnivorous marsupial, is endangered as it is threatened by **Devil Facial Tumor Disease (DFTD)**

*Who needs to take action to solve these problems?*
» Zoos and sanctuaries
» Animal researchers
» Government authorities
» Patrons and zoo visitors

## informer

*Who is communicating?*
» **Zoos Victoria** is a nonprofit organisation aiming to be the world’s leading zoo-based conservation organisation
» Besides offering people opportunities to connect with wildlife and to experience exceptional nature it is a main concern of the zoo to illustrate the importance of conservation and research
» Furthermore, Zoos Victoria wants to spread enthusiasm and to facilitate participation

## user

*Who is the user?*
» Local and international **zoo visitors**
» Well educated and socially engaged **students and young adults**
» Tasmanian and Australian **families**
» **Animal lovers** all around the world

*What is the user-context?*
» Zoo visitors using on site provided iPads to get further information and interactive functionalities
» Parents handing their iPad to their children while explaining them the issue, the context, images and interactions
» Animal lovers, students and young adults discovering the app during their leisure time

## information

*What information does the user need?*
» **Facts** about Tasmanian Devils and the threat of Devil Facial Tumor Disease for **clarifying** why it’s necessary for authorities to intervene
» Information about the current situation of the fighting extinction program in a **transparent** and **engaging** manner by showing the user what’s already been achieved and what the plans for the future are
» Furthermore the user needs to **know how** he can help fight extinction of the Tasmanian Devil

## tasks

*What tasks will the user do to achieve the outcomes?*
» After the user has gained an understanding of the situation and the fighting extinction program, he may want to support the program either **financially** by adopting a devil or making a donation or **ideationally** by spreading the word or getting involved

*How does the app help the user to do these tasks?*
» Financial: Providing direct functionalities to adopt a devil or make a donation within the app
» Ideational: Providing informative content and interactive features besides sharing functionalities via social media or mail

## aims

*What are the key outcomes to be achieved?*
» Get financial and ideational support from authorities and the public to maintain a **healthy and sustainable Tasmanian Devil population** by managing the impacts of Devil Facial Tumor Disease and other threats

*How will these aims be achieved?*
» Research in breeding and population monitoring
» Eradication of Devil Facial Tumor Disease
» As a part of the ‘Save the Tasmanian Devil’ sustainable captive populations are bred
» Increase of community awareness and support

Lukas Flohr. 100654135. Group02. Friday 11:30.

# Devil‘sFace**InformationPlan**

## title

**Devil‘s Face**
» Save the Tasmanian Devil from Extinction

## introduction

» Devil‘s Face is an **iPad Application** by Zoos Victoria supporting the “Save the Tasmanian Devil Program” of the Australian and Tasmanian governments. By using infographics the app illustrates the current situation of the endangered Tasmanian Devil, the world‘s largest living carnivorous marsupial, whose survival is threatened by Devil Facial Tumor Disease (DFTD)

## endangeredDevil

**Tasmanian Devil**
» *Sarcophilus harrisii*
» The world‘s largest living carnivorous marsupial
» Size: 57-65 cm
» Weight: 7-12 kg
» Running speed: up to 13 km/h
» Diet: carcass (wallabies, wombats etc. )
» Roams up to 16 km in search of food
» Breeding: in march, 21 days gestation, up to 20-40 young, of which 2-4 survive
» Fully grown after two years
» Nocturnal, but likes to rest in the sun
» Distinctive scream
» Declared as the official animal emblem of Tasmania in May 2015

**Habitat: Tasmania**
» All habitats in Tasmania, but particularly in dry sclerophyll forests and coastal woodlands in eastern and north-western Tasmania
» Area: 90,758 km²
» 41° 38‘ S 146° 18‘ E

## devilFacialTumorDisease

**About DFTD**
» Aggressive parasitic cancer among Tasmanian Devils
» Contagious: spread by biting during feeding and mating
» Extremely unusual cancer
» The devil‘s immune system doesn‘t recognize the cancer cells as foreign
» Causes tumors around the mouth
» Fatal after 3-6 months of initial signs (death by starvation)

**Distribution**
» Currently more than 85% of the wild population is affected by DFTD

## onTheVergeOfExtinction

**Population**
» About 400 years ago Devils also occurred on the Australian mainland
» Since 1941 protected by law
» Estimated population in the mid-1990s: 130,000-150,000 Devils

**Conservation Status**
» Since 2008: endangered (high risk of extinction in the wild)

**Drastic Decline**
» Since 1996 the wild population declined more than 80%
» Estimated remaining wild population in 2008: 10,000-15,000 Devils

## saveTheDevil

**Save the Tasmanian Devil Program**
» Population monitoring
» Disease diagnostics
» Wild population management
» Increase community awareness
» Captive insurance population

**Costs and Funding**
» Breeding costs at Healesville: $650,000 p.a.
» $250,000 missing for 2016
» Housing one devil costs $7,000 p.a.

**Captive insurance population**
» 18 zoos breed sustainable populations for reintroduction to the wild
» Healesville Sanctuary: 120 Devils for at least 10 years
» Overall aim: Hold up to 1500 breeding Devils

**Community and Support**
» Donate or adopt a Tasmanian Devil
» Spread the Word: Facebook, Twitter, Mail
» Become a Volunteer

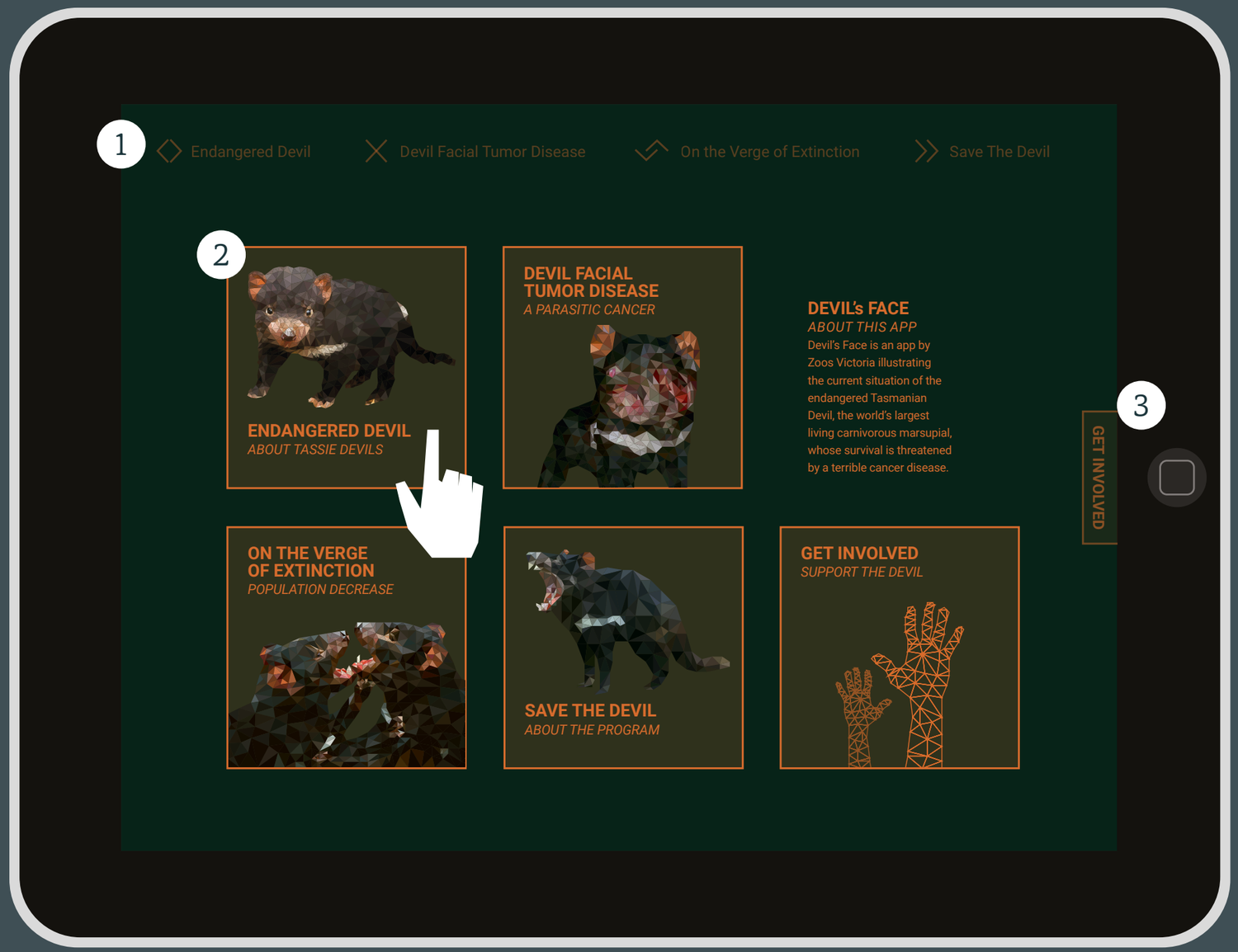
Lukas Flohr. 100654135. Group02. Friday 11:30.

# project2/partB:Design

devil'sFace/**iPadApp**

# devil‘sFace/iPadStartScreen

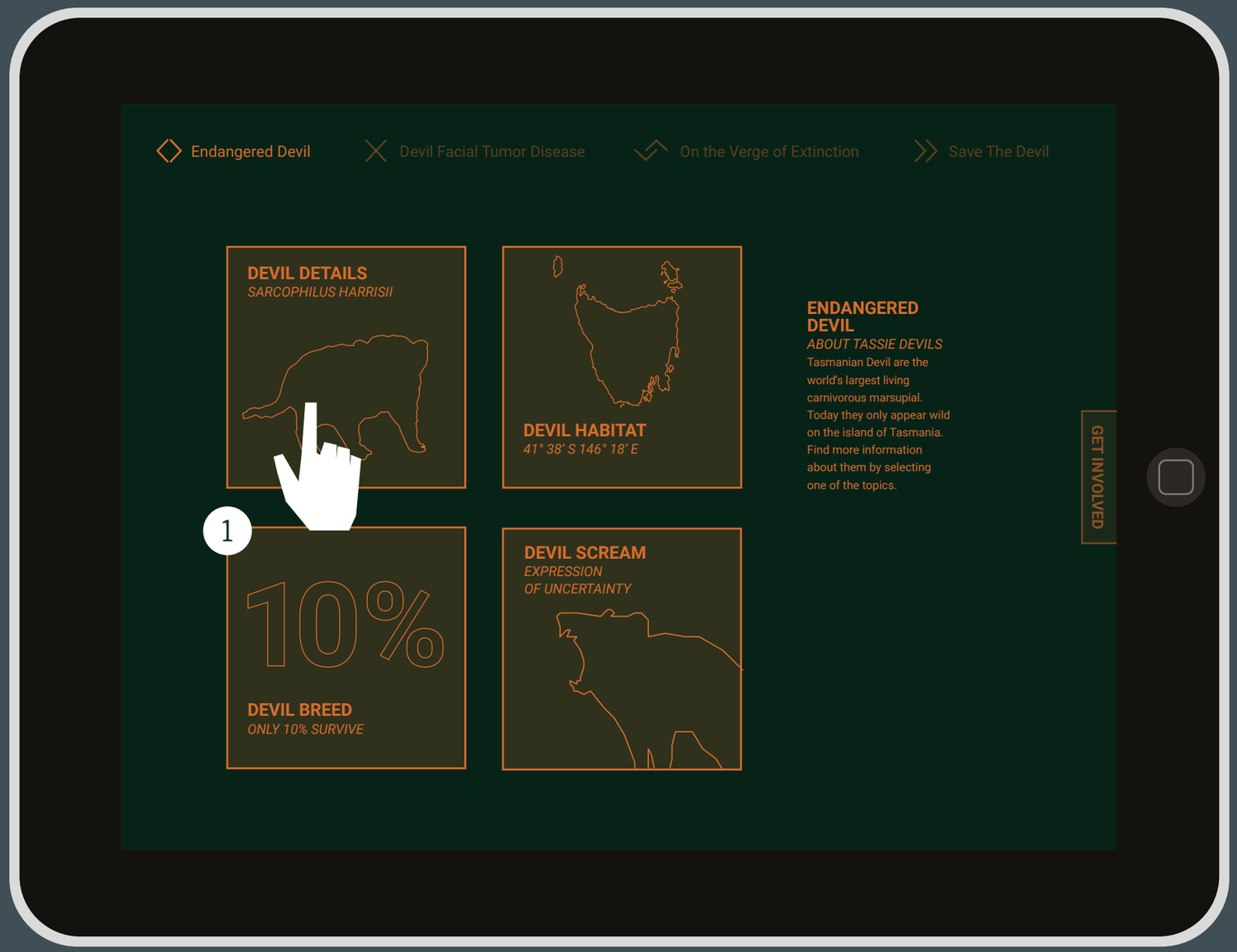
**1 Button: DISCOVER THE STORY**
Tap opens Main Menu screen




**1 Main Navigation**
Tap on navigation elment opens respective topic menu screen

**2 Main Menu Teaser**
Tap opens respective topic menu screen

**3 Button: GET INVOLVED**
Tap opens “Get Involved” topic menu screen




**1 Menu Teaser**
Tap opens respective topic menu screen

**1 Button: +**
Tap opens info layer

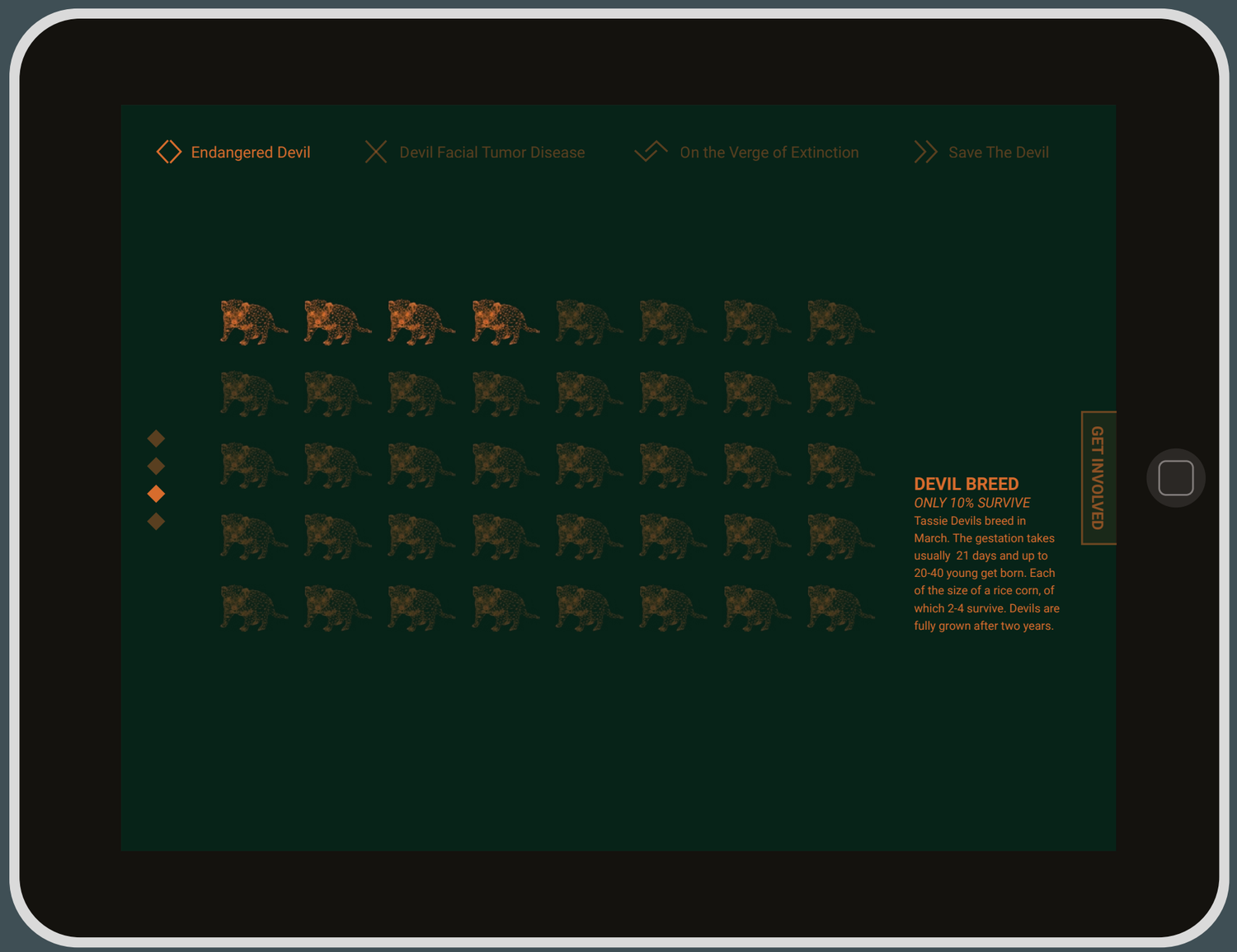
**2 Secondary navigation**
Tap opens respective sub screen of the topic “Endangered Devil”

**1 Button: x**
Tap closes info layer

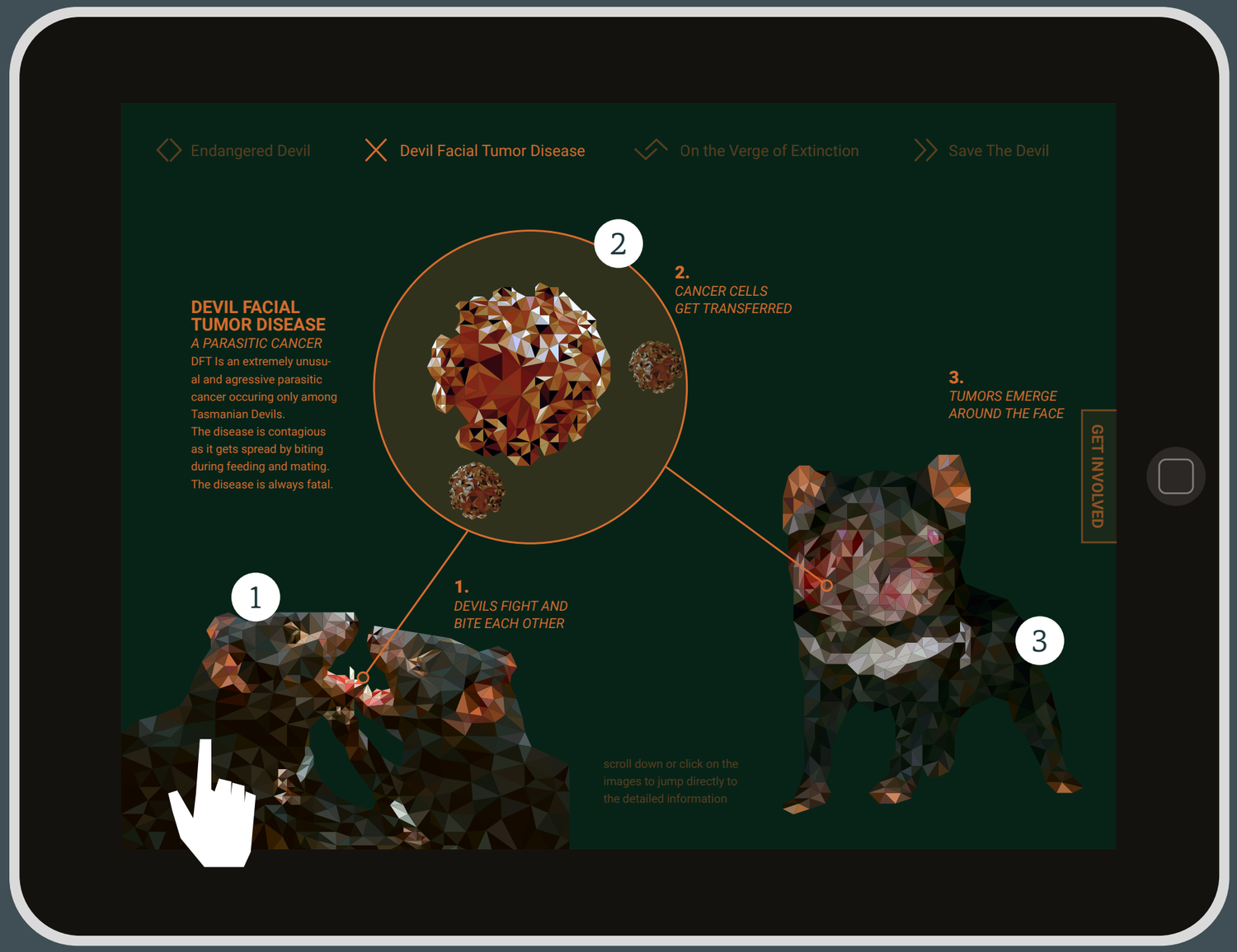
**1 Button: DEVIL BREED**
Tap opens Devil Breed screen of the topic “Endangered Devil”

Swipe Down / Up opens next /previous screen of the respective topic

**1 Button: DEVIL POPULATION**
Tap opens “Devil Population” Screen and jumps to the topic “On the Verge of Extinction”

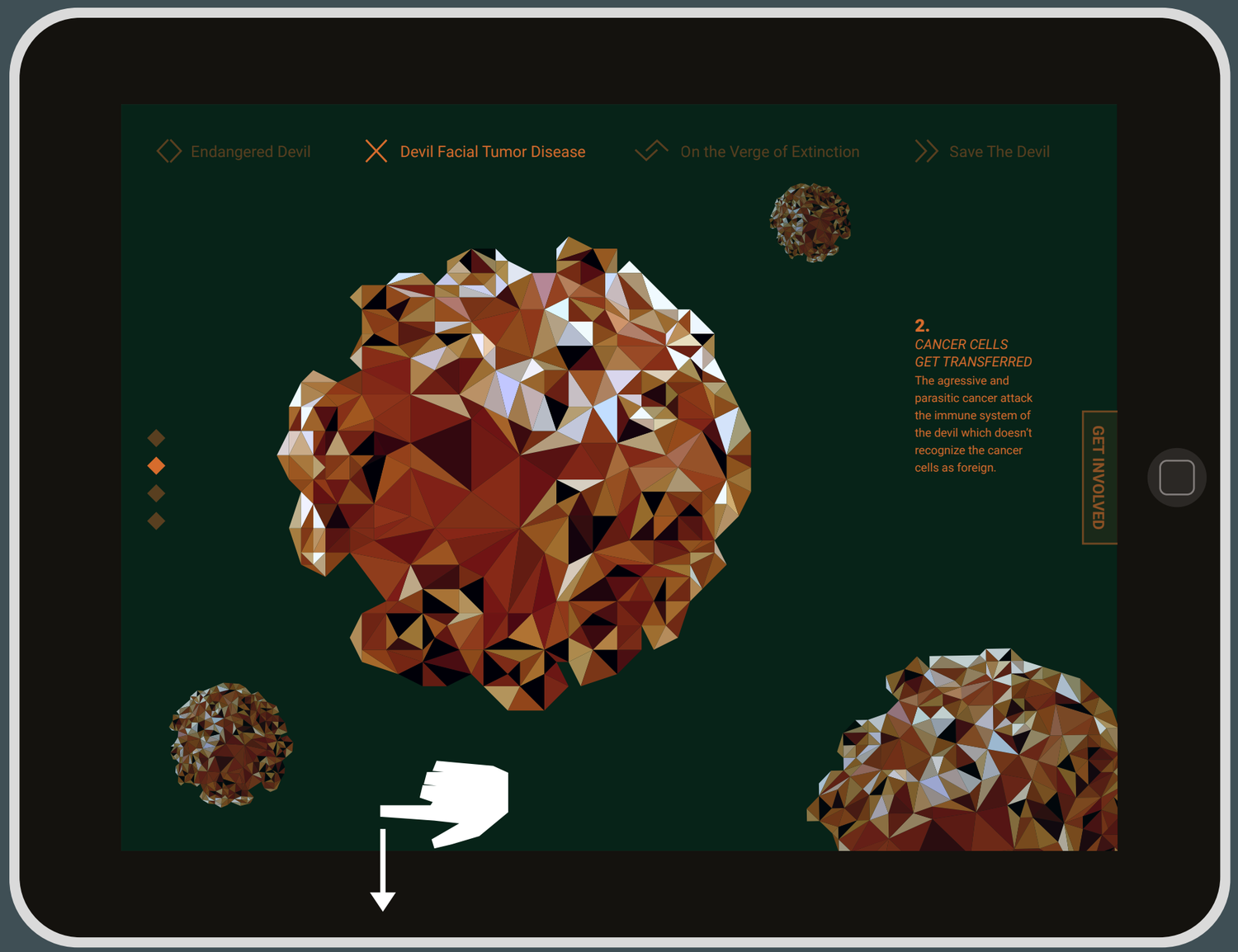

Endangered Devil
Devil Facial Tumor Disease
On the Verge of Extinction
Save The Devil
DEVIL BREED
ONLY 10% SURVIVE
Tassie Devils breed in March. The gestation takes usually 21 days and up to 20-40 young get born. Each of the size of a rice corn, of which 2-4 survive. Devils are fully grown after two years.
GET INVOLVED

