

**Rochester Institute of Technology**

**IISMA:  
an Interactive Information System**

A Thesis Submitted by the Faculty of The College of  
Fine and Applied Arts in Candidacy for the Degree of  
**Master of Fine Arts**

by: **Connie Winfield Harvey, Jr.**  
date: May 14, 1993

Chief Advisor; Professor R. Roger Remington

Date: *May 18, 1993*

Signature:

Associate Advisor: Mark Collien

Date: *May 18, 1993*

Signature:

Associate Advisor: Barbara Polowy

Date: *May 18, 1993*

Signature:

Special Assistant to the Director for Graduate Affairs

Date: *5/27/93*

Signature: Philip Bornarth

Dean, College of Imaging Arts and Sciences:

Date: *6-11-93*

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Date: *May 18, 1993*

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## Preface

I would like to thank my committee members Professor R. Roger Remington, Mark Collien and Barbara Polowy for their inspiration, guidance and patience throughout my entire thesis development process.

My sincere appreciation to Dr. Ronald Hilton who gave me the encouragement to pursue graduate studies at RIT.

Deepest appreciation to Dr. Lois Mailou Jones Pierre-Noel for her prevailing spirit and belief in me.

I would also like to thank Roderick Martinez for his unconditional friendship, loyalty and influence. Long live the Bauhaus!

Special acknowledgement to Guy Rocourt, thank you for your enduring patience in producing the video.

Thanks to Professor Gordon Goodman, who has no idea how his "words of wisdom" have affected me.

Jo-Cile, Pam and Rodney Harvey receive my most loving appreciation for their faith and trust in all paths of life that I have chosen. God bless.

## Introduction

The printed magazine has undergone a series of changes within this century. People have a variety of uses for the magazine ranging from an informational source to an entertainment. Technological advancements in printing production as well as the implementation of interactive media have greatly challenged the look and function of magazines. My goal in developing //SMA (Interactive Informational System of Modern Architecture), was to create an interactive media system that would function as a primary source of reference for a specific audience –practicing architects. This interactive media prototype allows the user to gain access information about new trends and current issues in the world of architecture. The type of information available includes profiles of architectural firms, new building and interior products, local and national architectural exhibits and more.

Since the development of interactive media, several interactive magazines have been produced, and at the introduction of any new medium like television, they often reveal certain aesthetic shortcomings. These include overdone visual and sound effects, confusing navigation through the program (especially problematic for the novice computer user), and poor legibility of text and imagery. I believe that as a graphic designer, that

the interface should be kept clear and above all, simple. Design integrity along with the careful consideration of the user should be top priority for the designer when developing an interactive interface and it was my desire to create an interface with these important principles in mind.

## Proposal Development

In the summer of 1992, while working as a student assistant in the Archives and Special Collections in Wallace Library, I became familiar with several notable examples of effectively designed magazines. These included early issues of *Vanity Fair*, *Fortune*, *Harper's Bazaar*, *Gebrauchgraphik*, and *Portfolio*. I began to pay close attention to each of these publication's formats such as its grid system, the typography used and the relationship between typography and imagery. Based on these formal criteria, I decided my thesis project would center around highlighting a systematic format for a magazine.

I discussed the idea of restructuring a magazine with my professor and soon-to-be chief thesis advisor, Prof. R. Roger Remington. I had even chosen a local Rochester magazine *Daka* (now defunct) as the publication that I would redesign. The concept was to apply a new grid structure to this magazine and develop a new "identity."

Professor Remington gave me positive feedback concerning the concept; however, he believed that I could broaden the topic by creating a format for a new magazine rather than restructuring the format of an existing publication.



## Research Development

After considering the possibilities of developing such a format, Professor Remington suggested that the focus of the project should be the concept of the magazine as an information system. By fall quarter, the scope of the thesis proposal began to narrow as I eliminated the idea of redesigning the format of *DAKA*. It became evident early in the project that something much more significant could be done in developing a magazine as an information system. If this magazine were to serve as an aesthetic example of magazine design based on the history of the magazine, then it should also break new ground in some other area of media as well. This medium would be the computer, the "tool" of the future, and the magazine I designed would transcend the printed page to become an interactive, computer-based publication. To fully understand the breadth of this project, I needed to view interactive prototypes of magazines already in existence. In his book, Modern Magazine Design, William Owen, makes reference to such magazine prototypes such as interactive versions of *The Economist* and *Conde Nast Traveler*. I began to explore effective printed magazine design materials located in the Special Collections at Wallace Library and I also examined interactive media programs available at RIT's American Video Institute including *MacWorld* and *Verbum*. Mark Collien, my associate

thesis advisor, demonstrated these two programs and pointed out some specific effects to watch for. I later found out about another interactive system from my other associate thesis advisor, Barbara Polowy, which is accessible through the Wallace Library Internet system. This is called the "Dow Jones News Retrieval System and it allows its user to retrieve a wide range of information. After examining these interactive systems, I was instructed by Prof Remington to compile a list of qualities that make a periodical distinct, from other forms of visual media (see Appendix II). Once these qualities were determined, I could proceed with implementing a specific focus of how the interface of the interactive system would operate. The next step was to choose a topic for the interactive media format. Many ideas came to mind including an interactive travel publication, a graphic design archive magazine and an electronic newsletter for the National Graphic Design Archive Consortium (see Appendix II). I also explored the suggestion of creating an interactive information system targeted toward a specific audience came into play. This decision led me to choose architecture, an area of long term interest to me. So, after several weeks of contemplation I chose to create an interactive informational system of architecture. After choosing this topic, I promptly arranged a meeting with my former

my former professor for American Architecture, Houghton Wetherald, to discuss his perspective of how this type of information system could be used (Appendix II). Professor Wetherald stated that practicing architects rather than architectural historians or professors would benefit more from this interactive media. Wetherald also recommended I contact a few local architectural firms to gain a better insight into the needs of the practicing architect. I began reviewing architectural magazine publications such as *Abitare*, *Metropolis* and *Blueprint*, which would later serve as valuable sources for imagery and grid arrangement. By mid-February, I became more concerned about how the interface would look and what its contents would be (see Appendix II).

Professor Remington referred me to an interactive program designed by a recent graduate, Ed Walker. This interactive program was based on the architectural works of Frank Lloyd Wright and I found it to be useful in determining the type of special effects I could utilize in my program. I also viewed a hypermedia book called "The Pyramid" created by Colette Gaiter, Professor of Art and Design at Minneapolis College of Art and Design.

Following up on Professor Wetherald's advice, I contacted a few of the local architectural firms, including Durfee and Bridges and Macon and Chantreuil. I found it quite difficult to arrange a meeting time with a representative from either of these firms so I delayed these meetings indefinitely. By the end of February, I was meeting each of my committee members on an individual, weekly basis in order to receive necessary feedback.

The interactive media system would be created in the software program, *Hypercard*. Already having some knowledge of the software, I enrolled in a course during the winter quarter called "Programming for Interactive Media" taught by Professor Gordon Goodman. Initially, I had difficulty learning the scripting commands for *Hypercard*. After reviewing a few user's manuals to the software, I overcame most of the obstacles of scripting. The next stage was to begin creating some sketches for the interface.

## **Project Development**

### *interface design*

Before I began designing the interface for the interactive media system known as *IISMA* (Interactive Information System of Modern Architecture), Professor Remington recommended that I develop a navigational chart showing how the user would move through the system as well as the features available to the user (see Appendix III). After discussing elements and subjects that would be included in the interactive system, I designed some conceptual sketches for the interface in the software program, *Design Studio* (see Appendix IV). After reviewing the sketches with Professor Remington, I began creating formats for each part of the system. This included formats for sections like advertisements, editorials, feature stories, and local and national exhibits. Once I began the process of formatting each section, several concerns arose. One concern was the balance of text and imagery. Professor Remington suggested that the imagery should be the key factor of the screen. Other concerns were to demonstrate the links between issues of *IISMA* and the development of a "teaser screen."

Once satisfied with a format for *IISMA*, I created a map to serve as a table of contents to the system. Since early winter quarter, I had been reviewing various architectural magazines, particularly *Metropolis*,

*Progressive Architecture* and *Architectural Digest*, for images of buildings, interiors and building products. I also used these magazines as resources for prototypical feature stories.

Based on the sketches I created in *Hypercard*, I designed the interface for each section. Development of each screen was at times tedious, especially when it was time to link all of the screens in the *Hypercard* stack together. I sought the help of Philip Dorsey, an American Video Institute instructor, who became very helpful in assisting me with the technical aspects of the program. Once the format of the program came into place, I scheduled my second thesis committee meeting in mid-March for discussion of the format as well as a series of three supplemental posters whose purpose was to provide an explanation of what the user should expect from *IISMA*.

A number of suggestions were made by committee members concerning the *Hypercard* stack. Professor Remington suggested that my stack should demonstrate cross-referencing. The term "threading," which means linking one subject, word or term to another part of the stack, is an example of interactive cross-referencing. To achieve this I needed to develop at least two back issues of *IISMA*.

*supplemental posters*

Also "hot text", another hypermedia feature was suggested as a useful effect in the stack. Mr. Collien agreed to help me with the threading aspect of the stack.

During the second thesis meeting, I presented the committee with rough comps of the three supplemental posters. I became concerned and anxious about the presentation of my project in the Bevier Gallery as the deadline was imminent for the third thesis exhibition opening (April 30). I had integrated images taken from various architectural resource books and combined these images with a number of quotes about interactive media. Professor Remington felt that the development of these posters was premature and that I should focus my attention on the evolution of the interactive system. He also stated that once the interactive stack was further developed, some of the elements from the stack could be extracted for the posters. Although the deadline for the thesis show was only five weeks away, I decided to put all my efforts into completing the stack. Once Professor Remington and I felt comfortable with progress on the stack, I returned to the posters once again. Based on Professor Remington's suggestion at the last thesis meeting, I used elements from the stack to describe visually what made my project unique.

I met with Barbara Polowy on April 8 so that we could review the interactive stack and so that I could get some idea about how I would design the posters. Ms. Polowy suggested that of the series of three, the first should describe what *IISMA* is, the second should show about how the program works and the third should highlight a specific part of the program. Based on these ideas, I developed a format for the supplemental posters and designed them using the software programs *Adobe Photoshop* and *Adobe Illustrator* (see Appendix IV). *Adobe Illustrator* was used to recreate the interface of the map screen. *Adobe Photoshop* was used to create a collage of imagery for the first poster. Once type corrections were made by Ms. Polowy, I printed the poster using a high-resolution linotronic system.



*video presentation*

I located and contacted a third-year film and video major named Guy Rocourt on April 4. I explained to Mr. Rocourt that I wanted to develop a five-minute video presentation to demonstrate the program.

Guy was enthusiastic about the project and had some good ideas about how we could put this together. The video became a "selling tool" set in an architect's office with a fellow classmate, Jason Snape, portraying an architect who demonstrates the system.

Guy Rocourt and I encountered technical problems during production of the video. The main problem was transferring the images of the interactive stack from the computer to video without a great deal of picture interference. Other problems like synchronization of sound and image and editing were issues that Mr. Rocourt had to confront. With only a few days until the thesis opening, I became ambivalent about the video. Before its premiere, I asked peers to review the tape. Their comments were generally good so I felt more comfortable about showing it during the thesis exhibit.

## Conclusion

The interactive stack developed for *//SMA* was quite thorough and addressed many of the goals that I had originally set out to accomplish. Despite my initial shortcomings with the software program, *Hypercard*, I mastered this system and feel a sense of personal accomplishment in this.

The supplemental posters I designed were concise and clear and served as a good explanatory tool for the user.

Chief among the goals not accomplished during this project are an in-depth example of cross-referencing between issues of *//SMA* and development of an effective teaser screen.

## *evaluation*

In order to evaluate my project, I gave copies of the video presentation and the Hypercard stack to faculty and peers along with an evaluation sheet (see Appendix V). Most responses were generally positive particularly concerning the interface design.

## *personal observation*

I feel that interactive media will continue to flourish as an alternative source for information in the near future. I believe that the interactive system that I created will be a useful reference tool. Interactive media has

broadened my outlook on graphic design. It is now my objective to find employment that would integrate design with an interactive program. I am anxiously awaiting new advancements in interactive media and I hope to be on the cutting edge of this new technology.

**Appendix I**

**Thesis Proposals**

Thesis Project Proposal  
Connie Winfield Harvey  
November 12, 1992  
Draft 9

**Project Title:**

The Future of the Magazine as an Informational Interactive Media System

**Client and Address:**

Undetermined

**Designer's Address:**

Connie Winfield Harvey  
145 Colony Manor Drive  
Rochester, NY 14623  
716.427.7425

**Audience:**

Graphic designers

**Situation Analysis:**

Many magazine companies have now switched to desktop publishing in order to construct page grids, pour in type and file photos, and build mock-ups of layouts. However, soon the time will come when the printed page will be supplanted by the computer screen for exclusive information on world events, sports, travel, fashion, weather and so forth. Currently, there exists an on-line computer system that has been developed by a group of engineers and computer programmers with little to no knowledge about computer graphics design.

This new format for the electronic magazine format will be especially important to the design profession to maintain the highest standard of legibility and superior conceptual design for the new system.

**Project Statement:**

To research and conceptually develop an electronic magazine format, utilizing the history of the magazine as a main resource. The printed page is being challenged by new technologies in computer design. The new format would retain standard design principles of its print antecedents while demonstrating a unique design system especially suited for the computer.

**Mission Statement:**

The Electronic Magazine System is an interactive communications program that will serve as a model for designers to ensure that subsequent hypermedia programs will continue to maintain high standards of legibility and aesthetics and a solid, historical foundation based on the principles of effective printed magazine design.

The Electronic Magazine System is an interactive communications program that will serve as a representational model for designers in order that subsequent hypermedia programs will continue to maintain high standards of legibility and aesthetics and a solid, historical foundation based on the principles of effective printed magazine design.

goals                      objectives                      processes and strategies

Theory

**1.0 To achieve prototypical interactive magazine spreads that will essentially become the format and foundation for various types of information systems.**

1.1 Given a prototypical magazine spread, the designer should be able to develop a format suitable for a given subject.

a) *Develop and compose various magazine layout prototypes on the Apple McIntosh (simple to complex) considering design principles and elements such as pictures, captions, main text and subtext.*

b) *Review current magazine electronic prototypes such as The Economist, and Conde Nast Traveler and 20-20 magazines (devised by MultiMedia Corporation) for ideas concerning project development and need.*

1.2 Given the interactive magazine format, the user should be able to readily access information about a specific subject such as sports, politics, and entertainment.

a) *Develop a list of subjects that might be suitable for an electronic format.*

b) *Develop a list of supplemental subjects that will serve as adjacent information for the hypermedia system (related subjects).*

c) *Develop a comparative study list of elements from both a printed magazine and a hypermedia format in order to derive common components from each.*

Technology

**2.0 To develop an electronic magazine format that will serve as a model for designers. The designer can utilize this format in order to maintain clarity, legibility, and design standards during developmental stages of subsequent hypermedia applications.**

2.1 Given a standardized electronic magazine format, the designer can create his own hypermedia program.

a) *Develop a list of experimental functions/capabilities acceptable for the designer to use within an interactive program such as the integration of sound, scrolling, and cinematic three-dimensional imagery.*

b) *Research other existing interactive media models such as Verbum, Macword, Einstein and Dow Jones News Retrieval System (accessible through Wallace Library information system).*

2.2 The designer will utilize hypermedia programs such as Supercard and Hypercard to develop electronic magazine formats.

a) *Develop a comparative list of functions of these programs to determine capabilities of each.*

b) *Experiment with hypermedia programs (with assistance from Mark Collien and Nancy Ciolek) to determine which program would best serve this project's objectives.*

Content

**3.0 To research the evolution of the magazine which will serve as a primary historical reference in the development of the new magazine format.**

3.1 Given the history of the magazine, the designer should be able to identify and learn from an effective printed magazine page layout and bridge this knowledge into a hypermedia system.

a) *Explore effective printed magazine design materials located in the Special Collections at Wallace Library. Magazines such as Portfolio, Gebrauchsgraphik, and Vanity Fair, could serve as a fundamental basis for a hypermedia format.*

3.2 Given the history of the magazine, the designer should be able to resolve a design problem (aesthetic) within the interactive program by examining historic references from the printed page.

a) *Provide the designer with a compilation of reference materials in order to assist the him or her in the process of the hypermedia design.*

goals            objectives            *processes and strategies*

**Application 4.0 To develop an Informational poster that will coincide with the hypermedia program. It will serve as interpretational matrix for the program.**

4.1 Given the informational poster, the designer should be able to interpret as well as develop his own matrix for an interactive media format.

a) *Compose a series of informational posters that would clearly explain the steps taken in order to develop the hypermedia system.*

b) *Utilize committee member Roger Remington to serve as design consultant for the informational poster.*

goals            objectives            *indicators of success*

**Evaluation 5.0 To evaluate interactive media system and modify accomplishments.**

5.1 After utilizing the hypermedia system, the user should be able to efficiently and readily access information on a specific subject.

a) *The user will be able to create his or her own path through the hypermedia program.*

b) *The user should be able to attain adjacent subjects related to the primary subject.*

c) *The user will complete an evaluation form which would determine the efficiency of the hypermedia program.*

5.2 After evaluating the interactive program, the user evaluate the effectiveness and comprehensibility of the informational poster.

a) *The designer will take a copy of the poster for reference.*

b) *The user will complete an evaluation form which would determine the comprehensibility of the informational poster.*

<b>agmatics/ udget</b>	SyQuest disk	65.00
	Paper	40.00
	Foam core	30.00
	Chromatek	90.00
	Slides	20.00
	Photocopying	25.00

**Dissemination** This project will exist on disk and will be available to any designers interested in viewing the application. It is not intended for duplication; however, the informational poster can be reproduced.

