

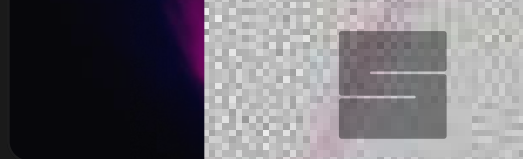
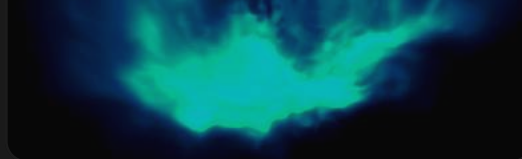

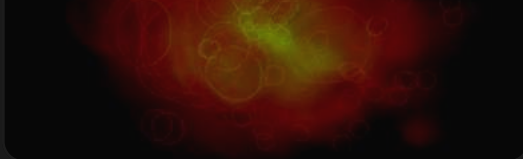
synthesia

Dan Gold




The Final Show →




Contents

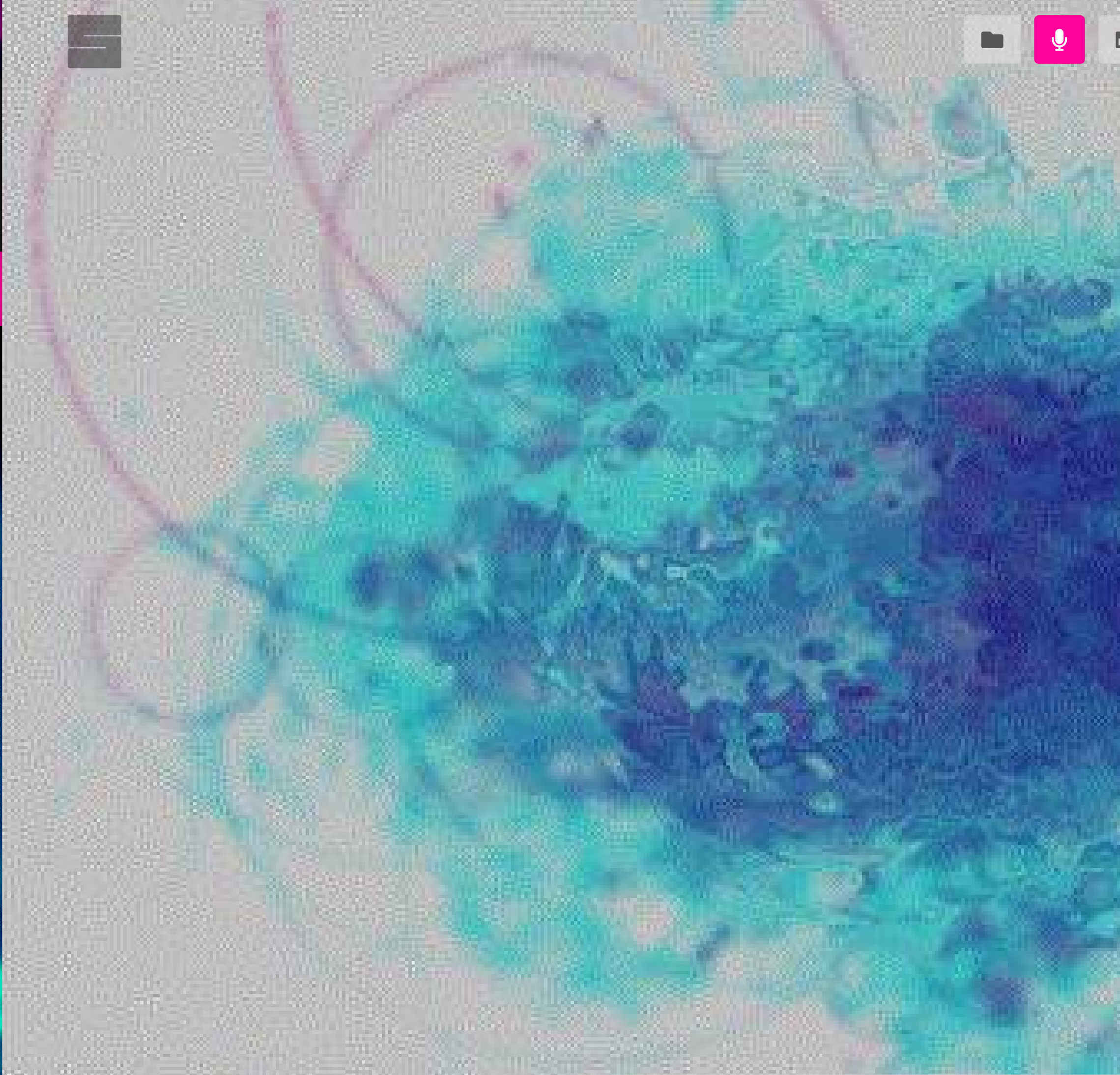
- * Problem & Rationale
- * Who's this for?
- * Recap and Ideation
- * Challenges Faced
- * Product Solutions
- * What's Next?









RingsOil✓FlutterRibbon




Colour: Speed: Blur: Intensity:














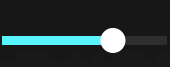

Song N
00:01







Song Name
00:24 03:14



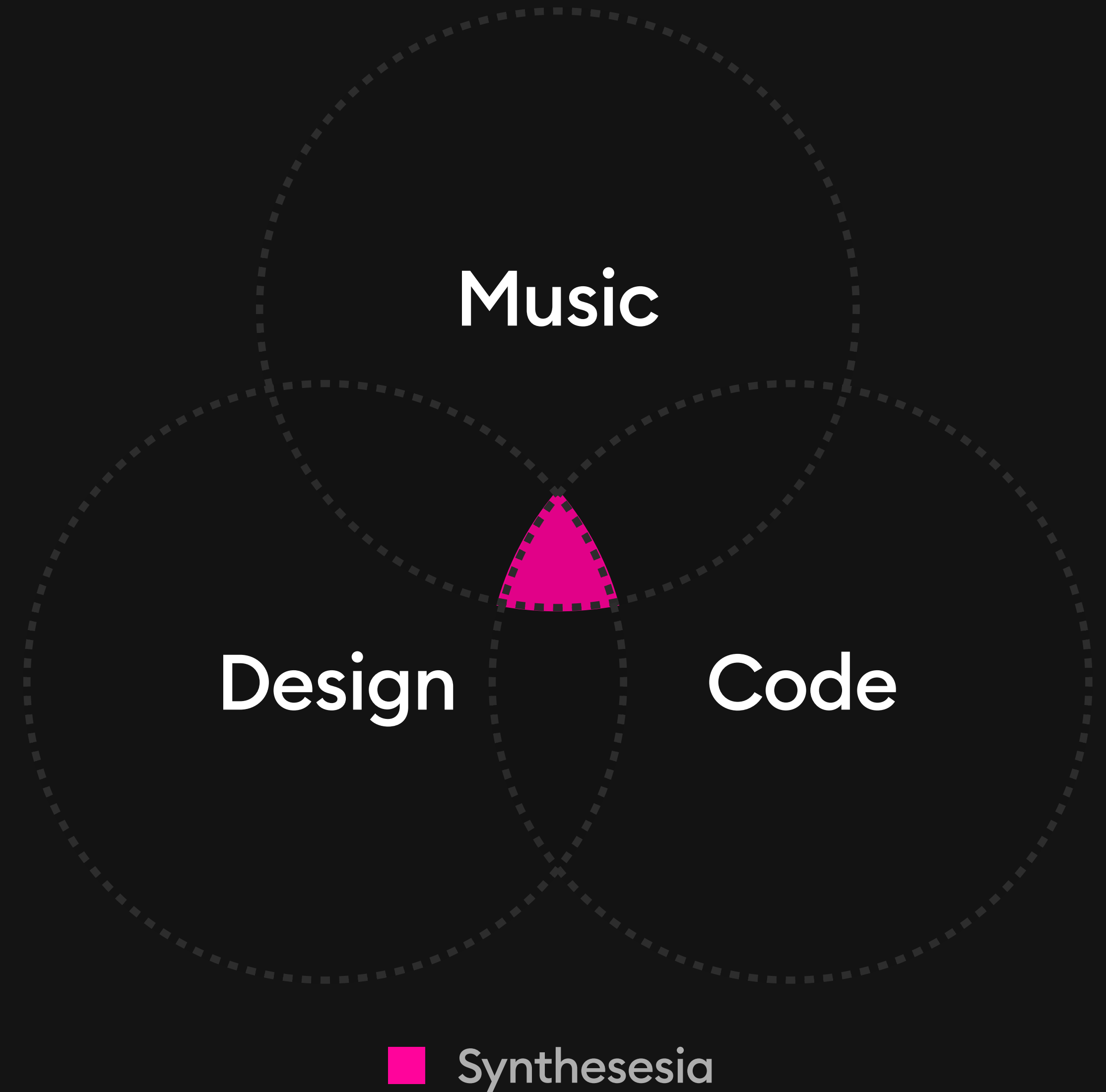


An audio-visual playground

Synthesia 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



Who's this for?

Music festival-goers

Technologists

Creative/multimedia industry

20-35
(and above)

