# synthesesia

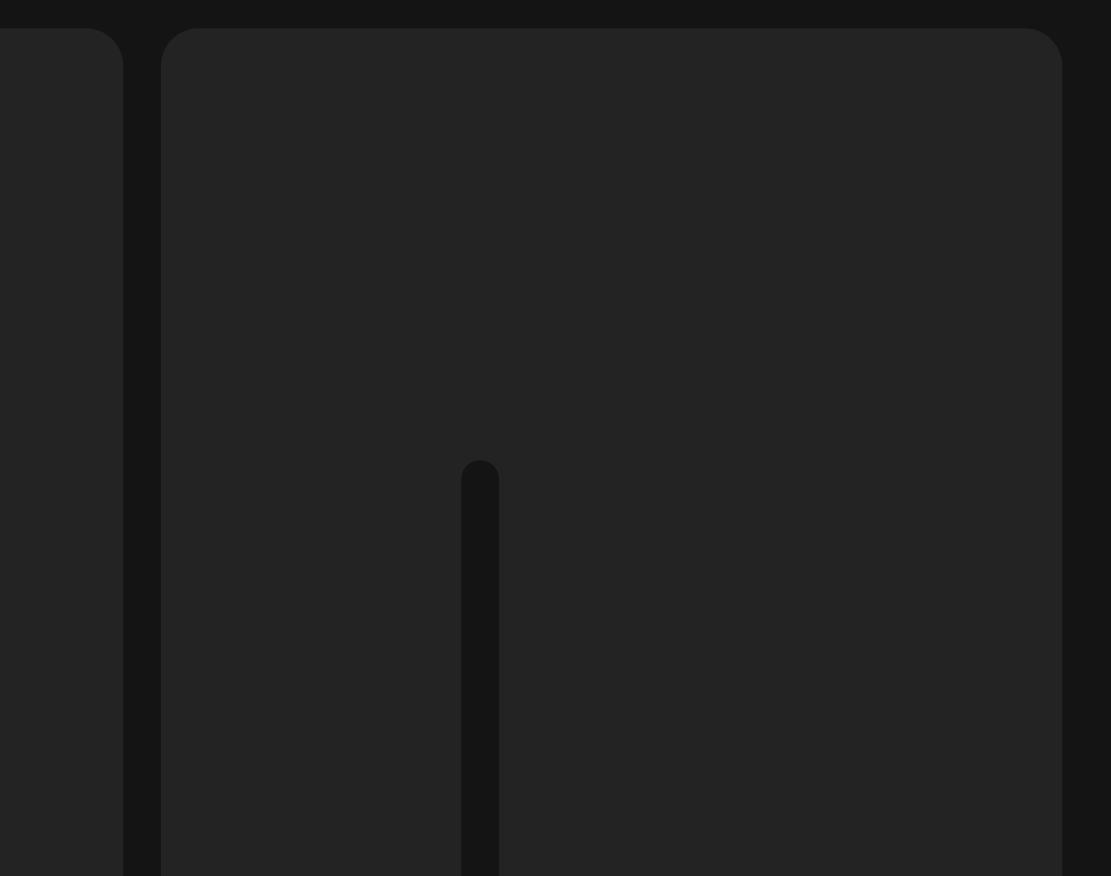
### Dan Gold

# Show >

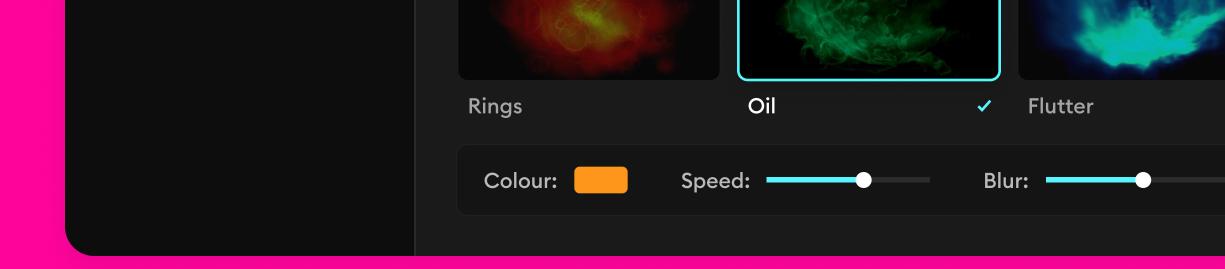


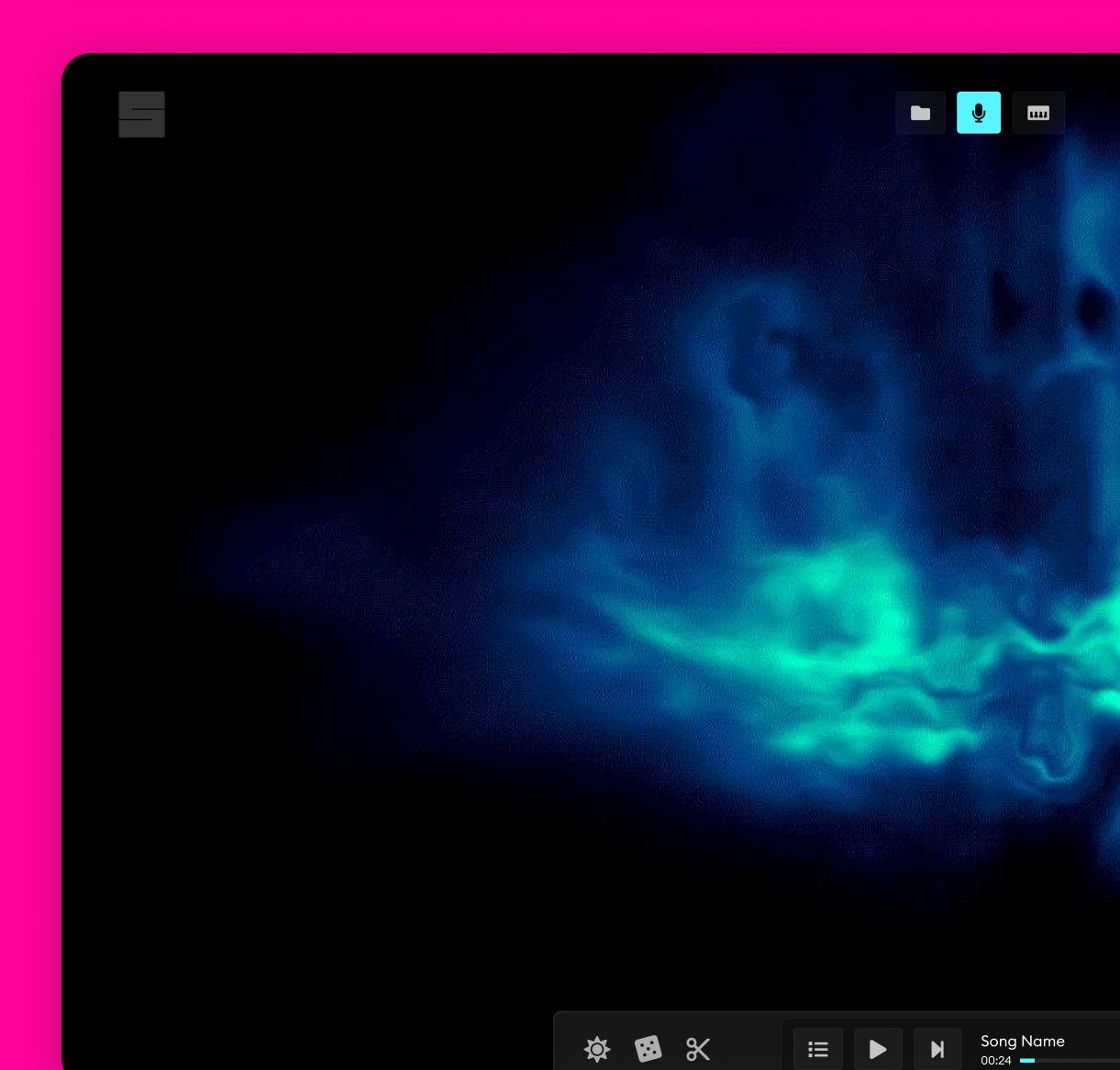


# Contents



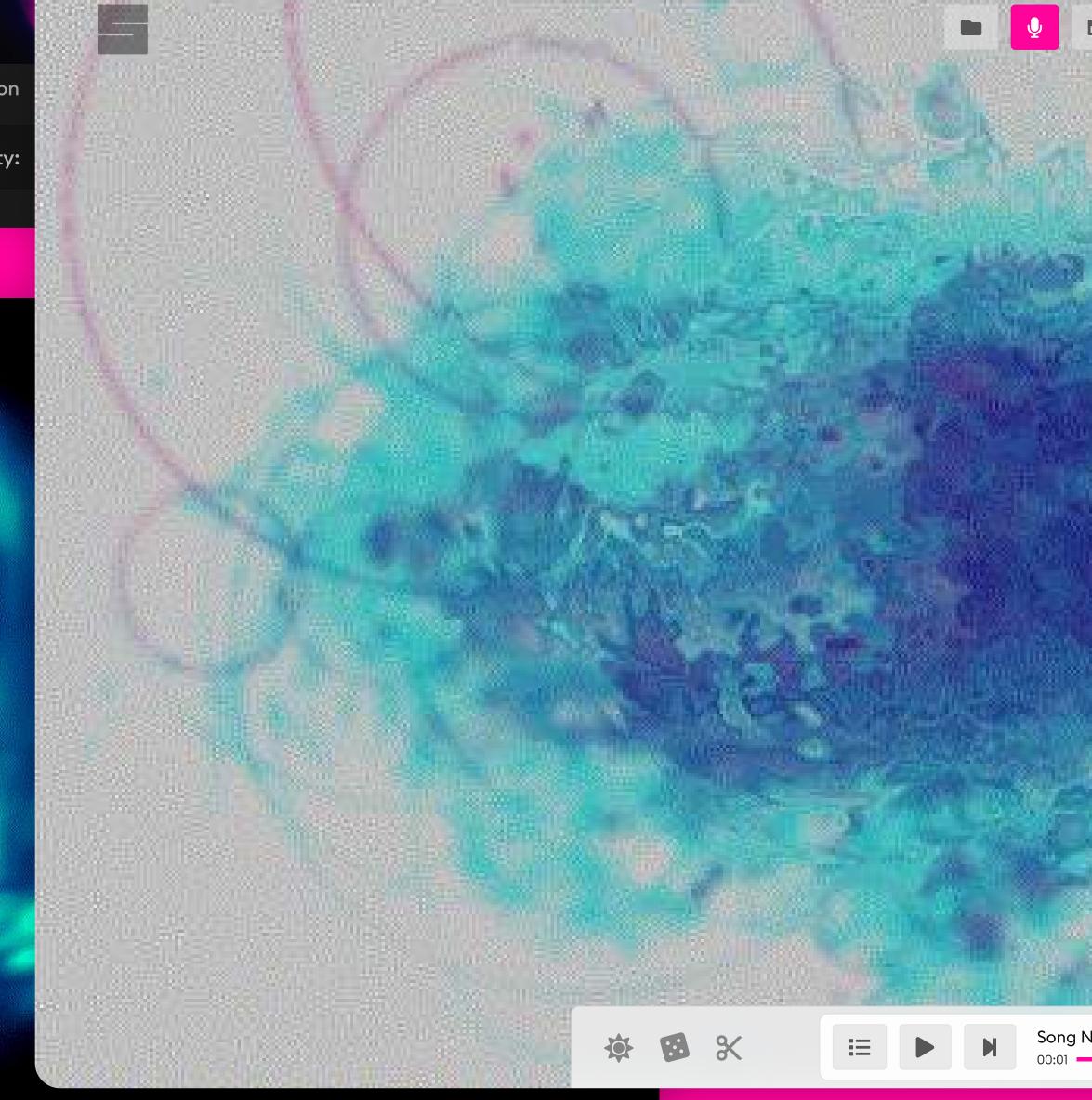
- \* Problem & Rationale
- \* Who's this for?
- \* Recap and Ideation
- \* Challenges Faced
- \* Product Solutions
- \* What's Next?





Ribbon