**Bibliography** William Owen. *Modern Magazine Design*. New York: Rizzoli International Inc., 1991

Fred Rtichen. *In Our Own Image*.

*MacWorld*.

*Portfolio*. Alexy Brodovitch

*Post Modern Culture*.

*Verbum*.



<b>Glossary of Terms</b>	<p>archival history <i>Information and reference materials from the past.</i></p> <p>advertising space <i>Space expressly available for advertisers.</i></p> <p>bleed photos <i>Photos that exceed the page limit.</i></p> <p>collaboration <i>To work or cooperate with another, especially in literary or scientific pursuits.</i></p> <p>conceptual <i>A mental image: especially a generalized idea formed by combining the elements of a class into the notion of one object; also, a thought or opinion.</i></p> <p>department heads <i>The captioned part that describes a specific section of a newspaper, magazine or hypermedia system.</i></p> <p>double-page spreads <i>two adjacent or opposite page magazine or hypermedia page spreads.</i></p> <p>editorial <i>An article in the newspaper, magazine or hypermedia published as the periodical's official expression of opinion on some issue.</i></p> <p>headline <i>A summarizing word or words set in bold type at the head of a newspaper column or hypermedia story.</i></p> <p>hypermedia <i>An interactive computer program utilized to gather, interpret and receive information.</i></p> <p>index <i>A descriptive list, as of items in a collection; catalog.</i></p> <p>interactive media <i>A computer system which allows its user to access information interactively. The computer monitor serves as the visual tool for the system.</i></p> <p>table of contents <i>A list of subjects and feature stories found in a book, magazine or hypermedia system.</i></p> <p>text/image relation <i>The correlation and unified merger of text to imagery as found in a magazine or hypermedia system.</i></p> <p>visual codes <i>A system of imagery or graphic representations that serve as signal references.</i></p> <p>visible language <i>A resource tool that is concerned with research and ideas that help define the unique role and properties of written language.</i></p>
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## Profile of Poggenpohl/Cato interview

Poggenpohl

Cato

Collaboration is positively valued both in the context of book and hypermedia conception and production.

*The magazine will break down into specific categories.*

*It is important to understand the relationship between verbal language and design...they must go hand in hand.*

Power and control manifest themselves in different ways in the book and hypermedia.

*Magazines are being challenged by television.*

*Good editing and good text is critical.*

Text and image relationships are different in the book and hypermedia.

*Type will become obsolete and emphasis will be placed on imagery. The user will be able to control the images.*

*The concept behind Vis a Vis was to set up a pattern and give the audience something that they had never seen before...beautiful photographs with very little text. That's what's happening now and that's what's going to happen in the future.*

*Anything in Portfolio can essentially transformed into a hypermedia program.*

The act of reading changes from the printed book to hypermedia.

*Printed magazines will still have their place for those who like to read.*

*Prestigious publications such as House and Garden and Architectural Digest will remain in their printed form and will continue to have a longer shelf life.*

*The magazine is a permanent record of information and will continue to have a function.*

*Magazines that are headed toward hypermedia include People, National Geographic and Vanity Fair.*

*A magazine that will never become a hypermedia program is The New Republic.*

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Audience:

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Many magazine companies have now switched to desktop publishing in order to construct page grids, pour in type and file photos, and build mock-ups of layouts. However, soon the time will come that the the printed page will transcend ~~into~~ the computer screen for exclusive information on world events, sports, travel, fashion, weather and so forth. Currently, there exists an on-line computer system that has been developed by a group of engineers and computer programmers with little to no knowledge about computer graphics design.

This new format for the electronic magazine format will be especially important to the graphic designer for it is up to us to maintain the highest standard of legibility and superior conceptual design for the new-system.

Project Statement:

To research and conceptually develop an electronic magazine format, utilizing the history of the magazine as a main resource. The printed page is being challenged by new technologies in computer design. The new format would retain standard design principles of its predecessor while demonstrating a unique design system especially suited for the computer.

Mission Statement:

The Electronic Magazine System is an interactive communications program that will serve as a ~~representational~~ model for designers ~~in order~~ that subsequent hypermedia programs will continue to maintain high standards of legibility and aesthetics and a solid, historical foundation based on the principles of effective printed magazine design.

The Electronic Magazine System is an interactive communications program that will serve as a representational model for designers in order that subsequent hypermedia programs will continue to maintain high standards of legibility and aesthetics and a solid, historical foundation based on the principles of effective printed magazine design.

	goals	objectives	processes and strategies
theory	<b>To achieve prototypical interactive magazines spreads that will essentially become the format and foundation for various types of information systems.</b>	<ul style="list-style-type: none"><li>Given a prototypical magazine spread, the designer should be able to develop a format suitable for a given subject.<ul style="list-style-type: none"><li>Develop and compose various magazine layout prototypes on the Apple McIntosh (simple to complex) considering design principles and elements such as pictures, captions, main text and subtext.</li></ul></li></ul> <p>Review current magazine electronic prototypes such as <u>The Economist</u>, and <u>Conde Nast Traveler</u> and <u>20-20</u> magazines (devised by MultiMedia Corporation) for ideas concerning project development and need.</p> <p>Given the interactive magazine format, the user should be able to readily access information about a specific subject such as sports, politics, entertainment, etc. Comprise a list of subjects that might be suitable for an electronic format.</p> <p>Comprise a list of supplemental subjects that will serve as adjacent information for the hypermedia system (related subjects).</p> <p>Develop a comparative study list of elements from both a printed magazine and a hypermedia format in order to derive common components from each.</p>	
Technology	<b>To develop an electronic magazine format that will serve as a model format for designers. The designer can utilize this format in order to maintain clarity, legibility, and design standards during developmental stages of subsequent hypermedia formats.</b>	<ul style="list-style-type: none"><li>Given a standardized electronic magazine format, the designer can format his own hypermedia program.<ul style="list-style-type: none"><li>Develop a list of experimental functions/capabilities acceptable for the designer to use within an interactive program such as the integration of sound, scrolling, and cinematic three-dimensional imagery.</li></ul></li></ul> <p>Research other existing interactive media models such as Verbum, Macword, Einstein and Dow Jones Report (retrievable through Wallace Library <del>interface</del> system.</p> <p>The designer will utilize hypermedia programs such as Supercard and Hypercard to develop electronic magazine formats.<ul style="list-style-type: none"><li>Develop a comparative list of functions of these programs to determine capabilities of each.</li></ul></p> <p>Experiment with hypermedia programs (with assistance from Mark Collien and Nancy Ciolek) in order to determine which program would better serve this project's objectives.</p>	
Content	<b>To research the evolution of the magazine which will serve as a primary historical reference in the development of the new magazine format.</b>	<ul style="list-style-type: none"><li>Given the history of the magazine, the designer should be able to identify and learn from an effective printed magazine page layout and bridge this knowledge into a hypermedia system.<ul style="list-style-type: none"><li>Explore effective printed magazine design materials located in the Special Collections at Wallace Library. Magazines such as <u>Portfolio</u>, <u>Gebrauchsgraphik</u>, and <u>Vanity Fair</u>, etc. could serve as a fundamental basis for a hypermedia format.</li></ul></li></ul> <p>Given the history of the magazine, the designer should be able to resolve a design problem (aesthetic) within the interactive program by examining historic references from the printed page.<ul style="list-style-type: none"><li>Provide the designer with a compilation of reference materials in order to assist the designer in the process of the hypermedia design.</li></ul></p>	

goals objectives processes and strategies

Application

To develop an informational poster that will coincide with the hypermedia program. It will serve as interpretational matrix for the program.

Given the informational poster, the designer should be able to interpret as well as develop his own matrix for an interactive media format.

*Compose a series of informational posters that would clearly explain the steps taken in order to develop the hypermedia system.*

*Utilize committee member Roger Remington to serve as design consultant for the informational poster.*

*304 - to evaluate the program* *Interpretational Matrix*

objectives

indicators of success

Evaluation

After utilizing the hypermedia system, the user should be able to efficiently and readily access information on a specific subject.

The user will be able to create his or her own path through the hypermedial program.

The user should be able to attain adjacent subjects related to the primary subject.

The user will complete an evaluation form which would determine the efficiency of the hypermedia program.

After seeing the interpretational poster, the designer should be able to develop a comparable format. The designer will take a copy of the poster for reference.

*[Handwritten signature]*

**Profile** Collaboration is positively valued both in the context of book and hypermedia conception and production.

*The magazine will break down into specific categories.*

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<b>goals</b>	<b>objectives</b>	<b>processes and strategies</b>
<b>. Theory</b>	<b>1.0 To achieve prototypical interactive magazines spreads that will essentially become the format and foundation for various types of information systems.</b>	
	1.1 Given a prototypical magazine spread, the designer should be able to develop a format suitable for a given subject.	<ul style="list-style-type: none"><li>a) <i>Develop and compose various magazine layout prototypes on the Apple McIntosh (simple to complex) considering design principles and elements such as pictures, captions, main text and subtext.</i></li><li>b) <i>Review current magazine electronic prototypes such as The Economist, and Conde Nast Traveler and 20-20 magazines (devised by MultiMedia Corporation) for ideas concerning project development and need.</i></li></ul>
	1.2 Given the interactive magazine format, the user should be able to readily access information about a specific subject such as sports, politics, and entertainment.	<ul style="list-style-type: none"><li>a) <i>Develop a list of subjects that might be suitable for an electronic format.</i></li><li>b) <i>Develop a list of supplemental subjects that will serve as adjacent information for the hypermedia system (related subjects).</i></li><li>c) <i>Develop a comparative study list of elements from both a printed magazine and a hypermedia format in order to derive common components from each.</i></li></ul>
<b>2. Technology</b>	<b>2.0 To develop an electronic magazine format that will serve as a model for designers. The designer can utilize this format in order to maintain clarity, legibility, and design standards during developmental stages of subsequent hypermedia applications.</b>	
	2.1 Given a standardized electronic magazine format, the designer can create his own hypermedia program.	<ul style="list-style-type: none"><li>a) <i>Develop a list of experimental functions/capabilities acceptable for the designer to use within an interactive program such as the integration of sound, scrolling, and cinematic three-dimensional imagery.</i></li><li>b) <i>Research other existing interactive media models such as Verbum, Macword, Einstein and Dow Jones News Retrieval System (accessible through Wallace Library information system).</i></li></ul>
	2.2 The designer will utilize hypermedia programs such as Supercard and Hypercard to develop electronic magazine formats.	<ul style="list-style-type: none"><li>a) <i>Develop a comparative list of functions of these programs to determine capabilities of each.</i></li><li>b) <i>Experiment with hypermedia programs (with assistance from Mark Collien and Nancy Ciolek) to determine which program would best serve this project's objectives.</i></li></ul>
<b>Content</b>	<b>3.0 To research the evolution of the magazine which will serve as a primary historical reference in the development of the new magazine format.</b>	
	3.1 Given the history of the magazine, the designer should be able to identify and learn from an effective printed magazine page layout and bridge this knowledge into a hypermedia system.	<ul style="list-style-type: none"><li>a) <i>Explore effective printed magazine design materials located in the Special Collections at Wallace Library. Magazines such as Portfolio, Gebrauchsgraphik, and Vanity Fair, could serve as a fundamental basis for a hypermedia format.</i></li></ul>
	3.2 Given the history of the magazine, the designer should be able to resolve a design problem (aesthetic) within the interactive program by examining historic references from the printed page.	<ul style="list-style-type: none"><li>b) <i>Provide the designer with a compilation of reference materials in order to assist the him or her in the process of the hypermedia design.</i></li></ul>



goals                      objectives                      *processes and strategies*

4. Application    4.0 **To develop an informational poster that will coincide with the hypermedia program. It will serve as interpretational matrix for the program.**

4.1 Given the informational poster, the designer should be able to interpret as well as develop his own matrix for an interactive media format.

a) *Compose a series of informational posters that would clearly explain the steps taken in order to develop the hypermedia system.*

b) *Utilize committee member Roger Remington to serve as design consultant for the informational poster.*

goals                      objectives                      *indicators of success*

5. Evaluation    5.0 **To evaluate interactive media system and modify accomplishments.**

5.1 After utilizing the hypermedia system, the user should be able to efficiently and readily access information on a specific subject.

a) *The user will be able to create his or her own path through the hypermedia program.*

b) *The user should be able to attain adjacent subjects related to the primary subject.*

c) *The user will complete an evaluation form which would determine the efficiency of the hypermedia program.*

5.2 After evaluating the interactive program, the user evaluate the effectiveness and comprehensibility of the informational poster.

a) *The designer will take a copy of the poster for reference.*

b) *The user will complete an evaluation form which would determine the comprehensibility of the informational poster.*

<b>Glossary of Terms</b>	<p>archival history <i>Information and reference materials from the past.</i></p> <p>advertising space <i>Space expressly available for advertisers.</i></p> <p>bleed photos <i>Photos that exceed the page limit.</i></p> <p>collaboration <i>To work or cooperate with another, especially in literary or scientific pursuits.</i></p> <p>conceptual <i>A mental image; especially a generalized idea formed by combining the elements of a class into the notion of one object; also, a thought or opinion.</i></p> <p>department heads <i>The captioned part that describes a specific section of a newspaper, magazine or hypermedia system.</i></p> <p>double-page spreads <i>two adjacent or opposite page magazine or hypermedia page spreads.</i></p> <p>editorial <i>An article in the newspaper, magazine or hypermedia published as the periodical's official expression of opinion on some issue.</i></p> <p>headline <i>A summarizing word or words set in bold type at the head of a newspaper column or hypermedia story.</i></p> <p>hypermedia <i>An interactive computer program utilized to gather, interpret and receive information.</i></p> <p>index <i>A descriptive list, as of items in a collection; catalog.</i></p> <p>interactive media <i>A computer system which allows its user to access information interactively. The computer monitor serves as the visual tool for the system.</i></p> <p>table of contents <i>A list of subjects and feature stories found in a book, magazine or hypermedia system.</i></p> <p>text/image relation <i>The correlation and unified merger of text to imagery as found in a magazine or hypermedia system.</i></p> <p>visual codes <i>A system of imagery or graphic representations that serve as signal references.</i></p> <p>visible language <i>A resource tool that is concerned with research and ideas that help define the unique role and properties of written language.</i></p>
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Thesis Project Proposal  
Connie Winfield Harvey  
October 27, 1992  
Draft 7

Project Title:

The Future of the Magazine as an Informational Interactive Media System

Client and Address:

Undetermined

Designer's Address:

Connie Winfield Harvey  
145 Colony Manor Drive  
Rochester, NY 14623  
716.427.7425

Audience:

Graphic designers

Situation Analysis:

Many magazine companies have now switched to desktop publishing in order to construct page grids, pour in type and file photos, and build mock-ups of layouts. However, soon the time will come that the the printed page will transcend onto the computer screen for exclusive information on world events, sports, travel, fashion, weather and so forth. Currently, there exists an on-line computer system that has been developed by a group of engineers and computer programmers with little to no knowledge about computer graphics design.

This new format for the electronic magazine format will be especially important to the graphic designer for it is up to us to maintain the highest standard of legibility and superior conceptual design for the new system.

Project Statement:

To research and conceptually develop an electronic magazine format, utilizing the history of the magazine as a main resource. The printed page is being challenged by new technologies in computer design. The new format would retain standard design principles of its predecessor while demonstrating a unique design system especially suited for the computer.

Mission Statement:

The Electronic Magazine System is an interactive communications program that will serve as a representational model for designers in order that subsequent hypermedia programs will continue to maintain high standards of legibility and aesthetics and a solid, historical foundation based on the principles of effective printed magazine design.

