



V&A

SAM SMITH

# Research Strategies

As part of my planning I intend to analyse the brief - I will produce a mind map which examines the “5 Ws” - who, what, why, where, when. I will also research the target audience - the kind of people who might be interested in visiting the museum, and using or downloading the app. I will look at the competition, to see what competing museums are creating, and the general landscape of iPad apps of this nature. From there I will analyse the UX and UI patterns that exist on iPad, including looking at Apple’s iOS Design Guidelines. I’ll define a colour palette and the typography I intend to use, based on research from the web. Finally, I’ll both read the provided LO3 resources, to further my knowledge and learn more about what’s required, and review the content I have previously researched for modernism.

The main required resource will be access to the world wide web - sites like Pinterest, Behance, Dribbble and the V&A Museum website. I may also consult various books.

**WHO** Visitors & Guests  
Students, families, tourists  
Trendy. Interest in design

MUST INCLUDE  
Copy from chosen period  
pics  
V&A logo  
6 screens MIN

**WHAT**

DELIVERABLES  
Research strategies ✓  
Personal ✓  
Navigation Map  
Black & white wireframe  
Style Tile - color, type, design prints  
Bibliography  
Final Screen designs  
Computer prototype

OBJECTIVES  
Enhance experience  
Encourage guests  
Excite guests

iPad  
App

Research - iOS Design guidelines, apps for iPad

**WHEN**

DEADLINE  
Tuesday April 30 4PM

**WHERE**

Research for iOS  
developer.apple.com

Sketch for Mac

Seen on screen

Designed  
for iPad  
runs on iPad mini  
7.9" screen

**WHY**

Increase engagement  
let visitors engage  
& learn about the  
most inspiring &  
important aspects  
of art movement

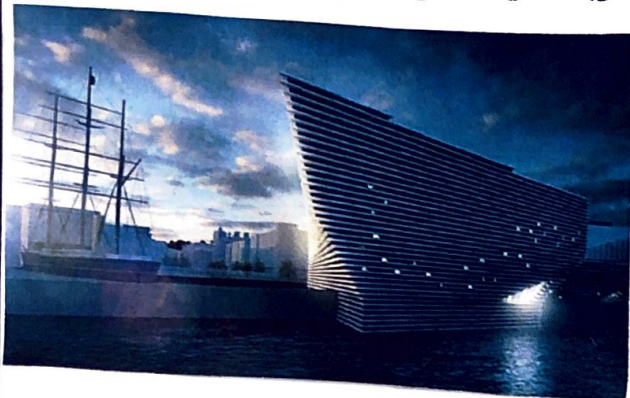


Credit: Melissa Wood (mwoodpenblog.com)

