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1 Introduction

This document is created to cover all the design elements that will be used in the design and development of the Art:21 CD-ROM, a series for PBS. This project will be created with Macromedia Director, its counterpart language, Lingo.

This concept note documents the specifications and the overall idea behind the design. Its purpose is to describe communication and business objectives, target audience, intended user experience, and reasons for color, layout, and type choices. Other information to be documented is interaction, animation, and audio; all of these elements, when combined, will create an innovative experience for the user.

2 Objectives

2.1 Communication Objectives

The main objective for the Art:21 CD-ROM is to give users a portal to each artist's work. It is not meant to be a source of mass information. Rather, it focuses on basic and general information of each artist, including information such as biographies, information about specific works, as well as informational videos.

The overall CD-ROM has been designed in a fashion in which each artist can be showcased without having bias on one person over another. It should be very linear in nature to contrast with the expression of the artists, who tend to think outside the box.

2.2 Business Objectives

The business objective of the CD-ROM is that it could be produced along with the PBS series as a tangible piece of information. For a small fee, viewers could order the disk, which could help the funding for the program, as it is a public station.

3 Target Audience

The target audience for the CD-ROM is users interested in learning about artists in this century. Anyone interested in the program on PBS could ultimately gain access to the CD-ROM to learn about these artists if they so wish. For that reason, the target audience leans more to those interested in any form of art. The age range of each artist varies dramatically; as such, the audience age range will most likely be just as varied.

In addition, the audience will most likely have some sort of computer savviness. As it will be advertised as a CD-ROM, those wishing to view the disk will understand that the use of their computer will be necessary for viewing.

4 Intended User Experience

Choice of color in a website is crucial because people can easily react to hues in different ways. The term for this is referred to as *color psychology*. Some colors symbolize one emotion—sometimes more—and it is important to keep these symbols in mind. For example, to one person, the color red might symbolize love, while to another red might symbolize danger. It is important to think carefully before throwing any sort of color on to a computer screen.






Likewise, a font style implies different personalities. For example, the font Comic Sans MS might be used for a children’s website because it has a childlike quality to it, while Bookman Old Style has a much more elegant style, and might be better suited to a website catering to a business such as an upper-scale hotel.

Finally, layout of a site is important so that the user does not feel as though there is absolutely no order. By keeping the navigation in a general area, as well as textual information, the user will be able to better navigation through the site.

4.1 Color

The colors chosen for the background of the CD-ROM are all neutral colors, with the exception of one red, which was utilized to give the design an accent color. The purpose of using neutral colors was to make sure that the emphasis was on the artists’ work, not the design of the CD-ROM itself. The use of red was implemented to make sure that the application as a whole was not too drab.

Provided below are the colors that were used for the Art:21 CD-ROM:

Color Thumbnail	Hex Color Code	Font Type	Description
	# C9C3A7		Background color
	#000000	Verdana	Main body content; header/footer background color
	# FFFFFFFF	Verdana/Agency FB	Global link color; logo in header area
	# 9C0031	Verdana/Century Gothic	Link hover; border color; credits/help headers; logo in main content area
	# 666666	Century Gothic	Movie player control color; artist header color

4.2 Layout

Layout creates an element of organization—without it, content can quickly become cluttered and illogical in placement. For that reason, it should be one of the first things that a designer thinks about in the planning of a CD-ROM. The layout of such an application does not follow the same fundamentals of web design. While there might be a specific structure to a website, such as a logo in the top-left corner and a navigational bar along the left side of the screen, CD-ROMS can break these guidelines.

At the same time, there should be a logical structure to the application so that the user does not become confused or frustrated, resulting in them leaving. It should be intuitive so that the user can function easily.

The design for Art:21’s layout was very linear. That is to say, the structure of the application should be very basic so as to not become surpass the artists’ own creativity. The point of the CD-ROM is to showcase the artists, not the CD-ROM itself.

On each page, the general layout is the same: an image will be placed on the left-hand side with a caption below, text will comprise the right side, and the bottom will encompass the navigation. Please refer to Figure 1 for a wireframe view of the layout.