*The Electronic Magazine System is an interactive communications program that will serve as a representational model for designers in order that subsequent hypermedia programs will continue to maintain high standards of legibility and aesthetics and a solid, historical foundation based on the principles of effective printed magazine design.*

goals                      objectives                      processes and strategies

**Theory**

**To achieve prototypical interactive magazines spreads that will essentially become the format and foundation for various types of information systems.**

Given a prototypical magazine spread, the designer should be able to develop a format suitable for a given subject.

*Develop and compose various magazine layout prototypes on the Apple McIntosh (simple to complex) considering design principles and elements such as pictures, captions, main text and subtext.*

*Review current magazine electronic prototypes such as The Economist, and Conde Nast Traveler and 20-20 magazines (devised by MultiMedia Corporation) for ideas concerning project development and need.*

Given the interactive magazine format, the user should be able to readily access information about a specific subject such as sports, politics, entertainment, etc.

*Comprise a list of subjects that might be suitable for an electronic format.*

*Comprise a list of supplemental subjects that will serve as adjacent information for the hypermedia system (related subjects).*

*Develop a comparative study list of elements from both a printed magazine and a hypermedia format in order to derive common components from each.*

**Technology**

**To develop an electronic magazine format that will serve as a model format for designers. The designer can utilize this format in order to maintain clarity, legibility, and design standards during developmental stages of subsequent hypermedia formats.**

Given a standardized electronic magazine format, the designer can format his own hypermedia program.

*Develop a list of experimental functions/capabilities acceptable for the designer to use within an interactive program such as the integration of sound, scrolling, and cinematic three-dimensional imagery.*

*Research other existing interactive media models such as Verbum, Macword, Einstein and Dow Jones Report (retrievable through Wallace Library internet system).*

The designer will utilize hypermedia programs such as Supercard and Hypercard to develop electronic magazine formats.

*Develop a comparative list of functions of these programs to determine capabilities of each.*

*Experiment with hypermedia programs (with assistance from Mark Collien and Nancy Ciolek) in order to determine which program would better serve this project's objectives.*

**Content**

**To research the evolution of the magazine which will serve as a primary historical reference in the development of the new magazine format.**

Given the history of the magazine, the designer should be able to identify and learn from an effective printed magazine page layout and bridge this knowledge into a hypermedia system.

*Explore effective printed magazine design materials located in the Special Collections at Wallace Library. Magazines such as Portfolio, Gebrauschsgraphik, and Vanity Fair, etc. could serve as a fundamental basis for a hypermedia format.*

Given the history of the magazine, the designer should be able to resolve a design problem (aesthetic) within the interactive program by examining historic references from the printed page.

*Provide the designer with a compilation of reference materials in order to assist the designer in the process of the hypermedia design.*

**goals**

**objectives**

*processes and strategies*

**Application**

**To develop an informational poster that will coincide with the hypermedia program. It will serve as interpretational matrix for the program.**

Given the informational poster, the designer should be able to interpret as well as develop his own matrix for an interactive media format.

*Compose a series of informational posters that would clearly explain the steps taken in order to develop the hypermedia system.*

*Utilize committee member Roger Remington to serve as design consultant for the informational poster.*

Sharon Poggenpohl quotes:

Collaboration is positively valued both in the context of book and hypermedia conception and production.

Power and control manifest themselves in different ways in the book and hypermedia.

Text and image relationships are different in the book and hypermedia.

The act of reading changes from the printed book to hypermedia.

Bob Cato Interview:

"The magazine will break down into specific categories."

"Magazines are being challenged by television."

"Magazines that are headed toward hypermedia include *People*, *National Geographic*, and *Vanity Fair*."

"A magazine that will never become a hypermedia program is *The New Republic*."

"Type will become obsolete and emphasis will be placed on imagery. The user will be able to control the images."

"Printed magazines will still have their place for those who like to read."

"Prestigious publications such as *House and Garden* and *Architectural Digest* will remain in their printed form and will continue to have a longer shelf life."

"Clothing catalogs may end up on a disc that you will receive in the mail."

"The magazine is a permanent record of information and will continue to have a function."

"Anything in *Portfolio* can essentially be transformed into a hypermedia program."

"The concept behind *Vis a Vis* was to set up a pattern and give the audience something that they had never seen before...beautiful photographs with very little text. That's what's happening now and that's what's going to happen in the future."

"It's important to understand the relationship between verbal language and design...they must go hand in hand."

"Good editing and good text is critical."

**Bibliography:**

*In Our Own Image.* Fred Ritchen

*Portfolio.* Alexy Brodovitch

*Post Modern Culture.*

*Verbum.*

*MacWorld.*

William Owen. *Modern Magazine Design.* New York: Rizzoli International Inc., 1991



## Glossary of Terms:

hypertext  
hypermedia  
department heads  
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table of contents  
bleed photos  
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visual codes  
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editorial  
archival history  
advertising space  
headline  
masthead  
conceptual  
visible language  
collaboration  
text/image relation

Thesis Project Proposal  
Connie Winfield Harvey  
October 20, 1992  
Draft 5

Project Title:

The Future of the Magazine as an Informational Interactive Media System

Client and Address:

Undetermined

Designer's Address:

Connie Winfield Harvey  
145 Colony Manor Drive  
Rochester, NY 14623  
716.427.7425

Audience:

Graphic designers

Situation Analysis:

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Goals:

*eory*

To achieve prototypical interactive magazines spreads that will essentially become the format and foundation for various types of information systems.

objective 1: Given a prototypical magazine spread, the designer should be able to develop a format suitable for a given subject.

objective 2: Given the interactive magazine format, the user should be able to access information that is adjacent to the subject. This means that this program should also seek alternate information from other issues of the same electronic magazine system.

objective 3: Given a standard interactive magazine format, the user should be able to readily access information about a specific topic.

processes and strategy 1: Develop a comparative study list of elements from both a printed magazine and an interactive media system in order to derive common components from each.

*chnology*

To develop an electronic magazine format that will serve as a model format for designers. The designer can utilize this format in order to maintain clarity, legibility, and design standards during developmental stages of subsequent hypermedia formats.

objective 1: Given a standardized electronic magazine format, the designer can format his own hypermedia program.

objective 2: The designer will utilize hypermedia programs such as *Supercard* and *Hypercard* to develop electronic magazine formats.

processes and strategy 1: Research existing interactive media models such as Verbum, MacWord, Einstein and Dow Jones Report (retrievable through Wallace Library system).

*ntent*

To research the evolution of the magazine which will serve as a primary historical reference in the development of the new magazine format.

objective 1: Given the history of the magazine, the designer should be able to identify and learn from an effective printed magazine page layout and bridge this knowledge into a hypermedia system.

Goals:

Theory

To achieve prototypical interactive magazines spreads that will essentially become the format and foundation for various types of information systems.

~~objective 1~~: Given a prototypical magazine spread, the designer should be able to develop a format suitable for a given subject.

~~objective 2~~: Given the interactive magazine format, the user should be able to access information that is adjacent to the subject. This means that this program should also seek alternate information from other issues of the same electronic magazine system.

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objective 2: The designer should be able to resolve a design problem (aesthetic) within the interactive program by examining historic references from the printed page.

Application

To develop an informational poster that will coincide with the hypermedia program. It will serve as an interpretational matrix for the program.

objective 1: Given the informational poster, the designer should be able to interpret as well as develop his own matrix for an interactive media format

Bob Cato Interview:

"The magazine will break down into specific categories."

"Magazines are being challenged by television."

"Magazines that are headed toward hypermedia include *People*, *National Geographic*, and *Vanity Fair*."

"A magazine that will never become a hypermedia program is *The New Republic*."

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*Post Modern Culture.*

*Verbum.*

*MacWorld.*

*Modern Magazine Design.* William Owen

## Glossary of Terms:

hypertext  
hypermedia  
department heads  
index  
table of contents  
bleed photos  
interactive media  
visual codes  
double-page spreads  
editorial  
archival history  
advertising space  
headline  
masthead  
conceptual  
visible language  
collaboration  
text/image relation

	RIT Schedule	Thesis Project	Thesis Committee Meetings
Fall	<p>September 3: first class                      November 11: last class                      November 13-17: finals                      November 19-29: Fall break</p>	<p>Thesis proposal: departmental approval</p> <p>Proposal stage: outline of thesis proposal with Roger</p> <p>Design application adjacent to thesis topic with Deborah</p>	<p>Weekly meetings with Roger to develop Thesis proposal outline.</p> <p>Weekly critique with Deborah to develop design application project.</p>
Winter	<p>November 30: first class                      December 19-Jan. 3: X-mas                      January 4: classes resume                      February 22: last class                      February 23-26: finals                      February 28-March 7: break</p>	<p>Development of Thesis topic: Thesis research, writing and application implementation.</p> <p>Development of Electronic media system and informational poster.</p> <p>Evaluation</p>	<p>Committee member meetings with Roger Remington, Barbara Polowy and Mark Collien to discuss progress of thesis. Meeting schedule to be announced.</p>
Spring	<p>March 9: first class                      May 17: last class                      May 18-21: final exams                      May 22: Commencement</p>	<p>Thesis show: Second show, April 5-21 (opening reception, Friday, April 9, 1993).</p> <p>Graduation: Saturday, May 22, 1993.</p>	<p>Committee member meetings and Thesis book refinements.</p> <p>Departmental approval (signatures from committee members).</p>



Sharon Poggenpohl quotes:

Collaboration is positively valued both in the context of book and hypermedia conception and production.

Power and control manifest themselves in different ways in the book and hypermedia.

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Thesis Project Proposal  
Connie Winfield Harvey  
October 12, 1992  
Draft 4

Project Title:

The Future of the Magazine as an Informational Interactive Media System

Client and Address:

Undetermined

Designer's Address:

Connie Winfield Harvey  
145 Colony Manor Drive  
Rochester, NY 14623  
716.427.7425

Audience:

Graphic designers

Situation Analysis:

Many magazine companies have now switched to desktop publishing in order to construct page grids, pour in type and file photos, and build mock-ups of layouts. However, soon the time will come that the the printed page will transcend onto the computer screen for exclusive information on world events, sports, travel, fashion, weather and so forth. Currently, there exists an on-line computer system that has been developed by a group of engineers and computer programmers with little to no knowledge about computer graphics design.

This new format for the electronic magazine format will be especially important to the graphic designer for it is up to us to maintain the highest standard of legibility and superior conceptual design for the new system.

Project Statement:

To research and conceptually develop an electronic magazine format, utilizing the history of the magazine as a main resource. The printed page is being challenged by new technologies in computer design. The new format would retain standard design principles of its predecessor while demonstrating a unique design system especially suited for the computer.

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Glossary of Terms: — *definitions*

hypertext  
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department heads  
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table of contents  
bleed photos  
interactive media  
visual codes  
double-page spreads  
editorial  
archival history  
advertising space  
headline  
masthead  
conceptual  
visible language  
collaboration  
text/image relation —

Bob Cato Interview:

"Magazine will break down into specific categories."

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"Magazines that are headed toward hypermedia include *People*, *National Geographic*, and *Vanity Fair*."

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**Bibliography:**

In Our Own Image. Fred Rich - 1977

Portfolio. Alexy Brodovitch

Post Modern Culture.

Verbum.

MacWorld.

Information Design Journal 1160. 153 - 2nd floor, Providence

William Sw., Medical Magazine Design

Visive Language 2119 189 medical magazine - 2nd floor

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Project Title:

The Future of the Magazine as an Informational Interactive Media System

Client and Address:

Undetermined

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145 Colony Manor Drive  
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Audience:

Graphic designers

Project Statement:

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*communications*

*sketch*

Goals:

To achieve prototypical interactive magazines spreads that will essentially become the format and foundation for various types of information systems.

2001

To research the evolution of the magazine which will serve as primary historical reference in the development of the new magazine format.

2002

To develop an information poster that will coincide with the hypermedia program. It will serve as an interpretational matrix for the program.

APPL

To develop an electronic magazine format that will serve as a model format for designers. The designer can utilize this format in order to maintain clarity, legibility, and design standards during developmental stages of subsequent hypermedia formats.

ETH

IAZ

Objectives:

Given a prototypical magazine spread, the designer should be able to develop a format suitable for a given subject.

Given an interactive magazine format, the user should be able to readily access information about specific topics (sports, travel, health and fitness).

Given the history of the magazine, the designer should be able to identify effective printed magazine page layout and apply it to a hypermedia program.

Given an effective hypermedia format, the user should be able to create his own path through the interactive program.

Given the informational poster, the designer should be able to interpret as well as develop his own matrix for an interactive media format.

Process and Strategies:

Develop a comparative study list of elements from both a printed magazine and an interactive media system in order to derive common and opposite components from each.

Utilize thesis committee member, Mark Collen, to assist in the development of the interactive program.

Utilize thesis committee member, Barbara Polowy, to assist in the organization of archival information (related to magazines) pertinent to the development of the new electronic format.

Research existing interactive media <sup>models</sup> programs such as Verbum and MacWord, *How Jones and Einstein (Wallace L. Burg)*

Time /Implementation Plan:

✓





## Glossary of Terms:

hypertext  
hypermedia  
department heads  
index  
table of contents  
bleed photos  
interactive media  
visual codes  
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Text and image relationships are different in the book and hypermedia.

The act of reading changes from the printed book to hypermedia.

Project Title:

The Future of the Magazine as an Informational Interactive Media System

Client and Address:

Undetermined

*EM* *IALM*  
*THAT WILL REV-1172 AM MD*  
*TO (web: 2.1)*

Designer's Address:

Connie Winfield Harvey  
145 Colony Manor Drive  
Rochester, NY 14623

*E/L*

Project Statement:

To research and conceptually develop an electronic magazine format, utilizing the history of the magazine as a main resource. The printed page is being challenged by new technologies in computer design. The new format would retain standard design principles of its predecessor while demonstrating a unique design system especially suited for the computer.

*AVM* →

Situation Analysis:

*why*

Many magazine companies have now switched to desktop publishing in order to construct page grids, pour in type and file photos, and build mock-ups of layouts. However, soon the time will come that the the printed page will transcend onto the computer screen for exclusive information on world events, sports, travel, fashion, weather and so forth. Currently, there exists an on-line computer system that has been developed by a group of engineers and computer programmers with little to no knowledge about computer graphics design.

This new format for the electronic magazine format will be especially important to the graphic designer for it is up to us to maintain the highest standard of legibility and superior conceptual design for the new system.

Mission Statement

There exists now "on-line" computer "magazine" that was developed by computer programmers and engineers to serve as a tool for computer users to readily access information. From a graphic design standpoint; however, the program is visually confusing. This is why it is important for the designer to become involved in developing visually logical applications that will uphold these conditions: legibility, aesthetics, accessibility, affordability, historical reference to the printed magazine.

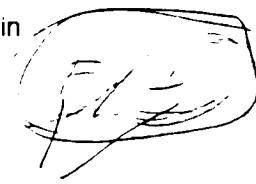
The project will allow the user to interact within the electronic magazine in order to access information.

Goals:

To achieve prototypical interactive magazines spreads that will essentially become the format and foundation for various types of information systems.

To research the evolution of the magazine which will serve as primary historical reference in the development of the new magazine format

To develop an information poster that will coincide with the hypermedia program. It will serve as an interpretational matrix for the program.



To develop an electronic magazine format that will serve as a model format for designers. The designer can utilize this format in order to maintain clarity, legibility, and design standards during developmental stages of subsequent hypermedia formats.

Objectives:

KE DUST

Given the history of the magazine, the designer should be able to identify effective printed magazine page layout and apply it to a hypermedia program.

Given an interactive magazine format, the user should be able to readily access information about specific topics (sports, travel, health and fitness).

Process and Strategies:

Develop a comparative study list of elements from both a printed magazine and an interactive media system in order to derive common and opposite components from each.

Utilize thesis committee member, Mark Collien, to assist in the development of the interactive program.

Utilize thesis committee member, Barbara Polowy, to assist in the organization of archival information (related to magazines) pertinent to the development of the new electronic format.

Research existing interactive media programs such as *Verbum* and *MacWord*.

Time /Implementation Plan:

Handwritten numbers: 1, 2, 2, -, 3

Handwritten notes: OBJ, SRS, REV, 532, 4 2, 02

Thesis Project Proposal  
Connie Winfield Harvey  
September 21, 1992  
Draft 1

**Project Title:**

The Future of the Magazine as an Informational Interactive Media Center

**Client and Address:**

Undetermined

**Designer's Address:**

Connie Winfield Harvey  
145 Colony Manor Drive  
Rochester, NY 14623

**Project Statement:**

To research and conceptually develop an electronic magazine format, utilizing the history of the magazine as a main resource. The printed page will eventually become obsolete in the near future, hence the need for an interactive media program for the personal computer. The new format would retain standard design principles of its predecessor while demonstrating a unique design system especially suited for the computer.

