



A Community for Adventurers.

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Abstract

Adventure. It's a funny word that means something slightly different to everyone. To some, it means climbing Mount Everest, exploring new worlds. To others, it's as simple as going to a new store or reading an exciting book. In its simplest form, adventure is an experience. But finding new experiences, trying new things can be challenging. I'm certain that everyone, at some point in time has uttered the words, "There's nothing to do." and has been stuck in the rut known as boredom and complacency.

The Adventure Spot is a social networking tool that attempts to address this problem. It allows people to connect, share ideas, go on adventures, and brag about their experiences. Targeting 18-45 year old individuals, The Adventure Spot will be a mobile application and website that enables users to share and participate in Adventures.

The purpose of this project is to involve users in an active community using a new social networking tool based on existing technology. The core of this project will revolve around a website. Users can create their own adventures, browse community submitted adventures, and then go on an adventure and share their experience to the community. The mobile application is intended to have the same functionality as the website and will in fact only differ in terms of design. Its purpose is to help the community stay connected and make it easier for users to share their adventure experiences.

Statement of Interest

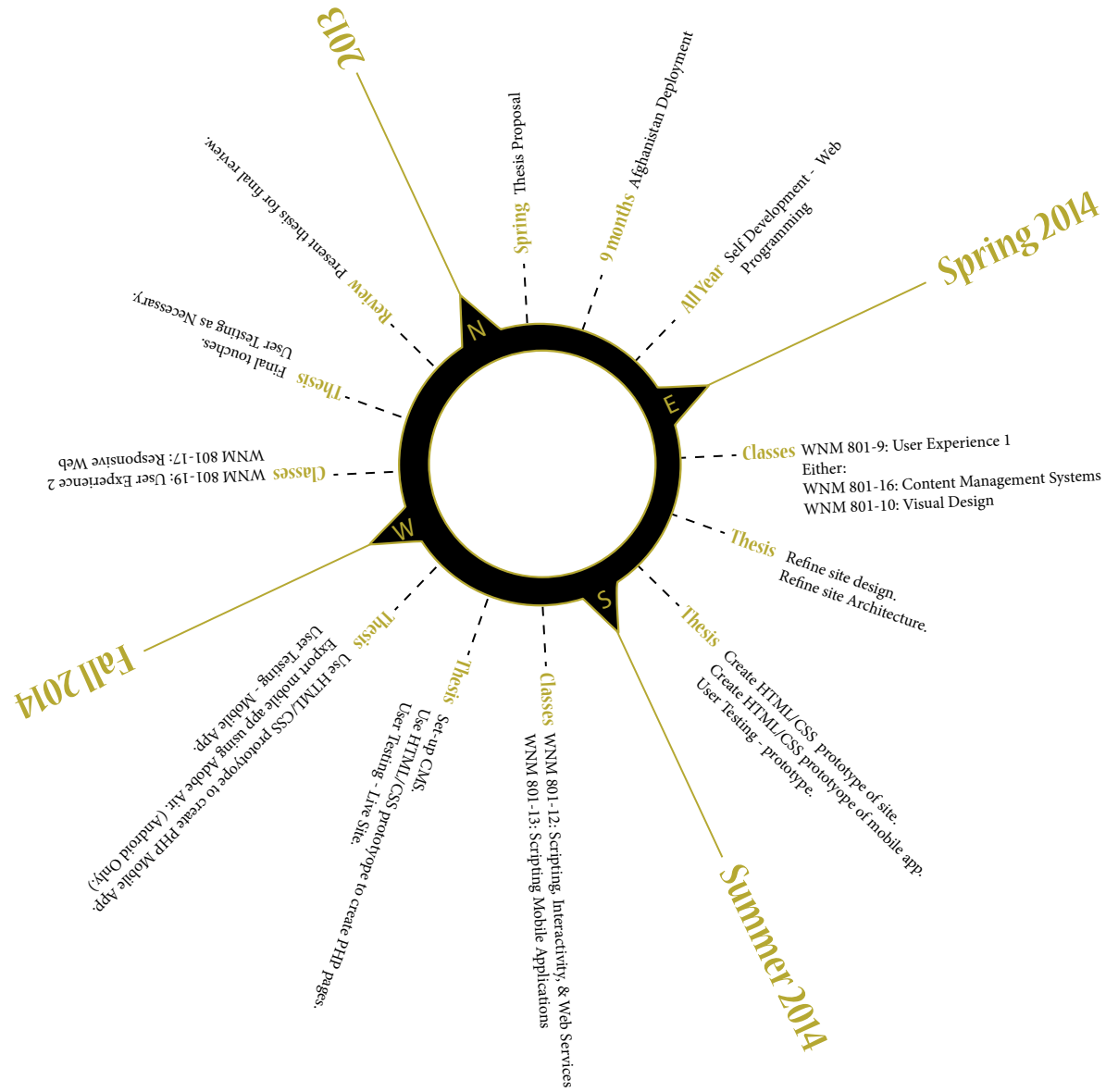
Creating the Adventure Spot will be an opportunity to challenge current trends in social media and engage an audience in an entirely new dynamic using web and mobile media. As a project it is both technically challenging and rewarding. And as a new social media tool, it has the potential to bridge the gap between entertainment, adventure, and community that other sites have fallen short of.

What sets the Adventure Spot apart from other sites, media, and tools of its type is its scope. As of this project proposal, there are very few social media tools dedicated to adventure. Most of the current tools cater to users as travel planners, dating ideas, or guided games with set rules. The Adventure Spot is much more broad and also allows users much more personal interaction than the more focused social media tools. For instance, many dating sites have both forums and personal messages. You have the opportunity speak to the community or directly with the user, but what you don't usually have is the ability to do is publicly rate a profile. The Adventure Spot will not have general forums. Instead, users will have to create or go on an adventure to interact with other users. Once the user has invested their personal time, they will then begin taking part in interactions with others through comments, ratings, and the stories they gain about the adventure.

As a technical challenge, the Adventure Spot requires knowledge of HTML, CSS, PHP, MySQL, and Adobe Air just to create the project's internal architecture. It's also going to require the knowledge to work with standard design tools, a CMS, and current best practices for usability. Although the Academy of Art University (AAU) provides students many of the tools and techniques for creating this type of project, it will still require many hours of external research; Even while taking advantage of the guided development opportunities that AAU offers.

The Adventure Spot will provide many rewarding opportunities in its undertaking. It provides a practical challenge in skill, it fills a niche on the world wide web that other sites have failed to fill, and it presents a unique opportunity to showcase skill, design, and creativity.

Timeline



Comparative Product Matrix

	Dayzipping	National Geographic	Frommer's	Yahoo Trip Planner	Field Trip	The Adventure Spot
Access Type						
Webpage	-	X	X	X	-	X
Application	X	-	-	-	X	X
Adventure Tools						
Trip Ideas	X	X	X	X	X	X
Trip Sharing	X	-	-	X	X	X
Maps	X	-	X	X	X	-
Ratings		-	-	X	-	X
Costs	X	-	X	-	-	-
Social Tools						
Forums	-	X	X	-	-	-
Comments	-	-	X	X	-	X
Content Sharing	-	-	X	X	-	X
Blog/Newsletter	-	X	X	X	-	X
User Gen. Content	-	-	-	X	-	X

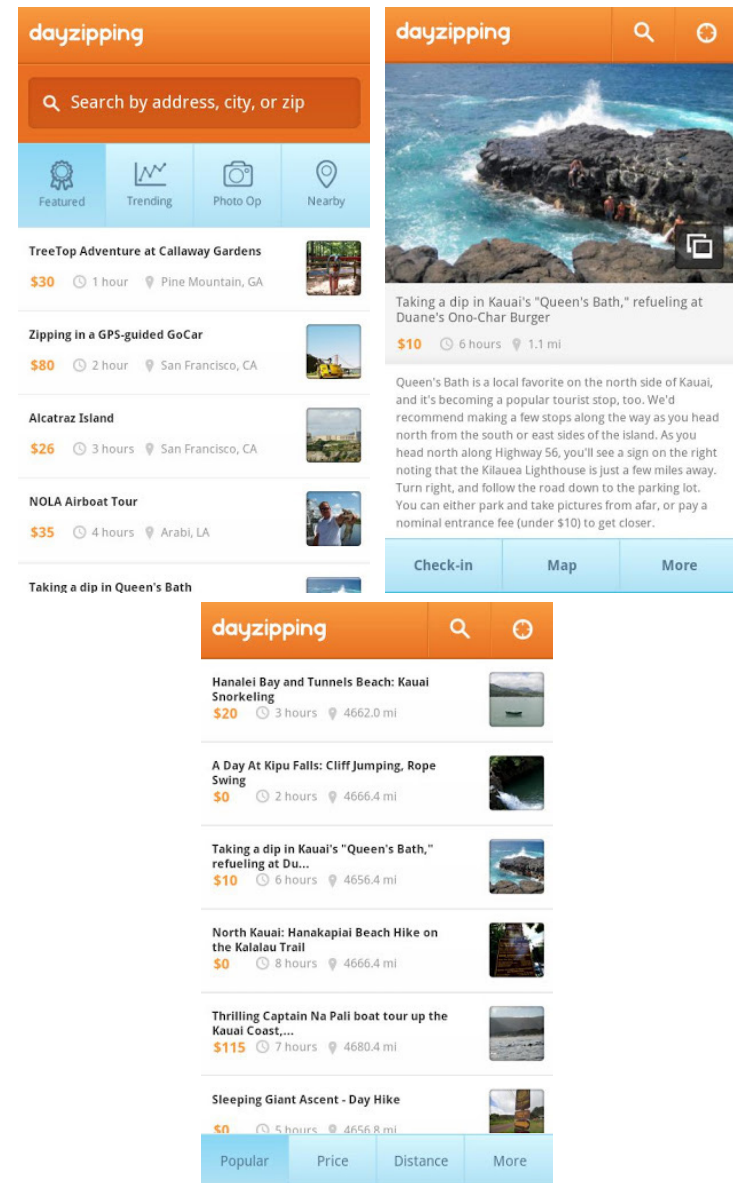
Comparative Product Research

Dayzipping

<https://play.google.com/store/apps/details?id=com.dayzipping.android&hl=en>

Dayzipping is a small application that is relatively unknown. It features a small library of adventures created by the developers that list prices, location, time to destination, and a short description. Users can go on each of the adventures and then check-in on Facebook. In terms of adventure description and accessibility, Dayzipping creates one of the most complete portals for accessing and going on adventures.

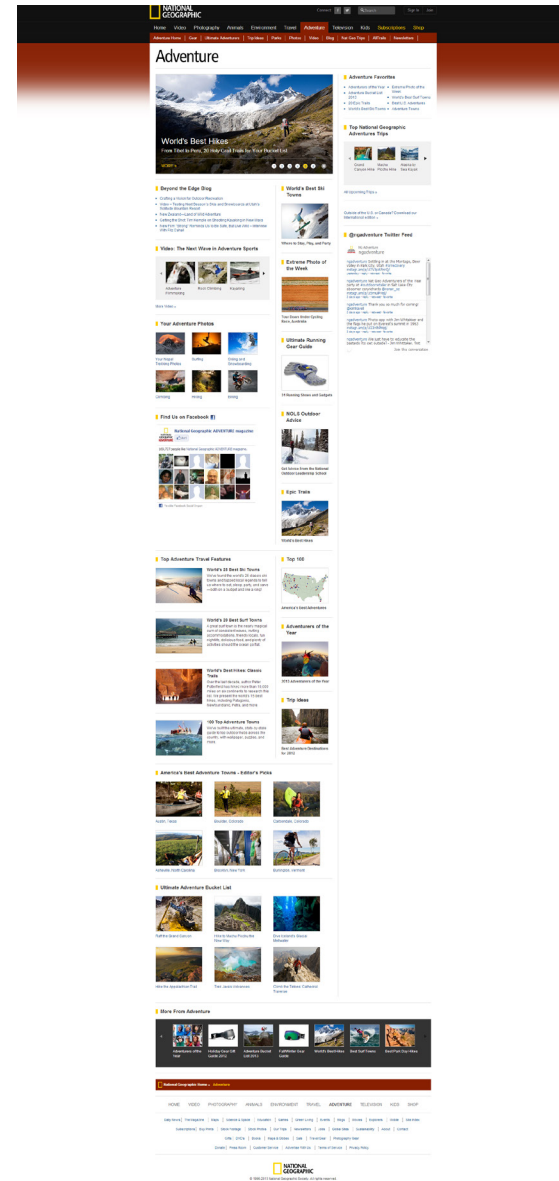
Unfortunately, Dayzipping does not allow users to create their own adventures. The application relies on adventures already created and uploaded by the developers and businesses they partner with. Ratings, comments, forums, and other user tools to communicate about the adventures are also very limited. The application doesn't have a way to create an internal community and instead relies on other social media to create it for them.



National Geographic - Adventure

<http://adventure.nationalgeographic.com/adventure/>

National Geographic's main site has a side section, inspiring it's users to take on their own adventure. It's not a dedicated application or page, but it does have forums available for members as well as a well sorted list of locations and adventures. The main novelty of this side section is that it caters specifically to adventurers and offers a few small tools to help plan trips.



Frommer's

<http://www.frommers.com/>

Frommer's started as a travel guidebook series and has grown into an international publication that has over 350 guidebooks across 14 series. The Frommer's website has over 3,500 destinations. Frommer's was created by Arthur Frommer, an Army soldier in 1957 as a guide for GI's visiting Europe. Later, a civilian version of the book was written called, "Europe on \$5 a Day".

The Frommer's website is well rounded to cater to travelers. The site includes trip ideas, deals, travel news, member forums, and travel tools. There is an easy navigation menu to share content on all of the mainstream social media sites. The site itself is supported through a store in which maps and guidebooks are still sold.

The screenshot shows the Frommer's website homepage with a red header. The navigation bar includes links for HOME, DESTINATIONS, HOTELS, TRIP IDEAS, DEALS & NEWS, TIPS & TOOLS, COMMUNITY, STORE, and 100 FAMILY TRIPS. A search bar is located in the top right corner. The main content area is divided into several sections: 'START EXPLORING' with a world map, 'Photo Slideshows' featuring a slide titled '100 Places to Take Your Family in the U.S.', 'Deals & News' with a list of travel-related articles, 'Community' with recent member photos and forum posts, 'Newsletters' with a sign-up form, and 'Global Events' with a list of upcoming travel events. The footer contains social media links and copyright information.

Frommer's Sign In Register Forgot Password

HOME DESTINATIONS HOTELS TRIP IDEAS DEALS & NEWS TIPS & TOOLS COMMUNITY STORE 100 FAMILY TRIPS

START EXPLORING SEARCH

Photo Slideshows

TRIP IDEAS
100 Places to Take Your Family in the U.S.
Photo: Christopher Kern

Deals & News

MOST RECENT MOST COMMENTED MOST RECOMMENDED ARTHUR'S BLOG

- That's Ridiculous! A Fond Farewell to the Jerks that Make Travel Intolerable
- Travel Troubleshooter: A Long, Bumpy Ride to Denied-Boarding Compensation
- Frommer's Deal of the Week: Six Nights in London from \$1,170 with Air
- 5 Saving Strategies for Next Year's Family Vacation
- Travel Troubleshooter: Want Better Airline Service? Power Up Your Smartphone
- Relying on the Internet to Choose a Vacation Rental Can Lead to a Puzzling and Difficult Experience
- Despite Hesitations that Travelers Might Feel, Tourism is Attempting a Return to Haiti
- So Long, It's Been Good to Know Ya
- Royal Caribbean Orders Third Oasis-Class Ship

MORE Articles | Cruise News | Arthur's Blog | Editors' Blog

Community

RECENT MEMBER PHOTOS

RECENT FORUM POSTS

Newsletters

Sign up now for the latest in travel news, deals and more.

