Joseph Bonin

Interactive Multimedia

Project 2 Design Documentation

4/17/18

***Developing Negatives in Film Photography***

Developing film negatives has become a long lost skill. The number of people shooting film photography has dwindled exponentially over the past decade. Even though film has some amazing attributes that digital cameras cannot naturally compose, digital has taken over the market. Due to the invention digital DSLR cameras, shooting film has only become more expensive and more aggravating for the average photographer. The process of taking the time to develop the film is not valued in our modern world as it once was. Today, having instant gratification is everything; especially when it comes to professional photography.

This project is meant to explain in detail the process of developing 35 millimeter film negatives through manual dark room procedures. Starting from the first step of explaining the chemicals needed, to loading the film, the developing stage, hang dry stage, to the final print.

My focus is to give a clear explanation of how this is accomplished.

**User Personas:**

Three potential users of this content:

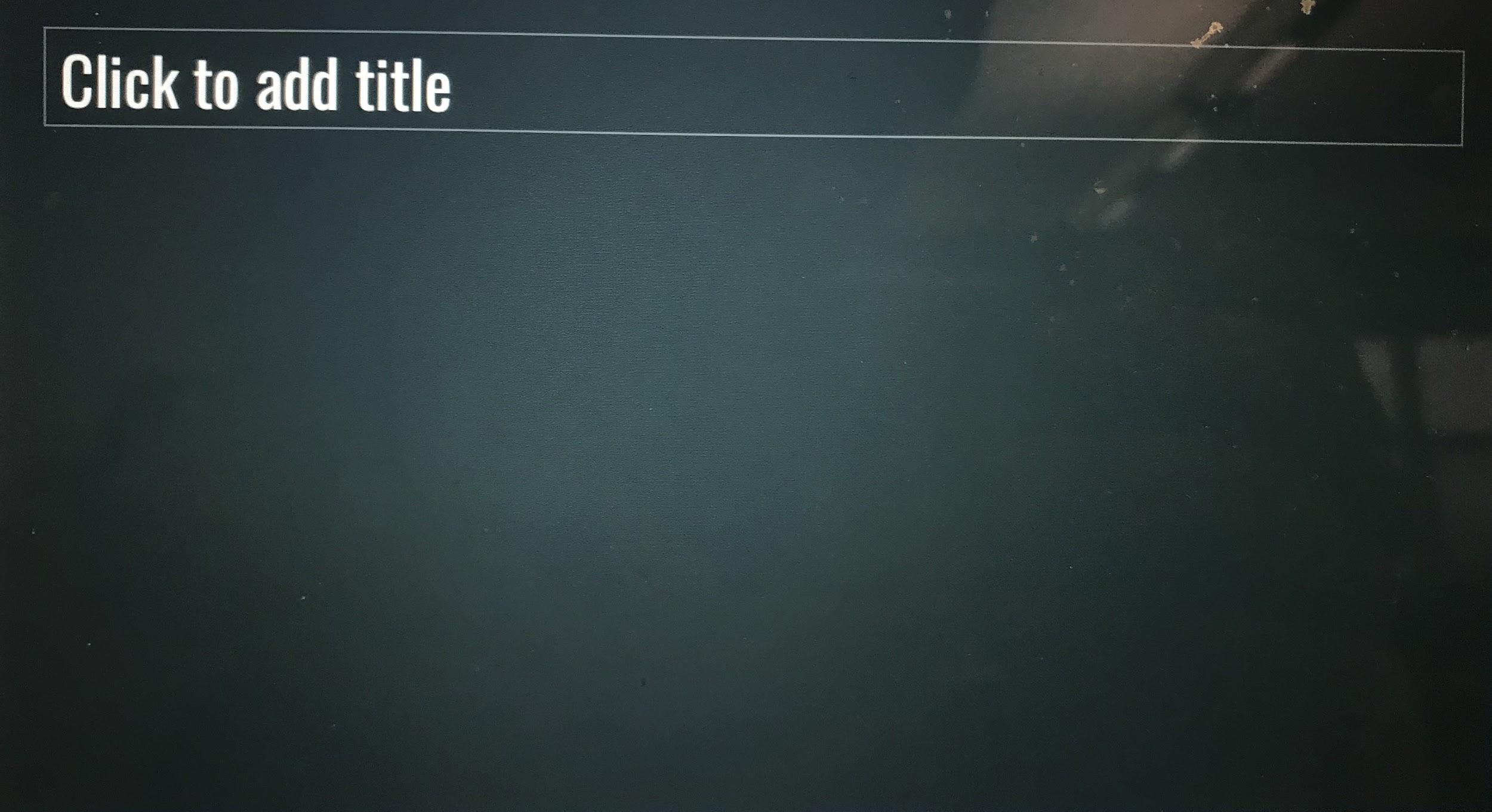
* Middle aged/ elder, hobby photography (40 - 80)
* Less technologically inclined
* Slower learning capability
* Teenage beginner photographer (11-20)
* No knowledge / slower learning time
* Unfamiliar with film in general
* Start up professional photographer (18- 30)
* Proficient in their specific niches of photography
* Shady to Valid understanding of process and procedure / faster learn time