#### Intensity:



03:14

?

# 66 An audio-visual playground

Synthesesia is an easy to use web app, enabling anyone to create stunning responsive artwork.

# Problem & Rationale

- Cohesive brand, strong visuals
- \* Something I'll enjoy working on
- A break from "regular" product design \*

# Music

# Design

### Code







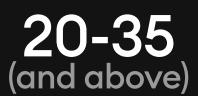
# Who's this for?

### Music festival-goers

### Creative/multimedia industry

### Technologists

### Artists



# Abrief explainer

## Semester One Music making



# Project pivot

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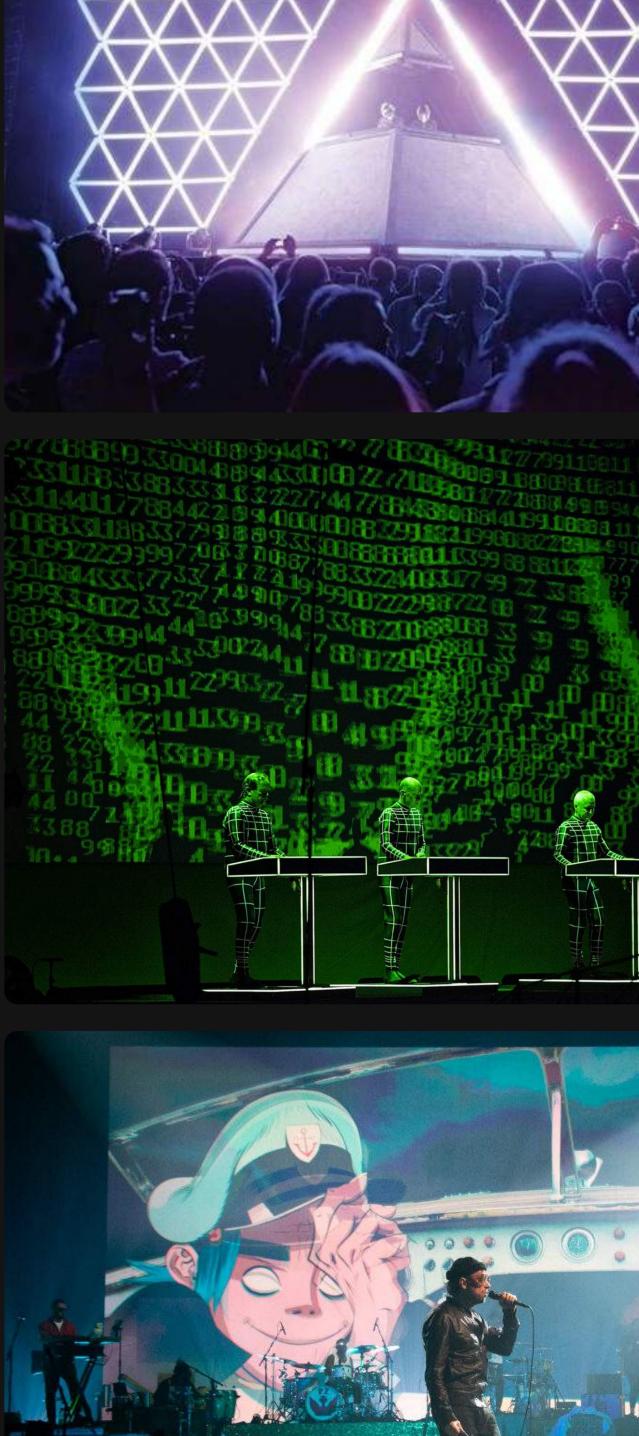
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# Backtotle crowing board