**Situation Analysis:**

Many magazine companies have now switched to desktop publishing in order to construct page grids, pour in type and file photos, and build mock-ups of layouts. However, soon the time will come that the the printed page will transcend onto the computer screen for exclusive information on World events, Sports, Travel, Fashion, Weather and so forth. Currently, there exists an on-line computer system that has been developed by a group of engineers and computer programmers with little to no knowledge about computer graphics design.

This new format for the electronic magazine format will be especially important to the graphic designer for it is up to us to maintain the highest standard of legibility and superior conceptual design for the new system.

**Mission Statement**

To address and educate individual (specifically graphic designers) of the need of an interactive magazine since the printed page will naturally disappear in the near future.

## Goals:

Throughout this project, I hope to achieve prototypical, interactive magazine spreads that will essentially become the format and foundation for various types of information systems. For example, the user could access information about sports, travel, politics, fashion, or health and fitness interactively through the use of the computer. This new electronic magazine could serve as the prototype for more complex interactive systems in the future. Other considerations in developing this system include functionality and purpose of advertising within this new system.

In order to effectively develop this electronic information system, research on the history of the magazine is necessary. Based on proven design methodology of magazine formats of the past, the electronic magazine should evolve into a visually stimulating yet aesthetic medium.

The finished project will include prototypical magazine spreads designed for an interactive media presentation and an informational poster that will interpret the new system.

~~OBJECTIVE~~

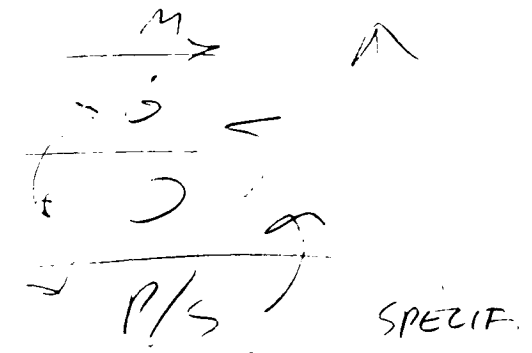
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Utilize thesis committee member, Barbara Polowy, to assist in the organization of archival information (related to magazines) pertinent to the development of the new electronic format.

## Time /Implementation Plan




Thesis proposal for the Master of Fine Arts Degree

College of Imaging Arts and Sciences  
Rochester Institute of Technology

Title: The Future of the Magazine as an Informational Interactive Media System

✓ Submitted by: Connie Winfield Harvey Jr.

Thesis Committee:

Chief Advisor: R. Roger Remington 

Associate Advisors: 1. Barbara Polowy


2. Gordon Goodman

Departmental Approval:

date:

Approval, Special Assistant  
to the Dean for Graduate Affairs:

date:

  
9/22/92

Computer needs other than word processing:

Yes, *HP scanner* for image scanning, interactive media program(s) such as *Supercard* and *Hypercard*.

Committee Approval \_\_\_\_\_

Connie Winfield Harvey  
Thesis Proposal  
Fall 1992

The purpose of my thesis is to research and conceptually develop an electronic magazine format, utilizing the history of the magazine and formulating an interactive media program accessible to the public. Much of the historic research for this project will be based on the archival materials (magazines, publications, photo-documentation and business papers) located in the Special Collections at Wallace Library, at RIT. The final process will include prototypical magazine spreads designed for an interactive media presentation and an informational poster that would interpret the new system.



	RIT Schedule	Thesis Project	Thesis Committee Meetings
Fall	<p>September 3: first class  November 11: last class  November 13-17: finals  November 19-29: Fall break</p>	<p>Thesis proposal: departmental approval</p> <p>Proposal stage: outline of the thesis proposal with Roger</p> <p>Design application adjacent to thesis topic with Deborah</p>	<p>Weekly meetings with Roger to develop Thesis proposal outline.</p> <p>Weekly critique with Deborah to develop design application project.</p>
Winter	<p>November 30: first class  December 19-Jan. 3: X-mas  January 4: classes resume  February 22: last class  February 23-26: finals  February 28-March 7: break</p>	<p>Development of Thesis topic: Thesis research, writing and application implementation.</p> <p>Development of Electronic media system and informational poster.</p> <p>Evaluation</p>	<p>Committee member meetings with Roger Remington, Barbara Polowy and Mark Collien to discuss progress of thesis. Meeting schedule to be announced.</p>
Spring	<p>March 9: first class  May 17: last class  May 18-21: final exams  May 22: Commencement</p>	<p>Thesis show: Second show, April 5-21 (opening reception, Friday, April 9, 1993).</p> <p>Graduation: Saturday, May 22, 1993.</p>	<p>Committee member meetings and Thesis book refinements.</p> <p>Departmental approval (signatures from committee members).</p>

**Appendix II**

**Agendas**

Dow Jones News Retrieval System

Availability:

This interactive system is accessible through the Wallace Library information system. User must have a vax account.

Category breakdown:

**//guide** -access code

- 1. Business and World News
- 2. Dow Jones Text Library
- 3. Company/Industry information
- 4. Quotes, Statistics and Commentary
- 5. Customized Information
- 6. General Services
- 7. Online Help
- 8. Code Directory
- 9. Subject Guide
- 10. Pricing Information
- 11. Customer Service Information; Update schedule
- 12. Dow Jones software
- 13. Legal Notices, User Agreement

Subcategory breakdown:

**press 1.**

- //Business- Business and Finance Report
- //KYODO- Japan Economic Daily
- //News- World Report
- //Wires- Dow Jones Business Newswires
- //DJNews- Dow Jones News

**//Business**

Front Page stories, Dow Jones News retrieval world report . API report press for:

- 1. Somali Warlord Orders Clansmen to steer clear of U.S. Troops
- 2. Yeltsin Offers Hardliners Power in Deal to Nominate Gaider.
- 3. Noriega can go to Civilian Prison
- 4. India arrests 3 Key Hindu leaders

Press N for Additional National News  
Press F for Additional Foreign News

12.15.92

periodicals

Qualities that make a magazine unique:

*frequency*- a magazine is published weekly, bi-weekly, bi-monthly or annually, unlike newspapers which are published daily.

*quality of reproduction*- the texture of magazine pages are usually of a higher quality (coated finishes). Emphasis on sharpness of color photographs and half tones, and typography are critical characteristics of magazines.

*longevity*- magazine publications are intended to be kept for a period of time for future reference and viewing.

*format*- elements such as typography, text, photography and illustration are carefully arranged and refined within the spread by the designer. Magazines can be quite appealing visually.

*specialization of subject matter*- the content of a magazine can range from general to specific subject matter. Specialization of hobbies, professions and "how-to" subjects are examples of the target audiences that magazine publications attempt to capture.

*degree of finish*- due to the longer production time, magazine producers have more flexibility with editorial and imagery changes. Again, quality of reproduction is a critical concern because of the audience that the magazine has to retain each issue.

*tangibility*- a magazine tantalizes your sense of touch, sight and even smell unlike a television show which can only be visually stimulating at best.

*accessibility*- although more people own VCRs now than ten years ago, magazines are still more accessible and affordable than television and its components.

currency -

periodical

12.15.92

source of -

\* interactive media v. traditional

→ the "virtual meeting"

- Picture call-outs

WAB - Slide "idea submission" (over "apps")

- Project Gutenberg

— for next meeting

- verbal systems -

determining a focus or prototypical magazine spreads

Eric  
Einstein

or interactive media system -

importance of entertainment

Program:

*Macromind on CD-ROM*

Description/characteristics of program:

*Verbum* features a compilation of text, animation, music, *Quicktime* blips, and sticky words. The introduction of the program was visually captivating because it gave its user a glimpse of what to expect within the program. Once the powerful introduction was over, the user is left to navigate his or her own path. The user is free to choose paths such as what's hot with new computer software (basically advertising for these computer software companies). Elements for viewing included computer animation samples created by students at Art Center at Pasadena, which showed off some of the latest computer animation technologies. The other parts required a lot of reading, excluding a number of the initial visual effects. The quality (resolution) of the visual effects were sharp.

Troubleshooting/shortcomings:

Navigation through this program was somewhat confusing. Consistency of audio and visual effects within the program was also an area of concern. At times, the musical interludes from one section to another were often long and overdone. The initial interest is soon lost after having experienced the musical effects a few times. The text within this program became problematic due to legibility and the amount of text for the viewer to read.

Interactive Media System-*Macworld Expo Boston 1992*

Program:

*Hypercard on CD-ROM*

Description/ characteristics of the program:

This program featured several *Quicktime* blips of interviews of people who participated in the Expo. The main topic of the Expo concerned the future of the computer as an interactive media system. Like the *Verbum* disc, the introduction to this program was visually captivating and exciting. Any viewer who is even remotely interested in computer animation technology would be inspired to explore its possibilities after viewing this program. Representatives from the major computer software companies were interviewed in this program and some critical issues were discussed. These discussions, viewed interactively through the use of *Quicktime* reels, highlighted what each company plans to accomplish (goals) through the development of new software.

Troubleshooting/shortcomings:

Some of the visual effects were overdone and overplayed. Navigation through the program was not as confusing as the *Verbum* program; however, there was some difficulty in determining which direction to choose.

Travel publication:

The user is able to choose a destination of travel and the interactive system would allow the user to learn about the geography, cultural events and areas of interests of a particular region within the United States. This program could be updated as often as necessary and different discs could be utilized according to need.

Graphic design archive magazine:

This publication would essentially be a magazine which would highlight the works of past and current significant designers. The intent of the program is to combine information based on the archival history of the profession of graphic design as well as its designers while also focusing on critical, up-to-date information about the field and its *new* pioneers.

Electronic Newsletter:

This newsletter would be an informational, interactive and high-end newsletter which would provide its user with information based on specialized subjects - *NO DEPT*

*in several issues*

- Archival technology*
- design, design*

*- moderated*

*research*

*in  
→ issue*

*1-3-92*

*user groups newsletter*

*100k through GDEA newsletter*

- have all issues available in a cumulative database*
- example of good web interaction design*

*17th April 5*

Travel publication:

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7 contemporary designer

Electronic newsletter

economics  
for the teaching professional - key  
willness newsletter

→ National Paper Design Association →  
- history  
- library technology  
prototype  
interdisciplinary

Information - key word.

**Agenda for next week: 12/14 - 12/18**

Monday, December 14, 1992:

Examine interactive media systems *Verbum* and *Macworld* (on CD-Rom) with thesis committee member Mark Collien.

Develop a list of parts/characteristics of each interactive system in order to derive similarities/differences of each.

Order current magazine electronic prototypes through Multimedia Corporation: *The Economist* and *Conde Nast Traveler*.

Explore effective printed magazine design materials located in the Special Collections at Wallace Library such as *Portfolio*, *Gebrauchsgraphik*, and *Twen* in order to draw some conclusion about which elements/parts within each magazine would be suitable for interactive media.

Wednesday, December 16, 1992:

Thesis committee meeting including Mark Collien, Barbara Polowy and Roger Remington at Noon.

Discussion will include progress to date including:

Interactive media systems examined with Mark.

Review of findings from printed magazine materials found in Special Collections with Barbara.

Development of a focus for prototypical magazine spreads for interactive media system.

\* refreshments will be served

~~5~~ ~~12/14/92~~ *Newsweek* - 12/14  
• 545 em 30000 <sup>no.</sup> 12/14/92  
• system *news* consistency *news*  
*in-surrection* etc.  
→ CD, Rom *copy*



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Troubleshooting/shortcomings:

Some of the visual effects are overdone and overplayed. Navigation through the program was not as confusing as the *Verbum* program; however, there was some difficulty in determining which direction to choose.

## Thesis Agenda for 1.05.93

Examine topics for interactive media format:

### **NGDEA newsletter**

#### *affordability*

Have all issues available in a cumulative database

Focus on design of newsletter, highlighting elements of good publication design

Each issue could have a central topic of interest featuring archival technology, newly acquired work of designers, current trends within the field of graphic design, etc.

#### *accessibility*

All pertinent information (back issues of NGDEA) is readily available at RIT

### **Electronic journal of modern architecture**

#### *affordability*

A number of publications such as *Domus*, *Abitare*, and *Metropolis* as well as books on modern architecture are available in Wallace Library

The field of architecture has some direct and indirect ties to the field of graphic design, thus providing the opportunity to *link* the two disciplines together through electronic media

Highlighting architecture could be visually stimulating, implementing the use of color, quicktime reels, and audio presentations.

#### *accessibility*

All pertinent information is readily accessible at RIT; however, in-depth research on the topic would be required

## Thesis Agenda for 1.05.93

Examine topic(s) for interactive media format:

### **NGDEA newsletter**

#### *affordability*

Have all issues available in a cumulative database

Focus on design of newsletter, highlighting elements of good publication design

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Highlighting architecture could be visually stimulating, implementing the use of color, quicktime reels, and audio presentations.

#### *accessibility*

All pertinent information is readily accessible at RIT; however, in-depth research on the topic would be required

Thesis agenda for 1.12.93

Thesis application will be an electronic journal of Architecture:

Publications such as *Abitare*, *Metropolis* and *Blueprint* could serve as informational guideline when transcending from printed text to electronic media

Possible topics for the sample application might include:

Headline story

Historic information (such as Greek revivalism, Victorian era architecture, and modernism)

Feature architects on the cutting edge of modern architecture (such as Robert Venturi)

Ed Walker - Frank Lloyd Wright in electronic media

Focus on audience, user -

ways audience would receive info (through desk)

Expository approach

- Resources

H. W. W. W.  
- A. H. Turner

- Alberto Sironi

if you do sketches of intervention.

- will it have a architectural history

come up w/ structure that will make sense to be seen.

- what kinds of information would interest you

as an architect.

- News pieces

Thesis agenda for 1.26.93

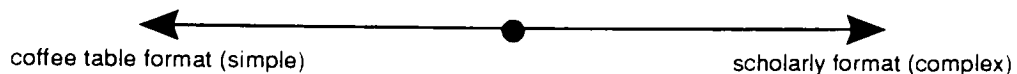
Professor Wetherald interview/profile :

CH: Where do you receive your information about cutting edge architecture?

Wetherald: " I read publications like *Architectural Digest* and *Progressive Architecture* (both British publications) to keep me abreast of the latest topics...these publications are loaded with issues on structural detailing, malpractice issues, analysis of materials, historical and critical perspectives on post-post modernist architecture.

CH: Are these publications more or less academic or are they targeted toward the practicing architect?

Wetherald: "These magazines are geared toward the practicing architect...there are several books available for the architectural historian that are extremely academic. That's why you need to determine where to draw the line with this thing...do you want the coffee table format or the scholarly format.



CH: Which professionals (architects) in Rochester would you recommend I contact to ask questions about this interactive media format.

Wetherald: "I would recommend Bob Macon and Annie ~~Shantrell~~ <sup>Chantreuil (Craig)</sup>, Jim Durfee of *Durfee and Bridges*, Scott Lawson, and Chuck Lewis... I think the most creative firm in town is *Durfee and Bridges*. Another good person to talk to would be John Bero. He's involved with restoration architecture.

Wetherald: " I have a question for you...suppose I wanted to know more about a specific topic like reflective glass or morphosis, could I look these topics up in your interactive format?

CH: Good question! I hope that in the future, this interactive media application will be able to provide some sort of index of other reference materials that might contain answers to specific areas of interest. I don't anticipate that my program will be able to do this because it's only a sample format rather than a full-blown, active, interactive media journal. I think despite some of the shortcomings of this sample format, there will be some advantages to this that a magazine cannot offer such as Quicktime reels that will allow the user to view a short movie clip of a building and all of its angles.

Progress/shortcomings:

Subscription to *Architronic*, an ejournal of architecture (via email through rit.vax)

Set up interview with Durfee and Bridges. Develop a list of questions for user profile.

Continue learning scripting and other functions for hypercard that are pertinent for the interactive media application.

Research publications recommended by Wetherald.

View Frank Lloyd Wright interactive media program by Ed Walker.

Thesis agenda for 2.03.93

Objectives:

What will be the content of the magazine? Information System

content for the interactive media system could include:

- introduction
- feature stories
- product advertisement (for circle members)
- news reports
- editorial

→ network

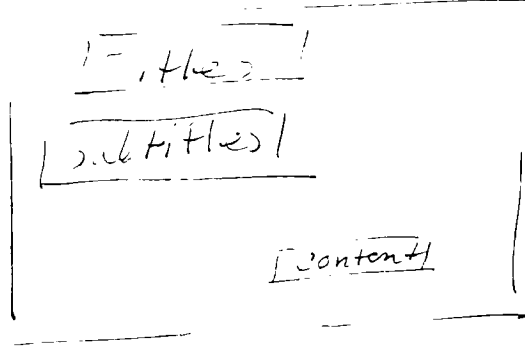
What will be the visual look of the magazine?

- prepare some sketches for the stack
- develop a time line

Interview with Jim Durfee, Bob Macon and Annie Chantreuil

Navigation  
 functionality  
 - organization of information & interaction  
 (networks & maps)

missing  
 - 3D maps  
 - 3D views



Architectural criticism  
 & not parts of the stack would stay in each going.

