synthesesia

Dan Gold

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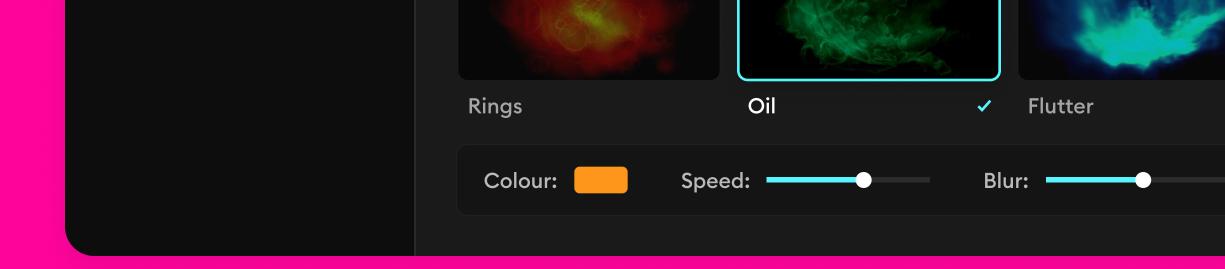


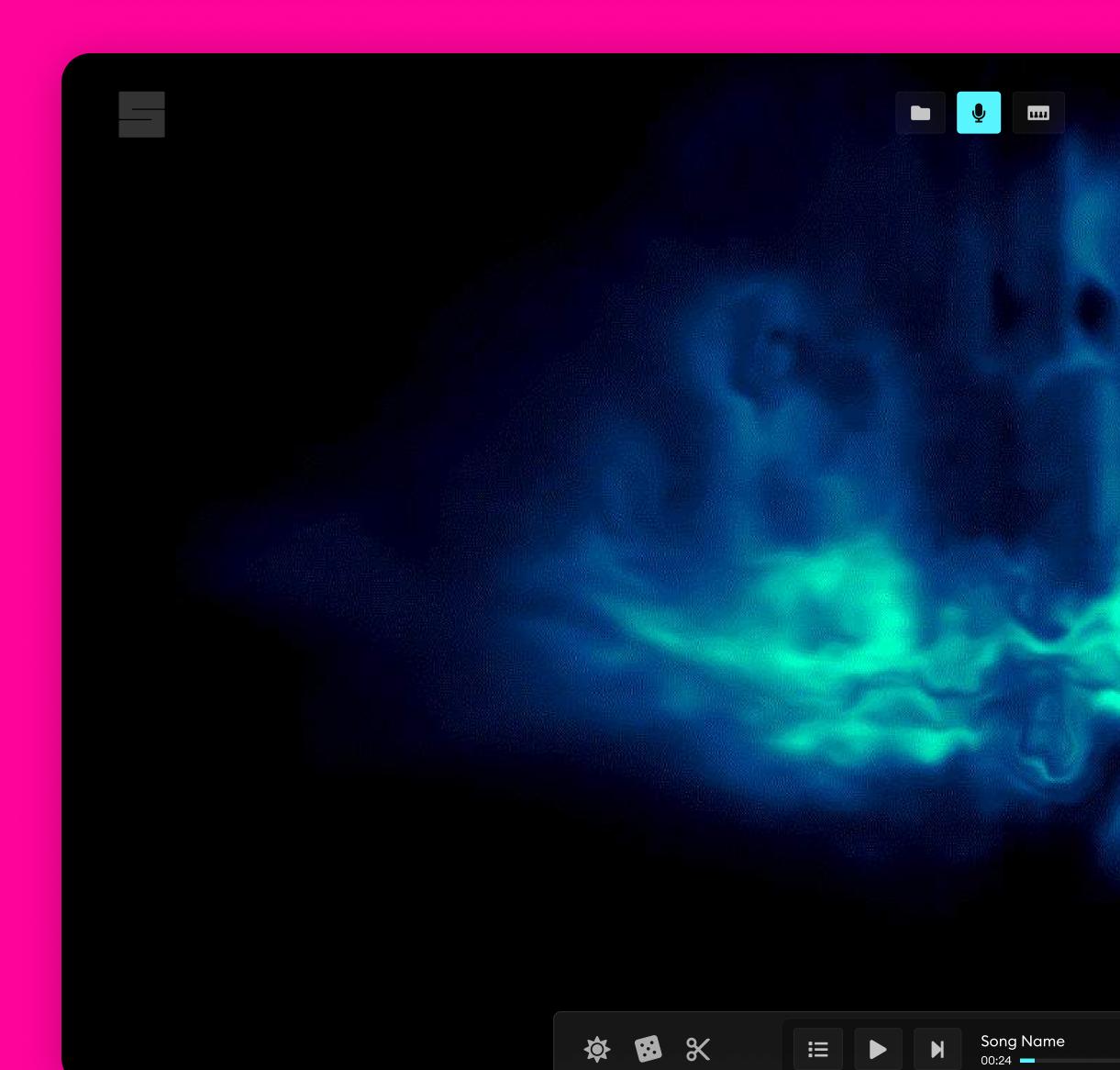


Contents



