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
I, Connie Harvey, hereby grant permission to Wallace Library of RIT to reproduce my thesis in whole or in part. Any reproduction will not be for commercial use or profit.

Date: May 18, 1993
# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preface</td>
<td>1</td>
</tr>
<tr>
<td>Introduction</td>
<td>2</td>
</tr>
<tr>
<td>Proposal Development</td>
<td>4</td>
</tr>
<tr>
<td>Research Development</td>
<td>5</td>
</tr>
<tr>
<td>Project Development</td>
<td>9</td>
</tr>
<tr>
<td>Interface design</td>
<td>9</td>
</tr>
<tr>
<td>Supplemental posters</td>
<td>11</td>
</tr>
<tr>
<td>Video presentation</td>
<td>13</td>
</tr>
<tr>
<td>Conclusion</td>
<td>14</td>
</tr>
<tr>
<td>Appendix</td>
<td></td>
</tr>
<tr>
<td>Thesis proposals</td>
<td>I</td>
</tr>
<tr>
<td>Agendas</td>
<td>II</td>
</tr>
<tr>
<td>Navigational charts</td>
<td>III</td>
</tr>
<tr>
<td>Interface design</td>
<td>IV</td>
</tr>
<tr>
<td>Evaluations</td>
<td>V</td>
</tr>
<tr>
<td>Supplemental posters</td>
<td>VI</td>
</tr>
<tr>
<td>Bibliography</td>
<td>VII</td>
</tr>
</tbody>
</table>
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 IISMA (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.
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.
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.
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 IISMA 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 IISMA 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
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.

<table>
<thead>
<tr>
<th>Theory</th>
<th>Technology</th>
<th>Content</th>
</tr>
</thead>
</table>
| **1.0 To achieve prototypical interactive magazines spreads that will essentially become the format and foundation for various types of information systems.**<br>1.1 Given a prototypical magazine spread, the designer should be able to develop a format suitable for a given subject.<br>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.<br>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.<br><br>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.<br>a) Develop a list of subjects that might be suitable for an electronic format.<br>b) Develop a list of supplemental subjects that will serve as adjacent information for the hypermedia system (related subjects).<br>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. | **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.**<br>2.1 Given a standardized electronic magazine format, the designer can create his own hypermedia program.<br>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.<br>b) Research other existing interactive media models such as Verbum, Macword, Einstein and Dow Jones News Retrieval System (accessible through Wallace Library information system).<br><br>2.2 The designer will utilize hypermedia programs such as Supercard and Hypercard to develop electronic magazine formats.<br>a) Develop a comparative list of functions of these programs to determine capabilities of each.<br>b) Experiment with hypermedia programs (with assistance from Mark Collien and Nancy Ciolek) to determine which program would best serve this project's objectives. | **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.**<br>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.<br>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.<br><br>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.<br>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.
**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.

**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.

**Agmatics/SyQuest disk**

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper</td>
<td>40.00</td>
</tr>
<tr>
<td>Foam core</td>
<td>30.00</td>
</tr>
<tr>
<td>Chromatek</td>
<td>90.00</td>
</tr>
<tr>
<td>Slides</td>
<td>20.00</td>
</tr>
<tr>
<td>Photocopying</td>
<td>25.00</td>
</tr>
</tbody>
</table>

**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


Fred Ritchen. *In Our Own Image*.

*MacWorld*.

*Portfolio*. Alexy Brodovitch

*Post Modern Culture*.

*Verbum*. 
Glossary of Terms

archival history
Information and reference materials from the past.

advertising space
Space expressly available for advertisers.

bleed photos
Photos that exceed the page limit.

collaboration
To work or cooperate with another, especially in literary or scientific pursuits.

collaboration

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.

derpartment heads
The captioned part that describes a specific section of a newspaper, magazine or hypermedia system.

double-page spreads
Two adjacent or opposite page magazine or hypermedia page spreads.

double-page spreads

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

headline
A summarizing word or words set in bold type at the head of a newspaper column or hypermedia story.

headline

hypermedia
An interactive computer program utilized to gather, interpret and receive information.

hypermedia

index
A descriptive list, as of items in a collection; catalog.

index

interactive media
A computer system which allows its user to access information interactively. The computer monitor serves as the visual tool for the system.

interactive media

table of contents
A list of subjects and feature stories found in a book, magazine or hypermedia system.

table of contents

text/image relation
The correlation and unified merger of text to imagery as found in a magazine or hypermedia system.

text/image relation

visual codes
A system of imagery or graphic representations that serve as signal references.

visible language
A resource tool that is concerned with research and ideas that help define the unique role and properties of written language.
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.
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 printed page will transcend to 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.

