



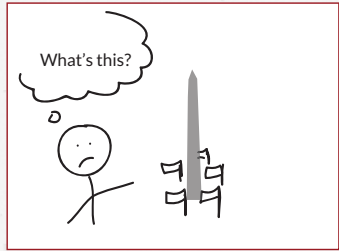
Raquel Winchester
Flashback DC iPhone App Prototype
Yana Sakellion, Graphic Design, CAS
University Honors
Spring 2013

Context





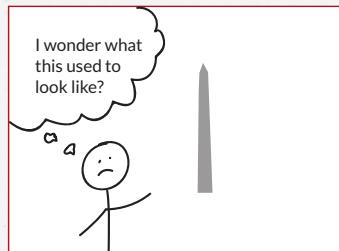
Possible Scenarios



1. Tourist who wants to know what this landmark is

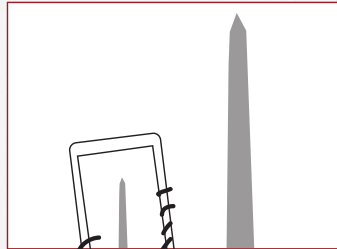


2. Social media type who loves to share every moment.



3. History enthusiast who wants to know more

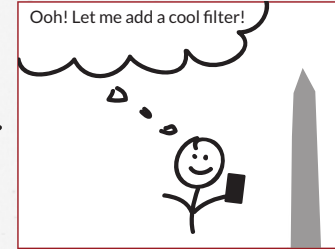
Step-by-Step Use of App



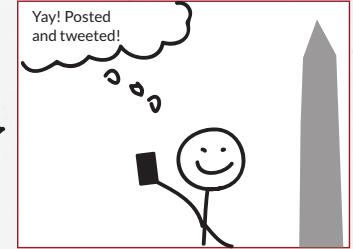
1. Photograph the landmark and let image recognition work its magic.



2. Read landmark description and view historical photos and facts



3. Use fun filters and merge photos to "time travel", merging the past with the present



4. View photo and opt to share it with your friends and family via social media

**DANIEL ALEJANDRO LEON**

CURRENTLY LIVES	WASHINGTON, DC
ORIGINALLY FROM	VENEZUELA
AGE RANGE	21-29 YRS
OCCUPATION	STUDENT
EDUCATION	SENIOR IN COLLEGE
INCOME LEVEL	STUDENT

INTERESTED IN

Dance, Hip Hop, visual art, race relations, social activism.

TAKES PHOTOS TO

"share my experiences with the world and to capture memories."

PRIMARILY TAKES PHOTOS WITH

iPhone camera

INTEREST IN HISTORY

"The history of people, places and landmarks definitely interests me because I feel that history is a learning block for the future."

WOULD PRIMARILY USE THIS APP TO

"take a hold of the rich history in Washington, DC."

The Social Media Junkie

**MIKE METZGER**

CURRENTLY LIVES	BOSTON, MA
ORIGINALLY FROM	BOSTON, MA, USA
AGE RANGE	21-29 YRS
OCCUPATION	HIGHER EDUCATION ADMINISTRATOR
EDUCATION	MASTER OF ARTS
INCOME LEVEL	LOW

INTERESTED IN

Photography, history, television, reading, fishing

TAKES PHOTOS TO

"capture moments and share those with people who could not experience those moments with me"

PRIMARILY TAKES PHOTOS WITH

iPhone camera

INTEREST IN HISTORY

"History is what unlocks a broader narrative and sets the present into context. It provides identity to people and helps promote citizenship. Iconography and architecture are telling tools that indicate so much about people and historical context. Through study of objects, even as a casual observer, it is possible to gain a window to the past which often brings about new appreciation."

WOULD PRIMARILY USE THIS APP TO

"It would be a great tool to uncover more about what I'm looking at while traveling. So often when in a new place tours and signs leave out places that are still very interesting. This app would help me be a real life Indiana Jones and that's so cool. Plus the sharing features and hybrid present and past options are nice functionalities."