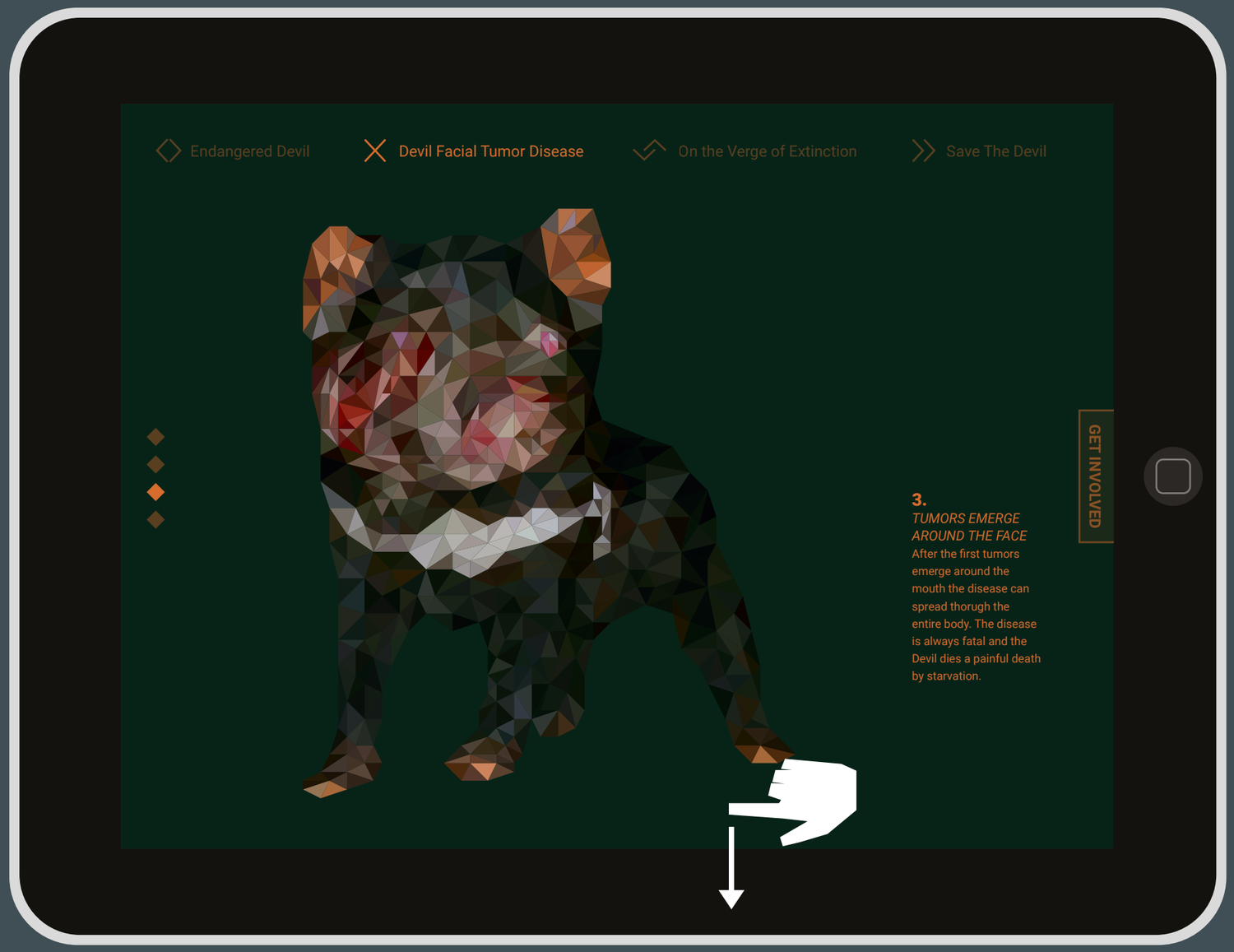
**1 Button: Sound-Icon**
Tap plays sound of a screaming Devil




**1, 2, 3 Sequence images**
Tap opens respective detail screen

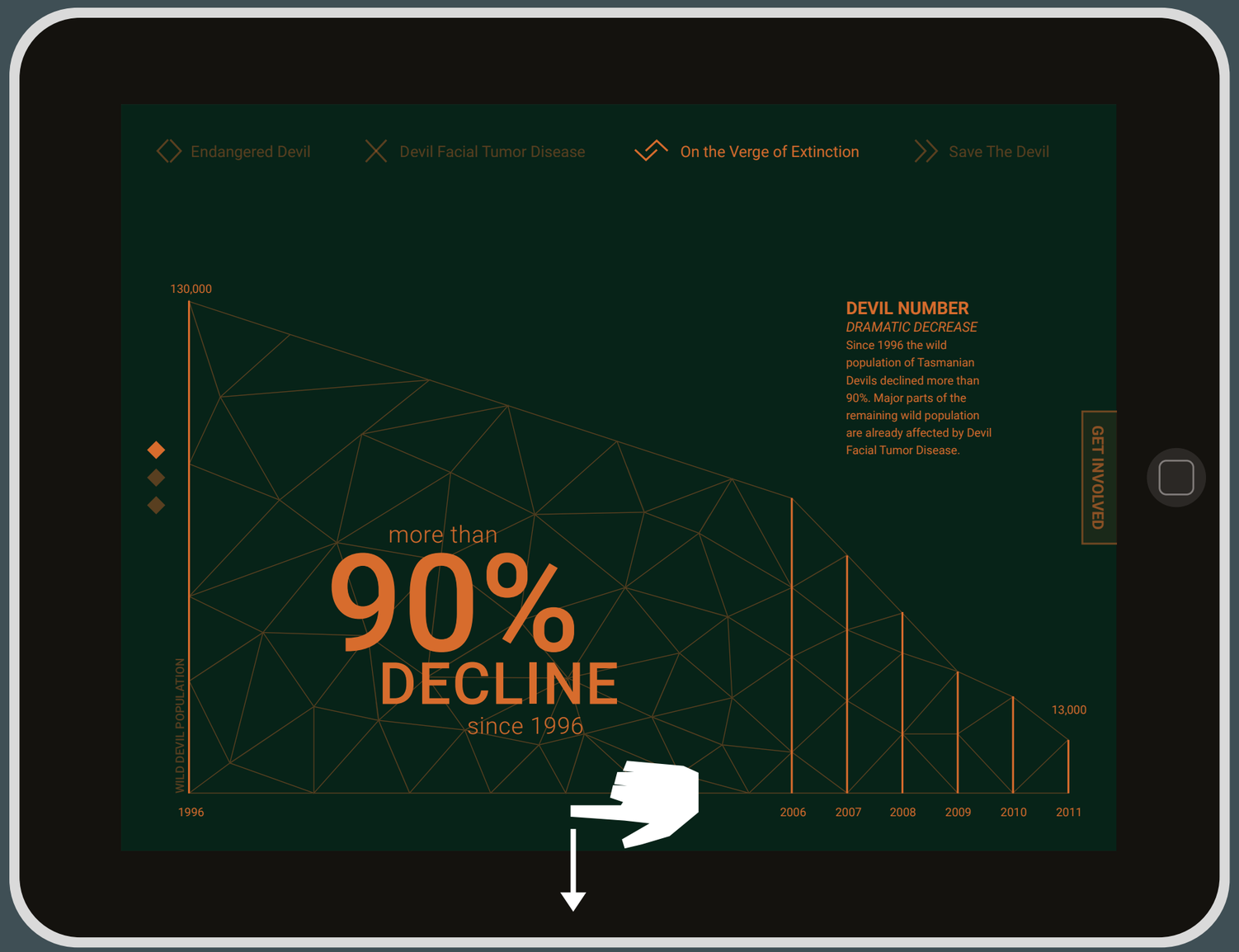
Endangered Devil
Devil Facial Tumor Disease
On the Verge of Extinction
Save The Devil
GET INVOLVED
1.
DEVILS FIGHT AND BITE EACH OTHER
Devil Facial Tumor Disease gets spread by biting during feeding or mating.

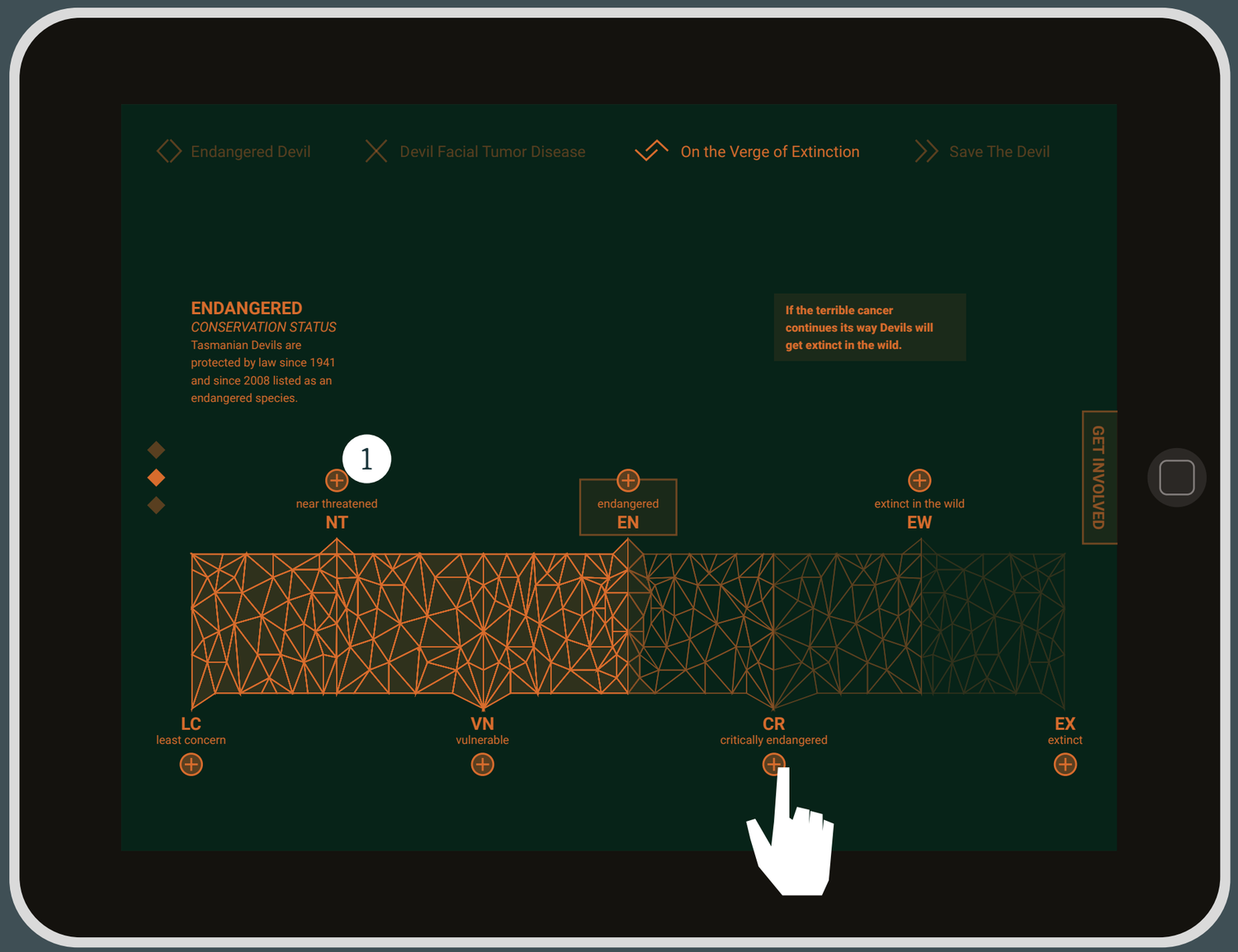

Endangered Devil
Devil Facial Tumor Disease
On the Verge of Extinction
Save The Devil
2.
CANCER CELLS
GET TRANSFERRED
The agressive and parasitic cancer attack the immune system of the devil which doesn't recognize the cancer cells as foreign.
GET INVOLVED


Endangered Devil
Devil Facial Tumor Disease
On the Verge of Extinction
Save The Devil
GET INVOLVED
3.
TUMORS EMERGE AROUND THE FACE
After the first tumors emerge around the mouth the disease can spread thorugh the entire body. The disease is always fatal and the Devil dies a painful death by starvation.

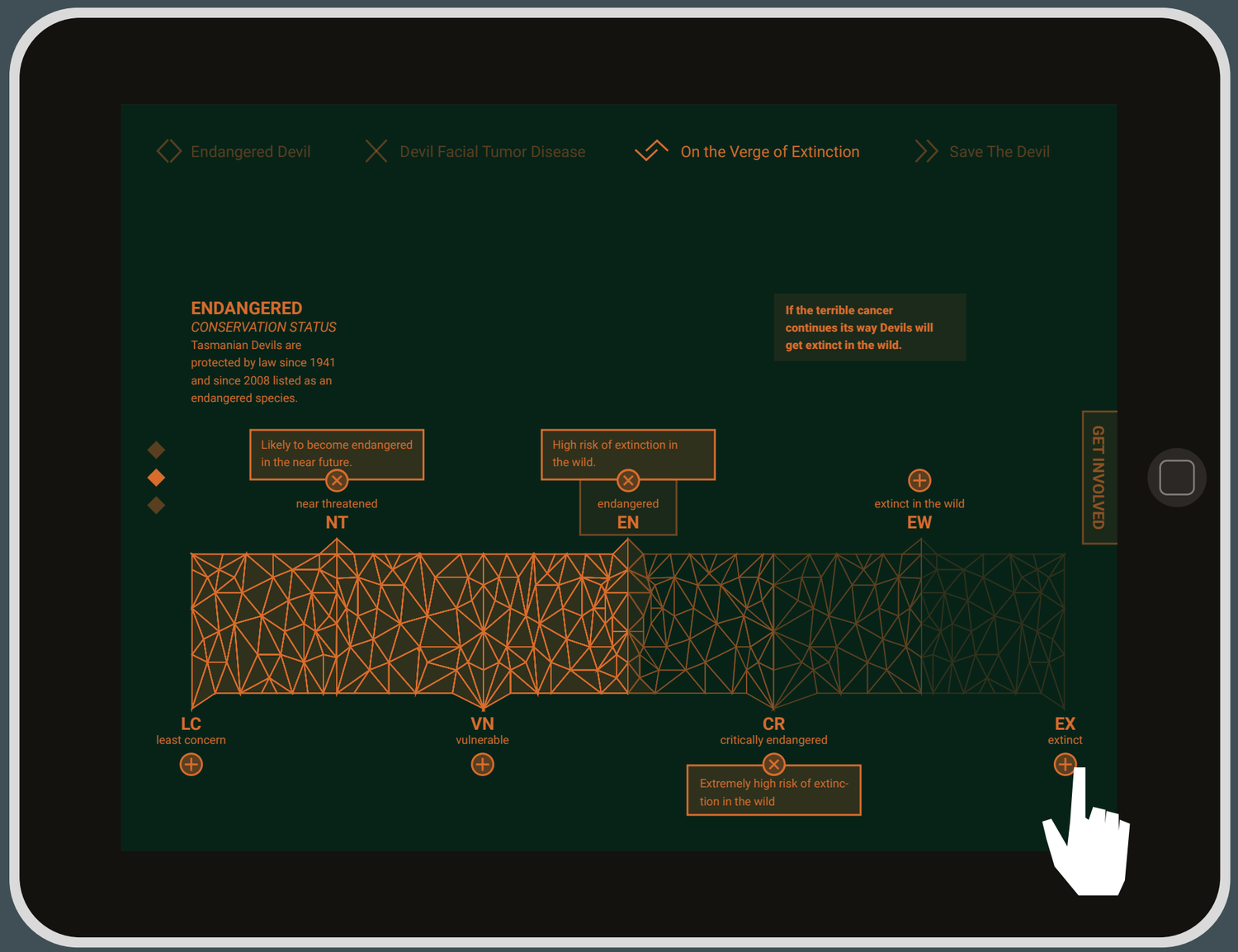
**1 Button: ON THE VERGE**
Tap opens “On the Verge of Extinction” menu screen

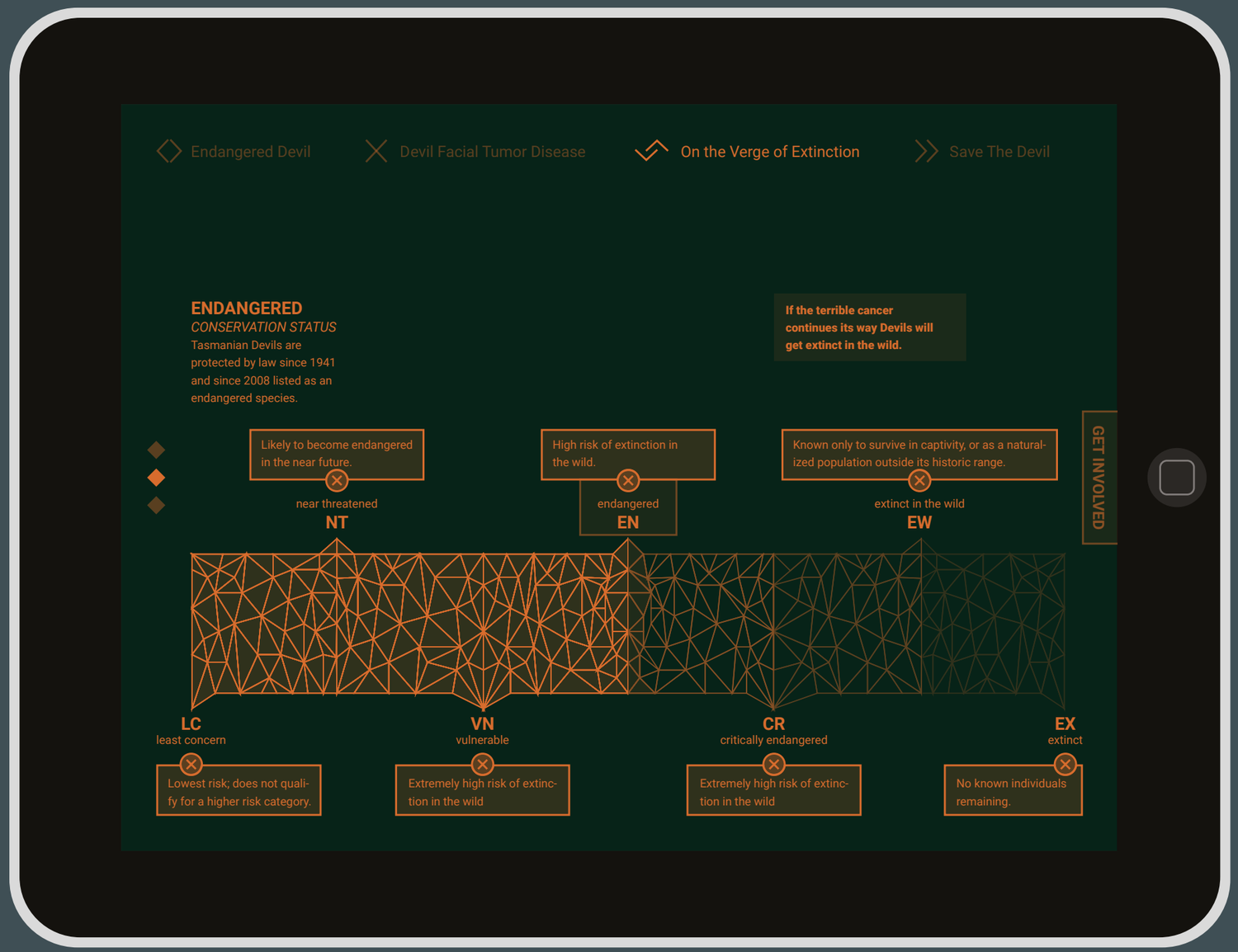
**1 Menu Teaser**
Tap opens respective topic menu screen

