

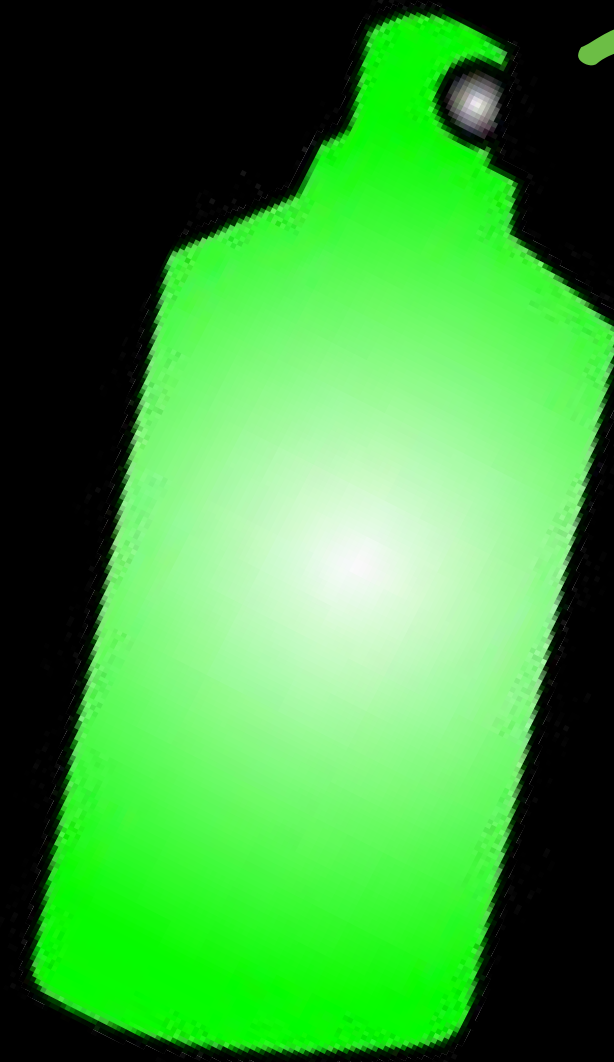
ARTBLOCK
STANDARDS
MANUAL



INNY.



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MISSION STATEMENT

DISCOVERING THE WORLD OF STREET ART

ArtBlock is an app for creatives who like to explore and have fun.

The purpose of this app is to reveal an entire new world of street art.

With a built-in map and strong community to share with, the possibilities are endless



Discover real street art anywhere you go! Add the street art you discover to your collection!

You can also discover, and create virtual street art. "Tag" the VR street art you make to real life locations, for others to find!

APP LOGO



I wanted the logo to resemble what you first think of when you hear of street art. I felt like that would be spray paint, so I decided the main logo would feature a spray can. I also wanted the logo's font to be something bubbly but readable.



2



APP LOGO



3

TYPOGRAPHY

Let's talk about fonts!

For my app logo I wanted a bubbly but readable font so I settled with: **SUBWAY BERLIN SC**

I REALLY LIKED HOW REALISTIC THIS FONT WAS TO ACTUAL GRAFFII THAT YOU COULD FIND ON THE STREET SO THAT'S WHY I SETTLED WITH IT.

Now for my body font, I chose Eras Demi ITC because I liked how it matched with Subway Berlin, and I also felt like it kind of had that stencil look to it, which is also pretty prominent in street art.

TYPOGRAPHY

SUBWAY BERLIN SC-

AA BB CC DD EE FF GG HH II Jj Kk Ll Mm
Vn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Eras Demi ITC-

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

COLOR PALETTES

I wanted the colors of this app to be colorful, bold, and neon, to resemble how vibrant street art is. That is why for the app icons I chose a mixture of the colors, pink, green, and purple. As for the logo I ultimately went with pink and green because of the stark contrast that these colors have against black and white surfaces.

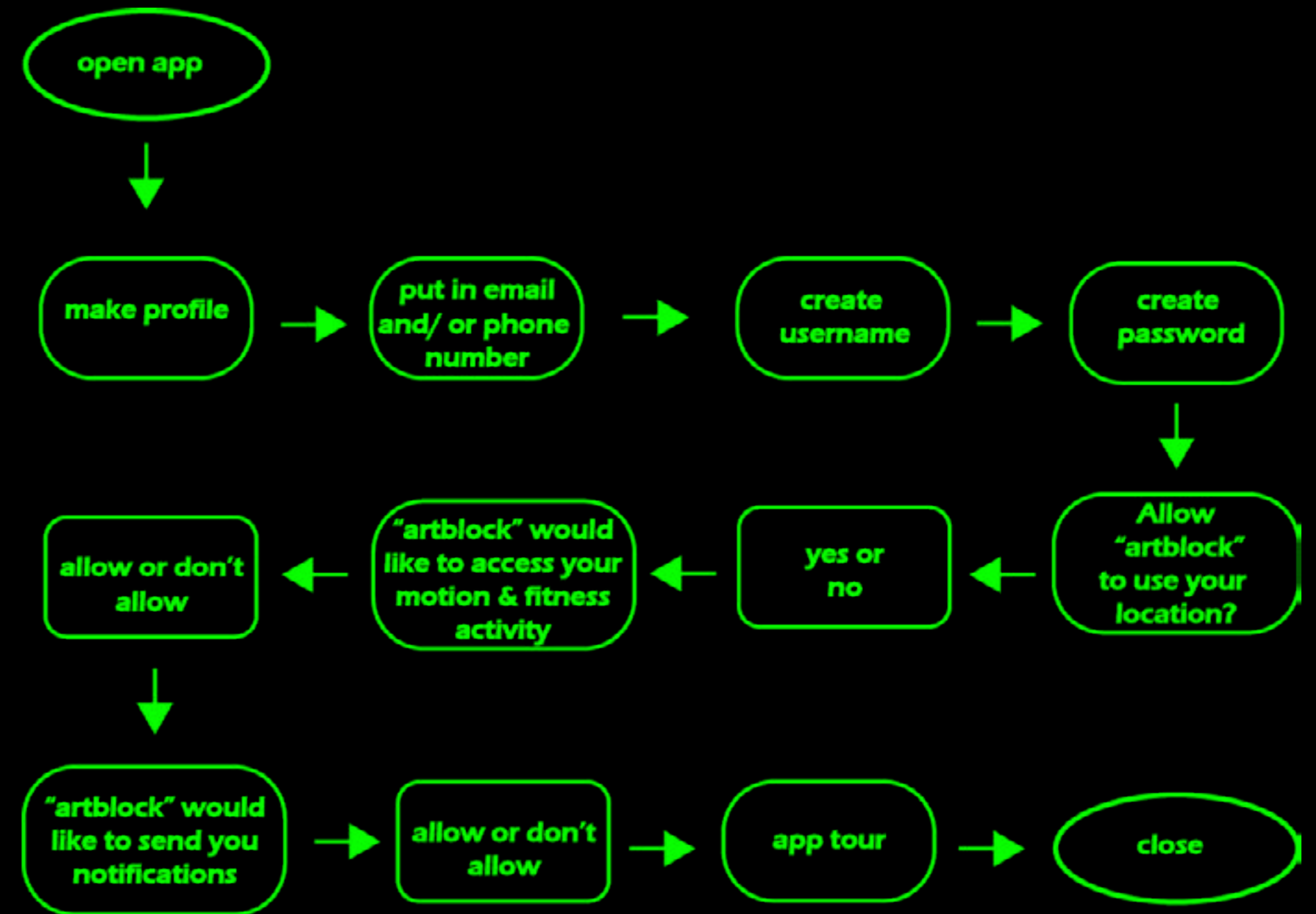
COLOR PALETTES



USER FLOW

For the user flow I took inspiration from many modern apps where you are required to make a profile to use the app. After you finish setting up your profile, there will be a few pop ups asking you if you allow the app access to your gps and fitness activity. Access to your gps is important since the whole app is based on locations of street art. Access to your fitness activity is also important since the app is also based on how many steps you take which help you complete quests.