Map

Thesis agenda for 02.09.93

Discuss navigation of program

subsidiary text  
"hot text"

reference or access to previous issues on a given topic  
how advertisement will be handled

Contact:

Larry Masinter →  
Xerox 415.912.4205  
Palo Alto, CA

~~415.484.1111~~

Conde Nast Traveler  
350 Madison Avenue  
New York, NY 10017  
tel: 212.880.8800

*10/20/1993*  
*11/15/93 10:15 AM - 6:00 PM*  
*12/12/93 5:30*

*01/15/94*

Thesis agenda for 02.16.93

Discuss design of interface:

The visual look of each card  
Introduction screen or teaser screen

References to other hypermedia text stacks to determine design standards:

*Hybrid Imagery; the <sup>FWS.01</sup> ~~fusion~~ of technology and graphic design*, April Greiman  
MacWorld

Demonstration of Hypermedia book, *The Pyramid*, Colette Gaiter

Feedback from Jim Durfee and Craig Jensen —

Answer questionnaire

- 1) - coding system
- 2) make map larger and add instructions.
- 3) with map determine presentation
- 4) Talk to Mark Holten



## Thesis Agenda for 3.23.93

Committee meeting II

Committee members:

Roger Remington  
Barbara Polowy  
Mark Collien

Review of *IISMA* prototype with explanation of supplemental posters.

Ideas for gallery presentation of *IISMA*.

Evaluation procedure for prototype.


### Troubleshooting:

Development of imagery and other necessary effects for *IISMA* such as introductory or teaser screen.

Ideas for a format the product/materials advertisement section.

Cross-referencing. How the user will reference information from previous issues? How will the screen present this?

Text versus imagery...creating a balance.



*"-inematic/experimental"  
components from each  
of the articles. . . .  
a motion gestalt of the*

Thesis Agenda  
Connie Harvey  
03.29.93

Revisions for *IISMA* stack:

"Teaser screen" introduction should incorporate elements from the stack. The effect of the introduction should visually "roll" (like the cards roll from the top when moving from card to card).

Demonstrate cross-referencing by creating no less than two back issues of *IISMA*. The term "threading," which means linking one subject, word or term to another part of the stack, is an example of interactive cross-referencing. Also, develop a coding system when cross-referencing.

Create pull-down menus in areas such as the glossary and within the "find" menu.

Create a registration card under "competitions."

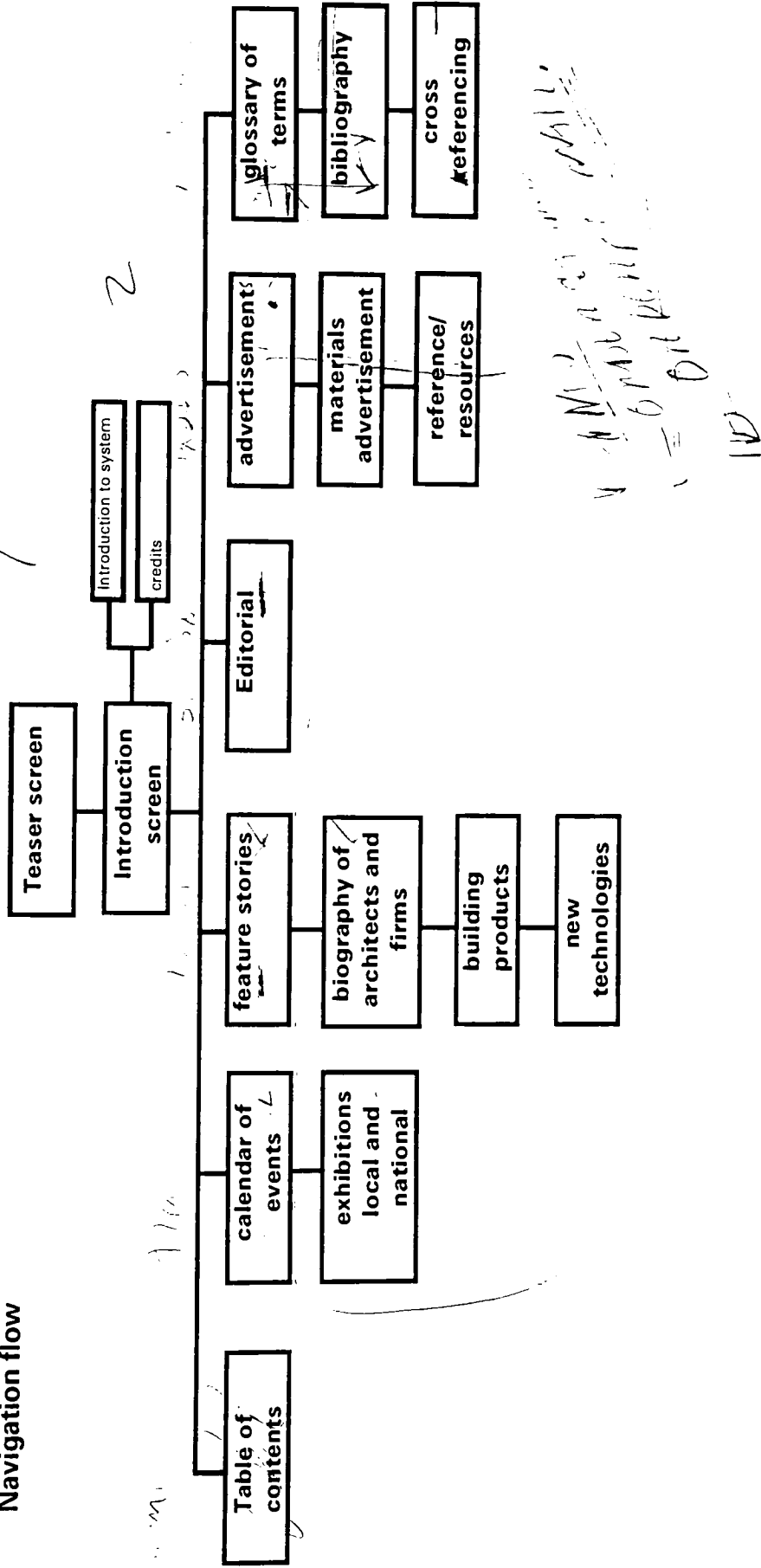
Scan in color imagery.

Develop supplemental posters that represent the process of how *IISMA* was created? The information on these posters should also represent what makes this interactive system unique.

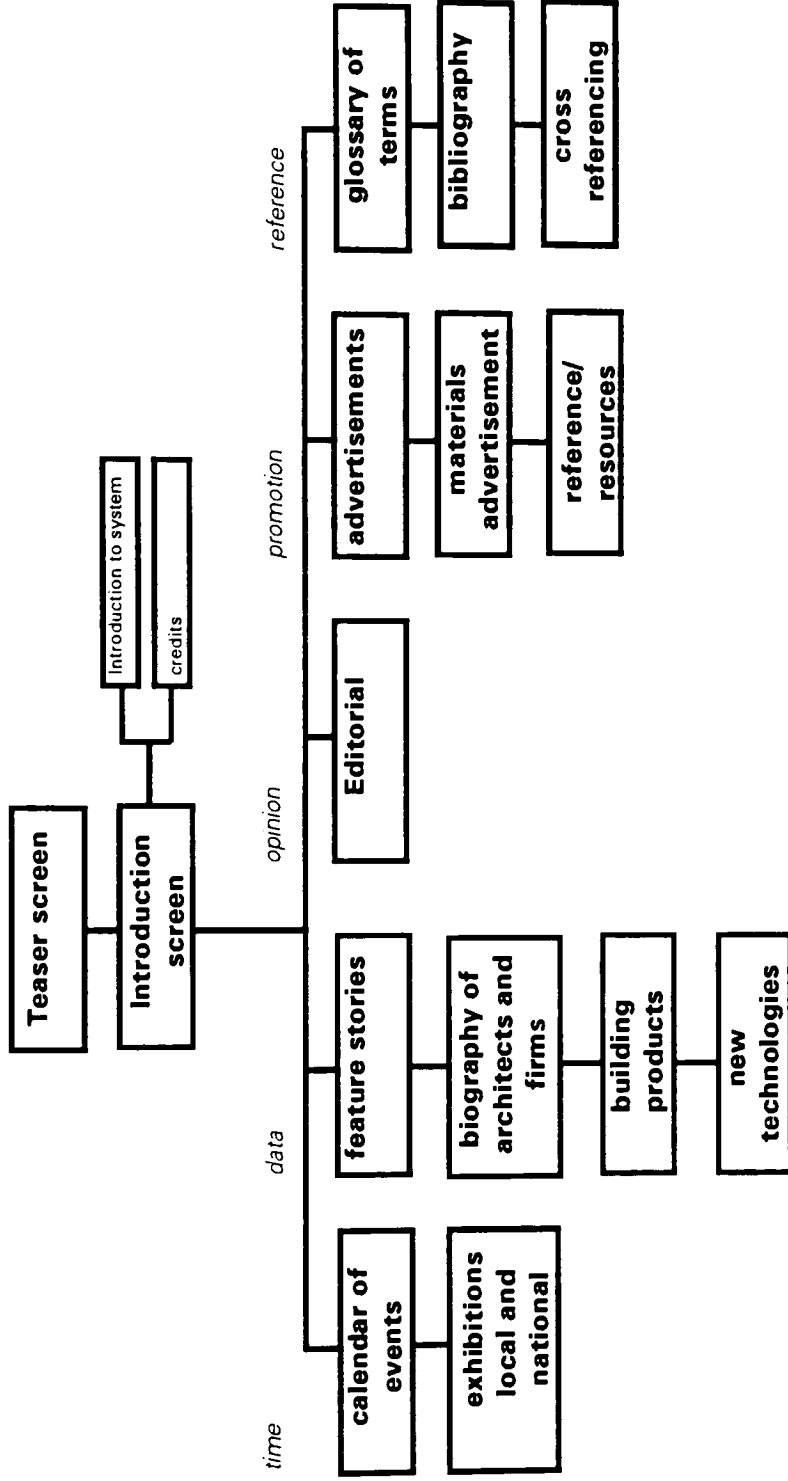
Videotape a demonstration of *IISMA* (to be shown in the Gallery).

