

Trcks DVD Concept Paper

Structure Development and Options for the final DVD production.
Result from a three day workshop: „Navigation Structures“
26 – 29.06.2006 Bilgi University, Istanbul

The following is a guideline and suggestions for the trcks DVD production team. We would appreciate it if the developed structure would be used and our thoughts about specific interface elements are used.

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Review of the old tracks DVD

The following will list some pro and contra points regarding the design (Interface/Structure, Handling) of the tracks 5 DVD. It will only focus on the first impression the audience has when they hold the DVD in their hands, it will not comment the visual design.

Handling

The jewel case format is quite ok, it is a common shape and you will find it nearly everywhere.

Pro:

- The audience knows how to open it.
- It holds two DVD's
- It is not really expensive

Contra:

- Not recognisable which DVD is the first or second, if there is an order.
- Not unique, a design university should try to show their uniqueness in all its published products, that means promotion material should be produced in a very clean and well thought through process. For sure that also money plays here a key role, but perhaps some students have creative ideas which are in the budget.

Interface/Structure

The DVD uses the simplest interface form you can use: play all (1st DVD), play all and overview (2nd DVD). There is no navigation design - it is only written text and screenshots of the works. The structure is not complicated but doesn't hold any deeper information to the works, courses, or students.

Pro:

- It is easy to use for screening or presentation purposes.
- Fast production time.

Contra:

- The audience has not really the chance to choose works.
- There are no further informations about the courses, works, students

In the end we can say that the old tracks DVD is a good start to show the produced works but it doesn't really communicate and advertise the course or students.

Workshop outcome

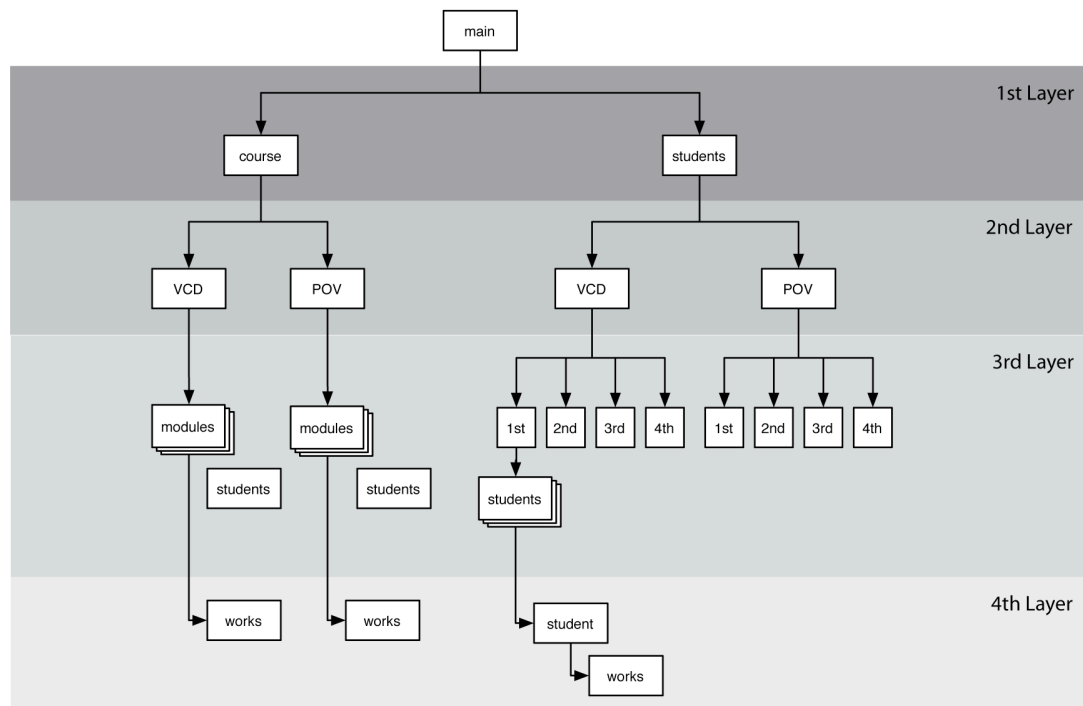
Concept

We came up with a quite easy concept – the DVD should work as promotion material for the university and also for the students. The students are the core value of the courses, their works define the actual status/level of the courses. So we will see the students at the same level as the actual courses (VCD and POV). All following will keep this main objective in mind and will focus on the

right structural representation of both. The aim was to develop a structure which can suite different purposes and is as flexible as possible.