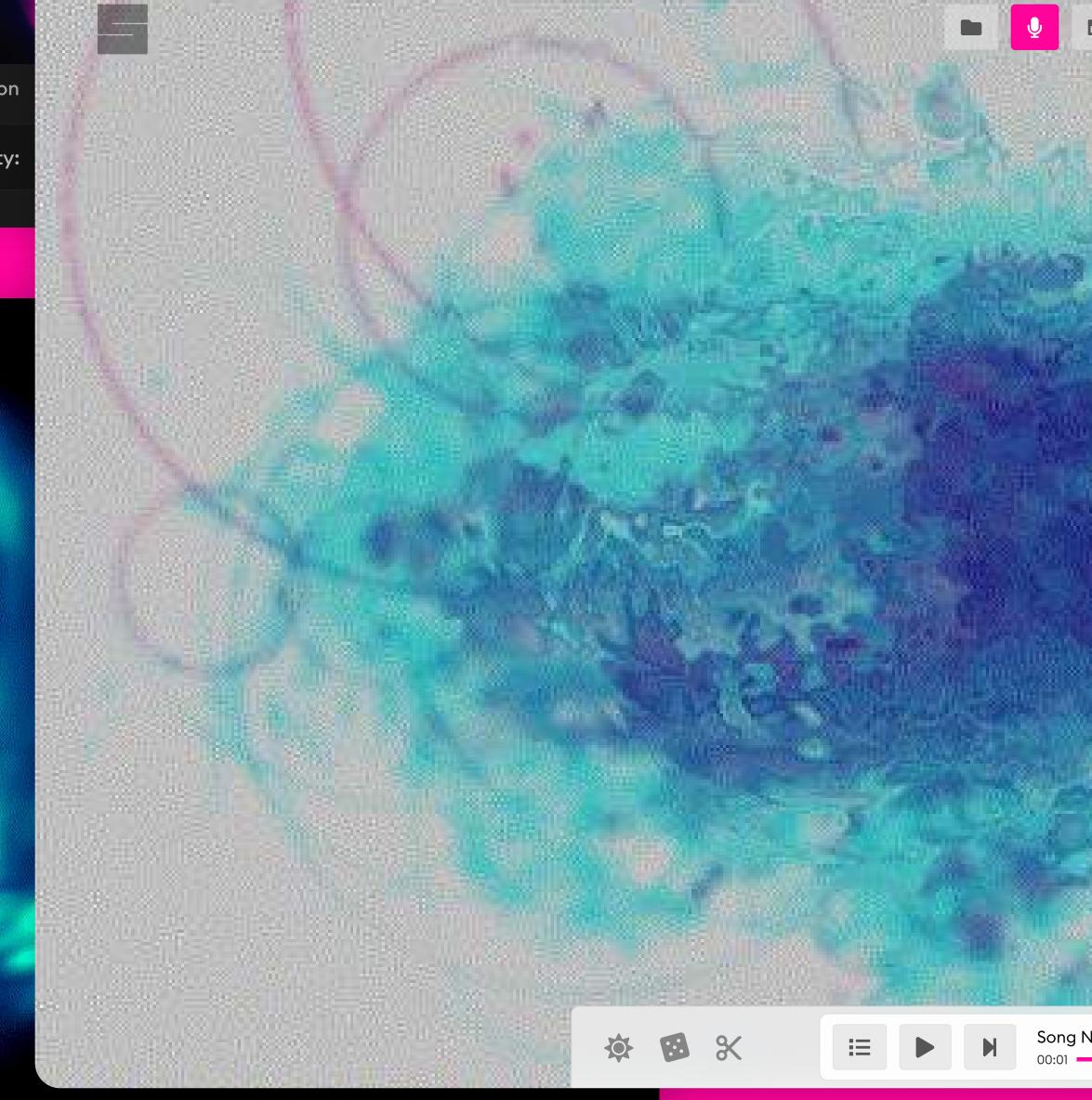
- * Problem & Rationale
- * Who's this for?
- * Recap and Ideation
- * Challenges Faced
- * Product Solutions
- * What's Next?