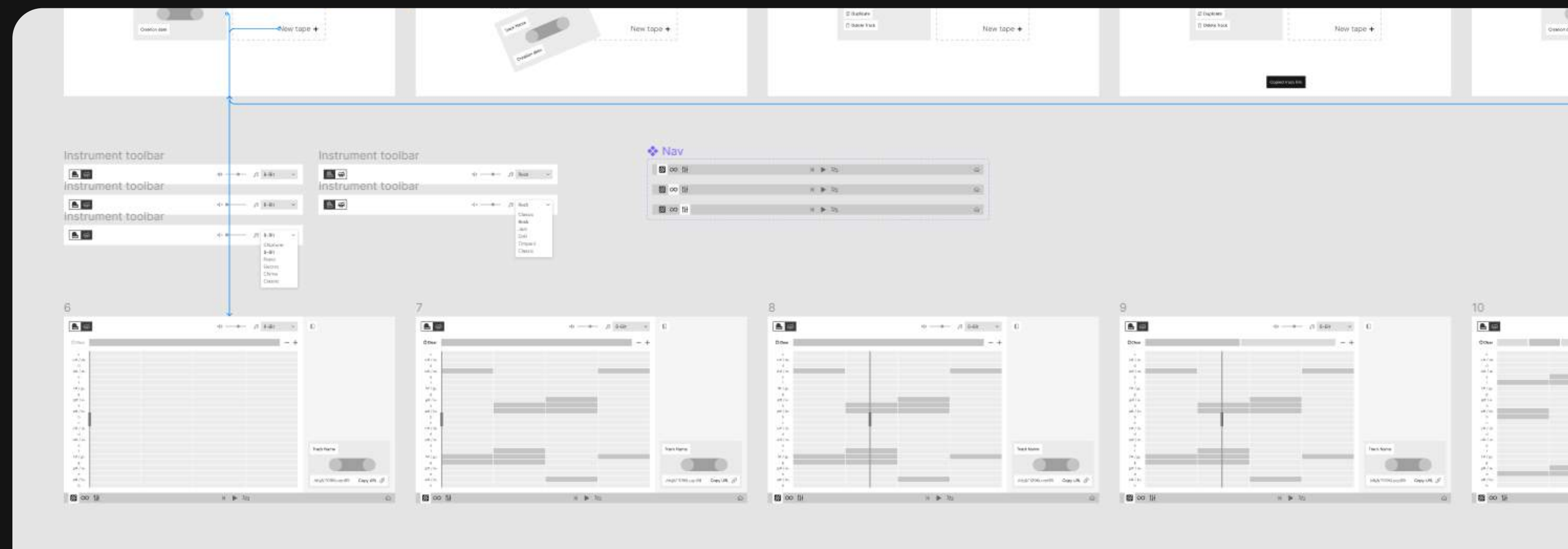
Artists

A brief explainer

Now

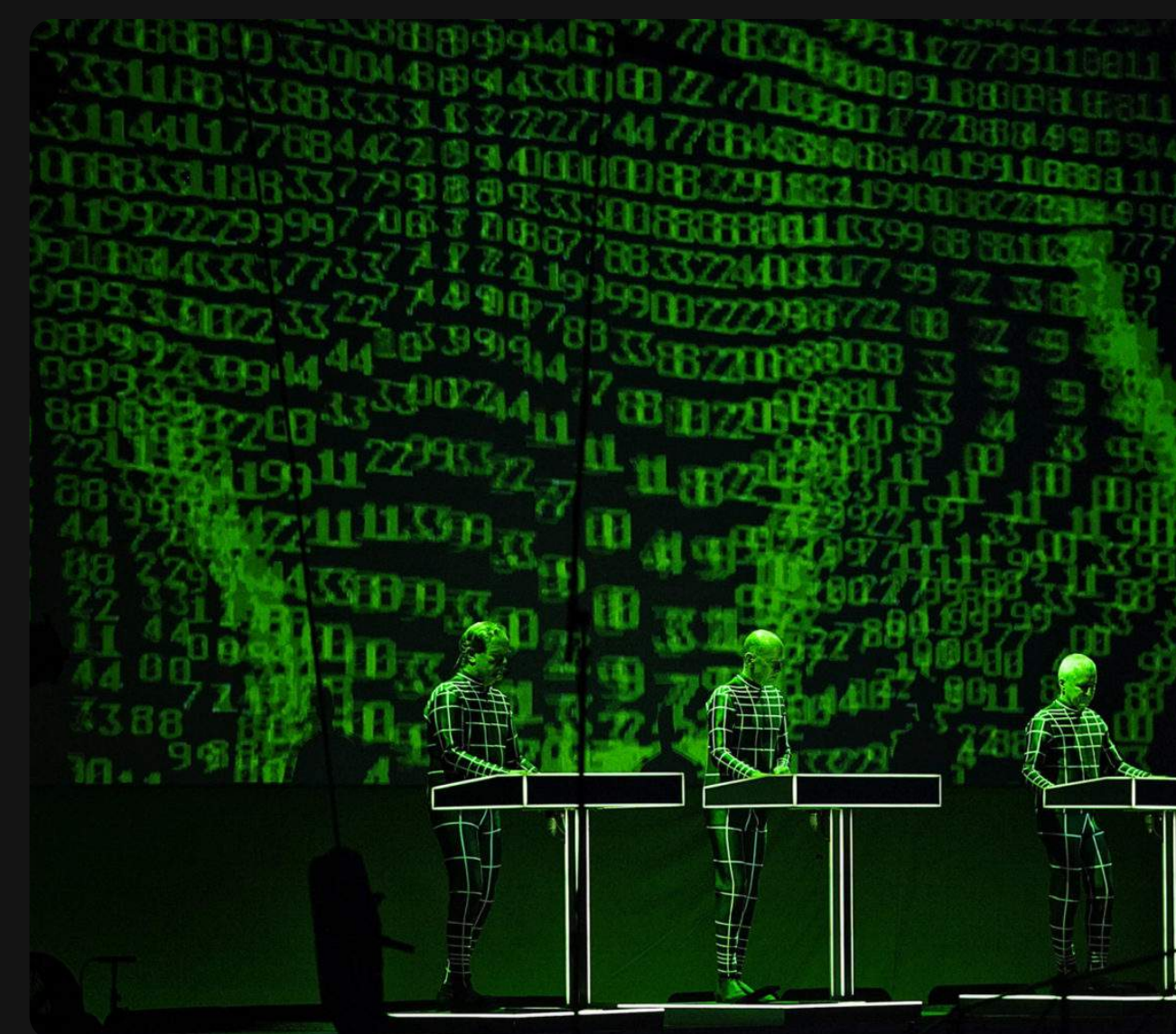
Project pivot

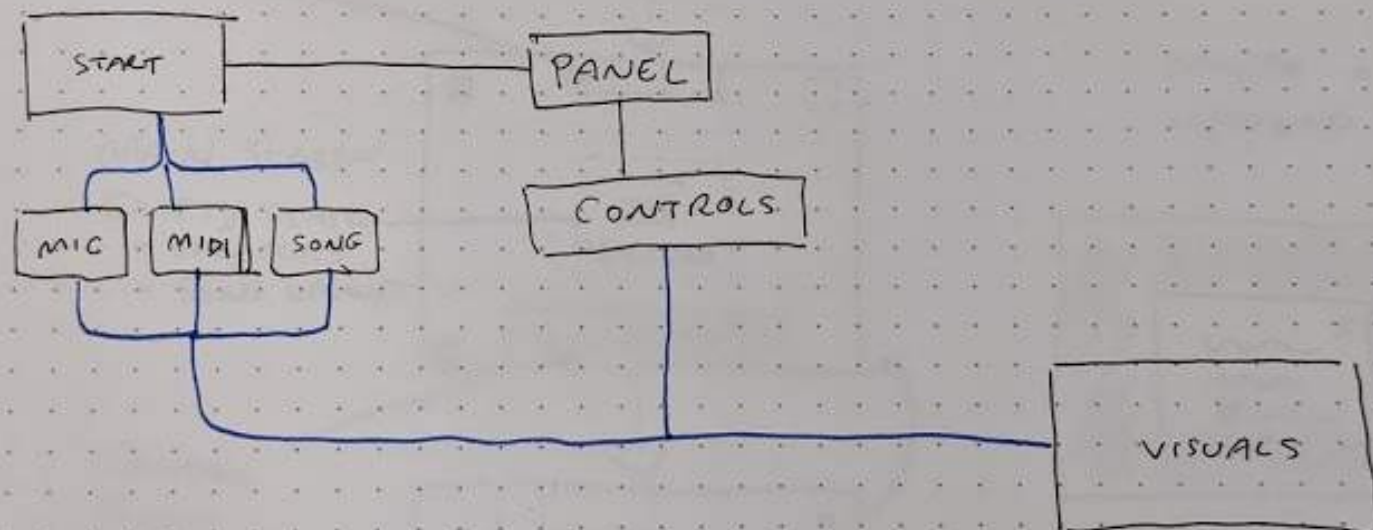
Semester One
Music making



Back to the drawing 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





STREAMLINE FLOW
AS MUCH AS
POSSIBLE

PROGRESSIVE DISCLOSURE
TO GET USERS
ONBOARDED AS QUICK
AS POSS



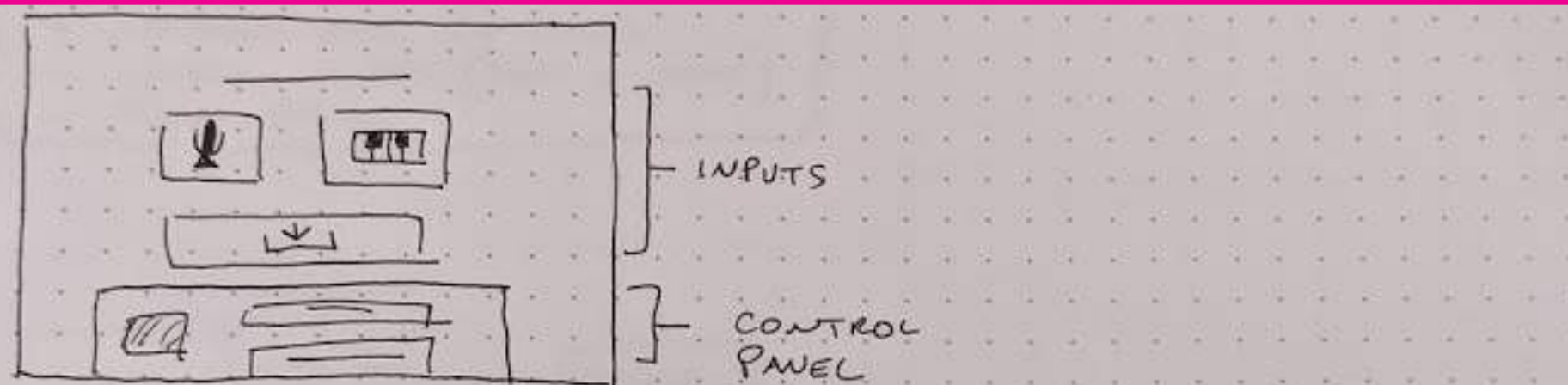
Save animation snippet



Loading



Finished



PANEL CONTROLS

- VOLUME