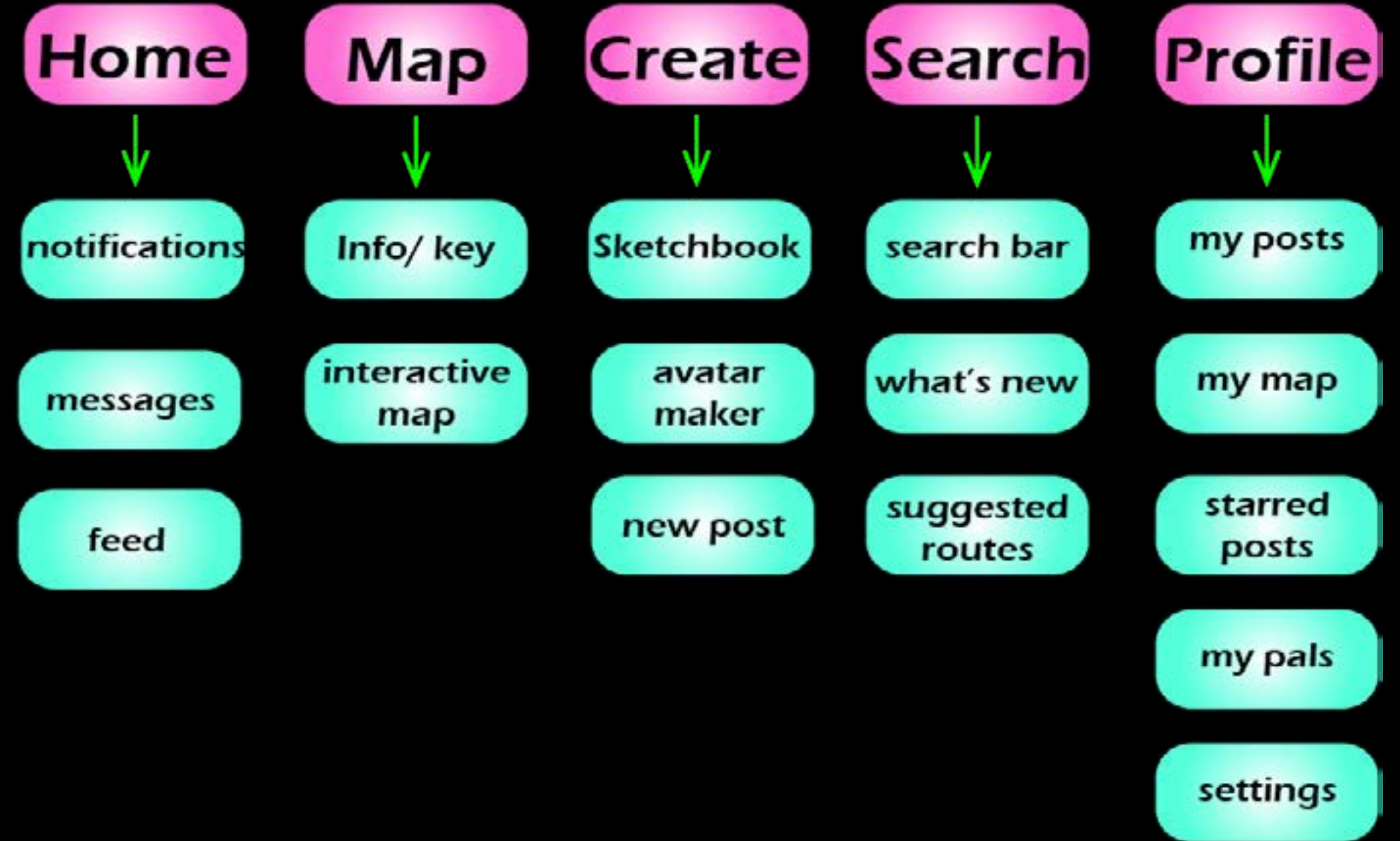
USER FLOW



SITE MAP

For my app's site map I show what each menu has to offer. In the home menu you can easily access your notifications and messages. You also have access to your feed here which shows what your pals have posted and/ or discovered. In the map menu you have access to the interactive map and your quests. In the create menu you can access your sketchbook which is where you can create and save your VR street art, and make collages. You can also customize your avatar. You can also post the street art you've created, or place it in a nearby location for other users to discover. In the search icon you can search for other users and artworks. In the profile menu you can access your posts, your map which shows where you discovered street art, your achievements, your starred posts, pals, and settings.

SITE MAP



Icons

Each menu icon has a similar gradient with the same colors however the gradient is randomized. Although the notification and message icons aren't in the same bar as the home, map, create, search, and profile icons I thought that they should also have that similar gradient since they are part of the home screen and I want the user to know exactly where they are. For the comment icon I noticed that most other apps use the traditional chat bubble to signify that it is the comment icon, however I wanted to take a different approach and make that icon a set of lips since when you are commenting on something you are speaking on something and when you speak you are moving your lips. And finally the star icon is basically how you can "like" posts.