Designed in 1989  
Alan Fletcher, working at Pentagram  
Iconic

Works with any colour  
Works upside down  
Instantly recognisable  
MONOGRAM

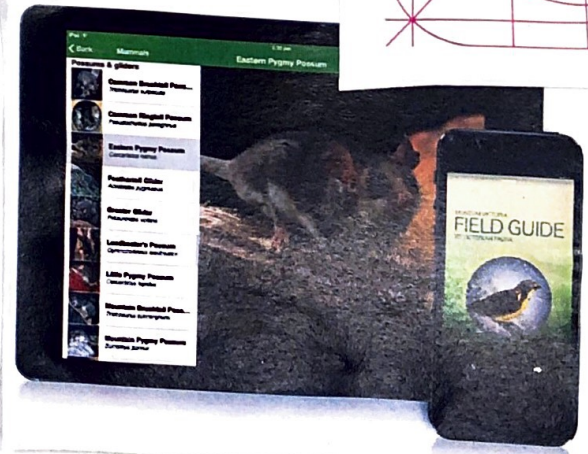
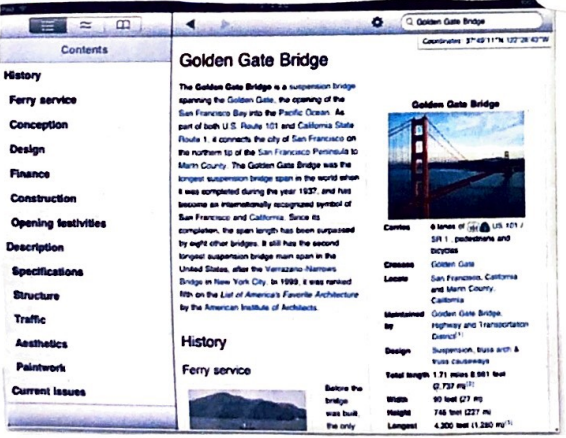
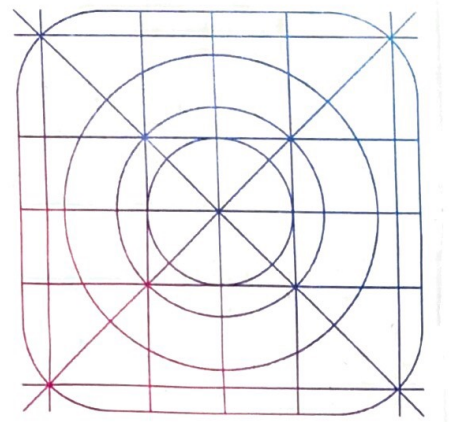
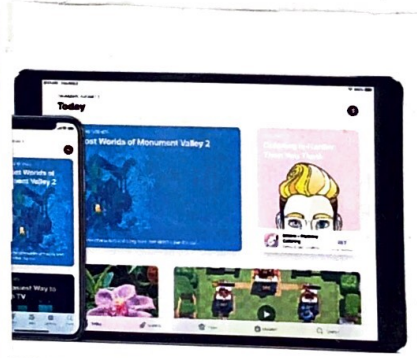
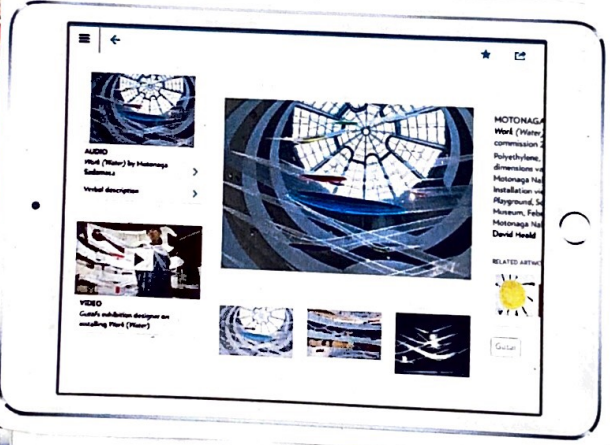
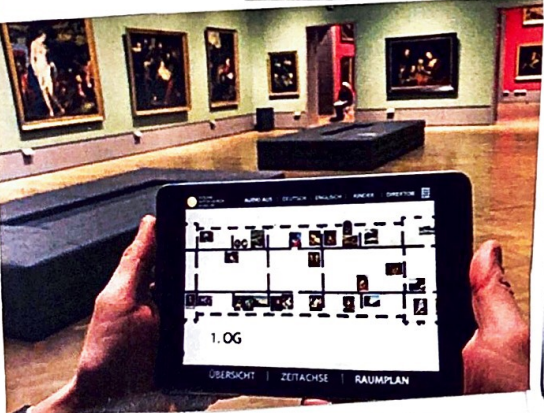




Miller Banner Roman *aa*  
 Miller Banner Italic *aa*  
 Miller Display Roman *aa*  
 Miller Display Italic *aa*  
 Miller Headline Roman *aa*  
 Miller Headline Italic *aa*  
 Miller Text Roman *aa*  
 Miller Text Italic *aa*



