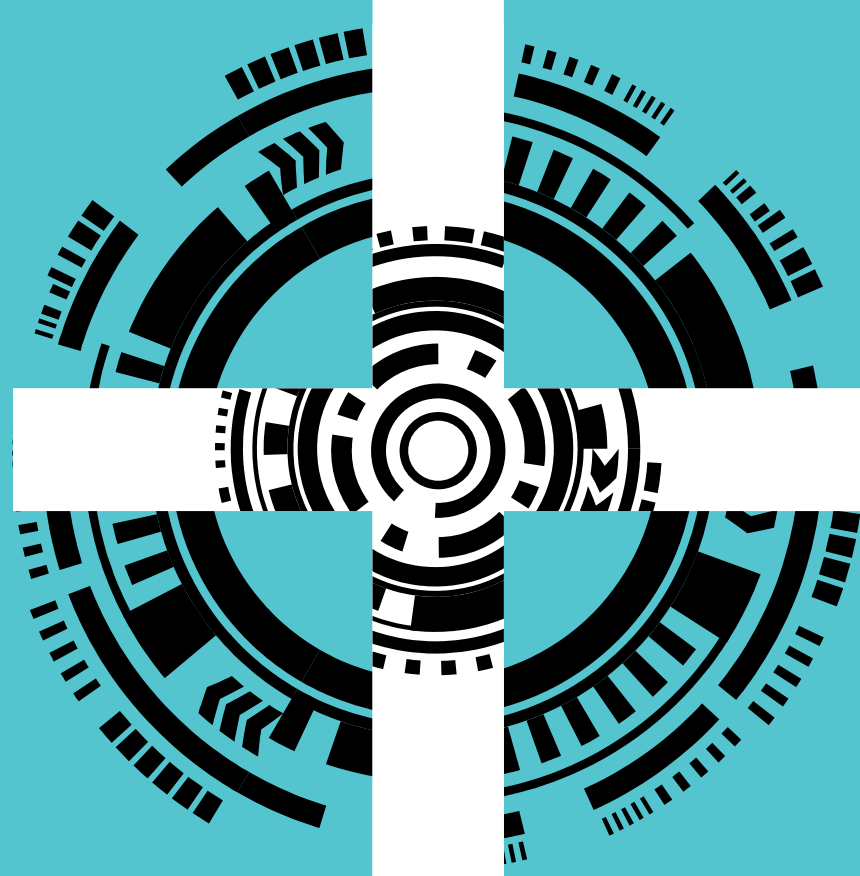


WNMReality+



Web Design
+ New Media



How to Use This Book

Begin by going to the app store associated with your smartphone's operating system.

Search for "WNMReality+" and download the app to your phone.

Launch the app and follow the onscreen instructions.

Use the "plus" to the right as a test image.

AR Interactive design and scripting: **TATSUMA NAKANO** (BFA 2017)



About WNM


We live in a world of instant information and limitless possibilities. Gone are the days when “Web Design” meant building a page or two to establish a company’s internet presence. Today’s Product and User Experience Designers are the architects of how humanity will interact with its future—through the devices that entertain us, educate our children, connect us with loved ones, guide our vehicles, control our living spaces, move our money, monitor our vital signs, explore our universe, document our very existence—and thousands of essential functions in between.

The School of Web Design + New Media provides students with a broad, skill-based approach to the exciting design technology fields, led by leaders in those fields. Instructors reinforce an emphasis on Design Thinking, Visual Communication, Technology, and User Experience to help the student of today become the designer of tomorrow. Students should expect to be busy coordinating, researching, testing, coding, typesetting, keyframing, designing, critiquing, drawing, and collaborating to produce human-centered interactive media.

Inside:

Chemie Pop	4
Playgrounds	6
OmniBag	7
Synergy Interface	8
MooPal	9
Mollé	10
InBloom	11
Hog Island Oyster Co.	12
Cache 94	14
Polus	15
Vellité Halcyon	16
Orbitalis	18
Pictoclash	20
Creative Process	22

14																	
IVA																	
Group IUPAC																	
Group CAS																	
Symbol C																	
Group Quaternary States																	
Name Carbon																	
Atomic Number 6																	
CAS# 7440-74-2																	
Atomic Mass 12.011																	
Periodic Table																	

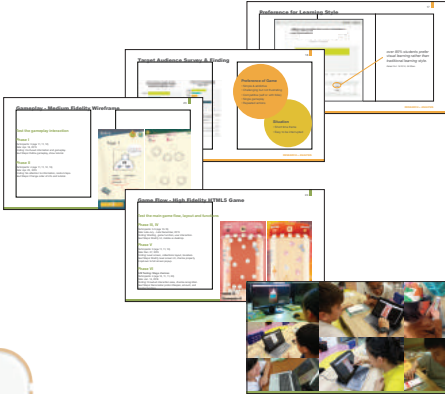


Target Audience

Primary Target Audience
Middle School Students
• 6th-8th grade
• Ages 11-13
Periodic table is introduced in Chapter 4 in 6th grade middle school chemistry.