**UI / UX Specifications:**

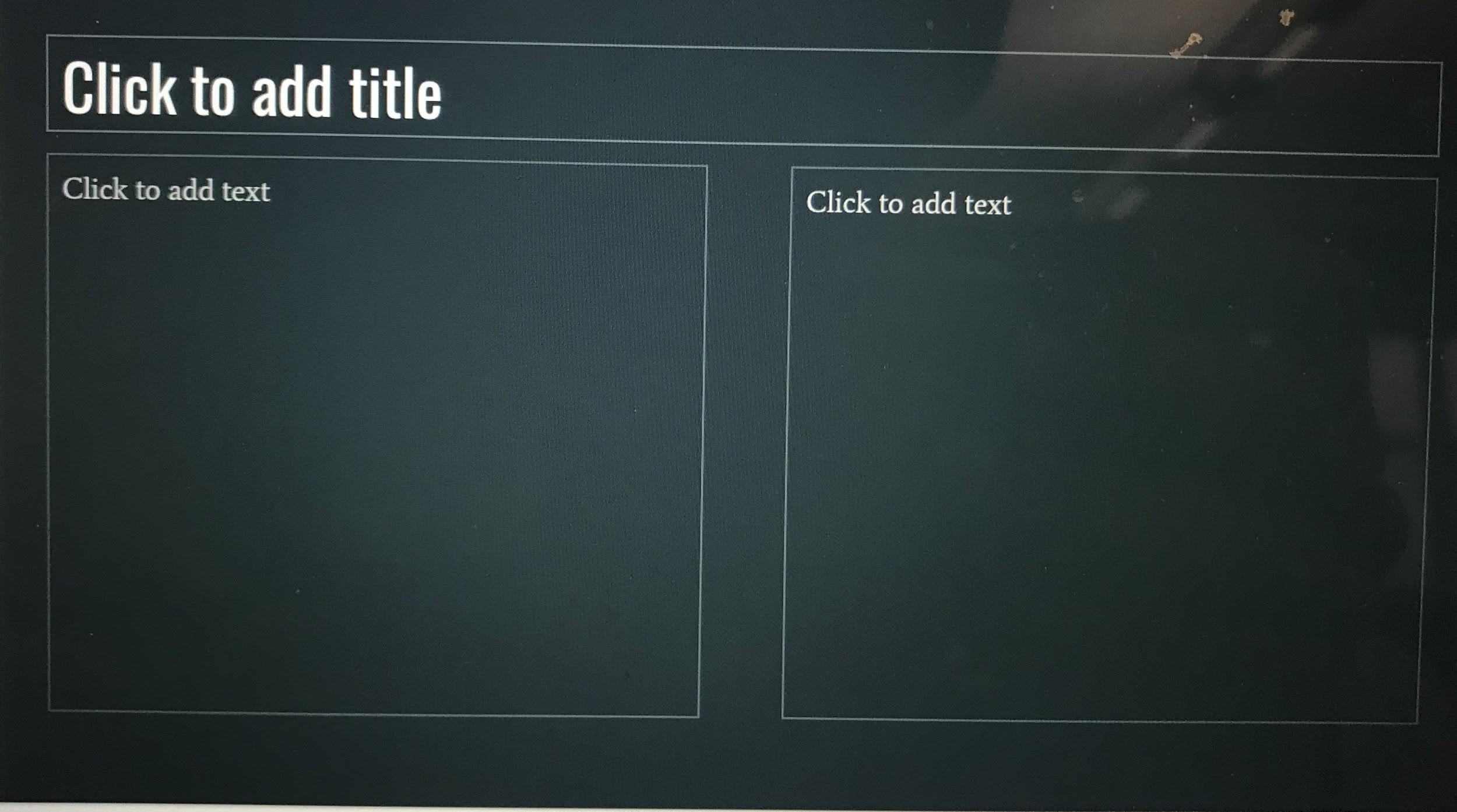
Using the “C.R.A.P” we have learned in class, the presentation will start out with the cover and reference page, then lead into the basics of film development, into the mid process, then to the finishing product. Explaining the process in a linear format make the procedure easier to follow and understand. Taking each step one by one is key when working with film, especially when learning it for the first time. Each slide will contain a different topic, all in chronological order. By keeping the slides minimal and clean with references to videos filmed by me showing each process, the viewers can focus more about what the video has to say rather than what is written on the slide. Repeating elements such as icon location, text type, color, and relativity of the videos makes the presentation easier to follow. Without these identifies, the viewer would be searching tirelessly around the presentation to find which topic they need. Letter spacing is extremely important especially when digesting the amount of critical information required for film development. Keeping the title of the topic on the upper left hand corner with the video link in the center, gives a clear visual on how each slide will be designed. Also, taking into consideration the 3 personas in which I have identified, this presentation must be referable from the elderly, less technical users, to the more millennial, proficient media users.