- PAUSE/PLAY
- TURN MIC ON/OFF
- MIDI DEVICE CONNECTED
- SONG QUEUE/UPLOAD

- VISUAL CONTROLS
↳ RANDOMISE, WAVE TYPE, COLOURS, SPACING

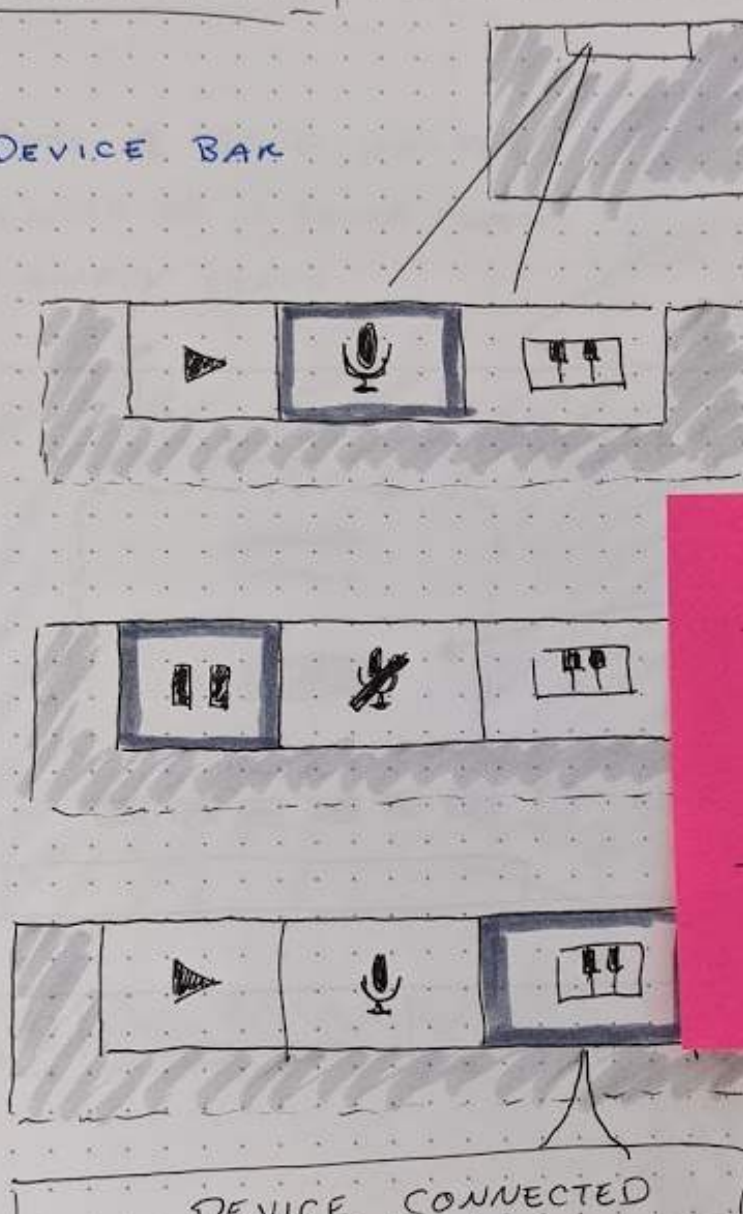
- SHOW KEYBOARD SHORTCUTS

- FULL SCREEN / THEATRE MODE

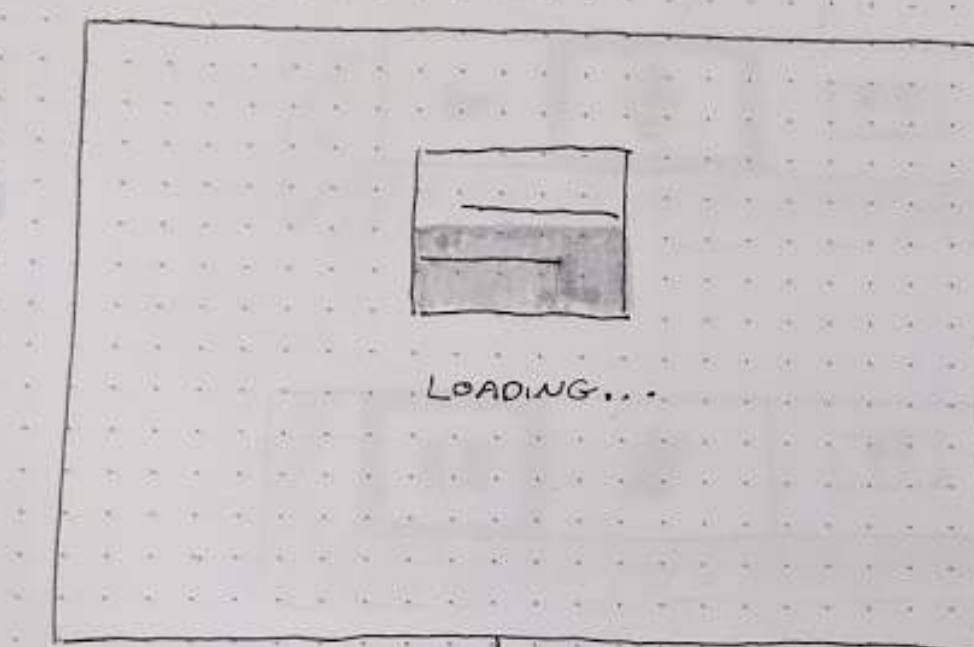
NIFTY IDEA TO

APPLICATION FLOWS

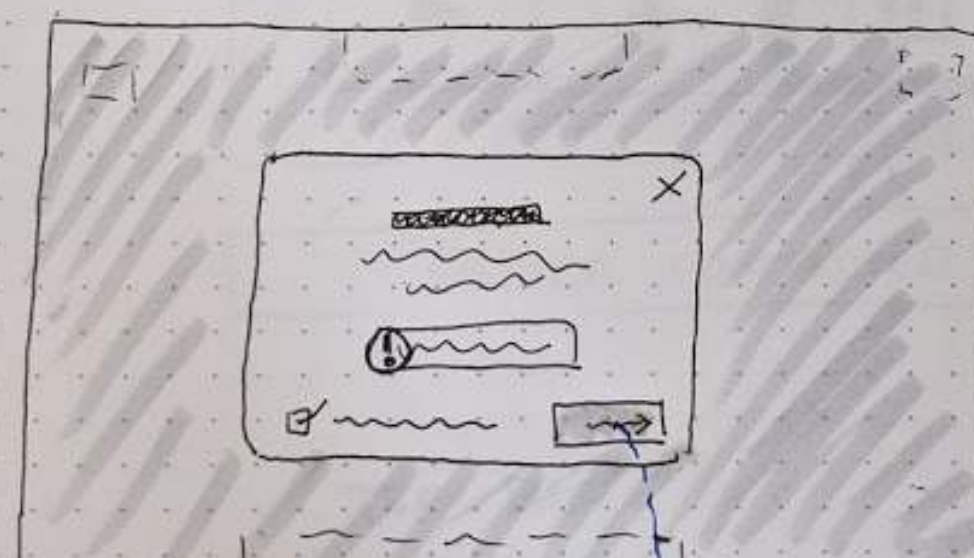
TOP DEVICE BAR



- ONLY SHOW MOST IMPORTANT CONTROLS @ THE TOP
- BRINGS FOCUS & BALANCE TO UI



↑
FILL LOGO TO
INDICATE LOADING