Secondary Target Audience
Elementary School Students
• Ages 6-11
To increase the familiarity with chemical elements.

RESEARCH - ANALYSIS



Assessment - Medium-Fidelity Worksheet

Assessment for Learning Data

Chemie Pop - High-Fidelity UFLS & Game

Photo of students working at a computer



My Solution
Chemistry + Game

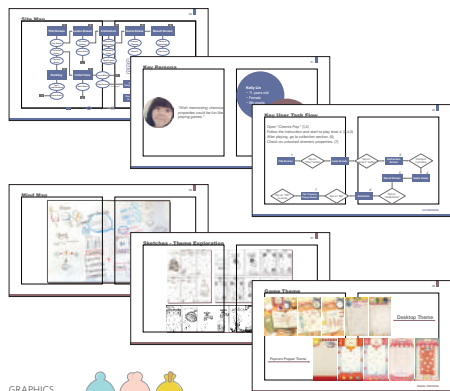


CHEMIE POP
Repetitive trivia-solving gameplay for memorizing the first 20 elements' atomic numbers in periodic table



CHEMIE POP

Kai-Shan Hsu
MFA Thesis



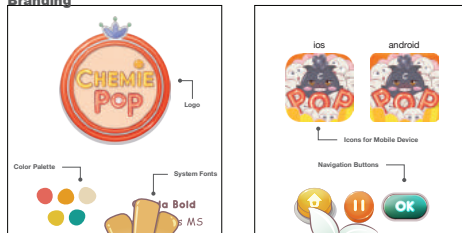
FINAL GRAPHICS



Screen Refinement (1/2)



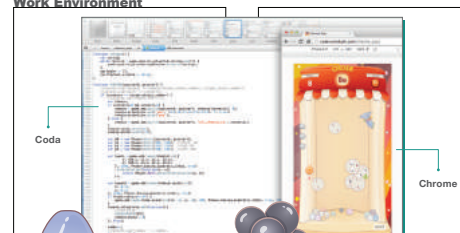
Branding



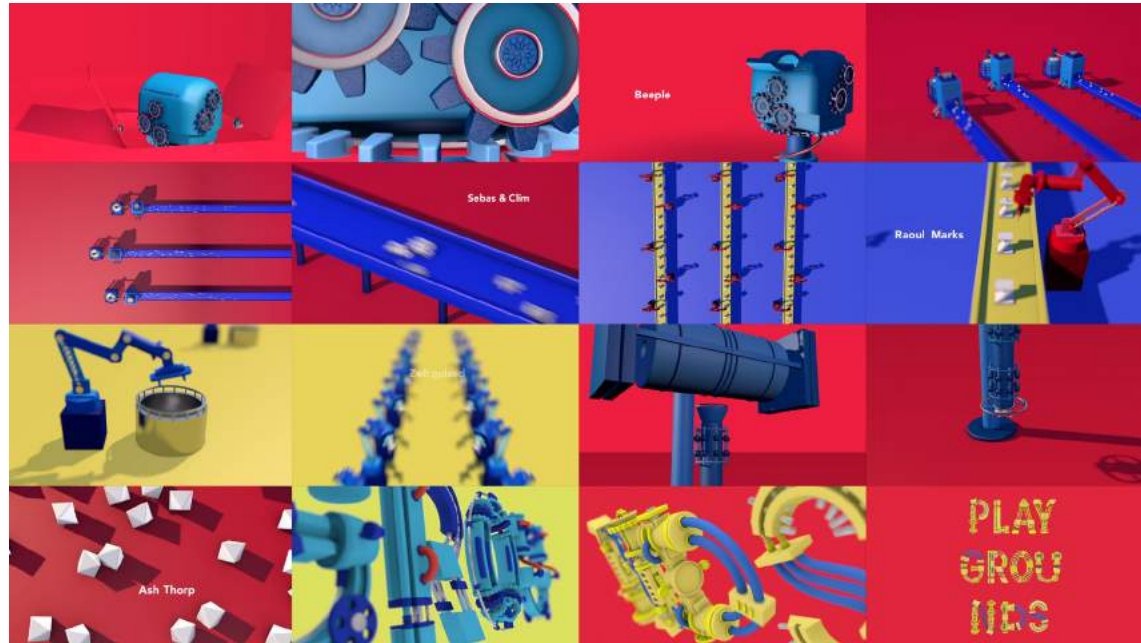
Screen Refinement (2/2)



Work Environment



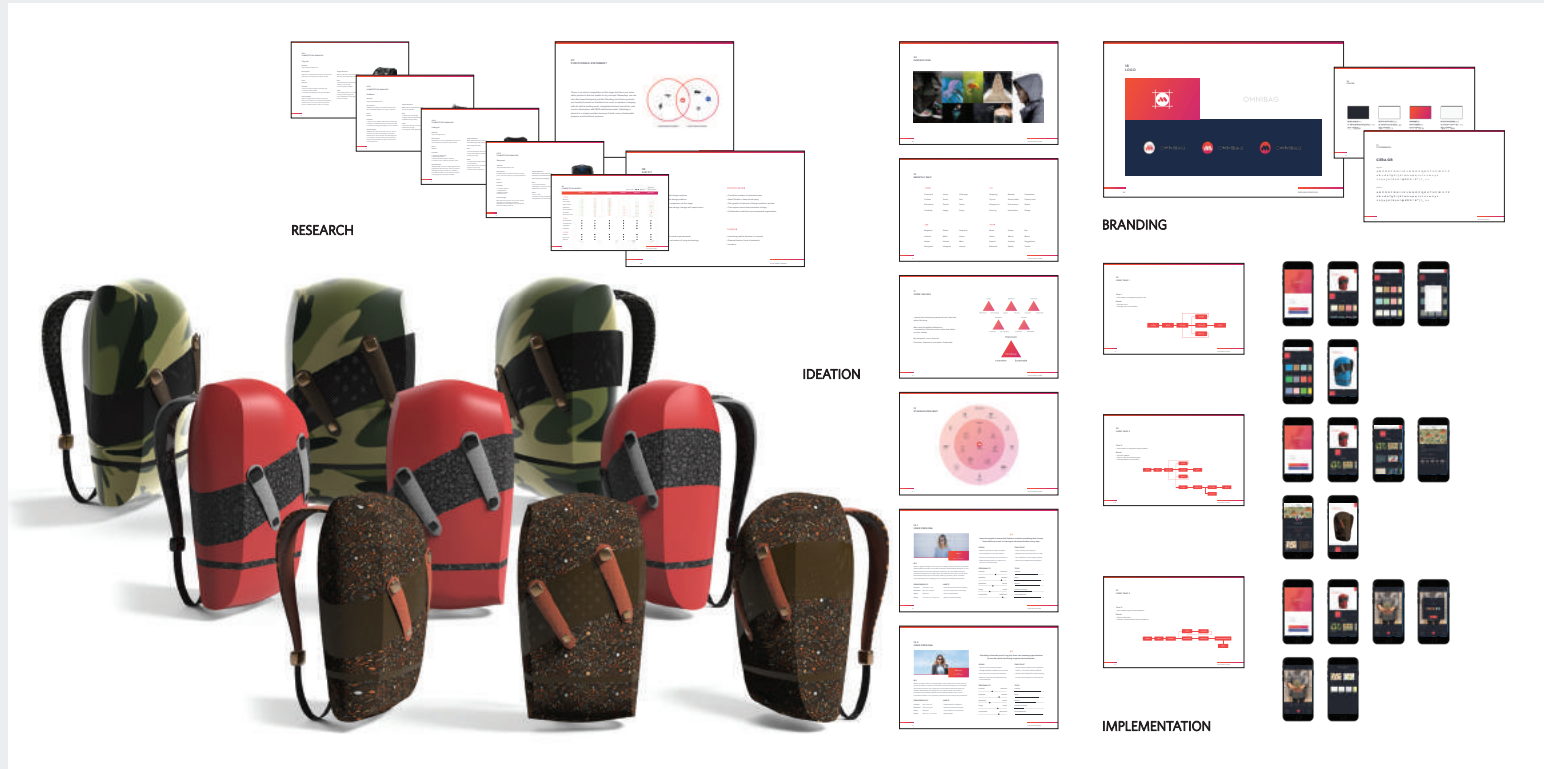
Chemie Pop is a game that teaches children about elements on the Periodic Table. Specifically, it helps them memorize the Atomic Number for the first 20 elements.



PLAYGROUNDS

Jeongsu Jo, Jay Yoder, Mauricio Bucardo
Motion Graphics 3

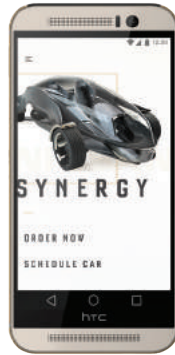
Title sequence for a real festival that features cutting edge media and motion graphics.



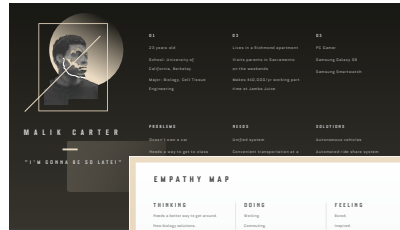
OMNIBAG

Jin Ho Lee
MFA Thesis

Omnibag is a smart backpack that can be customized with changing colors, patterns, and pre-made designs by connecting to a smartphone or smartwatch.



FINAL INTERFACE



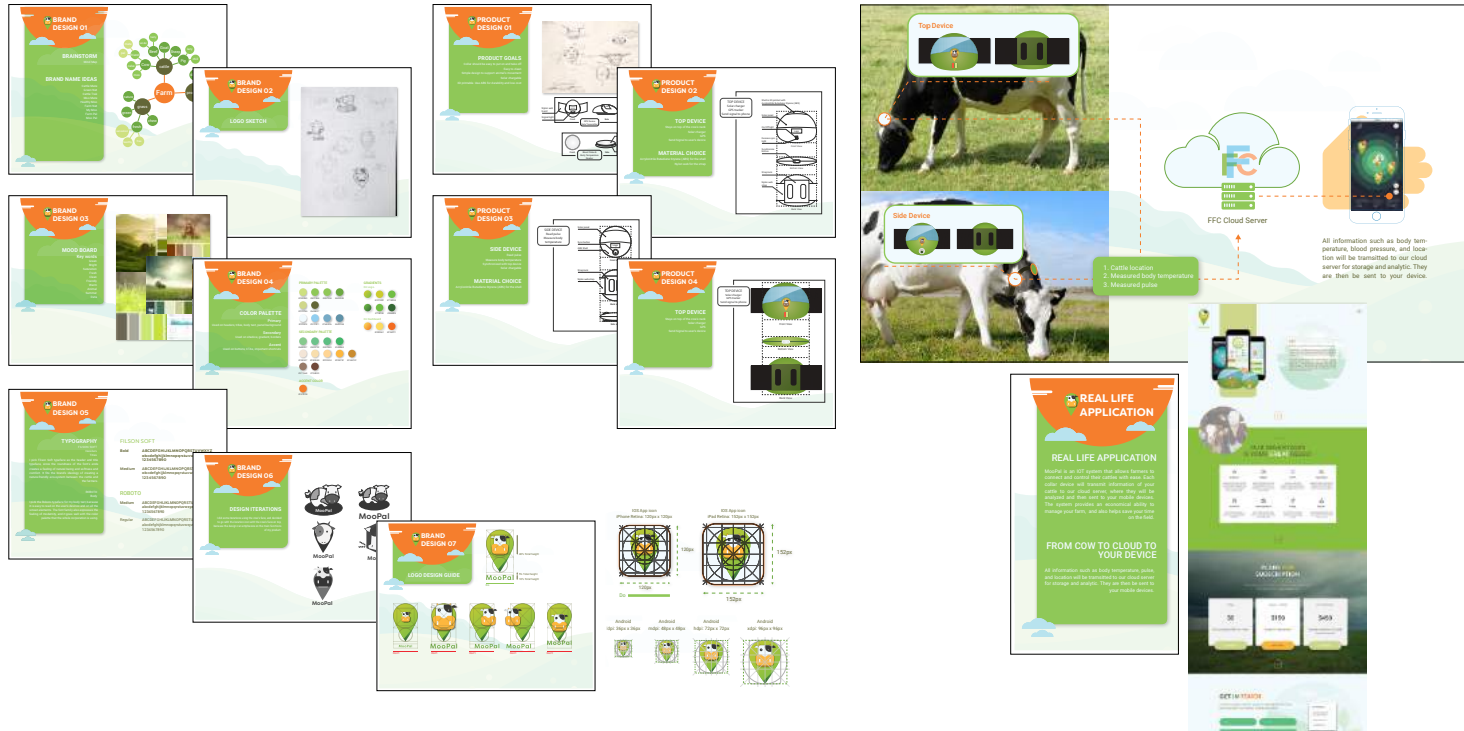
USER STORY



SYNERGY INTERFACE

Jesus Valenzuela [Student team members: Robert She, Sean Shen, Hawk Zhou]
 Collaborative Project: Automotive UI [Sponsored by Nissan]

Synergy is a cloud-based ecosystem designed for Nissan that unifies your devices and online accounts so that you can have a more enjoyable and safe automotive experience.