The History Enthusiast



GISELLE WINCHESTER

CURRENTLY LIVES	SYRACUSE, NY
ORIGINALLY FROM	TRINIDAD AND TOBAGO
AGE RANGE	21-29 YRS
OCCUPATION	SPANISH INSTRUCTOR, SYRACUSE UNIVERSITY
EDUCATION	MASTER OF ARTS
INCOME LEVEL	LOW / STUDENT

INTERESTED IN

Literature, research, reading, traveling, interior decorating, Latin American music, culture, corporate social media, cooking

TAKES PHOTOS TO

"record experiences/preserve memories/ track changes (sentimental value), but mostly for aesthetic purposes - lots of landscape shots, mostly because I like how something looks, want to experiment with different perspectives/compositions, or would like to use the images for decorating. Sometimes to add a visual component to social media posts."

PRIMARILY TAKES PHOTOS WITH

Phone camera, Simple point-and-shoot digital camera

INTEREST IN HISTORY

"As a scholar of literature and culture and also a person that has traveled and lived in several vastly different places, I love making connections across generations, languages and geographical spaces. Many times the history of people, places or landmarks can contribute greatly to this process. Also, this information creates a story out of what may otherwise just be a physical monument and I fundamentally believe that stories are essential to our existence as social beings and world citizens."

WOULD PRIMARILY USE THIS APP TO

"Photo-document a DC trip; use filters to create an interesting visual project that I could print and display for decorative purposes; educational purposes, e.g. in the classroom as a teaching tool."

The Educator



PREETA WILLIAM

CURRENTLY LIVES	LANCASTER, PA
ORIGINALLY FROM	LANCASTER, PA, USA
AGE RANGE	21-29 YRS
OCCUPATION	STUDENT
EDUCATION	JUNIOR IN COLLEGE
INCOME LEVEL	STUDENT

INTERESTED IN

Graphic design, illustration, fine art & art history, history in general, literature, movies and cinematography, European soccer, foreign foods

TAKES PHOTOS TO

"remember things that happen in my life, to keep track of interesting things I see, to keep track of design things I like or things that inspire me."

PRIMARILY TAKES PHOTOS WITH

iPhone camera

INTEREST IN HISTORY

"I love stories and every person, place and landmark has a story. It's interesting to me how the history of one thing is the combination of a lot of different stories and it's fascinating to understand how/why things came to be and how/why they're changing. It's especially interesting to see where things are now in relation to where they have been. Change, whether good or bad, is always fascinating to follow and history helps us cultivate more knowledge about ourselves and the world we live in to help inform the way we change and move forward."

WOULD PRIMARILY USE THIS APP TO

"To remember my favorite parts of D.C.; A source of inspiration for design projects."

The Graphic Design Student



CORINNE ACOSTA

CURRENTLY LIVES	WASHINGTON, DC
ORIGINALLY FROM	TRINIDAD AND TOBAGO
AGE RANGE	21-29 YRS
OCCUPATION	STUDENT
EDUCATION	SENIOR IN COLLEGE
INCOME LEVEL	STUDENT

INTERESTED IN

Education, photography, traveling, music, TV, reading, culture, event planning

TAKES PHOTOS TO

"to have photos to look back on and remember great memories. My family loves taking photographs."

PRIMARYLY TAKES PHOTOS WITH

Digital SLR Camera, iPhone camera

INTEREST IN HISTORY

"History affects how we view things. [It] results in a greater appreciation for the person, place or landmark."

WOULD PRIMARILY USE THIS APP TO

"Photo-document a DC trip."

The Photography Enthusiast



SHAZANNA KHAN

CURRENTLY LIVES	TRINIDAD AND TOBAGO
ORIGINALLY FROM	TRINIDAD AND TOBAGO
AGE RANGE	21-29 YRS
OCCUPATION	STUDENT
EDUCATION	MEDICAL SCHOOL
INCOME LEVEL	STUDENT

INTERESTED IN

The visual and performing arts- art, craft, photography, music, drama, dance, etc, culinary arts, science

TAKES PHOTOS TO

"to communicate with senior doctors...to take pictures that I need for my presentations or journal reports. I also use them to interact with friends who I want to keep in touch with...to capture moments in life that I can't seem to record in any other way and to preserve memories."