Email Address SUBSCRIBE

Find out more
View Current
View Archives
Today's Newsletter is Presented by
Manage Subscriptions

Global Events

Screamers
JAN 2013 (MONTHLY)
Kempston, Brighton, England

Freemove World Tour
JAN 2013 (ANNUAL)
Squaw Valley, USA

Standard Chartered
Dubai Marathon
JAN 2013 (ANNUAL)
Dubai, United Arab Emirates

Pitti Immagine Filati
JAN 2013 (VARIOUS DATES)
Fortezza da Basso, Florence, Italy

MORE Events Around the World >

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Yahoo Trip Planner

<http://travel.yahoo.com/trip>

Yahoo Trip Planner is a community tool for putting together and sharing travel ideas. The trip planning tools are a sub-section of Yahoo Travel. The trips are user generated and edited. Although there isn't a direct rating system, users can share and like adventures, similar to Facebook. Yahoo has, to a small degree, made it possible to share your trips on social media sites like Facebook. However, the controls to do so are not always obvious.

The screenshot shows the Yahoo! Travel Trip Planner interface. At the top, there's a navigation bar with links for 'New User? Register', 'Sign In', and 'Help'. Below this is the 'YAHOO! TRAVEL' logo and a search bar. A secondary navigation bar includes links for 'Research', 'Book', 'Deals', 'Themes', 'My Travel', and 'Visit Britain'. A search bar with the placeholder text 'Research destinations, book your trip, and more' is also present. The main content area is titled 'TRIP PLANNER' and includes a search bar and a 'Search' button. Below this, there's a section for 'Summer Road Trip to Oregon 2' created by Grace, featuring a profile picture, a list of photos, and a large image of a lake. To the right, a 'Plan your perfect trip:' section lists three steps: '1. Create A New Trip (or Copy Someone Else's)', '2. Save Hotels, Maps, Photos, and More', and '3. Share With Friends, Family, and Others'. Below this is a 'Create a trip' button and a link to 'Learn more'. Further down, there's a 'Search trips' bar and a 'Go' button. A section titled 'Where are people going?' lists 'Hot This Week' and 'Top Five Cities'. The 'Hot This Week' list includes Crater Lake, Aswan, Omaha, Bangkok, and Williamsburg. The 'Top Five Cities' list includes Las Vegas, New York, San Francisco, Paris, and Los Angeles. At the bottom, there's a 'Learn more' link, a 'Send us feedback' link, and a 'Trip Planner bookmarklet' link. A footer section contains a list of travel destinations and a copyright notice for 2013 Yahoo! Inc.

New User? Register | Sign In | Help

Get new Yahoo! Mail apps

YAHOO! TRAVEL

Search

Search Web

Research | Book | Deals | Themes | My Travel | Visit Britain

Research destinations, book your trip, and more

SEARCH

Welcome, sign in for more options
Home Airport: Unavailable Edit »

TRIP PLANNER

Explore | Browse Trips | Create a Trip

Summer Road Trip to Oregon 2

A 9 DAY TRIP CREATED BY:

Grace
View Grace's trips

photos (52)

comments (16)

thumbs up (71)

Plan your perfect trip:

1. Create
A New Trip (or Copy Someone Else's)
2. Save
Hotels, Maps, Photos, and More
3. Share
With Friends, Family, and Others

Create a trip
or [Learn more](#)

Y! TIMETRAVELER
From YAHOO! TRAVEL

GET A TIME-BASED TRIP PLAN IN JUST A FEW TAPS.

EXPLORE WHAT IS OUT THERE.

Available on the App Store

Search trips

Go

[Explore the globe »](#)

Where are people going?

Hot This Week

1. [Crater Lake](#)
2. [Aswan](#)
3. [Omaha](#)
4. [Bangkok](#)
5. [Williamsburg](#)

Top Five Cities

1. [Las Vegas](#)
2. [New York](#)
3. [San Francisco](#)
4. [Paris](#)
5. [Los Angeles](#)

[Learn more](#) | [Send us feedback](#) | [Trip Planner bookmarklet](#)

Travel to Orlando Hotels, Virginia Beach Hotels, Niagara Falls Hotels, Palm Springs Hotels, New York Hotels, Las Vegas Hotels - Bellagio Venetian MGM Grand Mandalay Bay
Find cheap plane tickets for travel to Ray West Hotels, Boston Hotels, Atlantic City Hotels, New Orleans Hotels, Miami Hotels, San Diego Hotels, Chicago Hotels, Cancun Hotels

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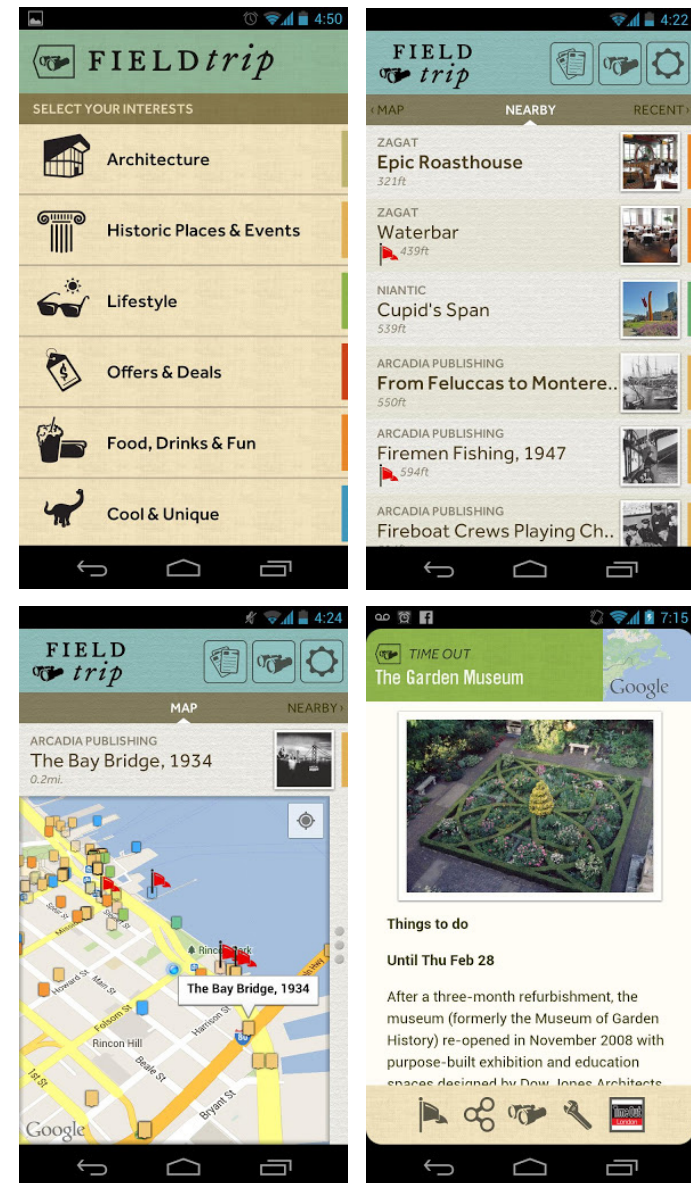
Field Trip

<https://play.google.com/store/apps/details?id=com.nianticproject.scout&hl=en>

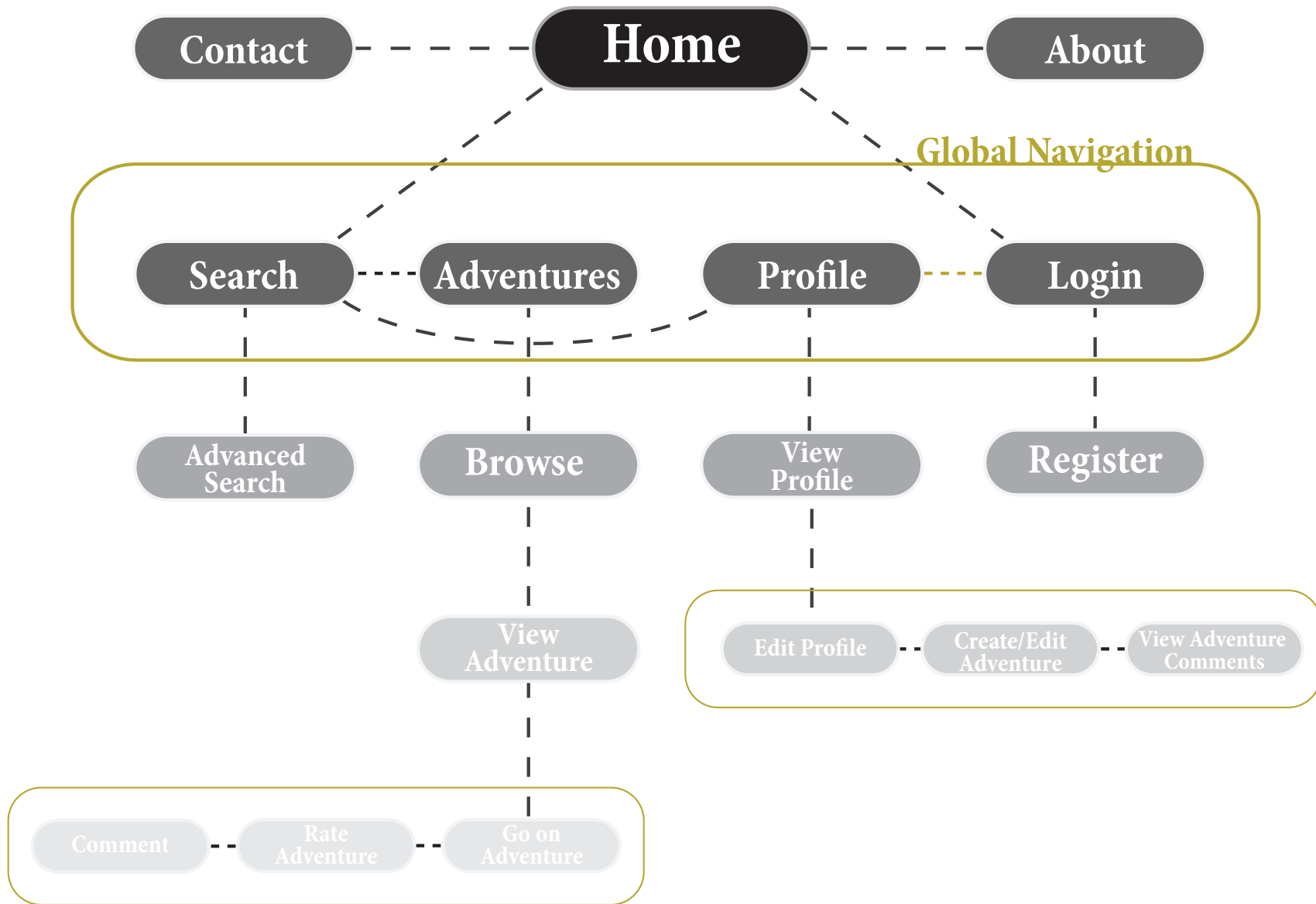
Field Trip is an application dedicated to showing others interesting trip ideas. Unlike many other programs, Field Trip includes side trips such as food, drinks and fun as well as incorporating a coupon and discount section into the application. There is no user generated content.

One of the best features of the Field Trip application is the integration with Google Maps. All trips can be tracked using GPS and side destinations can be entered in as part of the trip.

There are no current tools to share Field Trip destinations on social media sites.



Information Architecture



User Scenarios

Charlie

Statistics:

Age: 31

Location: New York

Favorite Movie: The Story of Stuff

Education: Bachelors in Business, Minor in History

Occupation: Local Manager for Chase Bank

About Charlie:

Charlie would like to consider himself intelligent. Truth be told, he probably is, but he's also a little arrogant. He's not a huge sports fan, but he does catch the game once in a while. Instead, he prefers to sit back and watch the latest on national geographic. After all, anyone can look up the game scores from a cell phone, but how fast can you look up the average weight of a humpback whale during trivia night at Buffalo Wild Wings?

User Scenario:

Charlie wants to impress others with his knowledge and creativity. He's been drawn to the Adventure Spot because he's heard he can upload ideas for your own Adventures. Charlie needs to set up an account and then create an adventure that helps shows both his knowledge and gets people out for Trivia night so he can get some new competition.



Lisa

Statistics:

Age: 40

Location: Kansas City, Kansas

Favorite Movie: How Stella Got Her Groove Back

Education: Bachelor's in Nurse Education, Ph.D in Medicine

Occupation: Regional Occupational Care Health Specialist

About Lisa:

Lisa, for the last twenty years has been a hero in the office and a devil in a volvo minivan. She has many roles in life, including being a nurturer for her patients and a soccer mom for her children. In her spare time, Lisa has always loved the gym. So, despite having had two children, she's in relatively good health. Lisa also has her wild side. She enjoys martinis with her friends and lawn parties. Lately though, Lisa's children have headed off to college and now Lisa has started to yearn for a new adventure to add to the scrapbook.

User Scenario:

Lisa is the classic around town kind of gal that needs an exciting night out to feel energized after a hard week at work. So Lisa can get the most out of the Adventure Spot, she needs to be able to browse adventures to find one for her next night out.



Jack

Statistics:

Age: 37

Location: Los Alamitos, California

Favorite Movie: Braveheart

Education: Bachelors in Business and associates in Fine Art

Occupation: Hiring Manager for West Coast Design and Graphics

About Jack:

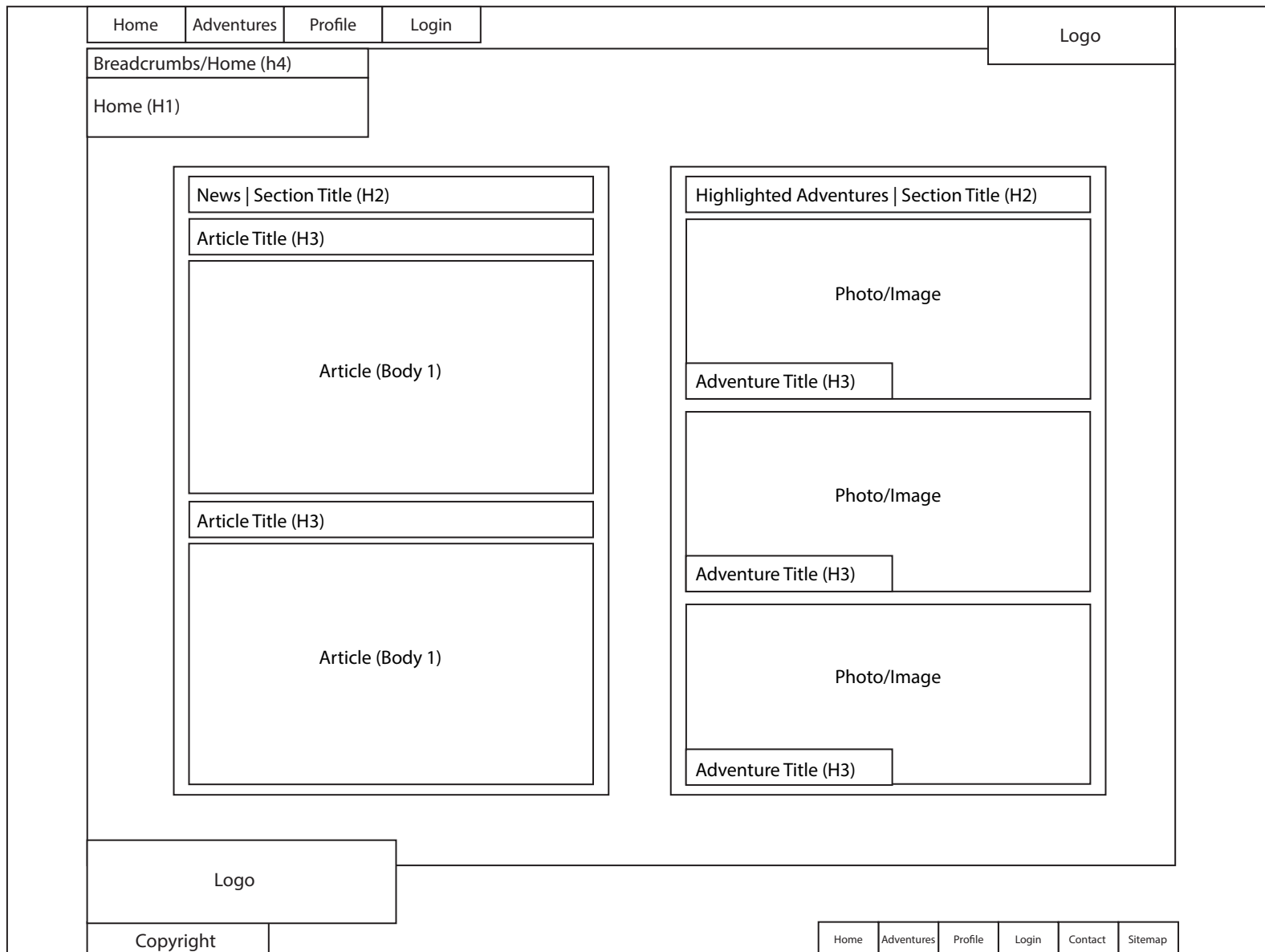
Jack likes his coffee black, his cars fast, and his meetings to run through lunch. He's a shark in the corporate world and proud of his position in life. Some might describe Jack as a bit slimy, which is only fair because that's kind of what Jack does. He's always there for a client with a friendly handshake, a few good jokes to regale you with, and the ability to meet your needs. He also never stops smiling. And why? Because Jack is a people person. He networks, runs to meetings, and always catches you on that long elevator ride up to your office.