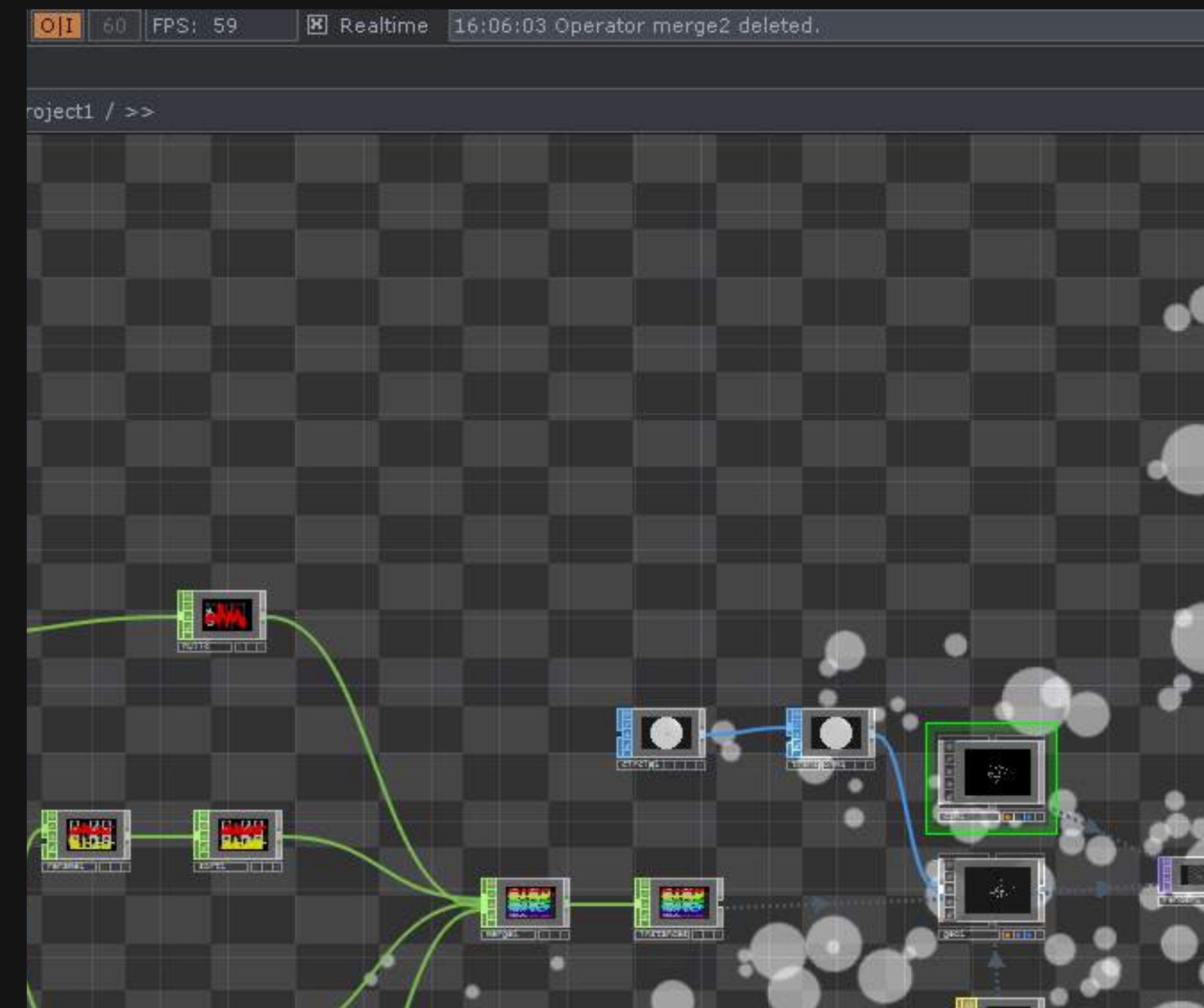
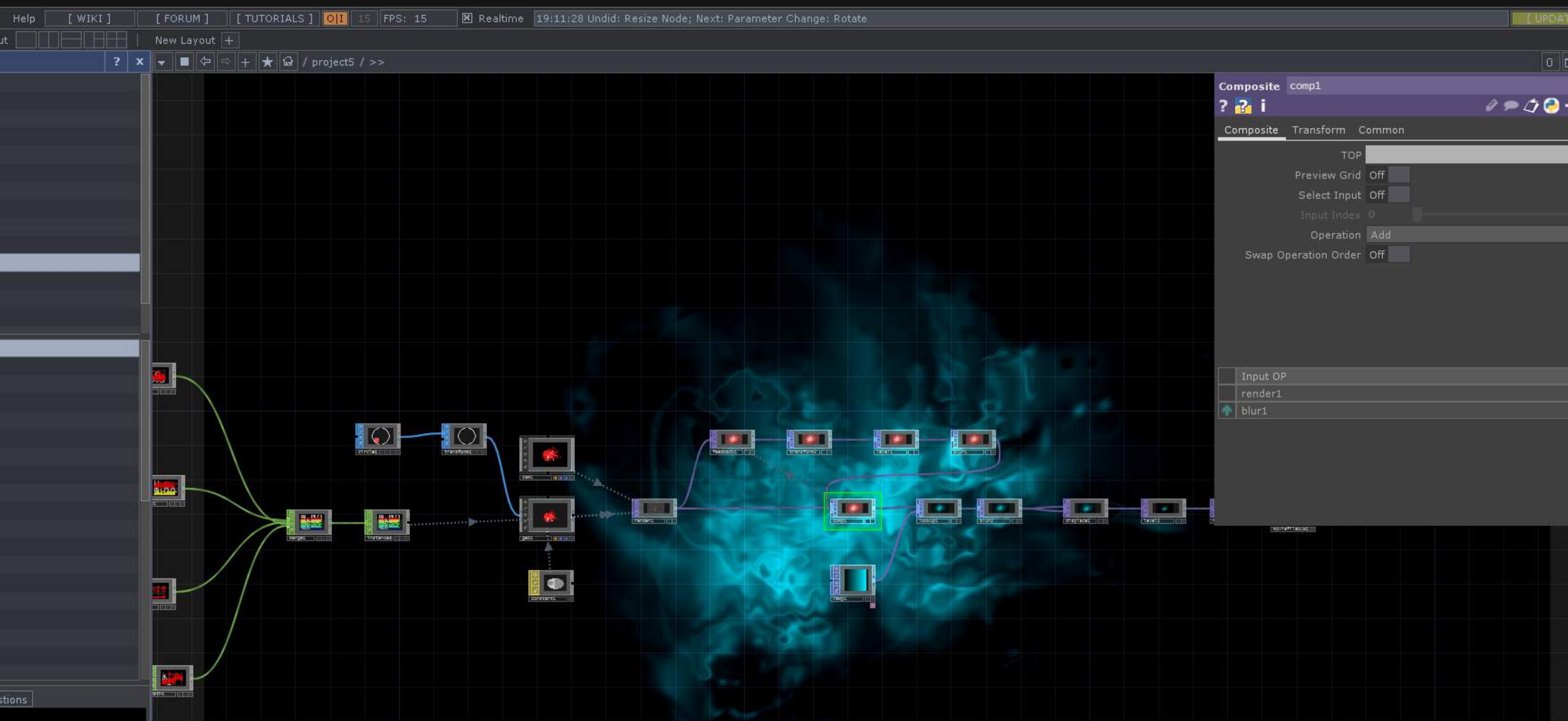
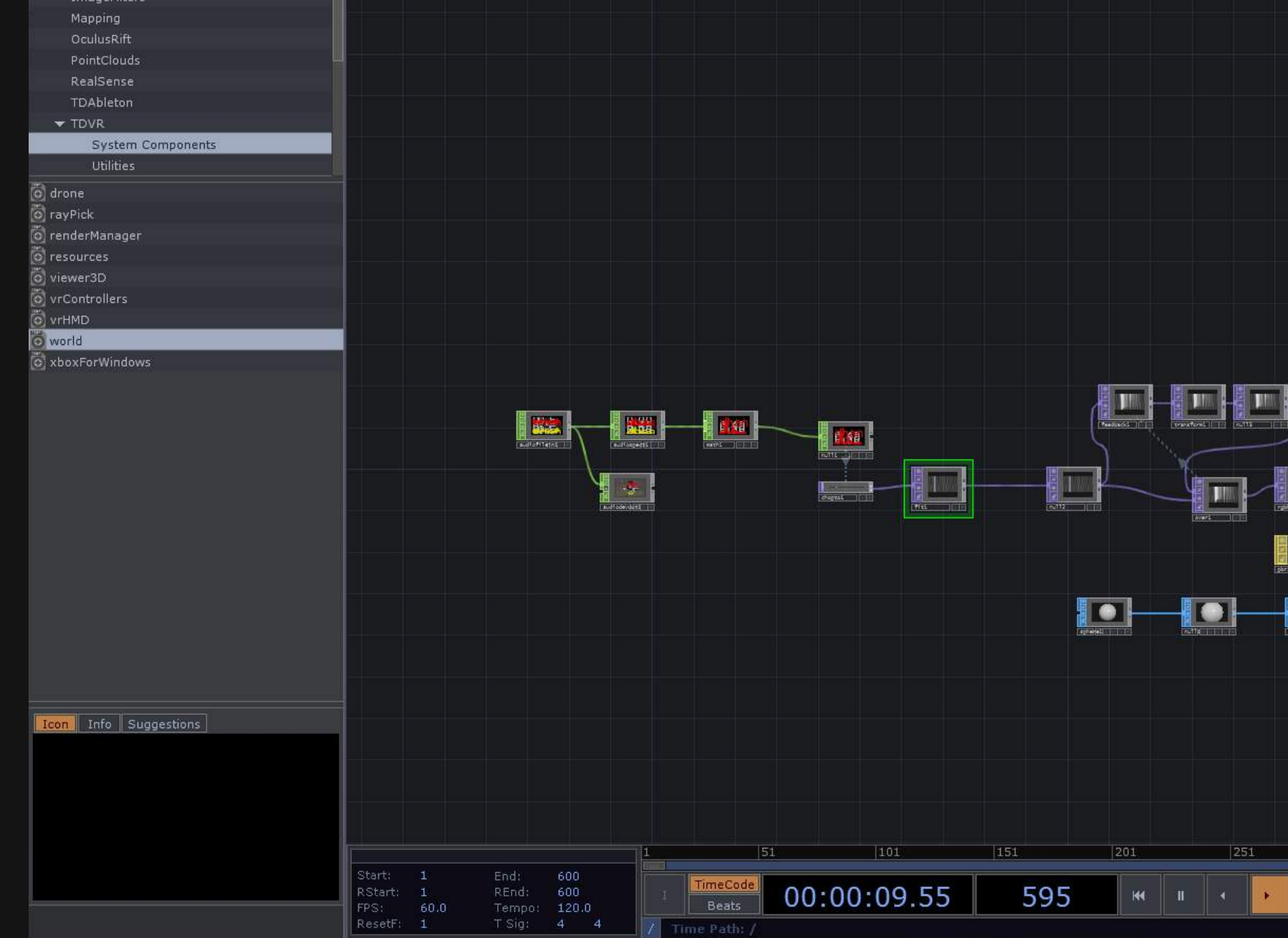
- #### ONBOARDING MODAL
- INTRO & EXPL.
 - TRIGGER WA
 - DON'T SHOW
 - ENTER

Challenges Faced

- * 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

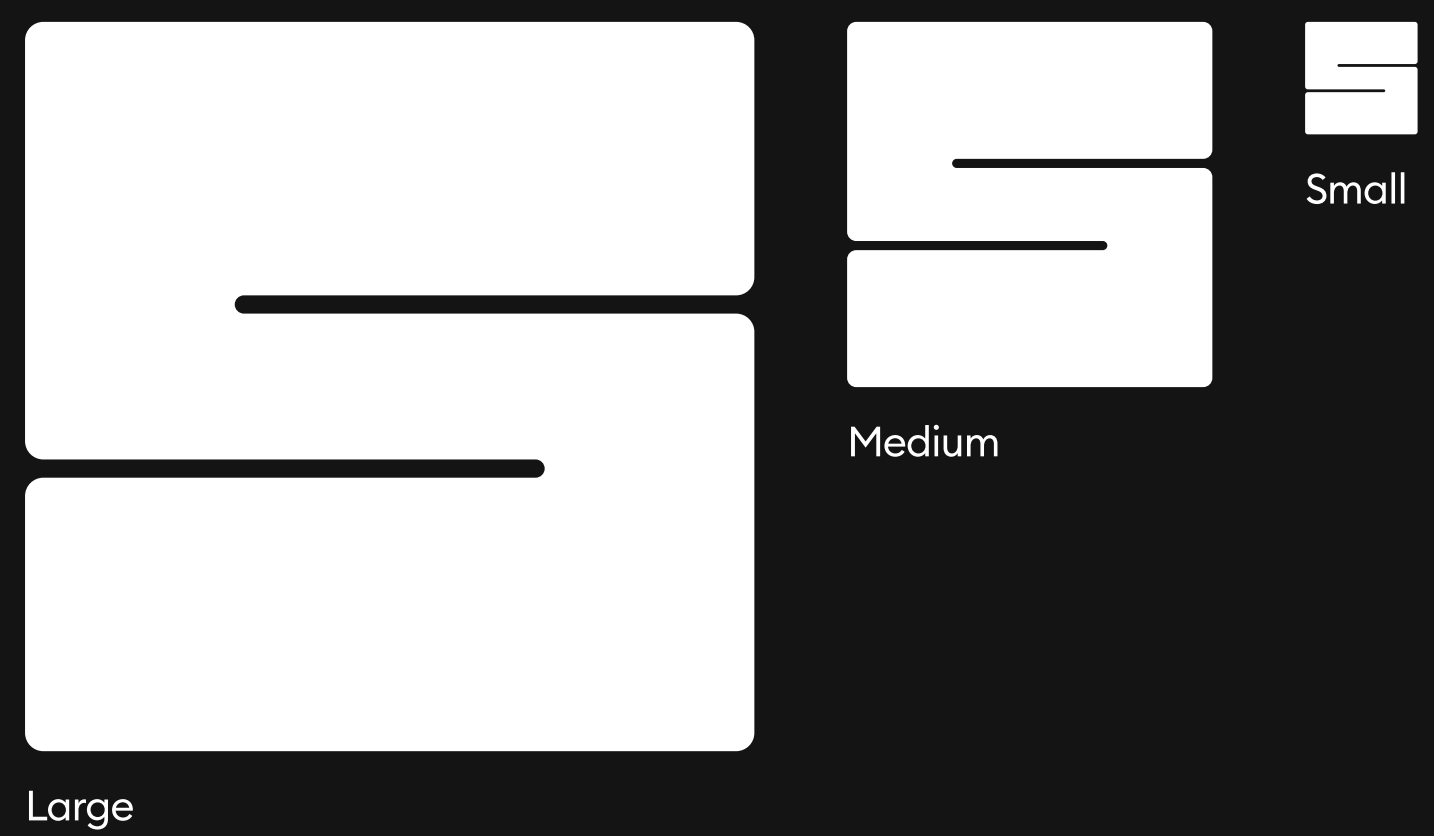
Brand Guideline

- 1 Tone of voice
- 2 Logo
- 4 Logotype
- 5 Graphic Devices
- 6 Colour
- 7 Typography
- 9 Grid Structure

Audio-visual
Sound

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.

