

Visual Communication Design for Digital Media
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Lecture - 20
Case Studies of Visual Design on Digital Paradigm

Welcome students to the online NPTEL course Visual Communication Design for Digital Media. And we have covered all the lectures, this is the last lectures and before that we were discussing about the visual communication design methodologies in digital media. We discussed the generic design methodology and we also discussed about the web design and animation and graphic design methodologies.

So, here we will in the last lecture, we will take some cases of a web design and animation. Because graphic design is already demonstration demonstrated with the different design principles because graphic design is the first stage and we have the only 2 D, 2 dimensional image and image file. So, it is the lot of examples has been already given, with the when we are discussing the theories and also when we are discussing the methodologies. And it has the least level of complexity, but in terms of animation and web design there are other layers of complexity for animation, we have to there is a timeline. So, each and every frame are moving on time and for web design also the information architecture and using usability of that comes as an added element added factor in the discussion.

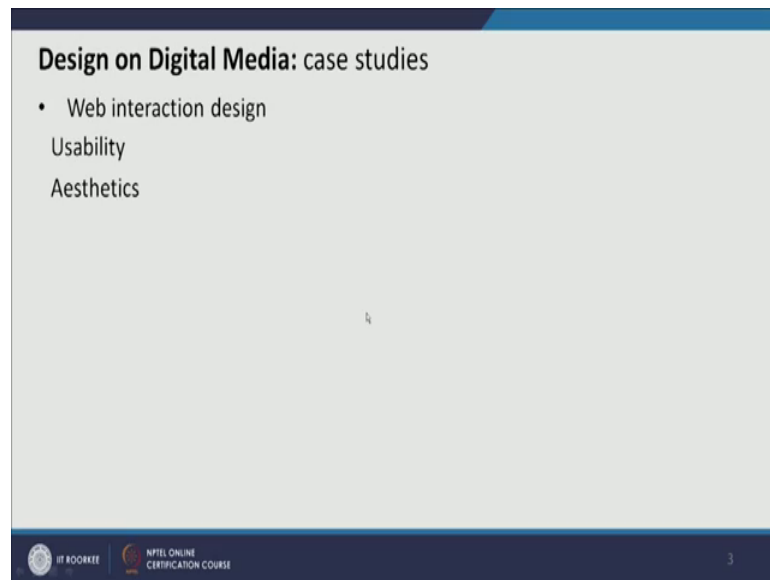
So, here in this last module which is we will just take some case studies, take some cases and discuss some web websites and how they work and also some animations. So, in web design we have 2 factors in the web design, 1 is the aesthetics. We have we were discussing about the aesthetics and how what should be the style and what kind of look and feel it gives. So, in that we also discussed in the previous lectures, we discussed about the contemporary visual styles and what kind of typography and what is the meaning and what kind of visual attributes it has. So, those things will come as aesthetic part of the communication.

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Design on Digital Media: case studies

- Web interaction design

Usability
Aesthetics



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So, and also we have the usability part of the visual communication. So, visual is not just a poster not just in graphics, it also has a usability to attach with it has to communicate with the user.

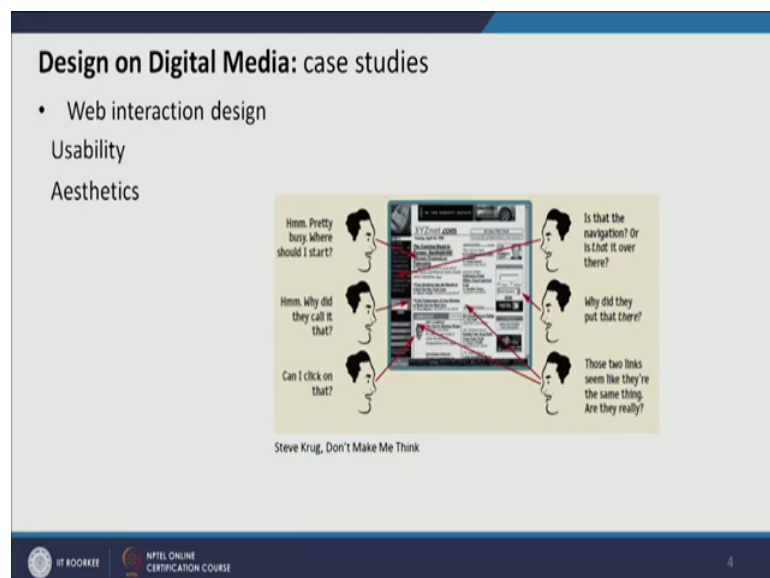
So, usability part and aesthetic part together makes a website and makes any design, more comprehensible and more user friendly and more. It depends on the success depends on the usability and aesthetic both the aspect of the design. So, here in this photograph, you can see this is taken from Steve Krug's do not make me think.