# V&A Museum Dundee



# PERSONA

## AGE

KIDS - 4-12

TEENS - 13-18

STUDENTS 19-23

POSSIBLE PARENTS 35-55

ELDER 65+

## SKILL

GOOD WITH TECH

=

=

MAY NEED TUTORIAL  
SKILL NOT ALL THERE  
POSSIBLY

VERY LITTLE TECH EXPERIENCE

## EDUCATION

POSSIBLY IN  
SCHOOL

IN  
UNIV

GRADUATES

NO  
FORMAL  
EDU

## LIKES

DESIGN

MUSEUMS

NEW EXPERIENCES

TRAVEL

KEEPING KIDS HAPPY

## ISSUES / WANTS / NEEDS

### INTERACTIVITY

KEEP ENTERTAINED

BIG GRAPHIC

BIG BUTTONS

LOTS OF INFO

DETAIL

AR

MULTIPLE  
LANGUAGES

VIDEO  
SIMPLE

SHARE INFO

GUESTBOOK

FOREIGN  
TOURIST

FREE

NOT  
NEEDED  
TO ENJOY



# Elias Petit

## INFORMATION

**Age** 20  
**Location** Paris, France  
**Occupation** Design Student

## REQUIREMENTS

- Lots of information
- Multiple language support
- Detailed descriptions

## WANTS

- Augmented reality
- Videos
- The ability to share content to a personal device

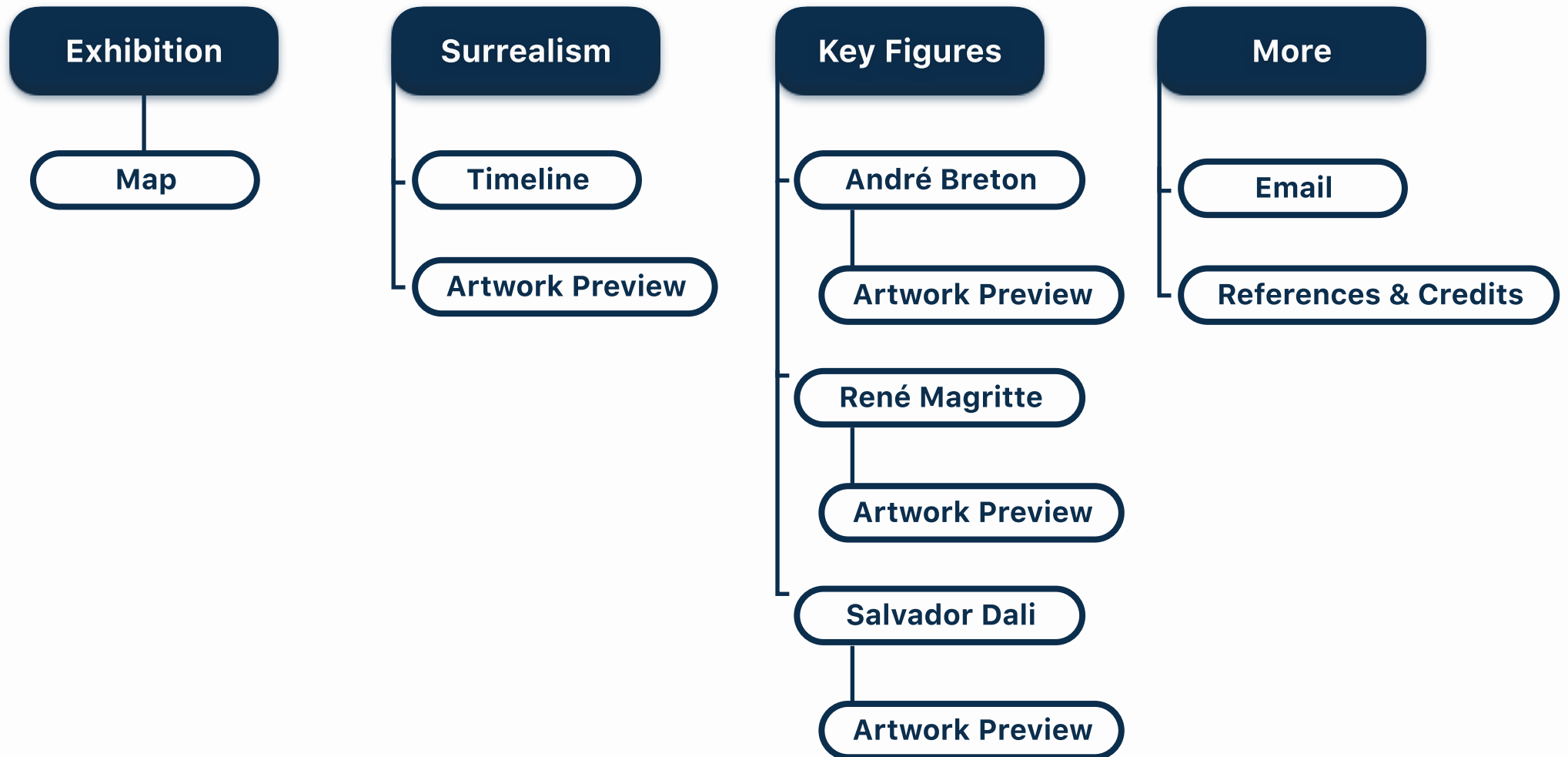
## EXPERIENCE

iOS ◆◆◆◆◆  
Museum apps ◆◆◆◆◆  
Social media ◆◆◆◆◆  
AR ◆◆◆◆◆  
Reference apps ◆◆◆◆◆