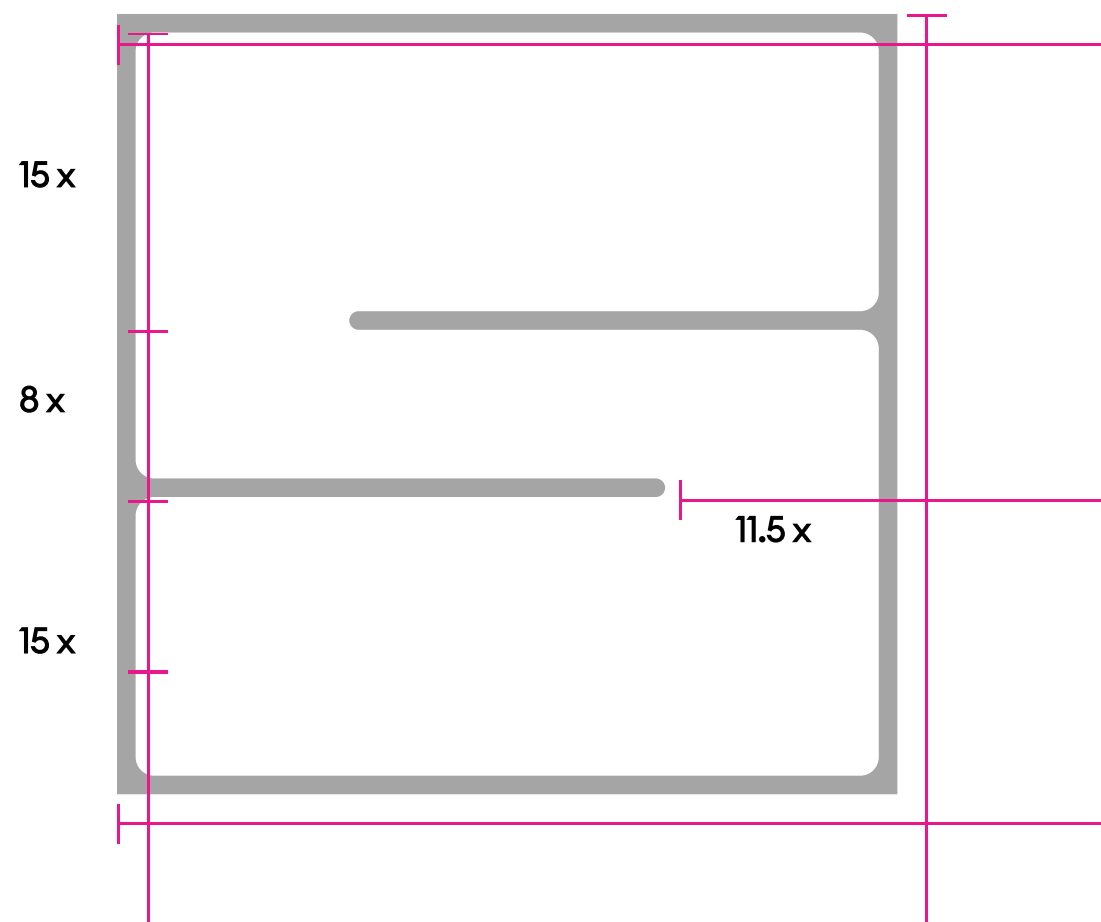
Logo 2



Logotype 3

Proportions & layout

Uniform square-shape
x = border size



Logotype 4

Colour & Product



Mid-tones



Typography 7

Euclid Circular B

A super versatile typeface
for both print & digital

Ac
Kk
Tt
012

Typography 8

Hierarchy

Level

Display Text

Heading One

Heading Two

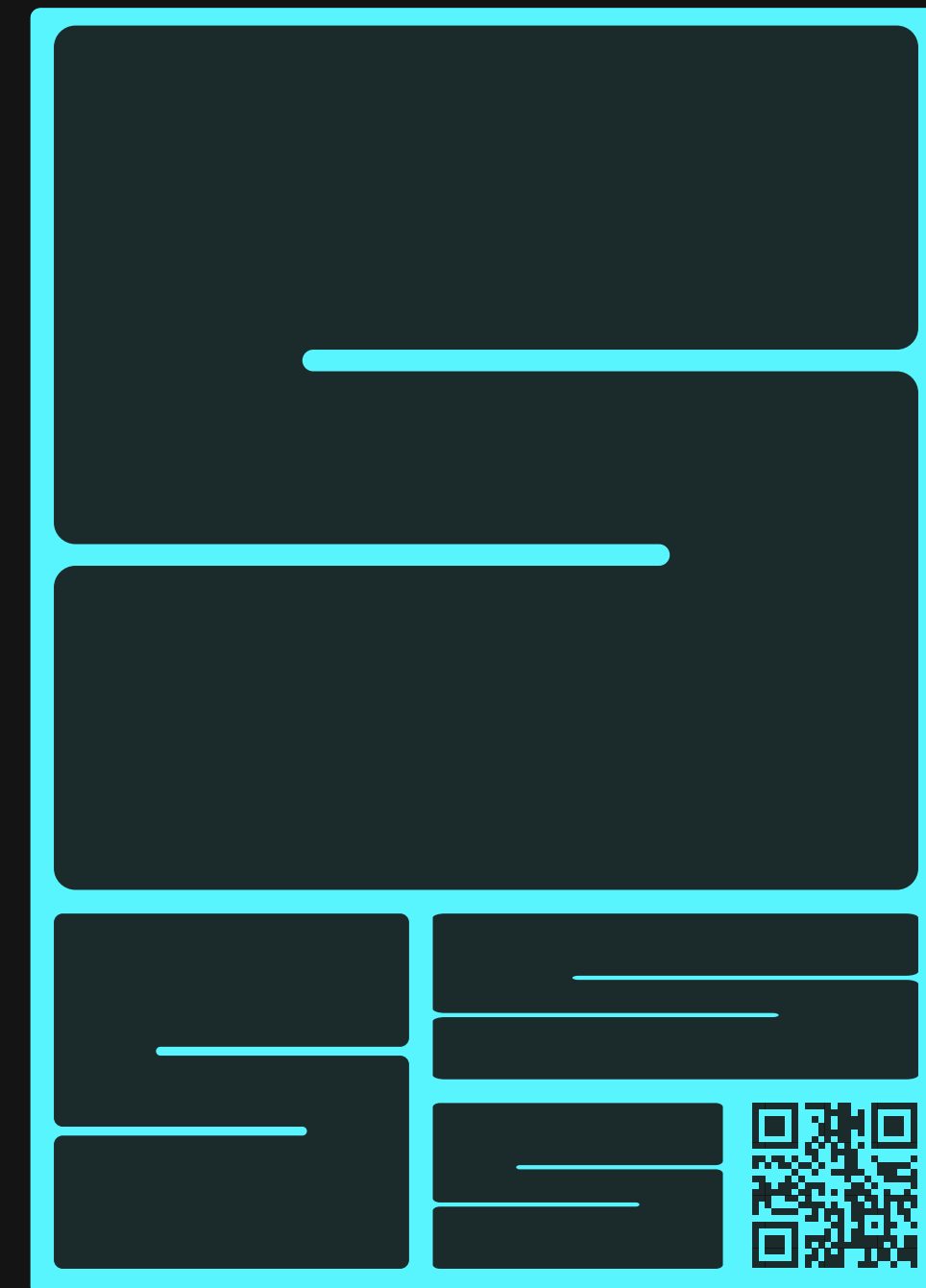
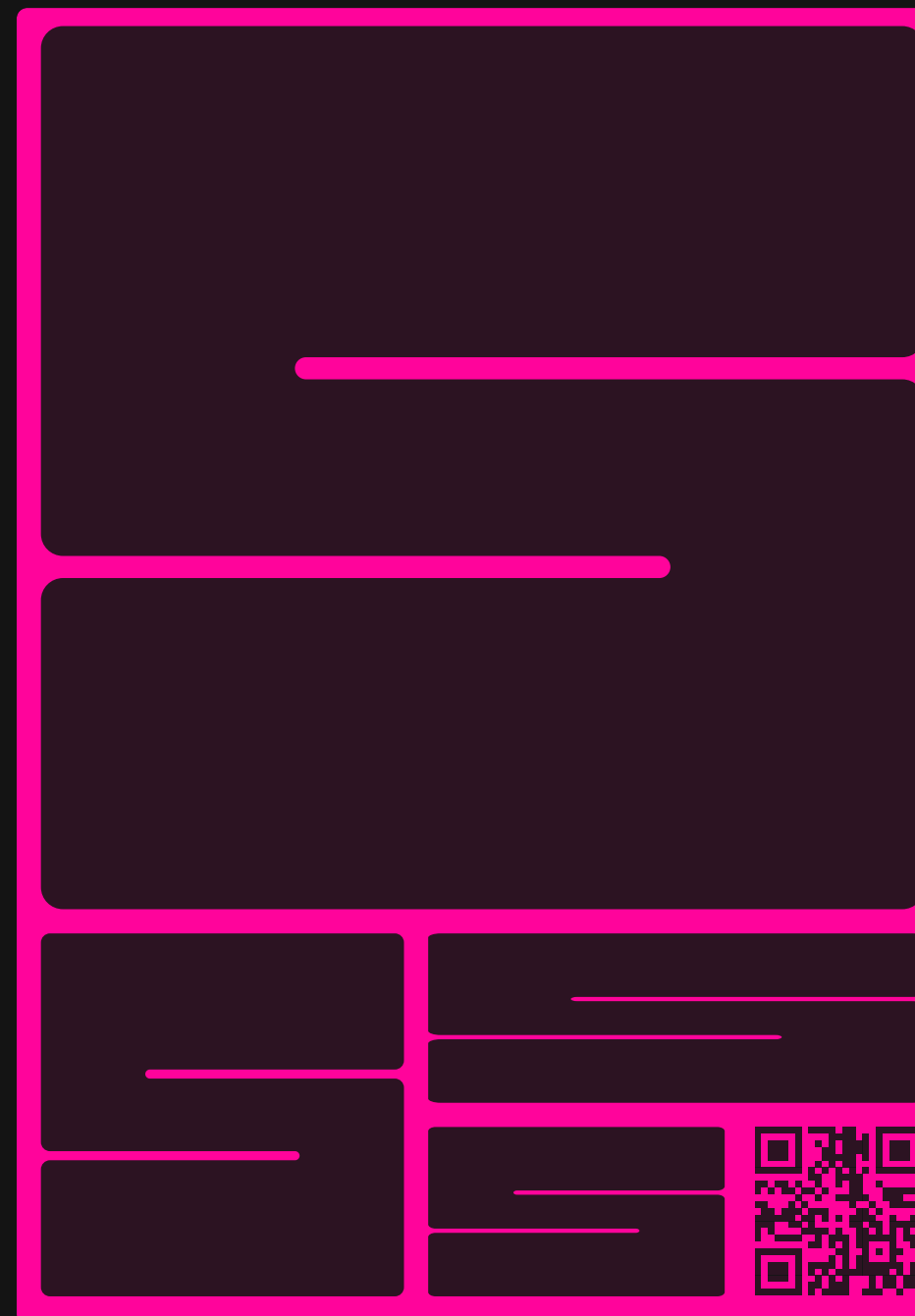
An audio-visual playground

