

# MULTIMEDIA SYSTEM

## BITM 1113

### Interactivity and Screen Design (Part 2)

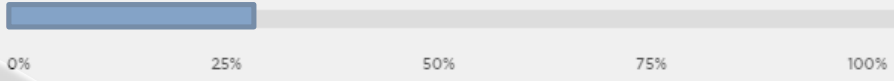
Siti Nurul Mahfuzah Mohamad<sup>1</sup> , Norasiken Binti Bakar<sup>2</sup>

[1mahfuzah@utem.edu.my](mailto:1mahfuzah@utem.edu.my) [2norasiken@utem.edu.my](mailto:2norasiken@utem.edu.my)

# LEARNING OUTCOME:

At the end of this course, students should be able to:

- ✓ Understand the concept of :
  - a. screen components
  - b. screen design
  - c. screen layout basics
  - d. screen design issues
  - e. Navigation
  - f. Colors



# SCREE & COMPO&E&TS

Layout | T@xt | mag@ry | visual | d@ntity | nimation | Color & T@x@



0% 25% 50% 75% 100%



**THINK**  
(Yourself)




**PAIR**  
(With a partner)



**SHARE**  
(Whole class)



# 1 MINUTES TO DISCUSS...

 <b>BITM 1113</b> Multimedia System		
<b>THINK PAIR SHARE ACTIVITY</b> <b>Lect 12: Interactivity &amp; Screen Design</b>		
BITM 1113	SEMESTER I	SESSION 2016/2017

Name : \_\_\_\_\_ Matric. No : \_\_\_\_\_  
 Name : \_\_\_\_\_ Matric. No : \_\_\_\_\_

### 1.0 OBJECTIVE

To understand screen layout issue

### 2.0 INSTRUCTIONS

1. Look at FTMK website and Amtis Solution Sdn Bhd
2. Think, Pair & Share with your partner
3. Find out about
  - a. Layout
  - b. Text
  - c. Image
  - d. Visual Identity
  - e. Animation
  - f. Color & Texture

### 3.0 STEPS



Name : \_\_\_\_\_ Matric. No : \_\_\_\_\_  
 Name : \_\_\_\_\_ Matric. No : \_\_\_\_\_

**THINK PAIR SHARE ACTIVITY**  
**Topic 12: Interactivity & Screen Design**  
**AMTIS SOLUTION SDN BHD WEBSITE**

NO	SCREEN COMPONENT	SCREEN DESIGN
1	LAYOUT	
2	TEXT	
3	IMAGERY	
4	VISUAL IDENTITY	
5	ANIMATION	
6	COLOR & TEXTURE	

FTMK

18th Anniversary 2016  
BERMULAKAN 18th FICTS

Welcome to Official Website of Faculty of Information and Communication Technology (FTMK), Universiti Teknikal Malaysia Melaka (UTeM). We are the only faculty in UTeM that offer ICT program and leading the Malaysia Technical Universities (MTU) ICT committee.

**diploma DEPARTMENT**

The Diploma in Information and Communication Technology programme aims with designing innovative methodologies and sophisticated tools for developing software systems.

Read more...

**Interactive media DEPARTMENT**

The learning outcome of this program is to produce knowledgeable and skillful graduates in information technology particularly in the area of multimedia and games.

Read more...

**softwareengineering DEPARTMENT**

**CONTACT US:**  
Faculty of Information & Communication Technology  
Universiti Teknikal Malaysia Melaka  
Jalan Hang Tuah, 76100 Durian Tunggal  
Melaka, Malaysia  
E-mail: [ftmk@utem.edu.my](mailto:ftmk@utem.edu.my)  
Telephone: +606-33352000  
Fax: +606-33352000