Ribbon

Intensity:



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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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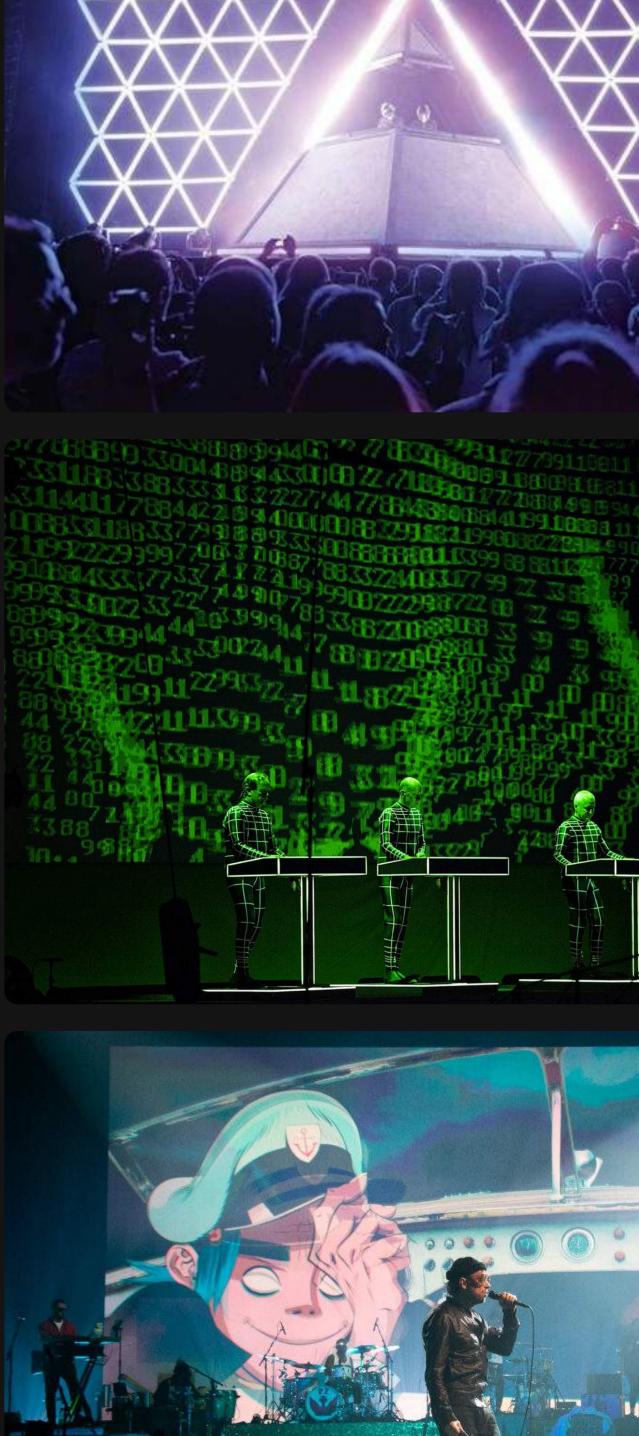
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Backtotle crowing board