PRIMARYLY TAKES PHOTOS WITH

Digital SLR, Simple point-and-shoot digital camera, Phone camera

INTEREST IN HISTORY

"I believe that our history shapes us to be the people we are today... The architectural aspect appeals to me. It's amazing to me how quickly a skyline can change and the old one forgotten and I suppose that's why I also think that its important that our old buildings are thus preserved. They were built in an era and used by people that we don't know...they may not be around any more but the buildings they created based on their own thoughts and emotions are."

WOULD PRIMARILY USE THIS APP TO

"keep my trip documented and [it would] be a fun tool to learn about the city."

The Tourist / Architecture Enthusiast



IAN URRIOLA

CURRENTLY LIVES	WASHINGTON, DC
ORIGINALLY FROM	WEBSTER, NY, USA
AGE RANGE	18-20 YRS
OCCUPATION	STUDENT, SINGER, CHORAL DIRECTOR
EDUCATION	JUNIOR IN COLLEGE
INCOME LEVEL	STUDENT

INTERESTED IN

Music, religion, cooking, Sci-Fi.

TAKES PHOTOS TO

“document my life so that in 20 years I can reminisce with my future children about my “glory days.”

PRIMARILY TAKES PHOTOS WITH

Phone camera

INTEREST IN HISTORY

“I find history to be extremely fascinating, especially on the “micro” level. Rather than taking a survey on American-History, I’d rather take an in-depth, interactive topics course on the final battles of the civil war. Landmarks especially cover that “micro” level of history. I can go to the battlefield at Gettysburg or the beach at the Bay of Pigs and instantly feel connected to the stories that were formed there.”

WOULD PRIMARILY USE THIS APP TO

“not only commemorate [a] trip to the nation’s capital, but also provide location assistance (e.g. Take a picture of one of the many horse riding statues in the city, identify who it is commemorating [...etc].”

The DC Student

The Design Process



Time Travel DC
Time Travel DC
Time Travel DC
Time Travel DC
Time Travel DC
Time Travel DC
TIME TRAVEL DC