**LINKS:**  
Universiti Teknikal Malaysia Melaka  
Malaysia Technical Universities (MTU) ICT committee  
UTeM

**FTMK ONLINE APPLICATIONS:**  
[Icons for various online applications]

**UTEM ONLINE APPLICATIONS:**  
[Icons for various UTeM online applications]

**CONTACT US:**  
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# Instructions:

1. Look at **FTMK** website
2. Think, Pair & Share
3. Find out about
  - a. Layout
  - b. Text
  - c. Image
  - d. Visual Identity
  - e. Animation
  - f. Color & Texture



 CORPORATE
  OUR SERVICES
  PRODUCTS
  OUR TRAINING
  OUR FACILITIES
  OUR CLIENTS
  OUR PARTNERS
  ACHIEVEMENT
  CONTACT US



**SOFTWARE DEVELOPMENT**  
With the help of our highly qualified and skilled IT professionals, we have been able to serve our clients with valuable software development services.



**GRAPHIC DESIGN**  
We focus on website development using Adobe Illustrator, Adobe Flash, Adobe Dreamweaver, Adobe Photoshop and many other platforms.



**ICT TRAINING PROVIDER**  
Amtis has been focused on deploying top-notch training professionals and solutions, on demand, to meet each organization's unique needs by providing a better training services.



**SYSTEM INTEGRATION**  
Understanding the complexities of the IT environment, Amtis extends our expertise to ensure that the technology is in line with your business objectives.

### Upcoming Training

**Kursus Yii 2 (Part 2)**  
Courses for participants from Department of Statistic Malaysia (DOSM)  
📅 10/10/2016-12/10/2016  
🕒 08.30am - 05.30pm

**CodeIgniter PHP Framework Course**  
Courses for participants from Jabatan Kesihatan Negeri Pulau Pinang (JKNPP)  
📅 26/09/2016-28/09/2016  
🕒 08.30am - 05.30pm

**Yii Advanced Course**  
Courses for participants from Department of Statistic Malaysia (DOSM)  
📅 22/08/2016-24/08/2016  
🕒 08.30am - 05.30pm

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### Gallery



[More..](#)

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### Our Modules



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 **AMTIS SOLUTION**  
Company Profile

 **INDUSTRY BASED**  
Certification Programme

 **OUR BROCHURE**  
Download Here

 **AMTIS MONTAJ**  
View Our Video Here

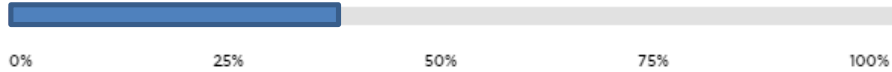
*Connect With Us!*



We are IT professionals and we work closely in a dedicated team to achieve the highest level of work competency and efficiency.  
 Our primary mission is to develop, design, service and conduct training in information technology, that fully satisfies the need of the clients.  
 Best view by using : Google Chrome | Mozilla Firefox | Internet Explorer  
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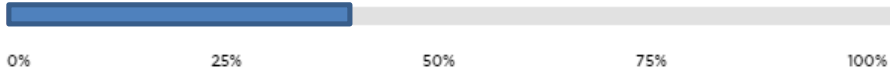


# DESIGN ISSUES

Content | Priority | Text | Color | Images | Layout



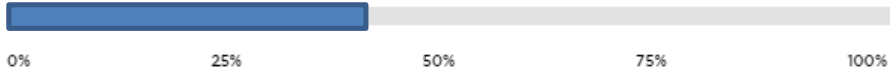




Blue on yellow or orange	Green on red or orange
Yellow or orange on blue	Red or orange on green

**Bad legibility**

IS THE CHOSEN  
 COLOR  
 APPROPRIATE  
 FOR THE TEXT  
 OR  
 OBJECT?



Good	Better	Best
white on red	white on blue	black on yellow
white on green	Yellow on black	Black on white
white on black		Green on white
Red on yellow		Red on white

DOES COLOR  
 PROVIDE CUES  
 TO IMPROVE  
 UNDERSTANDING  
 OR  
 MEMORY?