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.

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.

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, Gebrauchsgraphik, 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

Technology

Content
<table>
<thead>
<tr>
<th><strong>goals</strong></th>
<th><strong>objectives</strong></th>
<th><strong>processes and strategies</strong></th>
</tr>
</thead>
</table>

**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.

**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.
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.*
Bibliography:

_In Our Own Image_. Fred Ritchen

_Portfolio_. Alexy Brodovitch

_Post Modern Culture_.

_Verbum_.

_MacWorld_.

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.

1. Theory

1.0 To achieve prototypical interactive magazines 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.

2. 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.

3. 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.

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

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.
Glossary of Terms

archival history
Information and reference materials from the past.

advertising space
Space expressly available for advertisers.

bleed photos
Photos that exceed the page limit.

collaboration
To work or cooperate with another, especially in literary or scientific pursuits.

case 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.

department heads
The captioned part that describes a specific section of a newspaper, magazine or hypermedia system.

double-page spreads
Two adjacent or opposite page magazine or hypermedia page spreads.

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

headline
A summarizing word or words set in bold type at the head of a newspaper column or hypermedia story.

hypermedia
An interactive computer program utilized to gather, interpret and receive information.

index
A descriptive list, as of items in a collection; catalog.

interactive media
A computer system which allows its user to access information interactively. The computer monitor serves as the visual tool for the system.

table of contents
A list of subjects and feature stories found in a book, magazine or hypermedia system.

text/image relation
The correlation and unified merger of text to imagery as found in a magazine or hypermedia system.

visual codes
A system of imagery or graphic representations that serve as signal references.

visible language
A resource tool that is concerned with research and ideas that help define the unique role and properties of written language.
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 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 Macintosh (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*, *Gebrauchsgraphik*, 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.*

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
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 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.
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.

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.

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.

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).

Intent

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.

**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.

**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.

**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).

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.

**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."

"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.

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

"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*, Fredrich.

*Portfolio*, Alexy Brodovitch

*Post Modern Culture*.

*Verbum*.

*MacWorld*.


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."
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

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.

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 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:
The Electronic Magazine System is an interactive media 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:

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:

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 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, LowJones and Einstein (Wallace, 1994).

Time /Implementation Plan:
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
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.
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

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.

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 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:

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:

1
2
3
4
5
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 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.

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.

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:

Computer needs other than word processing:
Yes, HP scanner for image scanning, interactive media program(s) such as Supercard and Hypercard.

Committee Approval ________________________________
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 archivals 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.
<table>
<thead>
<tr>
<th>Time/Implementation Plan</th>
<th>RIT Schedule</th>
<th>Thesis Project</th>
<th>Thesis Committee Meetings</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fall</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>November 11: last class</td>
<td>Proposal stage: outline of thesis proposal with Roger</td>
<td>Weekly critique with Deborah to develop design application project.</td>
<td></td>
</tr>
<tr>
<td>November 13-17: finals</td>
<td>Design application adjacent to thesis topic with Deborah</td>
<td></td>
<td></td>
</tr>
<tr>
<td>November 19-29: Fall break</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Winter</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>November 30: first class</td>
<td>Development of Thesis topic: Thesis research, writing and application implementation.</td>
<td>Committee member meetings with Roger Remington, Barbara Polowy and Mark Collien to discuss progress of thesis. Meeting schedule to be announced.</td>
<td></td>
</tr>
<tr>
<td>December 19-Jan. 3: X-mas</td>
<td>Development of Electronic media system and informational poster.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>January 4: classes resume</td>
<td>Evaluation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>February 22: last class</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>February 23-26: finals</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>February 28-March 7: break</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Spring</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>May 18-21: final exams</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Appendix II

Agendas
Interactive media model:

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:

```
//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
```
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.
Interactive Media System-Verbum

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: research, design.
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.
**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
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.

