



SYMBIOSIS
INSTITUTE OF DESIGN



Interactive Publication Design

3rd – 6th September 2019

REPORT

2018-22 Batch | Semester 3 | Academic Year 2019-20

Concept : **Dr. Pranita Ranade**
HoD, User Experience Design

Execution: Dr. Pranita Ranade, Aparna Joshi

Batch Details

Programme	B. Des	Discipline	Communication Design
Academic Year	2019-20	Specialization	UED
Batch	2018-22	Year	2nd Year – Sem III

Workshop Details

Dates	3-6 September 2019
Time	10 am to 4 pm
Venue	Symbiosis Institute of Design, Pune
Conducted By	Dr. Pranita Ranade, Aparna Joshi
No. of Students Participated	14

Executive Summary

The Interactive Publication Design workshop took the students through the various interactive elements that can be added to publications, thus making them dynamic and more in keeping with the future of digital design.

Workshop Objectives

The objective of the workshop is to take the students' knowledge further in Digital Design Tools. After having learnt softwares like InDesign for print publications, this workshop took the students' learning to the next level by teaching them interactive designing by using InDesign. The aim was to teach them best practices around creating interactive magazines. The workshop was taken to make them ready for higher learning in the next semester.

Why Interactive Publication Design?

Digital publication provides a whole new world for magazine design, from interactive touch and swipe controls to videos and animation. The rich media capabilities and responsive design allow us to bring a whole new dimension to publications. Not only do interactive magazines allow for the use of images on the full screen, they also allow users to engage actively with the content bringing a rewarding user experience. Interactive product experiences are the future and hence an in-depth knowledge is essential for UED students.

Participants

Second year User Experience Design Students of SID

Day-wise Schedule

Day 1 Activities | Tuesday, 3rd September 2019

1. Introduction
2. What is Interactive Design? Importance of Interactive Design.
3. Case Studies of various Interactive Designs & publications
4. Choosing a Topic / Conceptualization / Ideation

5. Sketching Mind Maps
6. Finalizing Mood Boards

Day 2 Activities | Wednesday, 4th September 2019

1. Understanding different types of Interactivity used in publications
2. Introduction to InDesign and its interactive menu / commands like:
 - Animation
 - Bookmarks
 - Buttons & Forms
 - Hyperlinks
 - Page Transitions
 - Object States
 - Adding various Media like Images, videos & Sound
3. Possibilities & Limitations of various formats like PDF, SWF and EPublications
4. Publishing, making interactive PDFs

Day 3 Activities | Thursday, 5th September 2019

1. Sketching of Inner pages and arranging interactive elements
2. Execution of Design – Day 1

Day 4 Activities | Friday, 6th September 2019

1. Execution of Design – Day 2
2. Finalizing Designs and Approvals
3. Conclusion

Students Projects

DASH Diet

This diet, which stands for "Dietary Approaches to Stop Hypertension," can be both an overall healthier style of eating and a smart approach to weight loss. It emphasizes produce of all types, seafood, 100% whole grains, low-fat dairy, nuts, and seeds.

In addition to its effect on blood pressure, it is designed to be a well-balanced approach to eating for the general public. DASH is recommended by the United States Department of Agriculture (USDA) as one of its ideal eating plans for all Americans.

The DASH diet is based on NIH studies that examined three dietary plans and their results. None of the plans were vegetarian, but the DASH plan incorporated more fruits and vegetables, low fat or nonfat dairy, beans, and nuts than the others studied.

The DASH diet reduced systolic blood pressure by 6 mm Hg and diastolic blood pressure by 3 mm Hg in patients with high normal blood pressure (formerly called "pre-hypertension").

Duration
7 day plan

What to eat ?
The DASH diet is rich in fruits, vegetables, whole grains, and low-fat dairy foods; includes meat, fish, poultry, nuts, and beans

Food to avoid
Sugar-sweetened foods and beverages, red meat, and added fats.

Exercize
Hamstring Roll, Diagonal Front Raises, Lateral Raises, Bicycle



Interactive Publication Design Workshop - Student project - cover page



Interactive Publication Design Workshop - Student project - cover page

Different Genres



SHOUJO

Shoujo is actually a demographic but is also considered as a general genre in manga. It's a genre that specifically targets female viewers around the age range of 10-18. With that age range, the manga here are mostly idealized and well-rounded. Most of the time, the shoujo genre works line-in-line with the romance and the comedy genre (emphasis on the romance part).

Learn more at <https://mangarock.com/genre>



SHOUNEN

Shounen is actually a demographic but is also considered as a general genre in manga. It's a genre that specifically targets male viewers around the age range of 10-18. With that age range, the manga here are mostly idealized and well-rounded. Most of the time, shounen manga are considered general and almost always even becomes the most trending mainstream shows.



HORROR

Work is either frightening and/or shocking.



SLICE OF LIFE

When one says slice of life, that means – mundane good ol' life. Stories depicted in this genre are realistically set in the domain of real life. Nothing out-of-the-blue happens, but that's its point! It's role is to portray everyday life in a realistic light as much as possible, with nothing out of the extraordinary wrecking the premise.



Interactive Publication Design Workshop - Student project - cover page



Interactive Publication Design Workshop - Student project - cover page