

# Design



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# Design

## Project Fundamentals (Pre-Design)

### Multi-disciplinary Team

- Project Manager
- Content Providers / Specialist
- Design Team (Information Architect, Designer, +)
- Development Team (Developers, Operations Rep, +)
- Test Team (Coordinator, Evaluation Specialist, +)
- Marketing Team

### Project Structure

- Project Definition (Charter)
- Requirements Document
- Research & Design Phase
- Development Phase
- Final Testing
- Post Mortem



# Design

## Interface Design

Our job is to interface the audience with content and services.

- Analyze requirements
- Performing research
- Provide solutions

Group i

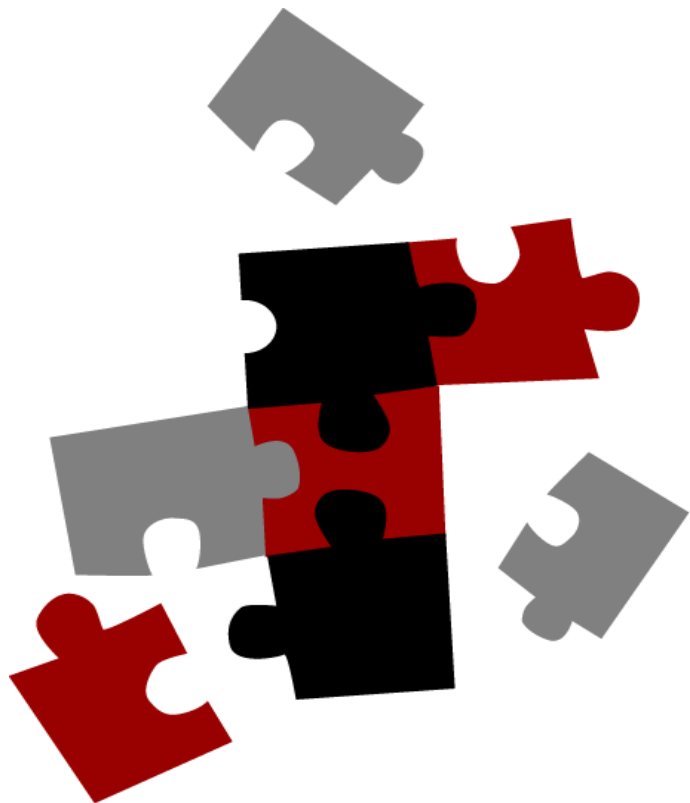
VMC Coordination Group

Formal Working Groups (ie – VMC Rethinking Group)

Special Interest Groups

Research & Business Intelligence

Portals Management & Design



# Design

## Areas of Focus

### Audience

From graphic design and typography, to photography and layout, the visual design of any product is based first and foremost on the characteristics of the audience.

- Characteristics
- Technological traits
- Behaviours & preferences
- Human vs computer



Photo © <http://www.yale.edu/ysa/images/audience.gif>

# Design

## Areas of Focus

### Medium

To succeed, the VMC must present interesting, engaging and high-quality content that takes advantage of the digital medium to create experiences that are not feasible in physical space or analogue media. (VMC's Content policy)

The methods and forms of interaction an audience has in order to obtain content from a magazine or book is rather limited.

The uniqueness of the online medium is Interaction Design.

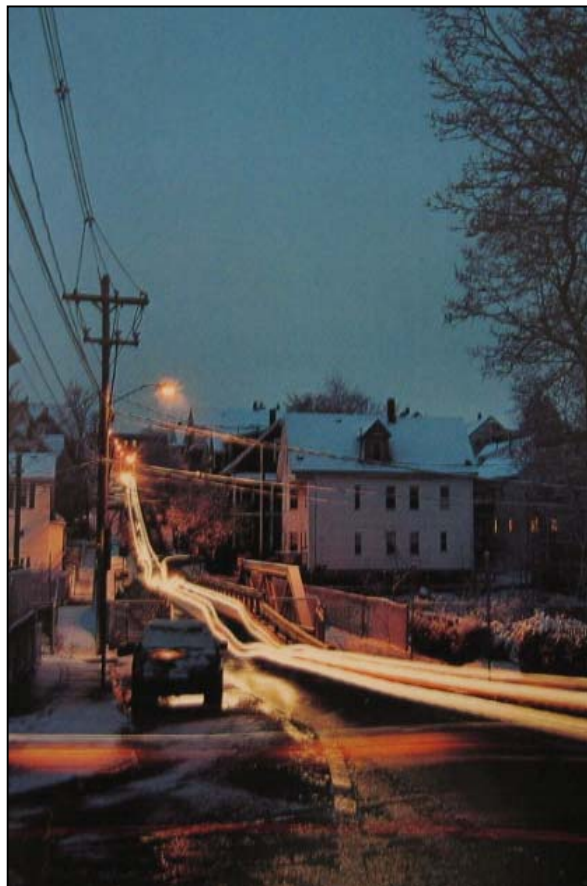


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# Design

## Areas of Focus

### Testing & Evaluation

The importance here is more about testing the intent versus practice of the product, than technical issues.

We need to do everything possible in order to ensure that the audience perceives our designs as we have intended and if not, to find out how they are being perceived and why.

The goal of this entire process is to engage our audience with a positive experience.



Photo © Nasa 2003

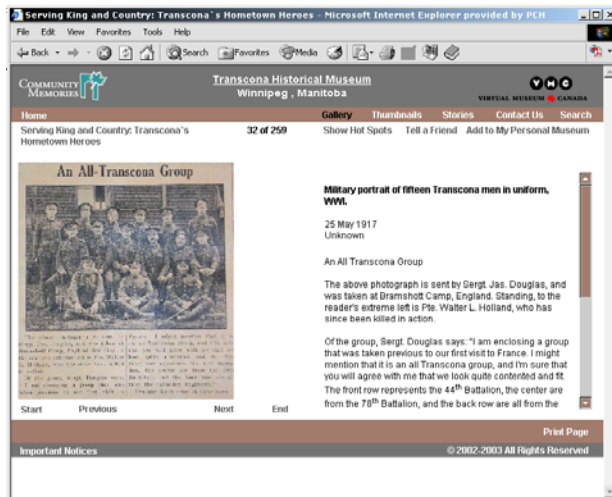
# Design

## Engagement

### The Community Memories Project

The goal of this process is to engage our audience with a positive experience.

- Program
- Eclectic audience
- Flexible architecture (access points – digital library & virtual exhibit, storylines)
- Multiple interfaces
- Various methods of navigation



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**Thank you**

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