

INTERACTIVE DESIGN

MUSE

CHAPTER 2

jason xu - viscom unit 2 outcome 3

WHAT IS MUSE?

MUSE is an annual art festival held at Ruyton that displays the artworks created by students across all year levels, from ELC all the way to VCE subjects. The art festival displays several impressive works ranging from media productions, fashion designs, product designs and visual communication design.

Muse isn't just about the artworks, it also eludes to the deeper meaning and values of visual arts at Ruyton. It is also an opportunity to celebrate with parents, staff, students and other figures.



MUSE

THE area



THE
VERROCCI
BUILDING



MUSE

THE AREA

The Verrochi Building is a modern, well-designed space that combines functionality with aesthetic appeal. Its structure emphasizes openness, natural light, and minimalistic design. While it may seem quite tight in some areas, the space provides enough room to display artworks from the ELC to VCE.

The building has functional spaces that have high ceilings and spacious hallways. Ultimately, the site provides a serene atmosphere to house the MUSE chapter 2 Exhibition.

DESIGNING FOR...

i was chosen to help design for the Year 9 Digital Media elective and the Year 3 Art Classes.

MUSE

New Building

- Modern & new
 - no hanging on wall hole walls!
 - new building (library), as well as arts
 - using light in building
 - reflection
 - levels
 - High ceilings - have a space for balanced displays
 - Art in building
 - Art in building
- 2 levels? - Apr
 - Use the space effectively
 - Control could this
 - Use the space effectively
 - Control could this
 - Use the space effectively
 - Control could this
- Foyer has natural lighting, tall ceiling
 - Basement has spot lighting & picture rails
 - Have 'Serious' because of formal lighting & blank walls
 - Probably better for senior works
 - Don't put more junior school works
- Better for bridge works and installation sculptures
 - 16 subjects told VCE
 - delegation
 - ELC-V10 lot VCE purchase
 - need to know what the works are so we can properly display/highlight them
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 - need to know what the works are so we can properly display/highlight them
- Curation + conservation
 - large group to exhibit to see how building
 - Advising posters
 - 2M Clearance
 - anyway + exits
- Advertising
 - posters
 - 2M Clearance
 - anyway + exits
- 2M Clearance
 - anyway + exits
- Navigation
 - directing people to Muse through the building
 - consistent spacing of artworks
 - Navigation
 - Traffic flow
 - lots of people
 - Students & families
 - ELC-V10?
- Interaction
 - bringing attention to the artworks
 - more interactions, discussions, focused
 - clay (artwork) Foundation
 - Media Photography ABC's
 - theatre design
 - bringing attention to the artworks
 - more interactions, discussions, focused
 - clay (artwork) Foundation
 - Media Photography ABC's
 - theatre design
- Display
 - using picture rails
 - highlighting the library
 - using the blackboards for student art
 - using the lighting & spot light
 - using the lighting & spot light

MUSE

THE INTERVIEW

Problem:

A new space for an annual art exhibition, MUSE has been built and the client wants us to help design the experience. The client asks how we can incorporate interactive designs in the new building to showcase this art exhibition.

Vision:

The learning leader, Mrs Kirkwood wants to see the students' work and the deeper meaning and values of visual arts at Ruyton and wishes to celebrate with parents, staff, students and other figures in the back on site after the long break of COVID-19. MUSE should also promote inclusivity and to showcase artists and VCE pathways, and Mrs Kirkwood wants this to be a memorable and interactive experience.