**Appendix III****Navigational charts**

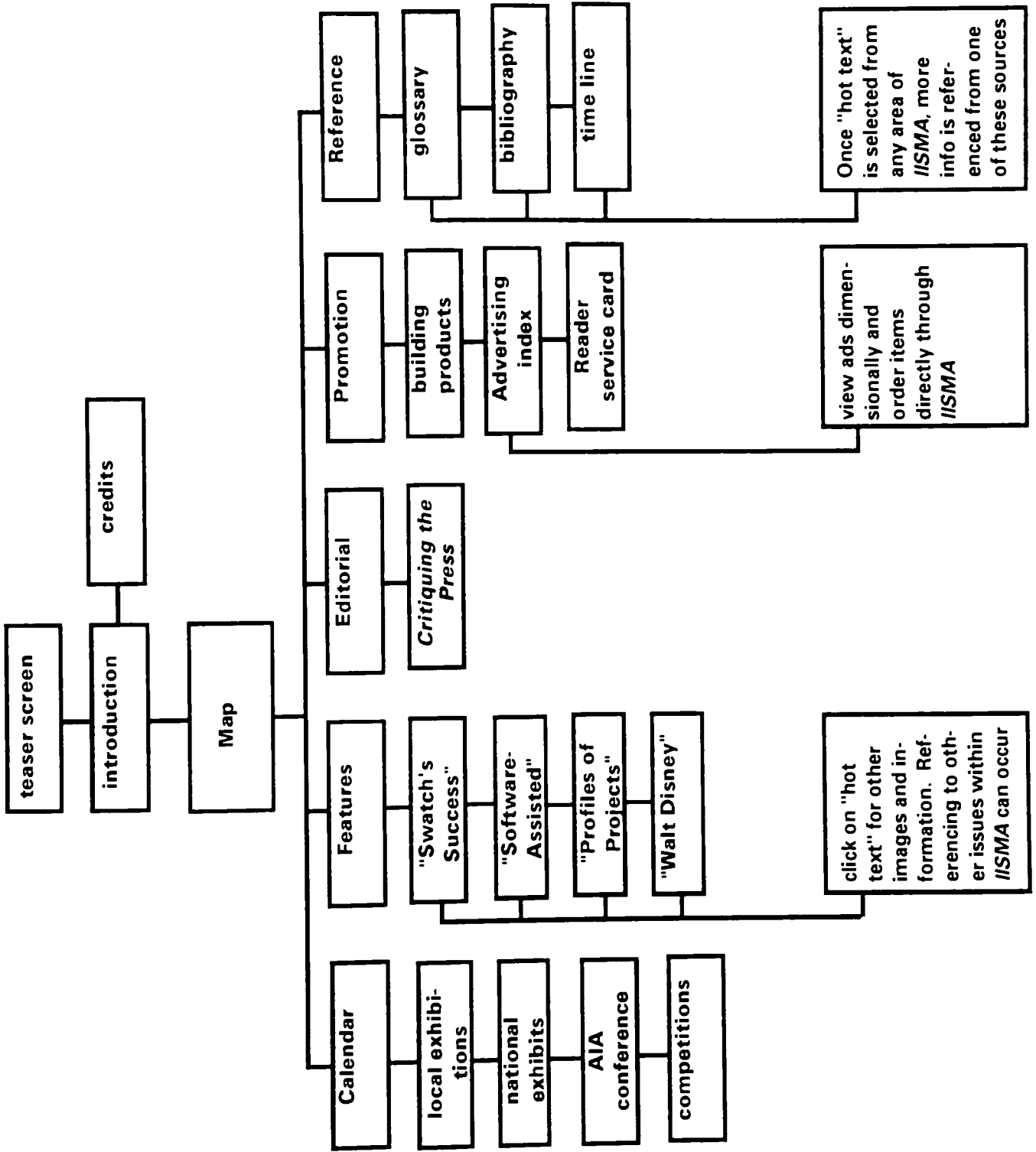
### Navigation flow



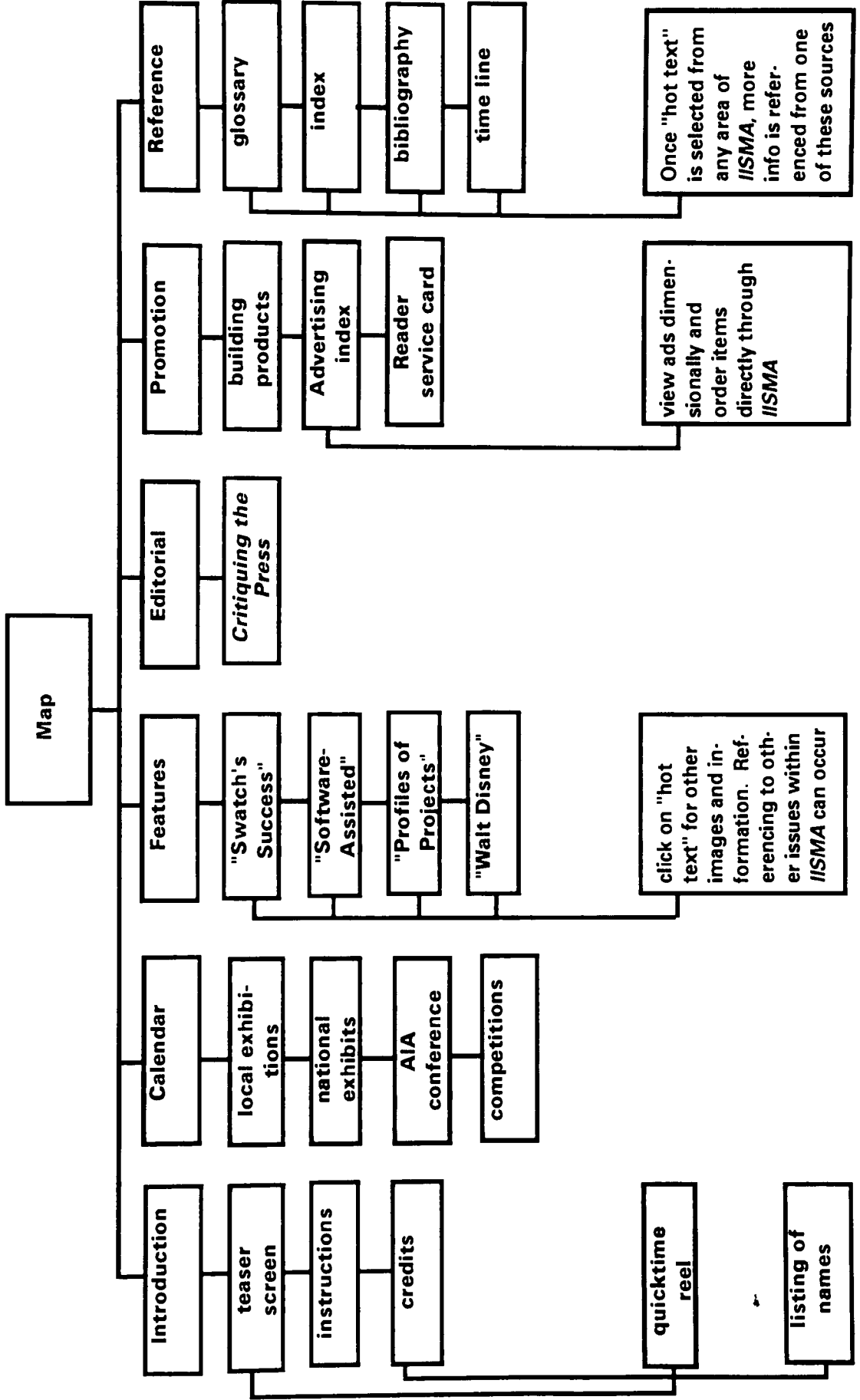
**Navigation flow\***



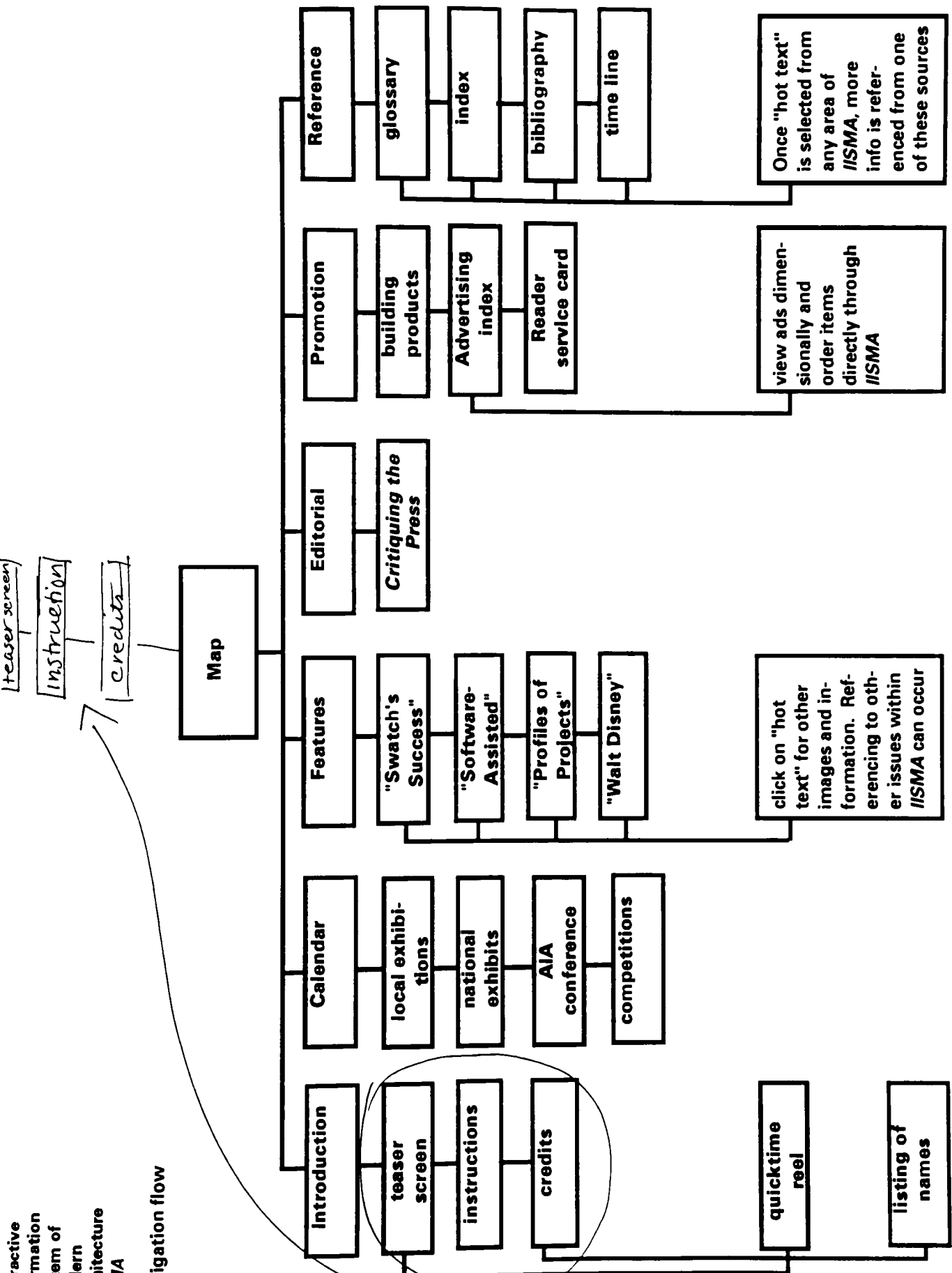
\*The user will be able to flow to any part of the stack through the use of buttons, hot text and arrows.



Navigation flow

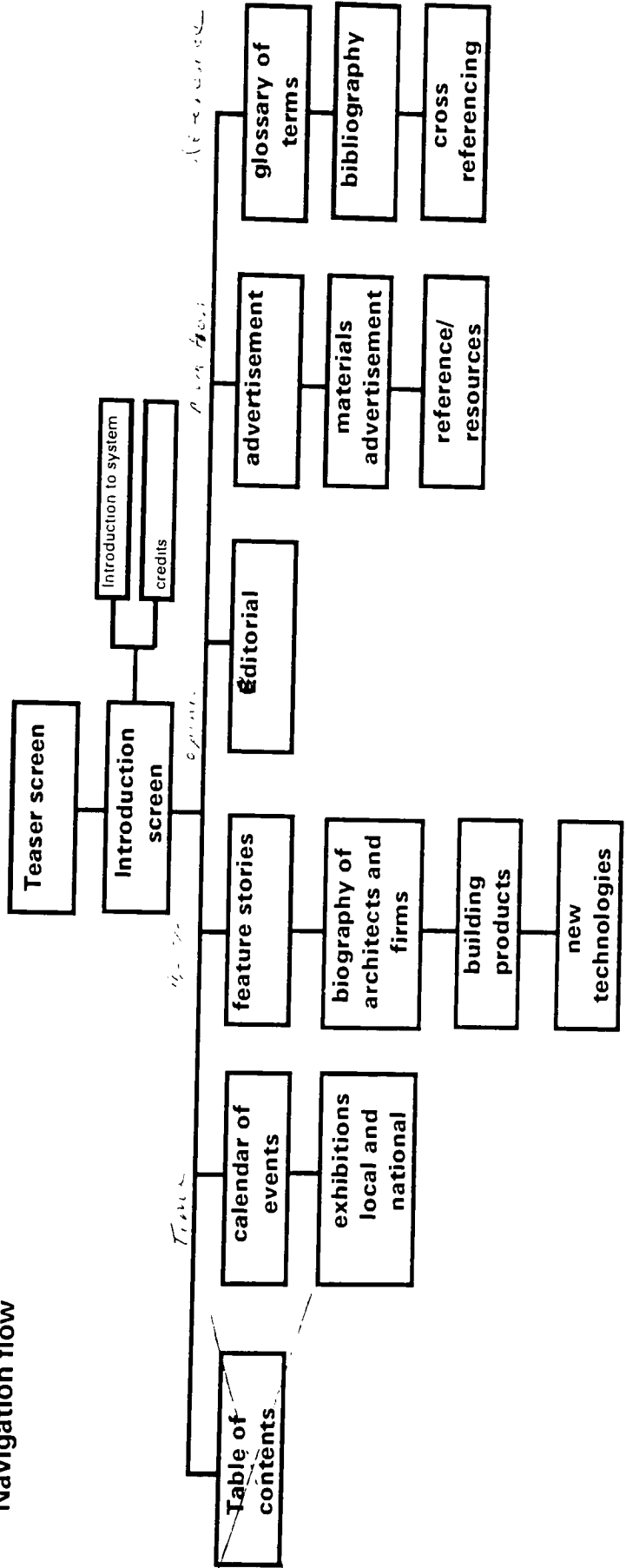


Navigation flow





### Navigation flow



- make some navigation  
links  
- make some navigation links  
- make some navigation links  
- make some navigation links  
- make some navigation links

**Appendix IV**

Interface design

## Architectural Highlights

### Architects and Power

During the affirmative action years of the late 1960's African -American students who had been recruited to Columbia University's School of Architecture spent endless hours discussing this profession's powerlessness to affect the built environment in any significant way- a powerlessness that seemed to make it especially difficult to serve our community or attract our people to the field. It was depressingly apparent to us that even "guru" architects were upstaged by developers, real estate tycoons, and politicians. For this reason, more than a few of the African-Americans who studied architecture during this period opted out of the field to pursue careers in law or business. Today as demographers point to increasing numbers of persons of color in the general populace, the possibility for recruiting

minorities into architecture continues to be arguable. It is still abundantly clear that this predominantly white male profession is quite ineffectual in the larger scheme of things, and that many minorities who are interested in environmental issues believe that law and business offers surer routes to positions of influence. I fundamentally disagree with this perspective and would like to propose to those of you interested in the inseparable tasks of diversifying and empowering the profession that the route to all power is through knowledge. Attorneys have political power because knowledge of the legal system that they, in fact, create. Financiers have economic power because they have knowledge of the structure of private enterprise that forms the basis of capitalism. Physicians have medical power

scanned images

scanned images

scanned images

forward

backward

map

home

help

IISMA

# Table of Contents

**IISMA**

**Interactive  
Information  
System of  
Modern  
Architecture**

*click on any topic*

Introduction to system

Feature Story I *The Secret to Swatch's Success*

Feature Story II *Software-Assisted Code Compliance*

Architectural highlights

Building Products

New Technologies

Product Advertisement

Materials Advertisements

Calendar of Events

Exhibitions

Glossary

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**IISMA**

# Introduction to IISMA

## IISMA

Interactive  
Information  
System of  
Modern  
Architecture

Welcome to IISMA, the world's only interactive media program designed exclusively for practicing architects. Throughout this program, you have the option of accessing information just by clicking the mouse on any area of interest. For instance, if you wanted to read the Calendar of Events, just click on it in the Table of Contents section by using the mouse. If you ever have any difficulty in using this program, just click on the "Help" box located at the bottom right section of the screen. Italicized words within the text of the feature articles indicate "hot text." You can click on the word to find out more about the meaning of the word or

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## Calendar of Events

### *Exhibitions June through August 1993*

**New York.** "John Lautner, Architect" was organized by students at the School for Applied Arts in Vienna; original drawings and photographs, and models of his residential commissions are exhibited. National Institute for Architectural Education. Through June 5.

**New York.** Recent work by London-based Future Systems. Storefront for Art & Architecture. Through June 6

**Montreal.** John Hejduk's Lancaster/Hanover Masque-produced between 1979 and 1983-is on display at the Canadian Centre for Architecture. Through June 21.

**New York.** Prototypes, drawings, and photographs chronicle the design process undertaken by Frank Gehry for his bentwood collection for the Knoll Group. American Craft Museum. Through August 2.

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**IISMA**

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## Feature Story

### *The Secret Behind Swatch's Retail Design Success*

Swatch, the high profile, trendsetting watch manufacturer, has recently opened, at key New York City locations, the first three of a planned 30 free-standing Swatch stores that will be constructed over the next three years. These stores build on the company's experience designing and implementing the small shops in department stores through which it does the bulk of its sales. The stores are intended to be highly visible presentations of the Swatch image, complementing rather than supplementing department store sales: "Department stores will always be our most important retail outlet," says Leslie Haelg, who is in charge of design for the stores. "But I believe more brands will establish their own independent shops because the greater the control a company can have over its image, the more it will make a

enhance the entire sales effort. "Swatch's free-standing stores are owned and operated by independent-jewelry retailers.

Image conscious Swatch entered the arena of retail design four years ago, when ex-Memphis designer Matteo Thun was recruited to design some fixtures for Swatch shops in European department stores. Basic store-planning concepts were also developed at the that time, including the highly successful strategy of allowing the customer to touch the product. "We have found this to be very important for sales," says Haelg. The "tester display system units," which resemble vending machines, were developed at this time to facilitate handling and close examination of the product without sacrificing security- a crucial consideration for a product that is pocketable.

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## Feature Story

### The Secret Behind Swatch's Retail Design Success

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# Glossary of Terms

**IISMA**

## Search

**Archival history:** Information and reference materials from the past.

**Advertising space:** Space expressly available for advertisers.

**Collaboration:** To work or cooperate with another, especially in literary or scientific pursuits.

**Conceptual:** A mental image especially a generalized idea formed by combining the elements of a class into the notion of one object; also a thought or opinion.

**Editorial:** An article in the newspaper, magazine or hypermedia published as the periodical's official expression of opinion of some issue.

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**IISMA**

## Feature Story II

### Software-Assisted Code Compliance

Someday, an electronic code-checker may watch over an architect's shoulder and evaluate the code compliance of a building designed on a CAD system. Although liberation from codes during the design process may sound appealing, such automation is not likely to happen soon. Many obstacles stand between electronically guided compliance and existing programs. They include the complexity of and variations among U.S. building codes and the difficulty of creating compatible computer representations of rules and building descriptions (although "expert" systems may solve this latter difficulty in the future). In the meantime, existing technology provides some relief to architects through electronic code books and code-checking procedures. All three national building codes are now part of the Construction

Criteria Base (CCB) CD-ROM disk available from the National Institute of Building Sciences in Washington, D.C. These are the Uniform Building Code (UBC) from the International Conference of Building Officials (ICBO) in Whittier, California; the Standard Building Code (SBC) from the Southern Building Code Congress International (SBCCI) in Birmingham, Alabama; and the National Building Code from the Building Officials and Code Administrators (BOCA) in Country Club Hills, Illinois. The CCB presents the electronic equivalent of the codes' texts, so architects can search for particular material by specifying key-words.

Each code-writing organization publishes its own software. BOCA offers the National Building,

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IISMA

# IISMA

Feature story I

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Issues available	National exhibits	<i>An ergonomic Seabee</i>		Classifieds	Bibliography
Credits	AIA meetings	<i>Pacific Forum at meets Manhattan</i>		Reader service card	
	Competitions	<i>Profiles of Winning Firms</i>			

IISMA

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Using IISMA	Local exhibits	<i>Home of the Forest</i>	<i>Coaster Reassess</i>	New products and literature	Glossary of Terms
Issues available	National exhibits	<i>Form Invigorates Function</i>		Classifieds	Bibliography
Credits	AIA meetings	<i>Studies in the Streets</i>		Reader service card	
	Competitions	<i>Profiles of Winning Firms</i>			

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introduction	calendar	features	editorial	promotional	reference
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Using IISMA	Local exhibits	<i>A Pole Barn with Panache</i>	<i>Critiquing the Press</i>	New products and literature	Glossary of Terms
Issues available	National exhibits	<i>Ebel Swirion at Cranbrook</i>		Classifieds	Bibliography
Credits	AIA meetings	<i>Suburban Subversion</i>		Reader service card	
	Competitions	<i>Profiles of Winning Firms</i>			

IISMA

## Calendar of Events

Local Exhibits/New York

Winter 1993

**Kareemak: Project of Roosevelt Island** Site-specific sculptural installation at James Renwick Jr.'s 1859 Smilgok Hospital by the artist, for whom the ruin stands as a metaphor for the sickly and lost. Information: 824.2104. Through November 3.

**Hedjak's Lascater** *Alasver* Masques produced between 1979 and 1983 is on display. AIA New York. Call 212.454.1243 for more information.

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IISMA

## Calendar of Events

National Exhibits

Winter 1993

**New Laserbees from Xerox.** The Xerox corporation is exhibiting computer prototypes specifically programmed for architectural and industrial design. Show opens in Milwaukee. 414.223.3200. Through November 8.

**Silva Kapl.** Lecture by the furniture maker, part of the Patricia and Philip Frost Craft Lecture Series. 3 pm. Free. Renwick Gallery, National Museum of American Art, Washington, DC. 202.273.2833.

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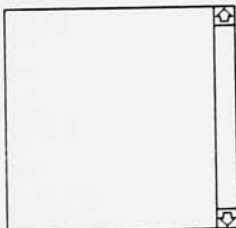
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IISMA

## AIA Meetings

Winter 1993



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IISMA

## Feature Story I

A Pole Barn with Panache

Winter 1993

Architect Jerry Wells has never been one to follow stylistic trends. So when he sat down to pen the first sketches of a weekend house for a Washington, DC client, his thoughts ran more along the lines of typical summer camp cabins—a kind of rustic Boy Scout pavilion with primitive facilities, a wood stove, and a large screened porch.

