

**Iteration 3:** ANY FORMAL LANGUAGE, differing than 1 or 2, but may be development from - CONCEPT MUST INCLUDE MEANINGFUL (intervention, 'procedural rhetoric') USER INTERACTION, you will use more scripting in order to produce the sequence *induced by a user*. *SITUATE MORE FORCEFULLY THE NEXT CHOICES, home page, specific path, etc*

## TECHNICAL DEMANDS

- Be clear on what a "splash page" to a website is, and its typical function in the particular technological setting. *It should be no more than 10 seconds, if non-interactive.*
- Present 3 iterative outcomes on screen in the DW browser preview – POST ITERATION #3 TO A LIVE WEBSITE
- Each iteration is no wider than 900px wide in terms of screen use (setting). Make all iterations the same size.
- Iteration #3 (at least) must forcefully (beyond simple click forward) be conceived as iterative engagement through the subject matter.
- Turn in all on CD as swf file (compressed, ready for web) and fla. (source, work file) -- also submit on disc final iterations / module 1.

## SCHEDULE

- 3-22 **Introduction of project.** See examples of flash animation 'taking on' statistical data, other.  
Start right away, reading the on-line article  
[http://ncho.org/NCHO\\_Programs/program14.pdf](http://ncho.org/NCHO_Programs/program14.pdf) – we discuss on Wed. "your idea".  
Professor walks around, desk to desk, to get a glimpse at least semester's flash studies – diagnostic.
- 3-24- **Small group discussion of theme / opportunity identified in the reading.** Rest of the meet - ideation based on-off-the computer experimentation going back to Visual Instructions: loose storyboard sequence and wire framing concepts. **Target you attention toward a Monday meet need for a seven step sequence** (proportioned boxes, animations cells) due, Monday. Print out on 11 x 14 sheet.  
Read for monday discuss:  
<http://www.highgrounddesign.com/design/dcessay992.htm>, Katherine McCoy, *Information/Persuasion*,
- 3-29- **Seven step sequence of iteration due (on paper) –posted to class board , + Flash demo primer / refresher work.** Test the on-paper concept out on screen, in motion? Verify its ability to give a message. How is intended disposition intervention / persuasive suggested? The point is to have a 'focused' approach – are you drawing from /supporting the existing visual landscape, i.e. pack pulse (okay to do so), deviating or adding to? Or, something altogether new – but same content agenda? **Class discussion: McCoy article**, assigned wed. prior.
- 3-31 **Focus on interaction / scripting demo. + workday.**  
Desk review: See iteration #1, in flash, moving sequence.  
Homework: Prepare for onscreen iterative presentation (live, moving) of iteration #2 on next monday
- 4-5 Desk crit of iteration 1 and 2 (in motion, DW browser preview) + workday.  
Discussion: flash adaptation: file refinement issues, prep, format and html page prep- demo and exercise
- 4-7- **Present a seven step storyboard for #3 + two mid fidelity screens** (screens are annotated with two or more interaction or animation notes). Remember, #3 is specific to interaction in terms of how info unfolds, is induced.
- 4-12 All three sequence (splash pages) are due -- ITERATION # 3 IS POSTED ON LINE.