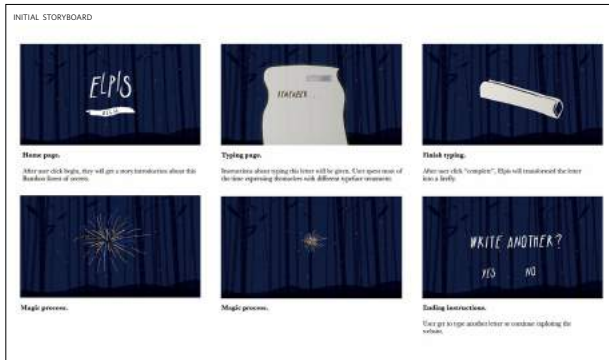
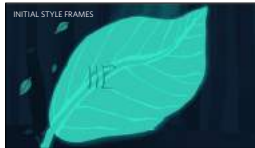
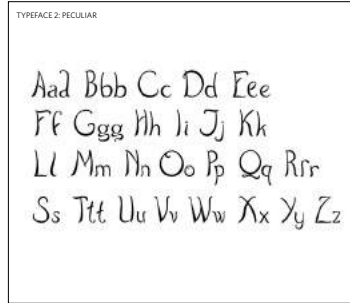


MOOPAL

An Nguyen
Visual Design Strategy

MooPal is an IoT system that allows farmers to connect with and control their cattle with ease.

PROCESS



MOLLÉ

Grace Cho & Ashlynn WJ Tan
Type Design & Motion Graphics

Mollé is an interactive platform that aspires to let you express your innermost thoughts anonymously. "Mollé" is a mimetic word in Korean which means "secretly."

PROJECT: INBLOOM



OVERVIEW / ABSTRACT

Inbloom is an interactive garden that builds a connection between urbanites and nature.
 In this project, the 3D-printed flowers will respond to people's touch using the proximity sensor. The way of all flowers is to bloom when touched. The way of all flowers is to bloom when touched. The way of all flowers is to bloom when touched.

LOGO EXPLORATION

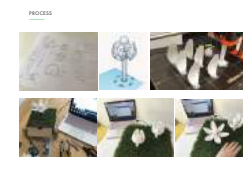
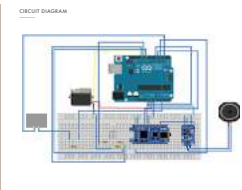
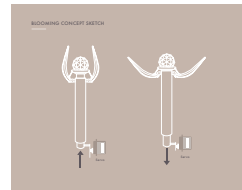
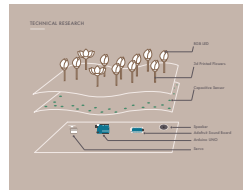
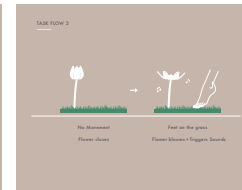
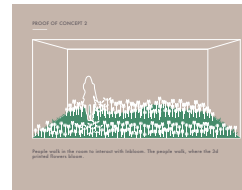
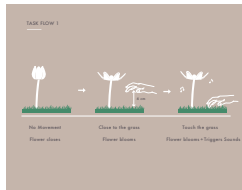
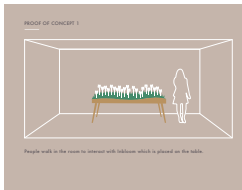


LOGO EXPLORATION



TYPOGRAPHY

Arial Rounded MT Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890
 Futuro
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

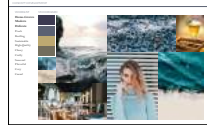


INBLOOM

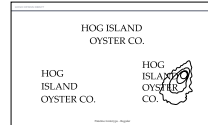
Simin Yang
 Interactive Physical Systems

Inbloom is an interactive garden that builds a connection between urbanites and nature. In this project, the 3D-printed flowers respond to movement.

RESEARCH



BRANDING ITERATIONS



FINAL BRAND & BRAND GUIDELINES



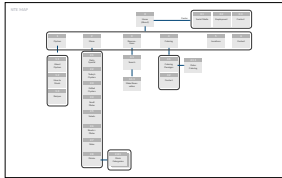
LOGO APPLICATIONS



HOG ISLAND OYSTER CO.

Ivy Yu
Typography for Digital Masters

WEBSITE



ADS



IN-STORE DISPLAY



INTERACTIVE MENU



Rebranding project to add to the perceived luxury and value of their excellent product, and a suite of interactive interfaces makes the ordering process [at the moment, a long wait in line] much more pleasant.

CONCEPT

VISUAL STUFF

My favorite book from 1994
 In 1994, the project was heavily influenced by the design of the book cover and the typography used in the text. The design of the book cover was heavily influenced by the design of the book cover and the typography used in the text. The design of the book cover was heavily influenced by the design of the book cover and the typography used in the text.

My favorite book from 1994
 In 1994, the project was heavily influenced by the design of the book cover and the typography used in the text. The design of the book cover was heavily influenced by the design of the book cover and the typography used in the text. The design of the book cover was heavily influenced by the design of the book cover and the typography used in the text.

TYPE AND TERMINAL

DIRECTION

1. **Identify**
 Identify the key elements of the design and the typography used in the text. The design of the book cover was heavily influenced by the design of the book cover and the typography used in the text.
2. **Define the direction of the design**
 Define the direction of the design and the typography used in the text. The design of the book cover was heavily influenced by the design of the book cover and the typography used in the text.
3. **Define the direction of the design**
 Define the direction of the design and the typography used in the text. The design of the book cover was heavily influenced by the design of the book cover and the typography used in the text.