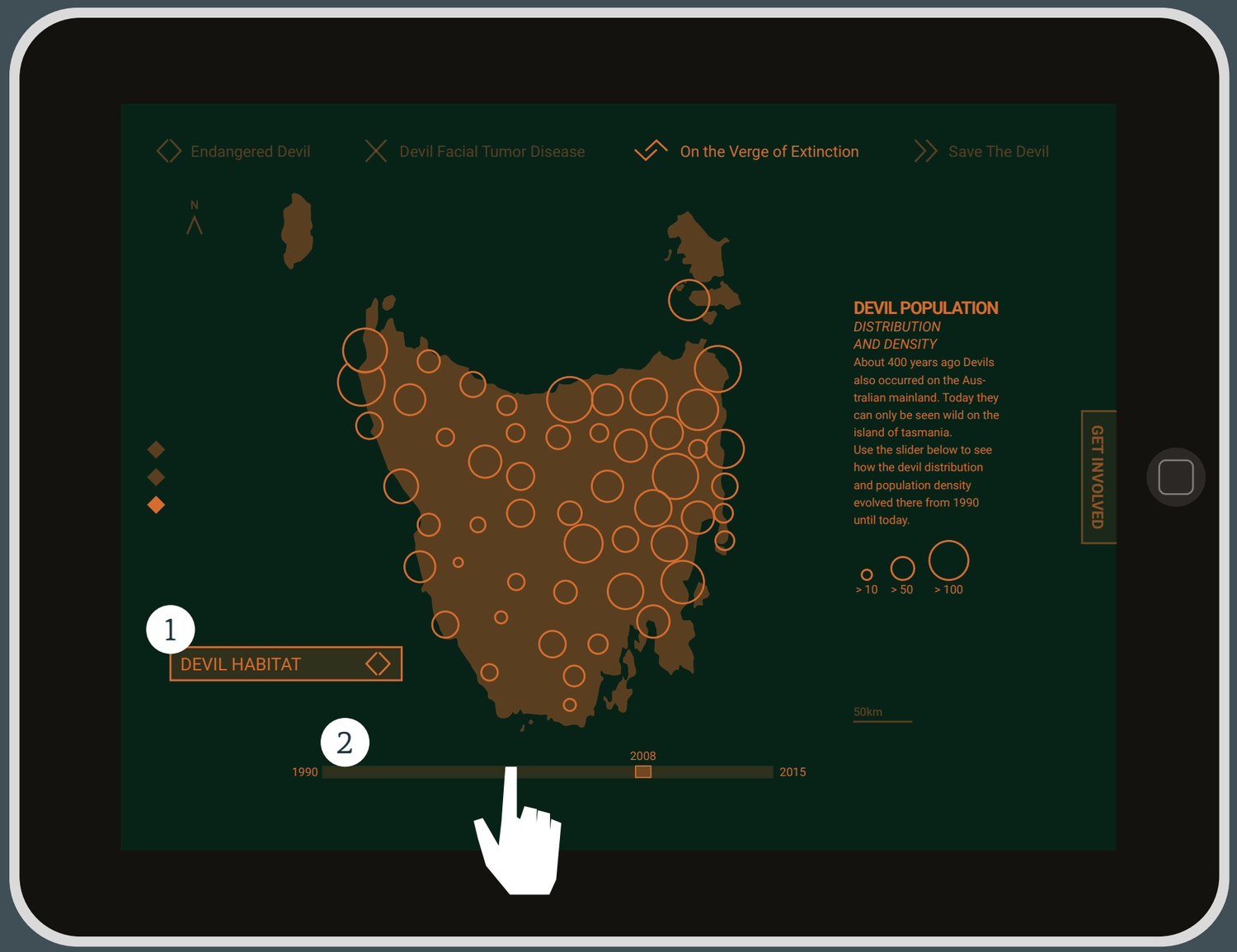

Endangered Devil
Devil Facial Tumor Disease
On the Verge of Extinction
Save The Devil
130,000
DEVIL NUMBER
DRAMATIC DECREASE
Since 1996 the wild population of Tasmanian Devils declined more than 90%. Major parts of the remaining wild population are already affected by Devil Facial Tumor Disease.
GET INVOLVED
more than
90%
DECLINE
since 1996
WILD DEVIL POPULATION
13,000
1996
2006
2007
2008
2009
2010
2011




**1 Button: +**
Tap opens info layer

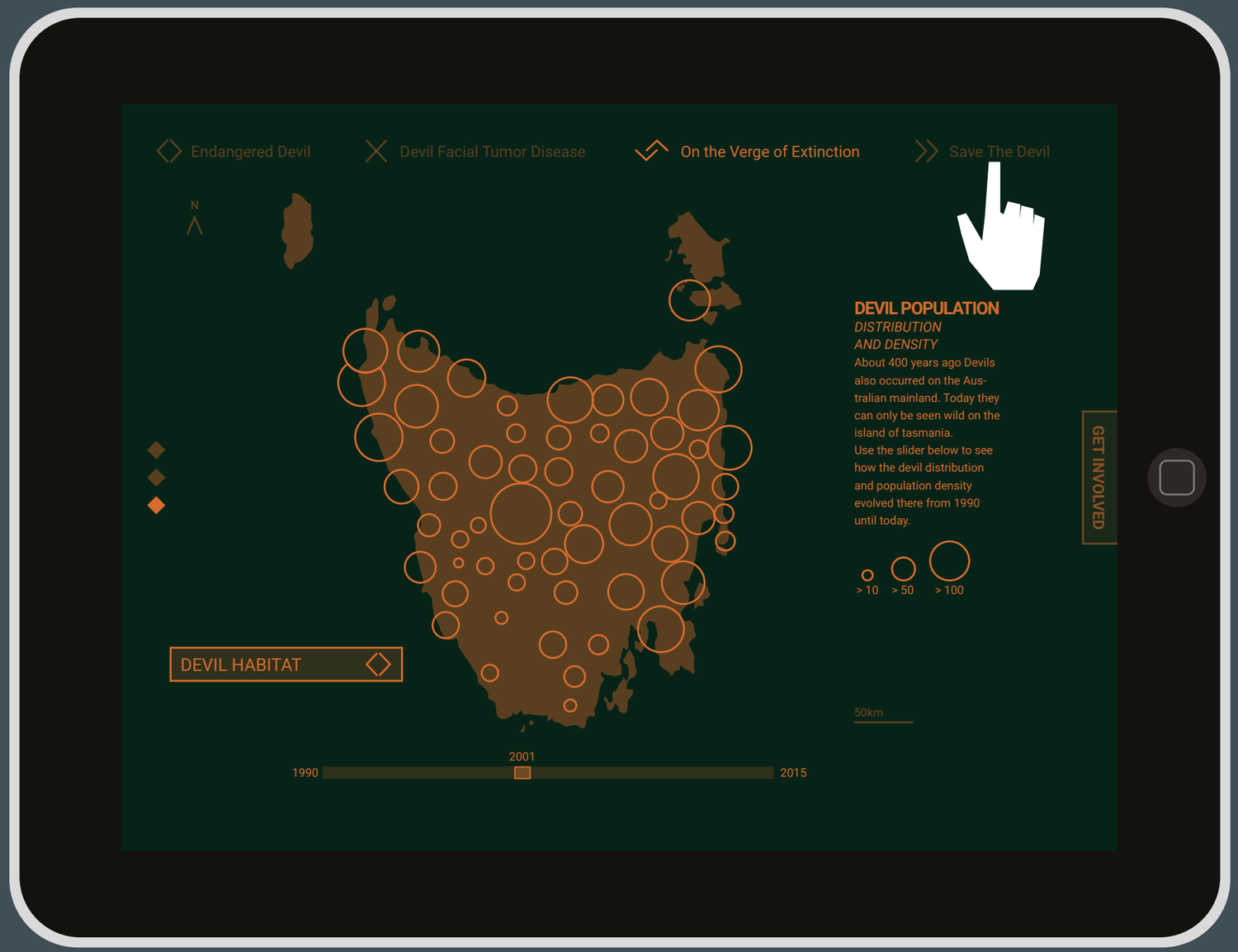

Endangered Devil
Devil Facial Tumor Disease
On the Verge of Extinction
Save The Devil
ENDANGERED
CONSERVATION STATUS
Tasmanian Devils are protected by law since 1941 and since 2008 listed as an endangered species.
If the terrible cancer continues its way Devils will get extinct in the wild.
Likely to become endangered in the near future.
near threatened
NT
High risk of extinction in the wild.
endangered
EN
extinct in the wild
EW
GET INVOLVED
LC
least concern
VN
vulnerable
CR
critically endangered
Extremely high risk of extinc-tion in the wild
EX
extinct

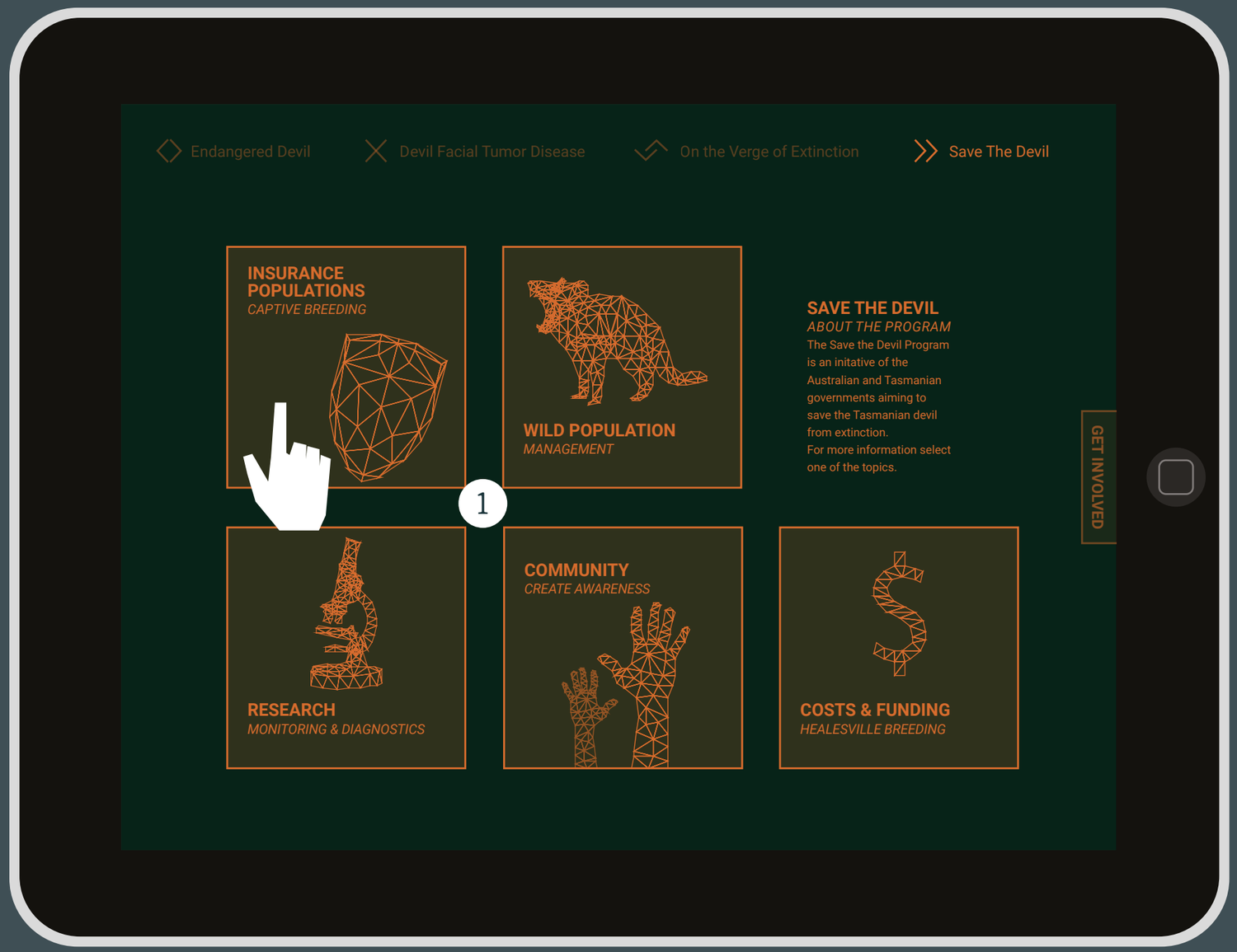

Endangered Devil
Devil Facial Tumor Disease
On the Verge of Extinction
Save The Devil
ENDANGERED
CONSERVATION STATUS
Tasmanian Devils are protected by law since 1941 and since 2008 listed as an endangered species.
If the terrible cancer continues its way Devils will get extinct in the wild.
Likely to become endangered in the near future.
near threatened
NT
High risk of extinction in the wild.
endangered
EN
Known only to survive in captivity, or as a naturalized population outside its historic range.
extinct in the wild
EW
GET INVOLVED
LC
least concern
Lowest risk; does not qualify for a higher risk category.
VN
vulnerable
Extremely high risk of extinction in the wild
CR
critically endangered
Extremely high risk of extinction in the wild
EX
extinct
No known individuals remaining.




**1 Button: DEVIL HABITAT**
Tap opens “Devil Habitat” Screen from the topic “Endangered Devil”

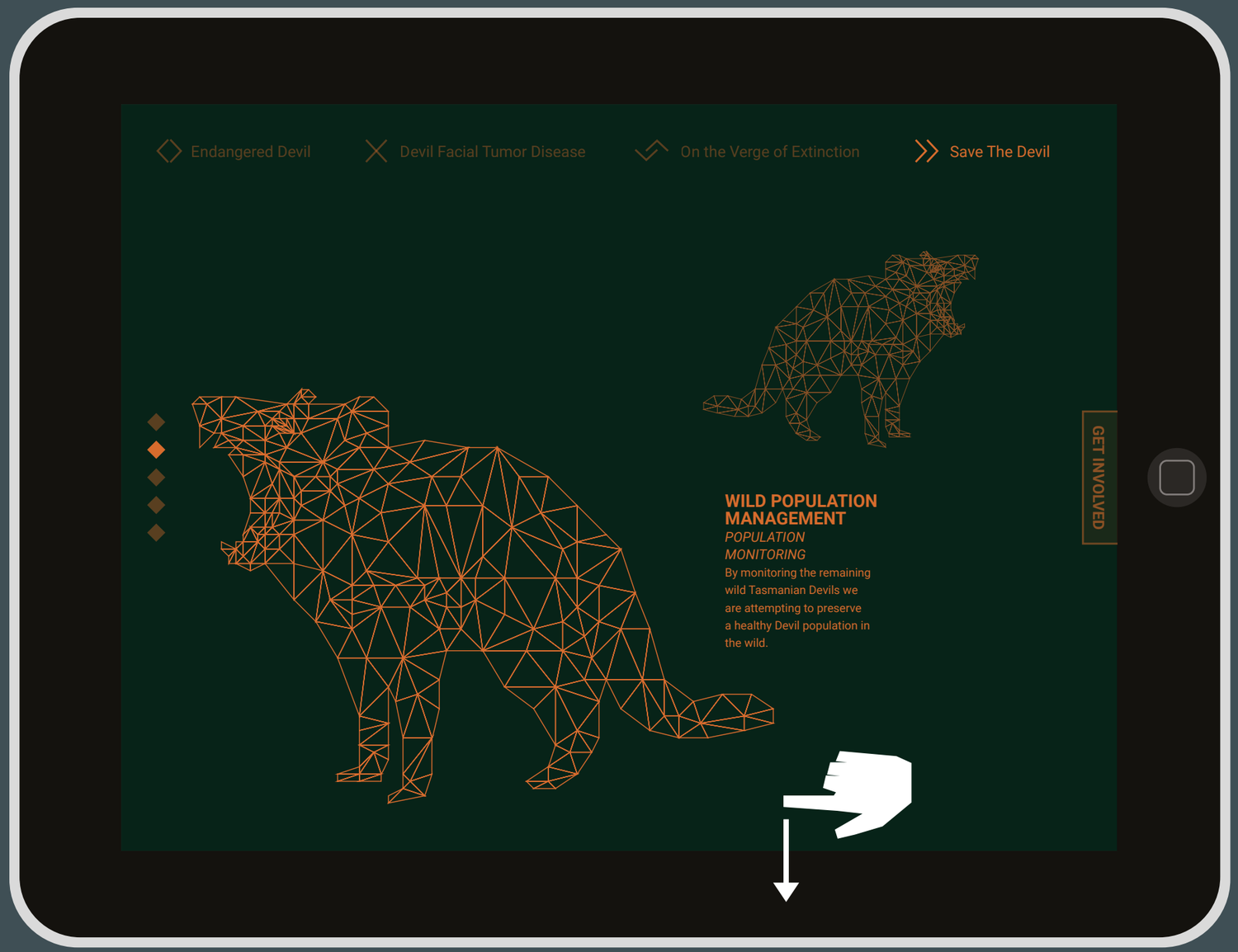
**2 Time Slider**
Drag&Drop / Tap moves the slider to the respective position and changes the information on the map


Endangered Devil
Devil Facial Tumor Disease
On the Verge of Extinction
Save The Devil
N
DEVIL POPULATION
DISTRIBUTION
AND DENSITY
About 400 years ago Devils also occurred on the Australian mainland. Today they can only be seen wild on the island of tasmania.
Use the slider below to see how the devil distribution and population density evolved there from 1990 until today.
GET INVOLVED
> 10
> 50
> 100
DEVIL HABITAT
50km
2001
1990
2015




**1 Menu Teaser**
Tap opens respective topic screen

# devil‘sFace/insurancePopulationsScreen


Endangered Devil
Devil Facial Tumor Disease
On the Verge of Extinction
Save The Devil
GET INVOLVED
WILD POPULATION MANAGEMENT
POPULATION MONITORING
By monitoring the remaining wild Tasmanian Devils we are attempting to preserve a healthy Devil population in the wild.

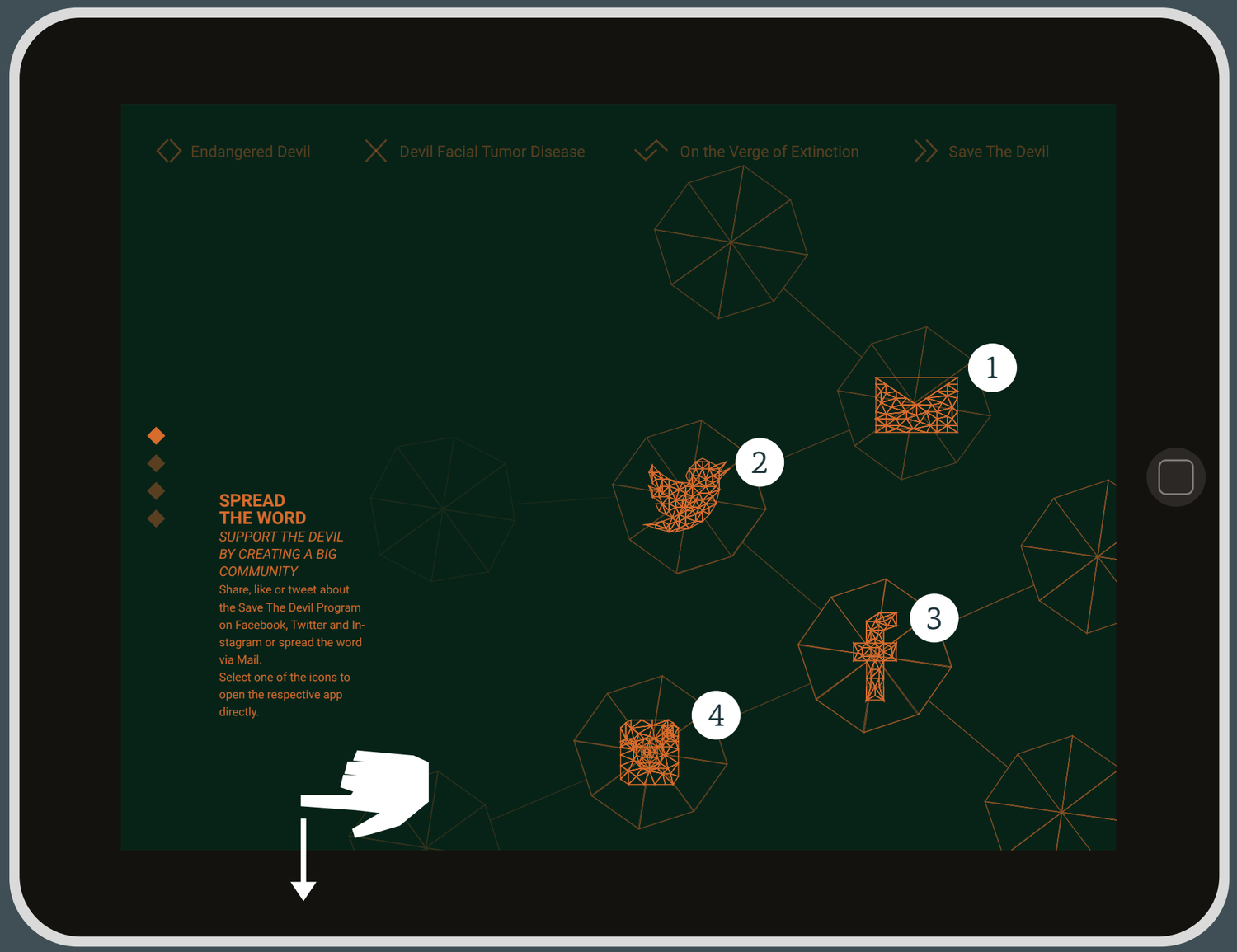
Endangered Devil
Devil Facial Tumor Disease
On the Verge of Extinction
Save The Devil
RESEARCH
SCIENCE VERSUS DFTD
Our Scientists extract cancer cells from infected Tasmanian Devils and analyse them. On basis of their research a vaccine was developed which is currently being tested.
1.
EXTRACT CANCER CELLS
2.
ANALYSE AND DIAGNOSE
3.
DEVELOPE AND TEST VACCINE
GET INVOLVED

**1 Vanishing Devil illustration**
The fill colors of the polygons fade out slowly

**2 Button: GETINVOLVED**
Tap opens “Get Involved” topic menu screen

**1 Button: GETINVOLVED**
Tap opens “Get Involved” topic menu screen

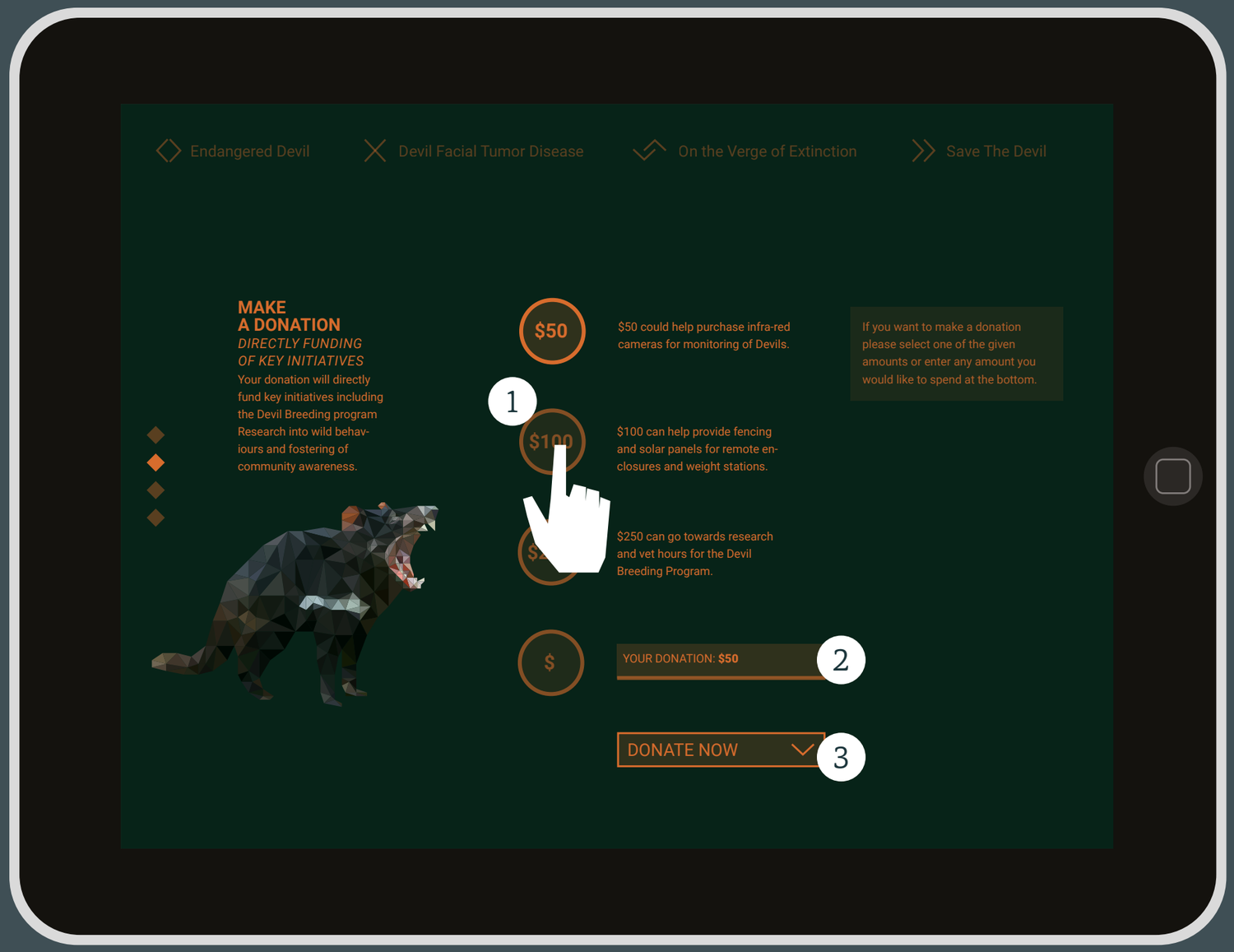
**1 Menu Teaser**
Tap opens respective topic screen