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Design on Digital Media: case studies

- Web interaction design

Usability
Aesthetics

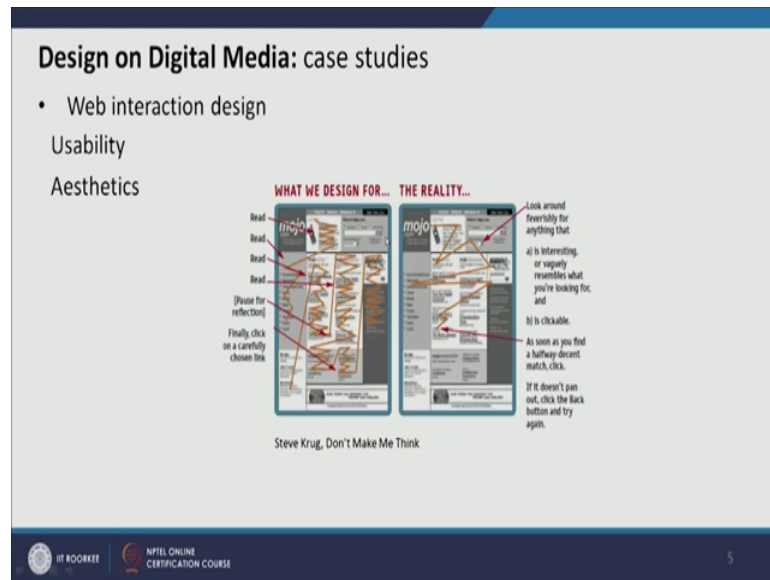


Steve Krug, Don't Make Me Think

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So, here in this image you can see the people how people perceive. So, it is talking about the usability part of it and in this image you can see there are a lot of divisions in the terms of visual framing. So, here in the sidebar there are some informations in the body of the website there are some images. So, people perceive in a different form.

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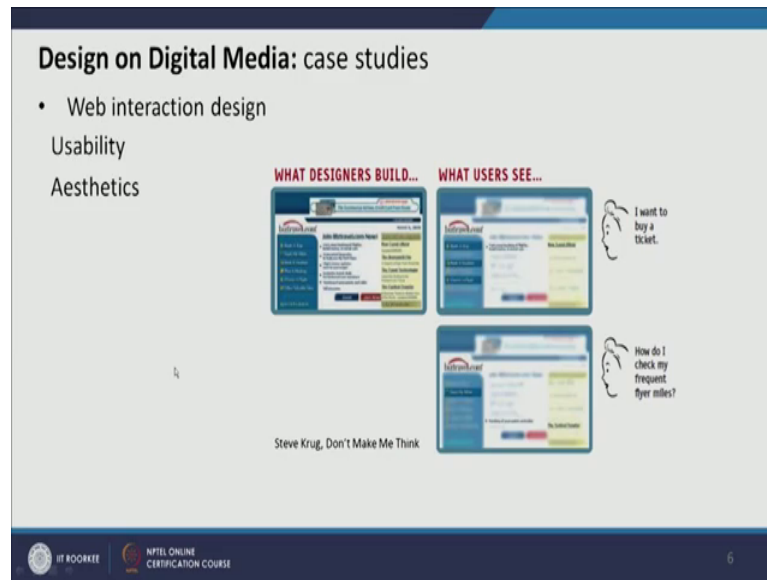
So, what he is saying what designers might perceive not? So, successful design might be. So, people start reading designers might think that people will read everything. But in terms of the reality, what you users only see is like they glance through the website and only the major attractive part will be visible. So, that was also we were discussing this in Gutenberg's principle and all these theories apply when we are read.

So, that you have to apply and you have to also think that you have to also consider, that people the user will only have some few time to glance through the website and they will they have to interpret the website, the meaning of the website and what our website. The website of the content, wants to convey within a very few time frame, b most of if they are attracted towards the website. And if they find out that the website will convey something meaningful to them, then they will start devoting more time into the website and start reading the next hierarchy of the content.

So, here the principles of hierarchy in terms of in typography, we were also designed discussing about the hierarchy and how to achieve hierarchy through typography as well as through the design. Those principles you have to apply. So, here also in this example

you can see there are different hierarchy of the text and as well as the images and hierarchy can be achieved with contrast, hierarchy can be achieved with different kind of types.

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So, in the semiotics and visual perception lecture module also we discuss this. So, based on the hierarchy users perception users what users see depend. So, here in this example, what in Steve krug do not make me think, it is also taken from that book. So, it is for purchasing a ticket, what users see is just they look at the logo and try to find out what information they are looking they want to see.

So, what for purchasing a ticket they might want to see there where they can put their initial starting point and destination locations and what is the price and all these major points. They want to see other informations they might overlook and here also it depends on the scenario. So, in different scenario they were their expectations will be different.

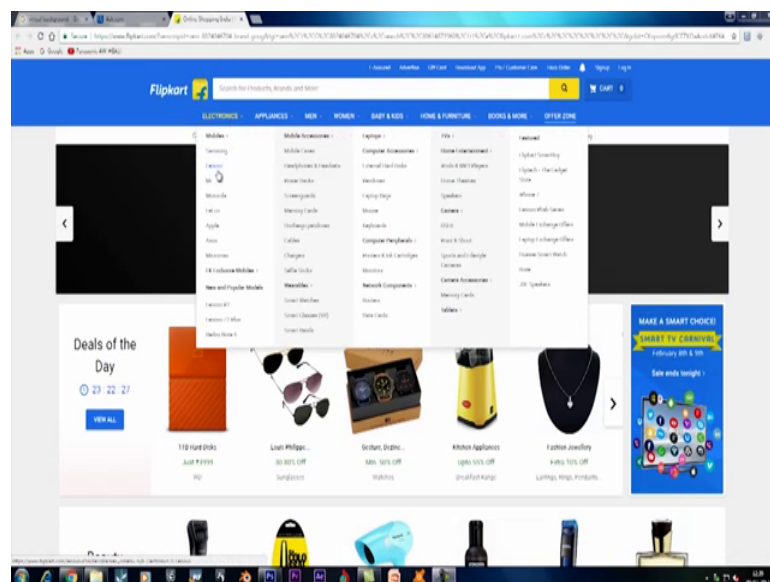
In for example, in the scenario this in 2 photographs, considers 2 different scenarios 1 is I want to buy a ticket for that people will be the user would be preconceived, with a have a preconceived mental model of perceiving some kind of some particular information. For example, date of journey and price of the ticket, what are the different available modes of a transport are there. So, they want to see only that, then if the scenario 2 talks about. How do I check my frequent flyer miles? Then their perception of the mental model or the expectations will be different. They do not want to look at where will be the starting

and end point of the journey and what are the different modes of transport. They will expect some different things and what kind of already what is their travel history and what kind of free minds they already have. For that their information they will follow a different path on the information architecture they will go to the different tabs.