---

Program:

**Macworld Expo Boston 1992**

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 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

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 1.12.93

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)

...
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 Shameen, 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?

content for the interactive media system could include:

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

What will be the visual look of the magazine?

- prepare some sketches for the stack
- develop a timeline

Interview with Jim Durfee, Bob Macon and Annie Chantreuil

Architectural vision
- what parts of the stack would stay in each story.
Thesis agenda for 02.09.93

Discuss navigation of program

subsidary text
"hot text"
reference or access to previous issues on a given topic
how advertisement will be handled

Contact:
Larry Masinter
Xerox
Palo Alto, CA

Conde Nast Traveler
350 Madison Avenue
New York, NY 10017
tel: 212.880.8800
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 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 easier to read.
3. With map determine contents.
4. Take the rest later.
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.
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

Teaser screen

Introduction screen

Introduction to system
Credits

Table of contents

Calendar of events

Feature stories

Editorial

Advertisement

Glossary of terms

Exhibitions local and national

Biography of architects and firms

Materials advertisement

Bibliography

Building products

Reference/resources

Cross referencing

New technologies

Materials advertisement

Reference/resources

Cross referencing
Interactive Information System of Modern Architecture (IISMA)

Navigation flow*

*The user will be able to flow to any part of the stack through the use of buttons, hot text and arrows.
Once "hot text" is selected from any area of ISMA, more info is referenced from one of these sources.

View ads dimensionally and order items through ISMA.

Click on "hot text" for other images and information. Referencing to other issues within ISMA can occur.

Interactive Information System of Modern Architecture (ISMA)

Navigation flow
03.29.93
Navigation flow

- Map
  - Introduction
    - teaser screen
    - instructions
    - credits
      - quicktime reel
      - listing of names
  - Calendar
    - local exhibitions
    - national exhibits
    - AIA conference
    - competitions
  - Features
    - "Swatch's Success"
    - "Software-Assisted"
    - "Profiles of Projects"
    - "Walt Disney"
  - Editorial
    - Critiquing the Press
  - Promotion
    - building products
    - Advertising index
    - Reader service card
    - view ads dimensionally and order items directly through IISMA
  - Reference
    - glossary
    - index
    - bibliography
    - timeline
    - Once "hot text" is selected from any area of IISMA, more info is referenced from one of these sources

Click on "hot text" for other images and information. Referencing to other issues within IISMA can occur.
Navigation flow
Appendix IV

Interface design
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 ineffective 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 inextricable 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
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 indicates “hot text.” You can click on the word to find out more about the meaning of the word or
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.


<table>
<thead>
<tr>
<th>Introduction</th>
<th>Calendar of Events</th>
<th>Feature stories</th>
<th>Editorial</th>
<th>Promotion</th>
<th>Reference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction screen</td>
<td>Local exhibitions</td>
<td>The Secret to Swatch's Retail Success</td>
<td>A Future for Preservation? by Thomas Fisher</td>
<td>Building Products</td>
<td>Glossary of Terms</td>
</tr>
<tr>
<td>Instructions to system</td>
<td>National exhibitions</td>
<td>Software-Assisted Code Compliance</td>
<td></td>
<td>Product Advertisements</td>
<td>Bibliography</td>
</tr>
<tr>
<td>Credits</td>
<td>AIA conferences and meeting schedules</td>
<td>Poetic &quot;Rationalism in Chicago&quot;</td>
<td></td>
<td>Classifieds</td>
<td>Index</td>
</tr>
</tbody>
</table>

**Map**

**IISMA**

**forward**  **backward**  **map**  **home**  **help**
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 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 poketable.
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 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.
Glossary of Terms

Archival history: Information and reference materials from the past.

Advertising space: Space expressly available for advertisements.

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 other media, published as the periodical's official expression of opinion on some issue.
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 keywords.