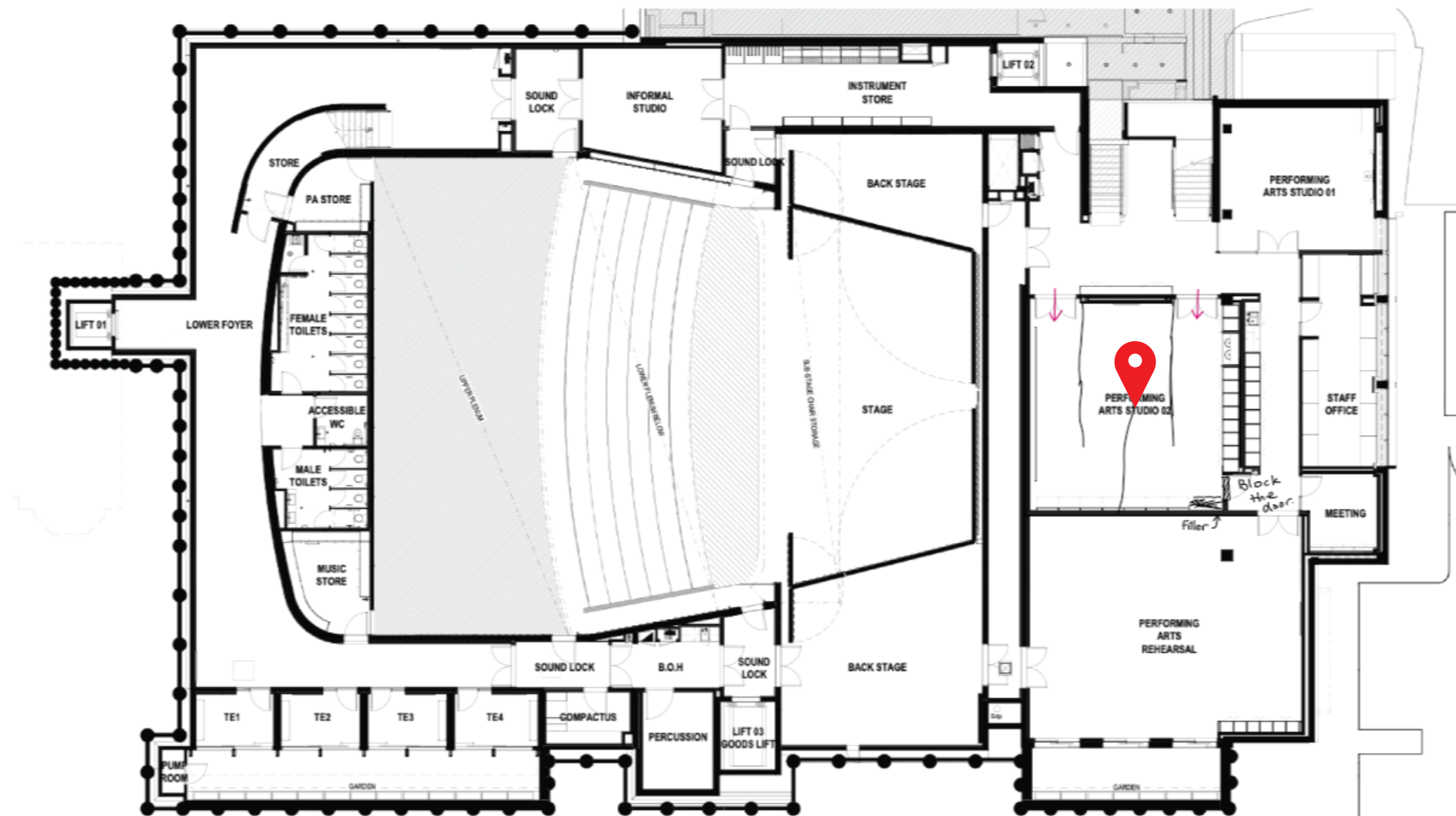
Wishes:

Mrs Kirkwood wishes MUSE to be embedded neatly into the new space, creating a natural flow that allows people to easily navigate the new space. Furthermore, Mrs Kirkwood wishes us to utilise plinths more, especially when it comes to displaying the ceramics. Lighting is important and natural light should be used, as lighting can change the atmosphere of the space.