So, for that they even will look at some information which are different. So, that because so, all these things depend on the scenario and the peoples what users wants to see. So, those things, we as we have already discussed we have to follow those same principles. Now let us check 2 websites, one is the ecommerce website, where this there is a usability part is really high and a lot of informations and let us discuss what we have already studied in the module and how it applies.

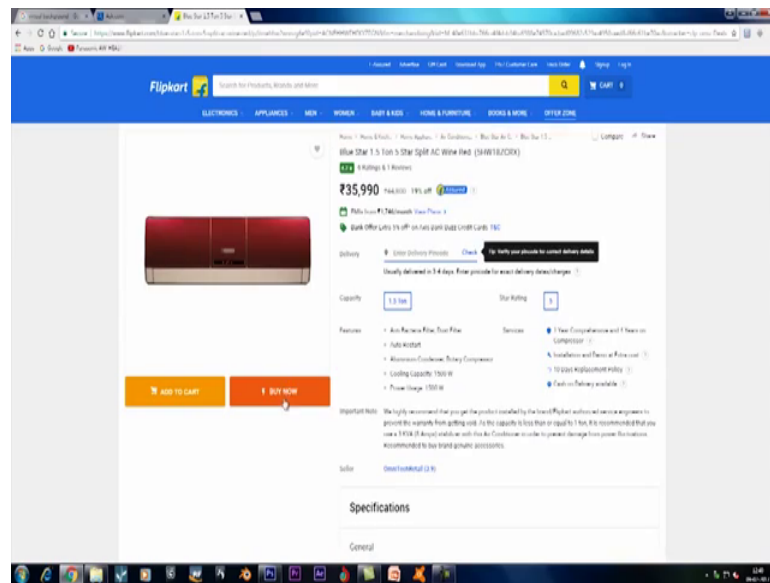
So, we will check one ecommerce website and one ticket booking, flight booking website we will check and we will discuss the usability in terms of typography. We usability in terms of the principles like Gutenberg's principle, other principles how do how are they following. So, we will select we will check flipchart e commerce website and clear trips flight booking website in the and we will discuss that.

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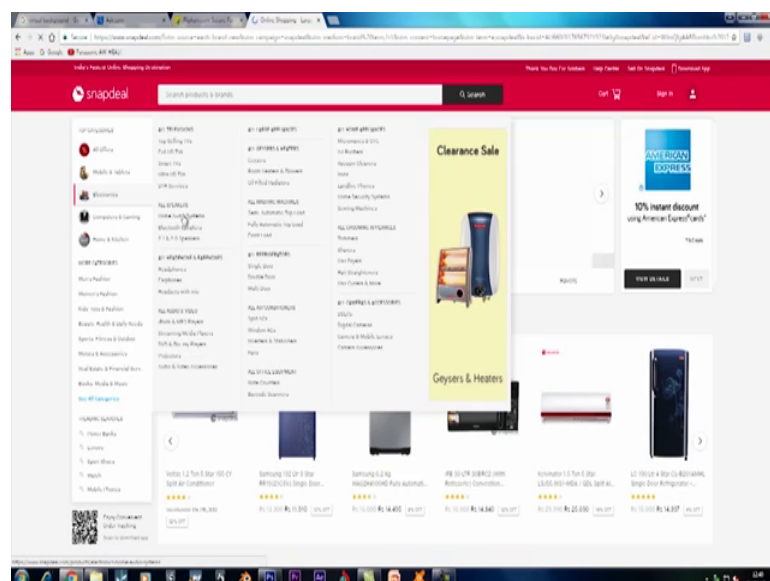
So, here this is the flipcharts website, we can see the good Gutenberg's principle is clearly followed over here. So, on the left top corner the flipcharts logo is there and all the information are there in the top part.

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So, electronics appliances and all the major segments are written over there. And if we click on the major say segment, on our each and on segment and if we go to a particular product on the top left corner, the products picture is there which is the very important information. And if we scroll down on the right hand top right corner and the bottom right corner, we see the other important information which is also quite important for the users.