- * 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



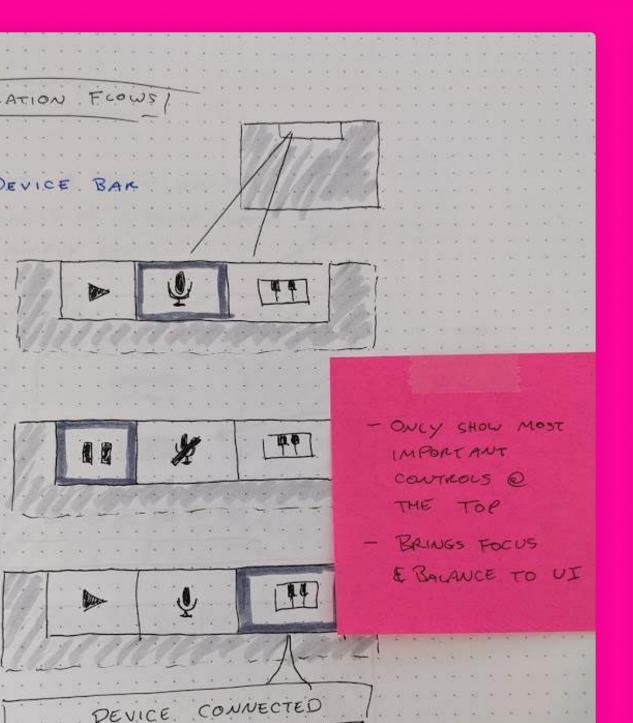


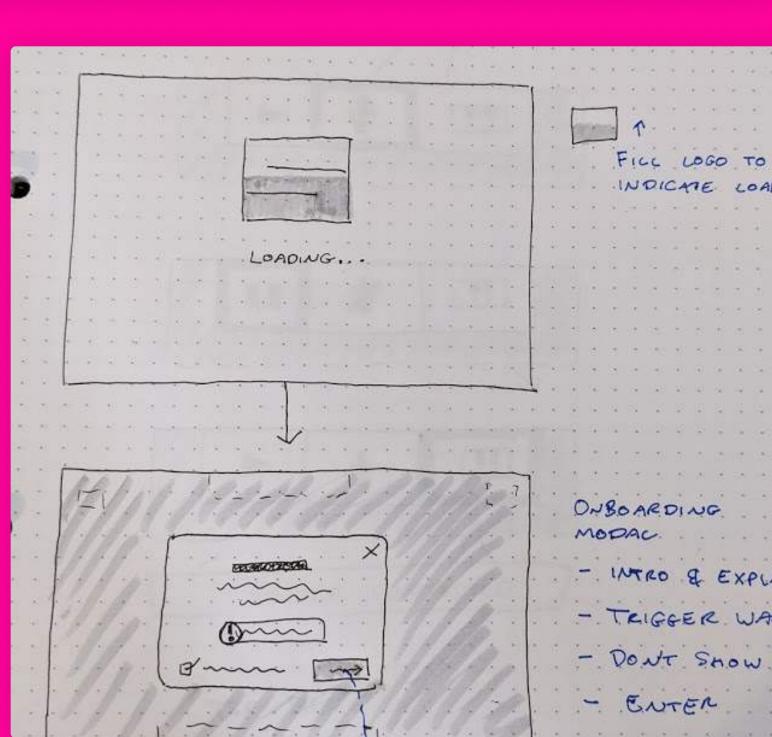
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- PAUSE/PLAY	
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- MIDI DEVICE CONNECTED	
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- VISUAL CONTROLS	
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- SHOW KEYBOARD SHOPICUTS	
- EWISCREEN (THEATREMODE NIFTY IDEA	











Challenges

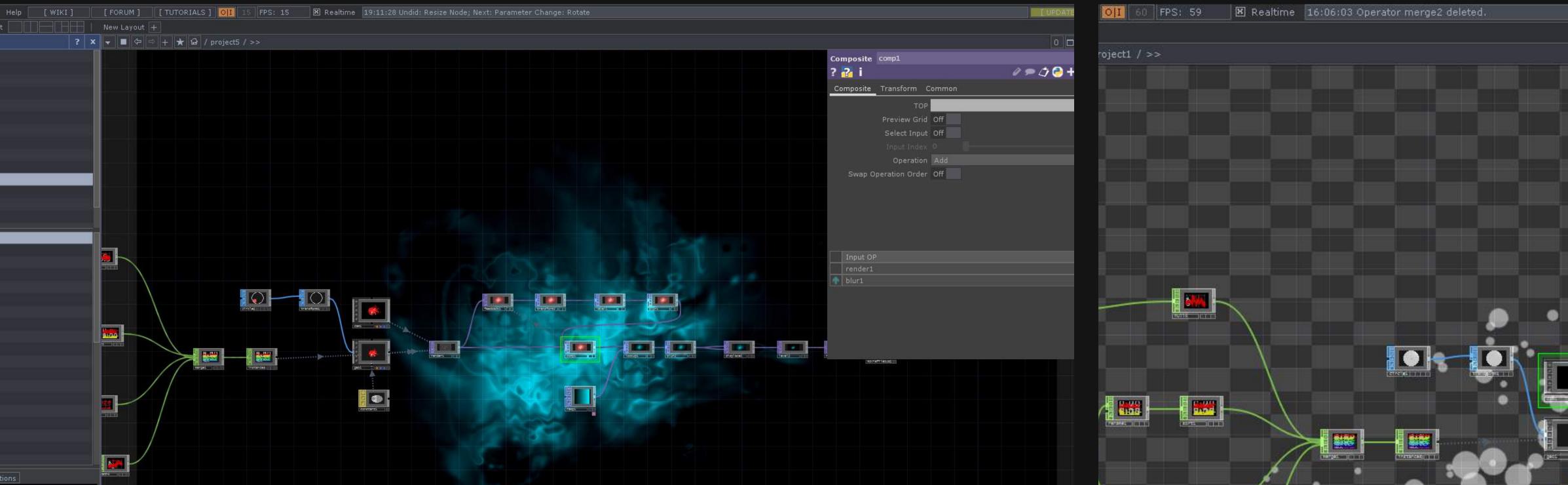
- Analysis-paralysis
- Redoing wireframes from scratch
- Limited time between work and university. ₩