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MAP

The map displays where the works will be physically places (Year 3) [RED MARKER]
The digital media students will be shown on screens and in other rooms



Basement

Selbourne Road



MUSE

DESIGN BRIEF [1]

The MUSE art exhibition at Ruyton has an exciting new chapter underway, with the addition of a dedicated exhibition space. This space presents an opportunity to create an engaging, interactive showcase for student artwork and to guide visitors through the building with a cohesive experience. Led by Mrs. Kirkwood and the Visual Art Team, the goal is to honour the depth of Ruyton's visual arts program while fostering inclusivity for students across age groups, from ELC through Year 10.

The exhibition aims to engage multiple stakeholders, focusing especially on young girls aged 8-9, and also on parents, staff, and the broader Ruyton community. The design should embrace a minimalistic, clean aesthetic, with well-spaced displays that allow each artwork to stand out. Importantly, the setup should avoid wall attachments to protect the new space, opting for displays on stands, boards, or ceiling-mounted installations. The space will blend physical and digital components, offering dynamic ways for visitors to explore the art on display.

MUSE

DESIGN BRIEF [2]

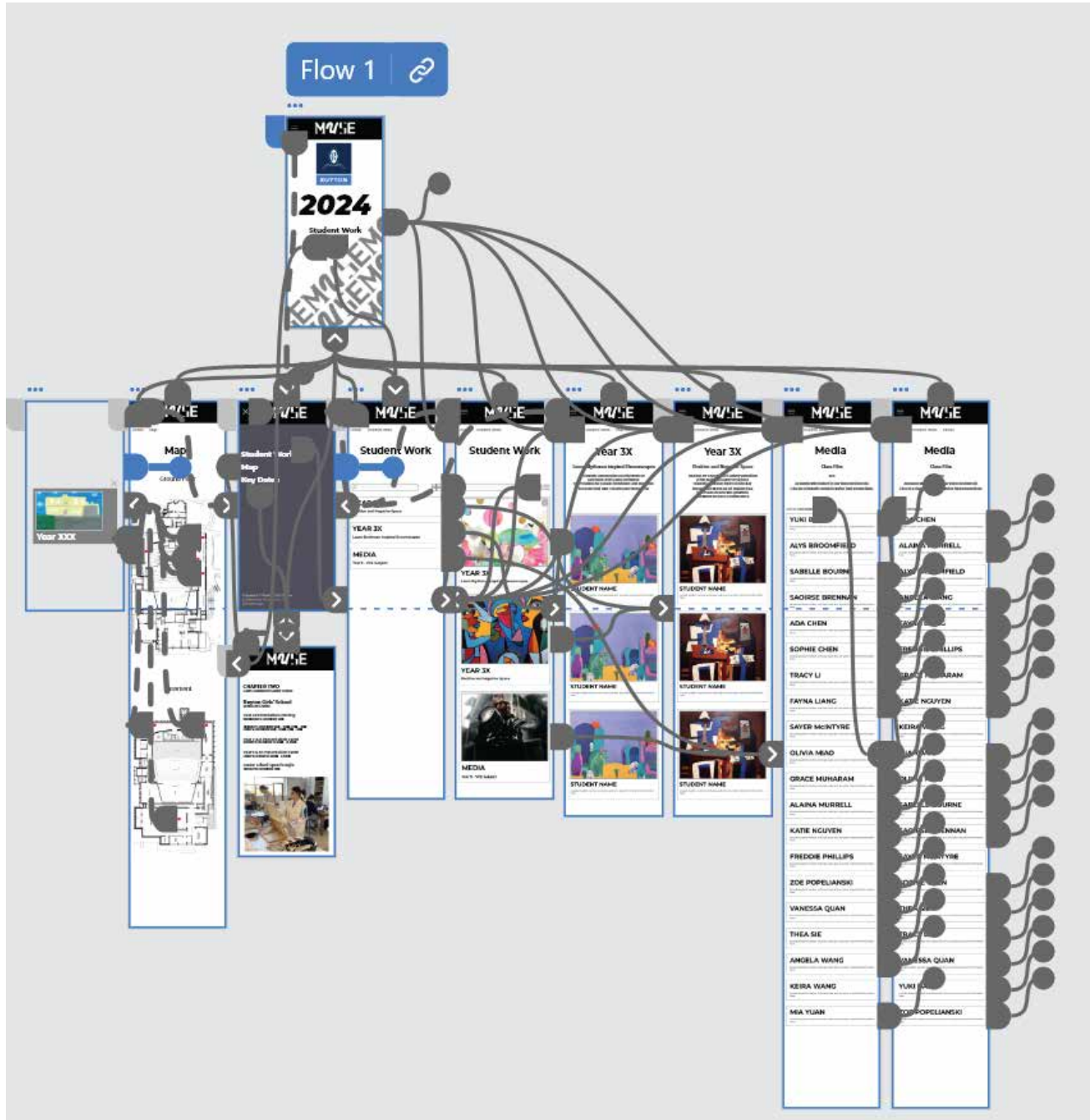
Physical components will include signage, didactic panels, and branding elements to enhance the storytelling aspect of the exhibition. On the digital side, QR codes, screens, and iPads will provide layers of interactivity. This blend of physical and digital media aims to enrich the viewing experience, ensuring it is informative, engaging, and reflective of the school's commitment to the arts.