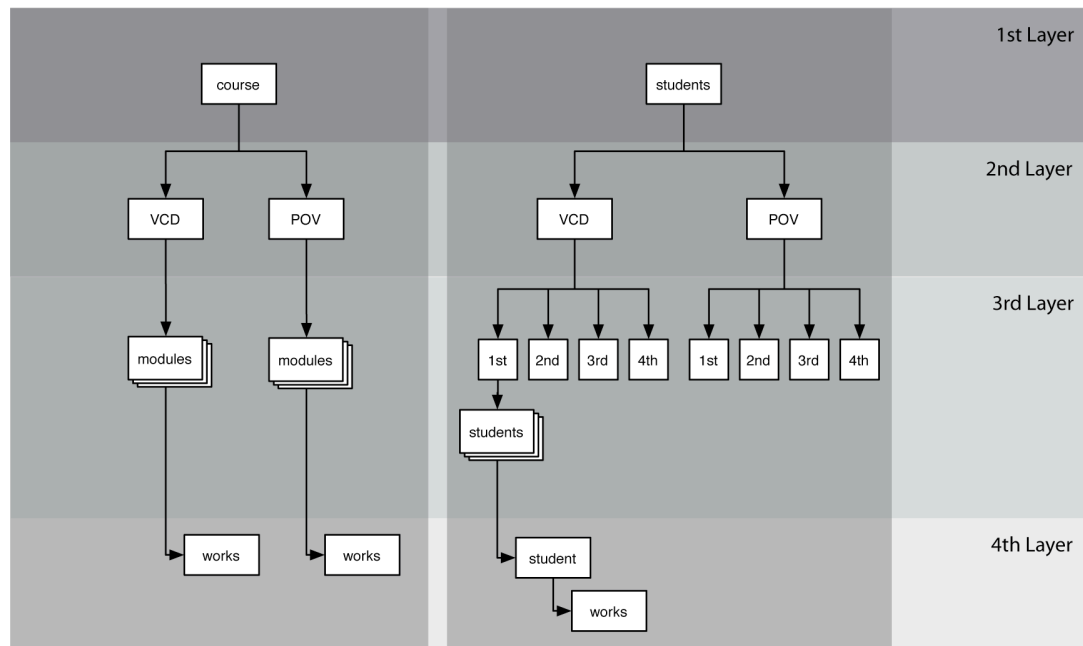
Structure

Main Structure



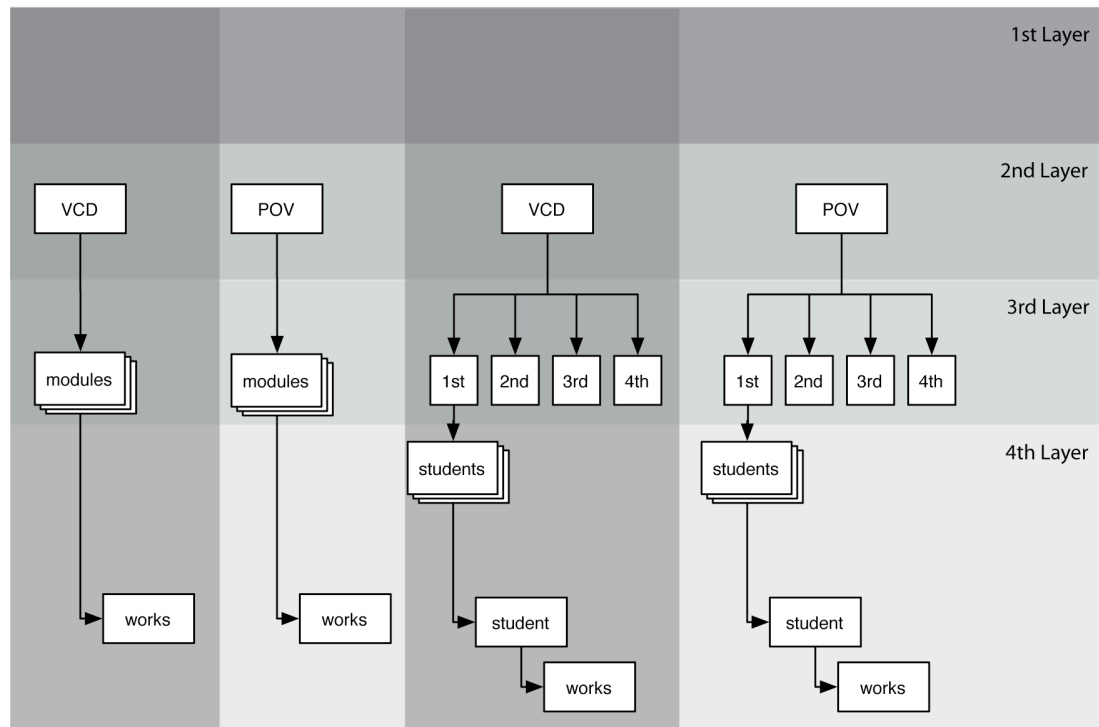
The main structure version is based on the idea to produce one DVD which holds all content. It has depth of four layers, 1st – main menu, here the audience will choose which kind of information they would like to see „courses“ or „students“. The 2nd layer - is an ordinary choice level where the audience will choose the „design area“ VCD or POV. The 3rd layer holds on the one side the „course“ branch related modules and offers the possibility to jump directly to the related „students“ branch. In the „students“ branch the audience have to choose which student they want to see (first, second, third, fourth year students). And the user can find a „play all“ function on both sides which starts the presentation mode (all works are shown one after the other). The final layer (4th) is in the „course“ branch a navigatable video strip with all modul related works and in the „students“ branch it is also a navigatable video strip, but in the beginning a „profile“ page is shown where the student is introduced (photo, short text, list of works, website) but it will not work as a selection menu. This navigatable video strip offers to quickly jump for-, backwards , and back to the module/student list.

Two DVD version



The second option is the 2 DVD version. It is mainly the same structure but it is splitted into a „course“ and „students“ tree. Finally we have here two DVD's one for the courses and one only for the students. This version will communicate each branch for its own and the function to directly switch from one branch to the other cannot be used anymore regarding the content separation.

4 DVD Version