TYPE PROCESS

KOHLERS
 KRYN TO
 LARDE OAH

B.S.S.M
 S.S.S.P
 X X

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ABCDEF GHIJ KLMNOPR

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SUN MOON STILLNESS TIDES WAVES

☁️ 🌊 🌅 🌃

CHOST WAVE

PALETTA C ☁️ 🌊 🌅 🌃

PACIFIC ZENITH

Eternal yellow

A B C D E F G H
 I J K L M N O P
 Q R S T U V W X Y Z

A B C D E F G H
 I J K L M N O P
 Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0
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WEBSITE PROCESS

PROJECT OVERVIEW

Introduction: Project Overview
 Introduction: Project Overview

☺️ 🍦

Next: Introduction
 Introduction: Project Overview

Street at the Beach

Main Page

Artifacts From My Room

ZHU

Y 7 7 7 7 7
 A B C D E

A B C D E F G H
 I J K L M N O P
 Q R S T U V W X Y Z

· 1 2 3

CACHE 94

Ray Chang & Blake Piyathanapong
 Type Design & Motion Graphics

“Our objective is to create a place where we can revisit the instances of our past and interact with them. We want to evoke nostalgia and remind ourselves of a time when we saw wonder in everything.”



Final Video



POLUS

Jiwon Kim, Mauricio Bucardo, Ramiz Sheikh, Suna Yang, Blake Piyathanapong
Motion Graphics 2

Interface design for a futuristic technology.



PROCESS

FINDINGS	ANALYSIS	PROPOSALS
<ul style="list-style-type: none">• 80% of respondents have a range of 30-40 miles and they wanted to have at least 400-500 miles range.• 70% of respondents were ready to pay more for an electric vehicle (EV) than a gas car.• 60% of respondents were ready to pay more for an electric vehicle (EV) than a gas car.• 50% of respondents were ready to pay more for an electric vehicle (EV) than a gas car.	<ul style="list-style-type: none">• The range of 40-60 miles will probably be enough for 2024.• 70% of respondents were ready to pay more for an electric vehicle (EV) than a gas car.• 60% of respondents were ready to pay more for an electric vehicle (EV) than a gas car.• 50% of respondents were ready to pay more for an electric vehicle (EV) than a gas car.	<ul style="list-style-type: none">• The range of 40-60 miles will probably be enough for 2024.• 70% of respondents were ready to pay more for an electric vehicle (EV) than a gas car.• 60% of respondents were ready to pay more for an electric vehicle (EV) than a gas car.• 50% of respondents were ready to pay more for an electric vehicle (EV) than a gas car.

1900-1950 | 1950-2010 | 2010-Present

TAILORED AMERICAN HOSPITALITY

JUST ANOTHER DAY...

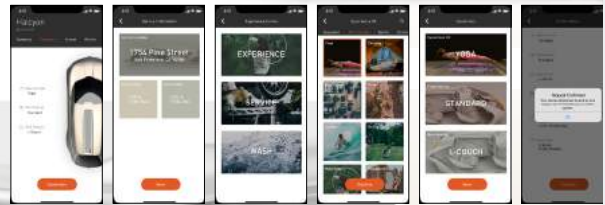
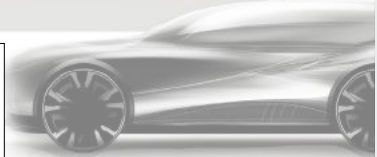
VELITE HALCYON

2024 All American Truck

TARGET PERSONA

Michelle 31 | 5'06" | 120 lbs
\$120,000 | \$120,000 | \$120,000

JUST ANOTHER DAY...

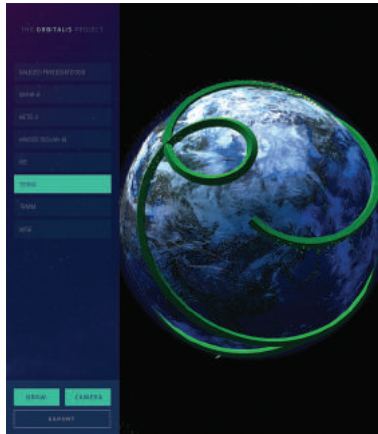
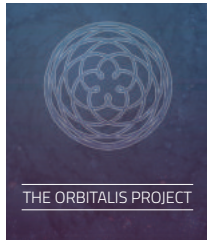


VELITÉ HALCYON

Kevin Chen (Exterior), Mitchell Edward Galik (Clay Model/Interior), Daria Kondrakhina (UI & Motion), Eric Liaw (UI/UX)
Collaborative Project: Automotive UI



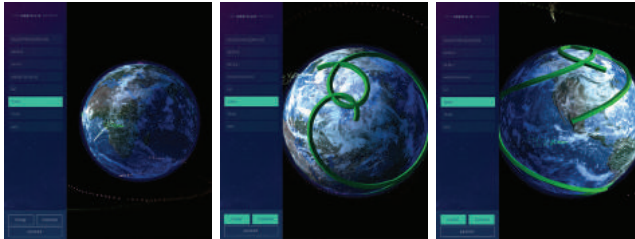
A sponsored project in collaboration with Buick to create a new direction for the VELITÉ series aimed at millennials in 2025. It is a current, on-going project.