## ABOUT

Elias is a trendy, tech-savvy design student at the Paris College of Art. He's traveling to Edinburgh with his partner and is making a day trip to Dundee to see the V&A. His hobbies include design, technology and travel.

# Navigation Map





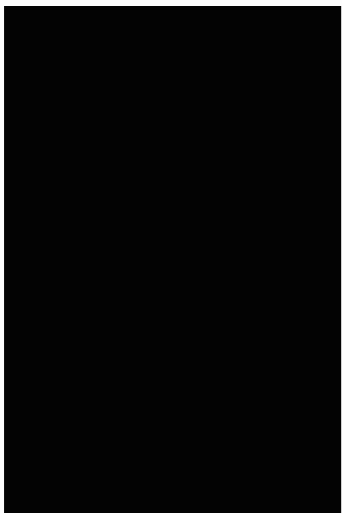
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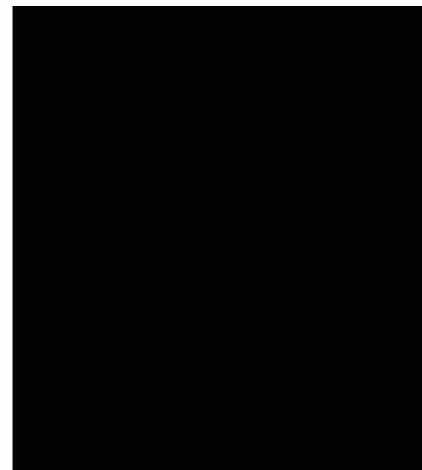
# Welcome to the exhibition

[View Map](#)

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as  
k  
n  
e



This exhibition embraces and reflects on Surrealism, its influences and ideologies and impact on society today.



The built environment in today was largely Modernism. The built inhabit, the chairs w graphic design that s have all been influen aesthetics & the idec

# V&A

## We ex

View

Back

# Map

on society today.

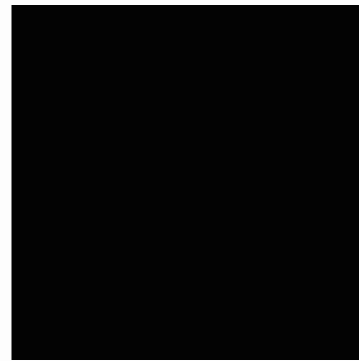
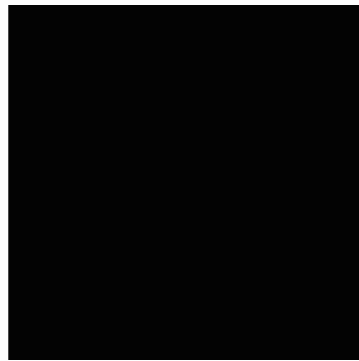
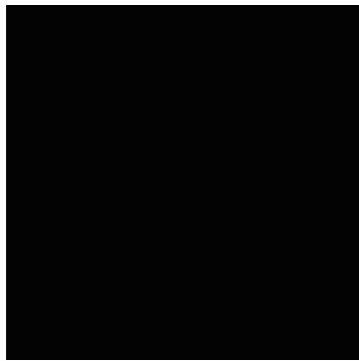
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# Surrealism

[View Timeline](#)