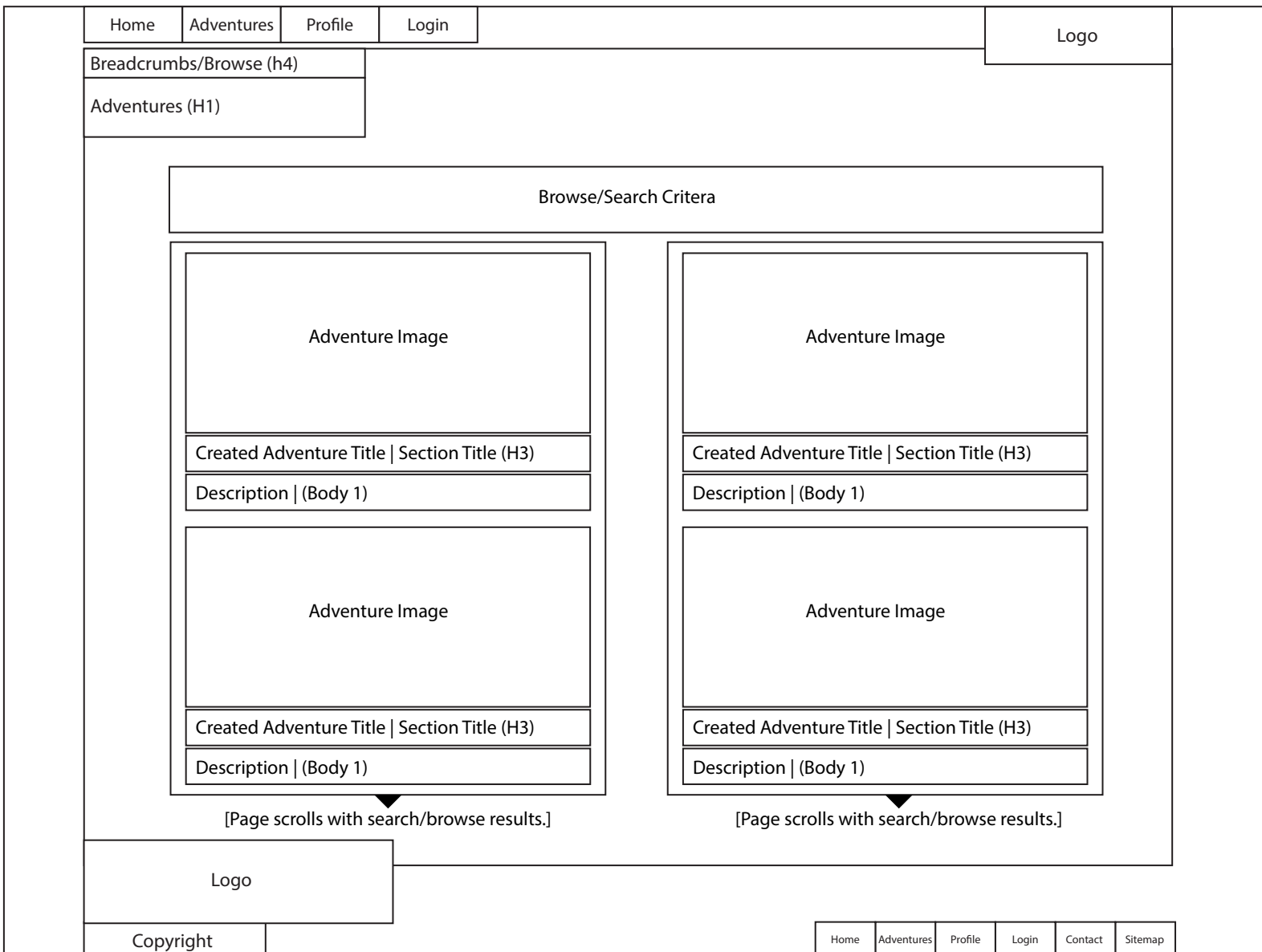
User Scenario:

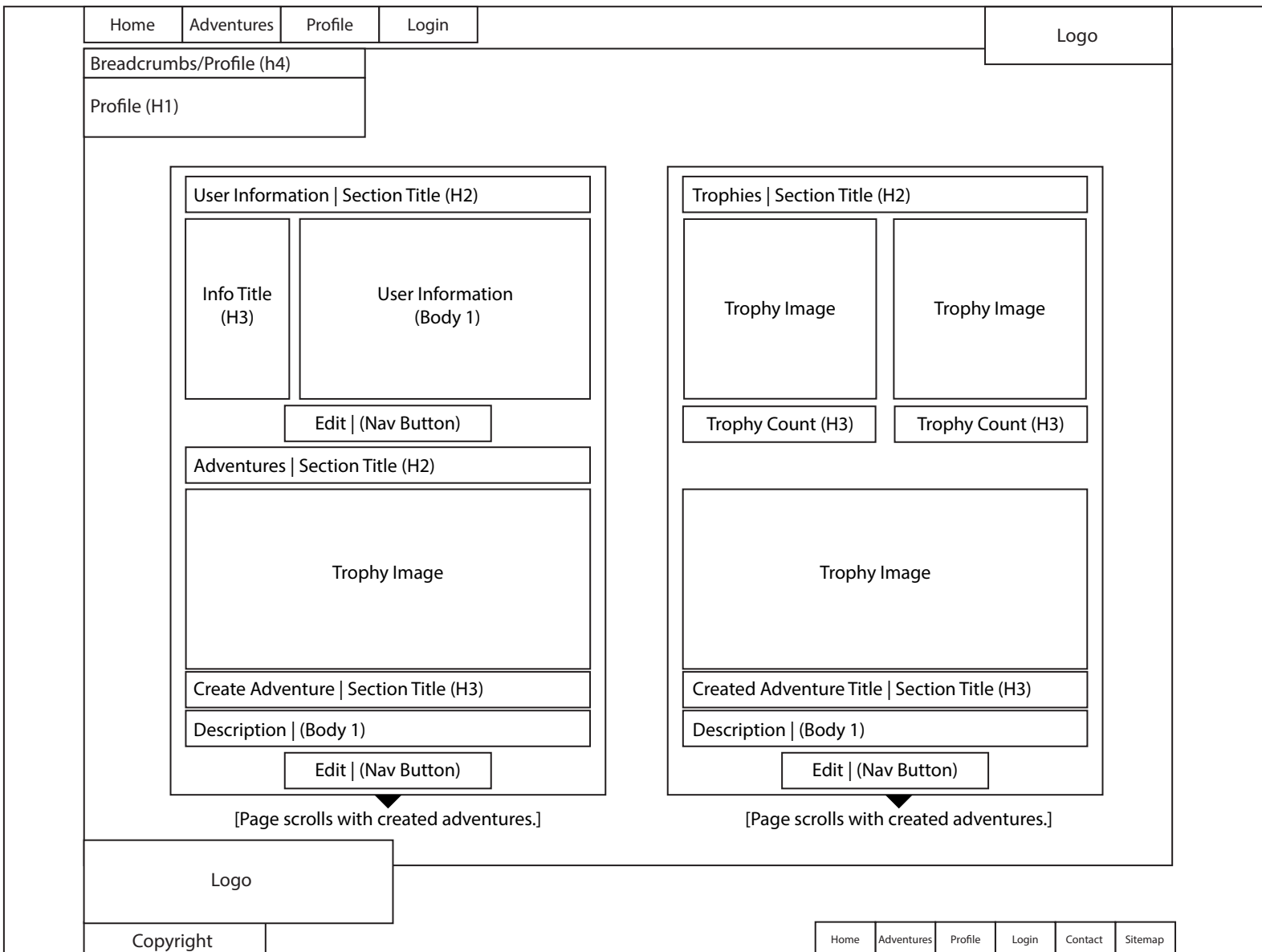
Charlie is all about looks. He's not overly interested in adventures, but he loves to have a profile on every form of social media he can use to field clients. So, Charlie needs to set up a killer profile that really speaks to his personality.



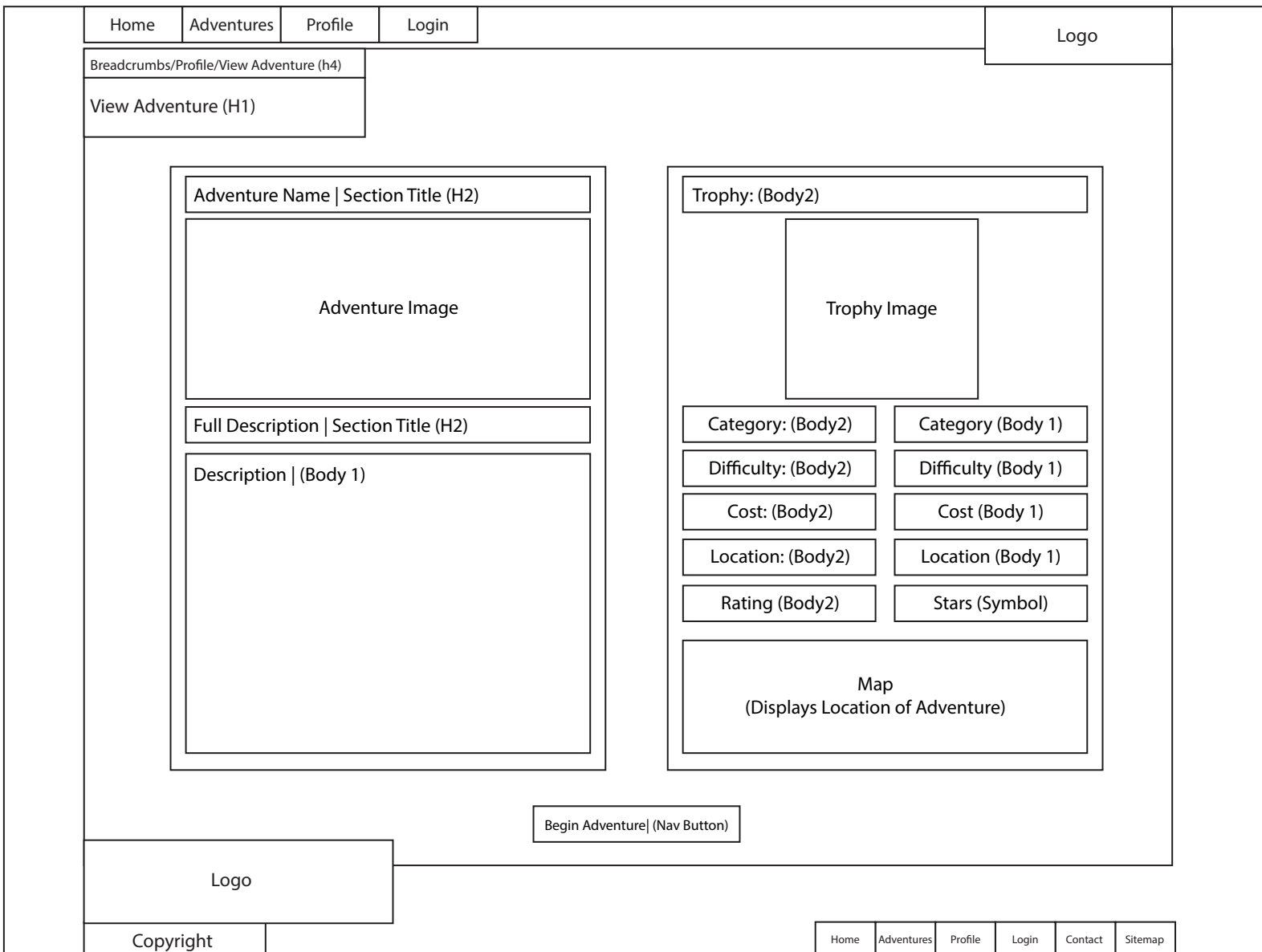
Wireframes

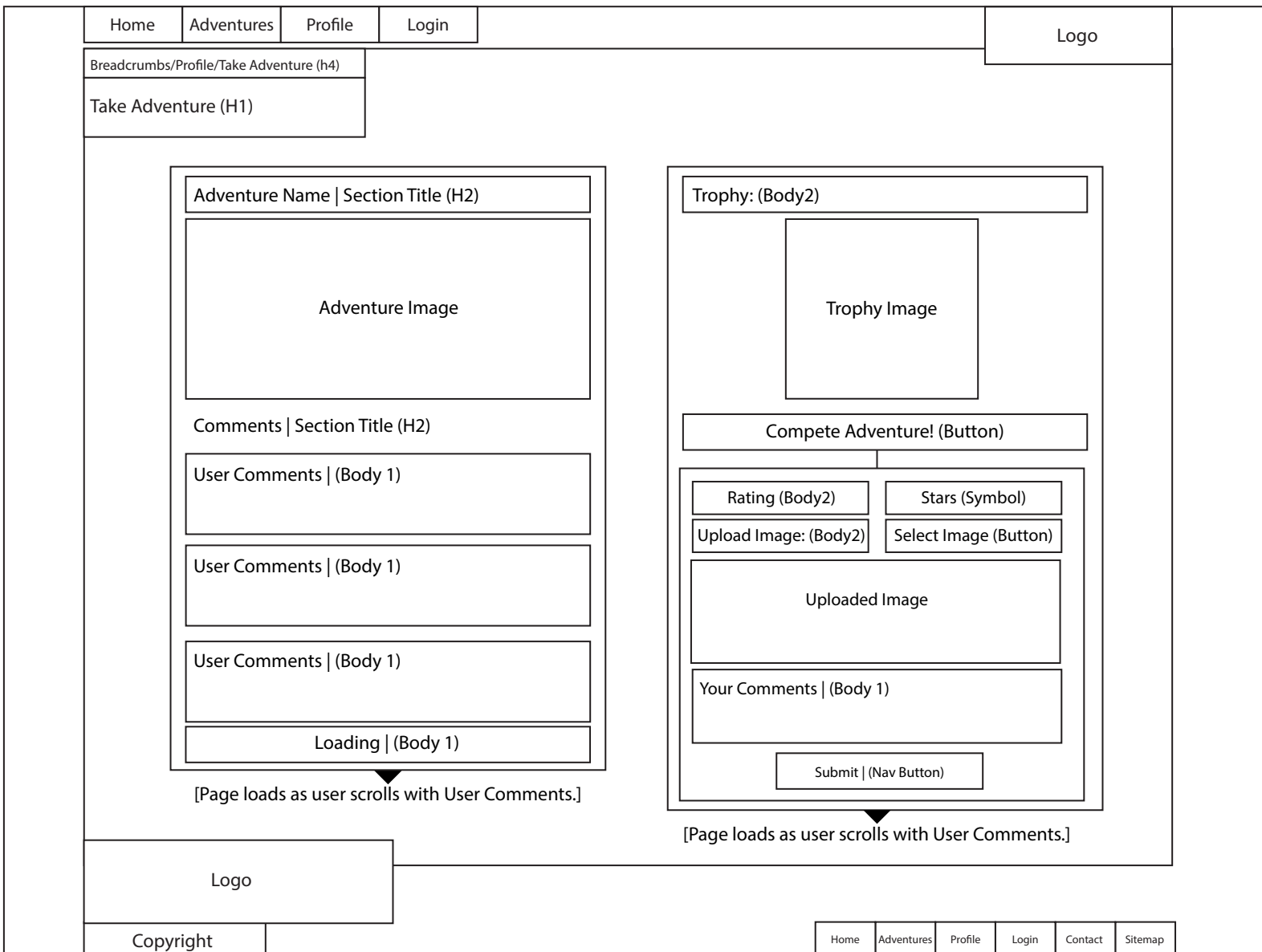






Home	Adventures	Profile	Login			Logo
Breadcrumbs/Login (h4)						
Login (H1)						
<div><div>Login (H2)</div><div>Text Field - Username (H3)</div><div>Text Field - Password (H3)</div><div>Sign-In Button (B1)</div><div>Lost Password (B1)</div></div>				<div><div>Register (H2)</div><div>Text Field - First Name (H3)</div><div>Text Field - Last Name (H3)</div><div>Text Field - Username (H3)</div><div>Text Field - Password (H3)</div><div>Text Field - Email (H3)</div><div>Text Field - Birthday (H3)</div><div>Register Button (B1)</div></div>		
Logo						
Copyright		<div>HomeAdventuresProfileLoginContactSitemap</div>				