**Screen Wireframes:**

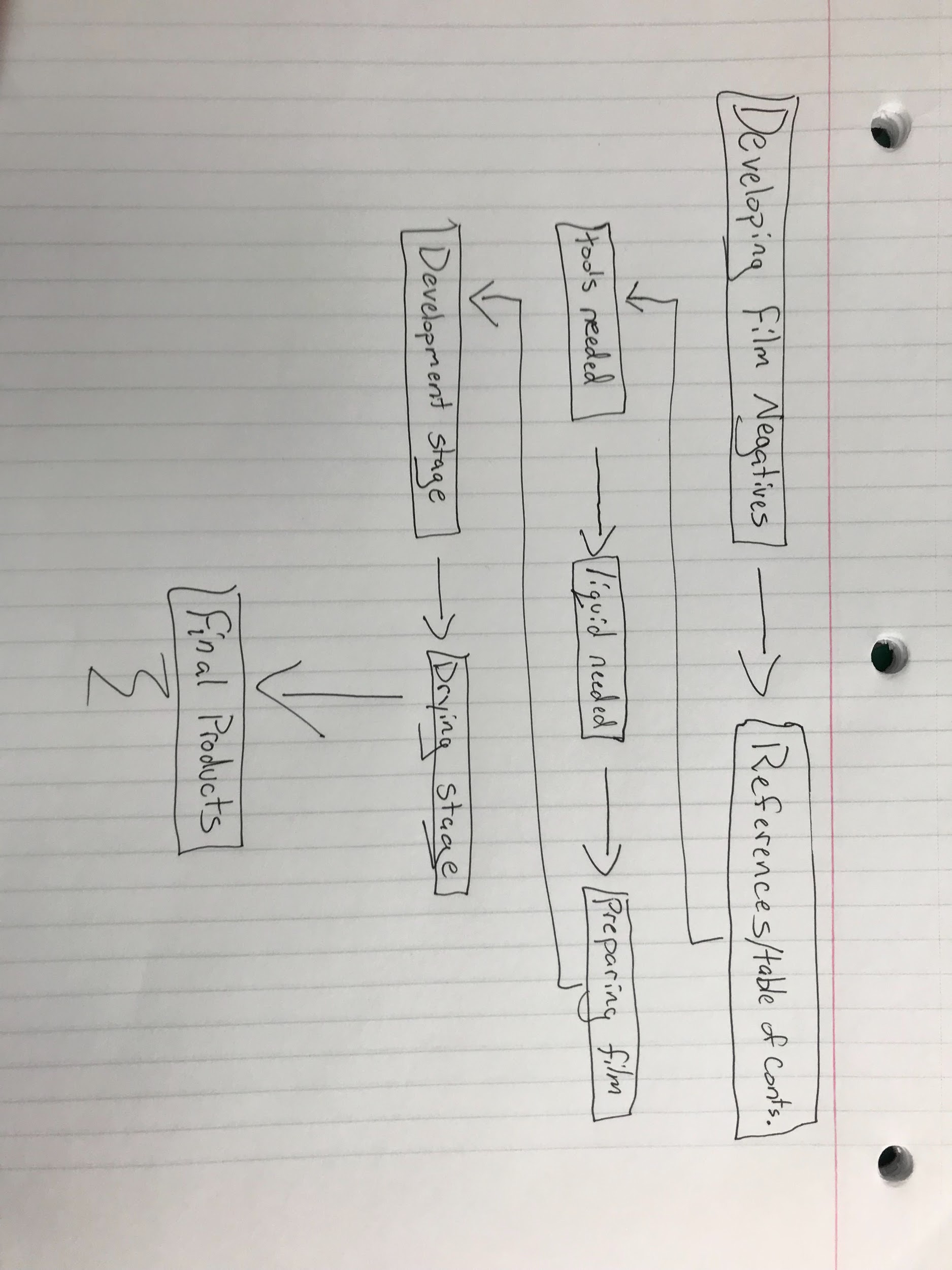
I am choosing to use two wireframes at most for my presentation due to the user personas that will be trying to navigate through the presentation, and the fact that videos will hold the most content. Introduction slide / reference slide contain the stock format:



The first slide of content will be set up using the Title only format, and most slides will be using this format to make the video presentation easier. The second format that i will be using to compare the different procedures one can use to achieve the same output is Title and Two column format.



**Screen Flow ( Block Diagram):**



**Color Scheme:**

RGB: 56,71,80

HEX #: 384750

* Will be sticking to these colors in particular to keep everything uniform.

**Typography:**

Times New Roman will be used as the typography for this presentation. I am choosing to use this font type because of the fact that it is a widely known typeface that is comfortable for most users and legible pretty much everyone. The font size used will be a 12 point, non bold font. Font Sheet: