

Interactive Animation Project – Design Plan/Storyboard

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ISLT 7364 – Flash Authoring

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Design Plan

Description and Purpose

The clash between bicyclists and motorists has been intensifying in the past six months in Columbia, MO to the point that the city council has passed ordinances and re-examined policies between the two groups of commuters. My flash project, working title “Safe Cycle: Bicycle and Motorist Rules of the Road” will explain both the safety and etiquette aspects of the issue.

Target Audience

The piece will be targeted to both cyclists and motorists of Columbia, MO and will inform the public of safety risks to cyclists and the best practices for both cyclists and motorists, bike routes throughout the city, and proper cycling equipment for a safe ride

User Interactions

The user will interact with the animation as long as their attention span keeps them interested. I plan on making this project as “sticky” as possible. I plan for a user to interact with the entire site for at least 5 minutes if they complete all the animations. More time if they play with the interactions. However, if the user is not a cyclist, already knows the information, or is a motorist who doesn’t care then they may exit the piece earlier. These are factors beyond my control.

Content appropriate audio will play throughout the movie, but the user will have the ability to mute/unmute or to adjust the volume through a slider control.

The project will incorporate three pieces

1. “Getabout” routes throughout the city
 - a. This animation will be on the initial loaded page. It will display a map of Columbia with a legend featuring five different types of information: 1) striped bike lanes, 2) planned bike lanes, 3) bike routes, 4) planned bike routes, and 5) a planned bike boulevard. As the user rolls over the information in the legend the routes will be highlighted in the map and a definition of the term will be displayed. i.e. text explaining the difference between a bike lane, a bike route and a bike boulevard.
 - b. Total interaction time = 30 seconds
2. Safety risks and best practices for cyclists/motorists
 - a. The user will input their name and choose whether they want to control a cyclist icon or a motorist icon. An animation will then be presented in which the user clicks and drags their icon choice through a predetermined scenario. A common accident will play out and then a text field will display using the users input name and what happened. It will also display ways that both the cyclist and motorist

could have avoided this accident. The user will then be given the opportunity to return to the main menu or to move on to another scenario. A maximum of five scenarios will be presented and then the user will automatically be returned to the main menu.

- b. Total interaction time = 2 min., 30 sec.
- 3. Proper cycling equipment for a safe ride
 - a. When the user selects this animation, a drawing of a cyclist attired in proper safety gear and on a bicycle will appear. As the user rolls their mouse over different areas of the drawing, text messages will appear describing the importance of the gear or the importance of the etiquette and an interesting tidbit about the equipment (material strength, etc.) i.e. when the user rolls over the helmet a text message will appear that reinforces the importance of cyclists protecting their brain and would state that a helmet can support the weight of an elephant (hypothetical – I will have to research these).
 - b. Total interaction time = 2 min.

Limitations of the Project

This project will be distributed on the web. Therefore it will need to load quickly – I’m assuming a broadband connection although the project will be optimized for the fastest possible load times. I will not be incorporating video so this will reduce the .swf size. Audio with user controls will be optimized for quick delivery.

Resources

My content will be mostly vector-based animations. I am collaborating with the graphics department of *The Columbia Missourian* and I will be using animations already created in Adobe Illustrator. These animations will be brought into flash, broken apart, and converted into the needed symbols. Additional animations will be created in flash as needed.

Audio will be ripped from a commercially available source and used by “Fair Use Doctrine” under the educational exemption. Otherwise, any audio will be originally captured or used from a copyright free source.

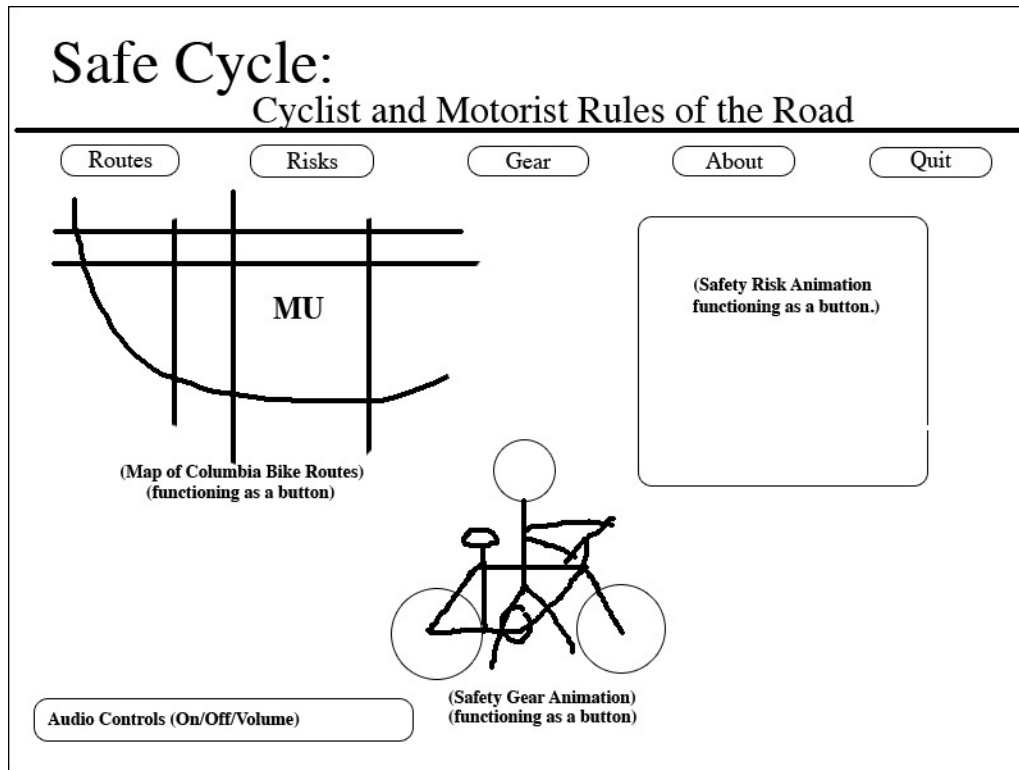
Project Schedule for Production

Activity	11/10	11/17	11/24	12/1	12/8	12/12
Collect Movie Content	X					
Format Images/Drawings	X					
Create Animations		X	X			
Version 1 due				X		
Peer Evaluations				X	X	
Usability Testing					X	
Submit Project(Final Version) – Evaluation Report						X

Storyboard

Stage Size: 800 (W) x 600 (H) pixels

No. 1 – Home



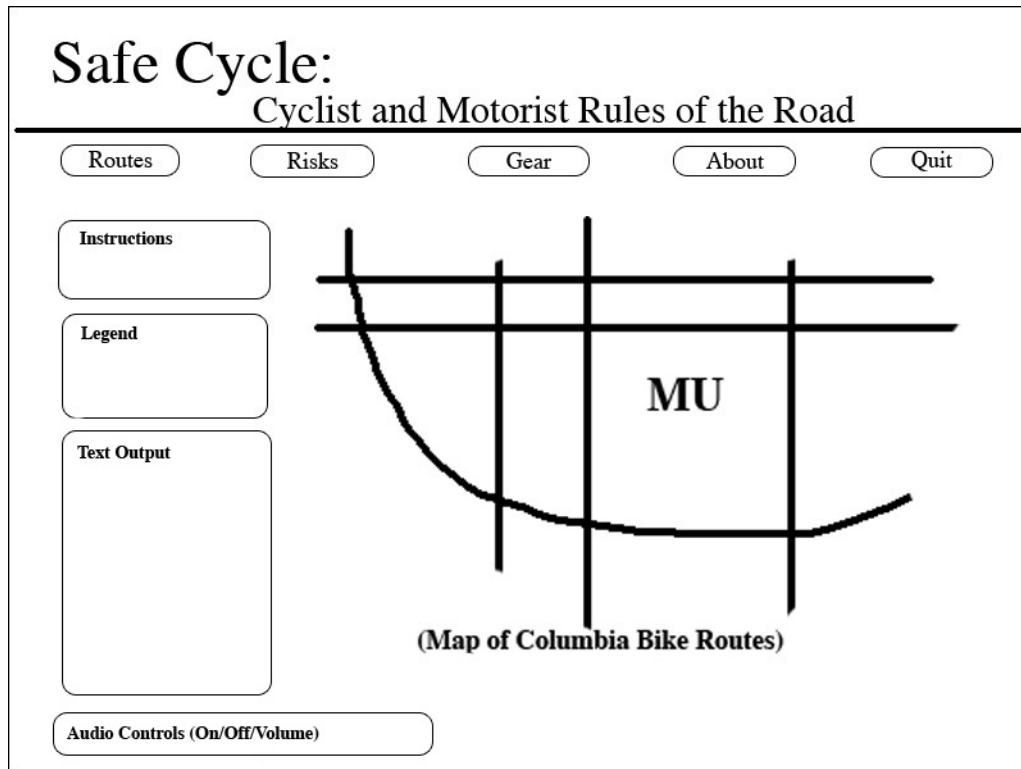
Interaction	Effect	Transition Effect
Graphics functioning as button	User goes to the scene selected	Non-selected buttons fade, selected graphic fills screen and begins that animation.
Text buttons	Takes the user to any scene within the movie, from any scene they are in. Buttons stay throughout project	Same fade in/out with selected scene filling stage.
Audio Controls (Mute & Volume Slider)	Turns audio on/off & controls volume of audio, continued throughout project.	

Media	Description
Title/Intro Animation	Motion tween fade in animation and title animation to present the home screen.
Buttons	Then display of the buttons - all will be directing the users wherever they choose to go.
Audio	Audio that complements the flash movie with controls for mute/volume

Requirements	Description
1	Title Screen
4	Basic Animation – Title will be animated and then transition to another scene of the project will also be animated
6	Navigation/Interface Design, all navigation will continue throughout the project
8	Audio

Stage Size: 800 (W) x 600 (H) pixels

No. 2 – Routes



*** Note: All navigation elements, functionality and audio controls will carry over to every scene in the project. ***

Interaction	Effect	Transition Effect
User rolls their mouse over the options in the maps legend	The map highlights those areas in the legend by some filter effect or by changing color, etc.	

Media	Description
Map animation	Street map built in flash in which properties of various streets will change depending on the users mouse over position in the map's legend
Static text	Will display corresponding information to where the users mouse over position is in legend

Requirements	Description
4	Basic Animation

Safe Cycle:
Cyclist and Motorist Rules of the Road

Routes Risks Gear About Quit

Input Name & role (either cyclist or motorist)

Instructions for animation interaction

Personalized output field, describing the risky behavior and best practices for avoiding these accidents

Safety Risk Animation

Audio Controls (On/Off/Volume)

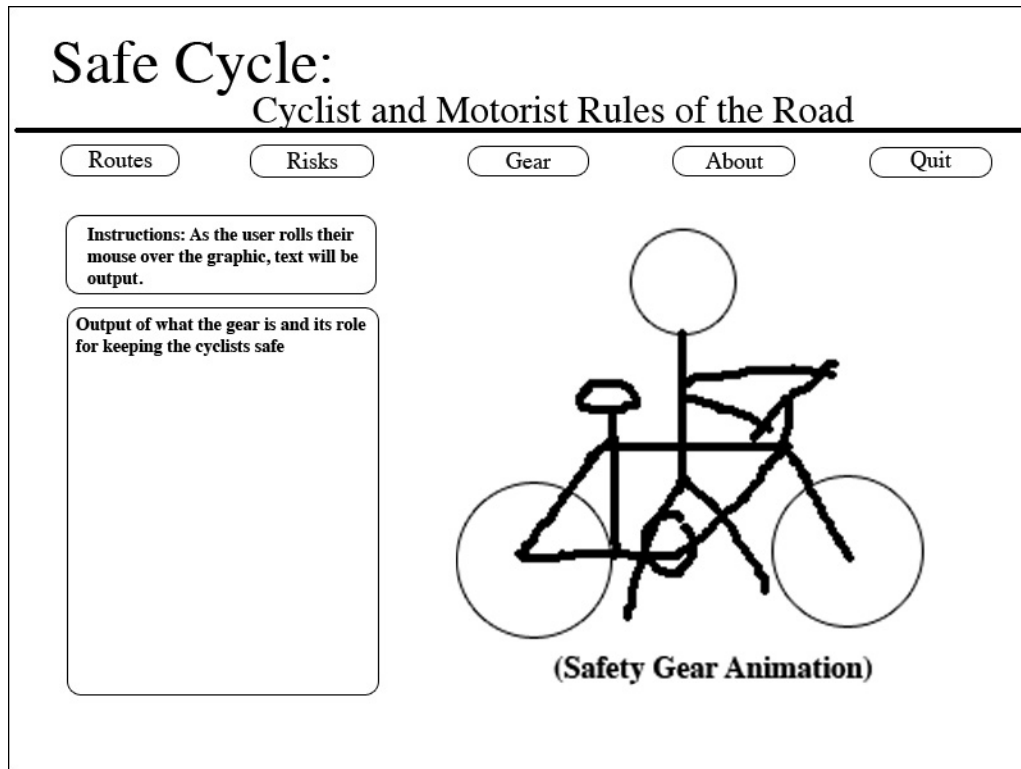
Interaction	Effect	Transition Effect
Input text field	Users name will be concatenated to personalize the text output & the selection of either cyclist or motorist will determine which figure in the scene they will be controlling.	
Accident animation	User will click and drag the figure they chose in the input field (cyclist or motorist) and drag that character through the movie. User is controlling the pace of the movie but not the outcome.	User has the choice to transition to the next animation after 1 st scenario is completed; maximum of 5 scenarios, transitions between each

Media	Description
Input text field	Input allows personalized output and controls which figure in the animation the user will control
Accident animations	Accidents will befall either the cyclist or motorist in the animation, at which point each scenario will end and a personalized text output describing what happened will appear. User will be given the choice to advance to the next scenario/animation, maximum 5 scenarios.