His client had other ideas. She loved the hiking and skiing in the woods around the Shesapeake National Park and often brought her young son along to escape the noise of the city. But eight years of renting unheated cabins with outdoor pines was

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Feature Story II

*Eliel Saarinen at Cranbrook*

Winter 1993

Time out of mind, men and women of goodwill have debated the question of whether the arts are capable of being formally taught, and if so, by what means. In older days, kings and queens would summon artists to their courts, not only in order to secure examples of their handwork and to gain the prestige of associating with them, but in the hope that the artists would be able to transmit their talents to potential artists of succeeding generations. In America we have chosen to do without royal patronage, but on at least one occasion a rich man, dissatisfied with our attempts to teach the arts in schools, tried an experiment similar to those carried out in

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IISMA

Feature Story III

*Suburban Subversion*

Winter 1993

Incongruous in its middle-class, suburban setting of St. Cloud, the Villa DuFave by Rem Koolhaas makes the welcome return of an architectural approach to single-family dwellings that has been virtually absent from France for the last 50 years.

Intolerable to its neighbors, unacceptable to French planning authorities—even LeCorbusier probably could not obtain building permits for his Modern houses now—the house is set on a narrow lot of some 7000 square feet sloping down to the east, where a strict interpretation of zoning laws would have made it difficult to build any conventional structure. The

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IISMA

Profiles of Winning Firms

Winter 1993

Andres Duany and Elizabeth Plater Zyberk, Architects and Terry Plessers, Miami. Founded 1980 (members of Architectonica 1976-1980); 15 professionals, 4 registered; other office in Gaithersburg, MD

Andres Duany, AIA, BA (Architecture and Urban Planning, Princeton 1971; MArch, Yale, 1974) Adjunct Professor of Architecture, U. Miami

Bernidge Leshberg Greenberg, Toronto, ON, Canada. Founded, 1981 (previously Bernidge

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IISMA

Editorial

*A Future for Preservation?*

Winter 1993

Growing up in Cleveland, with an interest in architecture, I was drawn to the ornate, 19th-Century Arcade at the far end of Euclid Avenue, the city's major commercial street. I remember taking the bus down Euclid, with its busy intersections and miles of high-quality old buildings, to arrive at the Arcade's large dusty canyon of space, where I spend hours browsing among the used books in the ground-floor shop, gazing at the renderings and models displayed in the architects' offices that ringed the upper balconies, and eavesdropping on

Editor:  
Serena Balfour

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IISMA

Winter 1993

click on bold title  
to go to reader  
service card

**Table Lamps**  
Milanese architect Matteo Thun has added table lamps and wall-mounted versions to his "Art Collection" lighting fixtures. Black marble or brass nickel-plated base and head are connected by a stainless steel stem. *Woka Lamps Vienna.*  
*ask for 100 on our clear as price card*

**New Curtain Wall System**  
The "Vector Curtain Wall System" is a new "high-performance, versatile stack curtain wall." Thermal efficiency, full-depth gutters at window heads for condensation control, and resistance to

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IISMA

## Classifieds

**Situation Open**

Winter 1993

**Associate Professor, Building Construction Program, Virginia Polytechnic Institute and State University**  
*Qualifications:*  
Candidates should hold a B.S. and M.S. as a minimum with Ph.D. preferable in construction, architecture, and architectural engineering, civil engineering, mechanical engineering or engineering technology, and appropriate construction industry experience preferred (including field and project management and administration experience)

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## Reader Service Card

Winter 1993

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Your Organization (click on Δ):

Δ Architectural or A/E  
Δ Contractor or builder  
Δ Design Firm

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new products



IISMA

## Bibliography

Winter 1993

Cohen, Jean-Louis. "Suburban Subversion." *Progressive Architecture*, April 1992, 115-117.

Gill, Brendan. "Eliel Saarinen at Cranbrook." *Architectural Digest*, April 1993, 28-33.

Mays, Vernon. "A Pole Barn with Panache." *Progressive Architecture*, April 1992, 100-104.

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## Using IISMA

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The "forward" command allows you to browse forward through and issue.

The "backward" command allows you to review screens that were previously seen.

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## Credits

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Calendar of Events

Local Exhibits/ New York

Spring 1993

Welcome To your Second Home: Ethnic Social Clubs in New York. Exhibition exploring the rise, fall, and renewal of the ethnic social clubs from the 1840s to the present, reflecting the three great waves of immigration into New York City. Museum of the City of New York, Fifth Avenue at 103rd Street. 534.1672. Through Feb. 28.

Designing New York. Waterfront, park and subway projects. Museum of the City of New York.

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Calendar of Events

National Exhibits

Spring 1993

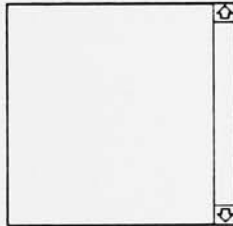
Czech Cubism: Architecture and Design: Exhibition of works by Czech architects and designers between 1910 and 1925, including furniture, ceramic pieces, photographs, drawings of realized architecture projects, and renderings of visionary projects. The University of the Arts, Rosenwald-Wolf Gallery, 333 S. Broad Street, Philadelphia. Call 215.875.1116. Through September 7.

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AIA Meetings

Winter 1993



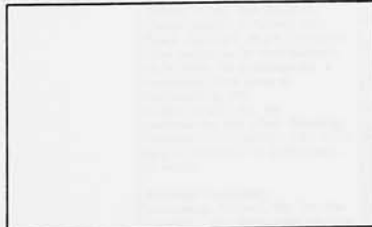
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IISMA

Competitions

Spring 1993

△ AIA New York is sponsoring a competition for student Architects to design an addition to the Nassau county Public library.



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IISMA

## Feature Story I

Landmarks: TWA Terminal

Spring 1993

When New York's Idlewild Airport (now Kennedy Airport) was completed in the early 1960s, it was unlike any other such place. Not only was it one of the largest airports in the world, but it took the unprecedented approach of having separate terminals owned and operated by various airlines. These privately operated terminals were, in turn, connected by an unusual amount of public space. Generous parking lots, broad pedestrian plazas, plus fountains, pools, and chapels. Idlewild reflected the public confidence and corporate ambitions of that era.

By comparison, JFK, in its current state,

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IISMA

## Feature Story II

Aerodynamic Schools

Spring 1993

Marceau, a French-Canadian architect of soaring dynamism and enthusiasm. She leaves many significant decisions to the bands, but they know she is ultimately responsible for the spending of the federal money, and she guides them with a firm hand. Architect selection is done through requests for proposals, and the choices are made by the bands on the basis of her analysis of the respondents.

When the proposals for this school came in, the chief of the band looked at them and said to Marceau "I don't know what's in those things; you make the choice." She replied

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IISMA

## Feature Story III

Pacific Northwest meets Manhattan

Spring 1993

overwhelmed by objects, into a light-filled loft space designed to display the couple's astonishing collection of Northwest Coast Indian totems, spirit masks, ceremonial rattles and feast bowls.

The story began twenty-five years ago when the acquisitive collector started buying inexpensive Pueblo Indian pottery on a trip to Arizona and fell in love with native American art. When her sister her a Northwest Coast Indian mask from a gallery in Portland, Oregon, she got hooked on the dark, totemic forms made by the seban tribes of Indians who live and fish on the spectacular rugged coast of British Columbia and Alaska. Her

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## Profiles of Winning Firms

Spring 1993

Andree Duany and Elizabeth Plater-Zyberk, Architects and Town Planners, Miami. Founded 1980 (members of Architectonica 1976-1980); 15 professionals, 4 registered; other office in Gaithersburg, MD.  
Andree Duany, AIA, BA (Architecture and Urban Planning). Princeton 1971; MArch, Yale, 1974. Adjunct Professor of Architecture, U. Miami.

Berridge Lewinberg Greenberg, Toronto, ON, Canada. Founded, 1981 (previously Berridge

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IISMA

Critics like to question everything but their own assumptions and methods. That pithy observation by the French philosopher, Jacques Derrida, is certainly true of the US architectural magazines. We criticize building designs and scrutinize the ideas behind them, but we have a hard time examining our own preconceptions and traditions.

For proof, compare the upheavals that have occurred in the field of architecture over the last four decades with the relatively few

Editor:  
Serena Bellour

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IISMA

New Products and literature

click on bold title to go to reader service card

**Laminated Glass Basin**

Two layers of glass are laminated to produce the shatter-resistant "Vizafarm" sink, said to be more durable than standard porcelain, is designed for both commercial and residential applications. Standard colors include clear, Starfire, bronze, gray, black, peach, and blue, with a clear or frosted finish. Cherry Creek, select 100 on reader service card

**New Curtain Wall System**

The "Vector Curtain Wall System" is a new "high-performance, versatile stick curtain wall." Thermal efficiency

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IISMA

Classifieds

*Situation Open*

Associate Professor, Building Construction Program, Virginia Polytechnic Institute and State University

**Qualifications:**  
Candidates should hold a B.S. and M.S. as a minimum with Ph.D. preferable in construction, architecture, and architectural engineering, civil engineering, mechanical engineering or engineering technology, and appropriate construction industry experience preferred (including field and project management and administration experience)

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- Contractor or builder
- Design Firm

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## Bibliography

Spring 1993

Canty, Donald. "Aerodynamic Schools," *Progressive Architecture*, May 1992, 142-144.

Cohen, Jean-Louis. "Suburban Subversion," *Progressive Architecture*, April 1992, 117-121.

Leubkeman, Christopher. "Landmarks: TWA Terminal," *Progressive Architecture*, May 1992, 96-103.

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## Credits

Created by:  
Connie W. Harvey, Jr.

Theme Advisors:  
Roger Remington  
Barbara Polowy  
Mark Collier

Scripting Assistance:  
Phil Dorsey

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## Calendar of Events

Local Exhibits/New York

Summer 1993

The International Style, Again. In case you missed it the first time, "The International Style: Exhibition 15 and the Museum of Modern Art" is a 60th anniversary "reprise" of the 1932 show co-curated by Philip Johnson and Henry-Russell Hitchcock, Jr. Archival photographs and reconstructed models are presented. The show will travel. Arthur Ross Architecture Gallery, Buell Hall, Columbia University. Through August 13. For more information, call 312.864.2000.

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IISMA

## Calendar of Events

National Exhibits

Summer 1993

MIT on Urban Architecture. Cambridge, Massachusetts. "Thinking the City: 12 views from MIT" explores "new attitudes about the city." Department of Architecture faculty, working with students, used Boston as a point of departure for their investigations. MIT Museum. Call 617.767.5823 for more information.

Visionary Park Designs. Minneapolis. "The Once and Future Park," presented by the Walker Art Center and the Minneapolis College of Art and

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IISMA

## AIA Meetings

Summer 1993

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IISMA

## Competitions

Summer 1993

△ Under 18 only. Anyway still under the age of eighteen on 1 June 1993 can enter the competition mounted by local authorities in Hyogo, Japan for the design of a sculpture to be placed in the town's Children's Centre. The centre itself was designed by Tadao Ando who also sponsors the biennial competition, now in its third edition. An eleven-year-old Polish boy came first last year with a Crocus Dagon.

Name:  
Address:  
City/State/ZIP:  
Architectural Firm:  
Previous competitions:

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IISMA



## Feature Story I

*House of the Forest*

Summer 1993

For several decades in the late 19th and early 20th centuries, the rugged Adirondack area of upper New York State was the incubator for its own distinctive style of rustic residential architecture. Built for the summer recreation of rich city-dwellers, the Adirondack "great camp" buildings were far larger and more imposing than the archetypal log houses built earlier in the region. With their broad bracketed roofs, cantilevered bays, and extensive verandahs, these retreats drew on a range of precedents, from the Swiss chalet to the Indian bungalows, the Zen monastery, and the Stick Style villas of other American resorts. What distinguished them from their eclectic

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IISMA

## Feature Story II

*Form Invigorates Function*

Summer 1993

In his role as interior designer, Ronn Mann goes to great heights for his clients. And, on occasion, to some depths. In order to plan the palette for an investment banker's residence abutting the Santa Monica Mountains, Mann leapt over a poolside railing and tumbled down a cliff. When he scrambled up a quarter hour later, he had camel-and-purty colored earth in his pockets and a bouquet of indigenous ocher plants in his arms.

Later, client and designer hiked over to the next ridge to inspect the site from a distance and looked back to the gray-blue structure

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IISMA

## Feature Story III

*Stadium in the Stadt*

Summer 1993

It is no coincidence that the Latin word stadium, meaning stage, and the German word stadt, meaning city, are so similar. The city was once conceived of as a kind of a stage, a place to see and be seen, and stadiums once stood in or near the center of cities, a place for citizens to gather as well as to watch sporting events.

The new Masseri Stadium in Genoa, Italy, by Gregotti Associates, lives up to this etymology: the structure stands within the dense fabric of the city not as a remote object, but as welcome open space amidst narrow streets. Not that the architects had a choice: the

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IISMA

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Berridge Lewinberg Greenberg, Toronto, ON, Canada. Founded, 1981 (previously Berridge

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IISMA

During the 1975 recession, when economists claimed that things were looking up, Hubert Humphrey pithily replied, "When you're fat on your back, the only place you can look is up." Today many people in the design and construction industry are in the same position. The collapse of the construction industry led us into recession; with decisive Federal action, construction can lead us out, creating jobs and restoring the infrastructure network that supports a sound economy.

Editor:  
John Palmer

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IISMA

New Products and Literature

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to go to reader  
service card

**Laminated Glass Basin**  
Two layers of glass are laminated to produce the shatter-resistant "Vitalum" sink, said to be more durable than standard porcelain, is designed for both commercial and residential applications. Standard colors include clear, Starfire, bronze, gray, black, peach, and blue, with a clear or frosted finish. Cherry Creek, send 100 on reader service card

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The "Vector Curtain Wall System" is a new "high-performance, versatile stick curtain wall." Thermal efficiency.

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Classifieds

Situation Open

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City/State/Zip:  
Telephone:

Your Organization (click on Δ):

- Δ Architectural or A/E
- Δ Contractor or builder
- Δ Design Firm

backward forward map new products



IISMA

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Summer 1993

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backward forward map

IISMA

## Using IISMA

Welcome to *IISMA*, the world's only interactive media system targeted specifically toward practicing architects. The following paragraphs will provide you with information about how to navigate through the program:

To travel through the system, all navigational commands are located at the bottom of each screen. These commands include "forward," "backward" and "map."

The "forward" command allows you to browse forward through and issue.

The "backward" command allows you to review screens that were previously seen.

backward forward map

## Credits

Created by:  
Connie W. Harvey, Jr.

Thesis Advisors:  
Roger Remington  
Barbara Polowy  
Mark Collier

Scripting Assistance:  
Phil Dorsey

backward forward map

**AppendixV**

**Evaluations**

**Circle yes or no**

Did you find this interactive media system easy to use?

yes  no

Was the design of the interface visually appealing?

yes  no *Very clean, easy to understand how it works..*

Would you want to use this type of interactive system for your profession?

yes  no

When you browse through magazines, do you look at the advertisements?

yes  no

**Short answer**

What topics of interest do you look for in a magazine? (sports, fashion, travel etc.) *fashion*

What sort of things become "stale" by the time you receive a magazine?

**Additional comments:**

**Evaluation:**

**4.30.93**

**Circle yes or no**

Did you find this interactive media system easy to use?  
yes no

Was the design of the interface visually appealing?  
 yes no

Would you want to use this type of interactive system for your profession?  
 yes no

When you browse through magazines, do you look at the advertisements?  
 yes no

**Short answer**

What topics of interest do you look for in a magazine? (sports, fashion, travel etc.)  
FASHION - SPORTS - WORLDWIDE

What sort of things become "stale" by the time you receive a magazine?

**Additional comments:**

**Circle yes or no**

Did you find this interactive media system easy to use?

yes no

Was the design of the interface visually appealing?

yes no

Would you want to use this type of interactive system for your profession?

yes no

When you browse through magazines, do you look at the advertisements?

yes no

**Short answer**

What topics of interest do you look for in a magazine? (sports, fashion, travel etc.) *Key Article the informational part of the magazine*

What sort of things become "stale" by the time you receive a magazine?

*TOO MANY ADS detracts from info*

**Additional comments:**

*I feel that it is Hyperway of looking at information will be the wave of the future I ALSO feel that by absorbing information in different ways one can increase the level of comprehension this is good my only concern is the fact that reading information on a computer monitor is stressful on the eye possibly in the future this bridge will be crossed*

*congratulations*

**Evaluation:**

**4.30.93**

**Circle yes or no**

Did you find this interactive media system easy to use?

yes   no

Was the design of the interface visually appealing?

yes   no

Would you want to use this type of interactive system for your profession?

yes   no

When you browse through magazines, do you look at the advertisements?

yes    no

**Short answer**

What topics of interest do you look for in a magazine? (sports, fashion, travel etc.)