The third option would be a package with 4 DVD's. Here the already splitted structure will be splitted again into VCD and POV. That means we have a DVD for the VCD course, one for the POV course, one for the students of the VCD, and one for the students of the POV course. Through the splitting we will reduce the structure from four levels into three, the first level will not be used anymore because each DVD will start with ist related introduction or main content.

Outcome

All three options would communicate our goals, in a way that nothing will loose its weighting and it will also show the importants of the content – here the students work. We would suggest to take the first or second solution because of its handling. The first option would be the easiest one regarding handling and packaging, but the second will be also a good solution. It will seperate the course and the students, but it would mean that the production team has to develop two different DVDs and should really thing about the packaging. Perhaps a paperbased package, folded poster which holds the DVDs?

Design Specifications

We defined some little „rules/guides“ for the interface and information design development, to communicate our idea and to follow the structure.

1. The visual language should not set itself into concurrence with the students works, it should use a quite and clean language which can have different interesting elements used as accents and to communicate the allover branding/design.
2. The listings of course modules and students have to follow specific rules:
 - a. For modules: Always a choosen image (screenshot of a work) as representation and the module name as list element
 - b. For students: Always the portrait (head/face), name, and study course is displayed as list element.
3. The students page has to hold :
 - a. A full body image or what ever the student like, but it has to show him/her.
 - b. A short text about themselves (could be anykind of text, it has to be produced by themselves)
 - c. A list with links to the works which are on the DVD
 - d. A link to a portfolio website if they have one.