Each code-writing organization publishes its own software. BOCA offers the National Building,
IISMA
Interactive Information System of Modern Architecture

Introduction to system
Feature Story I
Feature Story II
Architectural highlights
Building Products
New Technologies
Product Advertisement
Materials Advertisements
Calendar of Events
Exhibitions
Glossary
Bibliography
### Spring 1993

<table>
<thead>
<tr>
<th>Introduction</th>
<th>Calendar</th>
<th>Features</th>
<th>Editorial</th>
<th>Promotional</th>
<th>Reference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Using ISMA</td>
<td>Local exhibits</td>
<td>Land-Air: TWA Terminal</td>
<td>Capping the Press</td>
<td>New products and literature</td>
<td>Glossary of Terms</td>
</tr>
<tr>
<td>Issues available</td>
<td>National exhibits</td>
<td>Aerodynamics Schedules</td>
<td></td>
<td></td>
<td>Classified</td>
</tr>
<tr>
<td>Credits</td>
<td>AIA meetings</td>
<td>Pro Nat Save at 200,000 Low-E</td>
<td></td>
<td>Reader service card</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Competitions</td>
<td>Profiles of Winning Firms</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Summer 1993

<table>
<thead>
<tr>
<th>Introduction</th>
<th>Calendar</th>
<th>Features</th>
<th>Editorial</th>
<th>Promotional</th>
<th>Reference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Using ISMA</td>
<td>Local exhibits</td>
<td>U.S. at the Focus</td>
<td>Census: Finance</td>
<td>New products and literature</td>
<td>Glossary of Terms</td>
</tr>
<tr>
<td>Issues available</td>
<td>National exhibits</td>
<td>Form: Temporary Function</td>
<td></td>
<td></td>
<td>Classified</td>
</tr>
<tr>
<td>Credits</td>
<td>AIA meetings</td>
<td>Stadium in the Courts</td>
<td></td>
<td>Reader service card</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Competitions</td>
<td>Profiles of Winning Firms</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Winter 1993

<table>
<thead>
<tr>
<th>Introduction</th>
<th>Calendar</th>
<th>Features</th>
<th>Editorial</th>
<th>Promotional</th>
<th>Reference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Using ISMA</td>
<td>Local exhibits</td>
<td>A Pole Barn with Panache</td>
<td>Capping the Press</td>
<td>New products and literature</td>
<td>Glossary of Terms</td>
</tr>
<tr>
<td>Issues available</td>
<td>National exhibits</td>
<td>End Session at Cranbrook</td>
<td></td>
<td></td>
<td>Classified</td>
</tr>
<tr>
<td>Credits</td>
<td>AIA meetings</td>
<td>Sidewalk Subversion</td>
<td></td>
<td>Reader service card</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Competitions</td>
<td>Profiles of Winning Firms</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Local Exhibits/New York

Winter 1993

Kenzo Kawanishi, Project of Barrett - selected site-specific exhibitions installation at James F. D. Stillman. Installed by the artist, for whom the sun stands as a metaphor for the next and last. Information: 824-2101. Through November 3.

Hallie's Lancaster

National Exhibits

Winter 1993

Here Izawa's three Xerox. The Xerox corporation is exhibiting computer prototypes specifically programmed for architectural and industrial design. Show opens in November. 414-233-3200. Through November 8.

Silvia Kapl, Lecture by the furniture maker, part of the Patmos and Philo Frost Craft Lecture Series. 9 p.m. Free Ryerson Gallery, National Museum of American Art. Washington, DC 20565.

AIA Meetings

Winter 1993

Feature Story

A Pole Barn with Panache

Winter 1993

Architect Jerry Wood 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, he thought of more along the lines of typical summer or recreation: a land of rustic Boy Scout service with primitive facilities, a wood stove, and a large screened porch.

His client had other ideas. She loved the hiking and walking in the woods around the Snowshoe, Idaho, site and brought her young son along to examine the plans of the house. But eight years of renting

unheated cabins with outdoor privies was
Eliel Saarinen at Cranbrook

Winter 1993

Eliel Saarinen was a British designer, architect, and sculptor who is best known for his work in the United States. He was born in Turku, Finland, and moved to the United States in 1914 to study architecture at the University of Wisconsin-Madison. Saarinen is perhaps best known for his work on the Cranbrook Academy of Art, a private institution in Bloomfield Hills, Michigan, which he helped to found in 1925.

Saarinen's work was characterized by a strong sense of form and a clear understanding of the relationship between architecture and nature. He was also known for his use of new materials and techniques, such as steel and glass, which he used to create modernist buildings that were highly influential in the United States.