What sort of things become "stale" by the time you receive a magazine?

*ads - editorial page*

**Additional comments:**



Evaluation:

4.30.93

**Circle yes or no**

Did you find this interactive media system easy to use?  
 yes  no

Was the design of the interface visually appealing?  
 yes  no

Would you want to use this type of interactive system for your profession?  
 yes  no

When you browse through magazines, do you look at the advertisements?  
 yes  no

**Short answer**

What topics of interest do you look for in a magazine? (sports, fashion, travel etc.)  
*Computer ~~and~~ software*

What sort of things become "stale" by the time you receive a magazine?  
*Current events - things that are already known*

**Additional comments:**

18. Reliability of the system	unreliable	reliable	
	1 2 3 4 5 6 7 8 9		NA
18.1 Operations are	undependable	dependable	
	1 2 3 4 5 6 7 8 9		NA
18.2 System failures occur	frequently	seldom	
	1 2 3 4 5 6 7 8 9		NA
18.3 System warns the user about potential problems	never	always	
	1 2 3 4 5 6 7 8 9		NA
19. System tends to be	noisy	quiet	
	1 2 3 4 5 6 7 8 9		NA
19.1 Mechanical devices such as fans, disks, and printers	noisy	quiet	
	1 2 3 4 5 6 7 8 9		NA
19.2 Computer tones, beeps, clicks, etc.	annoying	pleasant	
	1 2 3 4 5 6 7 8 9		NA
20. Correcting your mistakes	difficult	easy	
	1 2 3 4 5 6 7 8 9		NA
20.1 Correcting typos or mistakes	complex	simple	
	1 2 3 4 5 6 7 8 9		NA
20.2 Ability to undo operations	inadequate	adequate	
	1 2 3 4 5 6 7 8 9		NA
21. The needs of both experienced and inexperienced users are taken into consideration	never	always	
	1 2 3 4 5 6 7 8 9		NA
21.1 Novices can accomplish tasks knowing only a few commands	with difficulty	easily	
	1 2 3 4 5 6 7 8 9		NA
21.2 Experts can use features/shortcuts	with difficulty	easily	
	1 2 3 4 5 6 7 8 9		NA

14. Tasks can be performed in a straight-forward manner	never 1 2 3 4 5 6 7 8 9	always	NA
14.1 Number of steps per task	too many 1 2 3 4 5 6 7 8 9	just right	NA
14.2 Steps to complete a task follow a logical sequence	rarely 1 2 3 4 5 6 7 8 9	always	NA
14.3 Completion of sequence of steps	unclear 1 2 3 4 5 6 7 8 9	clear	NA
15. Help messages on the screen	confusing 1 2 3 4 5 6 7 8 9	clear	NA
15.1 Accessing help messages	difficult 1 2 3 4 5 6 7 8 9	easy	NA
15.2 Content of help messages	confusing 1 2 3 4 5 6 7 8 9	clear	NA
15.3 Amount of help	inadequate 1 2 3 4 5 6 7 8 9	adequate	NA
16. Supplemental reference materials	confusing 1 2 3 4 5 6 7 8 9	clear	NA
16.1 Tutorials for beginners	confusing 1 2 3 4 5 6 7 8 9	clear	NA
16.2 Reference manuals	confusing 1 2 3 4 5 6 7 8 9	clear	NA

## PART D: SYSTEM CAPABILITIES

17. System speed	too slow 1 2 3 4 5 6 7 8 9	fast enough	NA
17.1 Response time for most operations	too slow 1 2 3 4 5 6 7 8 9	fast enough	NA
17.2 Rate information is displayed	too slow 1 2 3 4 5 6 7 8 9	fast enough	NA

Identification number: \_\_\_\_\_

Age: \_\_\_\_\_

Sex:  male  female**Part 1: Type of System to be Rated**

1. Name of software: \_\_\_\_\_ Name of hardware: \_\_\_\_\_

2. Length of time you have worked on this system

- |  |   |
|--|---|
| <input type="checkbox"/> less than 1 hour              | <input type="checkbox"/> 6 months to less than 1 year |
| <input type="checkbox"/> 1 hour to less than 1 day     | <input type="checkbox"/> 1 year to less than 2 years  |
| <input type="checkbox"/> 1 day to less than 1 week     | <input type="checkbox"/> 2 years to less than 3 years |
| <input type="checkbox"/> 1 week to less than 1 month   | <input type="checkbox"/> 3 years or more              |
| <input type="checkbox"/> 1 month to less than 6 months |   |

3. Average usage per week

- |   |  |
|---|--|
| <input type="checkbox"/> less than one hour       | <input type="checkbox"/> 4 to less than 10 |
| <input type="checkbox"/> one to less than 4 hours | <input type="checkbox"/> over 10 hours     |

**Part 2: Past Experience**

1. How many different types of computer systems (e. g., main frames and personal computers) have you worked with?

- |                               |                                      |
|-------------------------------|--------------------------------------|
| <input type="checkbox"/> none | <input type="checkbox"/> 3-4         |
| <input type="checkbox"/> 1    | <input type="checkbox"/> 5-6         |
| <input type="checkbox"/> 2    | <input type="checkbox"/> more than 6 |

2. Of the following devices, software, and systems, check those that you have personally used and are familiar with:

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> keyboard        | <input type="checkbox"/> text editor            | <input type="checkbox"/> color monitor        |
| <input type="checkbox"/> numeric key pad | <input type="checkbox"/> word processor         | <input type="checkbox"/> time-share system    |
| <input type="checkbox"/> mouse           | <input type="checkbox"/> file manager           | <input type="checkbox"/> personal computer    |
| <input type="checkbox"/> light pen       | <input type="checkbox"/> electronic spreadsheet | <input type="checkbox"/> lap computer         |
| <input type="checkbox"/> touch screen    | <input type="checkbox"/> electronic mail        | <input type="checkbox"/> computer magazines   |
| <input type="checkbox"/> track ball      | <input type="checkbox"/> computer games         | <input type="checkbox"/> computer user' group |
| <input type="checkbox"/> joy stick       | <input type="checkbox"/> video games            | <input type="checkbox"/> floppy disks         |

**Part 3: User Evaluation of an Interactive Computer System**

Please circle the numbers which most appropriately reflect your impressions about using this computer system. Not Applicable = NA. Please add your written comments below the corresponding item.

Overall reactions to the system:

terrible                      wonderful  
1 2 3 4 5 6 7 8 9      NA

frustrating                      satisfying  
1 2 3 4 5 6 7 8 9      NA

dull                              stimulating  
1 2 3 4 5 6 7 8 9      NA

difficult                              easy  
1 2 3 4 5 6 7 8 9      NA

inadequate power      adequate power  
1 2 3 4 5 6 7 8 9      NA

rigid                              flexible  
1 2 3 4 5 6 7 8 9      NA

**PART A: SCREEN**

1. Characters on the computer screen

hard to read                      easy to read  
1 2 3 4 5 6 7 8 9      NA

1.1 Image of characters

fuzzy                              sharp  
1 2 3 4 5 6 7 8 9      NA

1.2 Character shapes (fonts)

barely legible                      very legible  
1 2 3 4 5 6 7 8 9      NA

2. Highlighting on the screen makes task easier

not at all                              very much  
1 2 3 4 5 6 7 8 9      NA

2.1 Use of reverse video

unhelpful                              helpful  
1 2 3 4 5 6 7 8 9      NA

2.2 Use of blinking

unhelpful                              helpful  
1 2 3 4 5 6 7 8 9      NA

3. Screen layouts make tasks easier

never                              always  
1 2 3 4 5 6 7 8 9      NA

3.1 Amount of information that can be displayed on screen

inadequate                              adequate  
1 2 3 4 5 6 7 8 9      NA

3.2 Arrangement of information on screen

illogical                              logical  
1 2 3 4 5 6 7 8 9      NA

4. Sequence of screens	confusing 1 2 3 4 5 6 7 8 9	clear 1 2 3 4 5 6 7 8 9	NA
4.1 Next screen in a sequence	unpredictable 1 2 3 4 5 6 7 8 9	predictable 1 2 3 4 5 6 7 8 9	NA
4.2 Going back to the previous screen	impossible 1 2 3 4 5 6 7 8 9	easy 1 2 3 4 5 6 7 8 9	NA
4.3 Beginning, middle and end of tasks	confusing 1 2 3 4 5 6 7 8 9	clearly marked 1 2 3 4 5 6 7 8 9	NA

## PART B: TERMINOLOGY AND SYSTEM INFORMATION

5. Use of terms throughout system	inconsistent 1 2 3 4 5 6 7 8 9	consistent 1 2 3 4 5 6 7 8 9	NA
5.1 Task terms	inconsistent 1 2 3 4 5 6 7 8 9	consistent 1 2 3 4 5 6 7 8 9	NA
5.2 Computer terms	inconsistent 1 2 3 4 5 6 7 8 9	consistent 1 2 3 4 5 6 7 8 9	NA
6. Terminology relates to the work you are doing	unrelated 1 2 3 4 5 6 7 8 9	related 1 2 3 4 5 6 7 8 9	NA
6.1 Computer terminology is used	too frequently 1 2 3 4 5 6 7 8 9	appropriately 1 2 3 4 5 6 7 8 9	NA
6.2 Terms on the screen	ambiguous 1 2 3 4 5 6 7 8 9	precise 1 2 3 4 5 6 7 8 9	NA
7. Messages which appear on screen	inconsistent 1 2 3 4 5 6 7 8 9	consistent 1 2 3 4 5 6 7 8 9	NA
7.1 Position of instructions on the screen	inconsistent 1 2 3 4 5 6 7 8 9	consistent 1 2 3 4 5 6 7 8 9	NA
8. Messages to the user	confusing 1 2 3 4 5 6 7 8 9	clear 1 2 3 4 5 6 7 8 9	NA
8.1 Instructions for commands or choices	confusing 1 2 3 4 5 6 7 8 9	clear 1 2 3 4 5 6 7 8 9	NA
8.2 Instructions for correcting errors	confusing 1 2 3 4 5 6 7 8 9	clear 1 2 3 4 5 6 7 8 9	NA

9. Computer keeps you informed about what it is doing	never 1 2 3 4 5 6 7 8 9	always	NA
9.1 Performing an operation leads to a predictable result	never 1 2 3 4 5 6 7 8 9	always	NA
9.2 User can control amount of feedback	never 1 2 3 4 5 6 7 8 9	always	NA
10. Error messages	unhelpful 1 2 3 4 5 6 7 8 9	helpful	NA
10.1 Error messages clarify the problem	never 1 2 3 4 5 6 7 8 9	always	NA
10.2 Phrasing of error messages	unpleasant 1 2 3 4 5 6 7 8 9	pleasant	NA
<b>PART C: LEARNING</b>			
11. Learning to operate the system	difficult 1 2 3 4 5 6 7 8 9	easy	NA
11.1 Getting started	difficult 1 2 3 4 5 6 7 8 9	easy	NA
11.2 Learning advanced features	difficult 1 2 3 4 5 6 7 8 9	easy	NA
11.3 Time to learn to use the system	slow 1 2 3 4 5 6 7 8 9	fast	NA
12. Exploration of features by trial and error	discouraged 1 2 3 4 5 6 7 8 9	encouraged	NA
12.1 Exploration of features	risky 1 2 3 4 5 6 7 8 9	safe	NA
12.2 Discovering new features	difficult 1 2 3 4 5 6 7 8 9	easy	NA
13. Remembering names and use of commands	difficult 1 2 3 4 5 6 7 8 9	easy	NA
13.1 Remembering specific rules about entering commands	difficult 1 2 3 4 5 6 7 8 9	easy	NA

Sample Copy

**Appendix VI**

Supplemental posters



# What is *IISMA*®?

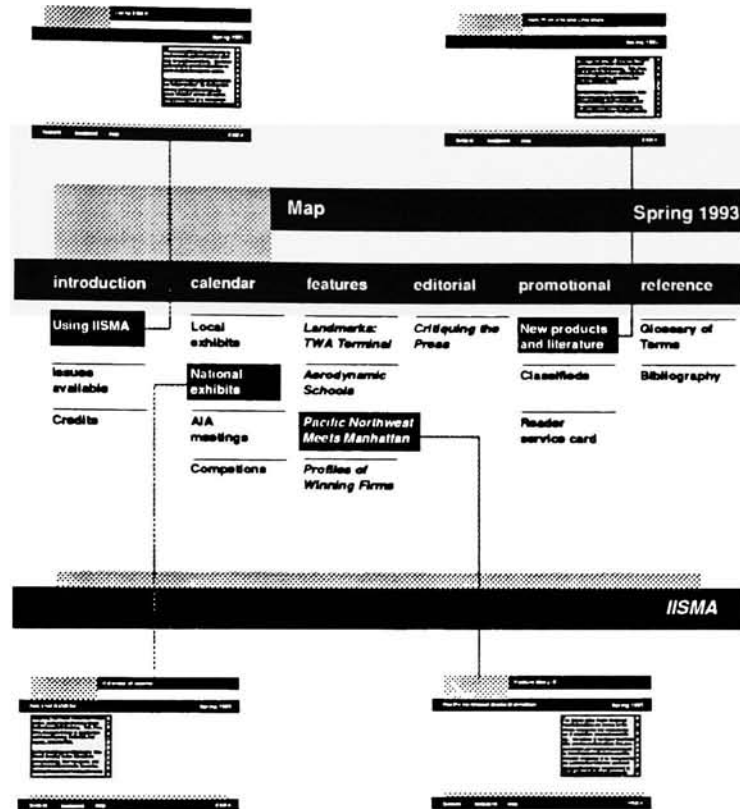
*Interactive information system of modern architecture*

"Digital technology is a great big unknown, and after all, a mystery is the most stimulating force in unleashing the imagination." —Rudy Vanderkaas, *Emigre* magazine

*IISMA* is the world's first interacting journal designed specifically for practicing architects. It provides users with an information network that highlights current trends in architectural design, building materials, current architectural exhibits and more. What makes *IISMA* unique is its ability connect the user with information from other issues, order building products, and provide definitions for architectural terms with the click of a button.

This prototype pays close attention to design aesthetics attempts to avoid overdone visual and sound gimmicks. The design of the interface should be clear and easy to understand. Interactive media has simultaneously evolved with other aspects of the computer age and it is important that designers of interactive systems take into consideration the user of the program. *IISMA*'s goal is to consider the user, an architect, who wants to keep abreast of all that is current in the profession of architecture without denying the architect certain design principles. Welcome to the 21st century, welcome to *IISMA*.

# How IISMA® works



To begin the program, the user will navigate through the area shown above called the "Map." The files listed in the black bar at the top represent the categories from which to choose. The texts located below each category represent the selections that the user may select by clicking on these buttons with the "mouse" of the computer.

Once the user has selected the first card, the words "forward," "backward," and "map" will appear at the bottom of the screen. These are the commands that will assist the user in navigating smoothly through each screen. By clicking the forward or backward buttons, the user is able to browse through that issue in a linear manner (similar to turning the pages of a magazine).

The word "map" will return the user to the Map screen. From this point, navigation can again occur by selecting on any of the categories.

Words that are in bold letters within the text of any of the "feature story" categories denotes "hot text." By clicking once onto these words, the user is able to gain a further definition of that word. This unique feature puts a glossary onto the same screen as the feature story. When the cursor clicks the glossary area again, it will disappear, allowing continuation of text reading.

# IISMA® departments

## Feature Story III

Pacific Northwest Meets Manhattan

Spring 1993

The Native of the Pacific Northwest Coast Indian tribes are famous for the potlatch ceremonies that celebrate the joys of acquisition, possession and display. The native of the Upper East Side tribes who live on Manhattan's Park Avenue collector, her reluctant husband and the Palm Beach architect who used the minimalist vocabulary of Le Corbusier to turn a somber four-bedroom apartment dripping with moldings overwhelmed by objects, into a light-filled loft space de-

forward

backward

map

IISMA

Each issue of *IISMA* highlights a variety of categories. This prototype contains three issues, Winter, Spring and Summer 1993. Each issue includes three feature stories. The feature story shown above is an illustrated article about an architect's renovated home in New York City. Words within the text denoted by bold letters indicate "hot text" in which the user can gain a further definition of the word by clicking onto it once.

Other feature stories include articles about vacation homes, an innovative design for an elementary school, a look at an airport terminal 25 years after construction and articles on home interiors. This prototype attempts to include a broad range of subjects related to architecture, thereby providing the opportunity to link related topics from several issues. The idea of featuring articles is not merely to emulate a printed magazine format, but to provide a foundation for other experimentation within the prototype.

Perhaps the printed magazine will not be replaced by interactive media. Interactive media should only attempt to provide an alternative, if not an extension of the magazine as an information system.

**Appendix VII**

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3  
MAY 18, 1997

14  
MAY 18, 1997

8  
MAY 18, 1997