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

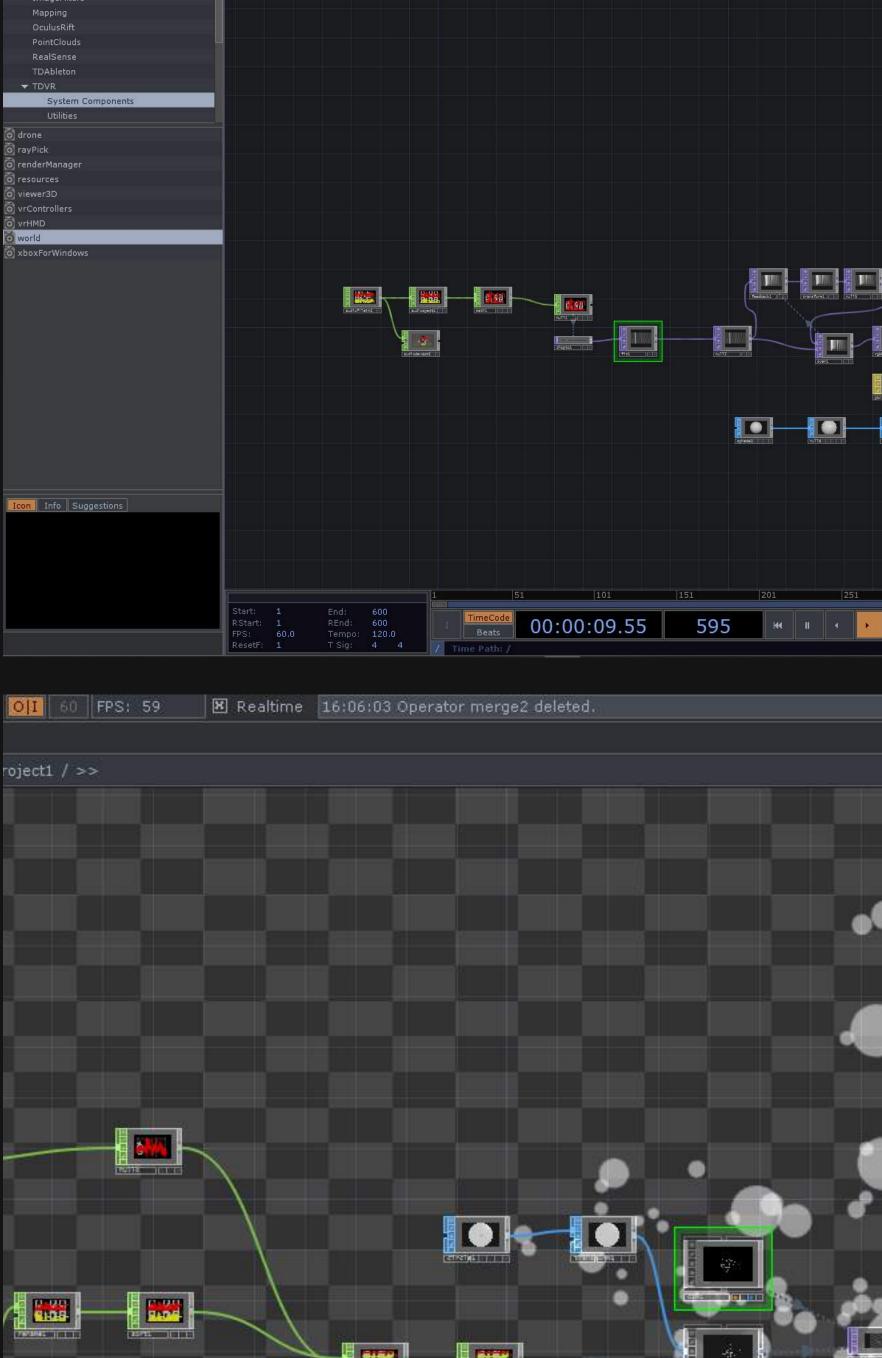


Prototypes needed artwork *

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



Node-based visual effects software



Product Solutions

Brand Guideline

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- ¹ Tone of voice
- ² Logo
- ⁴ Logotype
- ⁵ Graphic Devices

- 6 Colour
- ⁷ Typography
- ⁹ Grid Structure

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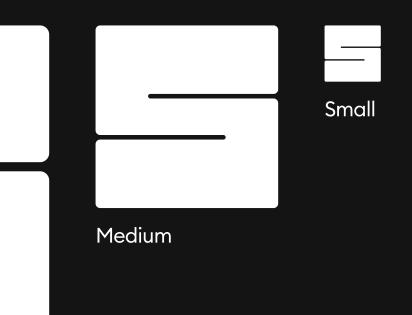
Try to keep written content as laid back as possible. This is an experimental product... use words to reinforce that. Rule-breaking, fun, energy, mystery, f*ck the status quo.

