Communicating and Generating a Closer Perception of University of Limerick Campus Reality Through a Website Designed With an Interactive Media Process
In the first part is presented an introduction to:

a) What is Interactive Media and its Design process.

Then is presented a real problem to be solved:

b) www.ul.ie

to communicate how the campus is and looks like, using a short number of images, that have a small size and low resolution.

This limits the capacity of the picture as a media, to contain enough information of how the reality of the UL campus is.
1 interactive media design process

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2.1 The context
2.2 How is UL? What does it looks like?
2.3 The UL website
2.4 My first visit to UL
2.5 The Problem
2.6 The implications
2.7 Is it a common problem?
2.1 The context

Foreign UL prospective student

Mexico May 2007
2.2 How UL is?

What does it looks like?
2.3 The UL website
2.5 The Problem

Perception done based on UL website visual information

not match

Perception VS Reality
2.6 The implications

2.7 Is it a common problem?

Make of Decisions

Yes in actual foreign UL students
3.1 How others do it?

3.2 What people use?

3.3 Technologies able in the market

3.4 User experience with previous examples

3.5 Related Concepts
   3.5.1 Reality
   3.5.2 Senses
   3.5.3 Perception & Mental process
   3.5.4 Communication medias
   3.5.5 Visual communication
   3.5.6 Visual Virtual Reality
   3.5.7 Sound Immersion
   3.5.8 Maps

3.6 Graphic explanation of perception
3.1 How others do it?

- Dublin City University
- University College Cork
- University College Dublin
- National University of Ireland, Galway
- National University of Ireland, Maynooth
- University of Dublin-Trinity College, Dublin
3.3 Technologies able in the market


Swedish Armed forces - immersive sound  http://forsvar.fileflat.com/english/

Jeremy Levin Design - 3D  http://www.jeremylevine.com/

Publicis & Hal Riney – alternative interactivity  http://www.hrp.com/
3.4 User experience with previous examples

3D design of a house and hot-spots
3.5 Related Concepts

- Reality
- Senses
- Perception & Mental process
- Communication medias
- Visual communication
- Visual Virtual Reality
- Sound Immersion
- Maps
3.6 Graphic explanation of perception

Basic perception process
4 requirements

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- Standard design for an open kind of users.
- High resolution and good quality of the visual media communications
- The use of sound has to help in the perception of the environment.
- Technologies that people are already use.
- Testimonies of actual foreign UL students.
5 design ideas
Internet surfing

Bookstore exploration

Brainstorming sessions.

Observation and Exploration of the UL space
Selection of Ideas.

- Share
- Sounds
- Video walkthrough
- Testimonial
- Facebook forum -share images
- Tours
- Representative Gallery
- VRs
6 Prototyping
6.1 High Resolution Panorama
6.2 Sound Recording
6.3 Video Recording
6.4 Integrating Panorama + sound in a web platform
6.5 Interface
6.1 High Resolution Panorama

Panorama of the UL main plaza
Basic principle of movie motion

Sequence of 4 shots of UL plaza
Principle of the QuickTime VR Panorama

Digital Camera and Tripod
Head base for camera to obtain nodal point
6.2 Sound Recording
6.3 Video Recording

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6.4 Integrating Panorama + sound in a web platform
The Empirical modality

the development of prototypes
The panorama as a media of communication, have a great capacity for containing information of high fidelity and quality from the real environment of UL campus.

this help to communicate and generate a closer perception of the reality of the UL campus.
Iteration
Drag and Drop option for explore the panorama
New graphical interface
UL campus Map

Google Maps UL campus

Limerick Map

Google maps of Limerick City
Ireland Map

Google Maps Ireland

Testimonies section uploaded in YouTube.
Dynamic Gallery for pictures
9
implementation
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UL marketing direction

invitation for implementation
Dawn 08

easy to understand
what is
Interactive Media