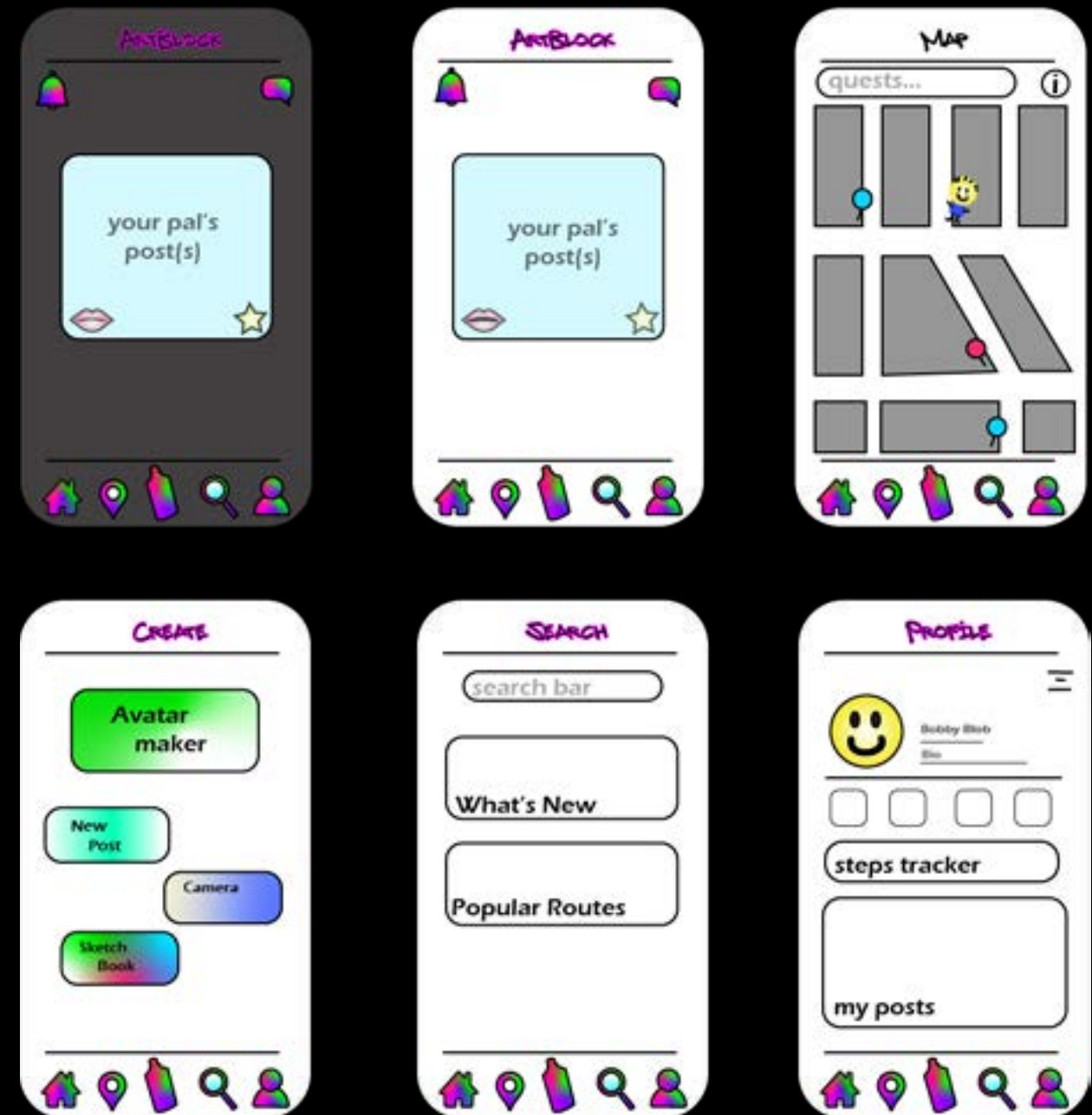
Icons



WIREFRAME GRID

The navigational menu icons are located at the bottom of the app and are accessible from any of the menus. The Notification and message icons are only accessible from the home page since that's where you can access your main feed. You can also see what your pal's post in the home menu. You can click on your friends post to see more details and sometimes take the form as a collage. The map menu will show pins you can interact with once you get close enough to them, you can hold down on them and be prompted to take a photo of the street art you discovered which will then be added to your collection. In the create section you can customize your avatar, sketch out your art, make vr art, make a collage of the art you discovered, and post it if you want. In the search menu there is a search bar located toward the top and discover pads filling the rest of the page. In the profile menu your profile pic is on the left, there is also a banner you could customize, your steps tracker, your public feed, your collection page, pal's page, and settings.

WIREFRAME GRID



USER GESTURES

USER GESTURES

Home menu-

if you double tap a post you admire, you "star" it.

Map-

When you get closer to a pin, you can hold down on it to access the camera so you can take a picture of the street art you discovered and add it to your collection.

Map-

you can spread out with your fingers to see what pins are around you.