Home	Adventures	Profile	Login		Logo
------	------------	---------	-------	--	------

Breadcrumbs/Profile/Create Adventure (h4)

Create Adventure(H1)

Adventure Name: (Body2)

Name (Text Box)

Adventure Image: (Body2)

Upload Select

Adventure Image

Short Description | (Body 1)

Text Box

Long Description | (Body 1)

Text Box

Trophy Type: (Body2)

Type Selection (Drop Down)

Custom Image (Body2)

Upload Select

Trophy Preview

Category: (Body2)

Category (Drop Down)

Difficulty: (Body2)

Difficulty (Drop Down)

Cost: (Body2)

Cost (Drop Down)

Location: (Body2)

Location (Drop Down)

Map
(Displays Location of Adventure)

Create Adventure| (Nav Button)

Logo

Copyright

Home	Adventures	Profile	Login	Contact	Sitemap
------	------------	---------	-------	---------	---------

Home	Adventures	Profile	Login			Logo
Breadcrumbs/Profile/Edit Profile (h4)						
Edit Profile(H1)						
<div><div>Public Information: Section Title (H2)</div><div><div>Adventure Name: (Body2)</div><div>Adventure Image: (Body2)</div></div><div><div>Name (Text Box)</div><div>Upload Select</div></div><div>Profile Preview</div><div>About (Body 2)</div><div>Text Box</div></div>				<div><div>Private Information: Section Title (H2)</div><div><div>Text Field - First Name (H3)</div><div>Text Field - Last Name (H3)</div><div>Text Field - Username (H3)</div><div>Text Field - Password (H3)</div><div>Text Field - Email (H3)</div><div>Text Field - Birthday (H3)</div><div>Text Field - Location (H3)</div></div></div>		
				Submit (Nav Button)		
Logo						
Copyright				Home Adventures Profile Login Contact Sitemap		

Title/Logo

Search

Profile

Options

Application Start Screen

Login (H2)

Text Field - Username (H3)

Text Field - Password (H3)

Sign-In Button (B1)

Lost Password (B1)

Register Button (B1)

Title/Logo

Search

Profile

Options

Application Start Screen

Register (H2)

Text Field - First Name (H3)

Text Field - Last Name (H3)

Text Field - Username (H3)

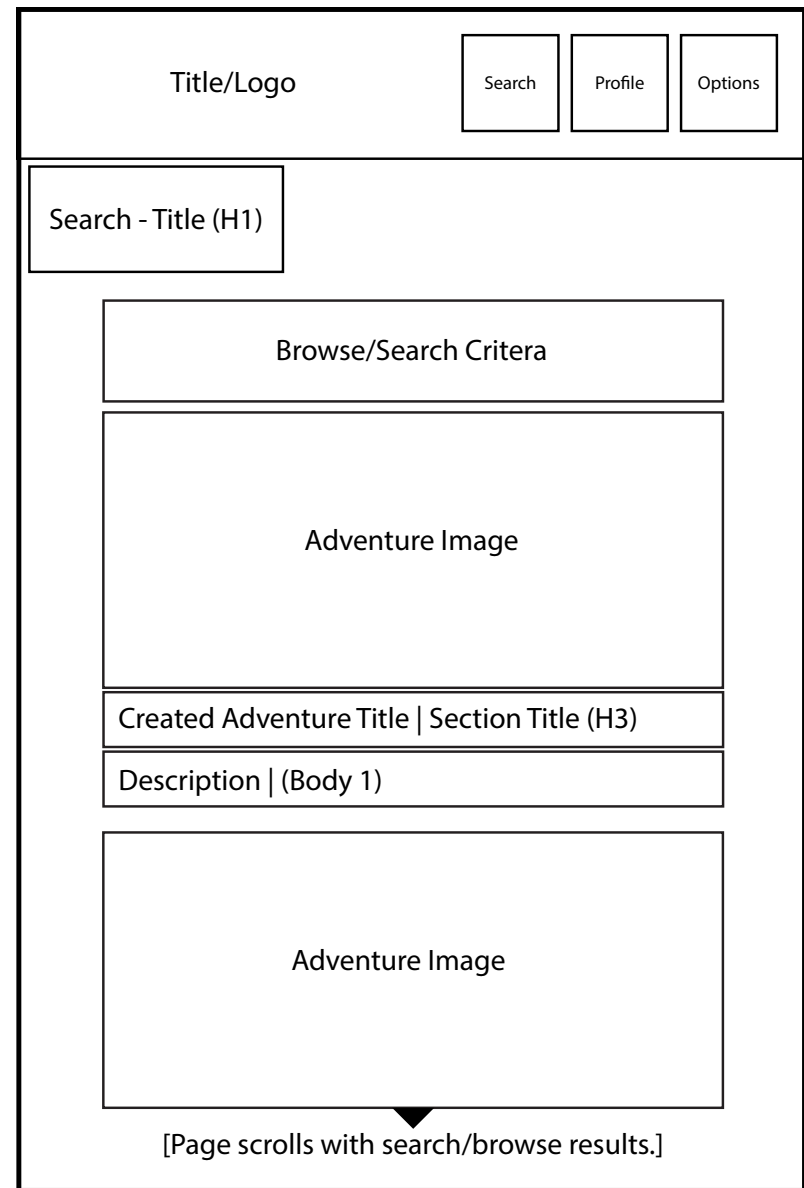
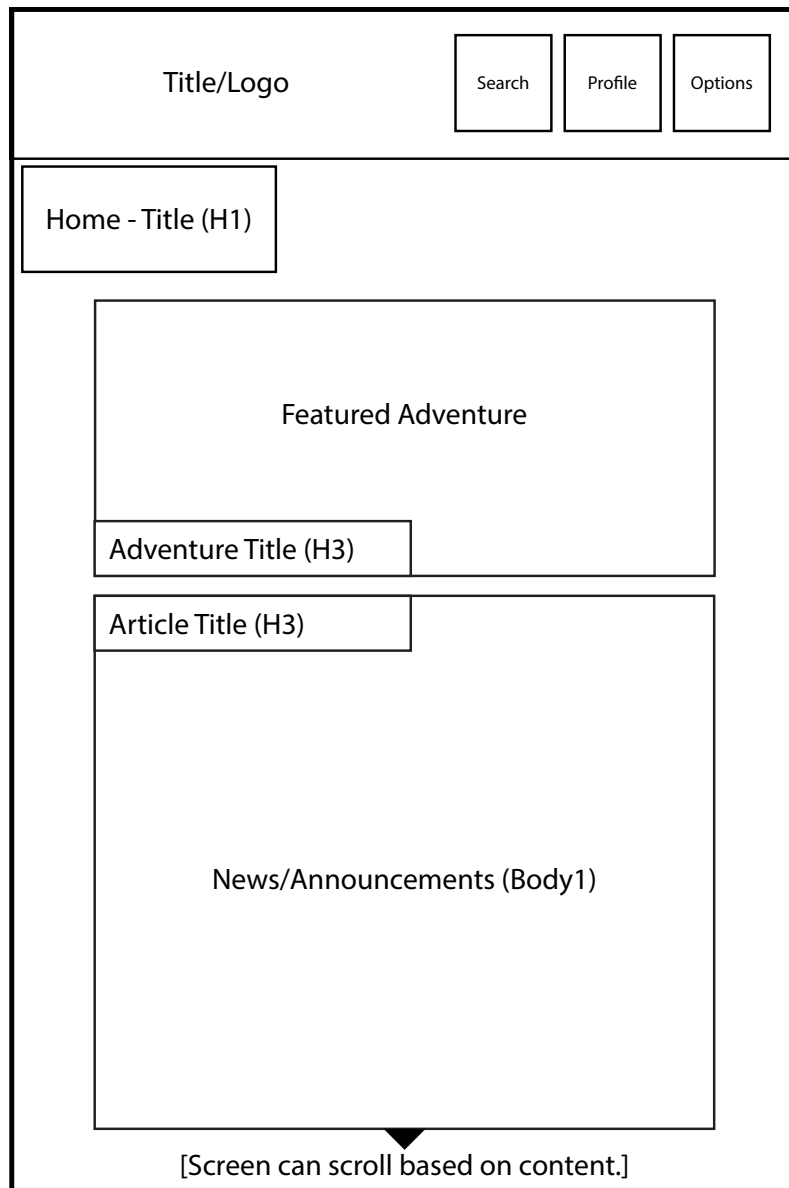
Text Field - Password (H3)

Text Field - Email (H3)

Text Field - Birthday (H3)

Register Button (B1)

Login Button (B1)



Title/Logo		Search	Profile	Options
Profile - Title (H1)	Trophies	Created Adventures	Create Adventure	User Information
Trophies Section Title (H2)				
Trophy Image	Trophy Image			
Trophy Count (H3)	Trophy Count (H3)			
Trophy Image	Trophy Image			
Trophy Count (H3)	Trophy Count (H3)			
[Page scrolls with trophies earned.]				

Title/Logo		Search	Profile	Options
Profile - Title (H1)	Trophies	Created Adventures	Create Adventure	User Information
Your Adventures Section Title (H2)				
Trophy Image				
Created Adventure Title Section Title (H3)				
Description (Body 1)				
Edit (Nav Button)				
[Page scrolls with created adventures.]				

Title/Logo		Search	Profile	Options
Profile - Title (H1)	Trophies	Created Adventures	Create Adventure	User Information
Create Adventure Section Title (H2)				
Adventure Title (Body 1)				
Description (Body 1)				
Trophy Type Dropdown (Body 1)				
Location Dropdown (Body 1)				
Difficulty Dropdown (Body 1)				
Cost Dropdown (Body 1)				
Hints Dropdown (Body 1)				
Submit (Nav Button)				

Title/Logo		Search	Profile	Options
Profile - Title (H1)	Trophies	Created Adventures	Create Adventure	User Information
User Information Section Title (H2)				
Info Title (H3)	User Information (Body 1)			
Edit (Nav Button)				

Title/Logo

Search

Profile

Options

Options - Title (H1)

Sound Options (H3)

Map Options (H3)

GPS Options (H3)

Privacy Options (H3)

General Options (H3)

Sign Out (H3)

Technical Specifications

Utilizing the newest standards and languages, the Adventure Spot is going to be a combination of web site and mobile application that use the same database and core structure to deliver and receive information from users.

The backbone of the Adventure Spot will be built upon the Concrete 5 content management system (CMS). Concrete 5 is a relatively new CMS that allows for visual adjustment of content and themes. In comparison to other CMSs such as Drupal and WordPress, it is much more streamlined and offers an equivalent amount of functionality. However, despite its fast growing popularity, it still lacks the plug-ins and support of its competitors.

The largest leap towards using the latest in web languages will be the jump to HTML 5. Because HTML 5 is still relatively new, there is an inherent risk in discriminating against older browsers. However, by jumping ahead to the newest standards and technologies in web design, it both future proofs the code and allows access to the latest functions and features available for current and future technology.

The mobile application will be built using the same technology as the website. The code will be ported to the Adobe Air platform for Android with a different interface design. The core functionality of the mobile application will rely upon using the same MySQL database as the web site.

All of the programs and technologies for the Adventure Spot were selected based on their functionality, support, and compatibility. They will each be utilized to their fullest to give users a feature rich and stable platform.

Programs and Technologies:

Web Languages:

HTML 5

CSS 3

PHP

MySQL

JavaScript

Adobe Products:

Dreamweaver

Illustrator

Photoshop

Air

Other Technologies:

CMS

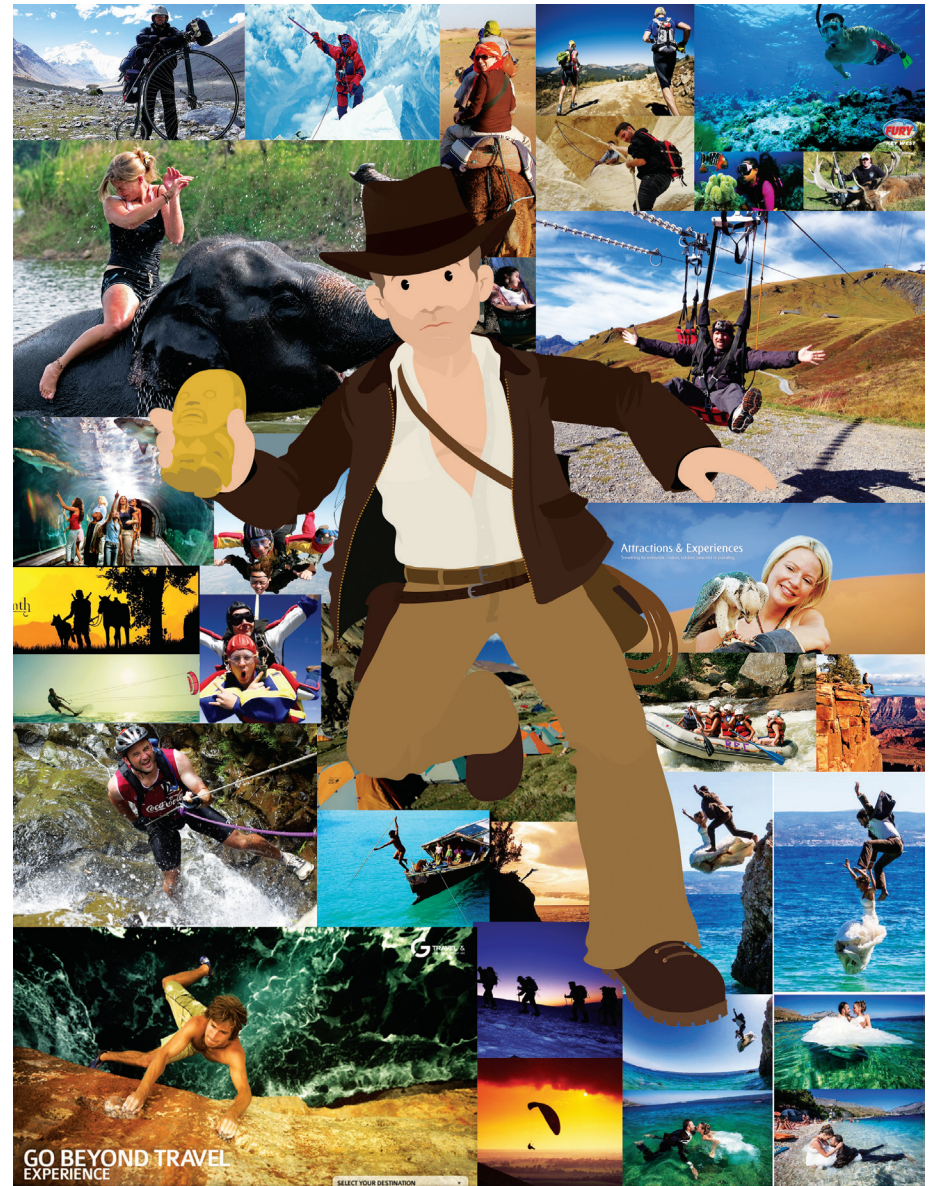
Mood Boards

Mood board one represents and brings together some of the visual inspirations behind the Adventure Spot. This initial mood board was created shortly after the conception of the project to help guide the visual style and overall intent. Later, after the wireframes and site architecture, when the visual style of the site was getting ready to be defined, a second mood board was created to reflect the changes in concept and add a different perspective into the project.