**1 Mail icon**
Tap starts a new mail with already entered subject, text, links and attached images by opening the iPad’s default Mail application

**Social media icons**
**2 Twitter**
**3 Facebook**
**4 Instagram**
Tap opens the respective social media app or the mobile site with a sample post about the Tasmanian Devil

# devil‘sFace/makeADonationScreen1




**1 Button: $100**
Tap changes the amount of the donation to $100

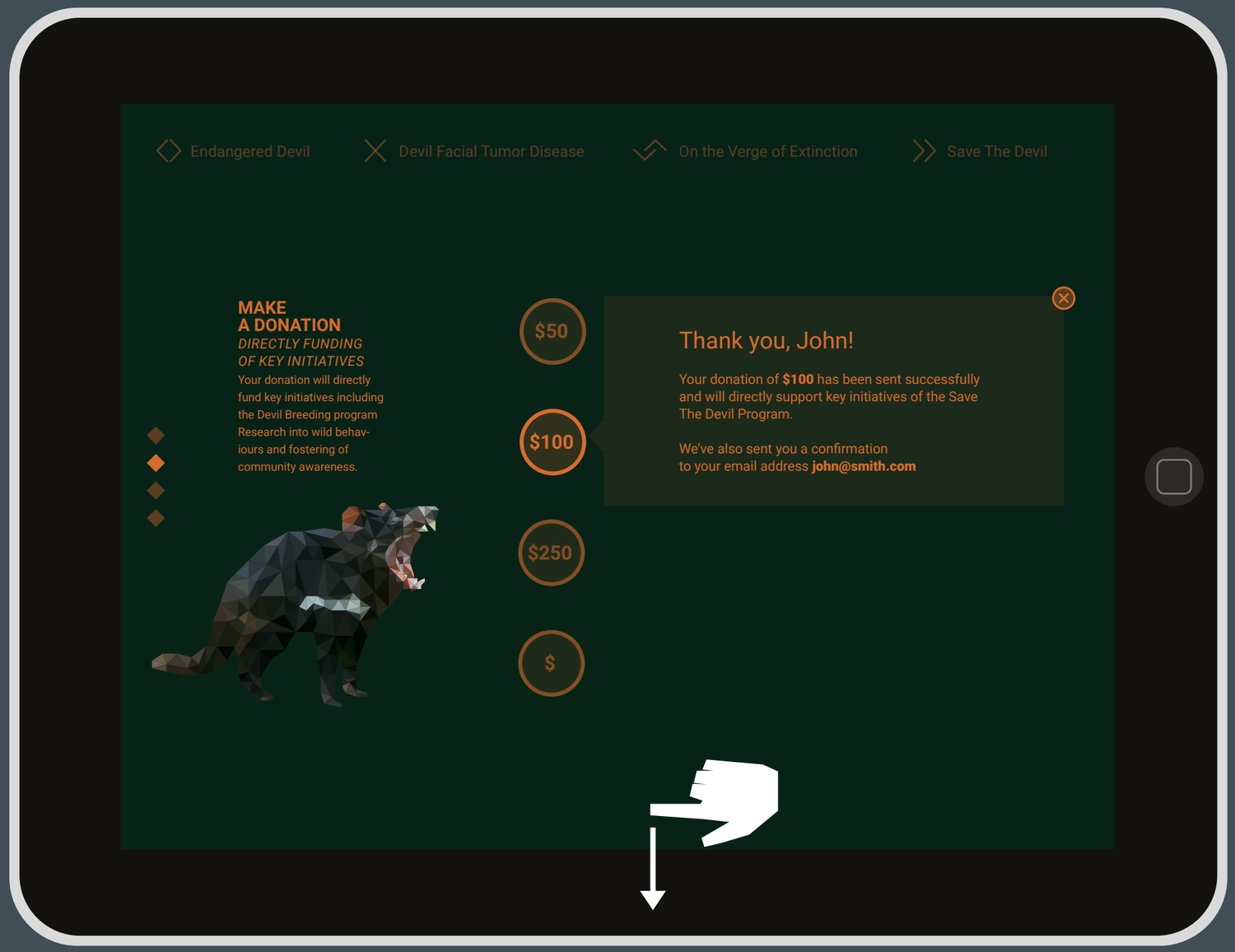
**2 Textfield: YOUR DONATION**
Tap opens the keyboard and let the user enter a custom donation amount

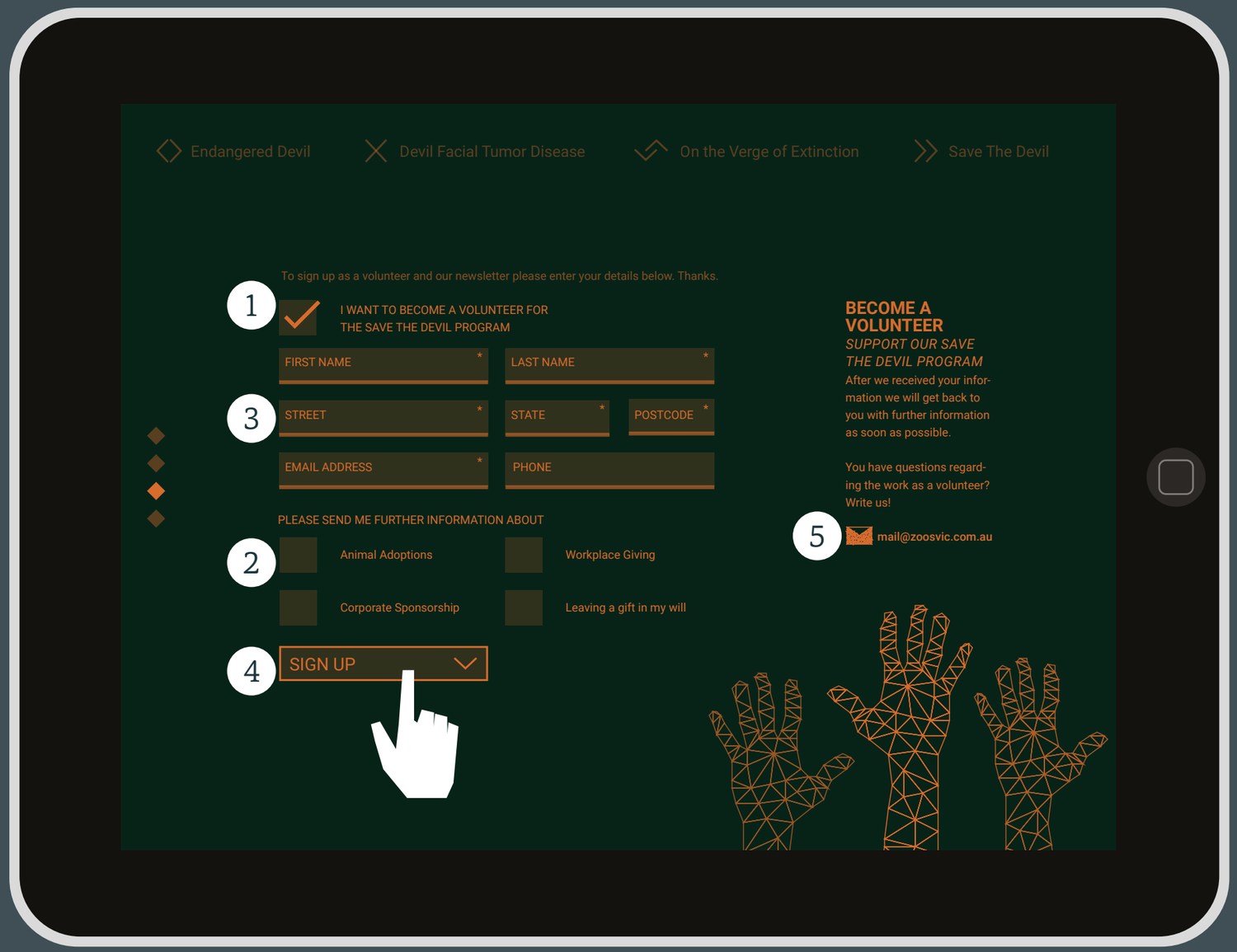
**3 Button: DONATE NOW**
Tap opens Donation Layer

**1 Button: x**
Tap closes Donation layer

**2 Input Fields**
Tap opens the keyboard and let the user enter the required information

**3 Button: SEND DONATION**
Tap sends the Donation when all required information is entered correctly and opens Thank you layer


Endangered Devil
Devil Facial Tumor Disease
On the Verge of Extinction
Save The Devil
MAKE
A DONATION
DIRECTLY FUNDING
OF KEY INITIATIVES
Your donation will directly fund key initiatives including the Devil Breeding program Research into wild behav-iours and fostering of community awareness.
$50
$100
$250
$
Thank you, John!
Your donation of $100 has been sent successfully and will directly support key initiatives of the Save The Devil Program.
We've also sent you a confirmation to your email address john@smith.com




**1** Checkbox, checked
**2** Checkbox, unchecked
Tap changes the value of the Checkbox

**3** Input Fileds
Tap opens the keyboard and let the user enter the required information

**4** Button: SIGN UP
Tap sends the Formular when all required information is entered correctly, signs the user up for the selected options and opens Thank you layer

**5** Icon: Mail
Tap starts a new mail with already entered recipient and subject by opening the default Mail application

Endangered Devil
Devil Facial Tumor Disease
On the Verge of Extinction
Save The Devil
Thank you, John!
We received your reuqest and will get back to you as soon as possible.
We’ve also sent you a confirmation to your email address john@smith.com.
BECOME A VOLUNTEER
SUPPORT OUR SAVE THE DEVIL PROGRAM
After we received your information we will get back to you with further information as soon as possible.
You have questions regarding the work as a volunteer? Write us!
mail@zoosvic.com.au

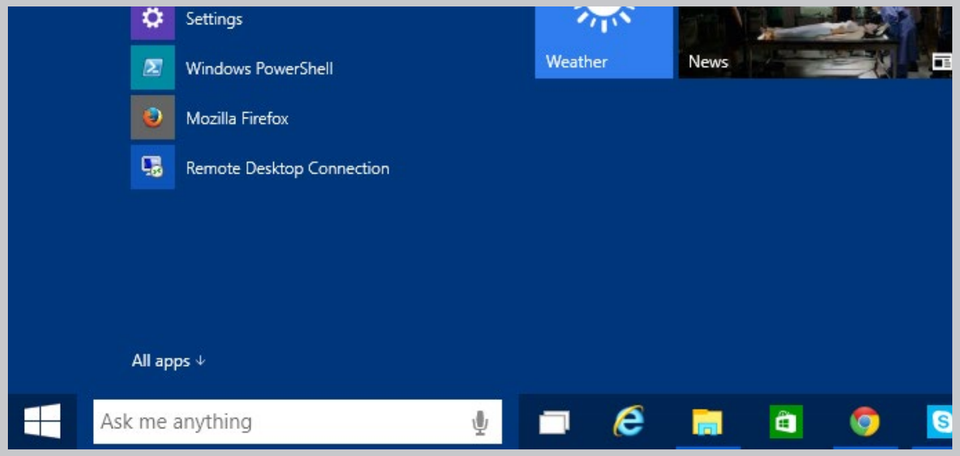
**1 Social media icons**
Tap opens the site of Zoos Victoria within the respective social media app or mobile site

# research/weeklyReviews

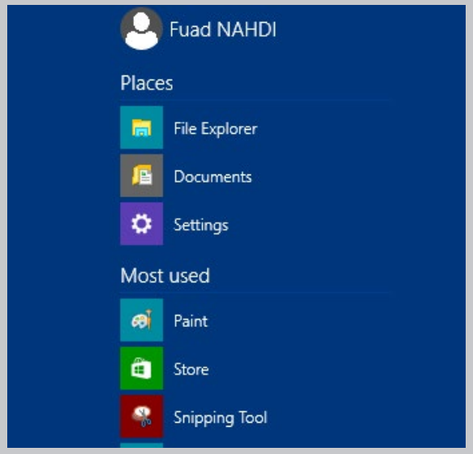
week01/microsoftModernUi week02/amnestyInternationalDeathPenalty week03/partlyCloudyApp week04/publicTransportVictoria week05/emergencyPlan week06/lufthansaSafetyInformation
week07/legoBuildingInstructions week08/speciesInPieces week09/24HoursOfHappy week10/penguinInfographicWall week11/ athleticPests week12/reflection

# week01/microsoftModernUI

1




2

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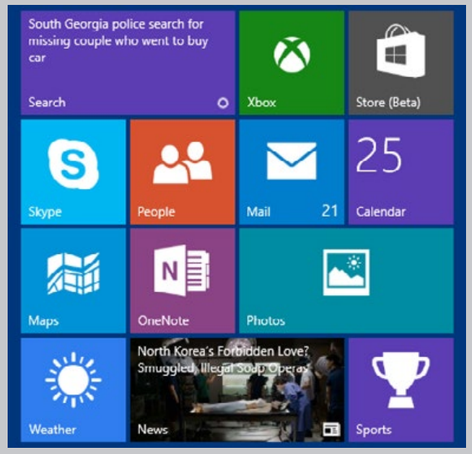


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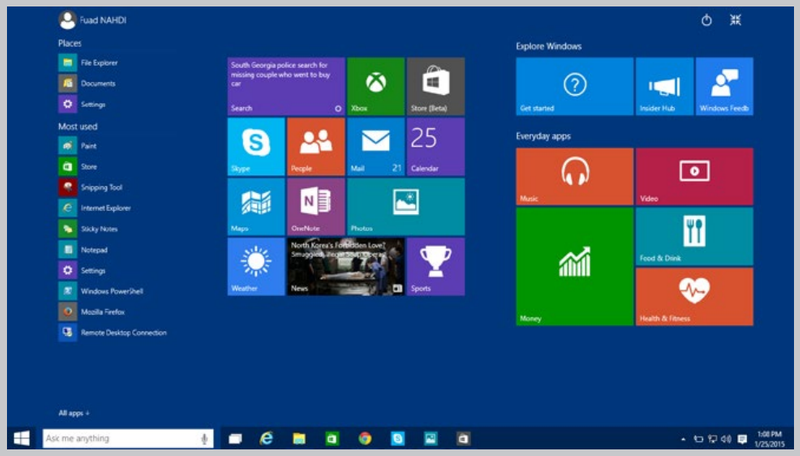


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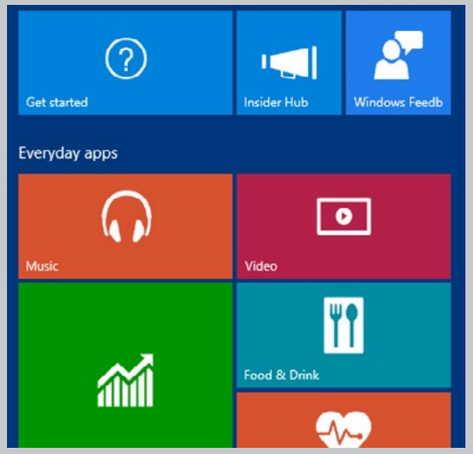


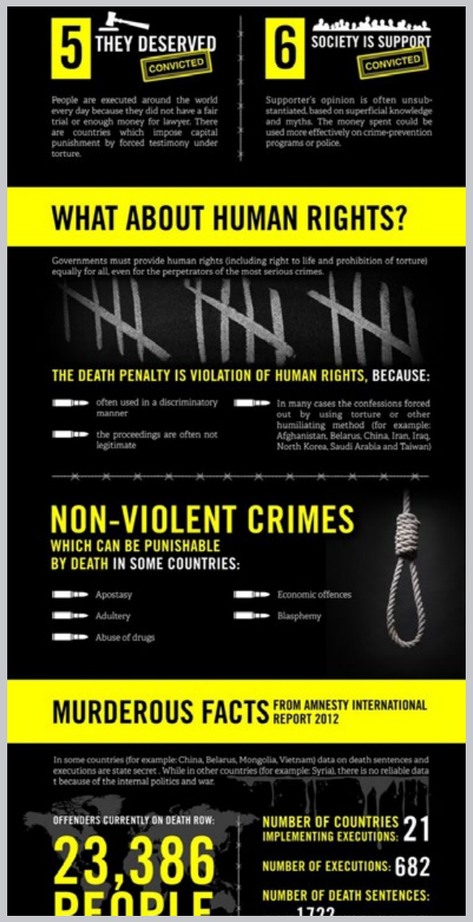

**1** Start Menu
**2** Most used apps
**3** Icons 1
**4** Overview
**5** Icons 2
Techonia.com 2015

When Microsoft introduced Windows 8 in 2012 they described its 'Modern UI' as an interface optimized for touchscreen usage. On the computer installed applications show up as a combination of a relatively big, colored geometrical shape (rectangle) and an icon. Whereas this makes it pretty efficient for touch interaction it seems like Microsoft totally forgot about desktop users interacting with mouse.

For them the new interface was kind of confusing at first sight and relatively inefficient to use.
Anyway the approach with Modern UI was good step forward to mobile first design and paved the way for the introduction of Windows 10, which appears to me as a combination of the good things of Windows 8 and its predecessor Windows 7. Now the desktop consists of a combination of various ways to access the installed apps.
The layout of the interface features a clear hierarchy while giving plenty of whitespace what makes it look tidy. All default icons only use white as fill and stroke colour. This enables them to have enough contrast to every available background colour.

# week02/amnestyInternationalDeathPenalty

1

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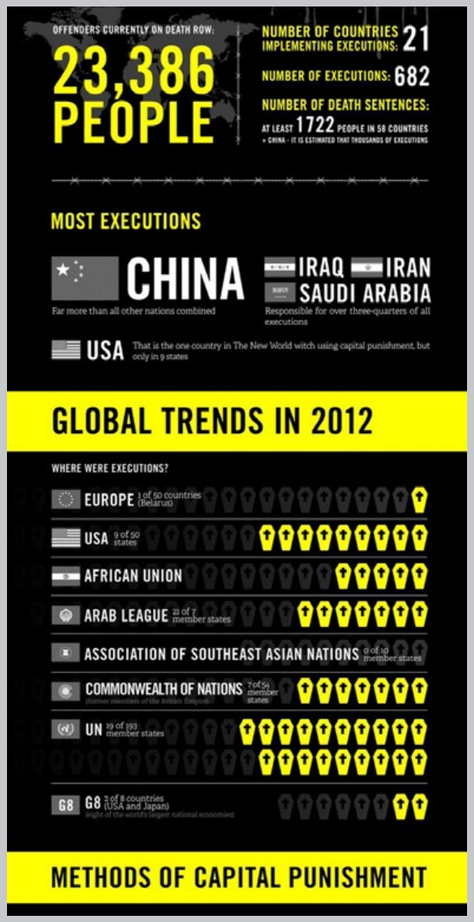


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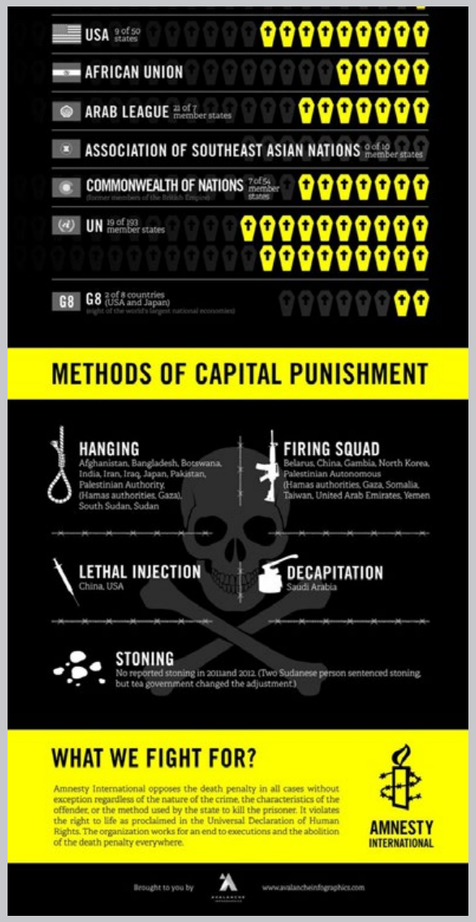


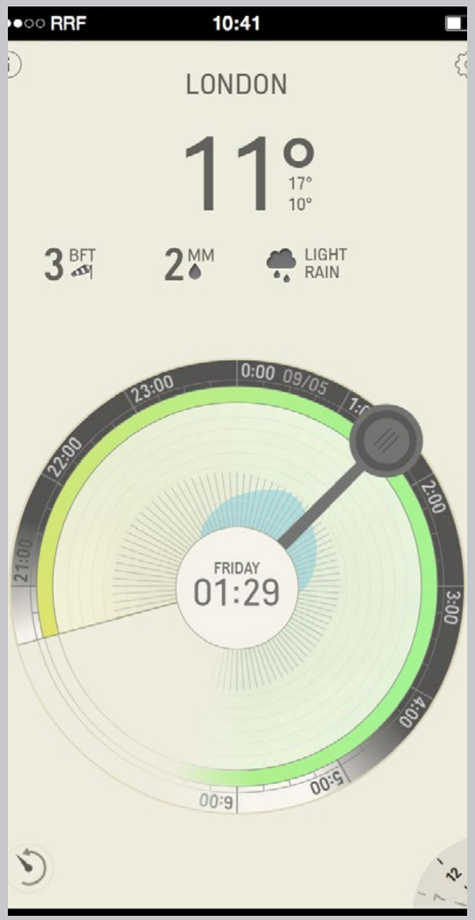

4

**1** Poster part 1
**2** Poster Part 2
**3** Poster Part 3
**4** Poster Part 4
Amnesty International 2015

The poster published by Amnesty International wants people to pay attention to death penalty. It becomes clear that the poster has several objectives.
On the one hand it wants to create awareness about death penalty. On the other hand it wants to inform people about the work of Amnesty International and encourage them to support them. The infographic focuses on the use of icons and alpha-numeric elements to transfer the information.
The large poster is well structured in seven sections including an introduction and a section giving information about Amnesty International. The given information is relevant and seems accurate. The poster design follows the corporate appearance of Amnesty International featuring the colors yellow, black and white while using big and legible typography. Overall the user will be good informed.