- \* Too many eggs in one basket
- Scrapping music making to focus on the artwork / visual output
- Research on live music and multimedia visuals Potential market for product that performers could use? Most software is too complex



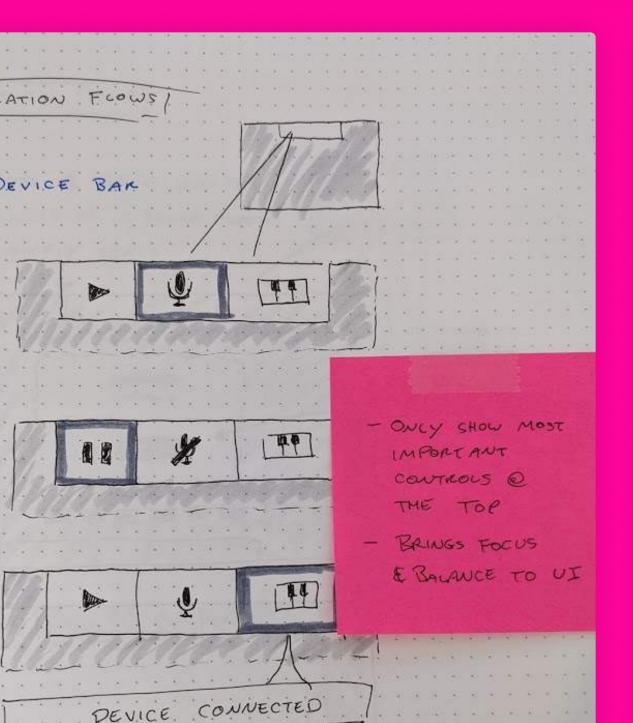


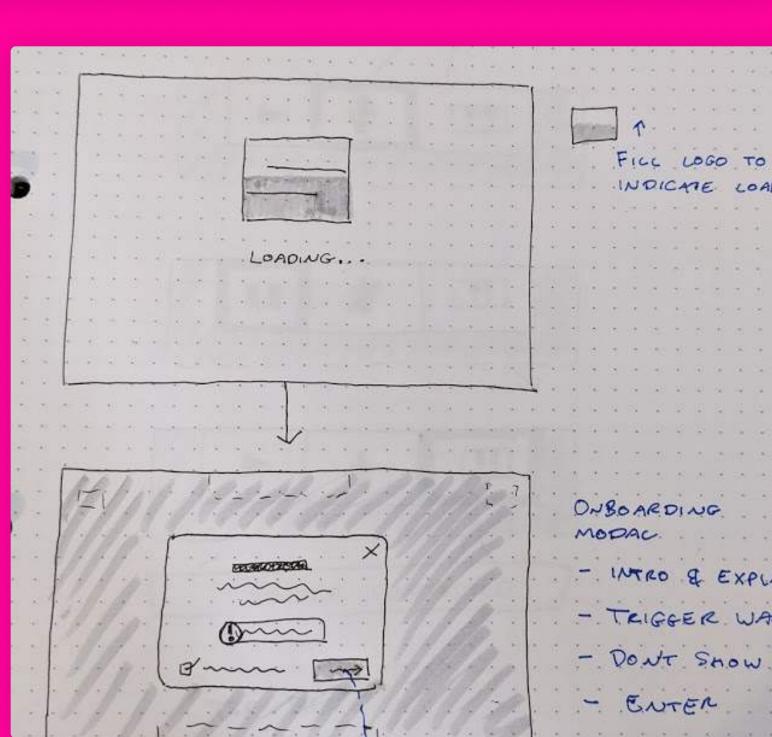
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# Challenges

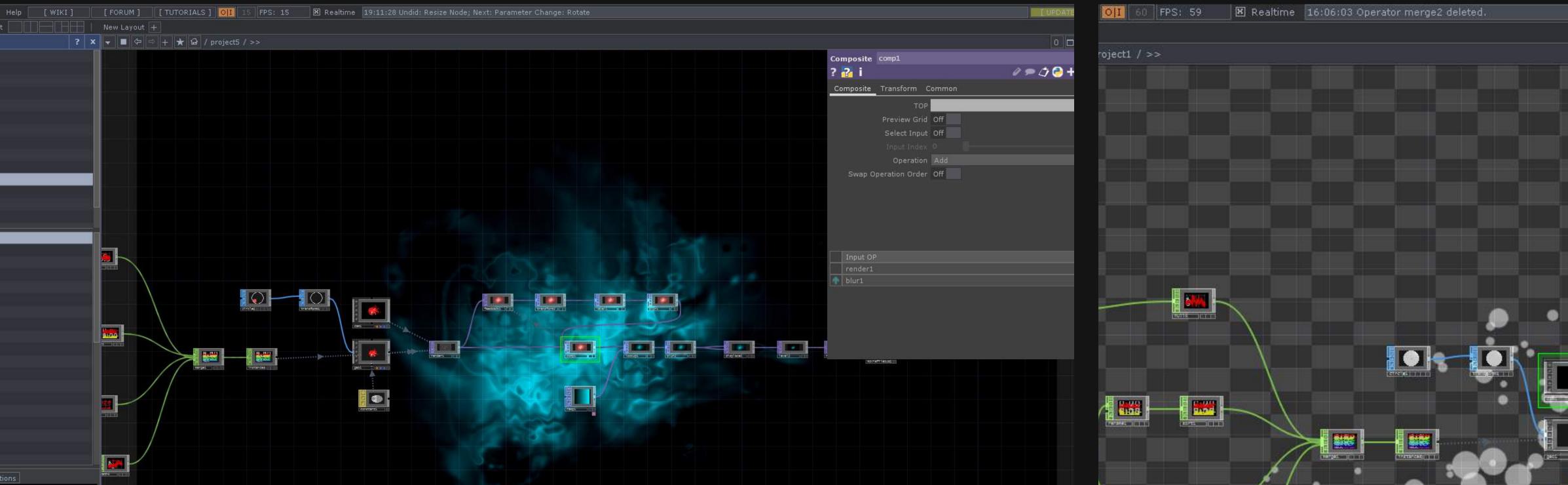
- Analysis-paralysis
- Redoing wireframes from scratch
- Limited time between work and university. ₩

Looking at code research a bit too much, should have focused on iterating visuals much earlier.