The project has some practical limitations, with a deadline of the end of Week 6, and restrictions on using wall-mounted displays. Sustainability is also key, so all digital components must be eco-friendly. Each artwork will display the student's name to acknowledge individual ownership and attribution.

The aim is to deliver an interactive experience that is both functional and artistic, supporting an organized, memorable visitor experience. The interactive map, themed displays, and thoughtful spatial organization will make the exhibition accessible, welcoming, and reflective of Ruyton's values. This design approach emphasizes the school's dedication to the arts and ensures an inclusive, enriching exhibition that resonates with its diverse audience.

MUSE

WIP SNIPPETS



INTERACTION ⓘ +

Trigger

Tap ▾

Transition

Auto-Animate

Hyperlink ✓

Overlay

Scroll To

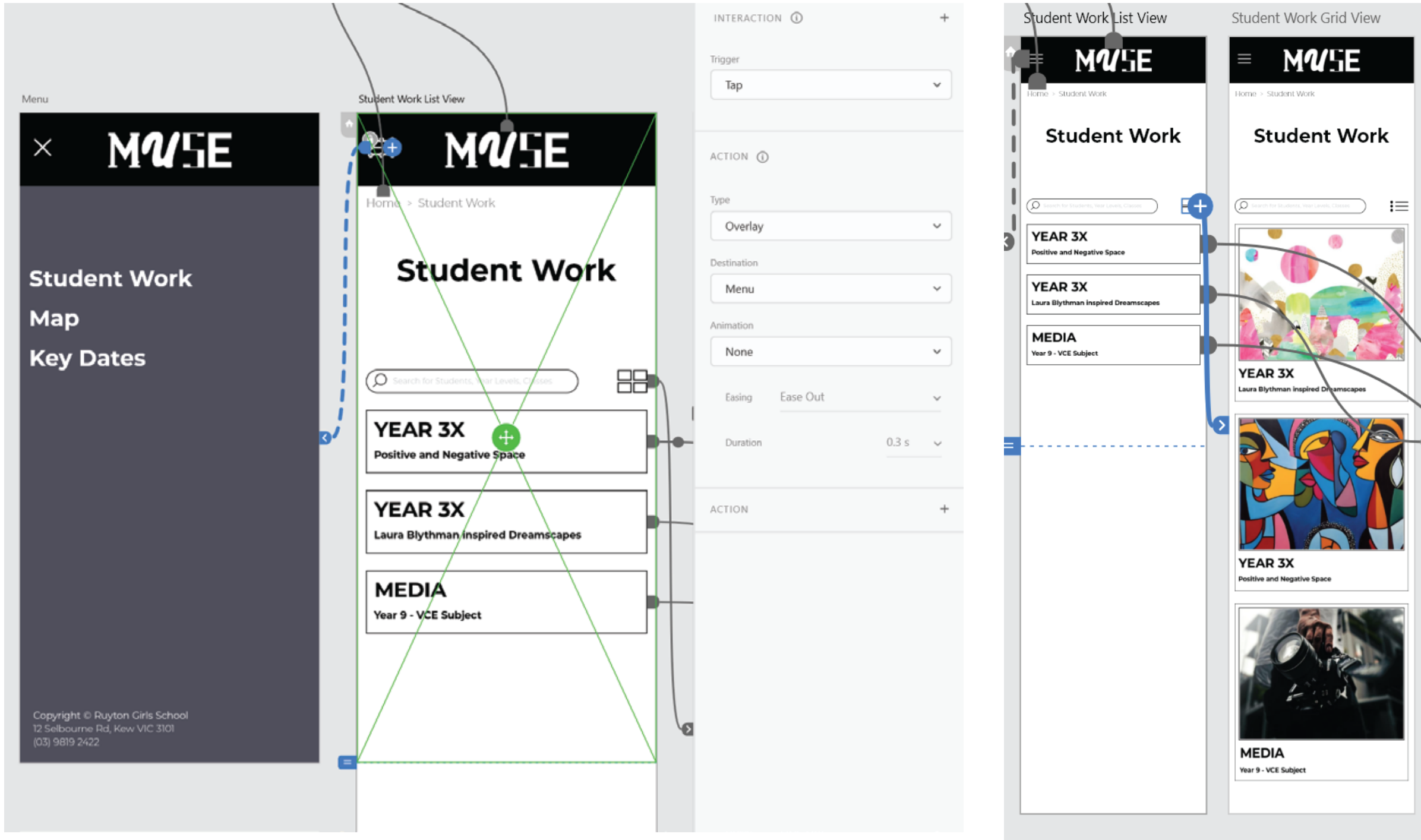
Previous Artboard

Audio Playback

Speech Playback

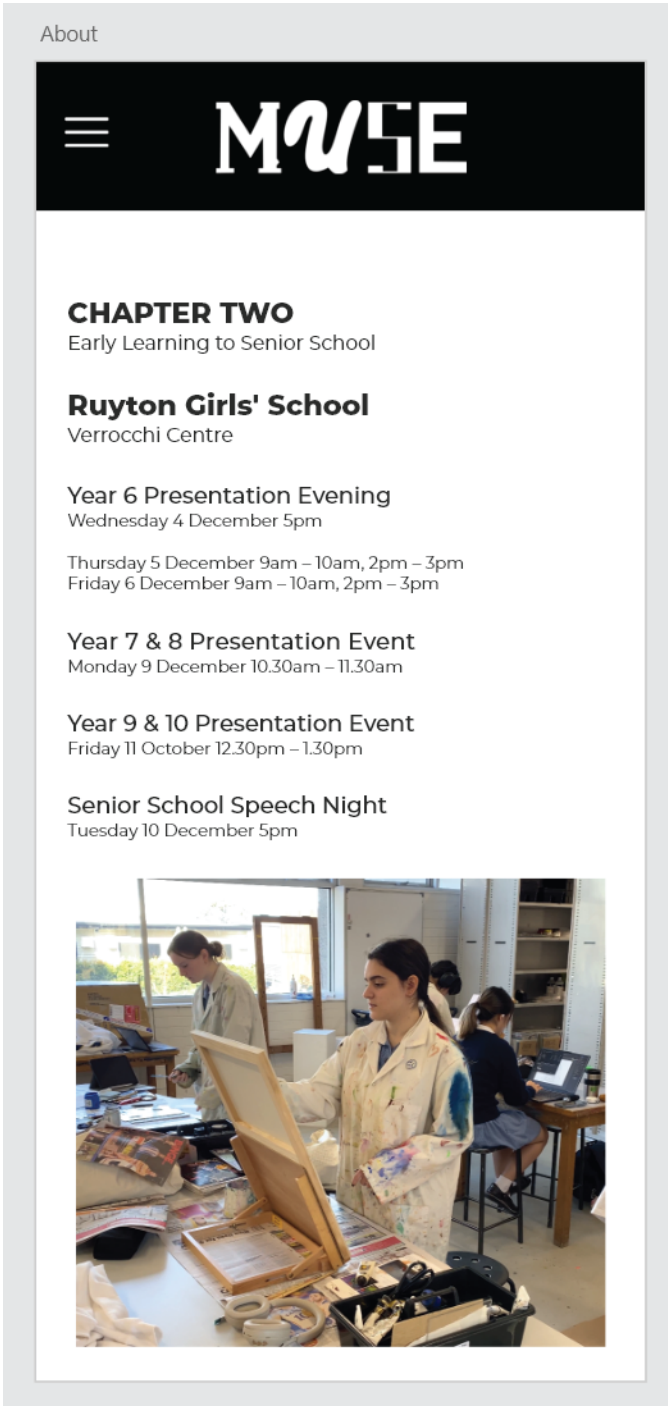
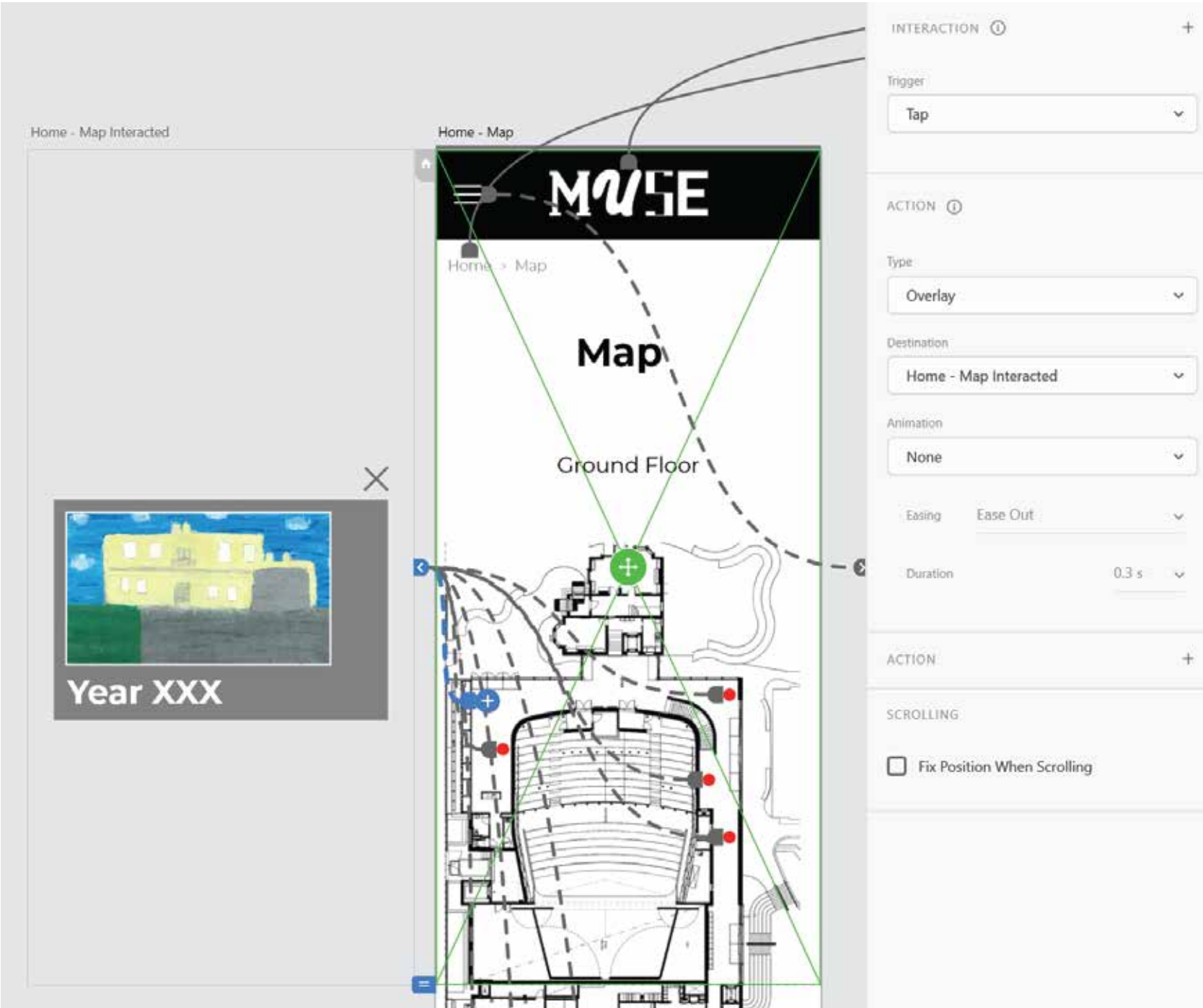
MUSE