You can press on your avatar to quickly see your stats; how many steps you walked, how much street art you collected.

Profile-

Access your settings by pressing on the three line icon on the top right.

Quickly change your profile picture by pressing down on it.

Enlarge your profile picture by quickly tapping it.

ACCESSIBILITY

Map-

Has a voice feature that speaks out directions.
Highlights path you may take.
Warns you from trespassing.

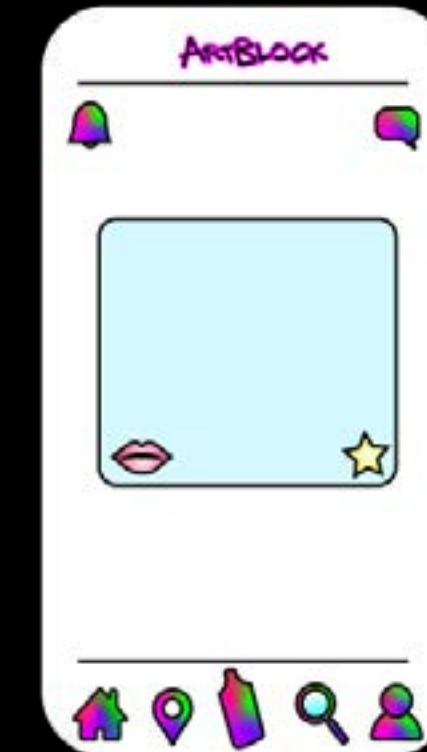
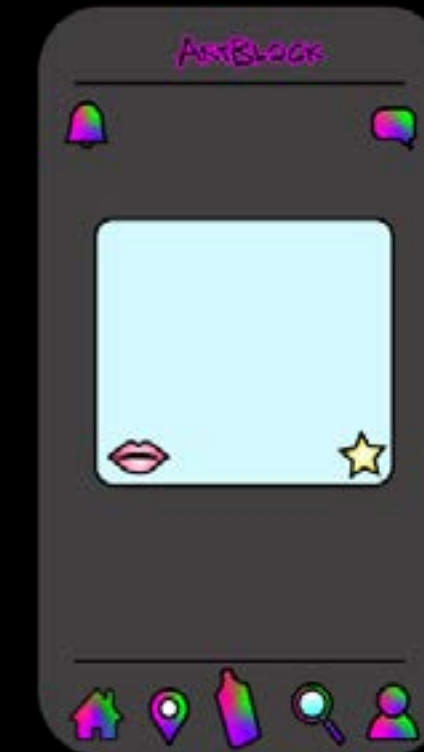
Display-

You may zoom into any post.
You may change the font size so that it could be bigger.
You may also change the font color for better readability.

ACCESSIBILITY

Display continued-

You may change your in-app display from light mode to dark mode.



GRAPHICS

The graphic to the right showcases what could be done in the sketchbook section of the app in terms of making collages out of the street art you discover.



GRAPHICS

The graphics to the left showcase how the VR art function could work. The Reality image shows what is actually there in real life and the VR image shows how a user could add artwork to a real life location, virtually. This could be done through the user taking a photo of a location using the app's camera and then adding their street art to that image. This could be done through the sketchbook section of the app. Then the user has the choice of posting their artwork publicly and even tagging it to the location for other users to discover.



Reality



VR



ARTBLOCK