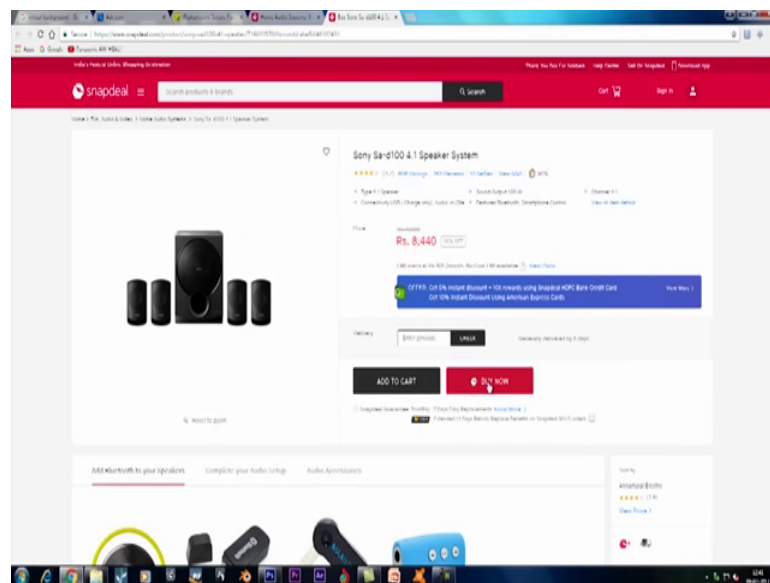
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Right now, let us check another e commerce website, which is snap deal and how they

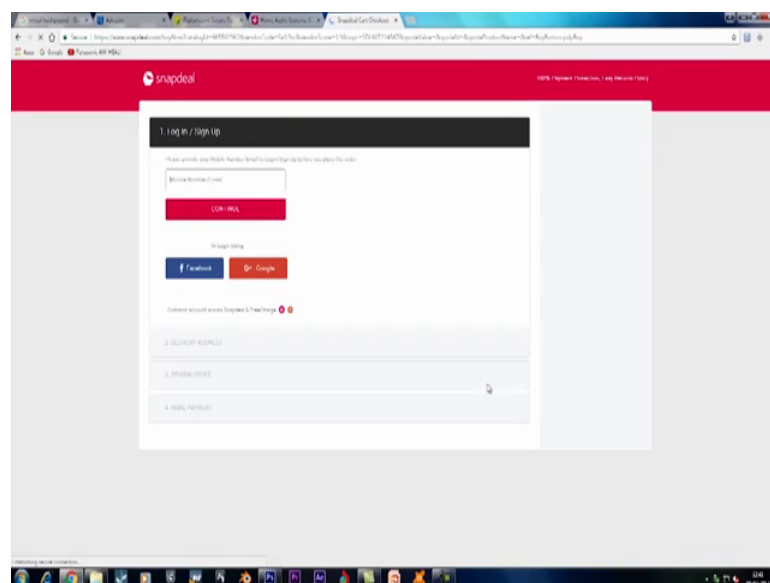
have designed their website. Whether they are following the principles and design principles or not? So, here let us see the snap deal, same similarly the logo appears on the top corner and even the search button is very important thing for the e commerce website because they are people. Already have something on their mind.

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So, search button is again very important. So, it is there on the top right left corner and on the top right corner, there is you can see the sign in and card options.

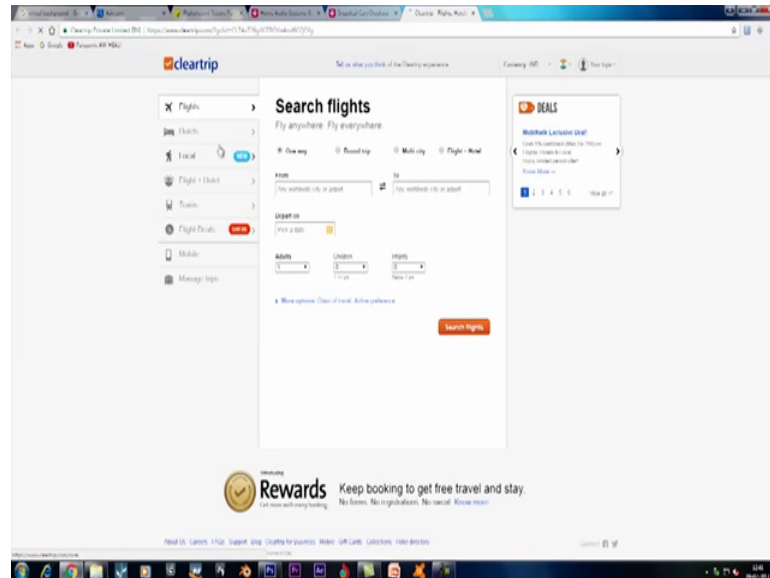
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So, that is also some important option, but which is lesser than the previous 1. And even

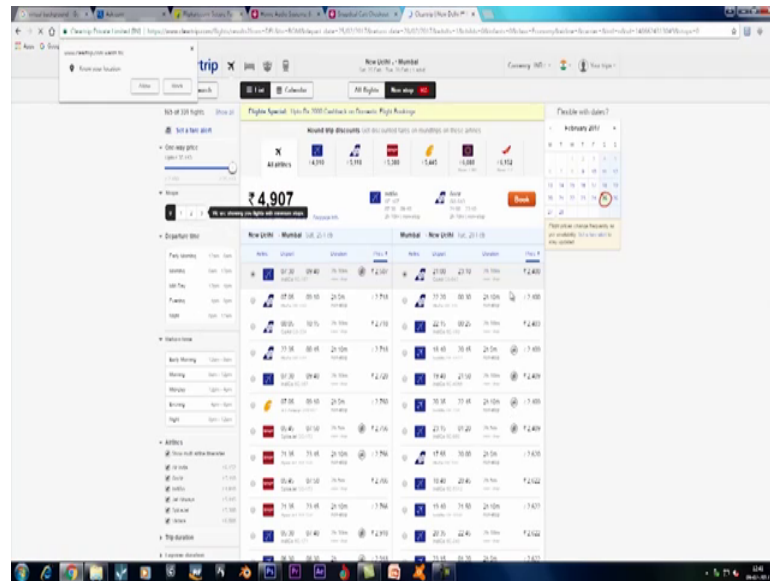
you might have noticed that, on the right to on the fourth quadrant there is a purchase button which is also a very important information. So, which comes on the fourth quadrant?