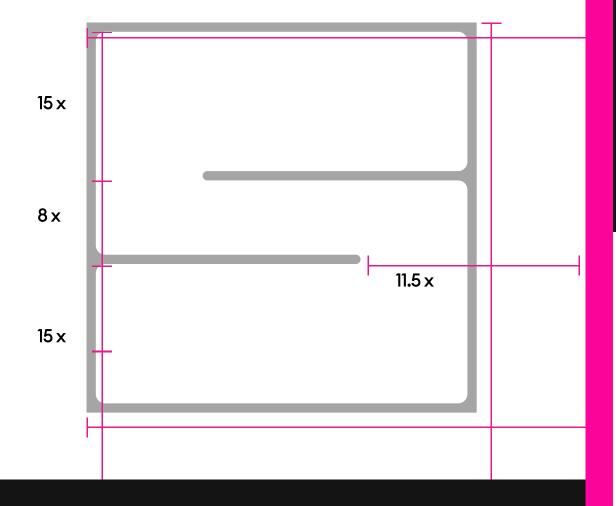
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Large		

Proportions & layout

Uniform square-shape x = border size

Logotype





& Product

highlighting a button, or to call out im

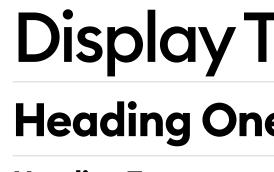
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graphy			7