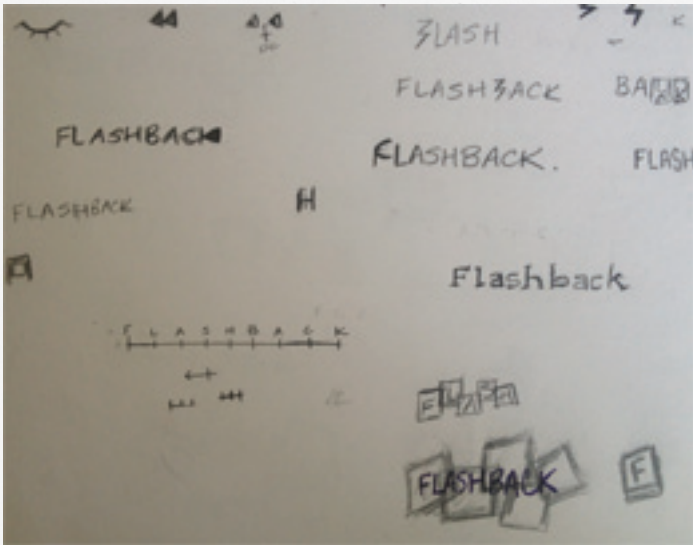


Time Travel DC

Time Travel
DC

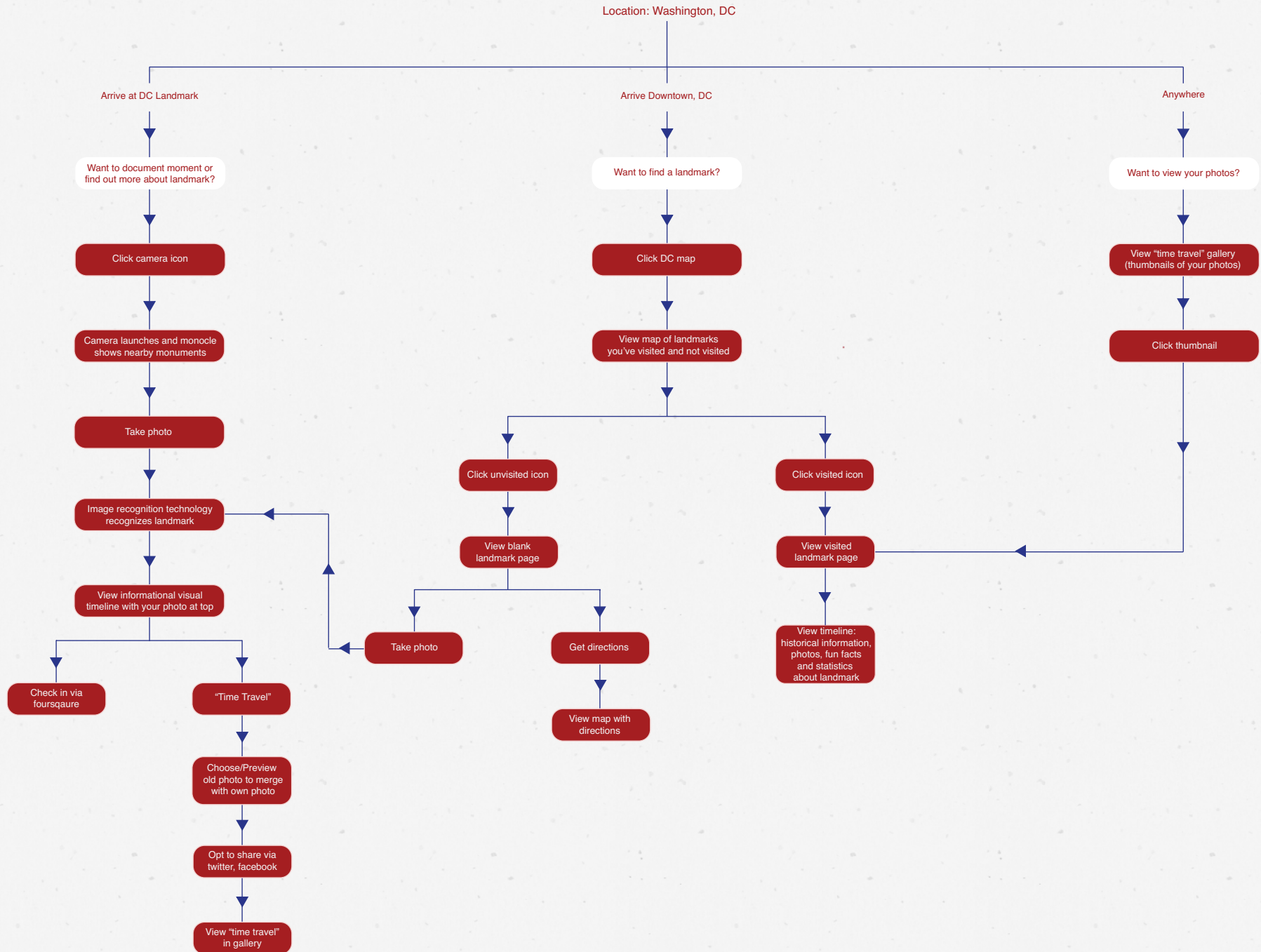
