CMS.405 | Media and Methods: Seeing and Expression | Spring 2013 | Harrell
Assignment 4: Information Design Group Project, Experience Maps
In-Progress Critique: April 17th, Final version due April 24th

Assignment 4: Experience Maps

This is a group project to be completed using groups of 3-5.

Using Flash (you may use another platform such as Processing if you prefer), create an interactive map that presents multiple dimensions of an experience. This means that a user must be able to interactively select one or more dimensions of that experience to be displayed at a given time. The notion of a "dimension of an experience" will be explained below. Your group has the option to map experiences of a computer game, a sporting event, or a film. As a group you should collect data on the experiences figure out how to display the information as a coherent whole. Each group member must produce two maps individually, these maps will represent one tangible and one intangible experience dimension. This will also be explained below.

Assignment Requirements:
You must:
Collect data on the experience and document this data as a group. This means that you must all play the game, or watch the film or sporting event (preferably together). You must collect the necessary information to be mapped, produce a document with this data, and a sketch of how your map will be organized. You must present to the class a mock-up of your group's design (a low-fidelity prototype), description of your data collection process, initial data to be turned in Online April 17th. The integrated and seamless high-fidelity prototype is due April 24th.

Details follow:

1) Individually Map a Tangible Dimension of an Experience – Integrate this Map with you Group Members' Maps
On one screen, represent a legible map of one important dimension of the experience. This means omitting non-essential information and exaggerating the most important information.

Figure 1: Map of important landmarks along Route 66

For example in the map of the United States of America in **Figure 1** a lot of the information is absent. Many cities are missing, most roads are missing, geographical information is missing, etc. What is represented is one dimension of the United States, namely important landmarks to see during the experience of a road trip along Route 66. Very carefully note the information that remains: depictions of the states with states along Route 66 highlighted, the states alternate color so that they are easily distinguishable and we can place them in an order, particular cities along Route 66 are marked in red, the cities along the endpoints at are strongly marked, and key aspects of important landmarks are illustrated.

Figure 1 is considered a map of a **tangible** dimension because it is rooted in the physical or objective aspects of the experience. This is a very simple map, yours should be at least this complex. Your final maps should be as refined and well designed as this one. For a film a tangible dimension could be major plot points. In a sporting event it could be the score and player statistics. In a game it could be locations and artifacts necessary for winning.

2) Individually Map an Intangible Dimension of an Experience – Integrate this Map with you Group Members' Maps

Mapping an **intangible** dimension of the experience means depicting a subjective emotional or psychological aspect of the experience. This could mean mapping "fun" in a game or mapping the shifts of lovers' feelings toward each other in a film. You must be creative to map this dimensions, but use a similar strategy as above.

3) Integrate your maps into one seamless interface.

Additional Information:
Please feel free to use animation or incorporate any skill learned so far during this course. This assignment will require careful coordination between group members in order to integrate your maps. Do not begin this assignment late or you will not get it done!

If you have trouble thinking of content to map here are some options:
1) Game: *The Legend of Zelda*:
You may be able play the game using the materials indicated here.
http://www.derok.net/emulation0/zelda.html
An example of a tangible map can be found here (careful, this is a spoiler for the game!):
http://www.nesmaps.com/maps/Zelda/ZeldaOverworldQ1.html
However, this map does not fit on one screen and it represents many tangible dimensions at once unlike your assignment.

2) Sporting Event: NBA, NFL, or MLB World Series (should be available online) game:
Pick any weekend sporting event. You must actually watch it to collect data on intangible aspects. Any sporting website such as espn.com, si.com, or foxsports.com should contain statistics you could use as a resource.

3) Film: *The Master*:
This is an appropriate film because the plot is sufficiently convoluted that it would produce an interesting map. You could map the trajectory and relationships of key characters for example.

CMS.405 Media and Methods: Seeing and Expression
Spring 2013