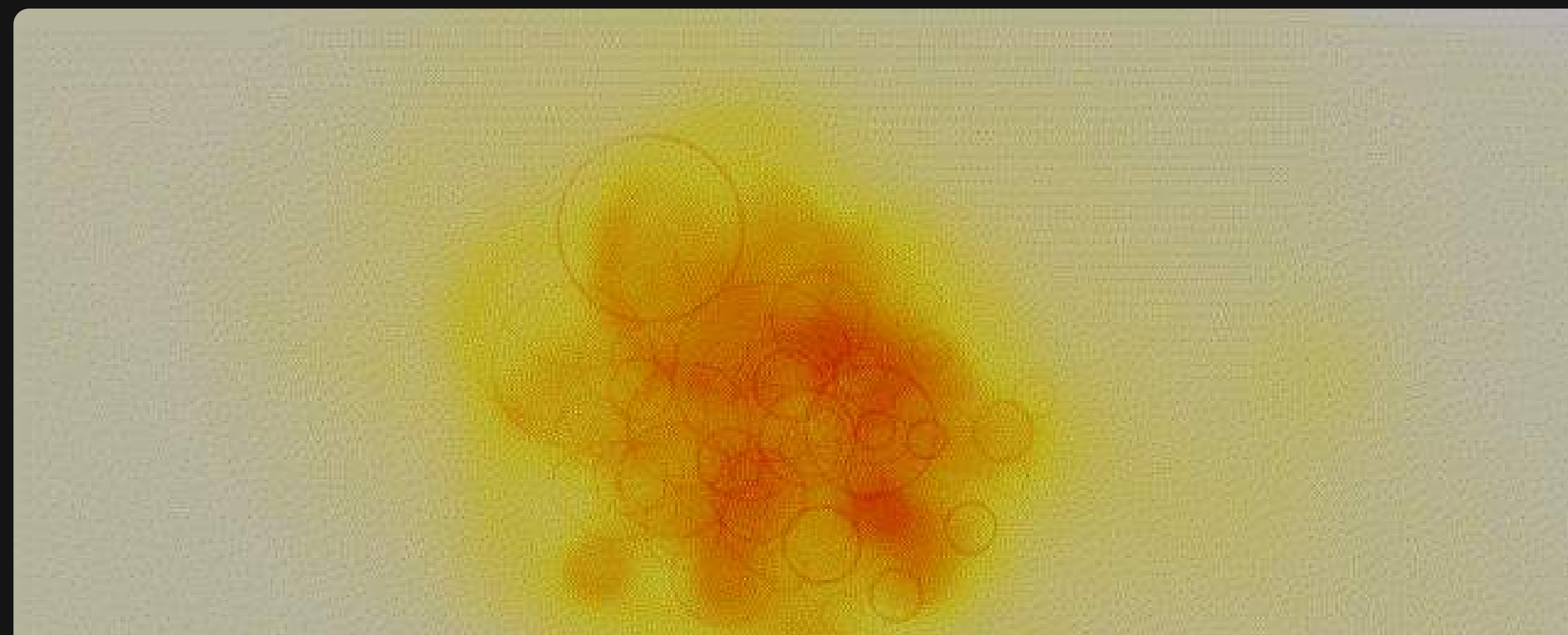
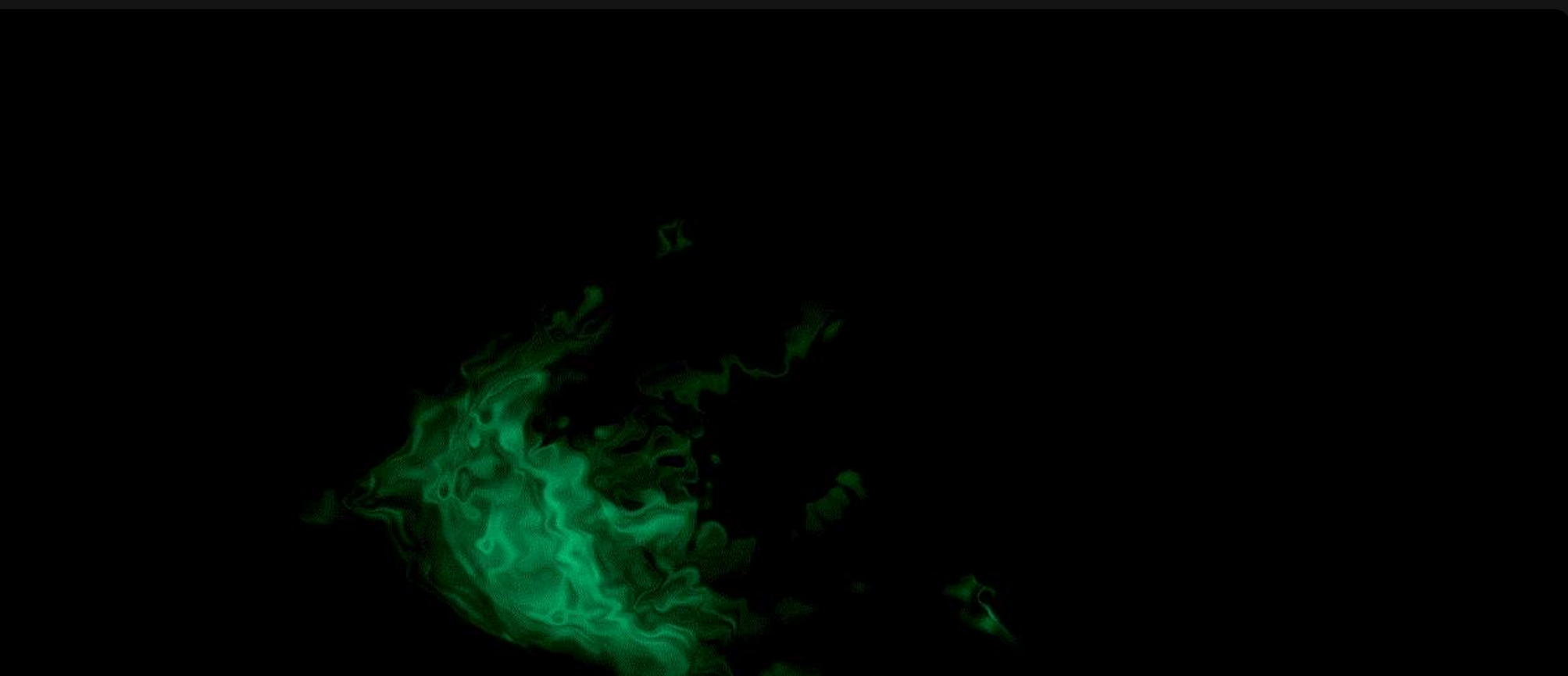
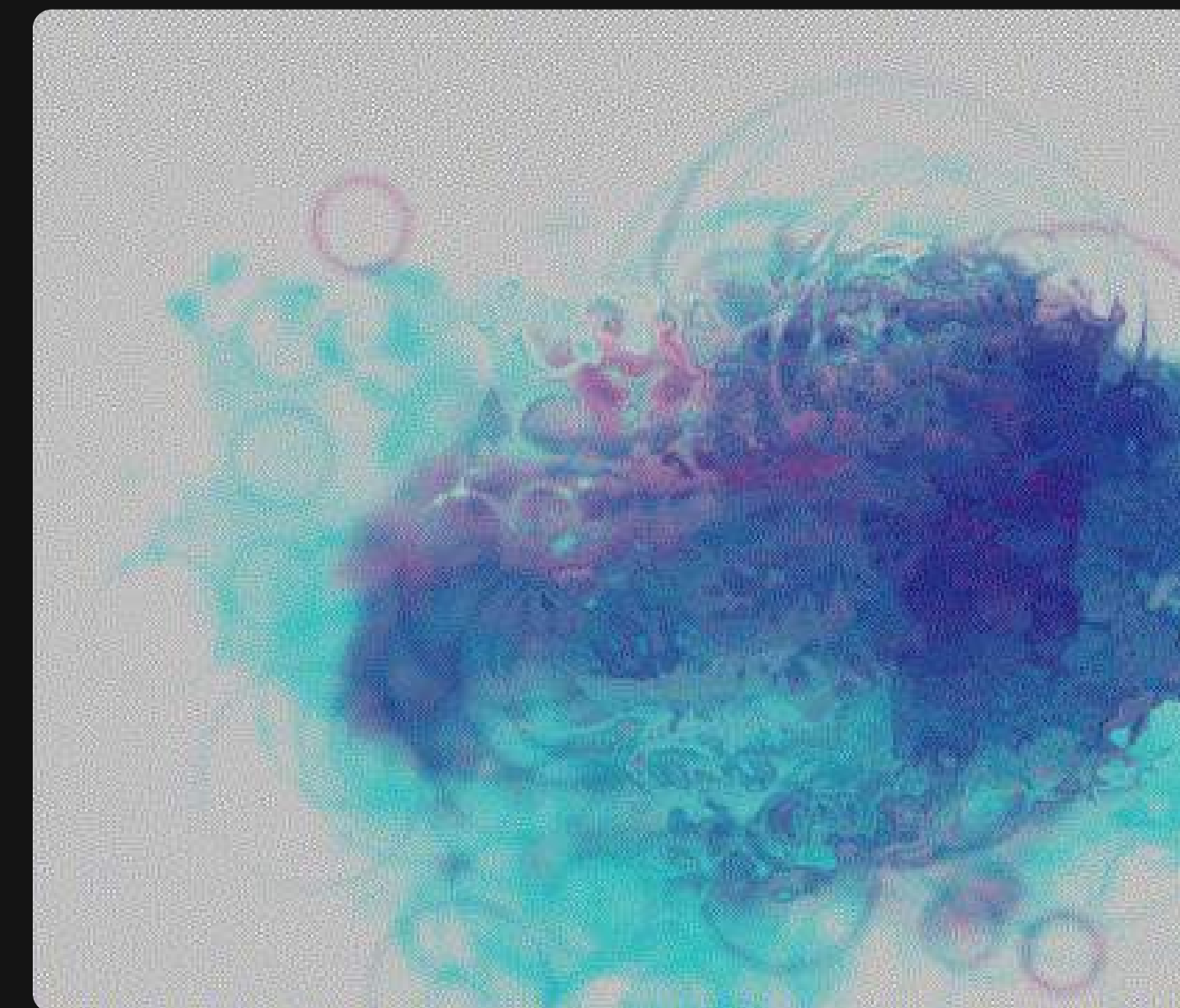
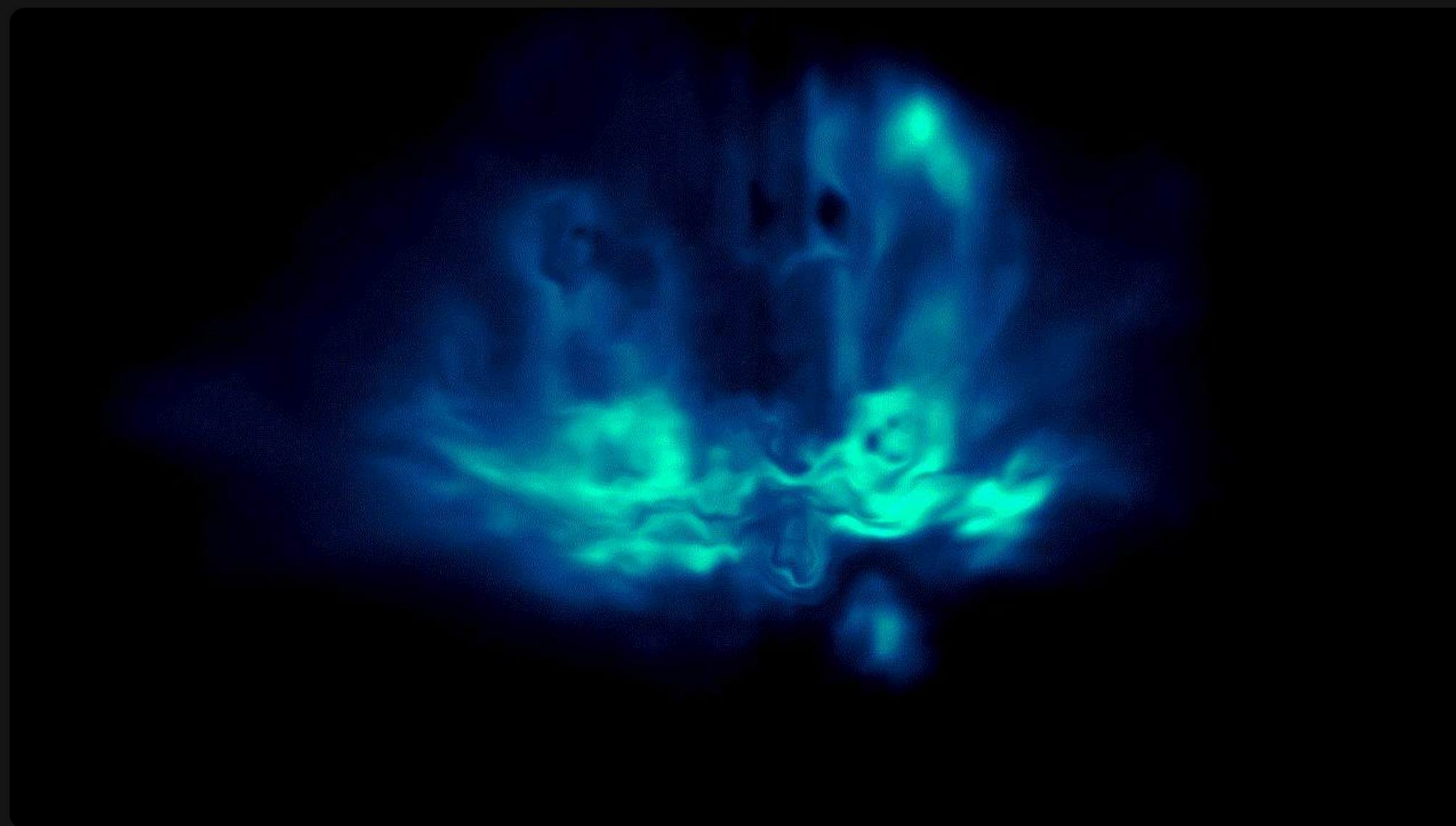
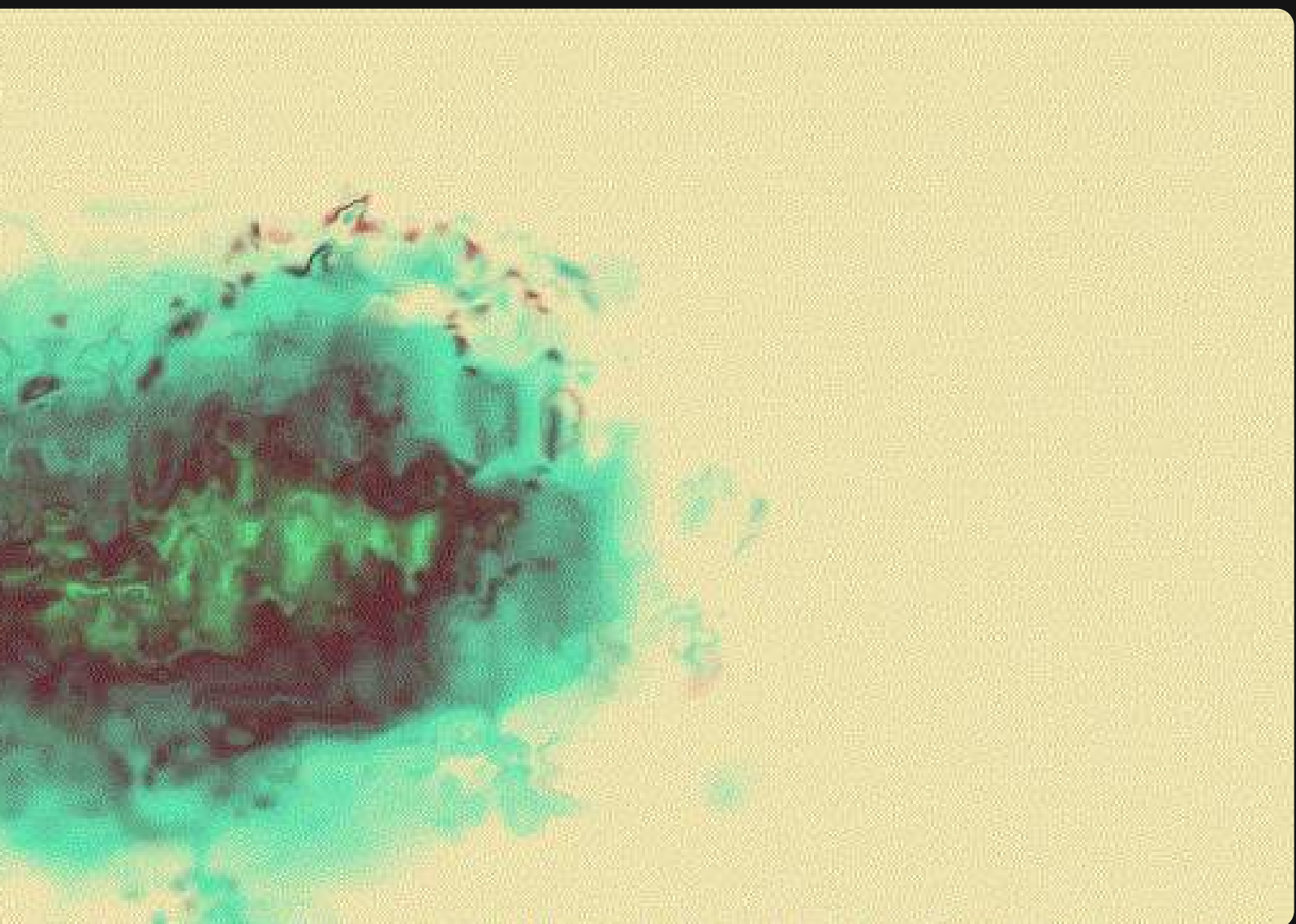
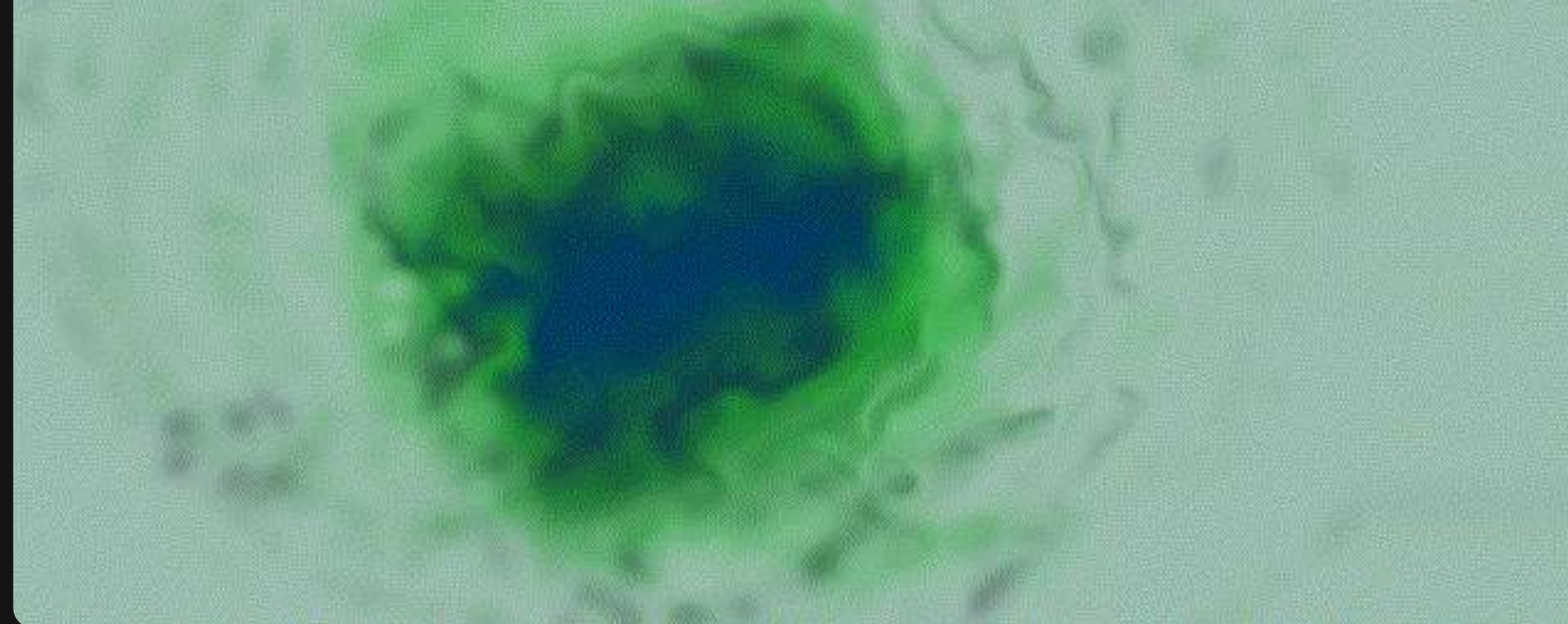
synthesesia.com