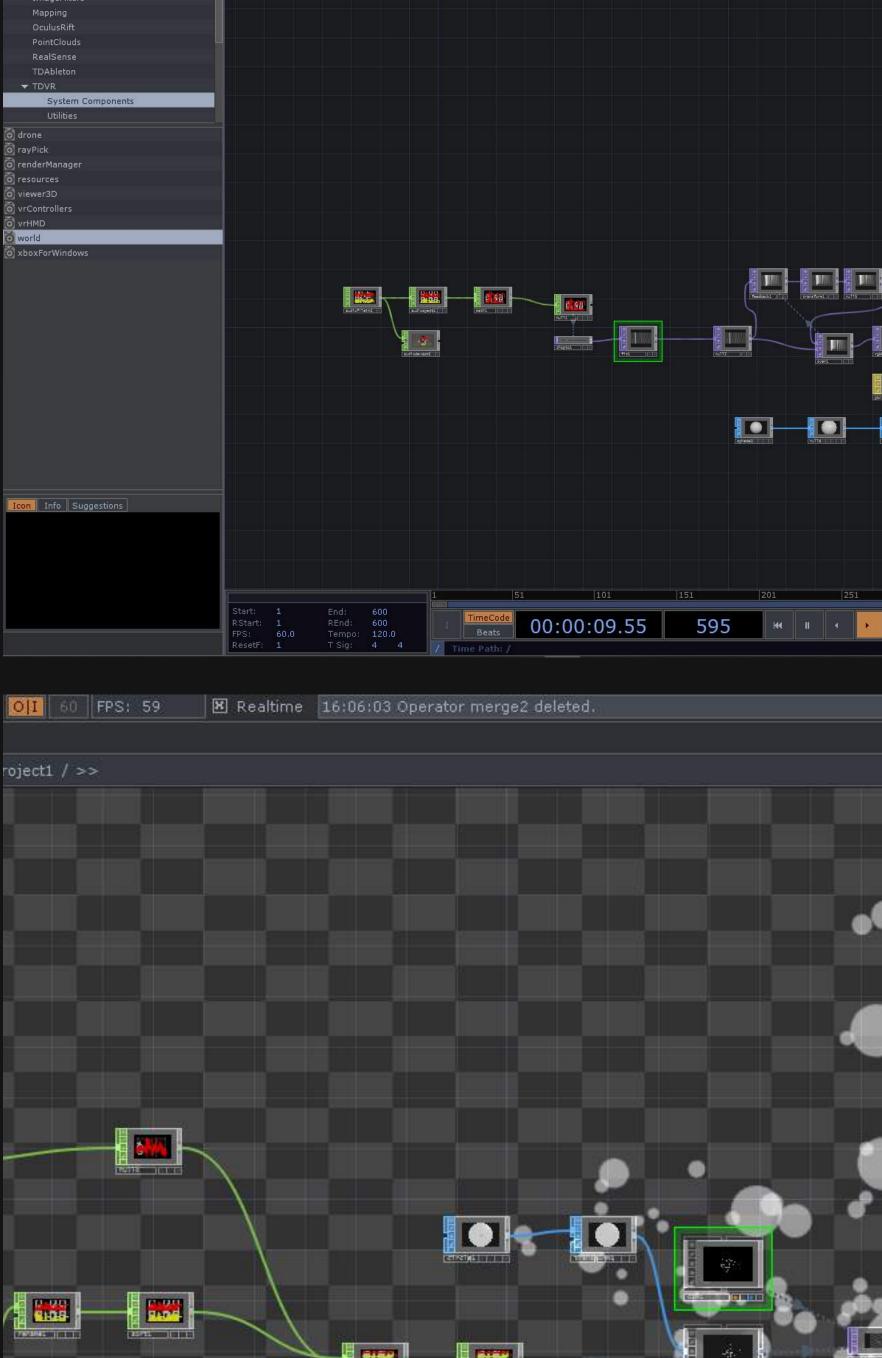


#### Prototypes needed artwork \*

# Learned how to use 'TouchDesigner' to make visuals... could be a whole project by itself



### Node-based visual effects software



# Product Solutions

# Brand Guideline

# ts

- <sup>1</sup> Tone of voice
- <sup>2</sup> Logo
- <sup>4</sup> Logotype
- <sup>5</sup> Graphic Devices

- 6 Colour
- <sup>7</sup> Typography
- <sup>9</sup> Grid Structure

# lio-visual ound

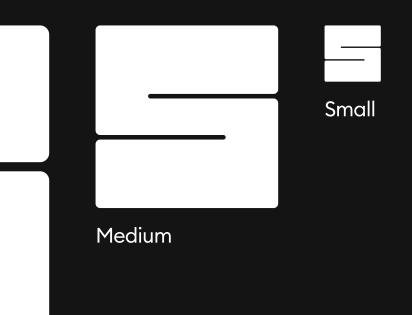
Try to keep written content as laid back as possible. This is an experimental product... use words to reinforce that. Rule-breaking, fun, energy, mystery, f\*ck the status quo.

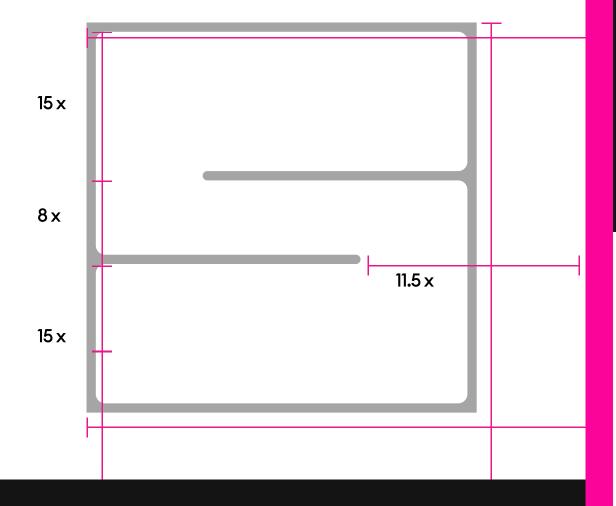
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Large		

### Proportions & layout

Uniform square-shape x = border size

Logotype





# & Product

highlighting a button, or to call out im

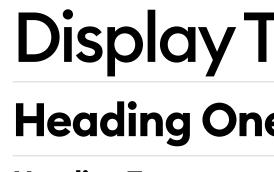
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#141414	#242424	#323232	#444444
graphy			7

# Euclid Circular B

A super versatile typeface for both print & digital

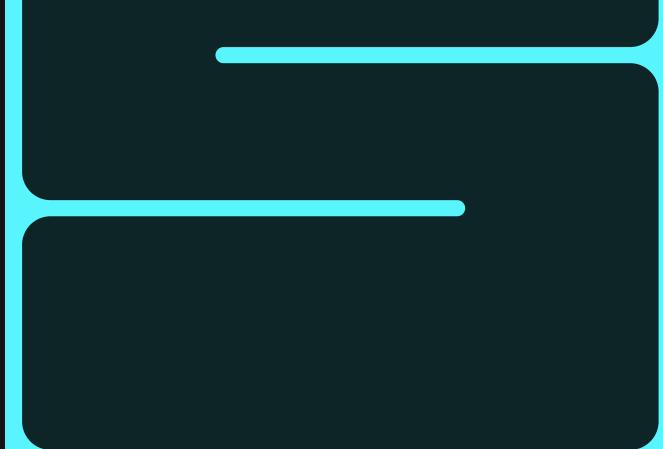
#### Hierarchy

Level





# playground

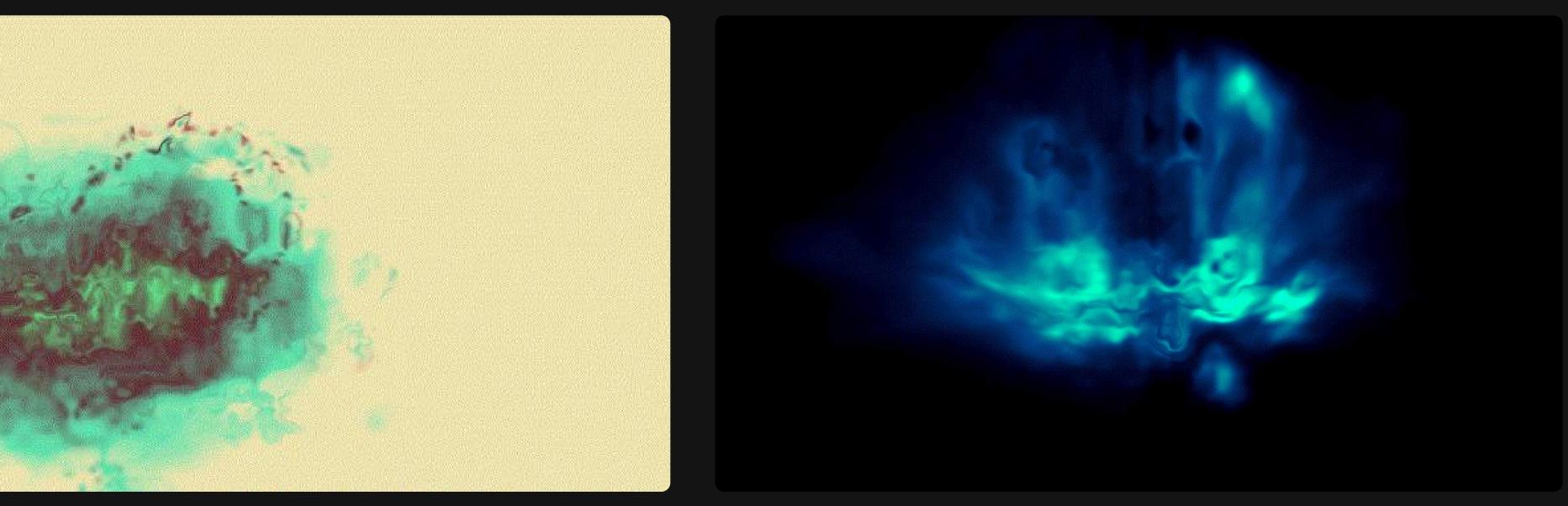


### synthesesia.com

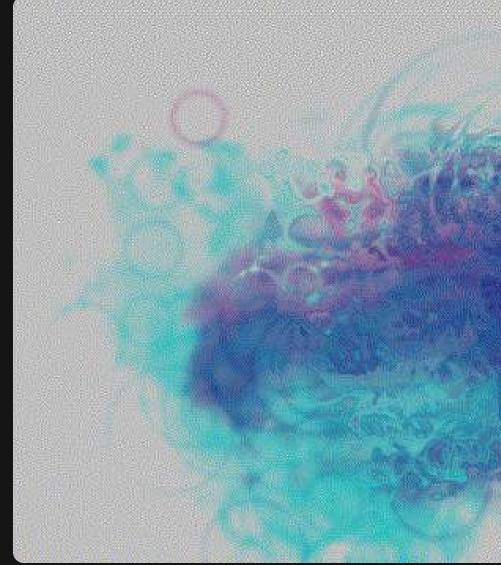


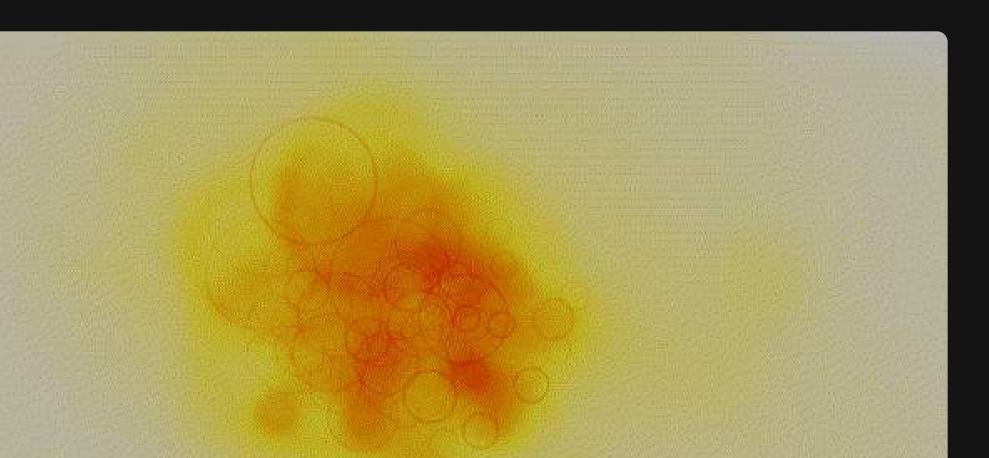






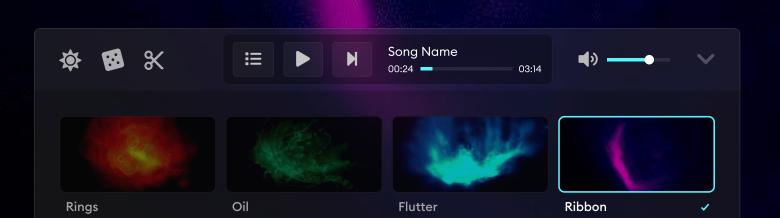


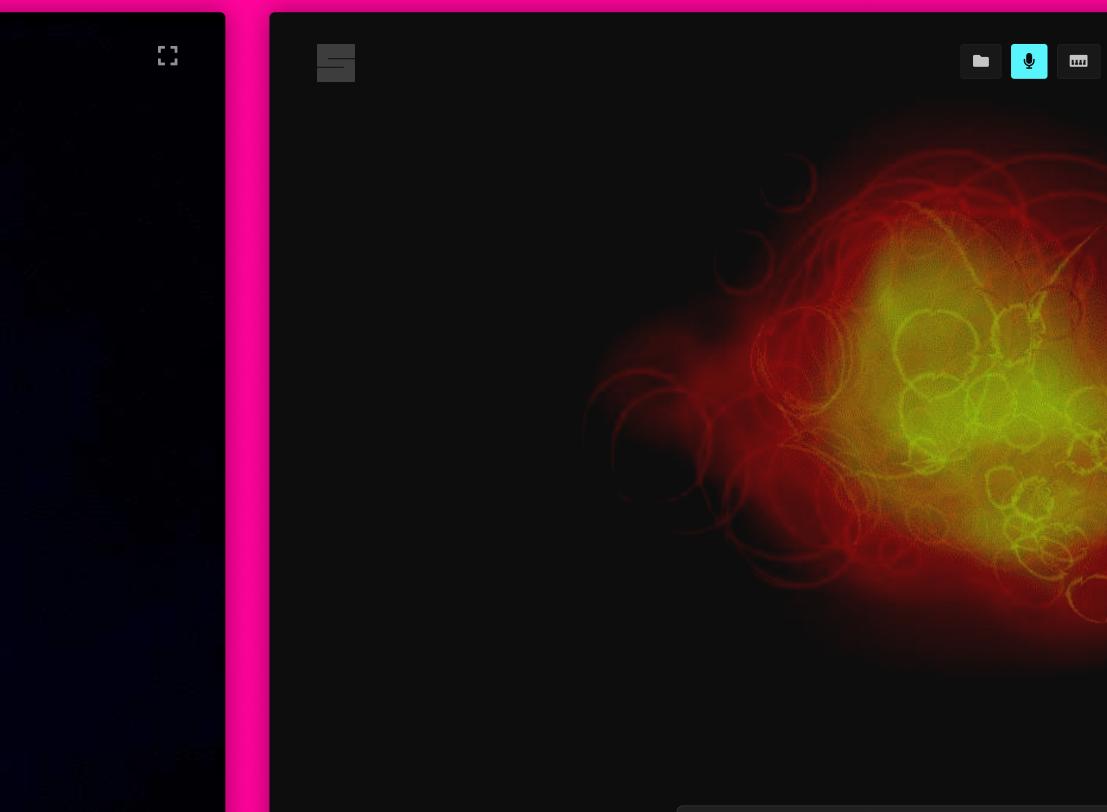








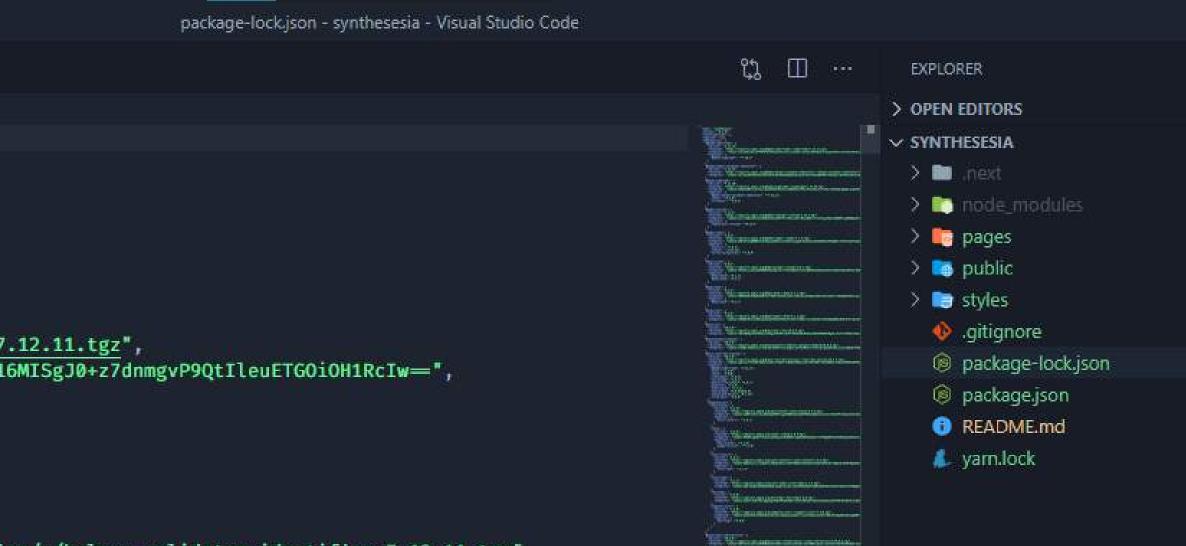




# What's next?

- Code... lot's of code \*
- \* Work on more TouchDesigner visuals
- \* Try to process that 4 years of university are finished...

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# - synthesesia

Dan Gold