The inspiration behind mood board one was to bring together different adventures into a collage. At the center stands an icon of adventure, Indiana Jones. The surrounding background was composed of many different traditional images of adventure. At the time, the intent was not to break the mold for what constituted an adventure, but rather to capture the idealized version of it.

The real flaw that came out of mood board one was the message: Adventure is always epic. The initial graphic designs that resulted were often heavily reliant on imagery from Indiana Jones. Later designs, in trying to find distance also became cartoonish and disconnected.

The biggest positive impact of the initial mood board was how it allowed the project to be approached. Because the mood board really presented an image of epic adventure, it helped push that sense of awe into the base ideas behind the site. Even little adventures, such as a walk through the park felt like they could be epic. It helped set the tone that adventure are everywhere.



Mood board two was a search for the individual elements that will make up how a user interacts with the Adventure Spot. Everyday adventure, gaming, and relaxation were central themes as mood board two took a turn away from the grandesque.

The goal behind everyday adventures is to make them exciting and seem more grandesque. Drawing inspiration from programs like foursquare, you need to reward users for going on or creating adventures. So, gaming became a central idea and theme. The goal was to combine some of the classic look and feel of adventures icons like Indiana Jones into the sleek feel of modern consoles. Also, a rewards system from gaming, such as trophies needed to be available to users.

Adventure needs to also be attainable. It shouldn't be something that users feel they need to hike across the world to go do. Instead, it needs to be right there in front of them. It needs to be as simple as making a pillow fort, going for a midnight walk in the rain, or even cruising along the roads you never take in your car. Many of the images were just that, everyday. When the Adventure Spot is launched, it should have a variety of adventures that everyone can participate in.



Inspirations

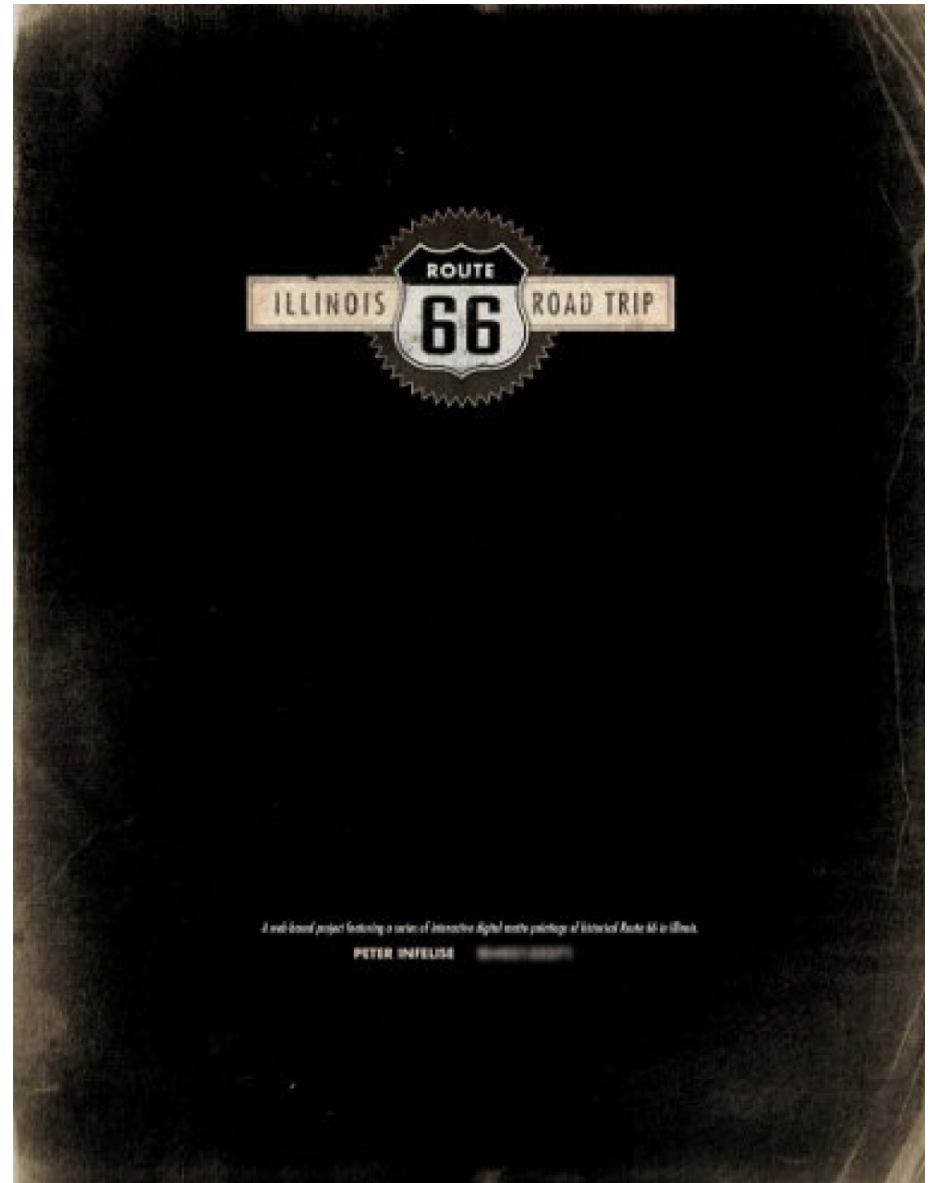
Route 66

<http://media.academyart.edu/gradshowcase/wnm.html>

As a student, one of the best gauges of where you are in your education is to look at your peer's work.

Route 66, Illinois Road Trip is an interactive documentary by Pete Infelise. Infelise's goal with the interactive project was to "give the viewer an experience,". Between vintage graphics, modern photos, and matte painting a picture of the small time life is created for users to explore.

The spirit behind Route 66 is one of the inspirations behind the Adventure Spot. In order to create the documentary, Infelise started with a road trip. A simple, everyday adventure. He recorded his trip, shared it with others, and made it exciting. The purpose of the Adventure spot is to do just that, sharing everyday adventures that anyone could take and sharing your story once you are done.

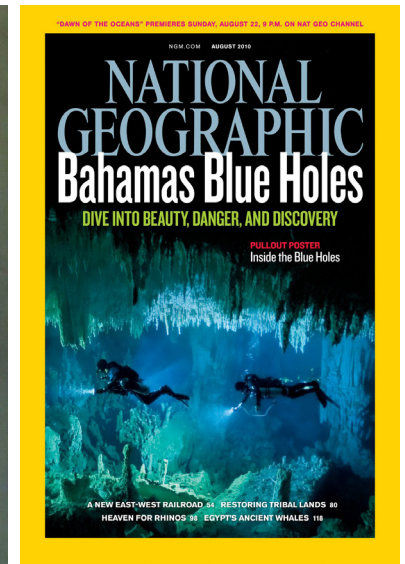
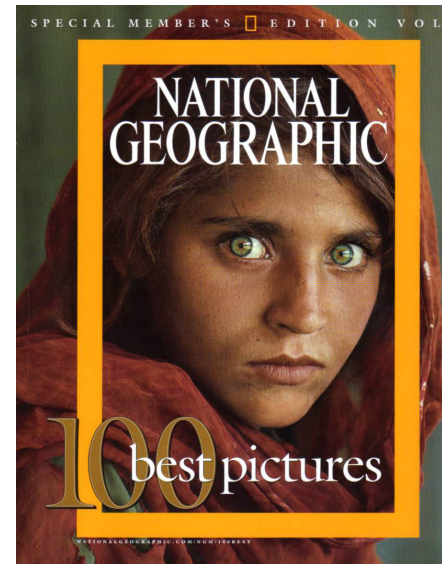


National Geographic

<http://www.nationalgeographic.com/>

National Geographic is one of the icons of adventure and photography in today's world. As a magazine, National Geographic has been around for over a century, releasing its first publication in 1888. Generations of people have now grown up reading National Geographic.

National Geographic is an inspiration for the Adventure Spot because of the skill, diversity, and time put into each issue. Photographers from all over the world gather and collect images, each telling a different story about places that are often foreign, exotic, and even graduesque. National Geographic is a great example of how others have explored some of the hardest to reach and most dangerous places on earth to tell the story.

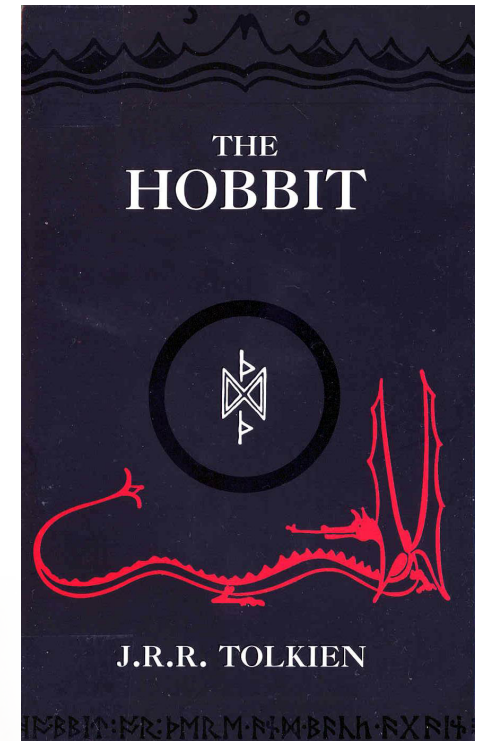


The Hobbit

http://books.google.com/books/about/The_Hobbit.html?id=pD6arNyKyi8C

The Hobbit is the classic tale of a Hobbit that goes on an unexpected journey. It's a story of adventure, fantasy, and discovery.

The Hobbit is an inspiration for the Adventure Spot because it stimulates the imagination, takes readers on a journey, and has become a timeless tale that has been re-envisioned through multiple forms of media. The goal behind the Adventure Spot is to provide people with adventures that they wouldn't have approached on their own. And although, there is no intent on using a wizard to force them out of their holes, creating a tool is a step in the right direction.



**Modified & redrawn image
from the original journal cover.

Logo Evolution

As you begin bringing life to concepts they evolve. No idea is perfect at first inception. It takes time and steady work to find the ideal design. This is true for every design concept behind The Adventure Spot. The logo, the wireframes, the visual mock-ups all went through several revisions before a style and compromise was reached that felt natural for the site.

The early designs concepts for the logo and webpage concentrated on warm colors on a white background, attempting to mimic other minimalistic site designs like Firefox. However, each design seemed to fall short. Eventually, despite reluctance of not wanting to fall into the same design schemes, a darker color scheme was looked at that better matched the over arching feel of The Adventure Spot.



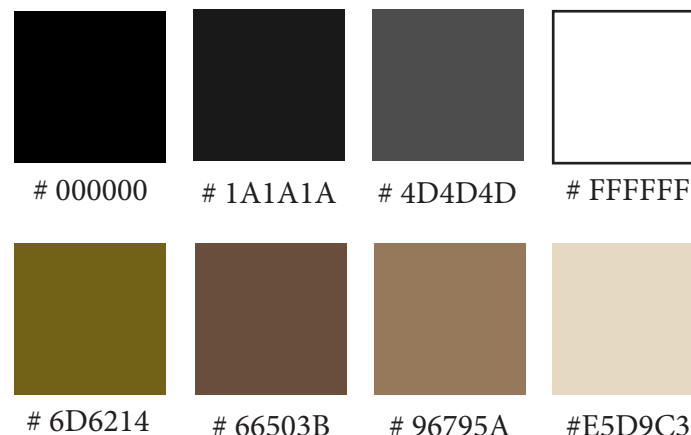
Style Guide

Font Styles:

Lucida Sans Unicode
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+

Palatino Linotype
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+

Color Palette:



Heading 1

Heading 2

Heading 3

Heading 4

Heading 5

Mood:

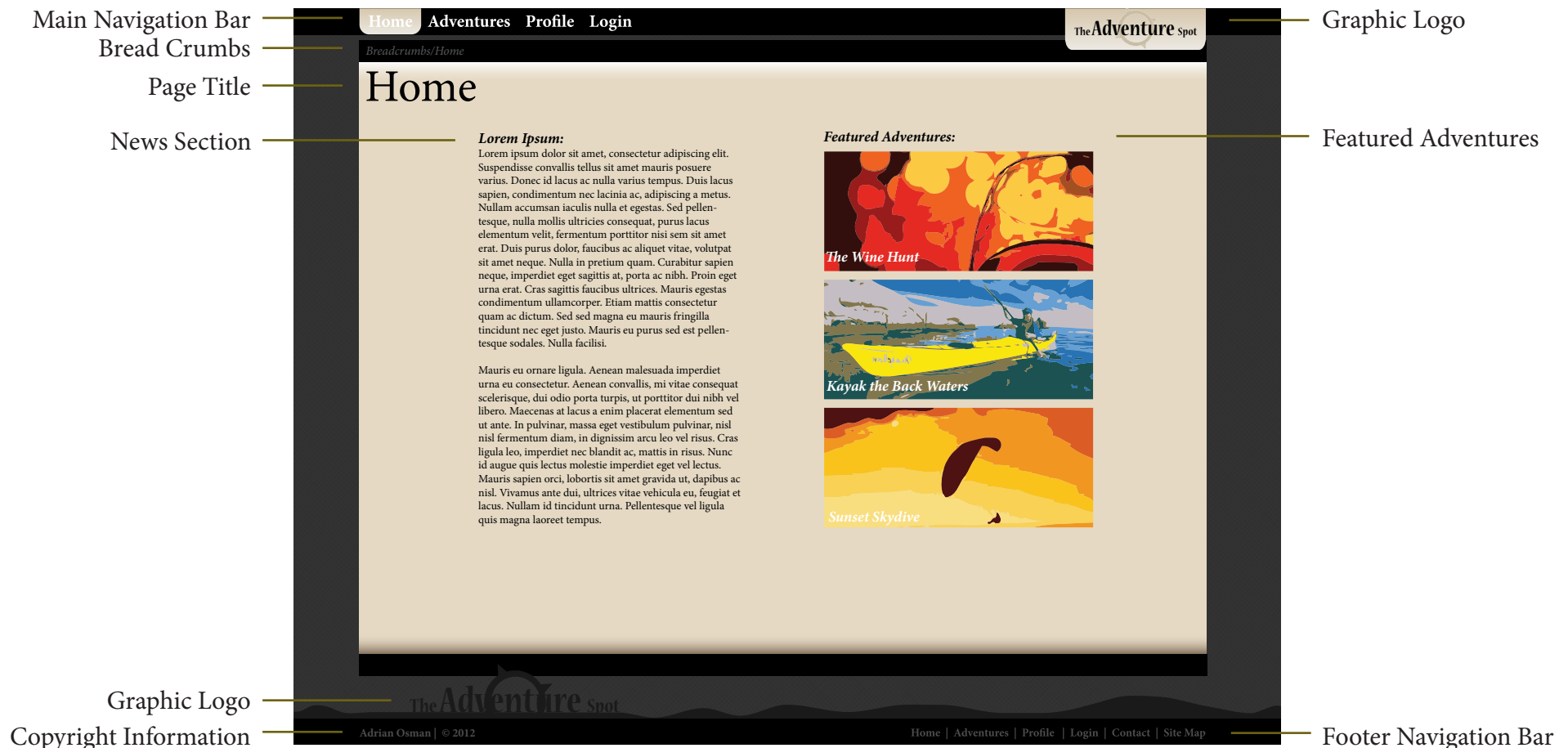
Achievement, Adventure,
Down to Earth, Fun,
Active, Dirty

Visual Mock-Ups

Home

The home page will be a users main portal to site related news and featured adventures. Two navigation bars will be available to users. The main navigation will be at the top of the page and feature a condensed bar that contains an optimized bar for general browsing.