**Good legibility**

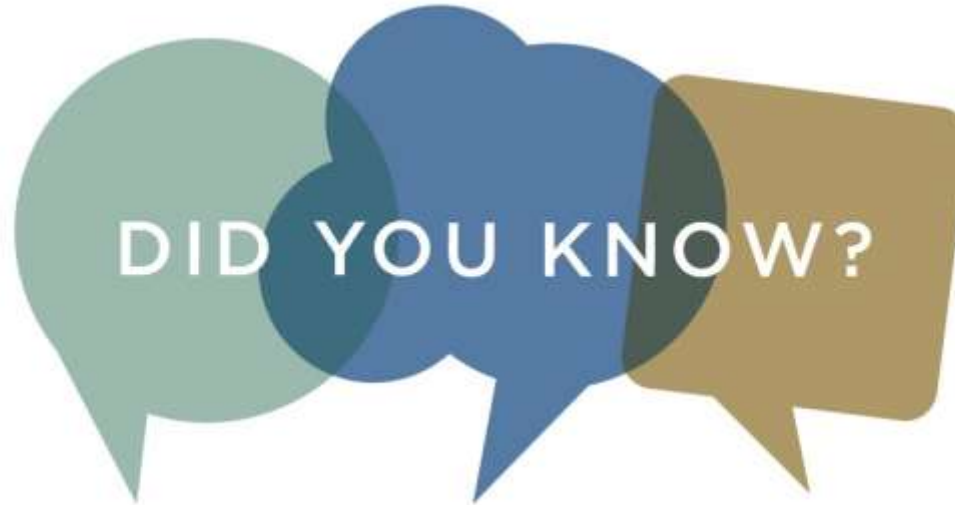
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100%



### Black & White

Most visual comfort but  
problem with dyslexia

### Generally...

End of spectrum harder to  
see (red, blue, violets)

### Preferred...

Middle of spectrum easier  
on eye (green, yellow,  
orange)

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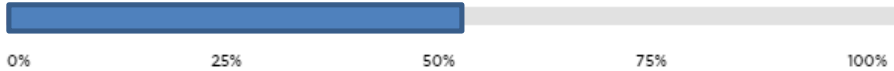
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ARE THERE NOT \*!ST L PRO◇BLEMS  
TH T M T M KE THE !NF◇RM T!◇N  
LESS LEGIBLE?



# E×AMPLE 1

**Everybody Loves The Great Taste Of QuiggleBites.**



**E**verybody's talking about the terrific new cereal that not only tastes great, but also is great FOR you... QuiggleBites.



These chocolatey, scrumptious morsels melt in your mouth and leave you craving more and more! They don't get mushy in milk, and they go great with all kinds of fruit.



You won't want to stop with just one bowl of QuiggleBites. And since they are extremely low in fat, calories and carbs, you won't have to!

**Special Offer!**

**Save 50% NOW!**

With this Coupon Offer good on one box of QuiggleBites only. Must have coupon to redeem. Offer expires 7/08/09.




**SHERMANTOWN GRAINS**

**Everybody Loves The Great Taste Of QuiggleBites.**



**E**verybody's talking about the terrific new cereal that not only tastes great, but also is great FOR you... QuiggleBites.

These chocolatey, scrumptious morsels melt in your mouth and leave you craving more and more! They don't get mushy in milk, and they go great with all kinds of fruit.

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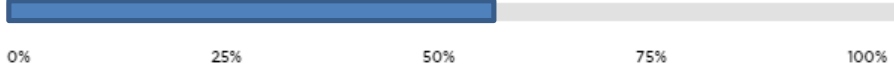
**Save 50% NOW!**

With this Coupon Offer good on one box of QuiggleBites only. Must have coupon to redeem. Offer expires 7/08/09.



**SHERMANTOWN GRAINS**

Consistent and relevant imageuse



# E×AMPLE 2

**Everybody Loves  
The Great Taste Of QuiggleBites.**



**Save 50%  
NOW!**

**E**veryody's talking about the terrific new cereal that not only tastes great, but also is great FOR you... QuiggleBites.