WIP SNIPPETS



MUSE

WIP SNIPPETS

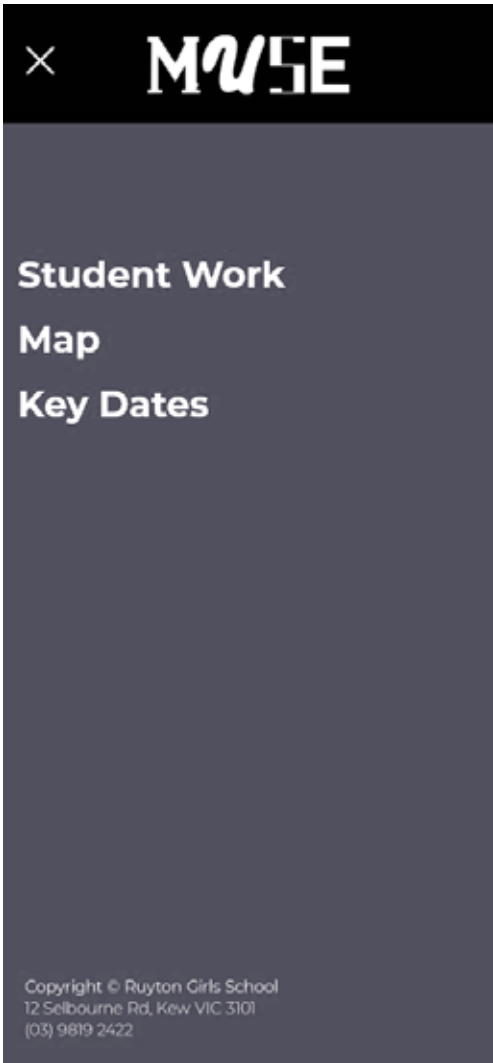


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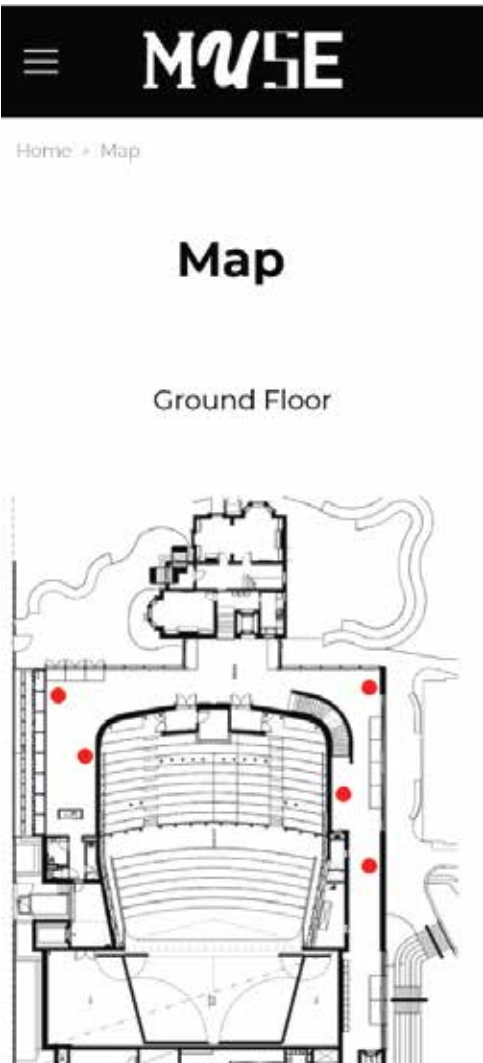
PROTOTYPE