Saarinen's most famous work is certainly the Cranbrook Art Museum, which he designed in 1932. The museum is a masterpiece of modernist architecture, with its clean lines and use of glass and steel. Saarinen's work at Cranbrook has earned him a place as one of the great American architects of the 20th century.

Suburban Subversion

Suburban Subversion is a term used to describe the process of suburbanization, which is the movement of people from urban areas to the suburbs. This process has been ongoing for several decades, and has led to the creation of a large number of new communities and developments in the United States.

The term "suburban subversion" was coined by the architect and planner Patrick Geddes in the early 20th century. Geddes used the term to describe the process of suburbanization as a form of "subversion," or a subversion of the traditional city model. He believed that the suburbs were a threat to the health and well-being of the city, and that they were a cause of social and economic problems.

In the United States, the process of suburbanization has been largely driven by a desire for more space and privacy, as well as a preference for a more suburban lifestyle. The suburbs have been characterized by a focus on car ownership, a lack of public transportation, and a reliance on private schools.

Problems of Winning Firms

Problems of Winning Firms is a book written by the architect and planner Patrick Geddes in the early 20th century. The book is a collection of Geddes' thoughts on the problems facing architects and planners, and the challenges of creating successful and sustainable communities.

In the book, Geddes argues that architects and planners must take a more holistic approach to their work, one that considers the social, economic, and environmental impacts of their projects. He also emphasizes the importance of collaboration and communication, both within the profession and with other stakeholders.

Geddes' ideas have had a lasting impact on the fields of architecture and planning, and his work continues to be studied and debated by architects and planners today.

A Future for Preservation?

A Future for Preservation? is a book written by the architectural historian and preservationist Jane Jacobs in the 1960s. The book is a call to action for the preservation of older buildings and neighborhoods, and a critique of the then-prevailing approach to urban development.

In the book, Jacobs argues that older buildings and neighborhoods are essential to the health and well-being of a city, and that they should be preserved and restored, rather than demolished and replaced. She also argues that preservation is not simply about protecting the past, but about creating a future that is sustainable and livable.

Jacobs' ideas have had a lasting impact on the fields of architecture and urban planning, and her work continues to be studied and debated by architects and planners today.
Matteo Thun has added table lamps and wall-mounted fixtures to his "Art Collection" lighting fixtures. Black marble or brass nickel-plated base and head are connected via a stainless steel stem. With Ultra Vienna, added to his six-watt arc lamps.

**New Products and Literature**

**Winter 1993**

![Product Image]

**Classifieds**

**Winter 1993**

**Situation Open**

**Winter 1993**

**Reader Service Card**

**Winter 1993**

**Bibliography**

**Winter 1993**


Welcome to MStM, the world's only interactive media system targeted specifically toward practicing archaists. 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 answers that were previously seen.
Local Exhibits/Events
Spring 1993

Welcome to your Second Annual Ethnic Social Clube 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, 334-1870. Through Feb. 28.

Designing New York, Waterfront, parks and subway system. Developed Clinton, etc.

Calendar of Events

National Exhibits
Spring 1993


Calendar of Events

AIA Meetings
Winter 1993

AIA New York is sponsoring a competition for student Architects to design an addition to the Nassau County Public Library.

Competitions
Spring 1993
Landmarks: IWA Terminal  
Spring 1993

When New York's Idlewild Airport (now Kennedy Airport) was completed in the early 1960s, it was unlike any other airport. Not only was it one of the largest airports in the world, but it took the unprecedented approach of having separate terminals served 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, knitted together and reflected the public confidence and corporate ambitions of that era.

Feature Story II  
Aerodynamic Schools  
Spring 1993

Maroone, a French-Canadian architect of soaring dynamism and enthusiasm. She leaves many significant decisions to the band, 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 band on the basis of her analysis of the respondents.

When the proposals for the school came in, the chief of the band looked at them and said to Maroone, "I don't know what to do."

"You make the choice," she replied.

Feature Story III  
Pacific Northwest meets Manhattan  
Spring 1993

Fascinated by objects, she liquidated her estate in order to buy a significant collection of Northwest Coast Indian art, stone carvings, totem poles, and ceremonial objects and totem poles.

The story began twenty-five years ago when the acquisitive collector started buying inexpensive Pueblo pottery on trips to Arizona and fell in love with Pacific Northwest art. When he saw a Northwest Coast Indian mask in a gallery in Portland, Oregon, he felt hooked on the dark, totemic forms made by the aboriginal tribes of Indians who live and work on the spectacular rugged coast of British Columbia and Alaska.

Profiles of Winning Firms  
Spring 1993


Beridge Leuhsberg Greenberg, Toronto, ON, Canada. Founded 1981 (previously Beridge and Architec
Critiquing the Press

Spring 1993

Editor: Serena Saitou

Calls like to question everything but their own assumptions and methods. This is a heresy observed by the French philosopher and art critic, Jacques Derrida, in a series of articles in the Architectural Record. The critique of building designs and systems by the French philosopher, Jacques Derrida, is a question to the self of the architecture writer. We often see in the architectural press that have occurred in the field of architecture over the last few months with the climate change.

New Products and Literature

Spring 1993

Laminated Glass Bath
Two layers of glass are laminated to produce the shatter-resistant "Scratch" sink, said to be more durable than standard porcelain, designed for both commercial and residential applications. Standard colors include black, white, and blue, with a dark or low finish. Cherry Creek, editor and reader service card.

Situation Open

Classifieds

Spring 1993

Applications are invited for a position in the Construction Program at the Virginia Polytechnic Institute and State University. Candidates should hold a B.S. and M.S. in construction engineering and experience in the construction industry with a Ph.D. preferred. Applicants are encouraged to send full résumé to: Dr. John D. Smith, Virginia Polytechnic Institute and State University, Blacksburg, Virginia 24061.

Reader Service Card

Spring 1993

Please read the following information to receive this product and literature. Once finished, click on the phone icon below to order product.

Name:
Address:
City/State/Zip:
Telephone:
Your Organization (check all):
Architectural or A/E
Contractor or Builder
Firm

New Products

Two layers of glass are laminated to produce the shatter-resistant "Scratch" sink, said to be more durable than standard porcelain, designed for both commercial and residential applications. Standard colors include black, white, and blue, with a dark or low finish. Cherry Creek, editor and reader service card.
Welcome to IISMA. The world's only interactive multimedia system created specifically for 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 return to issues that were previously seen.

Created by:
Connie W. Harvey, Jr.

Theater Advisor:
Roger Rembrant

Barbara Prowy

Mark Gerson

Scripting Assistance:
Phil Dorney
Calendar of Events

Local Exhibits/New York

Summer 1993

The International Style, Again. In celebration of the 150th anniversary of the 1893 show co-curated by Phillip Johnson and Henry-Russell Hitchcock, Jr. Architect photographs and reconstructed models are presented. The show will travel. Arthur Ross Architecture Gallery, 3250 Fifth Avenue, Columbia University. Through August 13. For more information call 212-854-4200.

National Exhibits

Summer 1993

Eff on Urban Architecture. Cambridge, Massachusetts. " thinking. the City 12 views" from MIT explores "my urban attitudes about the city." Department of Architecture faculty, working with students, used Boston as a point of departure for new investigations. MIT Museum. Call 617.788.8622 for more information.

AIA Meetings

Summer 1993

Competitions

Summer 1993

(1) Under 18 only. Anyone 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 sponsored the temporal competition, now in its third edition. An eleven-year-old Polish boy came first last year with a Croesus Dagon.

Name:
Address:
City/State/ZIP
Architectural Firm:
Previous competitions:
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 haven 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 ornate than the anonymous log houses built earlier in the region. With their broad bracketed eaves, verandahed terraces, and extensive verandahs, these mansions drew on a range of precedents from the Swiss chalet to the Indian bungalow, the Zen monastery, and the Black Style ideas of other American resort. What does Adirondack have from those decades...

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 abiding the Santa Monica Mountains, Mann had a panoramic view and sailed down a drone. When he scrambled up a quarter hour later, he had come and dizzy colored earth in his pockets and a bouquet of indigenous 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 grey-Quadrant structure...