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SHERMANTOWN  
GRAINS

**Everybody Loves  
The Great Taste Of QuiggleBites.**



**Save 50%  
NOW!**

**E**veryody's talking about the terrific new cereal that not only tastes great, but also is great FOR you... QuiggleBites.

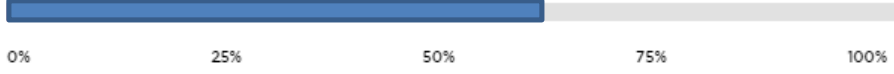
These chocolatey, scrumptious morsels melt in your mouth and leave you craving more and more! They don't get mushy in milk, and they go great with all kinds of fruit.

You won't want to stop with just one bowl of QuiggleBites. And since they are extremely low in fat, calories and carbs, you won't have to!



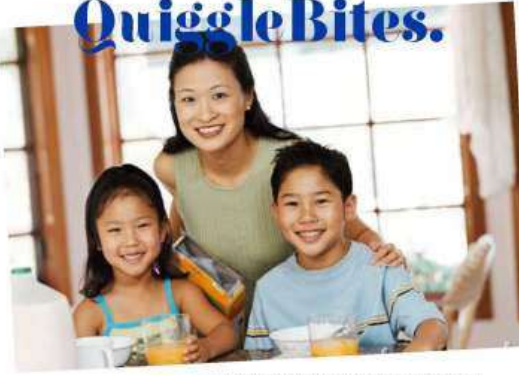
SHERMANTOWN  
GRAINS

Signs, icons and symbols



# E×AMPLE 3


**Everybody Loves  
The Great Taste Of  
QuiggleBites.**



Everybody's talking about the terrific new cereal that not only tastes great, but also is great FOR you...QuiggleBites.

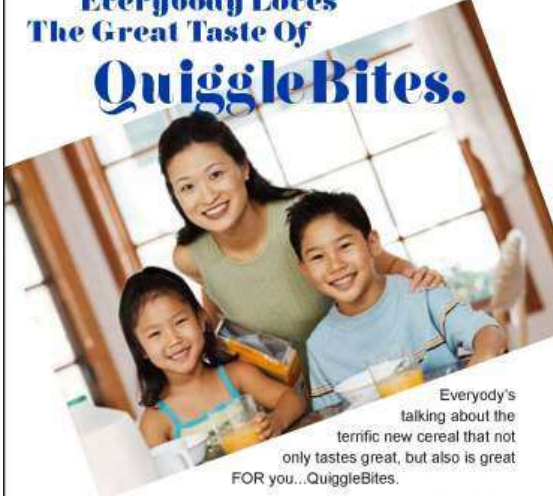
These chocolatey, scrumptious morsels melt in your mouth and leave you craving more and more! They don't get mushy in milk, and they go great with all kinds of fruit.

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SHERMANTOWN  
GRAINS


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GRAINS

Image Position and type should be related : image (family)

# IS THERE ANY PROBLEMS WITH THESE SLIDES?

## 1. Introduction

- Gamification has been one of the major interesting research subjects due to **mobile application** emerging technology.

Gamification as defined by (Deterding et al, 2011) is the use of game design elements in non-game contexts

(Malamed 2012), Gamification refers to the use of game-based elements such as mechanics, aesthetics, and game thinking in non-game contexts aimed at **engaging people**, motivating action, enhancing learning, and solving problems.

Gamification  of learning

## 4. Results

### 4.1 Demographic Data Gathering

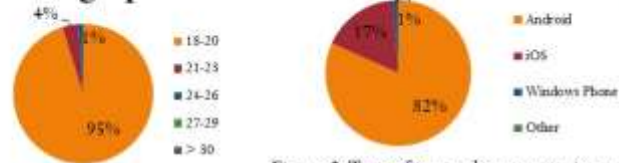


Figure 1: Age distribution

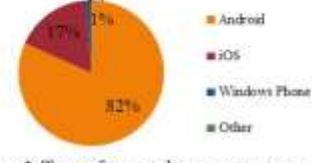


Figure 2: Type of smartphone operating system

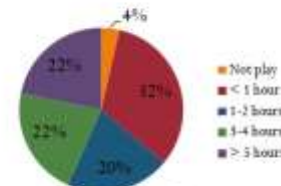


Figure 3: Time spending for playing games

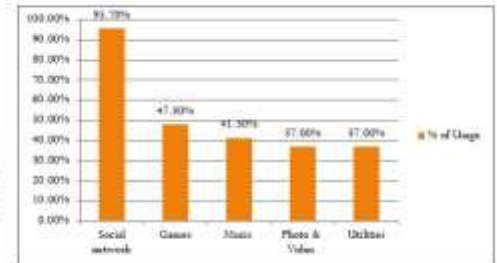


Figure 4: Top 5 mobile application usage



0% 25% 50% 75% 100%

# TEXT

**SCULPTURE SPECIFICATIONS**  
 - MATERIALS USED MUST CONSIST OF USED AND FOUND MATERIALS ( THESE EXCLUDE PRINT/ADHESIVE AND WIRE SUPPORT) - OVERALL HEIGHT SHALL BE A MINIMUM OF 80 CM AND A MAXIMUM OF 230 CM. - SCULPTURE SHOULD BE STURDY AND TRANSPORTABLE - EACH ENTRY MUST BE ACCOMPANIED BY A PHOTO AND WRITTEN SYNOPSIS OF HOW THE DESIGN WAS CONCEIVED WITH THE SCHOOL'S LEADERSHIP - ALL SCULPTURES SHALL BECOME THE PROPERTY OF THE NEA CENTRAL REGIONAL OFFICE AND CENTRAL SINGAPORE COMMUNITY DEVELOPMENT COUNCIL.

**JUDGING CRITERIA**  
 - DESIGN THEME ADDRESSED  
 - CREATIVITY AND ORIGINALITY  
 - APPROPRIATE USE OF COLOURS RELATED TO THE CHOSEN THEME

**DESIGN THEME**  
 MY ROLE IN STOPPING CLIMATE CHANGE THROUGH  
 - SAVE ENERGY  
 - PRACTISE 3RS (REDUCE, REUSE, RECYCLE)  
 - TRAVEL GREEN

**CATEGORY**  
 2 LEVELS: SECONDARY & TERTIARY (INCLUDE JUNIOR COLLEGES, POLYTECHNICS, IJES AND UNIVERSITIES)  
 FOR EACH CATEGORY, THE TEAM FORMED SHOULD COMPRISE NOT MORE THAN 4 STUDENTS. EACH SCHOOL CAN SEND IN MORE THAN 1 TEAM. FIRST, SECOND AND THIRD PLACES WILL BE AWARDED TO EACH CATEGORY WITH ATTRACTIVE PRIZES TO BE WON FOR THE SCHOOLS.

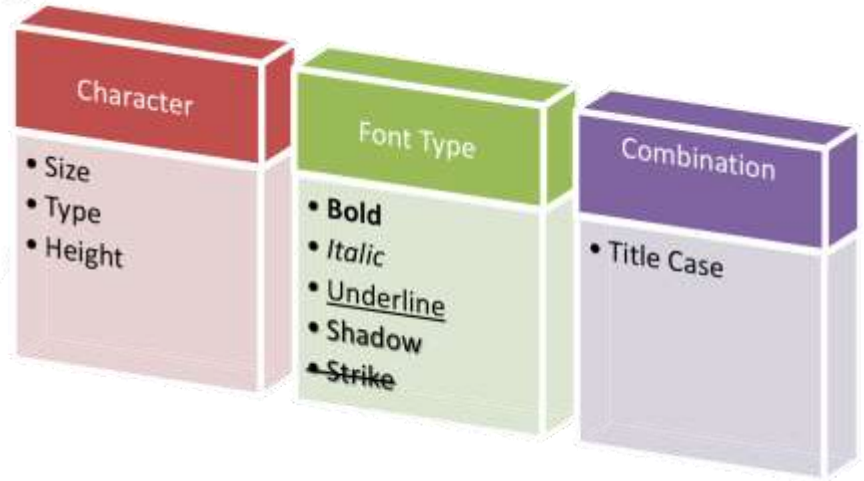
**JUDGING CRITERIA**  
 - DESIGN THEME ADDRESSED - CREATIVITY AND ORIGINALITY - APPROPRIATE USE OF COLOURS RELATED TO THE CHOSEN THEME

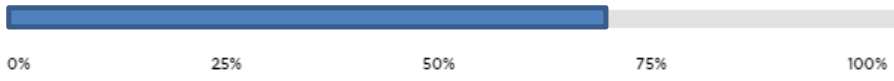
**SCULPTURE ART COMPETITION @ CENTRAL SINGAPORE**  
 JUDGING & PRIZE GIVING CEREMONY  
 23RD NOVEMBER 2008 (SUNDAY) AT HDB HUB MALL

**EARTH ON FIRE**

**14 NOVEMBER 2008 (FRIDAY) SUBMISSION DEADLINE**

**BACKGROUND INFORMATION**  
 THIS INNOVATIVE ENVIRONMENTAL ART EVENT IS ORGANISED BY THE CENTRAL SINGAPORE COMMUNITY DEVELOPMENT COUNCIL, NATIONAL ENVIRONMENT AGENCY (CENTRAL REGIONAL OFFICE), AND LISIABLE COLLEGE OF ARTS.  
 THE PURPOSE OF THIS EVENT IS TO PROMOTE GREATER APPRECIATION OF OUR ENVIRONMENT AMONGST OUR YOUNG. THE EVENT WILL EVENTUALLY LEAD TO OUR SIGNATURE CENTRAL SINGAPORE CLEAN AND GREEN COUNCIL, A 2-DAY CARAVAN HELD ON THE 22ND AND 23RD NOVEMBER 2008 AT THE HDB HUB MALL. THE EVENT IS HOSTED BY THE MAYOR OF CENTRAL SINGAPORE, MS JANNIKIN HOON AND THE GUEST-OF-HONOUR IS TO BE CONFIRMED AT A LATER DATE.



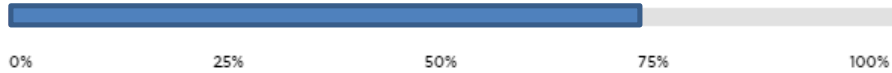


# KEGIBRATAN & REKREASI



[ocw.utem.edu.my](http://ocw.utem.edu.my)