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Let us check then flight booking website, here you can see on the left corner there is a logo appearing there and all the informations are there in the second and the third quadrant and search flight button you can see, it is appearing on the fourth quadrant. Which is 1 of the most important thing and which happens after that? So, all the process if you look at the process starts from the first quadrant and ends at the fourth quadrant.

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And all the informations are there on the second and third quadrant. Here also if you are launched to the main search page. So, you can see in the clear trips website, it is all divided in the fourth quadrant. The function starts from the first quadrant and ends at the fourth quadrant. Now after discussing the fear flipchart and clear trips website which was really functional and the usability part was really high. We can check some websites where there are aesthetic style and has given have been given more emphasis.

So, for example, I came across 1 project by national geography. So, they have depicted the journey of some bears. So, this was a promotional video and awareness to spread the awareness about the wildlife. So, they have attached some camera, attached a few cameras on few bears on some particular location and they recorded their point of how they perceive and where what they do as an awareness generation program.

So, the content of the website was absolutely very different and when people will check these websites, their mindset been different. Will be different they will not be in hurry for if somebody is booking a flight and booking and or purchasing something from e commerce website. Their mindset will be different and some people who is looking at national geographies, what bears and searching about bears and other animals. Their mindset will be different, they mostly will not be in a hurry and they want to enjoy the website. The information the interaction with the website and the user is more important.

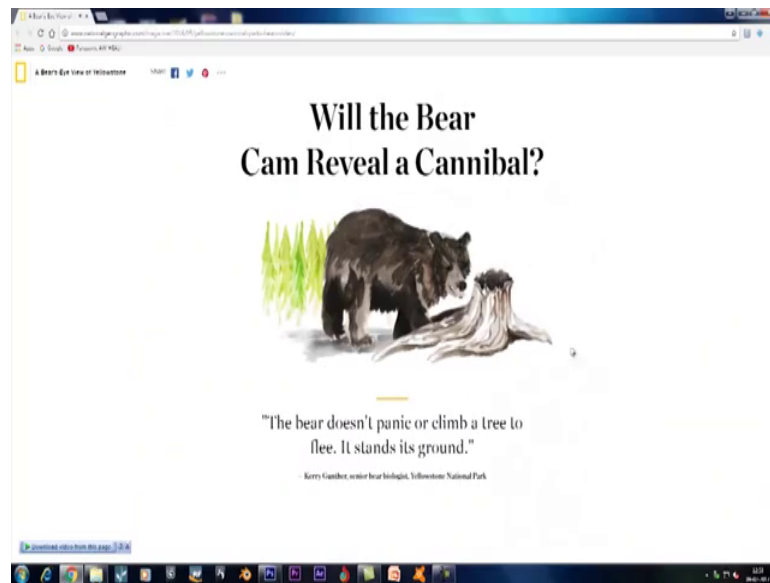
So, here a lot of game fid and u I transitions are added in the website and the complete

website is a process of storytelling and it is the process of narrating. So, here when we look at the website, we can see there are a lot of visual elements are added. A lot of emphasis has been given on the aesthetic. For example, why while the page loads bear walks and then the page loads.

So, it takes a lot of time it might be the file might be heavy. So, it might not open as quickly as the 2 websites we which we discussed earlier. So, here some functionality has been and the aesthetic is optimized here, based on the users need. So, here we can an also some painted image it is also there and the videos of which has been taken from the camera, attached with the bear is also there. So, it takes a lot of time and people will spend a lot of time with and the developers and users want people to stay lot of time, spend much more time with the website. So, here in this website their intention was different and in the previous 2 websites, we have discussed that the users the designers want the users to do their job very quickly.

So, you as quickly users can purchase a flight or can purchase are some goods from e commerce site. The better functionality is there, but in these cases most more the time user spend with the website and interact with the game fid and with interesting u I transitions. The more successful the website is? So, the intention of the website is absolutely different. So, let us check the website. So, here the website you can see lot of a gratified user interface is there and the way it is of the u I transitions are happening is more interactive.

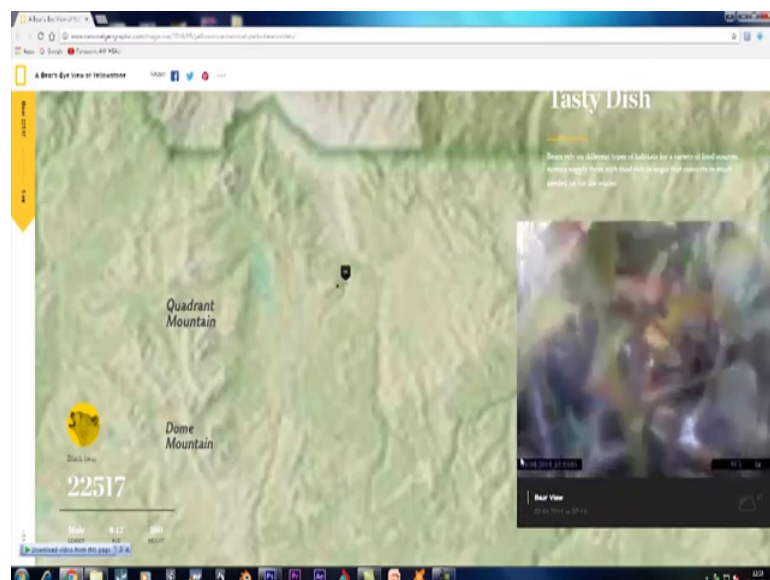
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Yellow stone has been compared to Serengeti at Africa putting cameras on bears.

