

AIA Student Work

Concept Note

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Executive Summary

This project was started while I was interning at Prism Technologies. The idea was to create an application that would give students a place to showcase their work. The project would live in the kiosks on the 1st floor of The Art Institute.

Design Approach

The kiosks on the 1st floor are small screens so the resolution for this project was limited to 800 x 600. I wanted the visual design to catch the eye when students are walking by so I went with a bright red. This red is also similar to the school's color so it worked well.

I wanted there to be movement on the screen also to catch the user's eye and to intrigue them enough to interact with the screen. The use of reflections and masking were used to give them screen some depth. The text and icons were made to look as though they are coming out of a floor, giving them some weight, so they don't appear to be flat 2D objects.

Target Audience

The audience for this project is students at The Art Institute as well as prospective students and their parents. Hopefully, while new students are touring the facilities they can view this application to see the types of things students at the school are working on.

Design Comp



Sitemap