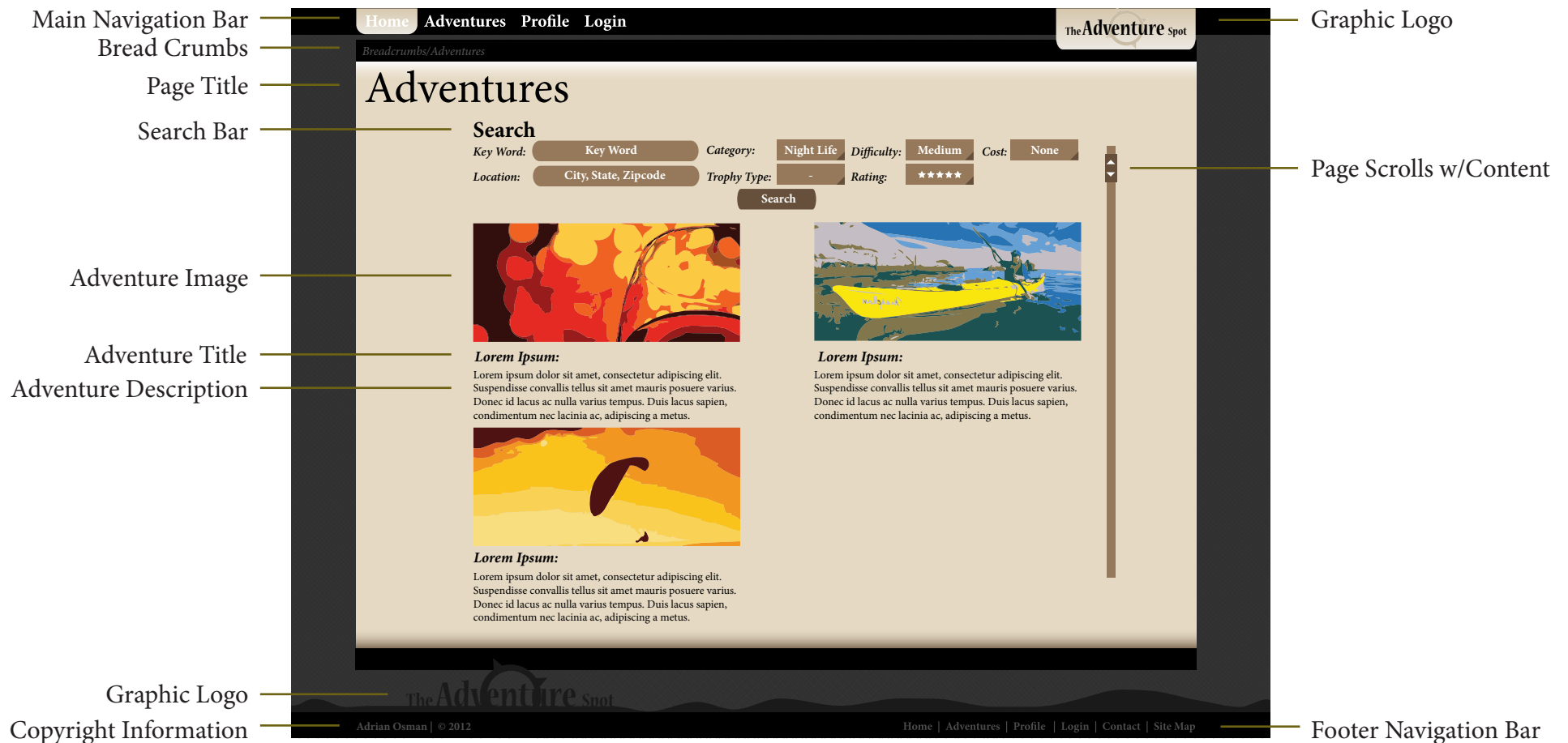
The bottom navigation bar will contain the full site navigation. To help optimize navigation, users will also see both bread crumbs and a page title at the top of each page. Each page will also be tagged with copyright information at the bottom left. Each page will be broken down into a two column format for ease of reading since the majority of the content will read like small articles and taglines.



Adventures

The adventures landing page serves as both a search and browsing page. At the top of the page is a search bar where users can input their choices for navigation. The majority of the search options will be predetermined

drop down boxes based on the adventure options during creation. There will only be two text input boxes for location and key word search. Below each search, the results will be listed in two columns. The content will be displayed with a photo, title or tagline, and a brief description. Users can view an adventure individually to get full details and undertake an adventure. Pages will scroll based on the amount of content available.



Profile

The profile page is where a user's personal information, trophies, and created adventures are stored. The left hand column is dedicated to changing a user's personal information or creating new adventures. The right hand column tracks a user's trophy information for the adventures

they have completed or have pending completion. The last section is a user's adventures they have created. This content will fill in both the right and left columns and the page will scroll based on the number of adventures created. Users can view details about their adventures such as the comments and number of successful adventurers or they can edit their adventure to improve it.



Login

The login page will be a landing page for both registration and login. In the left hand column, users can login using the information they set up during registration. If a user has forgotten their username/ password, they can retrieve it with the link below the login. If a user

does not have an account, the right side of the page allows them to input their personal information and register for an account. Users may later change their registration information in the profile page, which has their details listed at the top of left hand side of the page.

Main Navigation Bar

Bread Crumbs

Page Title

Login

Register

Graphic Logo

Graphic Logo

Copyright Information

Footer Navigation Bar

View Adventure

The view adventure page will be used for both viewing your personal adventures from the profile page and for viewing adventures you see on the Adventures page. The difference between the two pages will be what the button at the bottom of the page does. If you are viewing

an adventure you have personally created, you will be able to edit it. If you are viewing an adventure from the Adventures tab, you will be able to go on the adventure and then rate it, comment on it, and upload a personal photograph.

Diagram illustrating the layout of the View Adventure page, with labels pointing to various components:

- Main Navigation Bar
- Bread Crumbs
- Page Title
- Adventure Title
- Adventure Description
- Begin Adventure Button
- Graphic Logo
- Graphic Logo
- Copyright Information
- Graphic Logo
- Adventure Details Overview
- Adventure Map (Google API based on Location)
- Footer Navigation Bar

The diagram shows a web page layout for "The Wine Hunt" adventure. The page includes a navigation bar with links: Home, Adventures, Profile, Login. The main content area displays the adventure title "The Wine Hunt", a description, and a "Begin Adventure" button. A map shows the location in Maine, near Baxter State Park. The right sidebar contains details: Trophy, Category: Night Life, Difficulty: Easy, Cost: \$40.00, Location: Anywhere, Rating: ★★★★★.

Edit Profile

Users can change their personal information at any time through the edit profile page. The page will populate with all of the information a user has previously submitted. Information will be split into two categories, private and public information. This will be done so users will

be able to identify clearly which information is public. Additional public information such as the adventures a user has taken or their trophies, and comments they have made will remain public and unchangeable by the user. After a user has made any corrections to their personal data, they can use the submit button at the bottom of the page to upload changes to their profile.

The screenshot shows the 'Edit Profile' page of 'The Adventure Spot'. The page is divided into two main sections: 'Public' and 'Private' information. The 'Public' section includes fields for 'Username' and 'Profile Picture' (with a 'Choose Image' button). Below these is a preview of the uploaded profile picture. The 'Private' section includes fields for 'Name' (First Name, Last Name), 'Password' (masked with asterisks), 'Email', 'Age' (DOB), and 'Location' (City, State, Zipcode). A 'Submit' button is located at the bottom right of the form. The page has a dark navigation bar at the top with links to 'Home', 'Adventures', 'Profile', and 'Login'. A breadcrumb trail 'Breadcrumbs/Profile/Edit Profile' is visible. The footer contains the site logo, copyright information 'Adrian Osman | © 2012', and a navigation bar with links to 'Home', 'Adventures', 'Profile', 'Login', 'Contact', and 'Site Map'.

Annotations on the left side of the page:

- Main Navigation Bar
- Bread Crumbs
- Page Title
- Public Profile Information
- Upload Profile Picture
- Uploaded Profile Picture Preview
- Profile Self-Description
- Submit Changes to Profile Button
- Graphic Logo
- Copyright Information

Annotations on the right side of the page:

- Graphic Logo
- Private Profile Information
- Private Profile Data - Full Name, Password, E-mail, Age, & Location
- Footer Navigation Bar

Create Adventure

From a user's profile page, they will be able to create adventures to share with others. On the create adventure screen, users will start by naming their adventure, uploading a preview image, and giving a short description for users browsing a list of images and a long description for

users viewing the adventure. Users can then round out their adventure by updating the costs, location, difficulty and selecting a pre made trophy or uploading one of their choice. Once an adventure is complete, users can hit the create button to submit their adventure. Once an adventure is changed, users can edit it from their profile page.

The screenshot shows a web application for 'The Adventure Spot'. The main navigation bar at the top includes links for Home, Adventures, Profile, and Login. A breadcrumb trail indicates the user is at 'Profile/Create Adventure'. The page title is 'Create Adventure'. The form is divided into two main sections. The left section contains fields for 'Adventure Name' (with a 'Name' input), 'Adventure Image' (with a 'Choose Image' button), a large image preview area (currently showing a question mark), a 'Short Description' field (with a 'Max 250 Characters!' warning), and a 'Long Description' field. The right section contains fields for 'Trophy Type' (with a dropdown), 'Custom Image' (with a 'Choose Image' button and a trophy icon), 'Category' (with a dropdown), 'Difficulty' (with a dropdown), 'Cost' (with a '\$' dropdown), and 'Location' (with a 'City, State, Zipcode' input). Below these fields is a map of Maine with a 'Location Entered' marker. A vertical scrollbar is visible on the right side of the form. At the bottom of the form is a 'Create' button. The footer includes the 'The Adventure Spot' logo, copyright information 'Adrian Osman | © 2012', and a footer navigation bar with links for Home, Adventures, Profile, Login, Contact, and Site Map.

Main Navigation Bar

Bread Crumbs

Page Title

Adventure Name

Upload Adventure

Preview Image

Uploaded Image

Preview

Short Description

Long Description

Graphic Logo

Adventure Details

Fillable Overview

Adventure Map
(Google API based
on Location)

Graphic Logo

Copyright Information

Footer Navigation Bar

Take Adventure

After a user begins an adventure, they can view the adventure in their profile tab under the trophies section. Users can view the comments other users have made on the adventure, the trophy, and claim their trophy for completing an adventure. Once a user has claimed their trophy

they can then rate the adventure, comment on it, and upload an image as proof of completion. No proof is required to complete the adventure. Instead, this system relies on the honor system of Adventurer's being truthful about their experience.

The screenshot shows a web page titled 'Take Adventure' for 'The Wine Hunt'. The page layout includes a main navigation bar at the top with links for Home, Adventures, Profile, and Login. A breadcrumb trail indicates the current location: Breadcrumbs/Adventures/Take Adventure. The page title is 'Take Adventure'. The adventure title is 'The Wine Hunt', accompanied by an adventure image showing a wine glass and grapes. Below the image is a comments section with three user comments, each starting with 'User Name:'. To the right of the comments is a trophy section featuring a trophy icon and a 'Complete Adventure' button. Below the trophy is a rating section with a five-star rating, a 'Profile Picture' section with a 'Choose Image' button, and an 'About' section with a text area to 'Describe your adventure...' and a 'Submit' button. The page also features a graphic logo for 'The Adventure Spot' in the top right and bottom right corners. The footer navigation bar includes links for Home, Adventures, Profile, Login, Contact, and Site Map, along with copyright information: Adrian Osman | © 2012.

Main Navigation Bar

Bread Crumbs

Page Title

Adventure Title

Adventure Image

Comments

Graphic Logo

Adventure Trophy

Complete Adventure

Rate Adventure

Upload Personal Adventure Image

Create Comment

Submit Adventure

Graphic Logo

Copyright Information

Footer Navigation Bar

Login

The login page is the start screen for mobile users. If a user is already logged in or has chosen to stay logged in, this screen will be skipped. If a user is new, they will be directed to the registration page by clicking on the register link at the bottom of the screen.

The login page wireframe features a dark header with the 'TheAdventureSpot' logo and a 'Main Nav' containing 'Search', 'Profile', and 'Options' buttons. The page title is 'Welcome!'. Below the header, there is a 'Login Information' section with input fields for 'Username' and 'Password', followed by a 'Submit Login' button labeled 'Login'. A link for 'Forgot Username/Password?' is positioned below the password field. At the bottom, there is a 'Register Button' labeled 'Register'.

Graphic Logo — TheAdventureSpot — Main Nav

Page Title — Welcome!

Login Information — Username — Password

Submit Login — Login

Forgot Username/Password? — Retrieve Username or Password

Register Button — Register

Register

Users are directed to the registration page from the login page when they want to create an account. Only basic information about a user is gathered during registration. All other information can be edited in the profile tab.

The register page wireframe features a dark header with the 'TheAdventureSpot' logo and a 'Main Nav' containing 'Search', 'Profile', and 'Options' buttons. The page title is 'Register'. Below the header, there is a 'Registration Form' with input fields for 'First Name', 'Last Name', 'Username', 'Password', 'email', and 'DOB'. A 'Submit Registration' button labeled 'Register' is located below the form. At the bottom, there is a 'Back to Login' button labeled 'Login'.

Graphic Logo — TheAdventureSpot — Main Nav

Page Title — Register

Registration Form — First Name — Last Name — Username — Password — email — DOB

Submit Registration — Register

Back to Login — Login

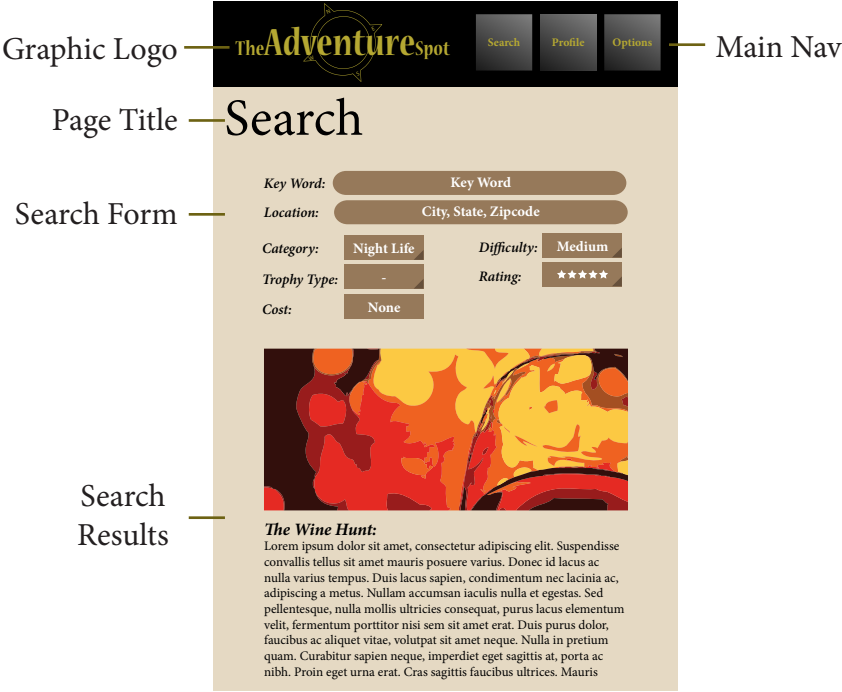
Home

After logging in, a user is taken to the home page. The home page displays the latest news and a featured adventure for users. Users can then use the menu system to explore other sections of the application.