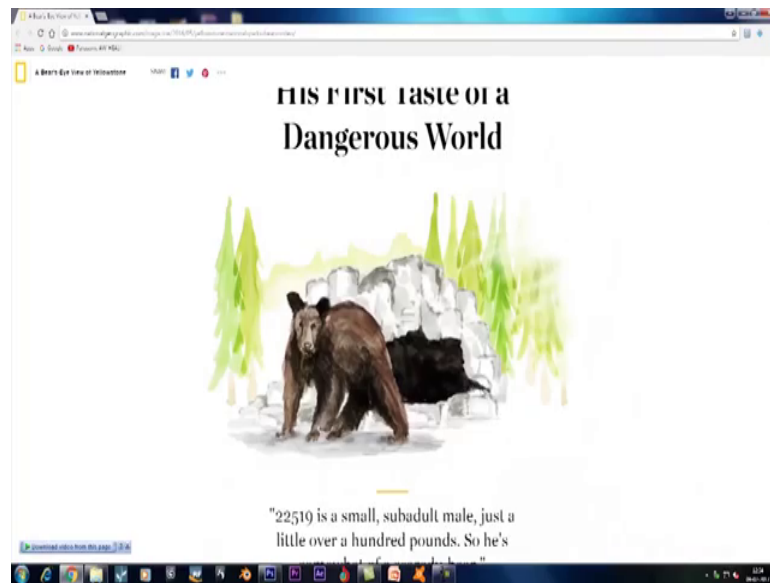
So, here we can see a lot of a superimposition of videos. So, the website what it talks about it talks about, bears eye view of and which is done by a national geographic channel unlike the previous website which we were discussing for e commerce websites.

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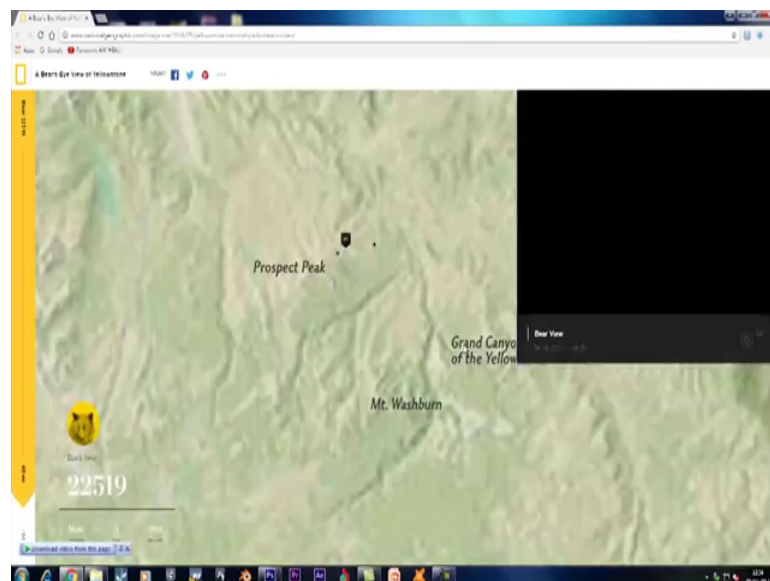
And flight booking websites the user group, who will check these kinds of websites. The which is done by the national geographic channel. Their mindset will be different and they will have much more time to invest on the website.

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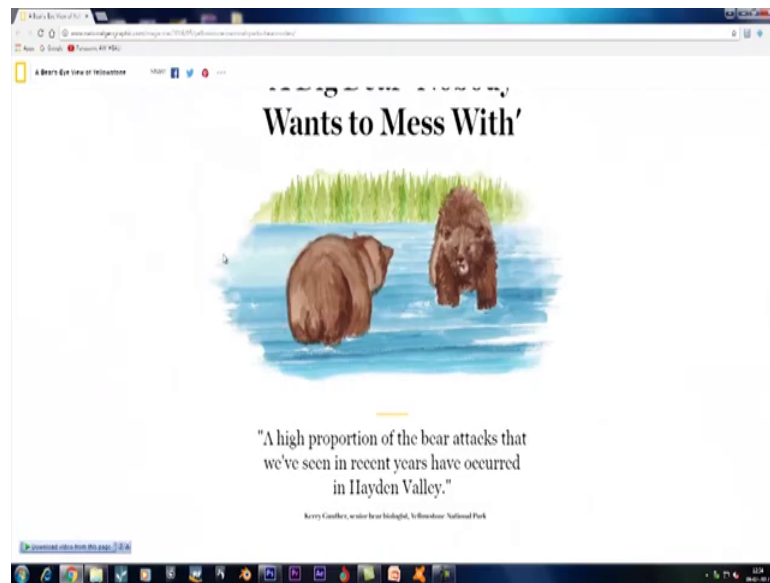
So, the in intention of the website to is to grab user's attention on the website.

