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# SIGGRAPH 96

23rd International Conference On Computer Graphics And Interactive Techniques

## Course Notes 3

### **Creative Design For The Internet**

Sunday, August 4, 1996

Ernest N. Morial Convention Center, New Orleans, Louisiana, USA

#### Organizer

**Bonnie Mitchell** Art Media Studies-Computer Graphics,  
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#### Course Lecturers

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**Tod Foley** As If Productions

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## **Abstract**

In a very short amount of time, the Internet has changed greatly in its presentational form and informative structure. This course is intended as a guide to assist with important design decisions that effect content and experiences on the Internet. More specifically, this course will examine creative design of HTML, VRML, and the Palace interfaces. Important issues such as color, balance, continuity, layout and computer/human interaction will be discussed and illustrated. We will demonstrate that creative design not only enriches the presentation of the material but also enhances the usability and computer/human interaction. General concepts such as: intuitive vs exploratory interfaces, elements and principles of aesthetic interface design, metaphors and avatars, expressing visual content, encouraging activity, using scripting for interaction, and 3d versus 2d interfaces will be discussed.

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## **Bonnie Mitchell**

Bonnie Mitchell is an assistant professor at Syracuse University where she teaches Computer Graphics in the Art Media Studies department. Her areas of interest are interactive multimedia design, 3d and 2d computer animation, and digital imaging. She received her MFA in Visual Design - Computer Art at the University of Oregon in 1992. She is internationally known for development of numerous collaborative art projects including: the **International Collaborative ChainArt Project**, **Digital Journey**, **Diversive Paths**, and **ChainReaction**. These works have won awards and have been published in numerous journals and books worldwide. Bonnie Mitchell is also the Director at Large on the SIGGRAPH Executive Committee where she coordinates projects such as the **WWW Education Directory**, the **Art and Design Resources**, and the **WWW Career Opportunities**. She is coordinator of the SIGGRAPH Art and Design Online Forum and is co-chair of the SIGGRAPH Multimedia Committee. She has presented at numerous conferences on issues related to interactive design and collaborative art on the Internet. She is an active computer artist and recently exhibited an interactive computer art installation at the Artemisia Gallery in Chicago.

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A recognized authority on the art of game mastering and the design of interactive narrative systems, Tod specializes in the architecture and specification of complex dynamic fictional environments and stories. Equal parts designer, programmer and writer, he has created interactive systems and structures for all media: CD-ROM games such as **Ocean Voyager** (*Times Mirror Magazines*), Role-Playing Games such as **CyberSpace** (*Iron Crown Enterprises*), Interactive Theater Experiences such as **Ghosts in the Machine** (*CyberArts International*) and Online Environments such as **The ECI Palace** (*The Electronic Café International*). A long-time advocate of MUDs and other virtual world technologies, Tod is the author of **The Palace** user manuals and programming tutorial, and co-wrote the extensive guide to interactive environment programming in *SAMS Publishing's* **Tricks of the Internet Gurus**. His articles and essays have appeared in the pages of boING-boING, FringeWare Review, PIX-Elation, and The IICS Reporter. Most recently, Tod has been working with *(nu)VOX*, *Top Cow* and *the market iCD* on the groundbreaking **Neurostatica** project: the first episodic narrative designed for **The Palace** software.

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Drew Farris received his BFA in Art Media Studies - Computer Graphics at Syracuse University. He was responsible for the development of automated systems for three World Wide Web based collaborative art engines, including **ChainReaction** which was exhibited at both SIGGRAPH '95 and ISEA '95. He is also a consultant for Syracuse University's Computing and Media Services where he conducts training on the usage of the academic computing environment, and is the Webmaster for **The Syracuse Newspaper's Syracuse OnLine** site. His current interests include developing applications that assist artistic collaboration via the internet, user interface design for the World Wide Web, virtual architecture, and three dimensional representation of information. He was one of the few undergraduate students at Syracuse University to be appointed a Research Assistantship.

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## **Sessions**

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**Introduction**

**Bonnie Mitchell**

**Creative Design in HTML**

**Bonnie Mitchell**

**Enhancing Interactive Content for the WWW  
with the Common Gateway Interface**

**Andrew Farris**

**Designing Interaction and Exploration**

**Bonnie Mitchell**

**The Palace: 2-D Worlds for the Masses**

**Tod Foley**

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## **Introduction**

Creative design of interactive interfaces on the Internet is essential to the success of a World Wide Web site. There are a number of artistic design issues that should be considered when developing for the Internet using HTML and VRML. By applying the elements and principles of basic design to your WWW work, you can increase the visual appeal of your site as well as enhance the readability and content of your work. To be able to create Internet-based work which integrates images, text, 3D world, audio, video, and interactivity effectively there are numerous creative decisions to be made. The following information should provoke thought and assist with many of the creative decisions to be made.