# HOW MUCH INFORMATION ON THE SCREEN?

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arngren.net

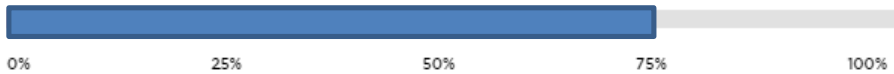


lingscars.com



Examples Of Bad Web Design in 2016

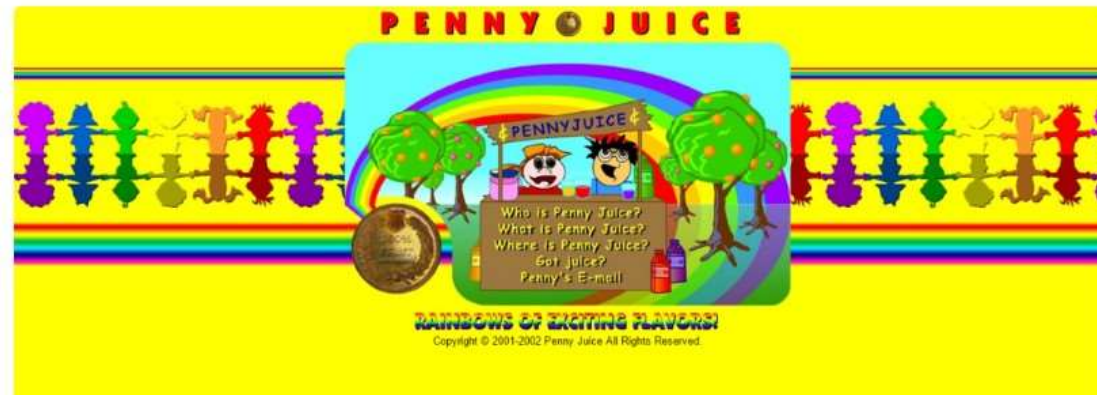




lingscars.com



Pennyjuice.com



### Examples Of Bad Web Design in 2016



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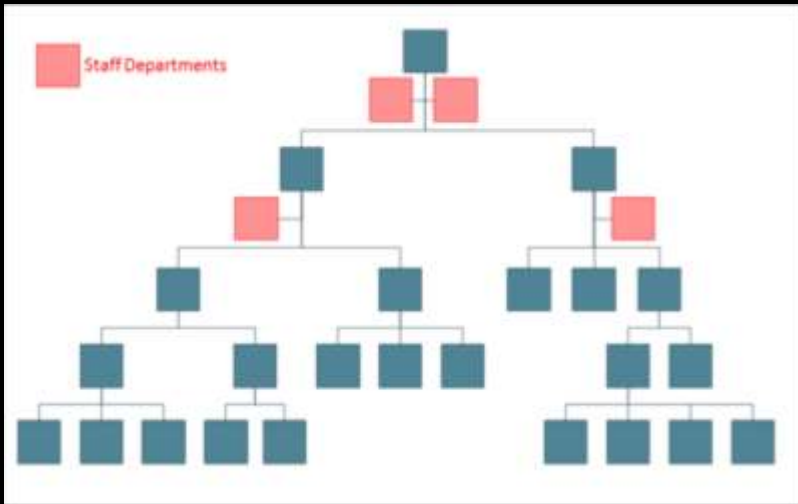
# SCREEN LAYOUT ASICS

whit@ spa @ | id@as |styl@ | graphi | animation | sound



# NAVIGATION

Avoid d@@pstru tur@



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25%

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75%

100%

# COLORS

Play with colors  
ood us@of color  
How w@s@@color  
How comput@r do color  
Tsing color can b@fun  
W@a!! s@@colors diff@r@ntly Do  
mixing color



# COLORS

Color can be used to elicit specific emotions and reactions

Color may provide cues for the reader

Some color combinations are used to create a specific identity (corporate colors) or may be used in conjunction with texture to simulate the look of other objects



**Red** is typically thought of as an attention-grabbing, hot color.



**Blues** are more calming or convey stability

0%

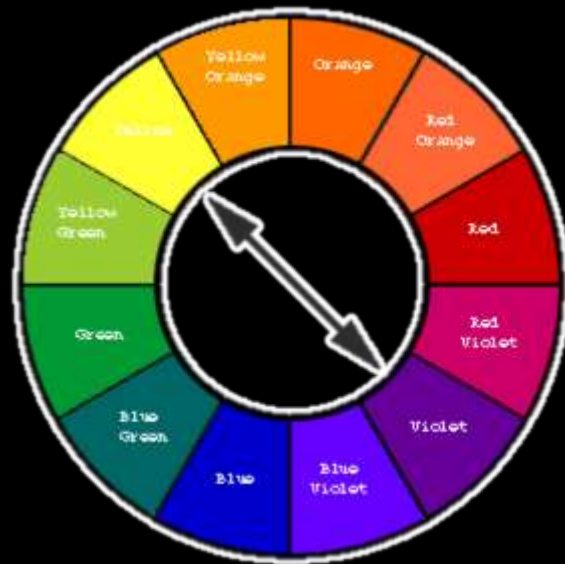
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# Complementary Colors