APP FLOW AND DATA ACQUISITION



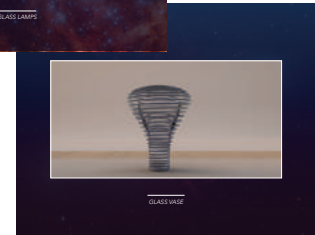
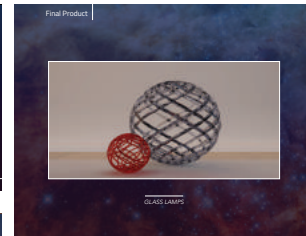
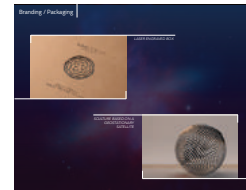
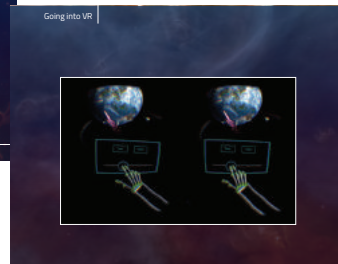
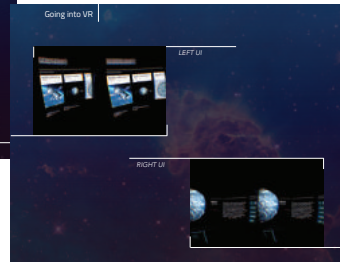
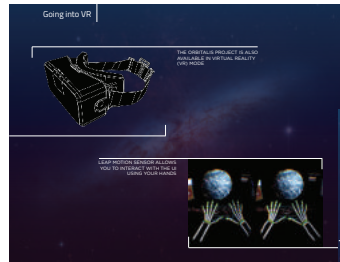
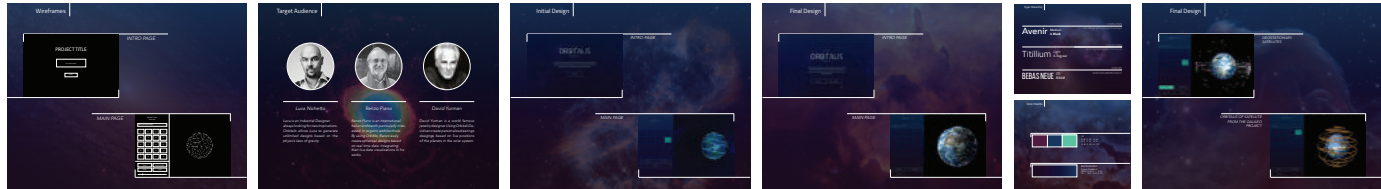
INTERFACE SCREENSHOTS



ORBITALIS

Gianluca Martini, Hugo Baeta, June Kim
Generative Art & Code

DESIGN
PROCESS



VIRTUAL REALITY

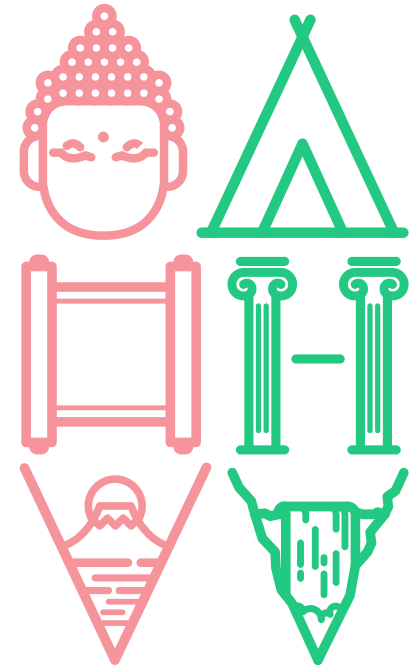
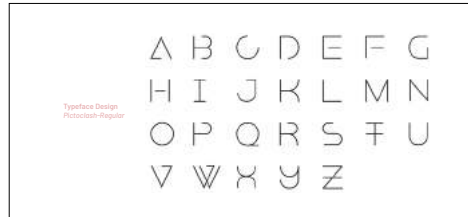
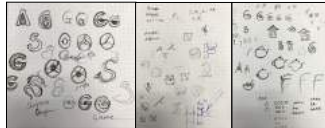
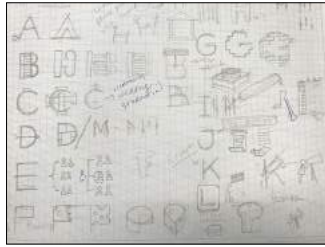
An interactive artwork simulation that uses live data from the position of the satellites orbiting our planet. See the desktop version at theorbitalisproject.com