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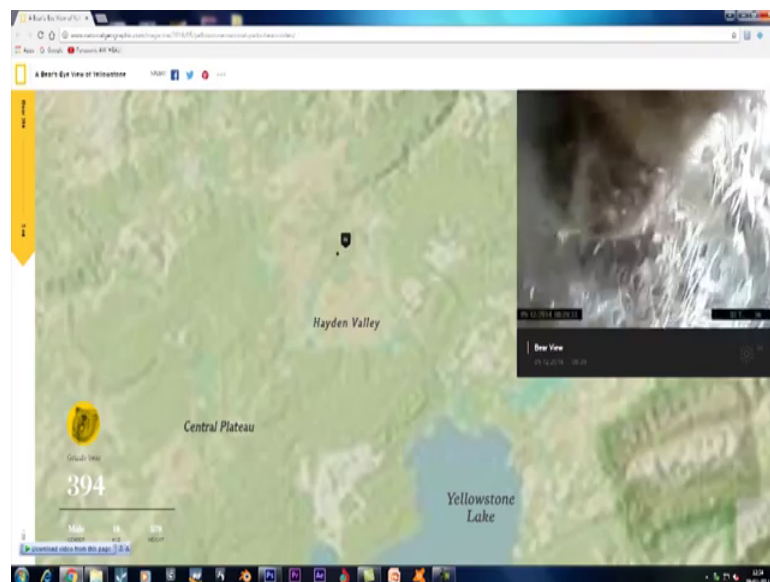
So, that they spend more time on it; unlikely on the previous other websites; for example, e commerce website and the flight booking website.

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So, the process the task has to be followed as quickly as possible. So, here for attracting people's attention, there are a lot of game fid user interactions which is there.

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So, a lot of visual so, visuals has a lot of attraction values and you can see a lot of u I transitions different kind of u I transitions are happening. The websites might be a little heavy than the previous 1 and for this a transitions difficult coding is required. So, after discussing these and checking and discussing the web applications. Let is move on to the animation and discuss some of the animation done by our famous animators.

And mostly, as we were discussing we were focusing on the 2D animation. As 3D animation, has a lot of other added extra domain and extra factors or into this. For example, generating 3D models and the software heavy implications are there in the 3D animation. So, we are concentrating throughout this course on the 2D animation. So, some of the famous 2D animations are here. So, 1 is father and daughter which got academy award in short animated, short films and then there are Alexander petro's work are very interesting.

So, Alexander petro has done many animated movies. So, 1 is the old man on the sea, which is based on Ernest Hemingway novel. So, this animation, if we see it is also the same process in the father and daughter. So, each and every frame is painted with painted by the artist. So, in father and daughter they have used the colour of the quality, of the visual quality of water colour effect. So, they go they have gone with the monochromatic watercolour effect.

And which also goes with the story and each and every the characters faces are not clearly delineated and which also talks about the father and daughter eternal relationship. So, if we depict a particular face, then give more detailing into the face. And then the character father and daughter becomes a particular man and a particular girl, but if we if in this animation, if you check these animations this is available in on online. So, this intricate and less the characters were less intricate the features were less.

So, people more user can associate themselves with the features: Because it is more abstract and facial features are less delineated and less detailed and that is why it becomes a story of an eternal father and daughter relationship. So, while selecting the style, while selecting the particular thinking about the colour palette, thinking about the what kind of design principles and elements. Will pick we have to think about the storyline and what kind of visual will go with this and whether we have to be of each and every frames have to be very detailed or not. That is a concerns, that has to be decided by the designers based on the storyline and based on the what kind of communication we want.

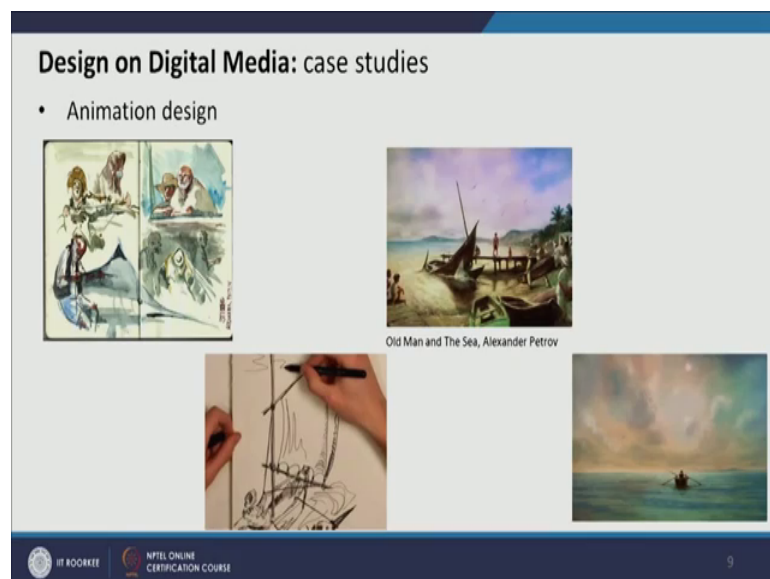
On the other hand, if you think that father and daughter father and daughter's visual frame and the old man on the seas visual frame old man.

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And the sea is much more detailed. The works of the characters and the facial features of the characters are much more detailed and here on the other as compared to the father and daughter where the features were more abstract and obscure.

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So, in father and daughter; so the same process each and every frames were created and in old man and the sea each and every frame circulated and sketches for the character sketches for the background is also created, but the particular style which varies here and with the father and daughter. Based on the storyline, in the old man and the sea lot of a

visual effect has to be given because of the writing of Ernest Hemingway, writing which demands a lot of visual detaining.

So, here Alexander petro have selected a very detailed painting. So, each and every frame is properly detail and each and every features and background is properly detailed. Another example is of translating a paradigm shift of 2D painting to animation. Is animated movie on Vincent van Gogh's life? So, in this also each and every frame is painted and the animated movie is generated by changing the frame in a particular in a very frequent frequently changing the frame.