# week03/partlyCloudyApp

1

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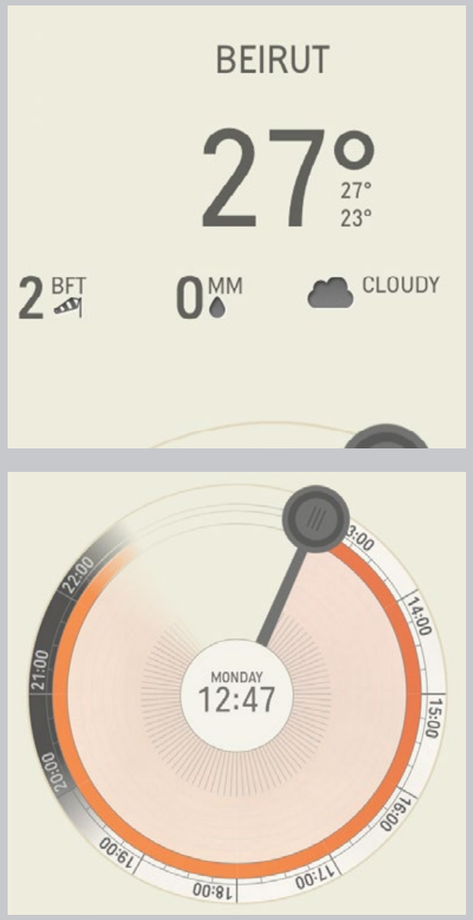


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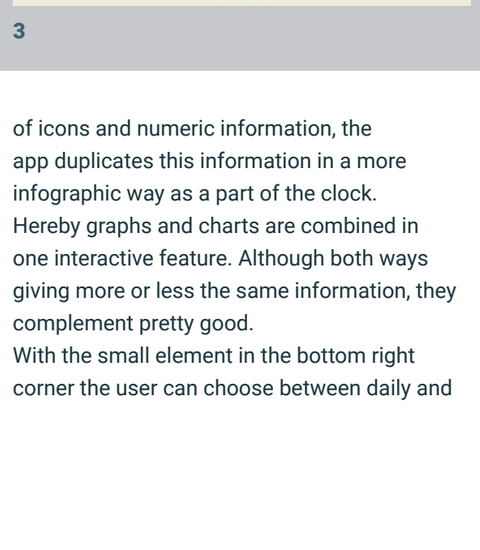


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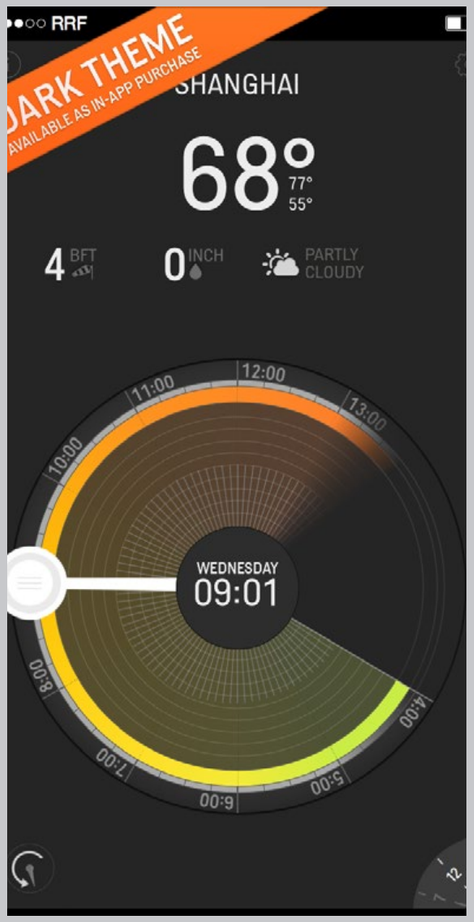


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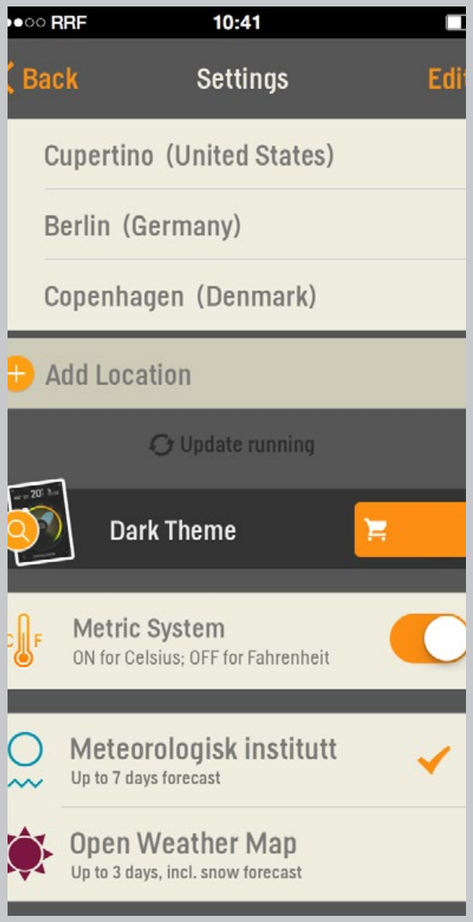


**1** Main screen light
**2** Icons detail
**3** Time picker detail
**4** Main screen dark
**5** Menu Screen
Partlycloudy-app.com 2015

The weather app Partly Cloudy features a well designed interface with a nice infographic design approach. The iPhone app combines all major information on the main screen featuring a time picker which reminiscent of an analog clock.
Besides giving time related weather information like actual, minimum and maximum temperature, wind speed and rainfall with a combination of icons and numeric information, the app duplicates this information in a more infographic way as a part of the clock.
Hereby graphs and charts are combined in one interactive feature. Although both ways giving more or less the same information, they complement pretty good.
With the small element in the bottom right corner the user can choose between daily and weekly views. Partly cloudy is all in all a very intuitive weather app with a nice design. Only the menu screen doesn't fit to that, while it reminds me more of a boring standard screen than a nice infographic application.

# week04/publicTransportVictoria

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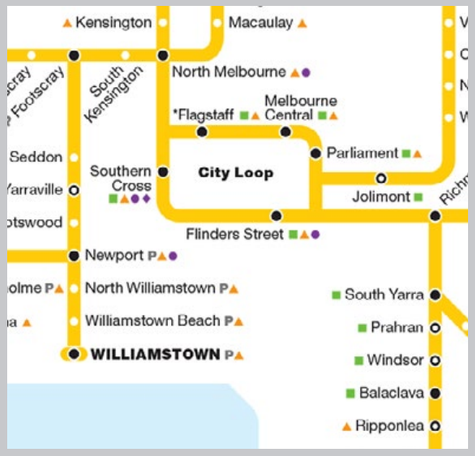


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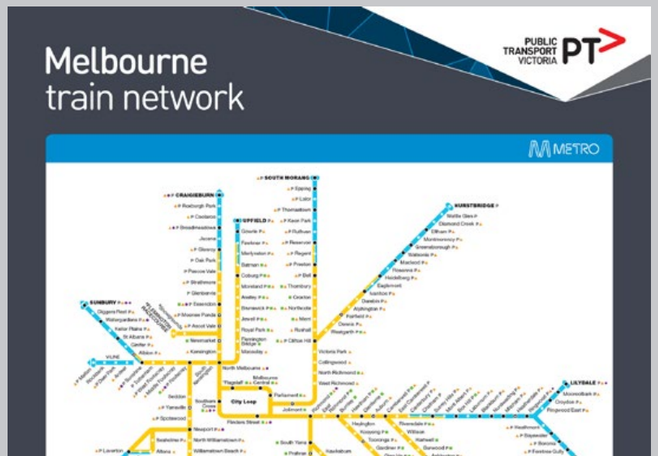
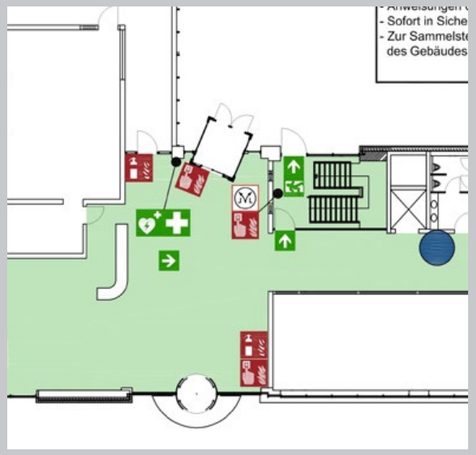



**1** Ticketing zones
**2** Legend
**3** Port Phillip shape
**4** Various stops
**5** Overview
Ptv.vic.gov.au 2015

The Metro Train Network Map of Public Transport Victoria (PTV) gives all in all a clear and simple overview of the available train lines in and around Melbourne.
The map itself is highly simplified consisting of a big white space and a geometrical shape of Port Philip Bay which establishes the geographical context. The colors yellow and blue are used to visualize the two ticketing zones within the train lines. Various dots on the lines indicate the importance of the stops. Further color coding and simple geometrical shapes are used to show connecting services from the respective stops. Unfortunately the traveller gets no exact about information which connecting services are available. It would be good to have the route number in the respective color at the end of the stop label, instead of having a relatively useless geometrical shape. As a European I'm used to underground lines described by numbers or colors instead of the name of the destination. This is at the beginning kind of confusing as it takes much longer to remember location names instead of colors or numbers. Adding color coding to each line could increase the usage efficiency especially for foreigners.

# week05/emergencyPlan

1



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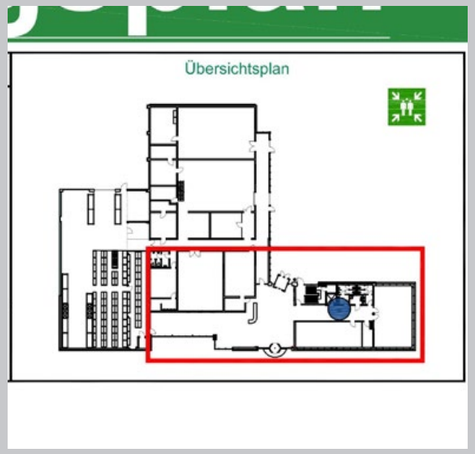


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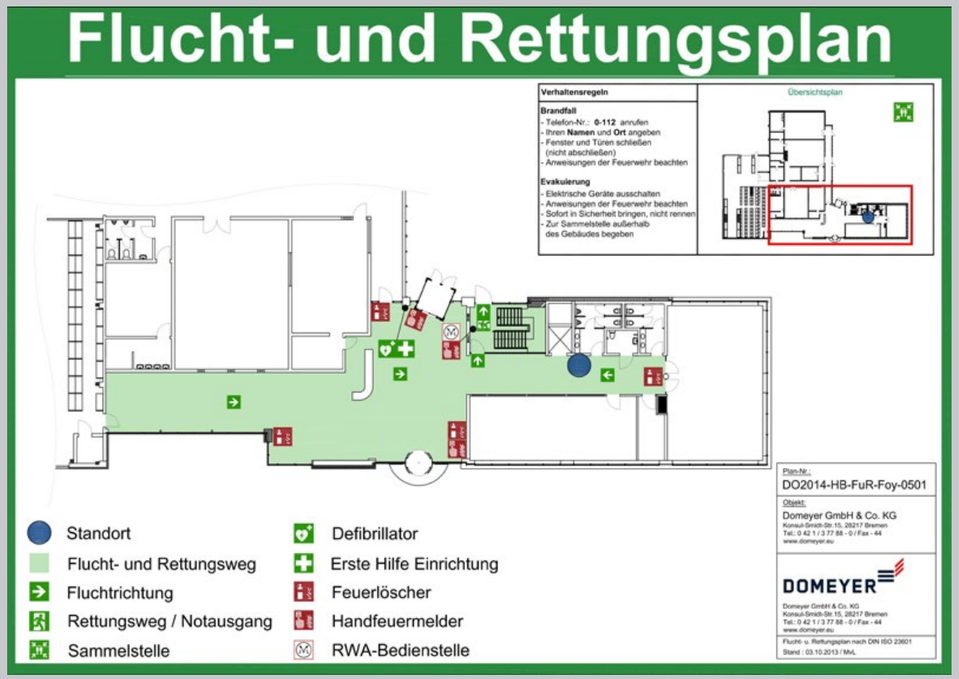


**1** Map Detail
**2** Legend
**3** Logo Detail
**4** Reference
**5** Overview
Produkte.domeyer.eu 2015

This Emergency Plan for the ground level of a kindergarten is made by the German company Domeyer. The Plan appears relatively simple and well designed, but some details might confuse the user in case of an emergency.
All elements occurring in the plan are described in the legend apart from the building outline. Although the used icons are probably standardized, some of them can be relatively hard to distinguish. Especially on small sizes and while being in a hurry. The plan itself can easy be recognized as what it is and has a relatively clear hierarchy, although some less important elements as for example the company's logo are given too much weight.
Like most emergency plans the user needs to be familiar with this plan and the building before it comes to an actual emergency situation as the user would most likely get very confused by looking at this plan the first time while running for their life and probably would choose a wrong way.
To conclude I would consider this plan as a good information source to learn the reasonable behaviors for an emergency but not as the best guide to get out of the building in the case of an emergency.

# week06/lufthansaSafetyInformation

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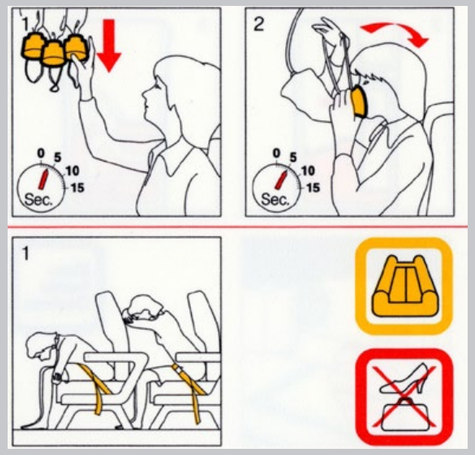



4

**1** Seatbelt Sequence
**2** Icons Detail
**3** Further Illustrations
**4** Overview
Media.flysfo.com 2015

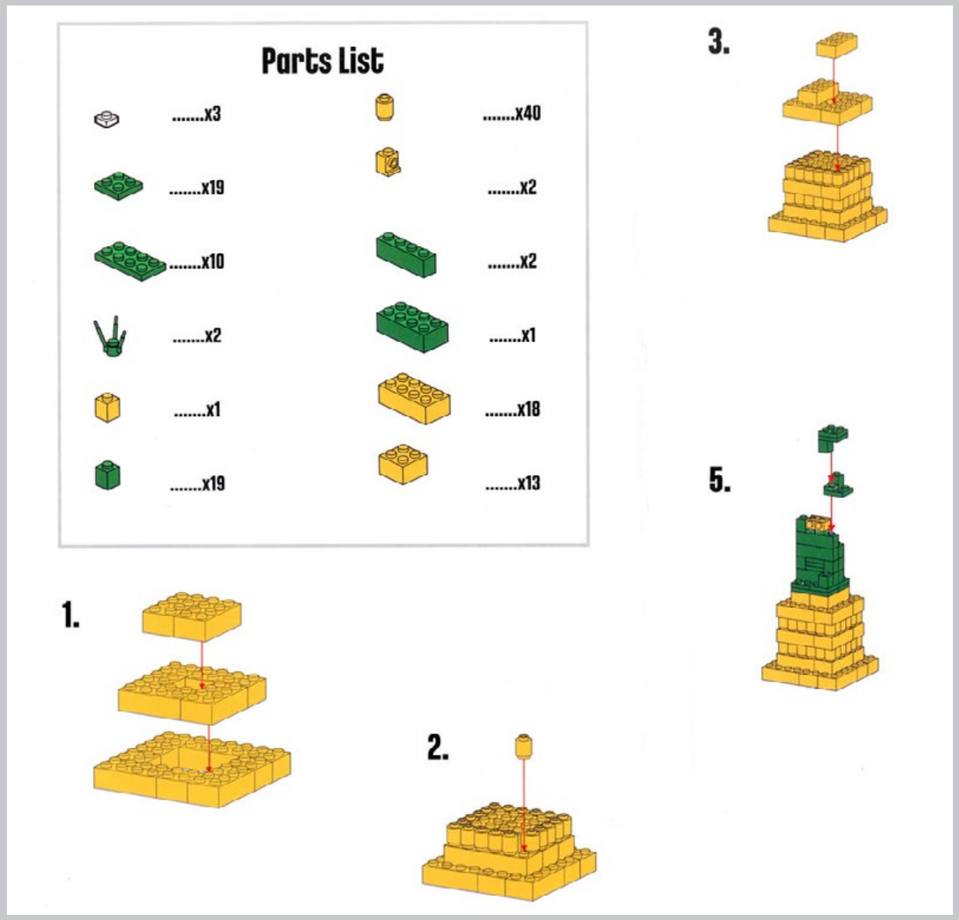
The Lufthansa safety information hand out in an Airbus A380 features simple illustrations highlighting relevant objects with yellow and and needed actions with red.
The layout supports a clear hierarchy and the structure of each sequence.
Although the first sequence might be confusing as in step number 4 it shows how to open the seatbelt directly after having it closed.

The used icons are easy to understand throughout the whole document.
Though it doesn't become clear why the non smoking icon appears in each sequence. It could simply be moved at the one of the top corners of the document to clarify that it is never allowed to smoke while being at or around the airplane.

All in all the hand out is well crafted and efficient to use. It gives the passengers a brief overview about emergency plans.

# week07/legoBuildingInstructions

1

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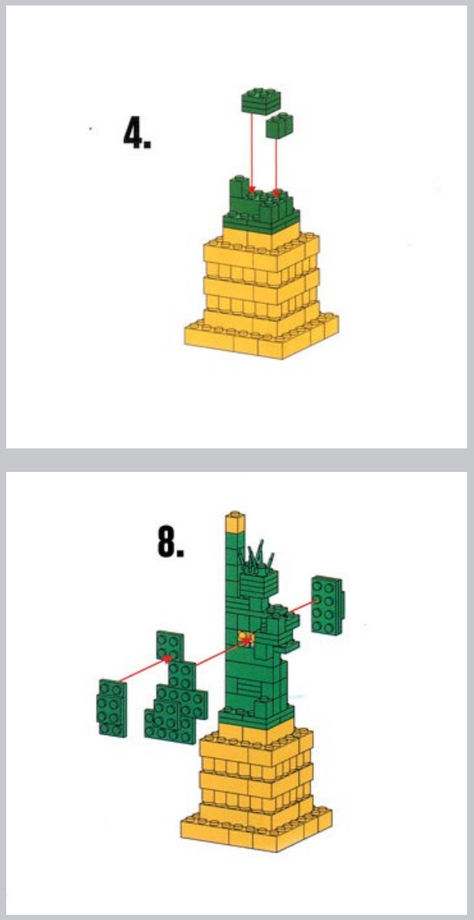


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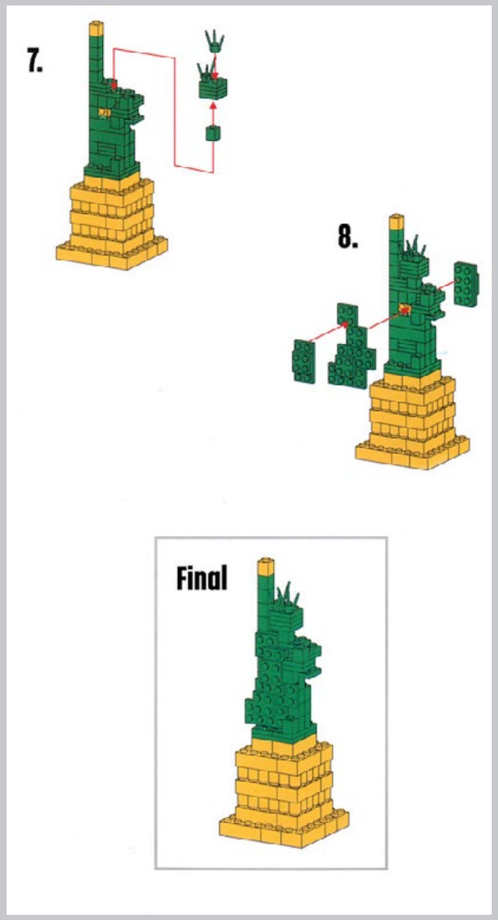



3

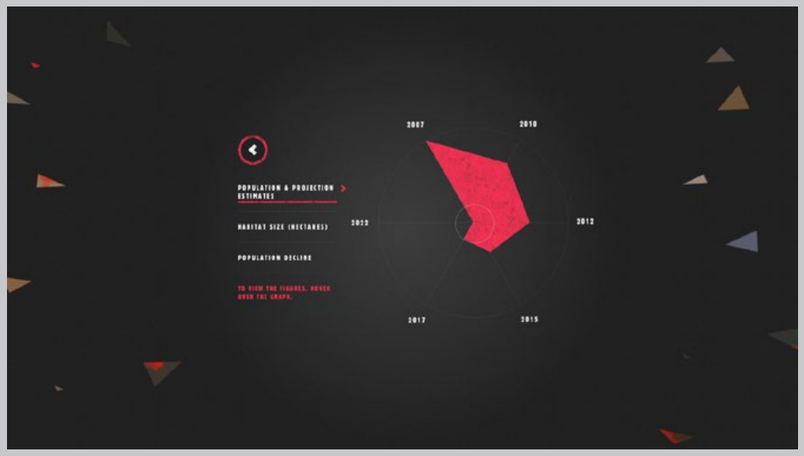
**1** Overview page 1/2
**2** Detail step 4
**3** Detail step 8
**4** Final Sequence
Lego.brandls.info 2015

The lego building instructions for the Statue of Liberty miniature are split up in a sequence 8 steps shown on two pages. A clear hierarchy is established by a two column layout and further supported by numbers. Red arrows describe how the items have to be moved and put together. The big amount of white space makes it easy for the user to focus on the instructions, while not being distracted by unnecessary items. Starting with a ‘Parts List’ the user can check whether all necessary items are there. Each step of the sequence is based on the previous one which gets obviously through showing the whole element in every step instead of repeating only a part of it.The building instruction are blindingly easy to handle and fulfill its purpose as a child’s play in an efficient manner.

# weeko8/speciesInPieces

1

4




2

3

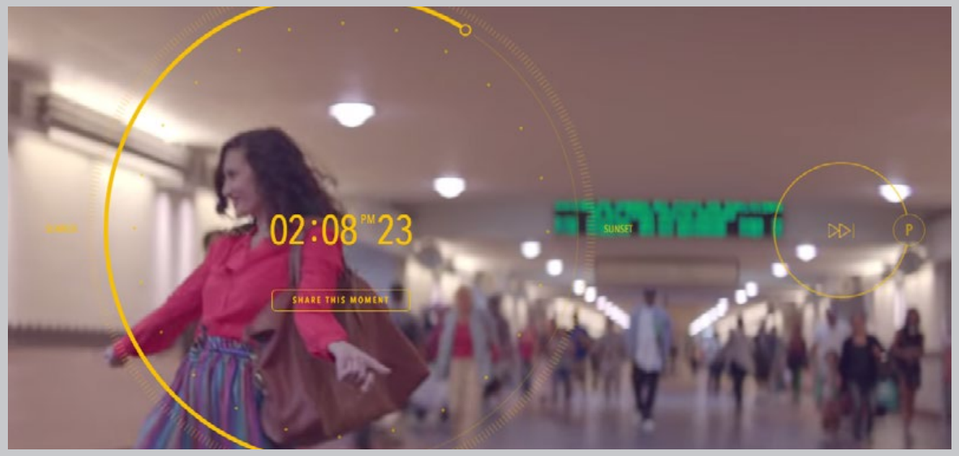
5

**1** Main Page Overview
**2** Other animal 1
**3** Other animal 2
**4** Infographic layer
**5** Intro Page
species-in-pieces.com 2015

Species in Pieces is an interactive exhibition created by Bryan James. It shows 30 illustrations of endangered species from all around the world. All illustrations are created by adjusting 30 polygonal triangles with CSS.
The website's got a clear structure with a simple hierarchy. In the main focus is the respective illustration of each animal with its name. Two icons reveal on click further information about the animal featuring statistics and basic facts. Apart from that there are two sidebars. Both provide functionalities for navigating and controlling the site. Information about the project and sharing functionalities are accessible via the footer navigation.
The exhibition is overall very good designed and features nice transition animations. The navigation could be more efficient but meets with its playful approach the requirements of the purpose. The used colors change for every animal and make it diversified. Because of it is fun to click through the illustrations the site reaches its aim to create awareness and providing information to the user in an engaging manner.