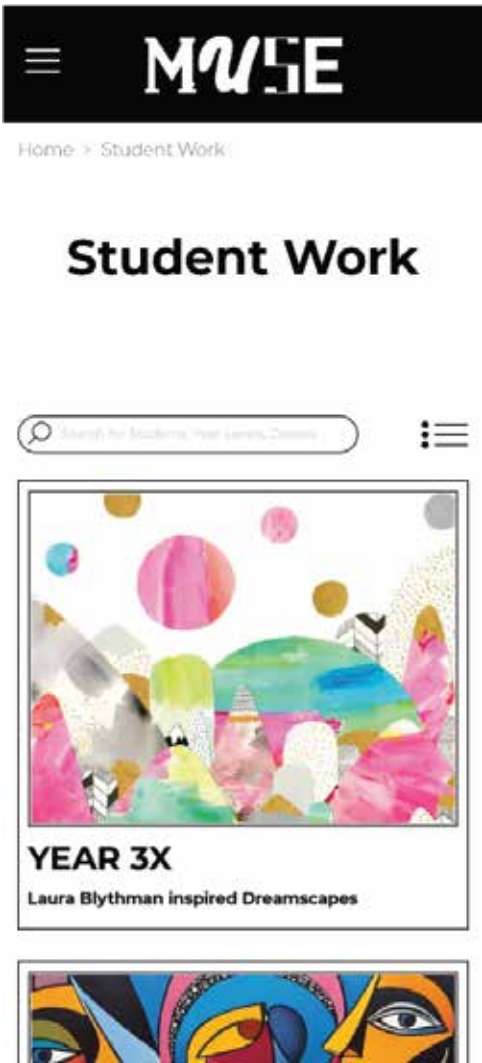
Home Page



Menu



Map



Class List



Individual Student Work

MUSE

PROTOTYPE

The prototype was developed with consideration of the stakeholders' requirements

When displaying the class list, I chose to show two different views: A list view and a grid view. This allows people to interchange between the two views for easy navigation between classes. For some users, the images help the navigation.

The breadcrumb navigation is used on the site to, once again, aid navigation by providing users with a clear path of where they are within the website's structure. This feature enhances the user experience by allowing visitors to easily backtrack to previous pages, reducing the likelihood of getting lost and improving overall site usability.

Sorting students by last name and first name is also important as it can help searching for students in large classes.

The search bar in this scenario isn't useful as I am only presenting Year 3 and the Digital Media elective. However, the search bar would be extremely useful to find students or classes if there were more classes, with ELC to Year 10 electives all included in the pages.

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DIGITAL MEDIA

I collaborated with another designer to complete the Digital Media elective. We both shared ideas and delivered an innovative design that simplified the navigation through Digital Media. We decided to use hyperlinks that led to a site that hosted the videos, so that the website we designed was not cluttered and did not take a long time to load.

YEAR 3

The Year 3 displays was again, simple and minimalistic. Although the content was limited, I used placeholder images for the timebeing to visualise what it would of looked like. The simplicity of the layout was kept consistent throughout each class, helping it maintain the MUSE branding and overall aesthetic.

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