Requirement	Description
3	Input text field allows for personalized output text
5	Advanced Interaction – user controls the pace of the movie but not the outcome by clicking and dragging an object in the movie.

Stage Size: 800 (W) x 600 (H) pixels

No. 4 – Gear



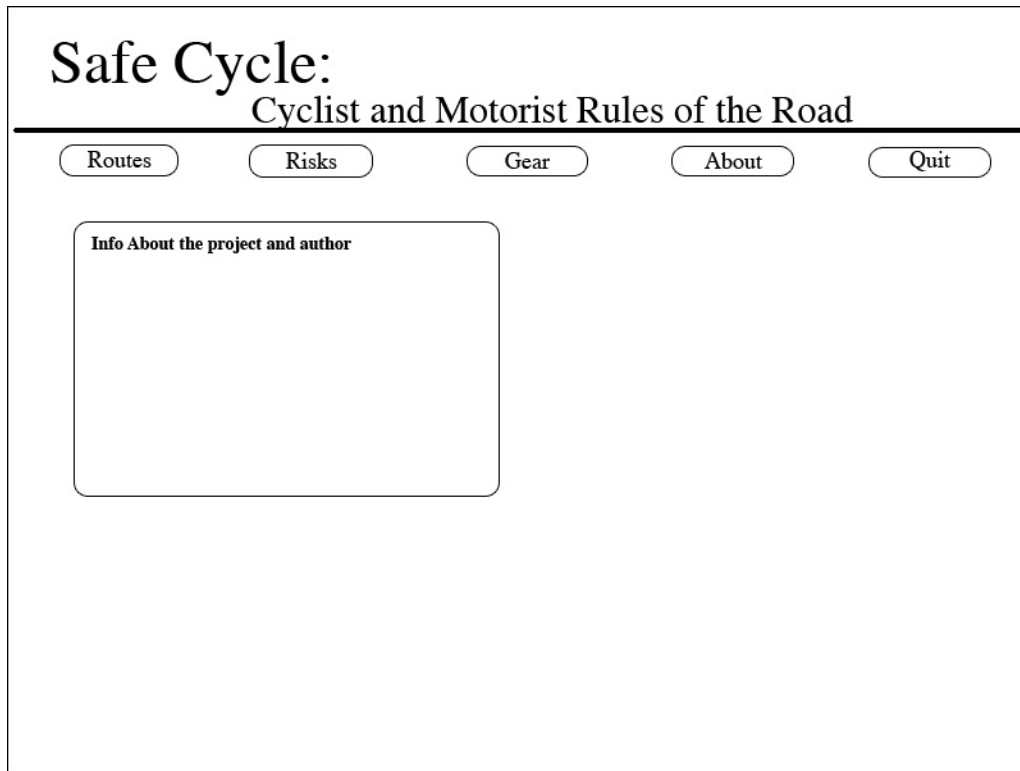
Interaction	Effect	Transition Effect
User rolls their mouse over various areas of the graphic	Areas are highlighted with a change of state & output text is displayed explaining the importance of that piece of equipment and an interesting piece of trivia regarding the equipment.	

Media	Description
Cyclist & bike animation	Cyclist standing astride of their bike with areas mapped out that the user can roll their mouse over
Static text	Will display corresponding information to where the users mouse over position is in graphic