# week09/24HoursOfHappy

1

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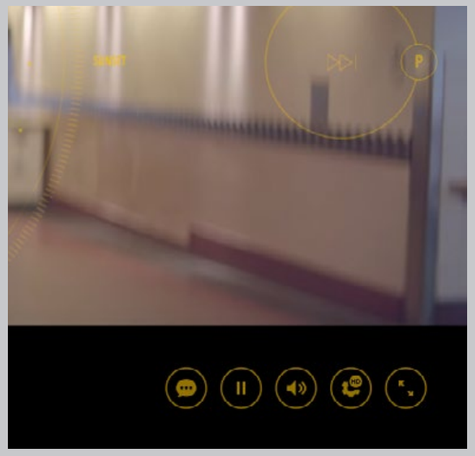

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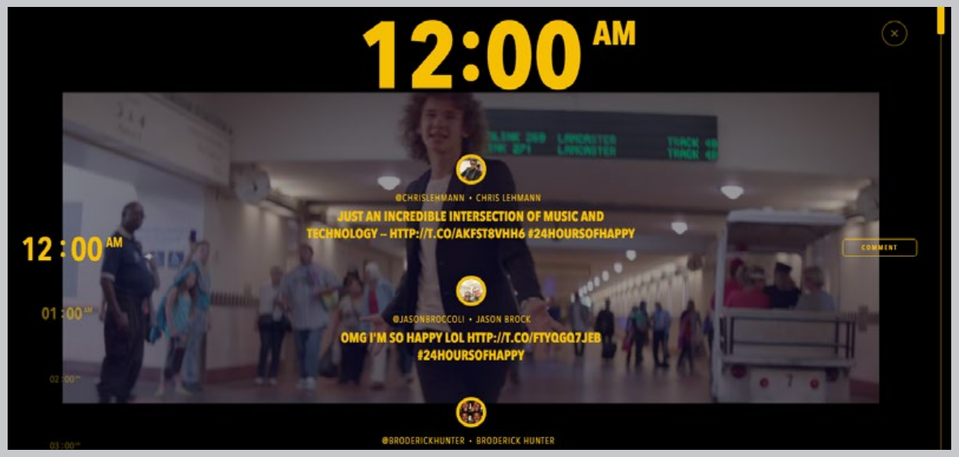



4

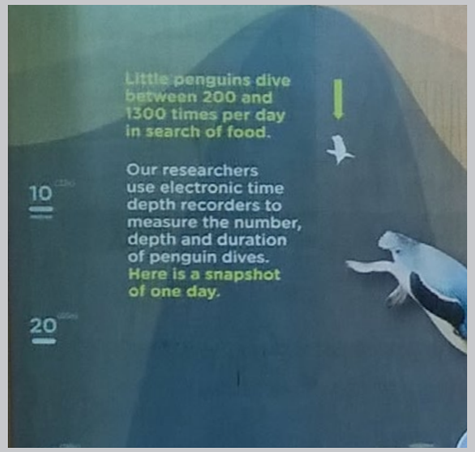
**1** Time Picker
**2** Icons Detail
**3** Overview
**4** Comments layer
Pharrell Williams - Happy
2015

The world's first 24 hour music video for the song Happy by Pharrell Williams gained huge popularity among internet users. The main element of the site is a maximised video player combined with controlling elements and a time picker widget reminding on an analog watch similar to the one in the app 'Partly Cloudy' (see above). Thus it is a connection of timeline and further information revealed by user interaction.

While these widgets are on the one hand engaging it is on the other hand still intuitive and easy to use. While the song Happy loops on and on throughout the 24 hours the played video is a combination of various short clips showing people dancing to the song. Although the site's hierarchy is clear, I would prefer to have the logo of the site or at least the name of the song and the interpret in the upper left corner. The used icons are well designed and the sans-serif typeface is very legible, even on small cap sizes. Most of the interactive elements are highlighted with simple strokes and besides the video image the web based application is only using the colors black and yellow. All this leads to a nice design with a minimalistic design approach.

# week10/penguinInfographicWall

1

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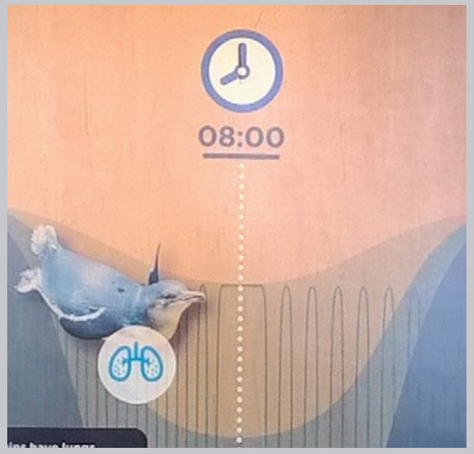


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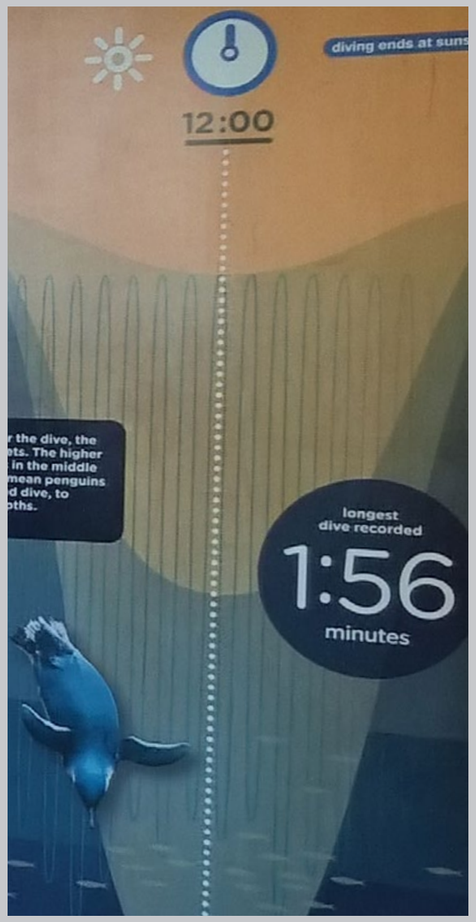


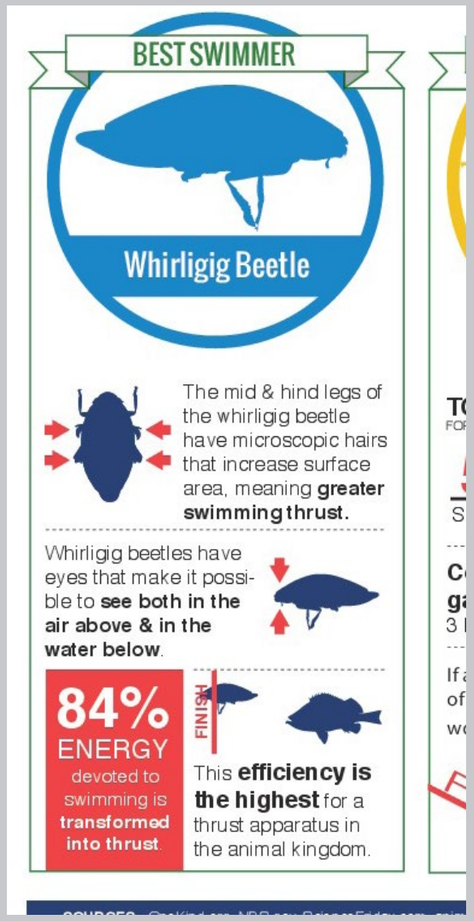

5

**1** Overview
**2** Introduction Text
**3** Icons
**4** Illustration Detail
**5** Timeline Label

The infographic wall in the exhibition at Phillip Island Nature Park gives insights into the life of a little penguin. The wall features a time based sequence of a little penguin's daily routine. It combines further infographic approaches within this sequence. Besides diagram style, icons and illustrations the wall shows alphanumeric information. The used graphics are well crafted, the colour scheme is harmonious and the design is visually engaging. While the viewer usually walks close by it can be difficult to gather the overall understanding of the diagram on the first sight. Despite the audience will need to spend a while watching it, the wall achieves the aim of informing the visitors in a nice way.

# week11/athleticPests

1

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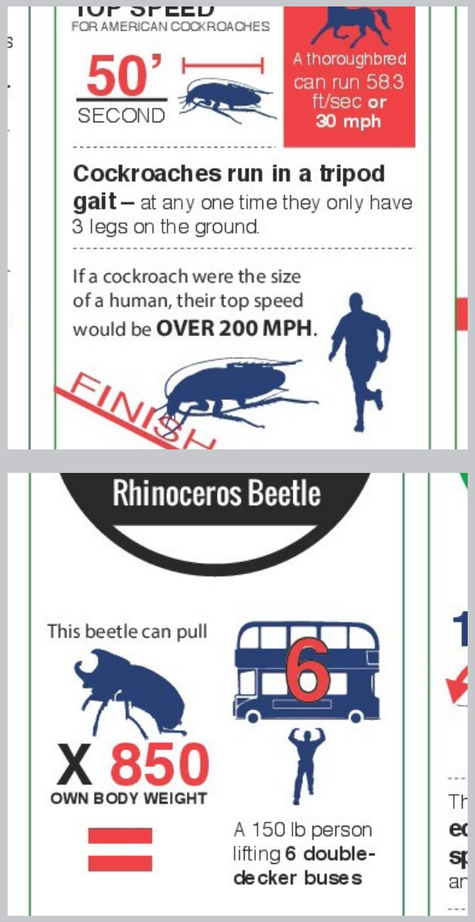


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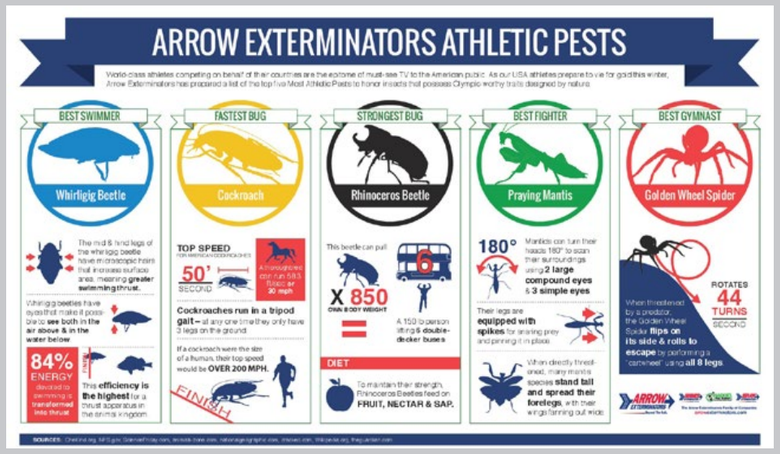


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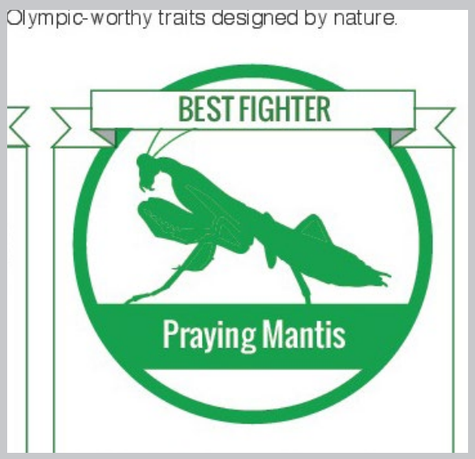



6

**1** Section
**2** Inconsistent grid
**3** Illustrations 1
**4** Overview
**5** Illustrations 2
**6** Illustrations 3
Hellawella.com 2015

The infographic gives an interesting overview about unique insects with special skills. The graphic is divided up into an header element and five equal sections giving information about the animals.
While the infographic features a clear hierarchy with clear headings and by combining related information in modules the used color coding is confusing.

Whereas the designer used different colors to distinguish between the five animals he further didn't use the already created color coding. Instead of that
The Illustrations are quite nice designed and represent the insects with sufficient level of detail.
While the typeface is relatively legible it is still hard to read as there is far too much text on the infographic. This also affects the appearance of the alphanumeric data. On the one hand it gives interesting information but the layout lacks space and within the the sections a more consistent grid alignment.

# week12/reflection

As a study abroad student studying at Swinburne for one semester I was very excited about how my time here would be.
With the courses I've chosen here I wanted to complement my course of studies back in Germany. Especially with Information and Interface Design my expectations for this semester have been perfectly met.
While I was able to improve my skills in graphic design and illustration I gained valuable experience in reviewing design and artwork on the one hand through the frequent peer reviews in class and on the other hand through reviewing information designs for the ID journal. Despite the fact that this is pretty time consuming I consider being able to criticize the work of others in a professional way worth the effort. Further the received peer reviews from others were useful feedback for further project development while reviewing the work of them offered inspiration and motivation.
After my opinion splitting the semester up into two projects is a good idea. Whereas the three exercises for project one introduced the students into a new topic and made them familiar with appropriate design approaches project two seemed to me like the logical combination of all the acquired skills and techniques.
I personally consider the amount of work for the assignments during the semester to be pretty big. Especially when the exercises of the two projects are overlapping and deadlines collide with due dates of other units. But in terms of having no exam at the end of the semester I consider the workload to be justifiable.
The lecture was well organised and gave always a great introduction in a new topic. With the weekly presentation it provided a good overview about the current status of the unit and the pending and upcoming exercises.
Alex Tyers teached in a great way that provided motivation and inspiration. He had to almost every problem an adequate solution and responded to questions and concerns in a helpful and timely manner.
All in all I can say that I learned a lot in this semester and especially in this unit. I consider this semester as a valuable part for my future, which I definitely don't want to miss.

# designProcess/project1

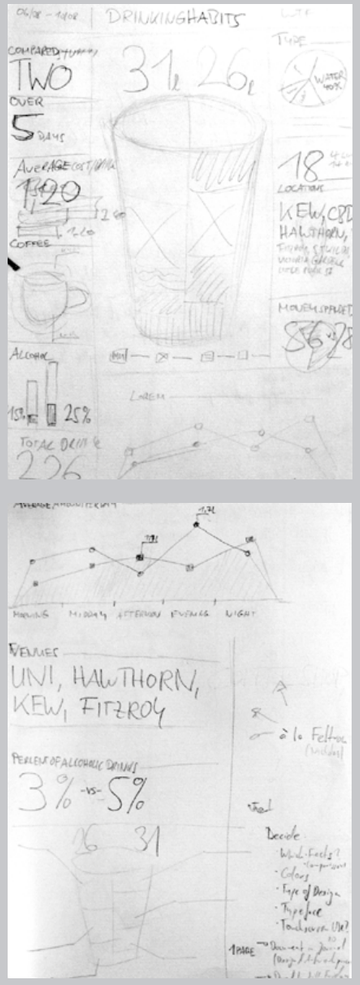
exercise1/iData exercise2/weatherReport exercise3/interactiveInsects

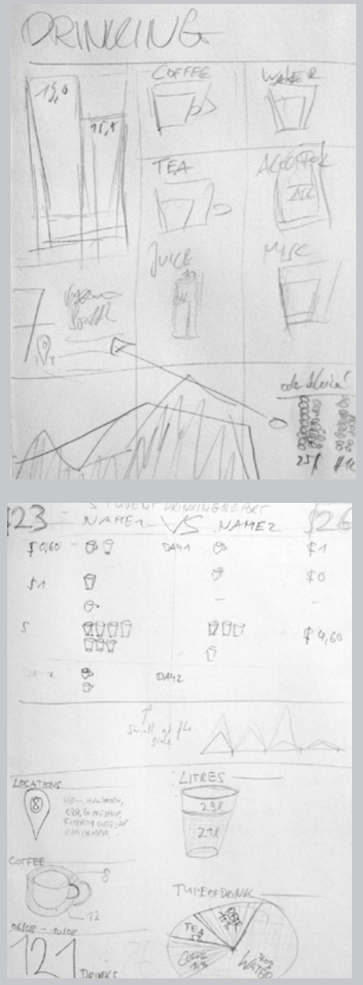
# exercise1/iData

| Time | Type of Drink | Alcohol | Brand | Local / International | Quantity | Price | Location | Place |
|---|---|---|---|---|---|---|---|---|
| Fri/7/08/2015 | | | | | 200ml | | | |
| 3:00pm | water | | | Local | 1 | $0,70 | Glenferrie | Uni |
| 3:14pm | Coffee | | Starbucks | Int | 1 | $6,10 | City/Collins St | Workplace |
| 5:19pm | water | | | Local | 2 | | City/QV | Work |
| 6:50pm | Milk Tea | | Chatime | Int | 2 | $4,70 | City/QV | Work |
| 9:50pm | Beer | Yes | Schoefferhofer | Int | 3 (1.5l) | $18,00 | Box hill | Home |
| 11:53pm | water | | | Local | 1 | | Box hill | Home |

| PLACE | $ | Brand |
|---|---|---|
| Home, Kew | 0.50 | Coles Orange Juice |
| Home, Kew | 0,00 | |
| Coffee Shop, Hawthorn | 3,50 | |
| Uni, Hawthorn | 0,40 | |
| Uni, Hawthorn | 0,40 | |
| Friends' House, Hawthorn | 10,00 | Rivet Lager |
| Bar, CBD | 14,00 | James Boag's Draught |

| DAY | TIME | AMOUNT | TYPE |
|---|---|---|---|
| 1 | Morning | 0,2l | Juice |
| | | 0,2l | Water |
| | | 1 cup (0.3l) | Coffee |
| | Midday/Lunch | 0.5l | Water |
| | Afternoon | 0.5l | Water |
| | Evening/Dinner | 5 cans (0.33l) = 1,67l | Beer |
| | Night | 2 pints (0.5) = 1l | Beer |



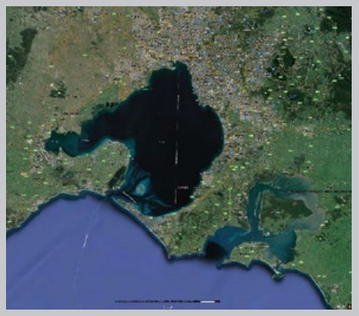
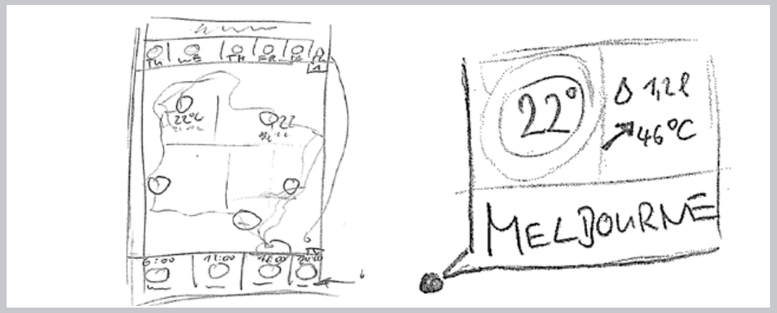
After pairing up with Kayra to collect and share the needed data we decided to collect our data about our daily consumption of beverages. Although we settled what data we want to gather it took a lot of work assemble the two datasets (see snapshots above) as we used different units of measurements and timings. At the same time I started my research in information design as this was the first time I was supposed to create diagrams and bars with illustrator. But after a few viewing a few tutorials and playing around with illustrator I quickly figured out how to create this kind of infographics.

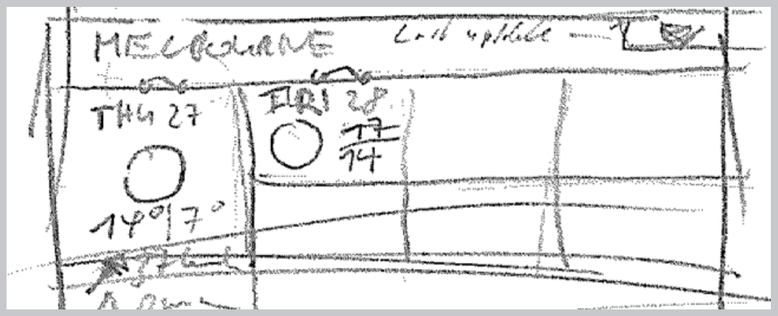
In a next step I've selected the data which was on the one hand good to visualize, but was still holding an interesting value on the other hand. Then I scribbled a lot of different design approaches (see some of them above) and selected again the ones that suit best for which I finally created the infographics and illustrations with Illustrator.

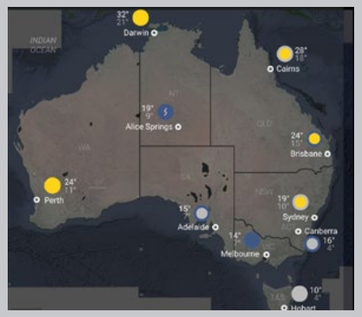
For the interaction I considered that a overlay with detailed information for each beverage which gets revealed by tapping on the respective icon would be a nice functionality.

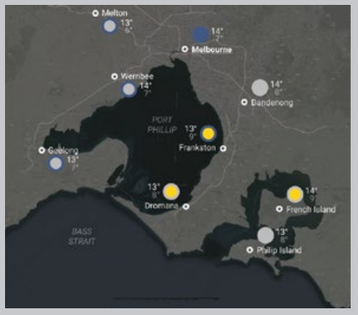
All in all I found this first exercise on the one hand very challenging as it really took me a lot of time to create the illustrations and infographics but on the other hand I felt very enthusiastic about this and am quite satisfied with the final outcome.