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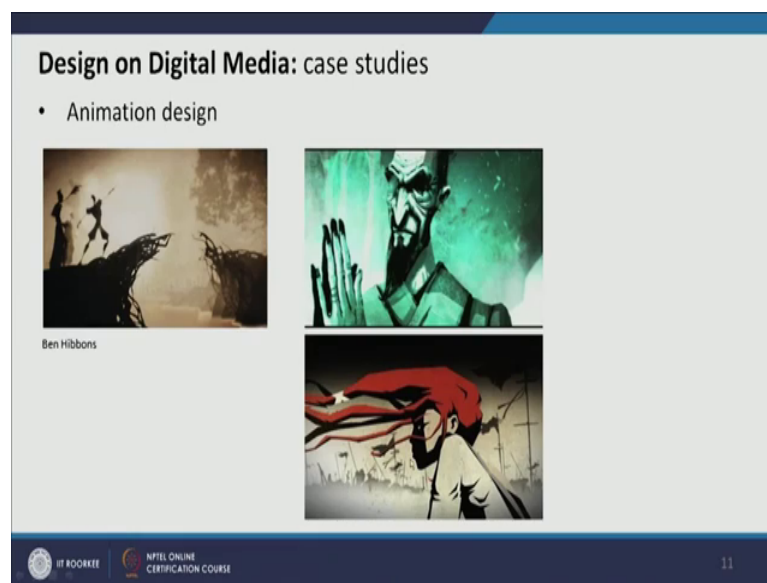
So, here while selecting the particular art style here, it is talking about van Gogh. An van Gogh is 1 of the famous painter of impressionist movement. So, impressionist style is selected over here, impressionism is a part of a modern contemporary modern art movement, where this you can look at the impressionist style of van Gogh's starry night. Where it this photorealistic it does not have a photorealistic quality, but it is like glittering and it is a lot of colours just posed and patches. Impressions pattern colour patches, were create they are there to create an impression of the picture or impression of the landscape or impression of the portrait painting.

So, here impression as van Gogh was the impressionist painter. So, while discussing, while making our movie animated movie on van Gogh impressionist style of painting has been created. And here you can see each and every frame is painted, here in this photo

photograph you can see each and every image each and every scenes are painted with impressionistic style of painting.

Here you can see a picture, which is also a frame of the animated movies painted by an artist. So, you have. So, each and every frame is has a particular. So, in here we can see a paradigm shift of all impression is painting into a digital animated movie. Also there is Ben hipbones animated work, the process of animated work over here is little different. Ben hipbone works with 2 dimensional digitally generated images, also unlike the previous examples, the first key frames are not hand painted. So, they are digitally generated, but they can have different artistic look. So, 1 example was the harry porters, deathly hallows the story of three brothers and this is also designed by Ben hipbones and the some other examples, of been hipbones animation is also given over here.

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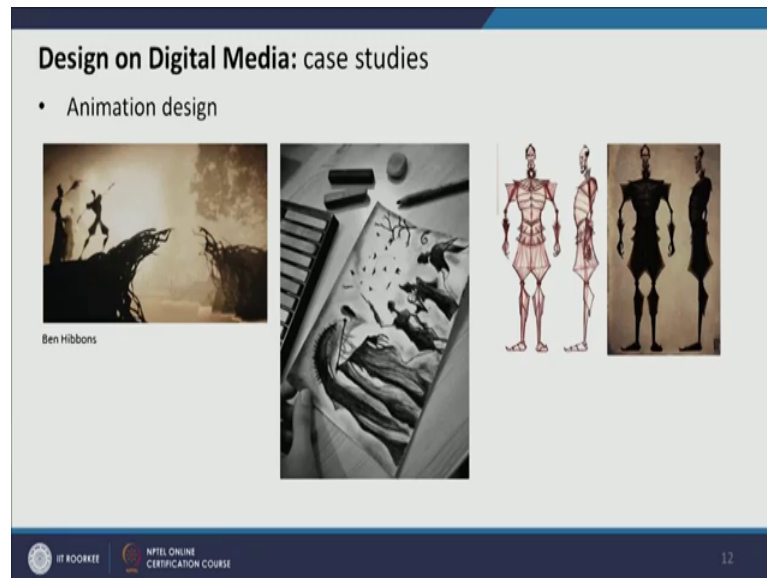


So, here this is completely digitally generated, even we also discuss the animated movie paper man. Where it looks like and hand painted image, which is done by Disney. But it also mimics the style of Disney's old hand painted image, but it is generated by a complete 3D animation.

So, first they have done some analysis on the what kind of visual style they want to have. Then they have developed some 3D models, which is easy to animate and the that process of 3D animations is much fluent and can be a digitally trick later. So, if you paint 1 frame, it is changing the frame is very difficult. In terms of digital modelling or without

3D animations you can change the model change the set up and change the characters movement very easily. That is why they have followed a 3D animation technique, but had an impact of 2 dimensional animation style. So, that also we have discussed earlier.

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So, in been hubbubs this particular example of harry potter porters animation. So, again the backdrop scenarios and the said settings and the key frames were designed first and also the characters were designed. And then after that they have they are superimposed and then they have the designers have changed the background and have a particular visual style which goes with the which has been previously selected.

So, this is it and we have discussed about some with the example of some web designs and some any animation in the case studies. So, hope you have enjoyed the course.

Thank you.