Search

The search tool allows users to find adventures. The search page will display results below the user's search criteria. Users can scroll through a shortened version of each adventure and select adventures that interest them.



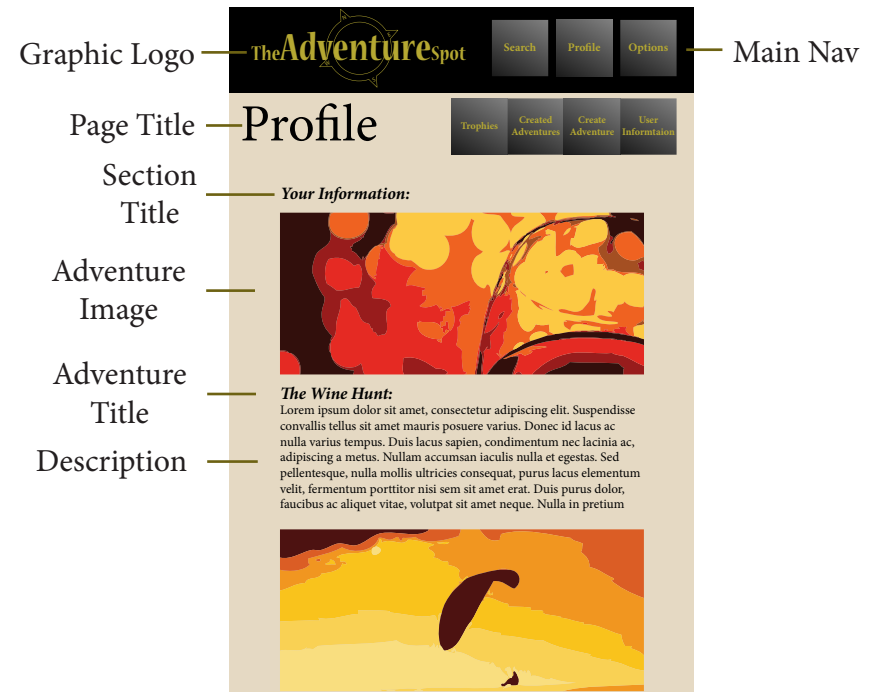
Profile - Trophies

The trophies page of allows users to see what types of adventures they have completed and adventures in progress. Users can select a trophy to see completed or in progress adventures.



Profile - Created Adventures

The created adventures tab of the profile page allows users to review adventures they have created. By clicking on an adventure, they are brought back into edit mode and can modify an adventure's details.



Profile - Create Adventure

The create adventure tab allows users to upload adventure ideas to the public. Here they can fill out a basic form, upload a photo, and submit the adventure, at which point it is immediately available for other users to view.

This screenshot shows the 'Create Adventure' form within a user profile. The interface includes a top navigation bar with a logo and links for Search, Profile, and Options. Below this is a sub-navigation bar with links for Trophies, Created Adventures, Create Adventure (the active tab), and User Information. The main content area is titled 'Profile' and contains the 'Create Adventure' section. This section includes fields for Adventure Name, Adventure Image (with a 'Choose Image' button), Short Description, Long Description, Trophy Type, Custom Image (with a 'Choose Image' button), Category, Difficulty, Cost, and Location. A 'Create' button is located at the bottom right of the form.

Graphic Logo — TheAdventureSpot — Main Nav

Page Title — Profile

Section Title — Create Adventure:

Adventure Name: Name

Adventure Image: Choose Image

Short Description

Long Description

Trophy Type: -

Custom Image: Choose Image

Category: -

Difficulty: -

Cost: \$

Location: City, State, Zipcode

Submit Button — Create

Adventure Form

Profile - User Information

The information section on the profile tab allows users to set account-wide information that works between both the mobile application and the web portal.

This screenshot shows the 'User Information' form within a user profile. The interface is consistent with the previous form, featuring the same top and sub-navigation bars. The main content area is titled 'Profile' and contains the 'Your Information' section. This section includes fields for Username, Profile Picture (with a 'Choose Image' button), Name (split into First Name and Last Name), Password, Email, Age, and Location. There is also an 'About' section with a text area labeled 'Describe yourself...'. A 'Submit' button is located at the bottom right of the form.

Graphic Logo — TheAdventureSpot — Main Nav

Page Title — Profile

Section Title — Your Information:

Username: Username

Profile Picture: Choose Image

Name: First Name, Last Name

Password: *****

Email: email

Age: DOB

Location: City, State, Zipcode

About: Describe yourself...

Submit Button — Submit

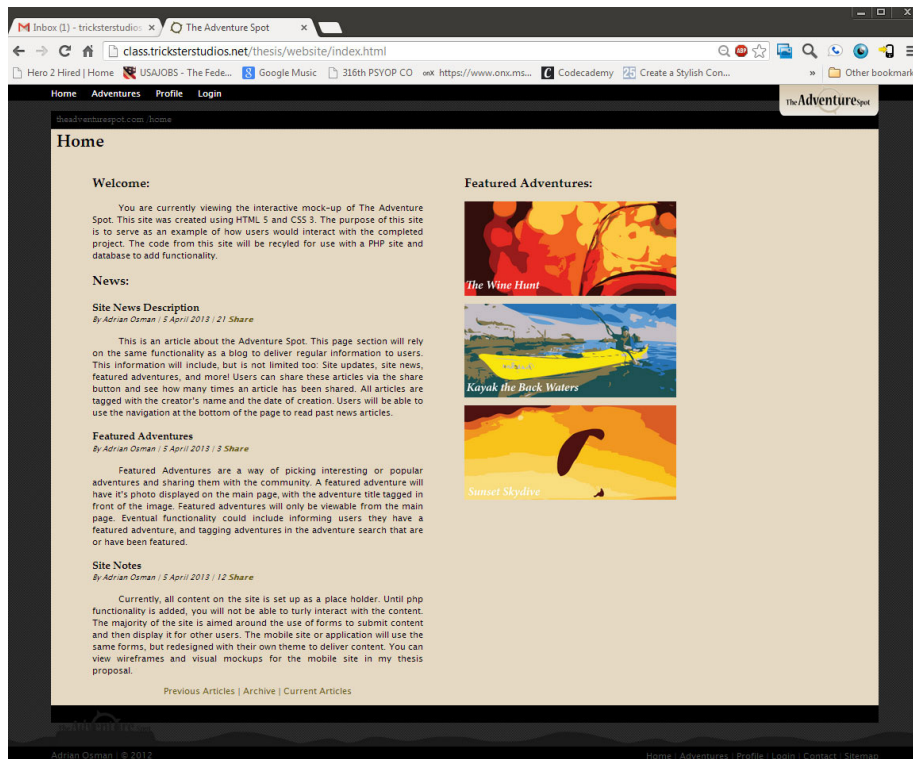
User Information

Options

The options menu is unique to the web application and allows users the ability to modify how the program interacts with their mobile device.



Proof of Concept



Location:

<http://class.tricksterstudios.net/thesis/website/>

As a proof of concept for the Adventure Spot, an interactive mock-up was created using HTML 5 & CSS. This mock-up was optimized for the Google Chrome web browser. Although features such as user profiles are not implemented, the mock-up features the full navigation, and a walkthrough of the main features planned for implementation.

Because the interactive mock-up was made using HTML 5 and CSS, the code and graphics will be reused in the next stages of development. The graphics and CSS template will first be optimized for additional browsers to include Safari, Internet Explorer, and Firefox. JavaScript will then be added in for client side form validation and additional visual effects before the site is ported over to a content management system where functionality will be added in using PHP and CSS.

Once the Adventure Spot is fully functional and has been user tested, the code and graphics will be optimized for use as a mobile application. The mobile application will use the same features and SQL database for consistency across platforms. Depending on the development cycle, the mobile version of the Adventure Spot will either be produced using Adobe Air or be converted into a mobile site and take advantage of plug-ins within WordPress for optimizing sites for mobile technology.

User Testing

Phases:

Proposal:

The initial testing of the Adventure spot for proposal purposes has been conducted through user scenarios, peer reviews, and self testing. The user scenarios, available on pages 12-14, where the primary means of exploring site layout, content, and features. After the creation of user scenarios and self testing, trusted peers were invited to view the interactive mock-up and thesis proposal.

Development:

During the development phases of the Adventure Spot testing will be conducted through additional peer review, directed testing, and more complex user scenarios. Initially, testing will focus on user scenarios, but as the development cycle begins to draw to a close, testing will focus more heavily on directed peer reviews.

Final Presentation:

At the end of the development cycle, a small user base will be introduced to the Adventure Spot's functioning live site. Feedback will be requested from the user base in the form of surveys and a beta testing adventure, with trophy. In addition, a professional testing service will be consulted for comparative data. The results of these will be included in the final presentation and used to improve the final product before presentation.



Bibliography

Image Sources

Application Screenshots - (Page , Right) Dayzipping
<https://play.google.com/store/apps/details?id=com.dayzipping.android&hl=en>

Website Screenshot - (Page 7, Right) National Geographic
<http://adventure.nationalgeographic.com/adventure/>

Website Screenshot - (Page 8, Right) Frommer's
<http://www.frommers.com/>

Website Screenshot - (Page 9, Right) Yahoo Trip Planner
<http://travel.yahoo.com/trip>

Application Screenshots - (Page 10, Right) Field Trip
<https://play.google.com/store/apps/details?id=com.nianticproject.scout&hl=en>

Image - (Page 12, 13, 14) User Scenario Images
Source Unknown, Author Unknown, Website Unknown

Presentation Cover - (Page 31, Right) Route 66 - Illinois Roadtrip
<http://media.academyart.edu/gradshowcase/wnm.html>

Magazine Covers - (Page 32, Right) National Geographic
<http://www.nationalgeographic.com/>

Book Cover - (Page 33, Right) The Hobbit
http://books.google.com/books/about/The_Hobbit.html?id=pD6arNyKyi8C

Biography

I grew up in Indiana, where the state motto is, “We’re moving.” The first half of my childhood was spent living in a small town and the second half in a college town. My childhood was fairly normal, and in certain regards, thoroughly mundane. I spent a lot of time outdoors, with friends, and playing video games. In many regards, this mundane childhood is probably the biggest inspiration for my project. Because, the older I got, the more and more I heard everyone around me complain that, “There’s never anything to do.”

I’m not certain being an artist was ever a question for me. For as long as I can remember, it was always a subject of excitement and intrigue and although I held other interests such as computers that I could have easily pursued, nothing else stirred the same level of passion in me. I started out my career as a photographer after being inspired by my high school photography teacher. My bachelor’s degree, in photography, was obtained from Purdue University, one of the two towns I had grown up in.

After college, I moved to California to hunt for better adventures and more importantly, employment. I was mostly unsuccessful, managing to only land temporary jobs. Eventually, feeling desperate, I did the one thing I said I would never do: I joined the Army. As it turns out, the Army has been the most rewarding career path I’ve chosen. I began as a 25 Victor, Combat Documentation and Production Specialist. I was a photographer. For my first tour, I went to Iraq where they accidentally slotted me as a 25 Mike, Multimedia Illustrator. I spent nearly a year doing a job I had not been trained for before my superiors or anyone else realized the error. I later received training as a 25 Mike and now hold two Military Occupational Specialties (MOSs).

About a year after my deployment, I began pursuing my MFA

through the Academy of Art University in Photography. At the same time, I received my training as a 25 Mike and shortly thereafter, switched majors because of my growing interest in interactive media. I have also moved back to Indiana, where I’m still in the Army Reserves with the 316th Psychological Operations.

For the short term, I intend to complete my MFA at the Academy of Art University and move back to California. I’ve been actively seeking teaching experience and employment as a web designer. Eventually, I plan to be a full time instructor at the college level.

Resume



Summary: A web designer with 8+ years of experience and both military and civilian training in photography, videography, and design. Technically proficient with Adobe products, Microsoft Office, and web languages.

Experience: **United States Army Reserves:** 2006-Present
Multimedia Illustrator
Served with multiple Psychological Operations companies across the country and overseas; Working in high stress environments and under short deadlines. Non-Commissioned Officer, in charge of a squad of multimedia illustrators for the 316th PSYOP Co. Routinely creates and coordinates both print and digital product in support of unit operations.

Chadon Photographers: 2004-2005
Event Photographer & Regional Manager
Photographed the West Lafayette area's Greek events. Once promoted to regional manager, coordinated equipment usage, schedules, and film drop off.

3GUpload.com: 2004-2005

Content Manager

Managed over 30,000 user submitted files for 3GUpload, a start-up internet company, to ensure compliance with copyright & quality standards. Created graphics in support of initial site development.

Education: **Academy of Art University:** (In Progress, 2013)
Master of Fine Arts in Web Design & New Media

Purdue University: 2004
Bachelor's of Science in Photography

Skills:

Photography:	<div></div>
Videography:	<div></div>
HTML:	<div></div>
CSS:	<div></div>
Action Script:	<div></div>
Photoshop:	<div></div>
Illustrator:	<div></div>
Dreamweaver:	<div></div>
InDesign:	<div></div>
Flash:	<div></div>