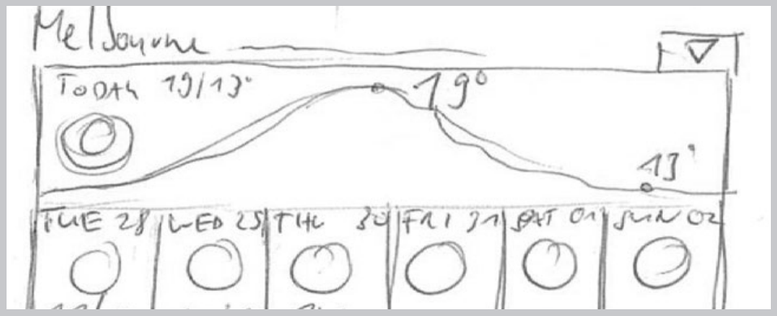
# exercise2/weatherReport



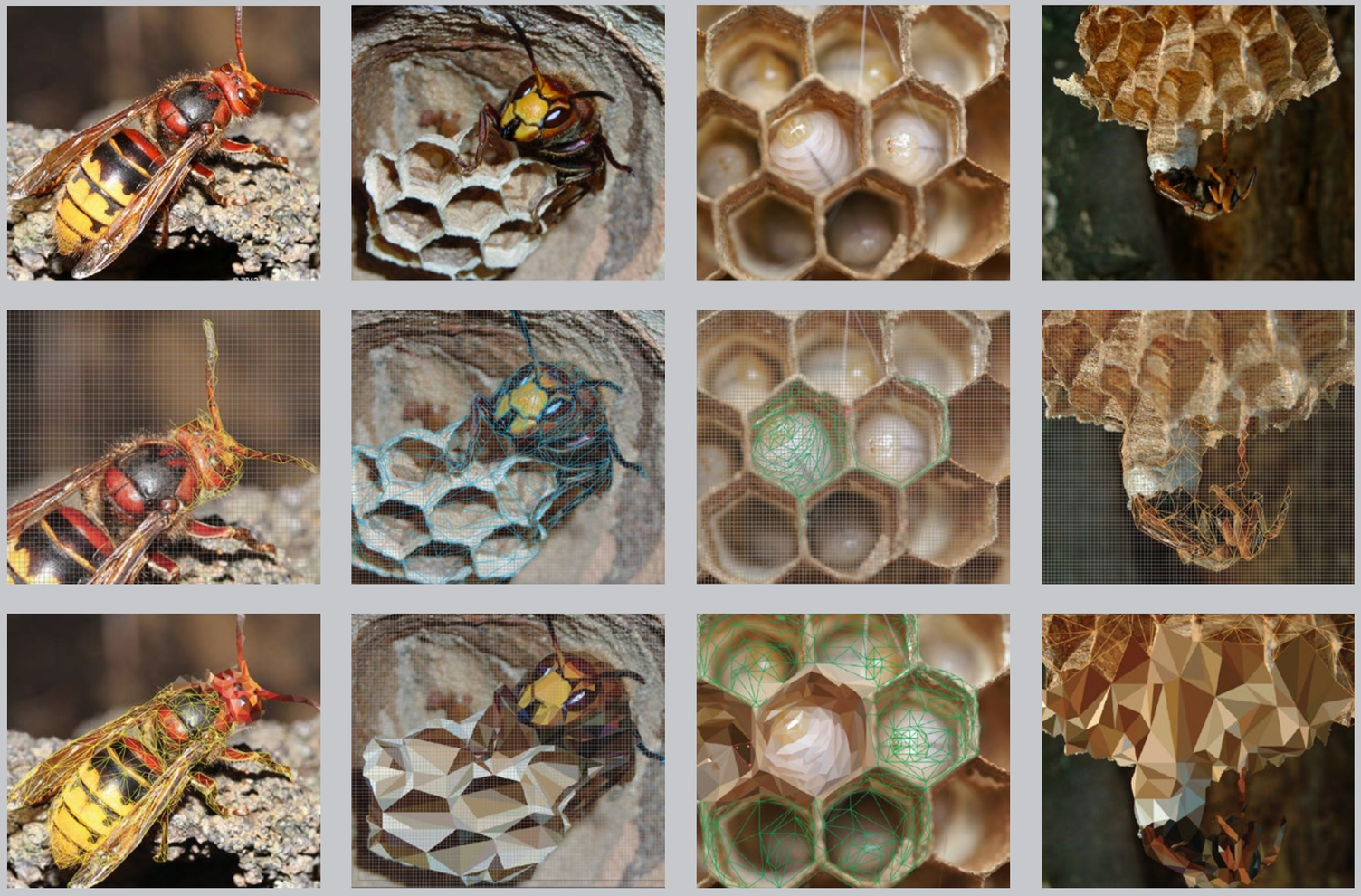







After tracing the contour of the two maps I started to arrange the app elements based on some handdrawn sketches. While designing the app in black and white as described in the announcement of week 3 I discovered that using no other colors than white, black and shades of grey could actually be a nice and quite simple way to design the app.
When it came to the development of the icon set for the weather conditions I began with some scribbles and started to rebuild them in Illustrator while trying to make them look different from already existing sets. Not very pleased with the outcome of my first attempts I decided to make them as simple as possible and suitable to the rest of the design. After a few more tries I realized that it's possible to describe most of the common weather conditions with one single circle. Because of the simple design approach I named the app 'minimalWeather.' and set the focus on users loving flat design.
Last but not least I designed the table for the seven day forecast featuring diagrams with details about temperature, rainfall and wind for the selected day instead of providing only basic information. The table is as well as the legend panel designed to collapse on touch. In the collapsed state only the label with an arrow icon indicating the possibility of interaction is visible.

# exercise3/interactiveInsects

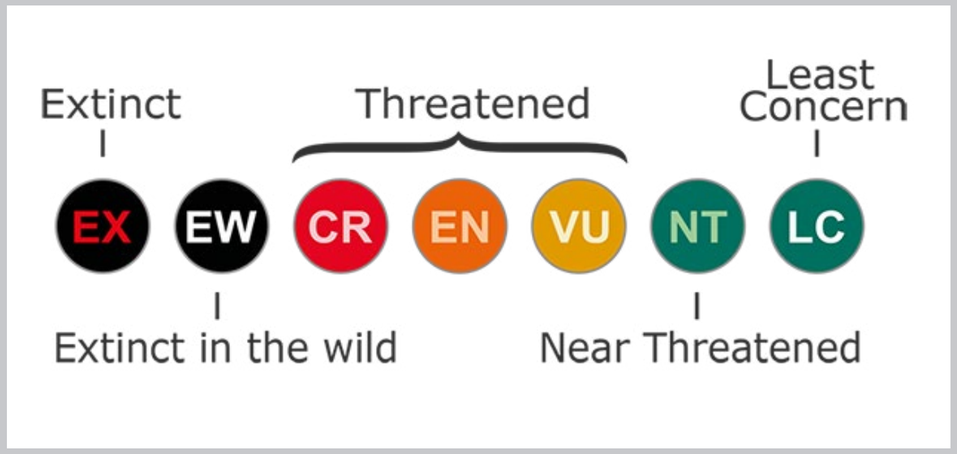


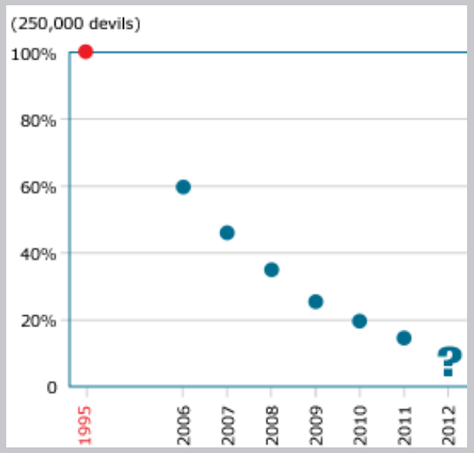
When I selected the European Hornet as my topic of choice I was faced with the question how to illustrate this beautiful insect in a satisfactory and engaging way. After some researches on illustration techniques I decided to go with polygonal design as it offers on the one hand a simplified representation of the object, but can still provide a sufficient level of detail. On the other hand it creates an interesting and attractive illustration.
I chose the Formation of a new hornet colony as the sequence I wanted to illustrate and split this process up into four steps. As the basis for illustrating the sequence I used the photographic references shown above. Then I created a guides grid and selected the snap to guides option in Illustrator. From this point it was all about drawing little triangles with the pen tool which I filled with the most matching color of the respective area.
To make the sequence order more clear in the diagram screen I've added numbers and short annotations. By touching on one of the sequence steps a detail view of the selected step will be shown and additional information will be revealed while the background gets lighten up. From the detail view you can either go back to the the sequential diagram by touching on the background or go directly to the next (or previous) step by using swiping gestures similar to an image gallery.

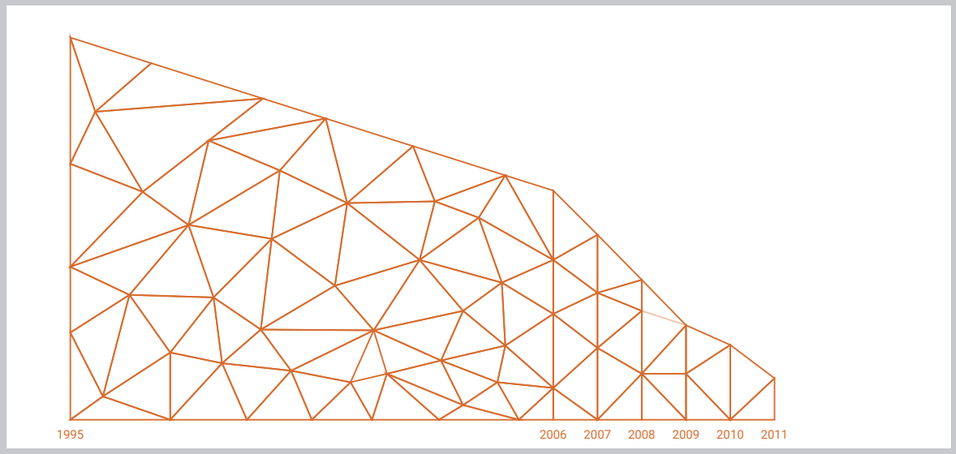
# designProcess/project2

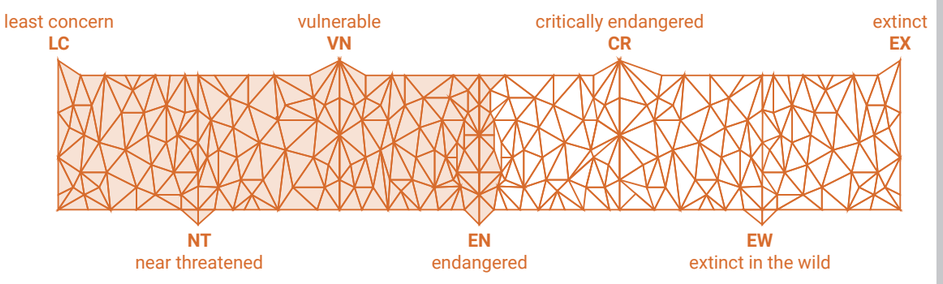
devil'sFace/designProcess

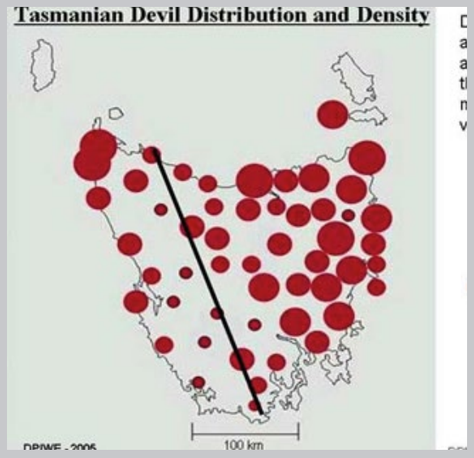
# devil‘sFace/designProcess

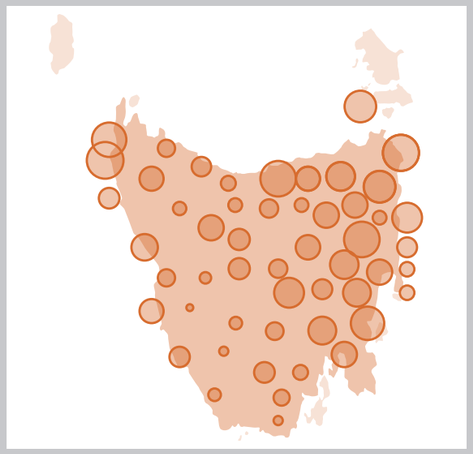


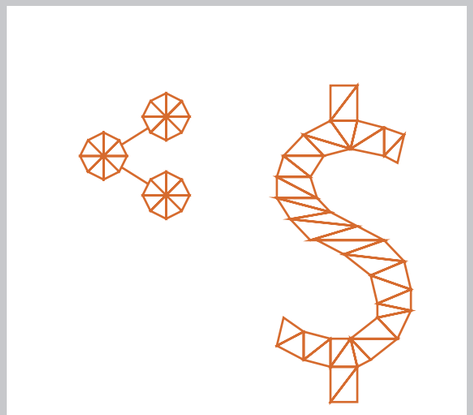



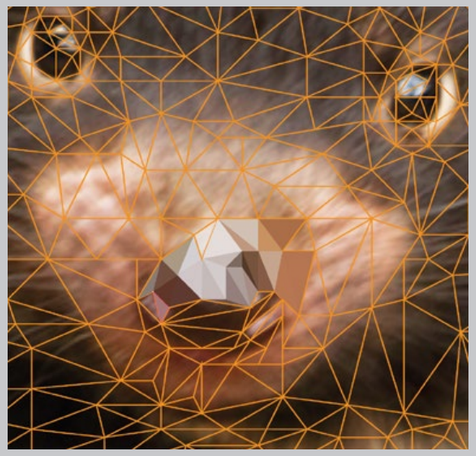





Project 2 as the final project was a nice way to combine the skills I learned during the first three exercises for project 1.
I’ve chosen the Tasmanian Devil as my topic of choice from the relatively wide range of available topics within the Fight Extinction program of Zoos Victoria. Devils are the world’s largest living carnivorous marsupial and fascinate me. During a road trip to Tasmania I’ve even spotted one of them at Cradle Mountain, but I think that this won’t be possible for future generations if humans don’t fight Devil Facial Tumor Disease. As I feel very sad about the fast disappearing from the wild of this unique animal, I consider the work of Zoos Victoria as very important.

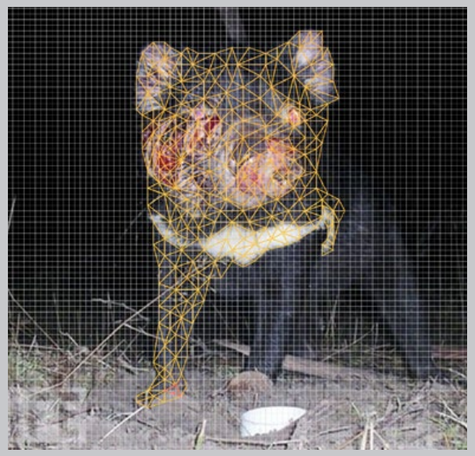
# devil‘sFace/designProcess

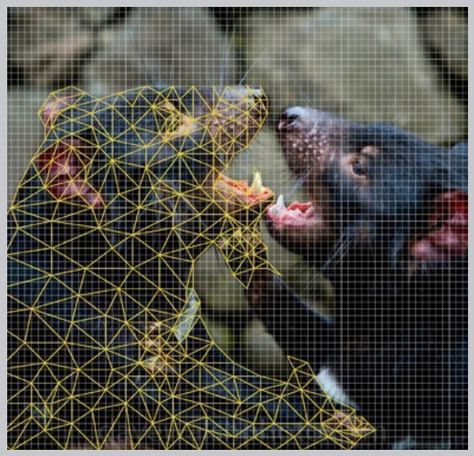
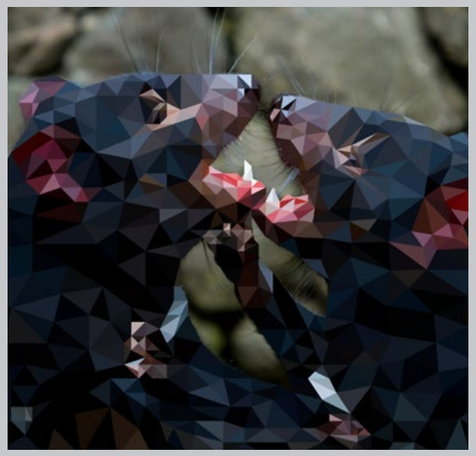


Further I decided to go again with the polygonal design approach I’ve also used in exercise 2. Despite the effort and time this kind of illustration needs to be created the results are worth it.
Even having a low level of detail with a very few amount of polygons the represented objects can be recognized and look kind of interesting and engaging. Increasing the amount of polygons to a huge number makes the illustration relatively detailed but remains the interesting appearance of this approach.
Polygonal design was further a good thing to illustrate the effects of the terrible Devil Facial Tumor Disease.
Here I was able to illustrate a more abstract version of the erupted disease which doesn’t disgust the app user immediately but gives them still the chance to realize what the terrible effects Devil Facial Tumor Disease has.

For the color scheme I decided to use a varieties of a bright orange and a relatively dark green as the background color. This offers on the one hand a wide range of application possibilities with consistent style and creates on the other hand a nice arrangement of matching colors.
The typeface Roboto serves the purpose here quite well. Featuring a large x-height and big counters it is very legible, even at small sizes, but remains neutral and unobtrusive.
As already said project 2 was a good way to combine the newly acquired infographic skills like creating and using maps, sequences and illustrations. A good thing was that I could use the already created Australian map from the second exercise.

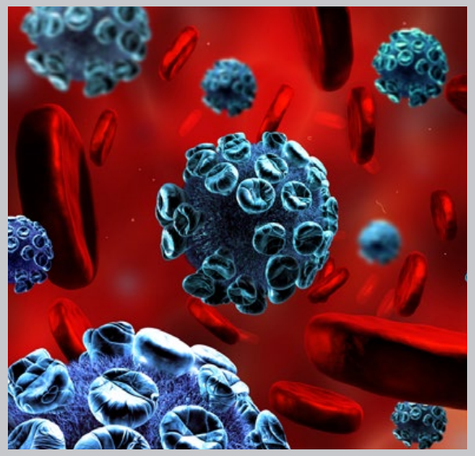
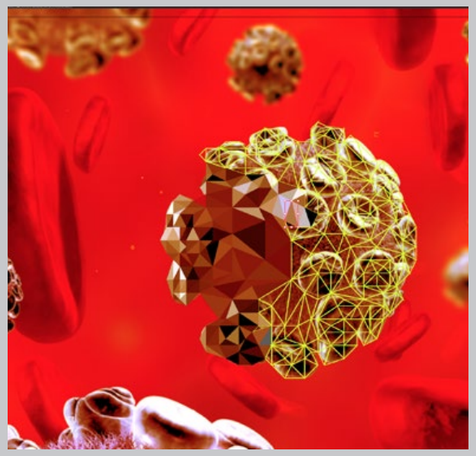
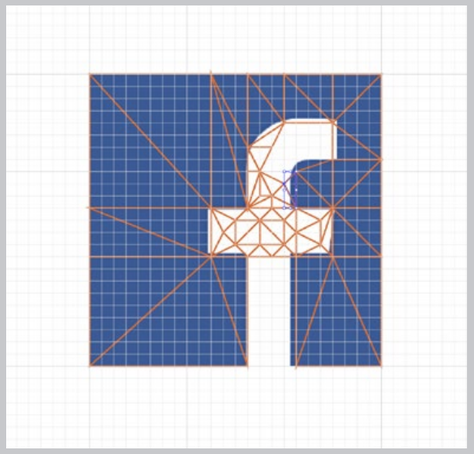
# devil‘sFace/designProcess

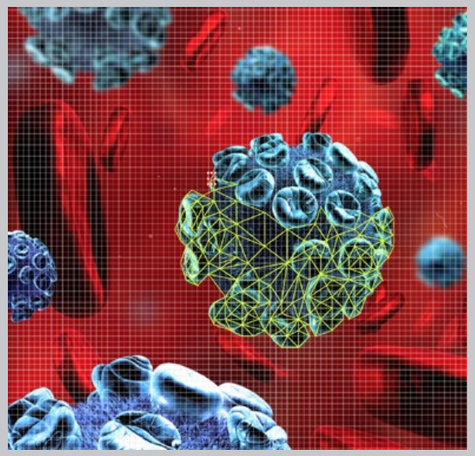
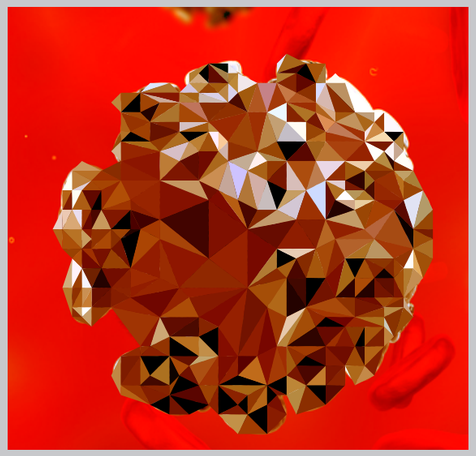
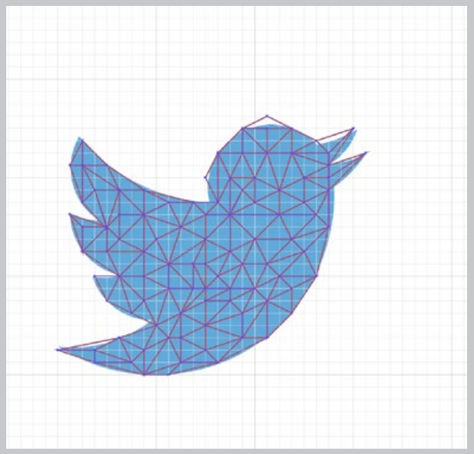
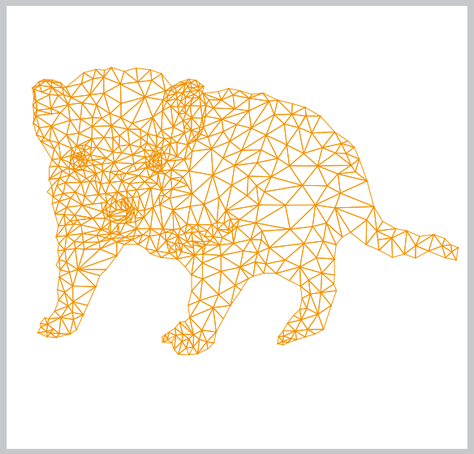


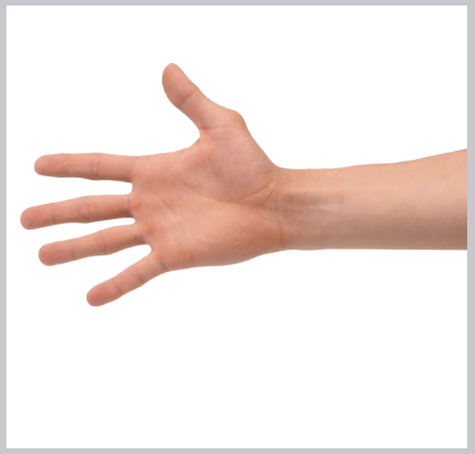
Regarding the interface I wanted to create an application with a clear navigation that is easy to understand without needing an introduction or onboarding. That’s why I decided to have a more or less “classical” main navigation in an header element which is always visible and combine it with a secondary navigation for the sub screens. By highlighting the respective topic in the main navigation and the sub screen in the secondary navigation it gives the user orientation and makes them understand how the information is structured.
The most challenging part of Project 2 was for me the relatively very short amount of time for realizing it compared to its size.