Euclid Circular B

A super versatile typeface for both print & digital

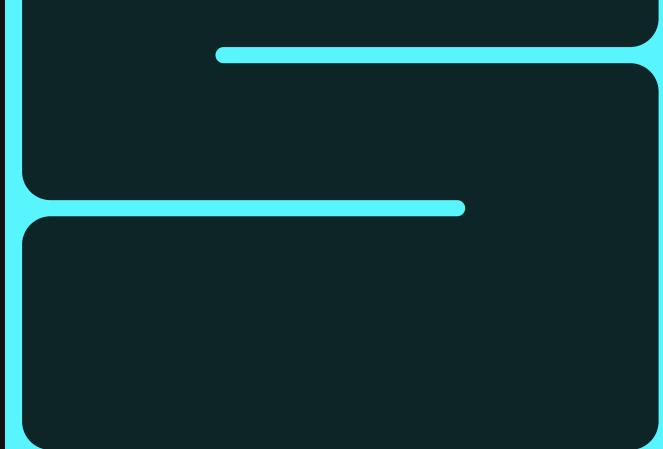
Hierarchy

Level





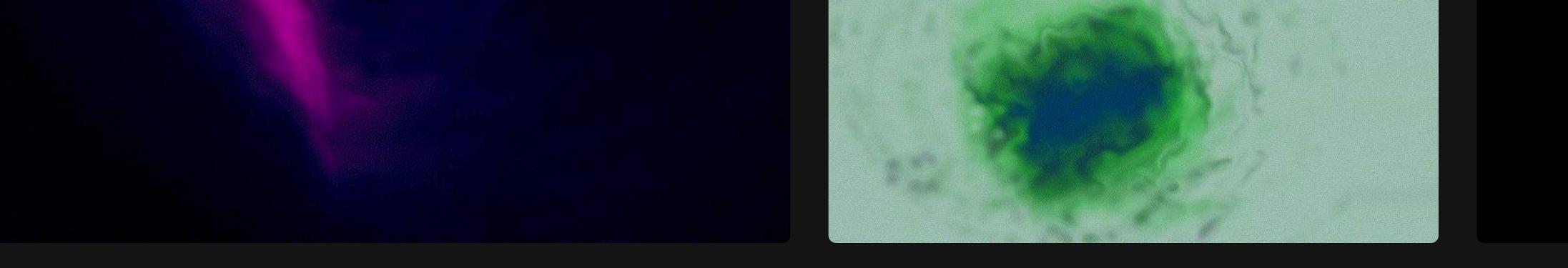
playground

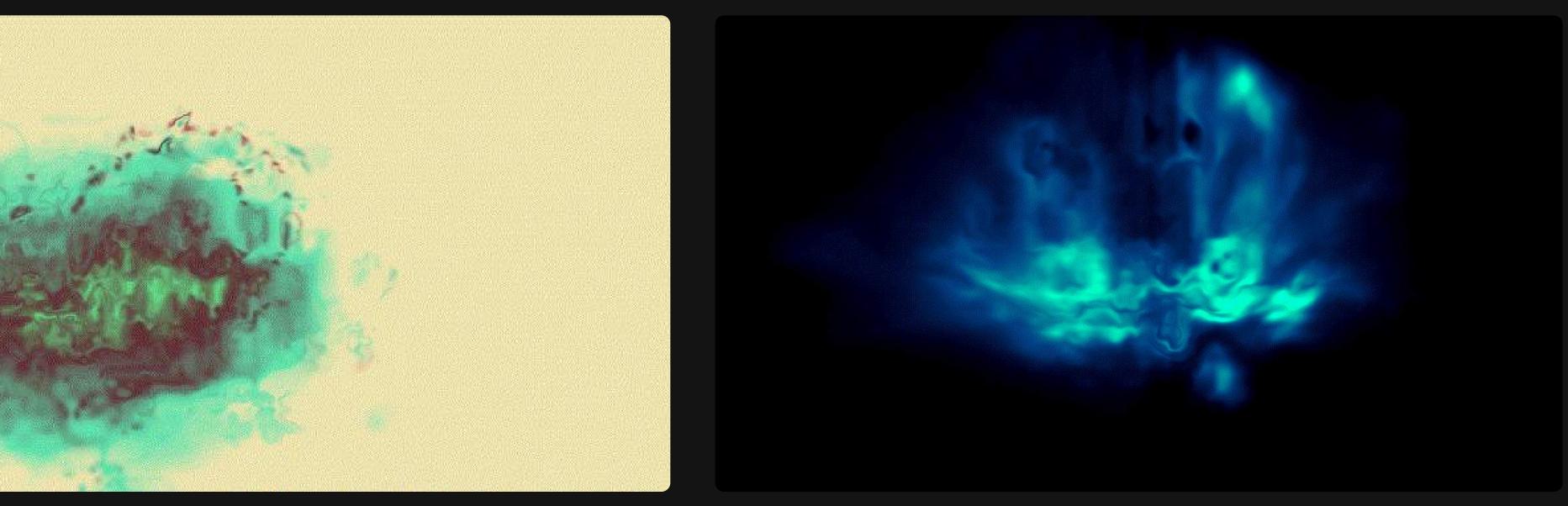


synthesesia.com

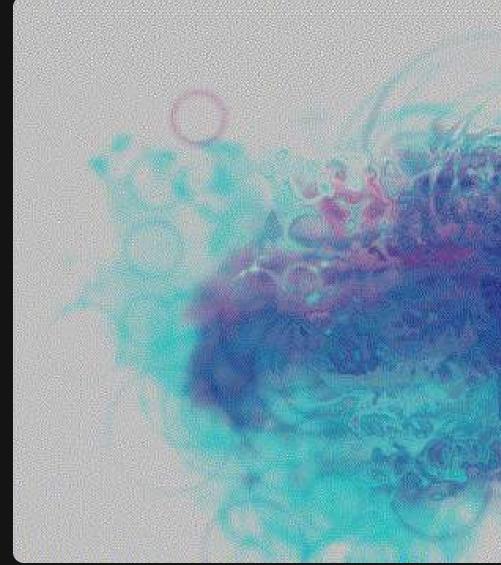