# Popular Art



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View Ti

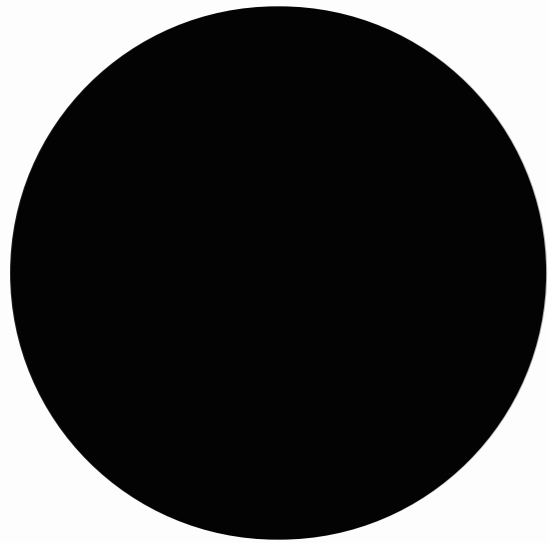
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Back

# Timeline



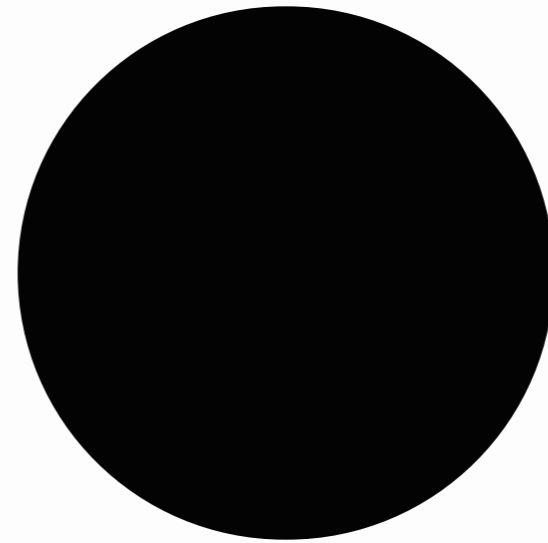
# Key Figures



**Salvador Dalí**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

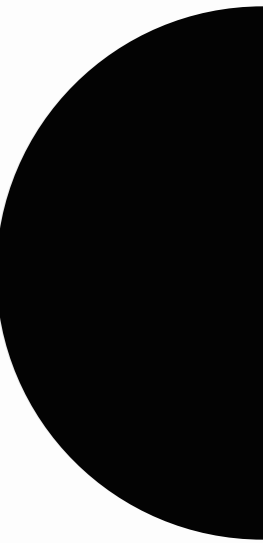
[View Art](#)



**André Breton**

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[View Art](#)