<http://www.tricksterstudios.net>

Web Designer | Photographer | Multimedia Illustrator

Portfolio

Trickster Studios

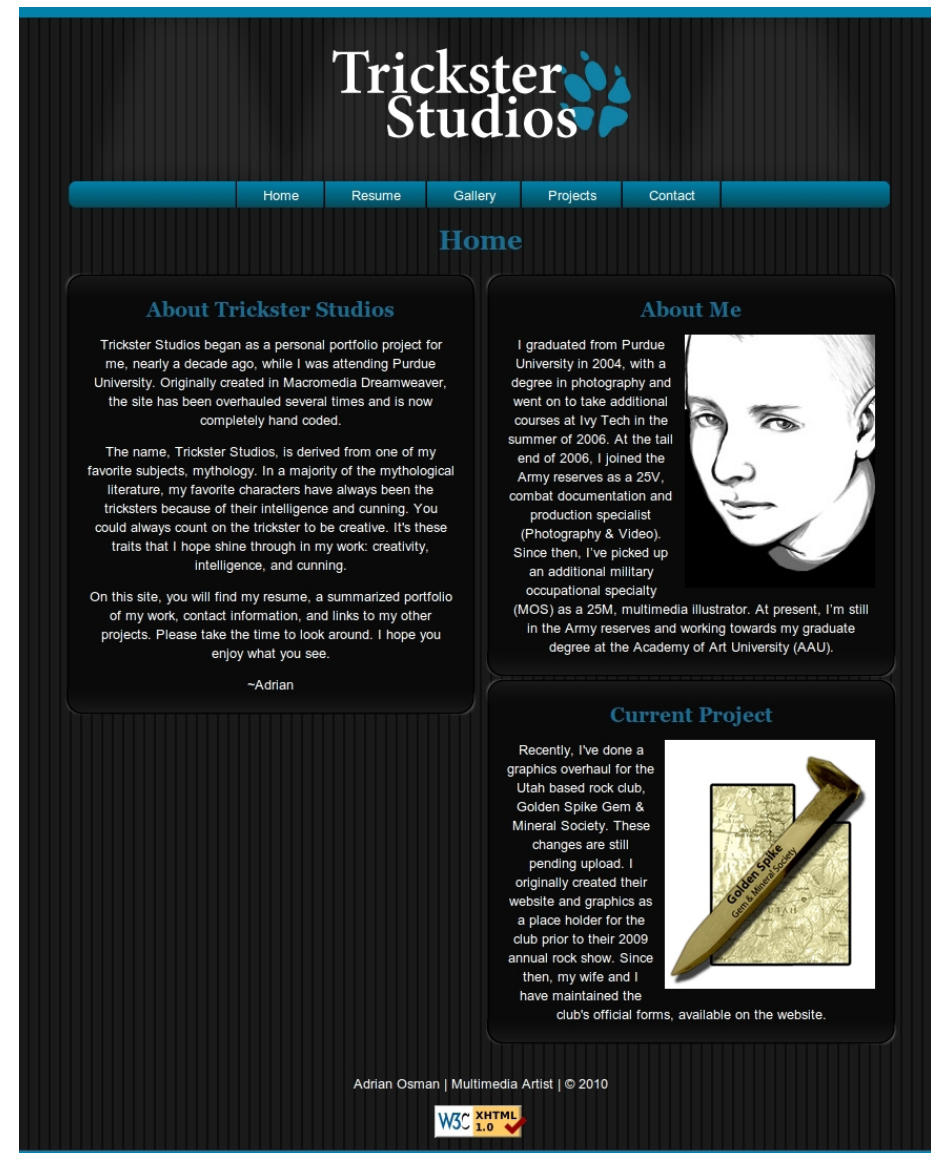
Medium: Website

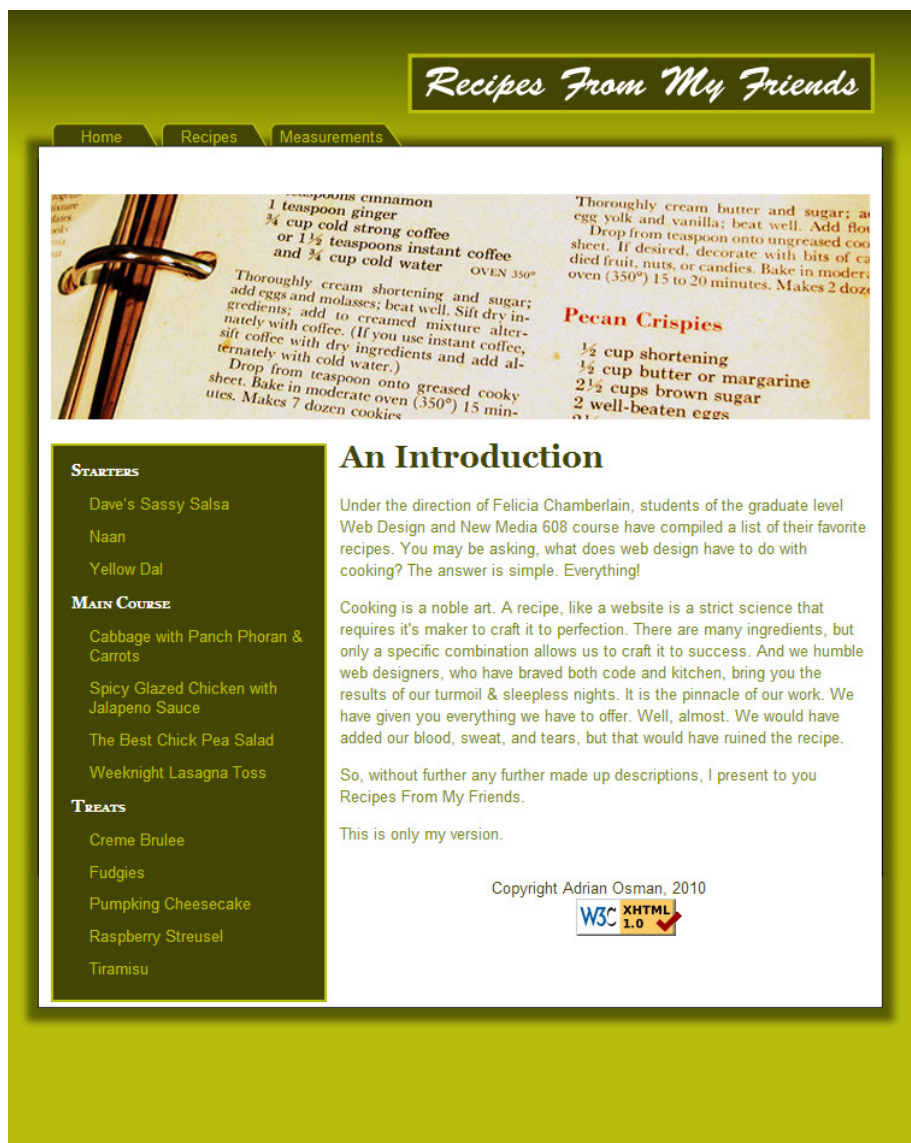
Course: WNM 608

Web Technology 1

Description:

Trickster Studios has been an online portfolio for over a decade. For Web Technology 1, as part of the final project, Trickster Studios received a complete overhaul. It is coded using HTML, CSS, and JavaScript.





Recipes From My Friends

Medium: Website

Course: WNM 608

Web Technology 1

Description:

Recipes From My Friends was a midterm project in Web Technology 1. The site was created using HTML and CSS.

Projects Showcase

Medium: Website

Course: WNM 608

Web Technology 1

Description:

Created as part of the midterm and final exam projects for Web Technology 1, this site is a showcase for all of the projects and exercises covered through out the course. This site was created using HTML and CSS.

Adrian Osman

About:

I graduate from Purdue University in 2004, with a degree in photography. I took additional courses at Ivy Tech in 2006. At the tail end of 2006, I joined the Army reserves as a 25V, combat documentation and production specialist (Photography & Video). Since then, I've picked up an additional military occupational specialty (MOS) as a 25M, multimedia illustrator. At present, I'm still in the Army reserves and working towards my graduate degree at the Academy of Art University (AAU).

I've been married since 2008 to my wife, Lisa. Together, we take care of a wonderful 80 pound fluffy monster of a dog that we call Dharma.

In my personal time, I work on my craft and maintain several websites. I'm currently redesigning all of my sites, but you can see my other work at:


- [Trickster Studios](#)
- [The Linux Art Geek](#)
- [Love & Warfare](#)

Adrian's Web Design & New Media Work

[Demonstration Files](#) | [Quizes](#) | [Projects](#)

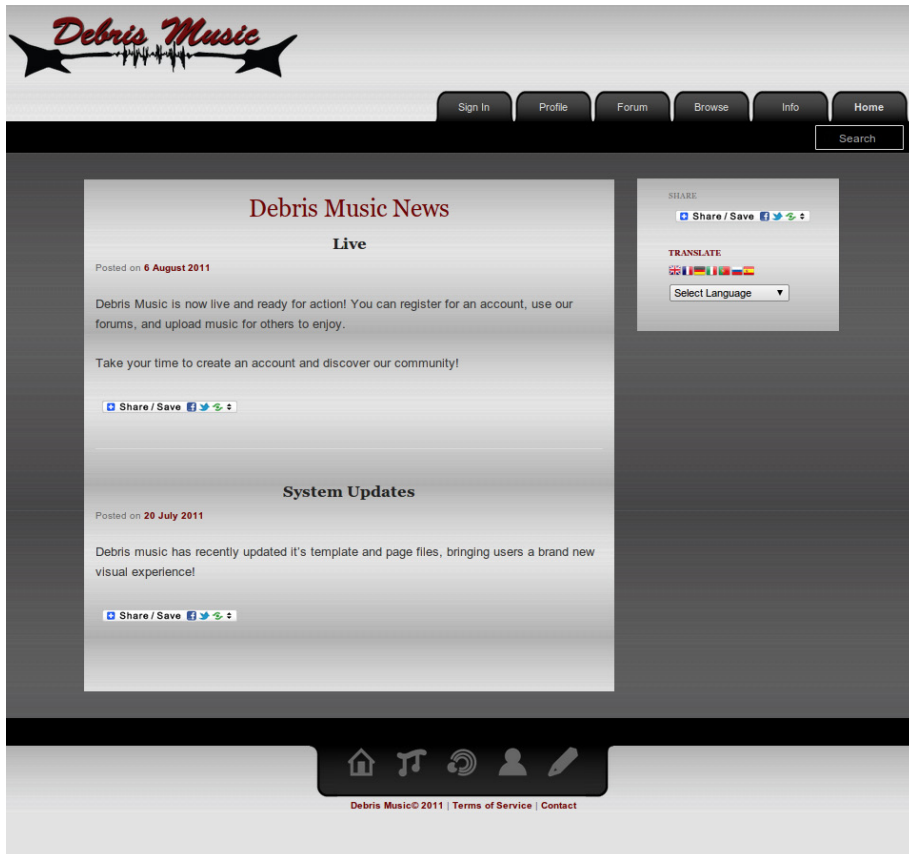
Demonstration Files

Link	Title	Assignment Description
Demo-1	Two Pages	Make two pages using the techniques demonstrated above. Make the pages different colors, give them each a unique title and link the two pages. Upload your pages to the share server as described earlier in this module.
Demo-2	Color Site	Using the home, red and pink demonstration files from this module, complete the last seven pages of the color site. Remember you also have the link to my completed site in case you get lost and need some extra help. Go slow and check your pages as you go. Use your template page to get started.
Demo-	Division & Inline	Copy out the "lorem ipsum" text and paste it into the body tag of your HTML file. Give the page a new title, using the



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Debris Music

Medium: Website

Course: WNM 618

Web Technology 2

Description:

Created as part of the final project for Web Technology 2, Debris Music is a site for users to share and sell music. The site uses WordPress as a content management system and is put together using CSS, PHP, MySQL, JavaScript, and HTML.

Flood

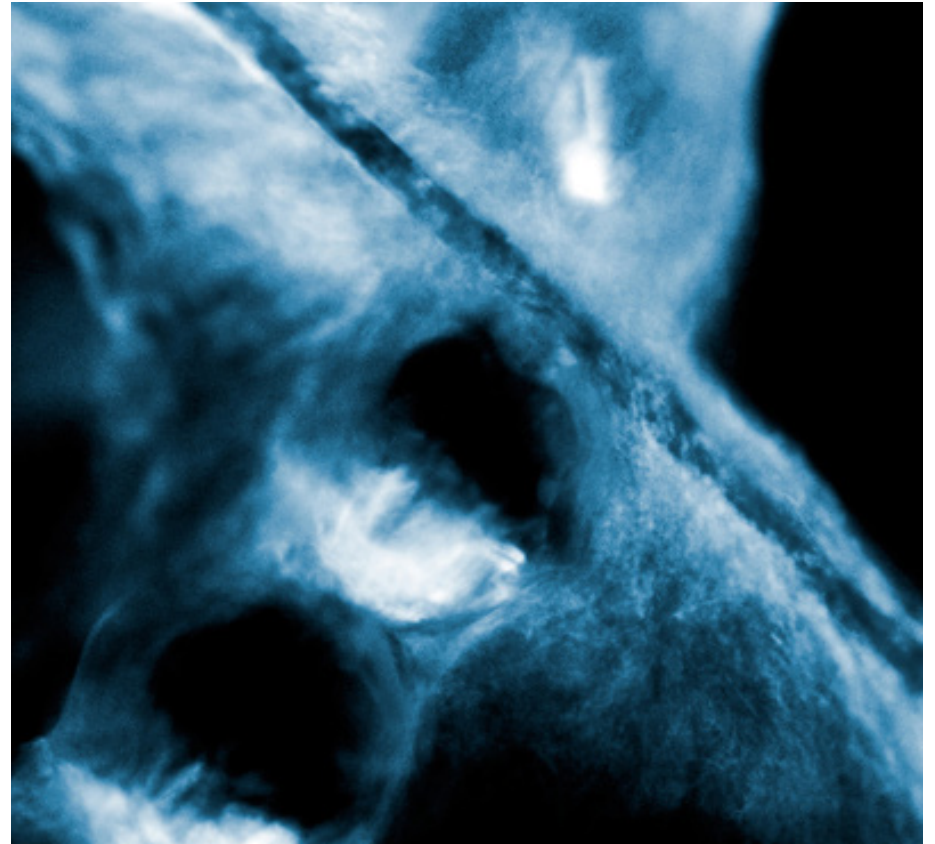
Medium: Photography

Course: PH 612

The Nature of Photography

Description:

Created as part of a series of images for the final project in The Nature of Photography, this image represents my knowledge of working with lighting, extended shutter speeds, and still life.



String of Water

Medium: Photography

Course: PH 612

The Nature of Photography

Description:

Taken during the middle of the day in full sunlight, this image represents knowledge of how to control lighting.





Minion Poster 1

Medium: Adobe Illustrator

Course: WNM 605

Typography for Digital Masters

Description:

Created as part of the midterm for Typography for Digital Masters, this poster concentrates on the elements of typography in order to present the history and background behind the Minion Typeface.

Koi Pond

Medium: Flash Game

Course: WNM 645

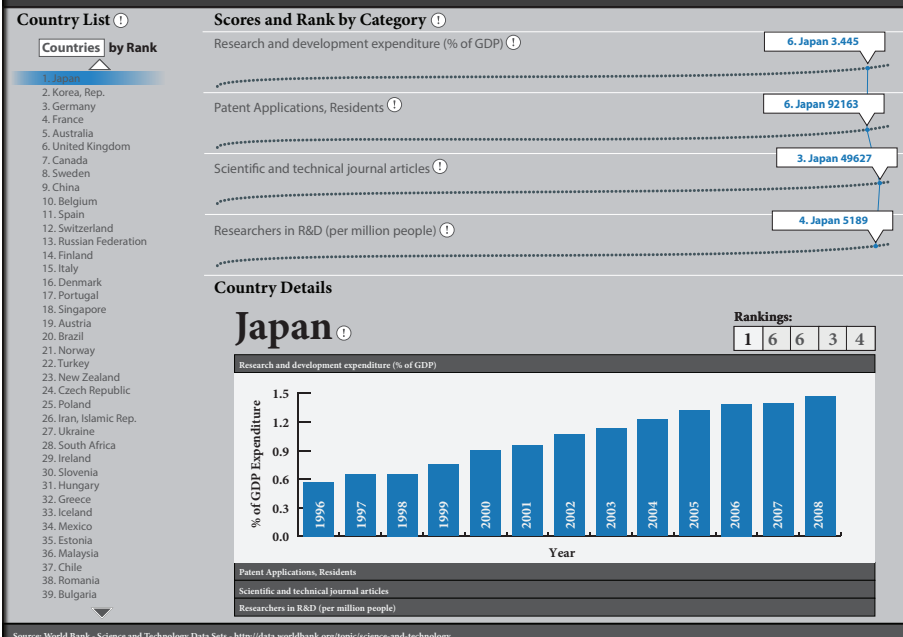
Time Based Media Scripting

Description:

Koi Pond is a game that mimics the functionality of the four button Simon game from the 80s. Created using Adobe Flash and ActionScript 3.0, this project was the final for Time Based Media Scripting.



World Leaders in Innovation



World Leaders In Innovation

Medium: Illustrator & Flash Video

Course: WNM 661

Interactive Infographics

Description:

World Leaders in Innovation (WLII) is an interactive infographic concept. Using statistical data from the World Bank, WLII compares countries based on their investments in research and output in patent application and scientific journal articles. A video was created using Adobe Flash that explains the concept in detail.

316th PSYOP Co. Products

Medium: Adobe Illustrator

Created For: U.S.A.R.

316th PSYOP Co.

Description:

These graphics are samples from about a year and a half worth of work to help the 316th Psychological Operations Company begin branding itself. Over the course of this process a vast array of products were created including coins, clothing, recruiting posters, business cards, and even door labels.



U.S. ARMY



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