

VISUAL COMMUNICATION DESIGN  
ANNUAL TRACK DVD  
NAVIGATION STRUCTURE

## AIM

The purpose of the following pages are to design a navigation structure for the Annual VCD Track DVD. As covered in the workshop by Calle Cormann, we are going to approach the subject with Garrets Theory.

The theory is the sum of the 5 elements:

1. Strategy
2. Scope
3. Structure
4. Skeleton
5. Surface

In our study, we focused on the 4 elements and did not actually cover the surface. With this study in hand, one can produce the Track DVD, by designing the surface of it, according to the annual concept of the whole Track Exhibition.

## STRATEGY

The strategy of the DVD can be classified into two main categories;

- A. To promote the VCD department.
- B. To promote the VCD students.

A. The DVD will promote the department by providing:

- a1. Brief informations about the department.
- a2. Brief informations about the courses.

B. The DVD will promote the students by providing;

- b1. Name and surname
- b2. A brief information about the student
- b3. A photo of the student
- b4. Link to the homepage of the student

## SCOPE

Taking into consideration that we classified the goal of the dvd into two categories, we can actually design the dvd to function in the same manner, according to these two categories.

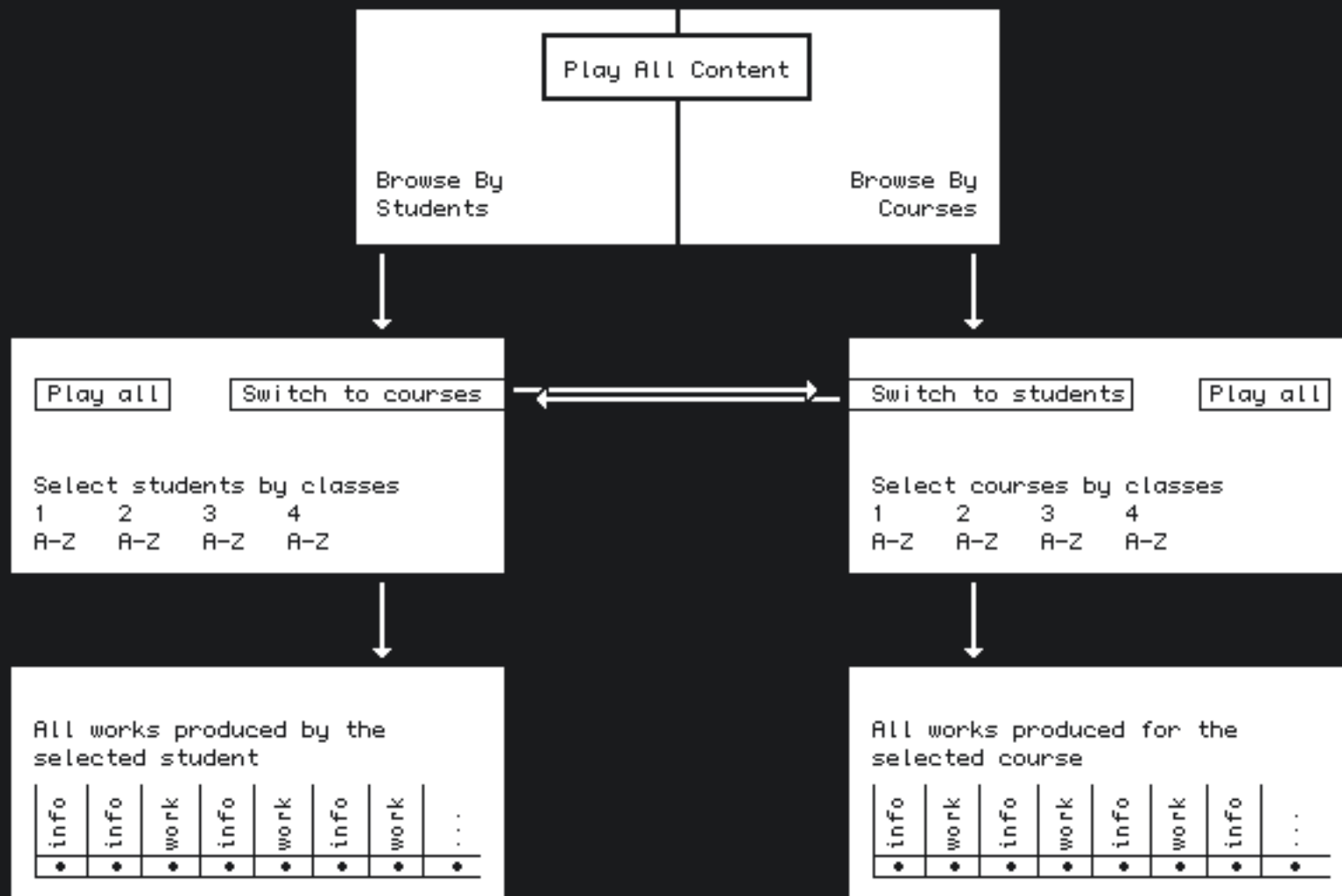
The distinct goal of the dvd is to show the works to the viewer and based on our strategy, we can introduce two different browsing methods to achieve this goal;

- A. Browsing by the courses
- B. Browsing by the students

A. The viewer is presented with the list of the courses categorised by the classes (1, 2, 3, and 4). Upon the selection of a course, a chapter of works, one work after another, begins to play, intercepted with related assignment briefs. Also a "play all" function can be introduced to play all the works produced for all the courses throughout the entire year.