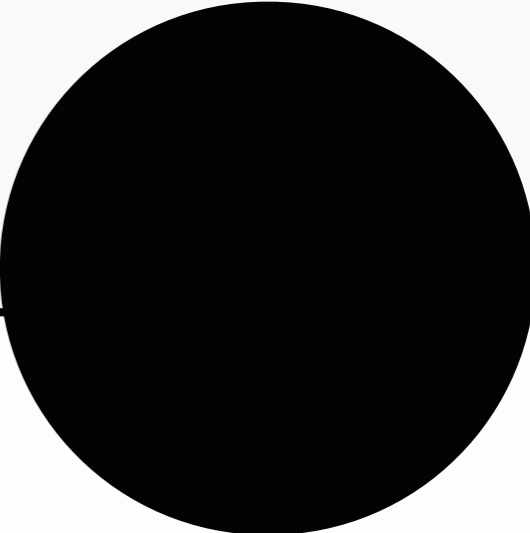
**René Magritte**

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# Salvador Dalí

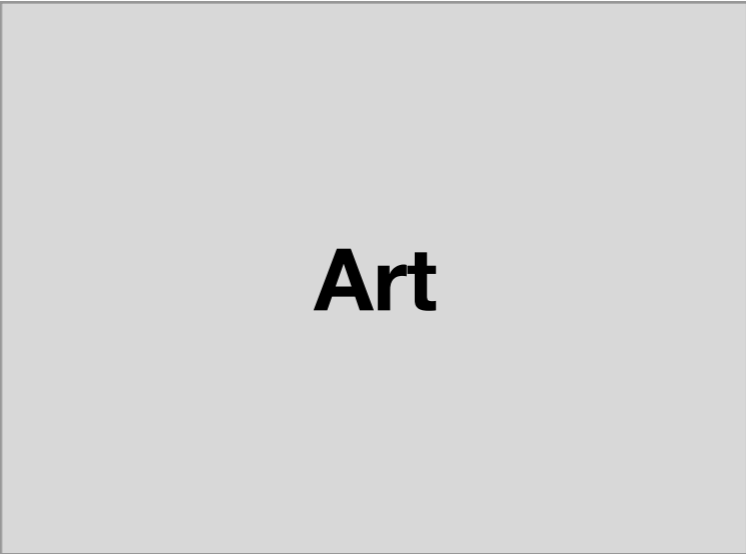
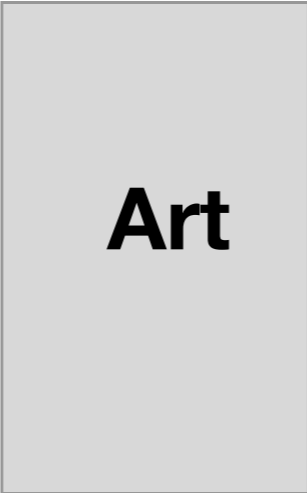
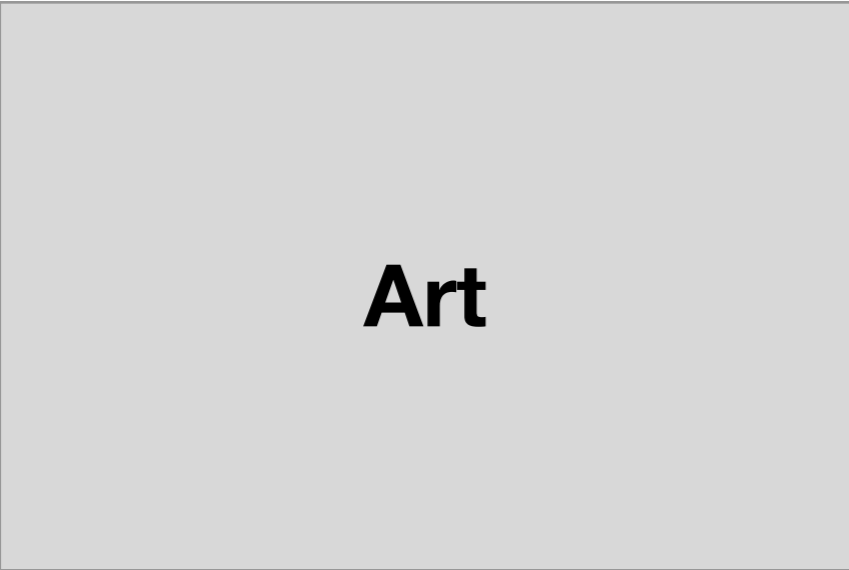
Go Back



## Basic Information

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.





# More

## PREFERENCES

Language

English



## REFERENCES

*Reference text*



## SUPPORT

Please ask a member of staff for assistance using this app



V&A



## TYPOGRAPHY

Text Style 1

MILLER HEADLINE SEMIBOLD — 60PT

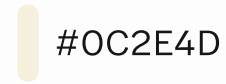
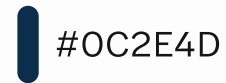
Text Style 2

MILLER HEADLINE SEMIBOLD — 28PT

Text Style 3

SF PRO TEXT REGULAR - 14PT

## MAIN COLOURS



## UI ELEMENTS





# Welcome to the exhibition

See Map



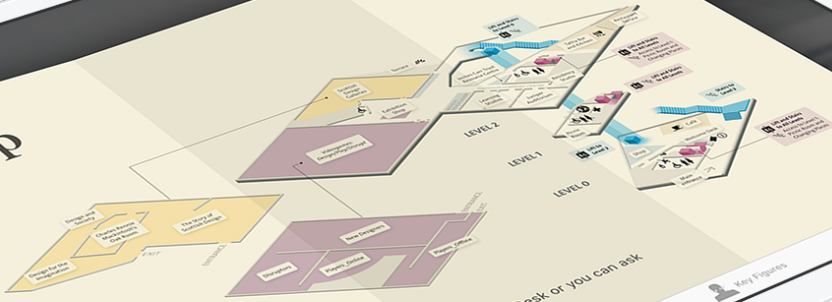
This exhibition embraces and reflects on Surrealism, its influences and ideologies and impact on society today.