Feature Story III

Stadium in the Stadt

Summer 1993

It is a coincidence that the Latin word stadium, meaning stage, and the German word stad, 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 Massen Stadium in Ghent, Italy, by Gregori Associates, lives up to this symbology: the structure stands within the dynamic fabric of the city not as a remote object, but as an open space, making narrow streets. Not that the architects had a choice; the

Profiles of Winning Firms

Summer 1993

Andres Duany and Elizabeth Plater-Zyberk, Architects and Town Planners, Miami. Founded 1980 (members of Archimedes 1979-1980); 25 professionals, 4 registered; other office in Gainesville, FL.

Barth Glassberg Toronto, ON, Canada. Founded, 1981 (previously Berndt...
Counter Recession

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 reining the infrastructure that supports a sound economy.

Editor: John Palmer

New Products and Literature

Summer 1993

Laminated Glass Basin
Two layers of glass are laminated to produce the shatter-resistant "Vitralit" type, said to be more durable than standard porcelain, is designed for both commercial and residential applications. Standard colors include clear, Stained, bronze, gray, black, peach, and blue with a gray, black, and blue with a gray, black, and blue with.

Winter Curtain Wall System
The "Winter Curtain Wall System" is a new "high-performance, variable stock Artigan and" thermal efficient.

Classifieds

Summer 1993

Associate Professor, Architecture, 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 have substantial experience in architectural design, construction management, and administration experience.

Reader Service Card

Summer 1993

Please type the following information to receive free product and literature information. Once finished, click on the phone icon below to order product.

Name: 
Title: 
Street: 
City/State/Zip: 
Telephone: 
Your Organization (click on a): 
A Architecture or A/E 
A Contractor or builder 
A Design Firm
Using IISMA

Welcome to IISMA, the world's only interactive media system designed specifically to aid practicing archivists. This tutorial 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 the tutorial.

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

Credits

Created by:
Connie W. Harvey, Jr.

Thesis Advisors:
Roger Ranum
Barbara Potovoy
Mark Collen

Scripting Assistant:
Phil Dorsey
Appendix V

Evaluations
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?

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.)

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?  
\( \text{yes} \) \( \text{no} \)

Was the design of the interface visually appealing?  
\( \text{yes} \) \( \text{no} \)

Would you want to use this type of interactive system for your profession?  
\( \text{yes} \) \( \text{no} \)

When you browse through magazines, do you look at the advertisements?  
\( \text{yes} \) \( \text{no} \)

Short answer

What topics of interest do you look for in a magazine? (sports, fashion, travel etc.) \text{Key Article - The informational part of the magazine}

What sort of things become "stale" by the time you receive a magazine?  
\text{Todd many adds detracts from info}

Additional comments:

I feel that the interactive way 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?
\(\text{yes} \quad \text{no}\)

Was the design of the interface visually appealing?
\(\text{yes} \quad \text{no}\)

Would you want to use this type of interactive system for your profession?
\(\text{yes} \quad \text{no}\)

When you browse through magazines, do you look at the advertisements?
\(\text{yes} \quad \text{no}\)

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?

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.)

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

Additional comments:
18. Reliability of the system

18.1 Operations are
unreliable reliable
1 2 3 4 5 6 7 8 9 NA
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

14.1 Number of steps per task

14.2 Steps to complete a task follow a logical sequence

14.3 Completion of sequence of steps

15. Help messages on the screen

15.1 Accessing help messages

15.2 Content of help messages

15.3 Amount of help

16. Supplemental reference materials

16.1 Tutorials for beginners

16.2 Reference manuals

PART D: SYSTEM CAPABILITIES

17. System speed

17.1 Response time for most operations

17.2 Rate information is displayed
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
   - less than 1 hour
   - 1 hour to less than 1 day
   - 1 day to less than 1 week
   - 1 week to less than 1 month
   - 1 month to less than 6 months
   - 6 months to less than 1 year
   - 1 year to less than 2 years
   - 2 years to less than 3 years
   - 3 years or more

3. Average usage per week
   - less than one hour
   - one to less than 4 hours
   - 4 to less than 10
   - 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?
   - none
   - 1
   - 2
   - 3-4
   - 5-6
   - more than 6

2. Of the following devices, software, and systems, check those that you have personally used and are familiar with:
   - keyboard
   - numeric key pad
   - mouse
   - light pen
   - touch screen
   - track ball
   - joy stick
   - text editor
   - word processor
   - file manager
   - electronic spreadsheet
   - electronic mail
   - computer games
   - video games
   - color monitor
   - time-share system
   - personal computer
   - lap computer
   - computer magazines
   - computer user' group
   - floppy disks

\[\text{n/Computer Interaction Laboratory, University of Maryland, 1989}\]
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.