PROCESS

Process

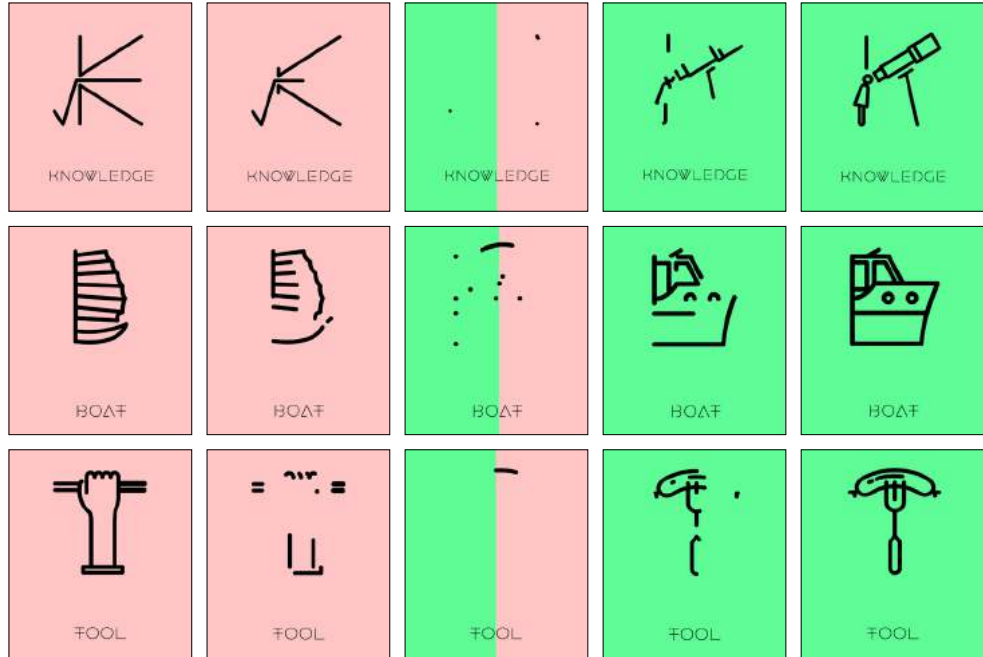
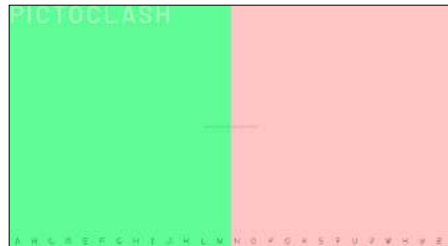
We started first by creating the keywords for each alphabet to represent the design/cultural references by using words related to design or cultural references.

A - Adorn	H - Haven
B - Back	I - India
C - Canvas	J - Journey
D - Drive	K - Kick
E - Edge	L - Layer
F - Face	M - Mountain
G - Green	N - Nest
O - Open	P - Peace
Q - Quiet	R - Rise
S - Sun	T - Time
U - Up	V - Vase
W - Wave	X - Xmas
Y - Year	Z - Zebra



PICTOCLASH

Vrusha Chauhan & Suna Yang
Type Design & Motion Graphics



Pictoclash is an animated typeface showing the difference between the creators' personal experience of the East and the West and their observations of changes in the design world between two continents.



Data & Sketches

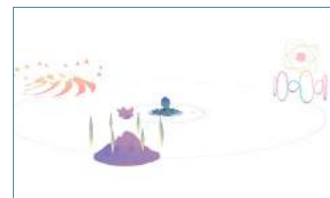
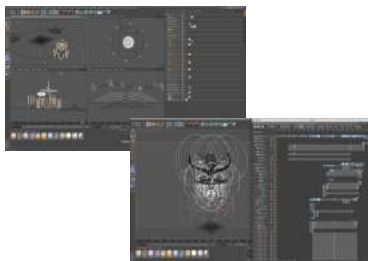


Storyboard



Color Story

Animation Production



Final Video

CREATIVE PROCESS

Ray Chang
Motion Graphics 2

Ray found inspiration in, and chose to visualize the creative process using intelligent writing, abstraction, and deft use of negative space.

**Web Design
+ New Media**

180 New Montgomery Street
San Francisco, CA 94105
newmedia@academyart.edu
artuwnm.com