The built environment in today was largely shaped by Modernism. The buildings, the chairs we sit on, the design that surrounds us has been influenced by the ideology of Modernism.



# Map



Printed maps are also available at the Welcome Desk or you can ask any member of staff throughout the Museum.





# < René Magritte



## Biography

René Magritte was born 21 November 1898 in Lessines, Belgium. He created some of the most famous Surrealist artwork, often using thought provoking ideas that challenged reality.

## Info

Born 21/11/1989

Died 15/08/1967

From Belgium

## Gallery





9:47 AM Tue Oct 30th

100%



*Ceci n'est pas une pipe.*

The Treachery of Images 1928/29

Exhibition

Surrealism

Key Figures

More



9:41 AM Tue Oct 2011

V&A

# Surrealism

Surrealism began in Paris, France, mostly in cafés as they were vibrant and accessible by all. Surrealism doesn't reflect real life, so the things that influence Surrealist art are completely limitless - religion, politics, sex - everything, anything or nothing.

[See Timeline](#)

## Highlights

Browse some of the most popular surrealist work by artists such as Salvador Dalí, René Magritte and Pablo Picasso.



Exhibition

Surrealism

Key Figures

More



# Timeline

1917

Guillaume Apollinaire first used the word "surrealist" in a play. It was written in 1903, and performed in 1917.

1924

André Breton wrote the Surrealist Manifesto in 1924.

1930-39

The pre-war golden age of Surrealism, which sees the creation of work such as Dalí's "The Persistence of Memory".

1945+

The end of WWII marked the unofficial end of Surrealism, until the 1980s when post-Breton Surrealism resurged in the creation of famous artwork like Magritte's "The Son of Man" (1964).

Exhibition

Surrealism

Key Figures

More

9:41 AM Tue Oct 30th

100%



Le Sommeil (Sleep) – Salvador Dalí

1937



Exhibition

Surrealism

Key Figures

More





# More

For help with navigating this iPad app, please ask a member of staff in person or send a support request to [comments@vandadundee.org](mailto:comments@vandadundee.org).

## Language Preferences

-  English (Selected)
-  Español
-  Français
-  Italiano
-  Português

The content contained in this application is the result of research and sourcing from various places. [View Preferences & Credits.](#)

9:41 AM Tue Oct 30th

100%



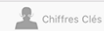
## Plus

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### Préférences de langue

-  English
-  Español
-  Français (Choisi)
-  Italiano
-  Português

Le contenu de cette application est le résultat de recherches et d'acquisitions effectuées à divers endroits. [Voir les Références et les Crédits.](#)





## ◀ References & Credits

Artmovements.co.uk. (2019). Surrealism. [online] Available at: <http://www.artmovements.co.uk/surrealism.htm> [Accessed 15 Apr. 2019].

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io9.gizmodo.com. (2019). [online] Available at: <https://io9.gizmodo.com/these-examples-of-surrealist-architecture-makes-you-fee-770208963> [Accessed 15 Apr. 2019].

Klingsohr-Leroy, C., Grosenick, U. and Varea, I. (n.d.). Surrealism.

Tucker, A. (2019). How Futurist Art Inspired the Design of a BMW. [online] Smithsonian. Available at: <http://www.smithsonianmag.com/arts-culture/how-futurist-art-inspired-the-design-of-a-bmw-160900416/> [Accessed 15 Apr. 2019].

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BBC.co.uk. (2019). BBC - History - Sigmund Freud. [online] Available at: [http://www.bbc.co.uk/history/historic\\_figures/freud\\_sigmund.shtml](http://www.bbc.co.uk/history/historic_figures/freud_sigmund.shtml) [Accessed 15 Apr. 2019].

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io9.gizmodo.com. (2019). [online] Available at: <https://io9.gizmodo.com/these-examples-of-surrealist-architecture-makes-you-fee-770208963> [Accessed 15 Apr. 2019].

Klingsohr-Leroy, C., Grosenick, U. and Varea, I. (n.d.). Surrealism.

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# Prototype Weblink

<https://sketch.cloud/s/VvRbw>