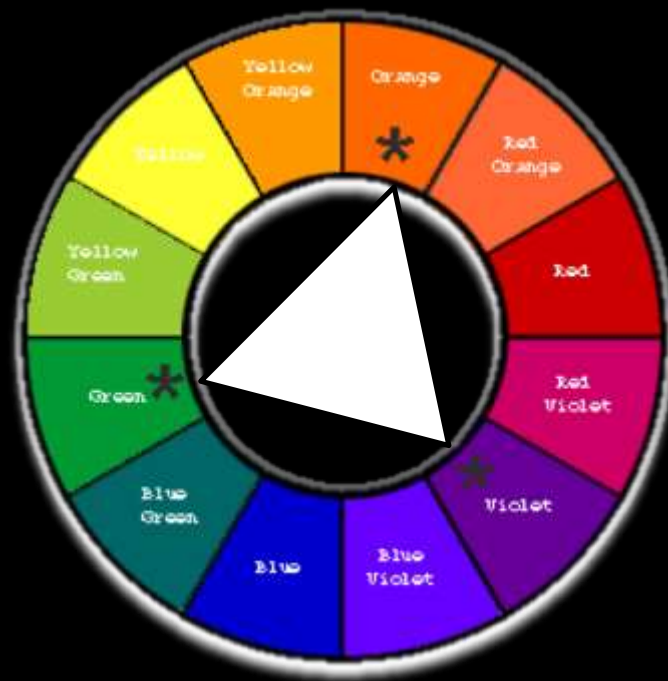
1. Pick a color on the color wheel
2. Then draw a straight line across the color wheel.
3. On the wheel we started with yellow and its complement or opposite is violet.
4. The complementary colors are used to offset the main color and are thought to complete each other.

# Analogous Colors



1. Choose a color that is next to the color you are choosing.
2. If we choose yellow the analogous colors would be yellow green and yellow orange.
3. This type of color choice is great to create the dramatic colors.
4. Quite often neutrals are used when highlighting the art work such as white, off whites, grays and browns, even black.

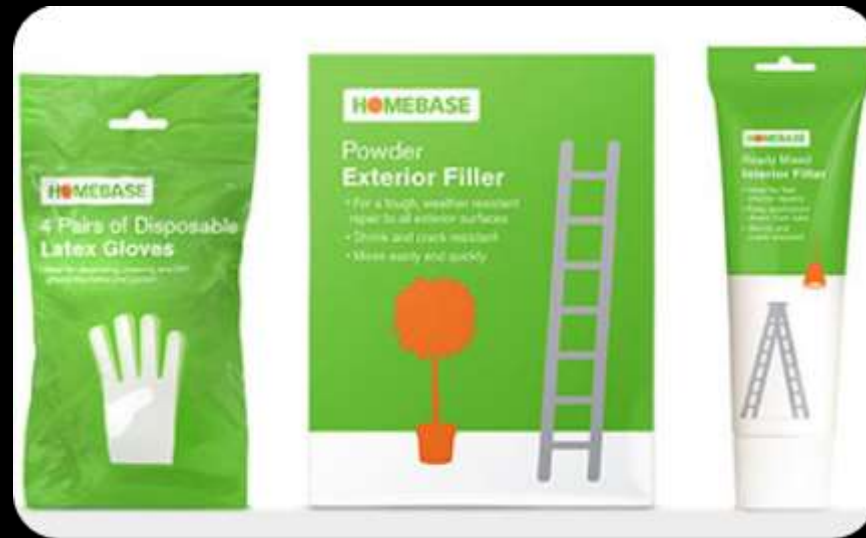
# Triad Colors



1. Choose a color then draw an equilateral triangle to find the two other colors.
2. You will notice that each color has 3 colors between them to form the triangle.
3. Let's choose violet, the other two colors will be orange and green.
4. These colors would be the secondary colors.

0% 25% 50% 75% 100%

# Example



## WHAT DO YOU THINK?