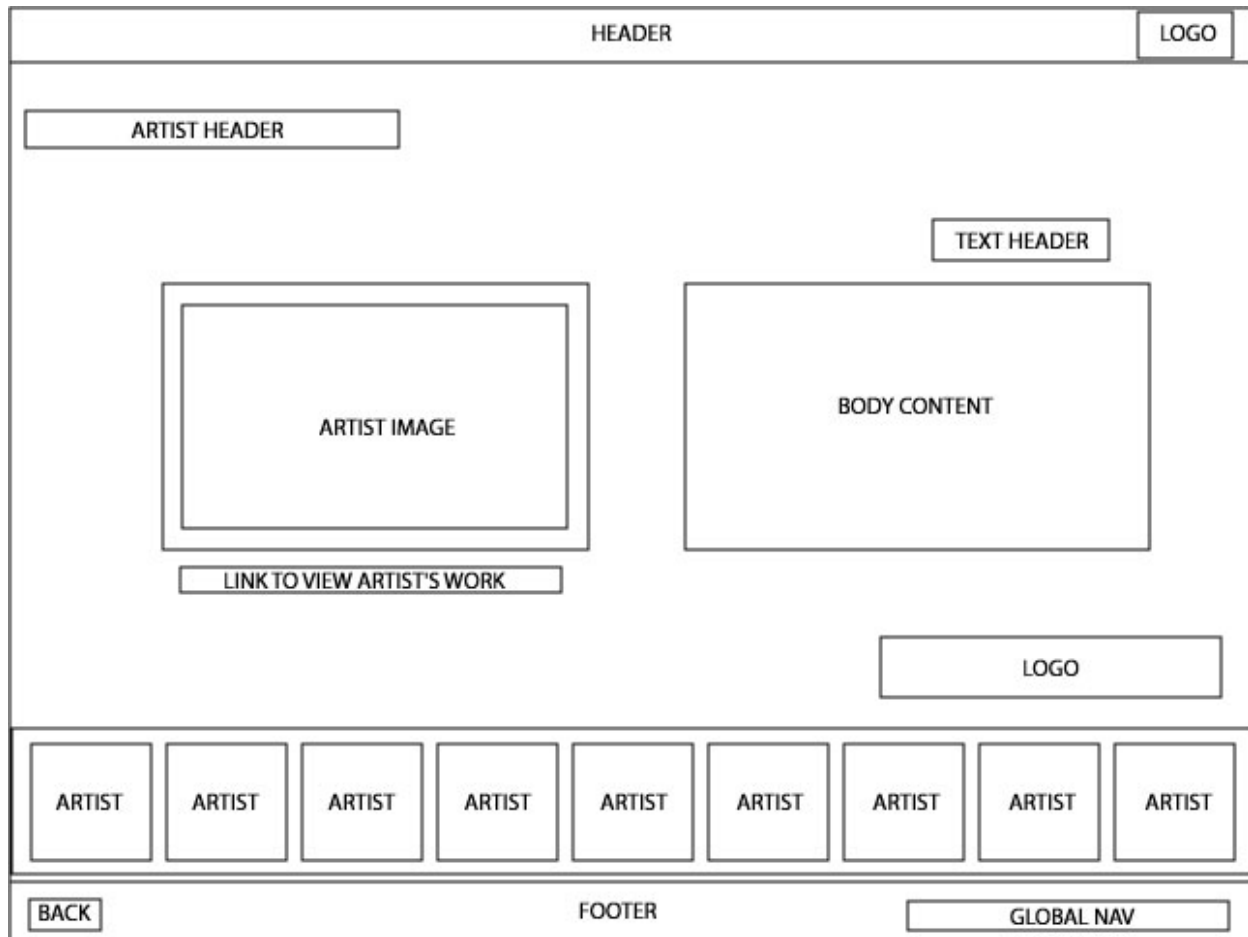


Figure 1: Wireframe for Art:21 Layout

4.3 Type

The font choice is quite basic, and made so for good reason. Art:21's CD-ROM should be a font that does not draw attention away from the artists. For that reason, a simple font, like Verdana is a good choice for textual information. Another very important reason to choose a more common font, such as Verdana, is that it is a font that is very easy to read on a computer screen. While serifs fonts are easier to read on paper, sans-serif fonts are easier to read on screen. For major headings on the main screen, the font will be Century Gothic, which was chosen for its readability, but also as a contrast to the rest of the text. Finally, the logo will be presented in Agency FB.

5 Interaction

The interactivity of this site will be mainly in the navigation. When a user rolls over an image, whether it be a picture of the artist, it will change from black and white to color. When the user rolls off, the image returns to black and white. The idea behind this is that when the user interacts with this artist, the artist will become "alive" and active. When the user is in that particular artist's section, the image of that artist will remain in color until the user returns back to the main page.

Also, a scroll bar will be included on areas of text that do not fit into the specified areas. When the user clicks on the down or up arrows, the text will scroll. Finally, the areas that have movies for the user to watch will contain movie controllers that will allow the user to play, stop, fast forward, rewind, or mute the movie.

6 Animation

The majority of the animation that will occur in this application will be in the introduction, which is to be created in Flash, and imported through the use of Lingo. The rest of the site remains static, aside from basic interaction.

