

ART 4908-01

INTERACTIVE DESIGN 1

KIOSK: THE INTERACTIVE POSTER

BRIEF:

Create a touch-screen kiosk (interactive poster) that sells the identity of the brand as well as advertises a product or products. The poster must have simple checkable options and should allow the user to at least interact with the poster in some way. Create a Flash based advertising poster that is enhanced by the design, motion, and interactive.

The printed poster has been refined over time, but new advances in technology have allowed for new innovated ways of seeing and selling.

OBJECTIVES:

- ▶ Discovering new and innovated ways of using technology
- ▶ To familiarize yourself with the design conventions using Flash
- ▶ Working in a group environment
- ▶ To create a portfolio piece that is unique and different

PROCEDURE:

CREATE A GROUP

Two people:

- comfortable in flash
- strong in design

PICK A COMPANY

Clothing Store (The Gap, Old Navy, etc.)
Grocery Store (Cub Foods, Super 1, etc.)
Retail Store (Target, IKEA, etc.)

DEVELOP A CONCEPT

Propose a poster design to the class (presentation)
Include written report
Include concept design examples
Use of poster
Size of poster

ART + DESIGN DEPARTMENT
UNIVERSITY OF MINNESOTA
DULUTH

Spring 2007
Course #47871

M+W, 12–1:50pm
SPE 17

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READINGS

Don't Make Me Think: A Common Sense Approach to Web Usability

Usability testing: The Movie:
- *How to do your own testing.*

Don't make me think!
- *Krug's first law of usability*

How we really use the web:
- *Scanning, satisficing, and muddling through.*

Omit needless words :
- *The art of not writing for the web*

Electronic reserve Art 4909