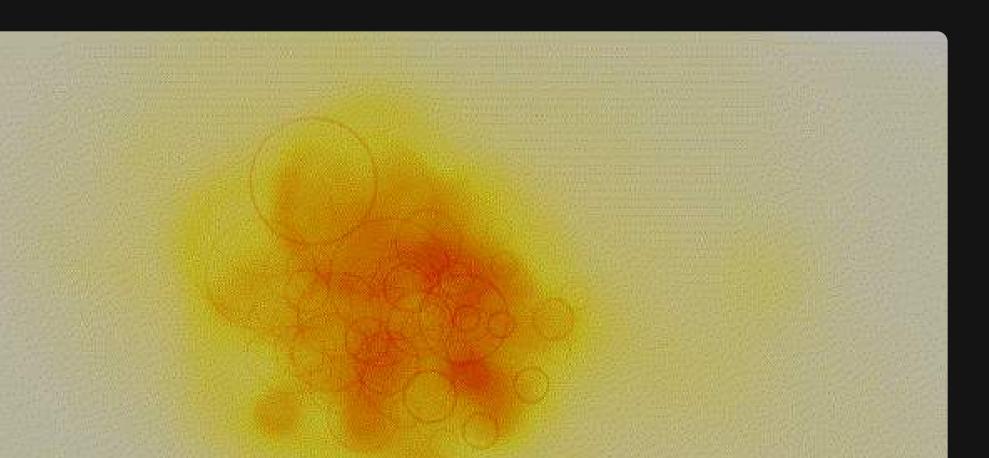






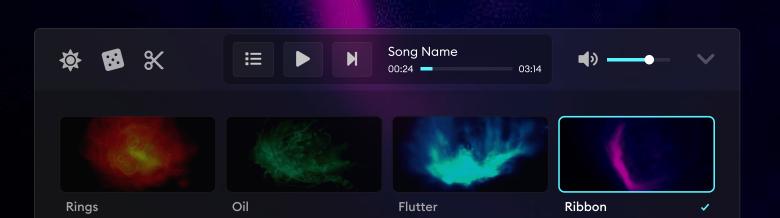


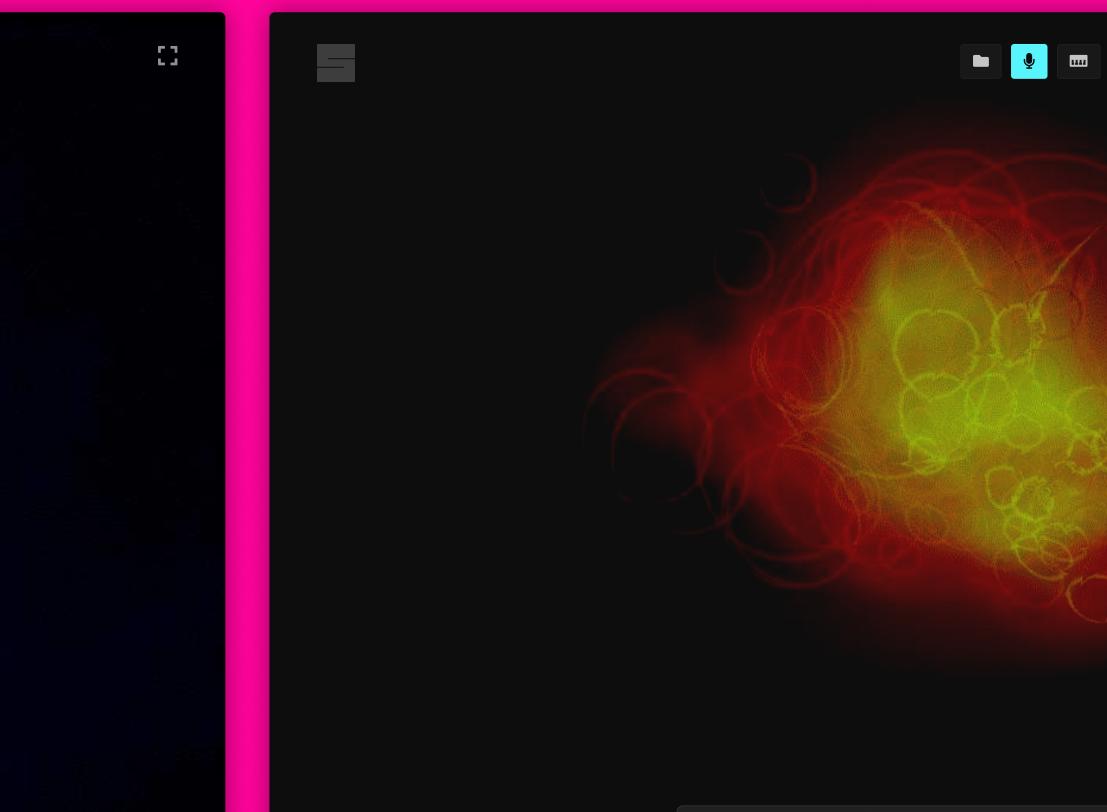








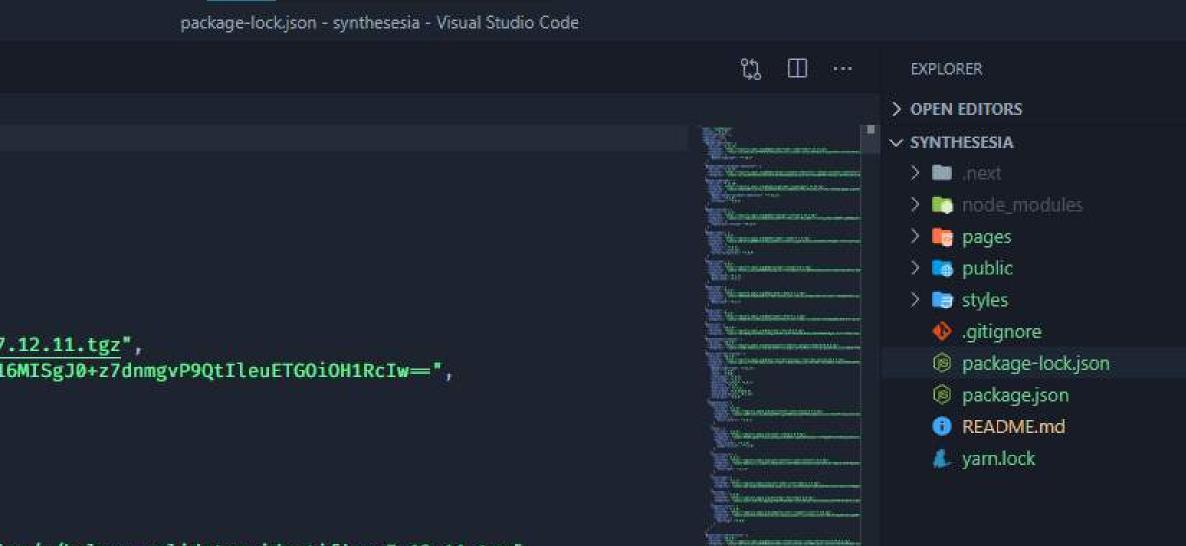




What's next?

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

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