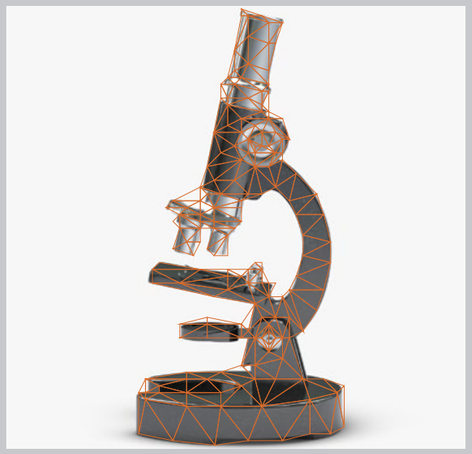
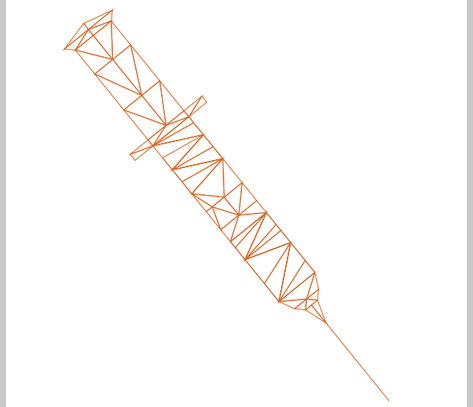
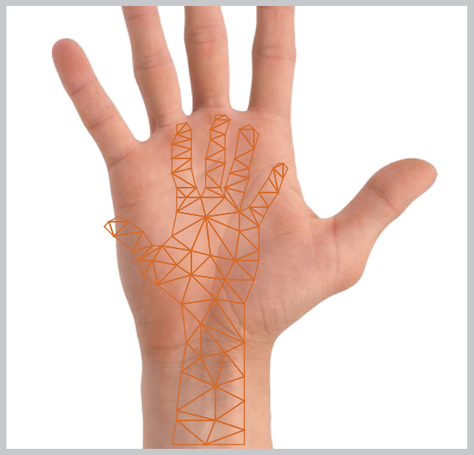
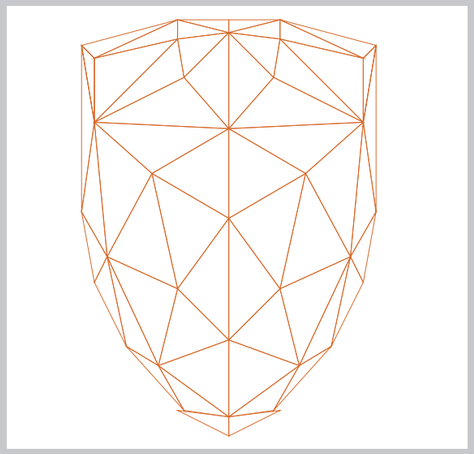
# devil‘sFace/designProcess

# devil‘sFace/designProcess



# peerReviews/project1

exercise1/alyssa exercise2/susannaHannahJames exercise3/benazSusannaJames

# exercise1/alyssa

DES30035 Information and Interface Design | Exercise 1: iData | Peer Review

Use the scales to evaluate the submission against the criteria from the brief. You can also comment on layout (is it well organised?), typography (is it highly readable?) and colour (is it appropriate?)

Designer's name
Lukas Flohr

Activity: Each student's submission is to be reviewed by four other students from the class.
The designer should keep this sheet as feedback from peers.

Clarity/Simplicity 10
Value/Relevance 10
Integrity/Credibility 10
Efficiency/Effectiveness 10
Visualisation/Technique 10
Design/Concept 10

Reviewer alyssa

Effectiveness: What are the strengths of the information and interface design. What works well?
there's the consistency with the pattern used in the graph on the lower area with the cups which creates that engaging factor to move down the screen

Suggestions: What could be improved to make the information and interface design more effective?
maybe the layout could be changed slightly as the layout for each that is split equally (make one the largest and then gradually get smaller >)
(sorry really bad at explaining things!)

---

Clarity/Simplicity 10
Value/Relevance 10
Integrity/Credibility 10
Efficiency/Effectiveness 10
Visualisation/Technique 10
Design/Concept 10

Reviewer Aleks 2059126

Effectiveness: What are the strengths of the information and interface design. What works well?
Simple colour choice unifies the whole piece.
Easy to read.

Suggestions: What could be improved to make the information and interface design more effective?
Maybe too much dark on popover Not as clear as it could be.

---

Clarity/Simplicity 10
Value/Relevance 10
Integrity/Credibility 10
Efficiency/Effectiveness 10
Visualisation/Technique 10
Design/Concept 10

Reviewer Sarah 5365124

Effectiveness: What are the strengths of the information and interface design. What works well?
Easy to understand, I like the use of imagery in the app screen, makes it more fun to look at. the pop up concept is great!

Suggestions: What could be improved to make the information and interface design more effective?
contrast the pop up window more? to make it stand out, maybe change the Background so that it will draw the viewers eyes.

---

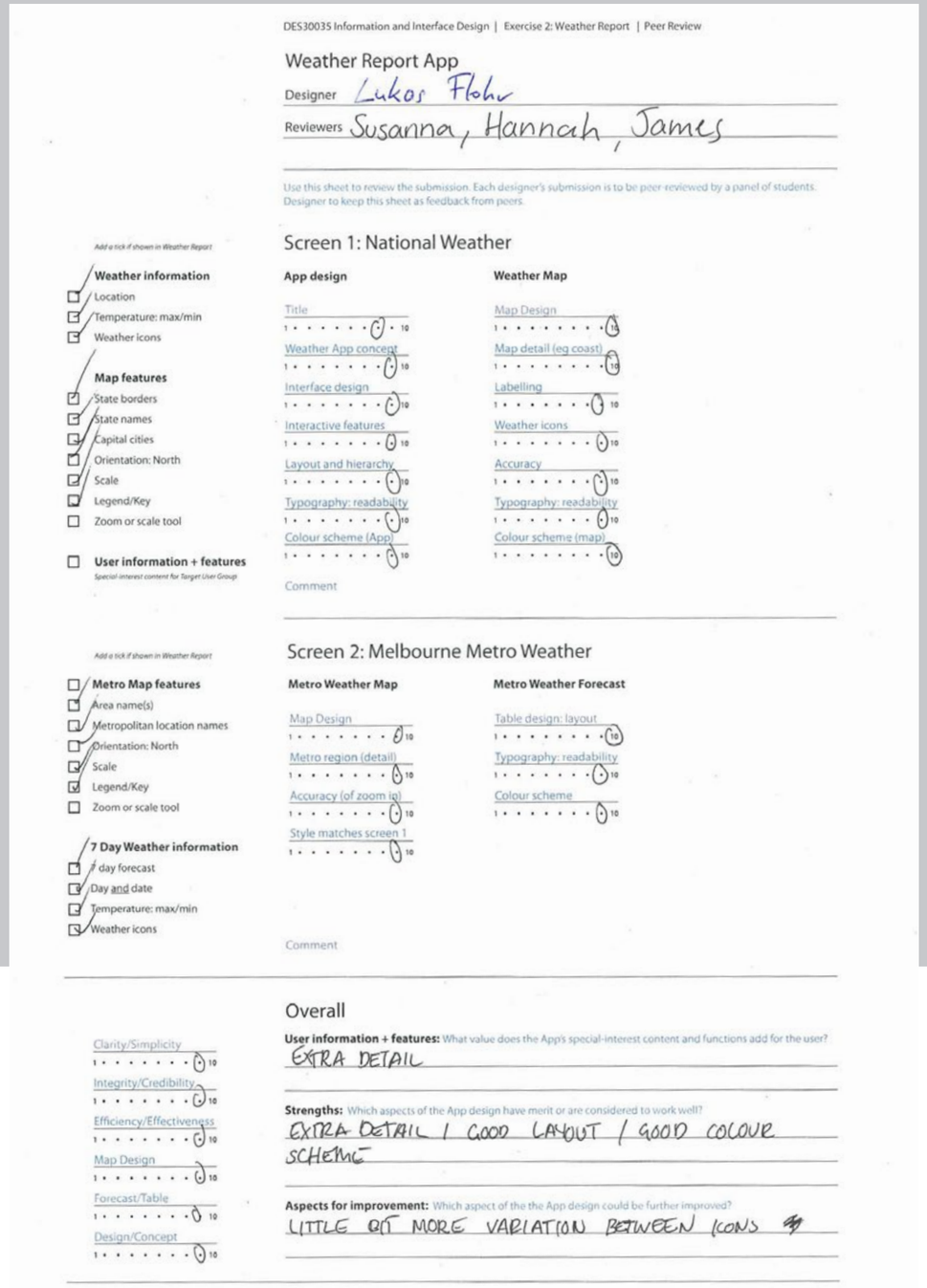
Clarity/Simplicity 10
Value/Relevance 10
Integrity/Credibility 10
Efficiency/Effectiveness 10
Visualisation/Technique 10
Design/Concept 10

Reviewer TAMARA

Effectiveness: What are the strengths of the information and interface design. What works well?
Design is great, information is laid out clearly and easily read.

Suggestions: What could be improved to make the information and interface design more effective?
The pop over, is a bit too dark - should be more clear.

# exercise2/susannaHannahJames



DES30035 Information and Interface Design | Exercise 2: Weather Report | Peer Review

## Weather Report App

Designer Lukas Flohr

Reviewers Susanna, Hannah, James

Use this sheet to review the submission. Each designer's submission is to be peer-reviewed by a panel of students. Designer to keep this sheet as feedback from peers.

### Screen 1: National Weather

Add a tick if shown in Weather Report

- [x] **Weather information**
- [x] Location
- [x] Temperature: max/min
- [x] Weather icons
- [x] **Map features**
- [x] State borders
- [x] State names
- [x] Capital cities
- [x] Orientation: North
- [x] Scale
- [x] Legend/Key
- [ ] Zoom or scale tool
- [ ] **User information + features**

*Special-interest content for Target User Group*

**App design**

Title 1 · · · · · (7) · 10

Weather App concept 1 · · · · · (7) · 10

Interface design 1 · · · · · (7) · 10

Interactive features 1 · · · · · (7) · 10

Layout and hierarchy 1 · · · · · (7) · 10

Typography: readability 1 · · · · · (7) · 10

Colour scheme (App) 1 · · · · · (7) · 10

**Weather Map**

Map Design 1 · · · · · (10)

Map detail (eg coast) 1 · · · · · (10)

Labelling 1 · · · · · (8) · 10

Weather icons 1 · · · · · (9) · 10

Accuracy 1 · · · · · (7) · 10

Typography: readability 1 · · · · · (9) · 10

Colour scheme (map) 1 · · · · · (10)

Comment

### Screen 2: Melbourne Metro Weather

Add a tick if shown in Weather Report

- [x] **Metro Map features**
- [x] Area name(s)
- [x] Metropolitan location names
- [ ] Orientation: North
- [x] Scale
- [x] Legend/Key
- [ ] Zoom or scale tool
- [x] **7 Day Weather information**
- [x] 7 day forecast
- [x] Day and date
- [x] Temperature: max/min
- [x] Weather icons

**Metro Weather Map**

Map Design 1 · · · · · (8) · 10

Metro region (detail) 1 · · · · · (9) · 10

Accuracy (of zoom in) 1 · · · · · (7) · 10

Style matches screen 1 1 · · · · · (8) · 10

**Metro Weather Forecast**

Table design: layout 1 · · · · · (10)

Typography: readability 1 · · · · · (7) · 10

Colour scheme 1 · · · · · (8) · 10

Comment

### Overall

Clarity/Simplicity 1 · · · · · (8) · 10

Integrity/Credibility 1 · · · · · (7) · 10

Efficiency/Effectiveness 1 · · · · · (7) · 10

Map Design 1 · · · · · (9) · 10

Forecast/Table 1 · · · · · (8) · 10

Design/Concept 1 · · · · · (8) · 10

**User information + features:** What value does the App's special-interest content and functions add for the user?

EXTRA DETAIL

**Strengths:** Which aspects of the App design have merit or are considered to work well?

EXTRA DETAIL / GOOD LAYOUT / GOOD COLOUR SCHEME

**Aspects for improvement:** Which aspect of the the App design could be further improved?

LITTLE BIT MORE VARIATION BETWEEN ICONS

# exercise3/benazSusannaJames

DES30035 Information and Interface Design | Exercise 3: Interactive Insects | Peer Review

## Interactive Insects App

Designer Lukas Flohr

Reviewers Benaz, Susanna, James

Use this sheet to review the submission. Each designer's submission is to be peer-reviewed by a panel of students. Designer to keep this sheet as feedback from peers.

### Screen 1 and 2: Sequential diagram

**App design**

Title 1 · · · · · 8 · · 10

App concept 1 · · · · · · · 10

Interface design 1 · · · · · · · 10

Interactive features (app) 1 · · · · · · · 10

Layout and hierarchy 1 · · · · · · · 10

Typography: readability 1 · · · · · · · 10

Colour scheme 1 · · · · · · · 10

**Diagram**

Design 1 · · · · · · · 10

Illustration quality 1 · · · · · · · 10

Illustration: detail 1 · · · · · · · 10

Labelling 1 · · · · · · · 10

Sequence (screen 1) 1 · · · · · · · 10

Sequence (screen 1 to 2) 1 · · · · · · · 10

Interaction design 1 · · · · · · · 10

Comment

Overall concept + illustration style is good but perhaps ~~too~~ too stylized when ~~trying~~ trying to understand diagram design + needs more labelling

### Overall

Clarity/Simplicity 1 · · · · · · · 10

Efficiency/Effectiveness 1 · · · · · · · 10

Diagram 1 · · · · · · · 10

Sequence 1 · · · · · · · 10

User experience 1 · · · · · · · 10

Design/Concept 1 · · · · · · · 10

**User information + features:** What value does the App's special-interest content and functions add for the user?

there aren't any features to guide user through the app.

**Interactive sequence:** How effective is the display of diagrams across two screens?

Could be more interactive

**Strengths:** Which aspects of the App design have merit or are considered to work well?

really good colour scheme + good typography + simple to understand.

**Aspects for improvement:** Which aspect of the the App design could be further improved?

diagram isn't really informative + no navigation bar.

# peerReviews/project2

week08/susannaBenaz+erin week10/noname+susanna

# week08/susannaBenaz+erin

DES30035 Information and Interface Design 2015 Semester 2 Week 08 Review A2

Project Two **Part A Review**

Reviewer name Susanna+Benaz Date 25/09/2015
Designer name Lukas Flohr Project name Devil's Face

Evaluate the project based on the Week 8 presentation.

## PART A: Information Content

### Communication Statement and Information Plan

| Communication Statement | Very Low | Low | Medium | High | Very High |
|---|---|---|---|---|---|
| **Issue** | | | | | |
| How clearly stated is the problem to be addressed? | | | | 1 | |
| Are those who need to take action to solve this problem clearly identified? | | | | | 1 |
| **Information strategy** | | | | | |
| Informer. Is the sender identified clearly–not just the name, but their role? | | | | | 1 |
| User? How well is the app-user identified? | | | | | 1 |
| User context. How clear is the context, in which the app will be used? | | | | | 1 |
| Aims. How well are the key outcomes identified? | | | | 1 | |
| How? How specific is it about how these aims will be achieved? | | | | | 1 |
| Information. How relevant are the main points of information to the user's needs? | | | | | 1 |
| Tasks. How useful/effective the user tasks will be to achieve outcomes? | | | | 1 | |
| How? How well the app features/functions will help the user achieve these tasks? | | | | 1 | |

| Information Plan<br>Title | Very Low | Low | Medium | High | Very High |
|---|---|---|---|---|---|
| How appropriate is the title? | | | | 1 | |
| Does the title help understand what the issue/app is about? | | | 1 | | |
| **Information content** | | | | | |
| Research. What is the extent and quality of research in this project? | | | | | 1 |
| Issue. How clearly is the issue explained? | | | | | 1 |
| Story. How well do the facts tell a clear, logical information story? | | | | | 1 |
| Structure. How well-organised is the information structure/hierarchy? | | | | | 1 |
| Data. Are there enough facts/statistics to be visualised as information design? | | | 1 | | |
| Value/relevance. What is the quality and usefulness of the information? | | | | 1 | |
| Integrity/credibility. How accurate and trustworthty does the information seem? | | | | | 1 |
| **Media: App** | | | | | |
| Function. How effectively will the app achieve its stated aims? | | | | 1 | |
| Overall effect. How well-informed will the audience be by using this app? | | | | 1 | |

**Comments**

Best aspect of the Part A Information Content presentation Great Organisation
Aspects which need most attention/improvement More information

Please complete this report and provide it to he project designer for their consideration. This does not constitute, nor is it interpreted as, project assesment

DES30035 Information and Interface Design 2015 Semester 2 Week 08 Review A2

Project Two **Part A Review**

Reviewer name erin Date 25/9/15
Designer name lukas Project name Tasmanian Devil

Evaluate the project based on the Week 8 presentation.

## PART A: Information Content

### Communication Statement and Information Plan

| Communication Statement | Very Low | Low | Medium | High | Very High |
|---|---|---|---|---|---|
| **Issue** | | | | | |
| How clearly stated is the problem to be addressed? | | | | | 1 |
| Are those who need to take action to solve this problem clearly identified? | | | | | 1 |
| **Information strategy** | | | | | |
| Informer. Is the sender identified clearly–not just the name, but their role? | | | | | 1 |
| User? How well is the app-user identified? | | | | | 1 |
| User context. How clear is the context, in which the app will be used? | | | | | 1 |
| Aims. How well are the key outcomes identified? | | | | | 1 |
| How? How specific is it about how these aims will be achieved? | | | | | 1 |
| Information. How relevant are the main points of information to the user's needs? | | | | | 1 |
| Tasks. How useful/effective the user tasks will be to achieve outcomes? | | | | | 1 |
| How? How well the app features/functions will help the user achieve these tasks? | | | | 1 | |

| Information Plan<br>Title | Very Low | Low | Medium | High | Very High |
|---|---|---|---|---|---|
| How appropriate is the title? | | | | | 1 |
| Does the title help understand what the issue/app is about? | | | | | 1 |
| **Information content** | | | | | |
| Research. What is the extent and quality of research in this project? | | | | | 1 |
| Issue. How clearly is the issue explained? | | | | | 1 |
| Story. How well do the facts tell a clear, logical information story? | | | | | 1 |
| Structure. How well-organised is the information structure/hierarchy? | | | | | 1 |
| Data. Are there enough facts/statistics to be visualised as information design? | | | | | 1 |
| Value/relevance. What is the quality and usefulness of the information? | | | | | 1 |
| Integrity/credibility. How accurate and trustworthty does the information seem? | | | | | 1 |
| **Media: App** | | | | | |
| Function. How effectively will the app achieve its stated aims? | | | | 1 | |
| Overall effect. How well-informed will the audience be by using this app? | | | | | 1 |

**Comments**

Best aspect of the Part A Information Content presentation really clear order of info
Aspects which need most attention/improvement ensure it is easy for people to complete tasks.

Please complete this report and provide it to he project designer for their consideration. This does not constitute, nor is it interpreted as, project assesment

# week10/noname+susanna

DES30035 Information and Interface Design 2015 Semester 2, Week 10 Review B1

Project Two **Part B Review 1**

Reviewer name: Date: 16/10/15

Designer name: Lukas Flohr Project name: Devil's Face

Evaluate the project based on the Week 10 presentation.

## Part B: Information Design

### Content organisation and graphic representation

| Content | Very Low | Low | Medium | High | Very High |
|---|---|---|---|---|---|
| Title. How suitable is the title? | | | | | ● |
| Aim. How clear is the purpose of communicating this information? | | | | | ● |
| Issue. How clearly is the issue explained? | | | | | ● |
| Story. How well do the facts tell a clear, logical information story? | | | | ● | |
| Importance. Is it explained clearly why this information is important? | | | | ● | |
| **Information qualities** | | | | | |
| Clarity/simplicity. How easy is it to understand the information? | | | | | ● |
| Value/relevance. What is the quality and usefulness of the information? | | | | ● | |
| Integrity/credibility. How accurate and reliable are the information graphics? | | | | ● | |
| Efficiency/effectiveness. Is the design graphically concise and functional? | | | | | ● |
| Visualisation/technique. Do the presentation methods suit the data? | | | | | ● |
| Design/concept. Is the design visually engaging (graphically excellent)? | | | | | ● |
| | Very Low | Low | Medium | High | Very High |
| **Visual qualities** | | | | | |
| Titles and labels. Are screens and infographics clearly labelled? | | | | ● | |
| Graphics. Are infographics well-crafted, using appropriate techniques? | | | | | ● |
| Layout. Is a grid used to organise the information hierarchy? | | | | | ● |
| Typography. Is the typography well-formatted and easy to read? | | | | ● | |
| Colour. Is the scheme harmonious/restrained with colour accents? | | | | | ● |
| Icons/symbols. Are graphic devices used appropriately? | | | | ● | |
| **Media: Touchscreen app** | | | | | |
| Interface. Is the interface intuitive and easy to use? | | | | | ● |
| Navigation. Is moving easy, logical? Is it well positioned/proportioned? | | | | | ● |
| Interaction. How effective are the gestures and touchscreen techniques? | | | | | ● |
| Function. Is the purpose of the app clear and easy to use/understand? | | | | | ● |
| **Overall** | | | | | |
| Overall effect. How well-informed will the audience be by using this app? | | | | | ● |
| Outcomes. How effectively will the app achieve its stated aims… | | | | | ● |

### Comments

Best aspect of the project good colour paillette and great geometric illustrations

Aspects which could be improved different illustrations are needed.

Please complete this report and provide it to he project designer for their consideration. This does not constitute, nor is it interpreted as, project assesment

DES30035 Information and Interface Design 2015 Semester 2, Week 12 Review B2

Project Two **Part B Review 2**

Reviewer name: SUSANNA ROSE Date: 16/10/15

Designer name: Lukas Flohr Project name: Devil's Face

Evaluate the project based on the Week 12 presentation.

## Part B: Information Design

### Content organisation and graphic representation

| Content | Very Low | Low | Medium | High | Very High |
|---|---|---|---|---|---|
| Title. How suitable is the title? | | | | | 0 |
| Aim. How clear is the purpose of communicating this information? | | | | | 0 |
| Issue. How clearly is the issue explained? | | | | 0 | |
| Story. How well do the facts tell a clear, logical information story? | | | | | 0 |
| Importance. Is it explained clearly why this information is important? | | | | 0 | |
| **Information qualities** | | | | | |
| Clarity/simplicity. How easy is it to understand the information? | | | | | 1 |
| Value/relevance. What is the quality and usefulness of the information? | | | | | 0 |
| Integrity/credibility. How accurate and reliable are the information graphics? | | | | | 0 |
| Efficiency/effectiveness. Is the design graphically concise and functional? | | | | | 0 |
| Visualisation/technique. Do the presentation methods suit the data? | | | | | 0 |
| Design/concept. Is the design visually engaging (graphically excellent)? | | | | | 1 |
| | Very Low | Low | Medium | High | Very High |
| **Visual qualities** | | | | | |
| Titles and labels. Are screens and infographics clearly labelled? | | | | | 0 |
| Graphics. Are infographics well-crafted, using appropriate techniques? | | | | | 1 |
| Layout. Is a grid used to organise the information hierarchy? | | | | | 1 |
| Typography. Is the typography well-formatted and easy to read? | | | | | 1 |
| Colour. Is the scheme harmonious/restrained with colour accents? | | | | | 0 |
| Icons/symbols. Are graphic devices used appropriately? | | | | | 0 |
| **Media: Touchscreen app** | | | | | |
| Interface. Is the interface intuitive and easy to use? | | | | | 1 |
| Navigation. Is moving easy, logical? Is it well positioned/proportioned? | | | | | 1 |
| Interaction. How effective are the gestures and touchscreen techniques? | | | | | 1 |
| Function. Is the purpose of the app clear and easy to use/understand? | | | | | 1 |
| **Overall** | | | | | |
| Overall effect. How well-informed will the audience be by using this app? | | | | | 1 |
| Outcomes. How effectively will the app achieve its stated aims… | | | | | 0 |

### Comments

Best aspect of the project LOVE THE NAVIGATION + COLOUR SCHEME.

Aspects which could be improved TEXT MAY BE TOO SMALL

Please complete this report and provide it to he project designer for their consideration. This does not constitute, nor is it interpreted as, project assesment

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images/project1Exercises images/project1WeeklyReviews images/project2 bibliography/project2

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# DES30035/Information+InterfaceDesign

student/LukasFlohr100654135 teacher/AlexanderTyers group/02Friday11.30am