7 Audio

The audio for the application will consist of a background music that plays quietly so that it is not distracting. When the user comes to an area where they have the ability to watch one of the movies about an artist, the ambient music will fade out. During the movie, the user has movie controls that will allow them to mute the movie if they prefer. Once the user leaves the movie area, the ambient music will fade back in.

8 Sitemap

Below is an image of the site map. This is a graphical representation of the relationship of the pages contained within the Art:21 CD-ROM application.

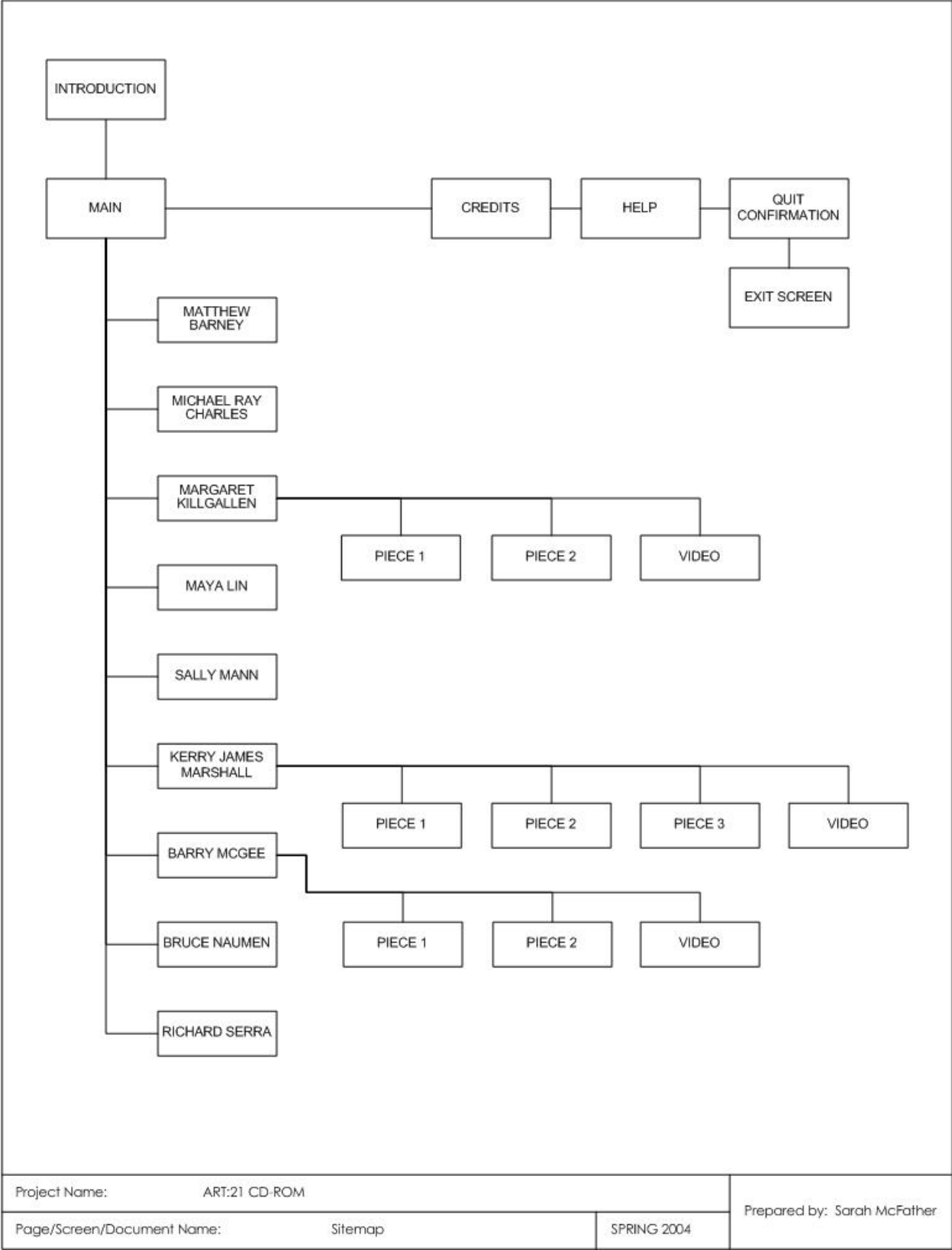


Figure 2: Sitemap for Art:21 CD-ROM

9 Conclusion

The goal of the design of this site is to make any sort of user able to peruse information without becoming confused or annoyed by the layout and look. By combining mild, comforting colors with a very linear layout, a user can easily navigate from screen to screen without too many objects jumping around, making it difficult to enjoy the application. In addition, these muted choices will be able to showcase what the user is really here to enjoy: the artists and their work. By combining these elements of color, font choice, and layout, a perspective user will be sure to enjoy the CD-ROM experience to the fullest.