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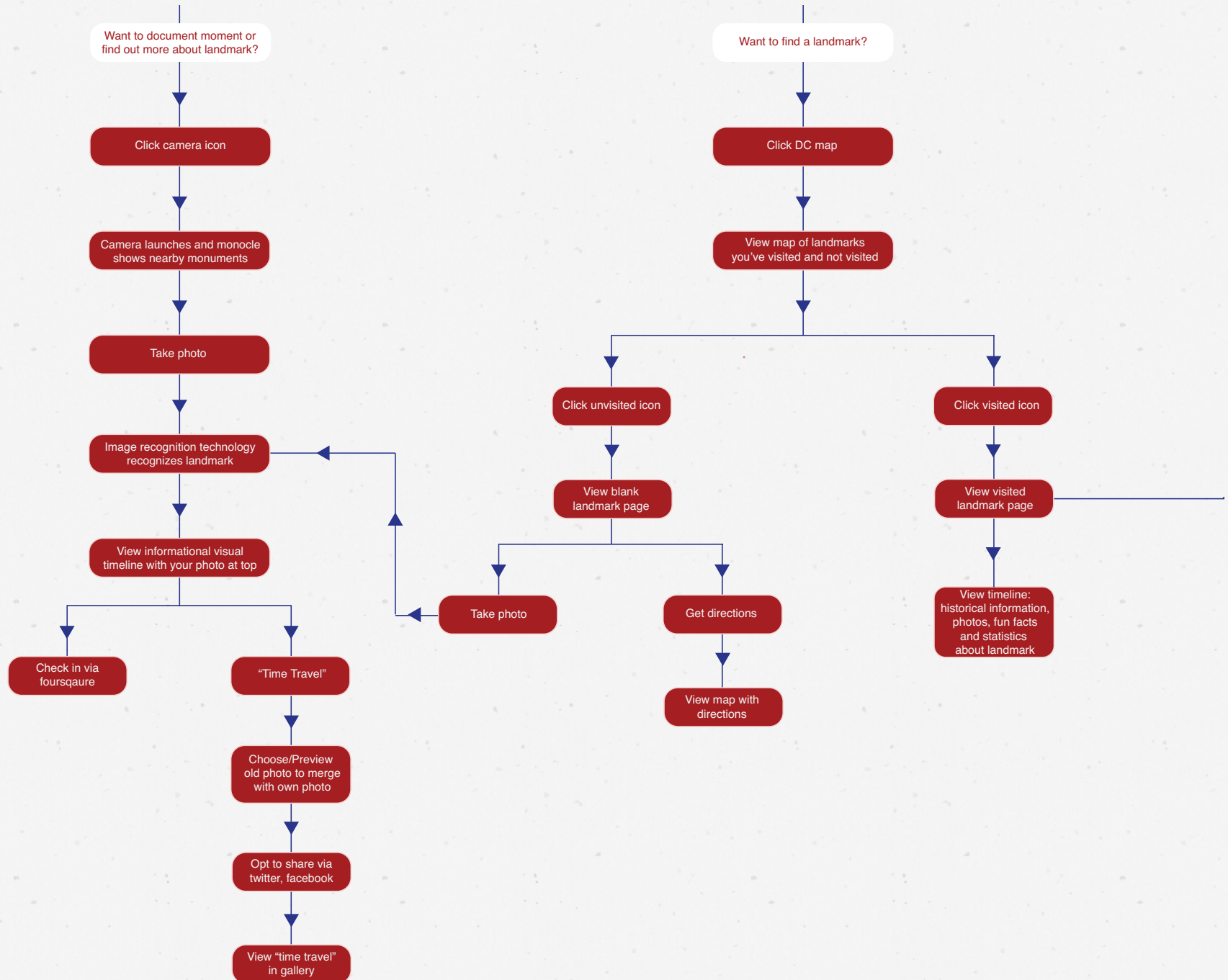