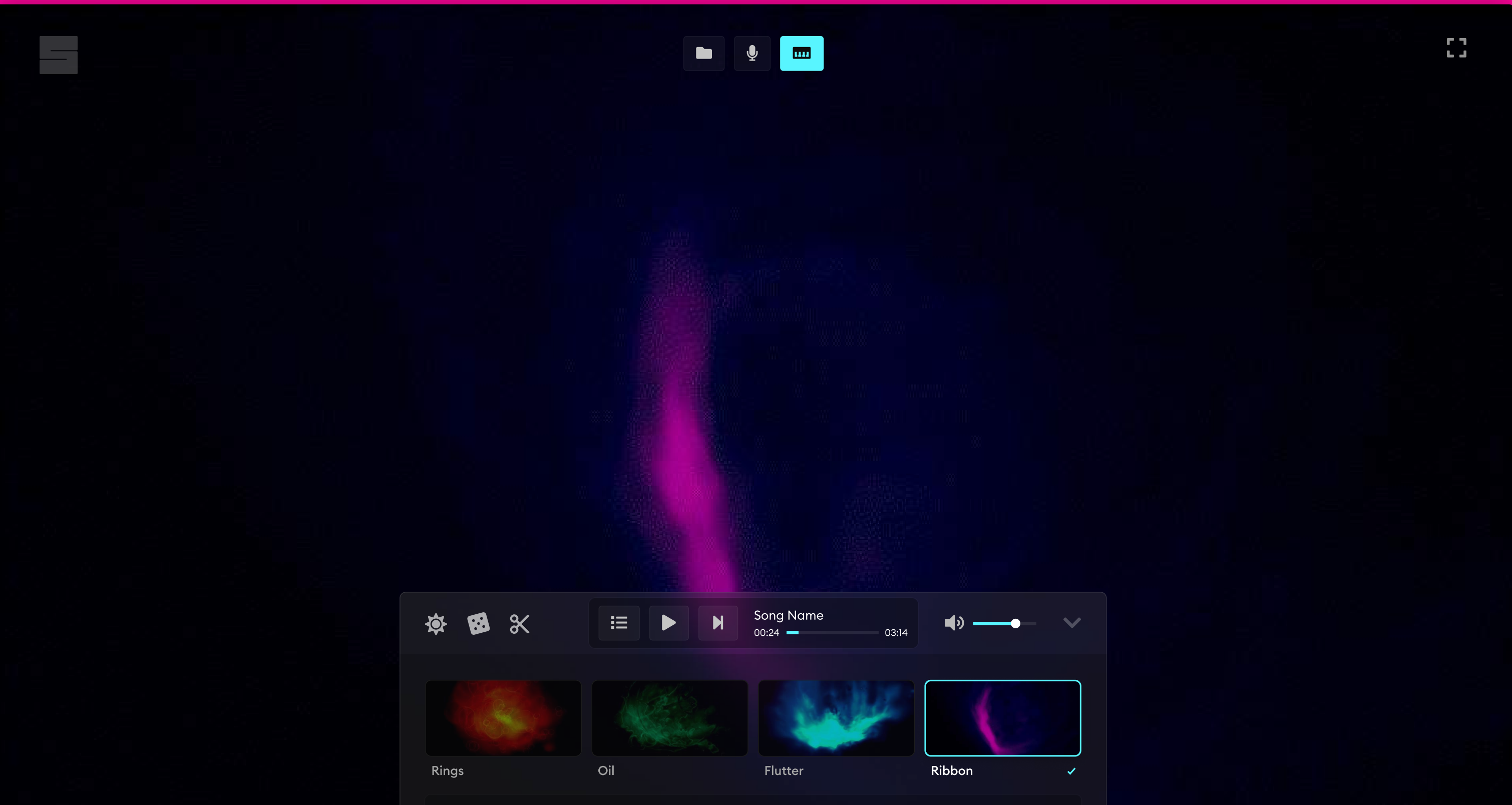
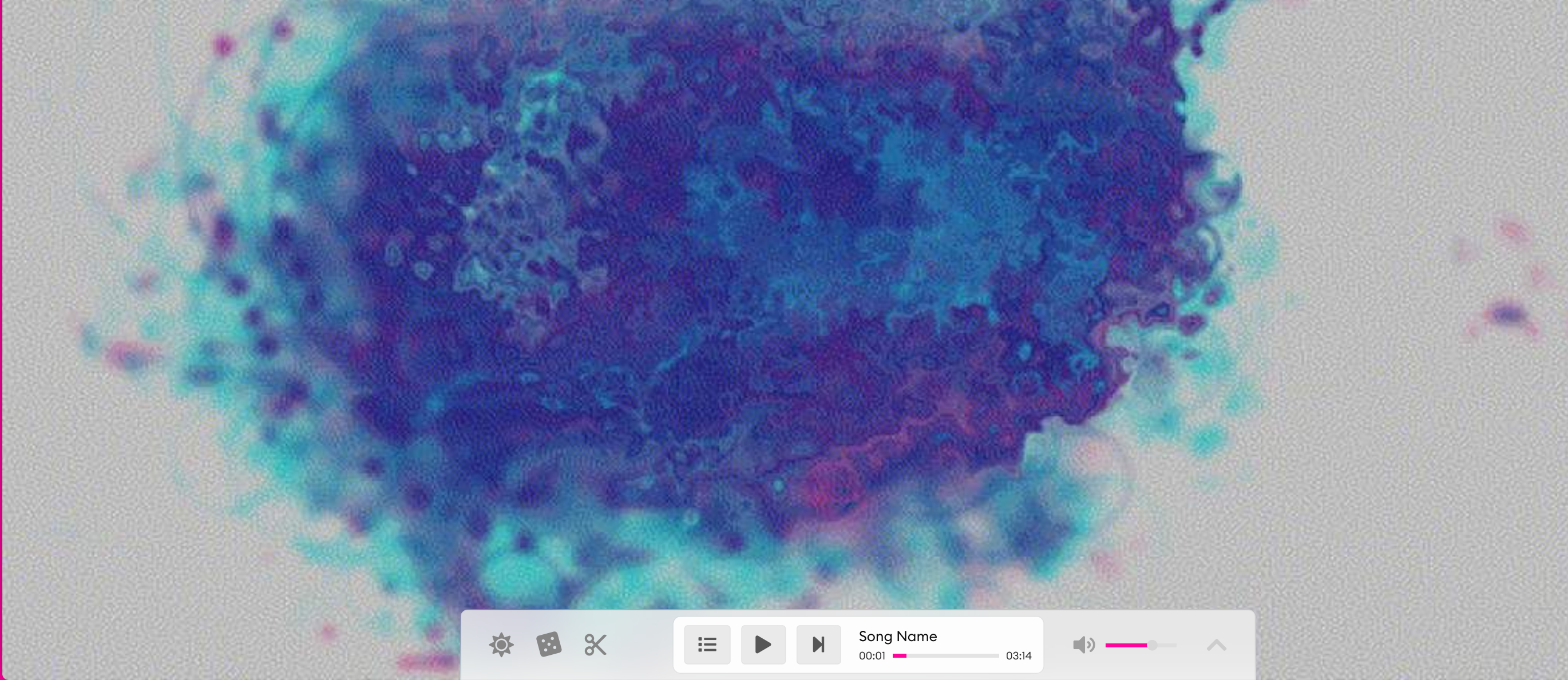
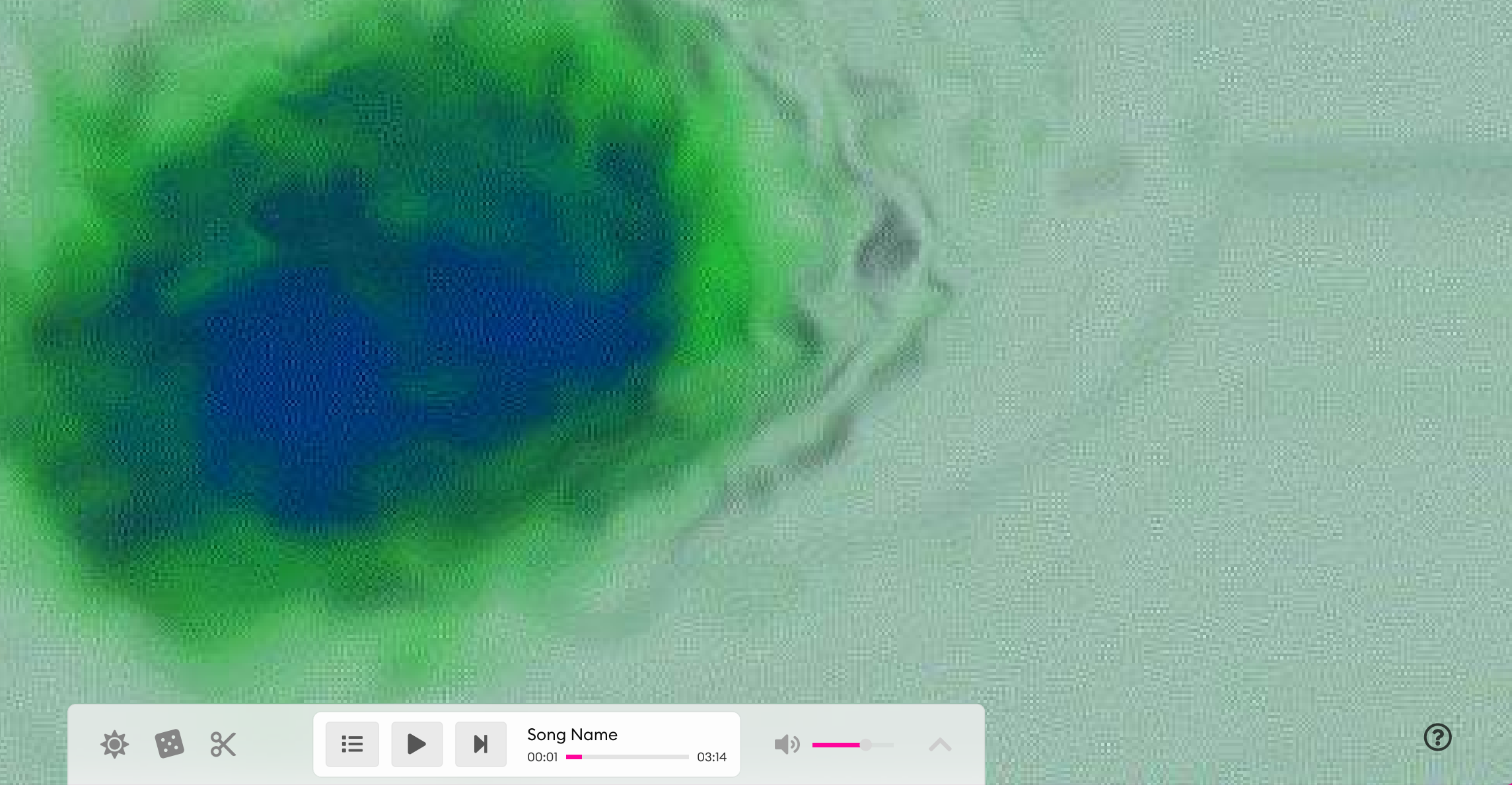
synthesesia