Requirements	Description
4	Basic Animation

Stage Size: 800 (W) x 600 (H) pixels

No. 5 – About



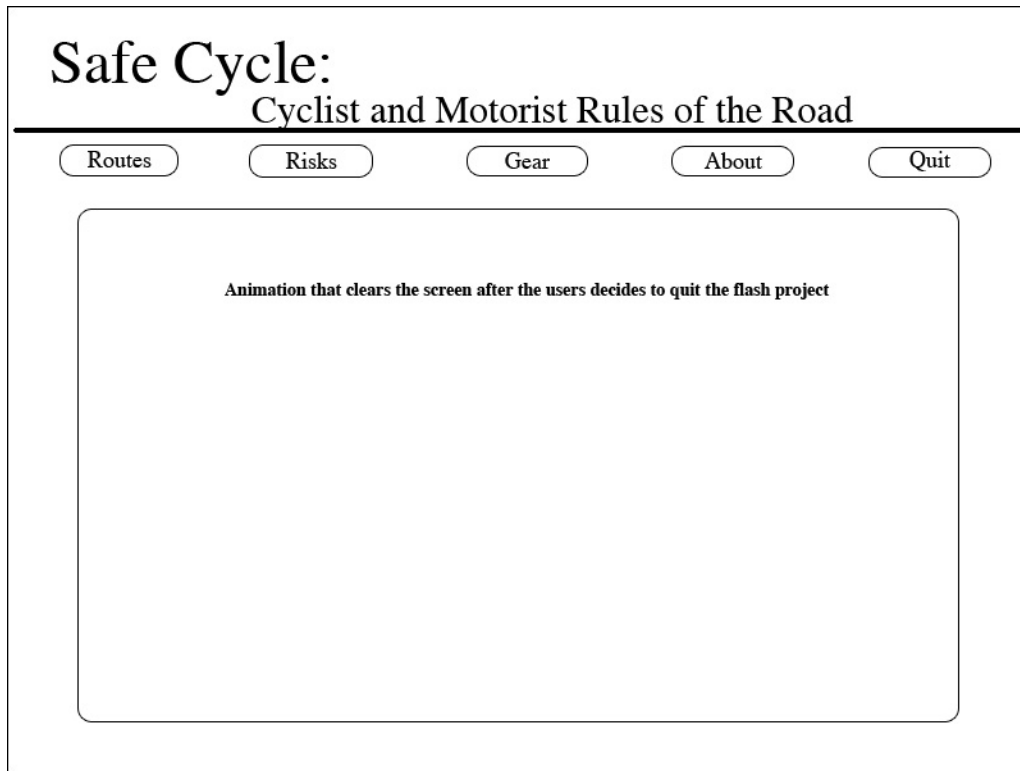
Interaction	Effect	Transition Effect
User clicks the about button	User sees a text message describing the project, goals, author, etc.	Main Stage dims

Media	Description
Static text	Will display text information about project

Requirements	Description
2	Purpose or Goal Screen

Stage Size: 800 (W) x 600 (H) pixels

No. 6 – Quit



Interaction	Effect	Transition Effect
User clicks the quit button	Are you sure? Text box displays	If yes Animation clears the screen. Otherwise returns user to where they left off from.

Media	Description
Yes/No Button	Allows the user to confirm or deny their choice
Quit animation	Clears the screen after user decides to quit

Requirements	Description
4	Basic animation
7	Quit screen

Storyboard Review

A personal friend, John Vinzant, reviewed my project from a user's standpoint and had the following observations:

1. He liked the interactive map animation since one key element of cycling is knowing where bike paths are located.
2. On the safety risk animation he suggested I:
 - a. Incorporate some graphic photos of bicycle/motorist accidents.
 - b. He felt it wasn't the most interesting of the flash animations but was useful to know the causes of common accidents that befall cyclists. Hence his suggestion to include the photos.
 - c. He also felt the piece may touch on the legal aspects of fault in these accidents
3. On the safety gear animation:
 - a. He said I need to "sex it up" a bit. His example was don't just tell him what a helmet does, but tell the user how many people have been saved by wearing one. Or something about the strength of a helmet, i.e. they can resist a bullet. Include interesting trivia-type information about the gear.
 - b. Display pictures of people who haven't used the proper safety gear. Injury pictures. i.e. people with roadrash, busted bikes, etc.

Changes from the suggestions

I don't think the injury photos should be included since there are so many ethical dilemmas. I am not necessarily against the graphic nature but these photos would have to be confirmed as resulting from the misuse or non-use of safety equipment. They can't just be random carnage pictures from the internet of bike accidents. Using a photo out of context would be misleading to the user even if they didn't know it. This would violate my journalistic ethics and therefore I am not following those suggestions.

As for the touching on legal fault issues in the cyclist/motorist safety risks animation, the animation itself with hint at this but I will not be displaying legal information. That research is beyond the scope of this project and this semester. The lack of legal information will also make the piece more applicable to audiences outside of the city of Columbia or even the state of Missouri. Since this will be displayed on the web, the potential audience is larger than just citizens of the city or state. The only geographic specific portion will be the interactive map of Columbia.

However, the notion of "sexing it up" by displaying interesting tidbits of information on the safety gear animation is one change I have made. This makes that animation more interesting for the user than just a lecture of what they should be doing.