B. The viewer is presented with the list of the students also categorised by the years. Upon the selection of the student, A chapter of that student's all works begins to play, beginning with the name, information picture and link of that student, intercepted with work title and course information related to the works.

# STRUCTURE



# SKELETON

The following pages are \*skeleton sketches demonstrating the navigation and information elements for each step in the flowchart.

\*The skeleton does not impose a design direction for the finished product. The layout of the elements in the skeleton can be re arranged, re-styled and be accompanied by supportive graphic elements based on the concept of the annual exhibition.

## SCENARIO 1

1. The DVD starts with the main screen. Here, the viewer can chose to browse by courses or students, can press "play all" to play all the works in the DVD to achieve minimum interaction and can chose "info" for brief information about VCD Track Exhibition.
2. Viewer selects to browse by students and transitions into this screen. Here he/she can go to students alphabetical lists categorized by classes or can play all the works alphabetically ordered by classes.
3. A class is selected than the names of the students appears listed aphabetically, viewer can chose a student, play all works from all students, or switch to course based navigation. Clicking "browse by course" button in this state takes the viewer to the courses>class1 page where he/she can now browse the works by courses in class1.
4. The viewer clicks on a student name and a screen with the picture of the student and his/her info appears and stays long enough to read it. Than this screen transits away.
5. Between each work, this screen transits in and out giving information about the following work.

# VCD TRACK XX ANNUAL EXHIBITION

- BROWSE BY STUDENTS
- BROWSE BY COURSES

—

- PLAY ALL
- INFO

## >STUDENTS

- CLASS 1
- CLASS 2
- CLASS 3
- CLASS 4

—

- PLAY ALL



## >STUDENTS>CLASS 1>STUDENT NAME



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean lacus. Praesent vestibulum, ante id rhoncus aliquam, turpis orci sollicitudin risus, quis aliquet tellus massa ut augue. Donec bibendum porta odio. Integer tempor justo ac tortor. Sed commodo, libero at sollicitudin consequat, tortor sapien tincidunt quam, sed feugiat augue eros vel quam. Quisque blandit.

<http://www.studentURL.com>

>STUDENTS>CLASS 1>STUDENT NAME

TITLE

PROJECT TITLE

COURSE

COURSE TITLE

DURATION

MM:SS

WORK PLAYING HERE

## SCENARIO 2

1. The DVD starts with the main screen. This time the viewer chooses to browse by courses.
2. Here the viewer can go to courses lists categorized by classes or can play all the works alphabetically ordered by classes.
3. A class is selected than the names of the courses appears listed alphabetically, viewer can choose a course, play all works from all courses, or switch to student based navigation.
4. The viewer clicks on a course name and a screen with the course info appears and stays long enough to read it. Then this screen transits away.
5. Between works, a screen transits in and out stating assignment brief about the following works.

# VCD TRACK XX ANNUAL EXHIBITION

- BROWSE BY STUDENTS
- BROWSE BY COURSES

—

- PLAY ALL
- INFO

> COURSES

- CLASS 1
- CLASS 2
- CLASS 3
- CLASS 4

—

- PLAY ALL

>COURSES>CLASS 4

•PLAY ALL

—

•COURSE NAME

•COURSE NAME

•COURSE NAME

•COURSE NAME

•COURSE NAME

•COURSE NAME

—

•BROWSE BY STUDENTS

## >COURSES>CLASS 4>COURSE NAME

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean lacus. Praesent vestibulum, ante id rhoncus aliquam, turpis orci sollicitudin risus, quis aliquet tellus massa ut augue. Donec bibendum porta odio. Integer tempor justo ac tortor. Sed commodo, libero at sollicitudin consequat, tortor sapien tincidunt quam, sed feugiat augue eros vel quam. Quisque blandit.

>COURSES>CLASS 4>COURSE NAME

## ASSIGNMENT TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
Aenean lacus. Praesent vestibulum, ante id rhoncus aliquam,  
turpis orci sollicitudin risus, quis aliquet tellus massa  
ut augue. Donec bibendum porta odio.

WORK PLAYING HERE