<table>
<thead>
<tr>
<th>Overall reactions to the system:</th>
<th>terrible</th>
<th>wonderful</th>
<th>NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>frustrating</td>
<td>1 2 3 4 5 6 7 8 9</td>
<td>NA</td>
<td></td>
</tr>
<tr>
<td>satisfying</td>
<td>1 2 3 4 5 6 7 8 9</td>
<td>NA</td>
<td></td>
</tr>
<tr>
<td>dull</td>
<td>1 2 3 4 5 6 7 8 9</td>
<td>NA</td>
<td></td>
</tr>
<tr>
<td>stimulating</td>
<td>1 2 3 4 5 6 7 8 9</td>
<td>NA</td>
<td></td>
</tr>
<tr>
<td>difficult</td>
<td>1 2 3 4 5 6 7 8 9</td>
<td>NA</td>
<td></td>
</tr>
<tr>
<td>easy</td>
<td>1 2 3 4 5 6 7 8 9</td>
<td>NA</td>
<td></td>
</tr>
<tr>
<td>inadequate power</td>
<td>1 2 3 4 5 6 7 8 9</td>
<td>NA</td>
<td></td>
</tr>
<tr>
<td>adequate power</td>
<td>1 2 3 4 5 6 7 8 9</td>
<td>NA</td>
<td></td>
</tr>
<tr>
<td>rigid</td>
<td>1 2 3 4 5 6 7 8 9</td>
<td>NA</td>
<td></td>
</tr>
<tr>
<td>flexible</td>
<td>1 2 3 4 5 6 7 8 9</td>
<td>NA</td>
<td></td>
</tr>
</tbody>
</table>

PART A: SCREEN

1. Characters on the computer screen

1.1 Image of characters

1.2 Character shapes (fonts)

2. Highlighting on the screen makes task easier

2.1 Use of reverse video

2.2 Use of blinking

3. Screen layouts make tasks easier

3.1 Amount of information that can be displayed on screen

3.2 Arrangement of information on screen

Human/Computer Interaction Laboratory, University of Maryland, 1989
Questionnaire for User Interaction Satisfaction 5.0

4. Sequence of screens

4.1 Next screen in a sequence

4.2 Going back to the previous screen

4.3 Beginning, middle and end of tasks

PART B: TERMINOLOGY AND SYSTEM INFORMATION

5. Use of terms throughout system

5.1 Task terms

5.2 Computer terms

6. Terminology relates to the work you are doing

6.1 Computer terminology is used

6.2 Terms on the screen

7. Messages which appear on screen

7.1 Position of instructions on the screen

8. Messages to the user

8.1 Instructions for commands or choices

8.2 Instructions for correcting errors

* Human/Computer Interaction Laboratory, University of Maryland, 1989
9. Computer keeps you informed about what it is doing
   9.1 Performing an operation leads to a predictable result
   9.2 User can control amount of feedback

10. Error messages
   10.1 Error messages clarify the problem
   10.2 Phrasing of error messages

PART C: LEARNING
11. Learning to operate the system
   11.1 Getting started
   11.2 Learning advanced features
   11.3 Time to learn to use the system

12. Exploration of features by trial and error
   12.1 Exploration of features
   12.2 Discovering new features

13. Remembering names and use of commands
   13.1 Remembering specific rules about entering commands
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 base in unleashing the imagination." —Rudy Vanderlau, Emigre magazine

IISMA is the world's first interactive 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 to 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 titles listed in the black bar at the top represent the categories from which to choose. The titles 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 among the various screens. Clicking on 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 clicking on any of the categories.

Words that are in bold letters within the text of any of the "feature story" categories denote "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.
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 relevant topics from several issues. The idea of featuring articles is not merely to simulate 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

Bibliography
Bibliography

*books*


*magazines*


Bibliography (continued)