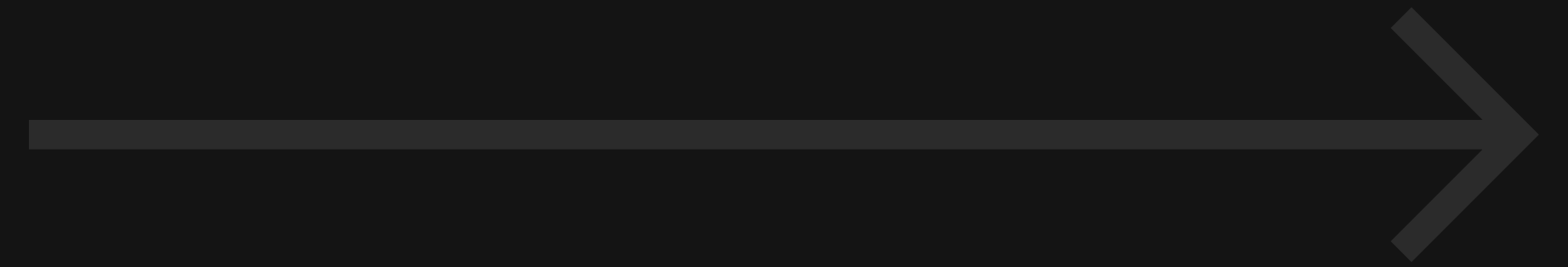
synthesesia







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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Thank you!



Dan Gold