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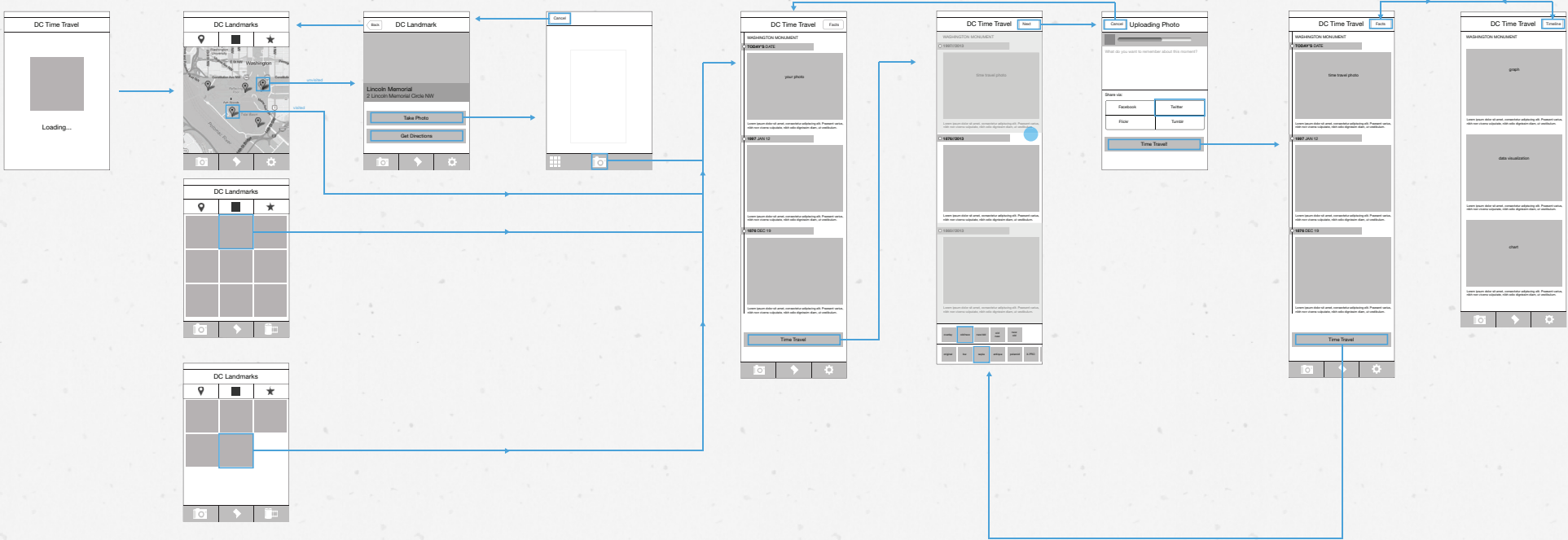
Flashback

Fb

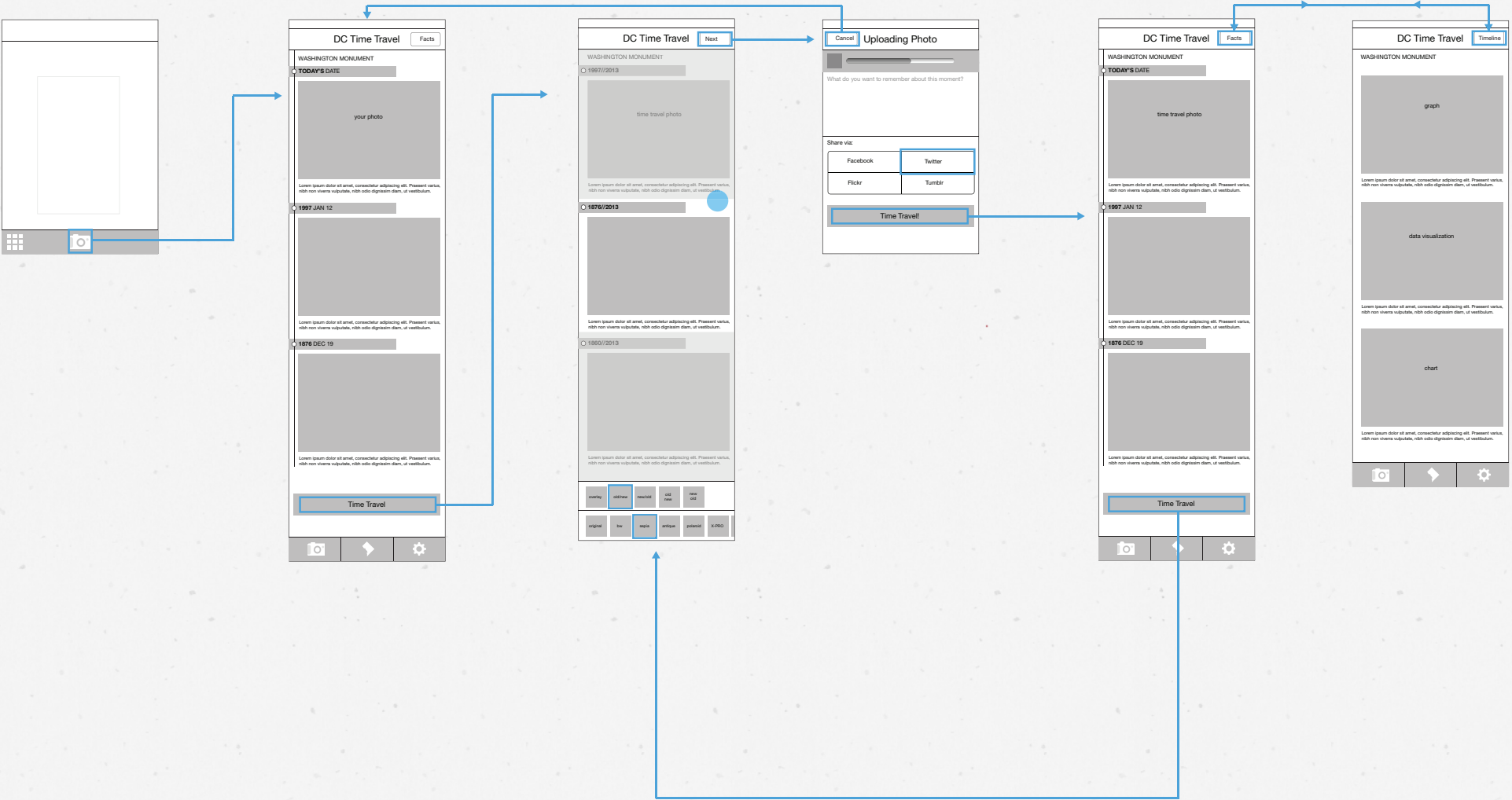




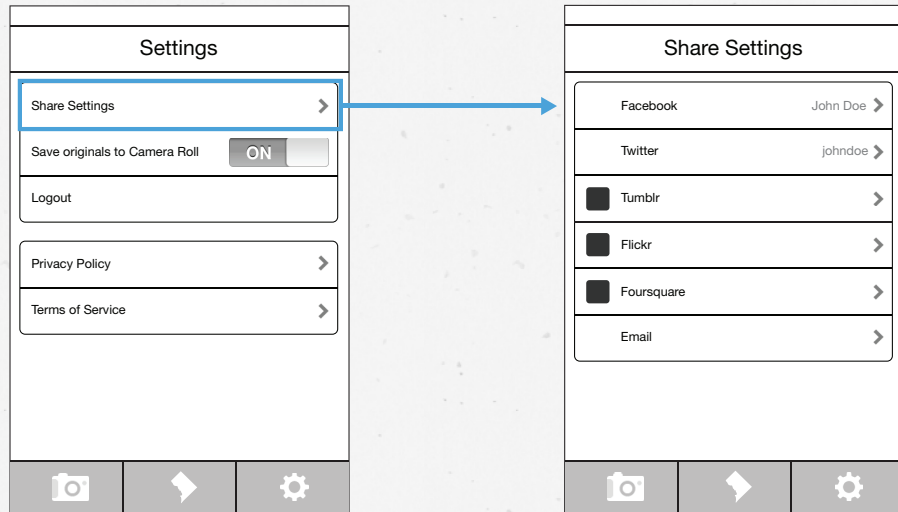
Loading into Landmark Function



Camera/Time Freeze into Flashback Function



Settings



TIME TRAVEL DC

Possible Colors



Textures



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Font: Open Sans by Google Web Fonts #202020

Adjectives

PERSONAL FUN Snapshot
MEMOIR Modern

TIME TRAVEL DC

Possible Colors



Textures



THIS IS AN EXAMPLE OF A HEADING

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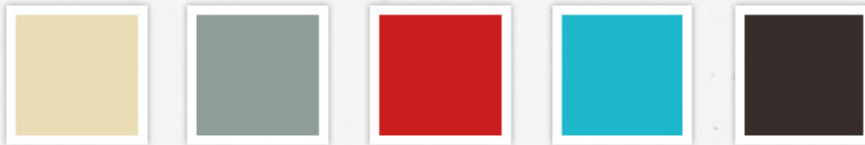
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Adjectives

DC Clean SLEEK
MODERN Official

Time Travel DC

Possible Colors



Textures



TIME TRAVEL

THIS IS AN EXAMPLE OF A HEADER

Font: Rokkitt by Google Web Fonts #1eb8cc

THIS IS AN EXAMPLE OF A SUBHEAD

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Adjectives

Memorable Vintage Traveled
Sentimental Handmade

Additional Pattern Experiments



In the 2011 science fiction movie, Transformers: Dark of the Moon, Megatron destroys the statue of Lincoln and then sits on the chair.

2011 SEPTEMBER 27



In the 2011 science fiction movie, Transformers: Dark of the Moon, Megatron destroys the statue of Lincoln and then sits on the chair.

2011 SEPTEMBER 27



The Washington Monument
Foundation Construction.

