

Presentation of Apps: Code and Design

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Unlock “The Brand” App

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App for a book publisher

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Linking a book cover and animation and sound bytes on tablet or smartphone

The app will be a mobile application to experience a book using Augmented Reality.

BOOKS AND BOOK COVERS: Books from Math Paper Press are available at bookstores, on displays inside stores or at other locations.

PLAYING ANIMATIONS AND SOUND BYTES ON A DEVICE: After downloading the “Xname APP” from the app stores for iOS and Android devices - a one-time download - the viewer simply places his or her smartphone or tablet on the page of the printed document. The high contrast picture printed on the page will trigger a quote read by an expert, a sound byte, a video clip, an animation or some dynamic infographics from “Xname”. The app will be available on smartphone phones or tablets.

EXPLORATION OF “IN APP” CONTENT: The viewer can drag and drop pictures of friends on the screens of the app. The pictures are selected from the memory device in order to create a small digital collage on top of the book cover.

SENDING USER GENERATED CONTENT TO SOCIAL MEDIA: Viewers can take snapshots of collage of pictures that they created on top of the book cover. They can send the images to their friends using social media.



Illustrations from left to right:
Step 1: the “Xname APP” scans the book cover.
Step 2: the “Xname APP” links the book voer with in-app audio and visual content.
Step 3: the “Xname APP” delivers a full audio visual experience about thebook. This can be experienced without the book.

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Step 1
Download the
“The Brand” App



“The Brand” App
is a free one-time download
from app stores for iOS and
Android devices.

Step 2
Open “The Brand”
printed document



PRINTED DOCUMENTS

Brochures, reports,
catalogue of events that
include target images or
illustrations as part of the
layout.

Step 3
Unlock “The Brand” App
Place the smartphone or
tablet on the illustrations

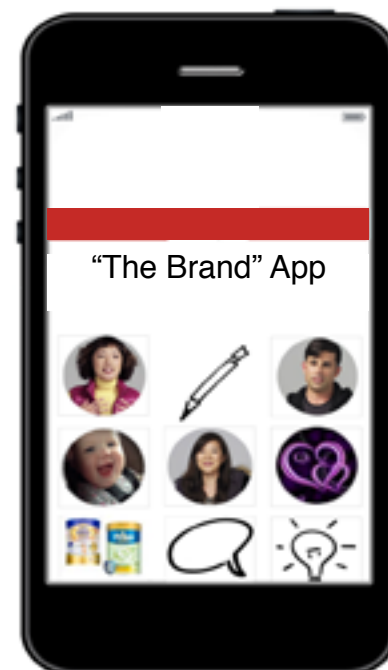


“The Brand App” links to content

The high contrast picture
triggers a sound byte,
an expert, a video clip,
an animation or dynamic
infographics from “The
Brand” App.

EXPLORING “The Brand” App

After unlocking content from the app, viewers can
explore more in-app content: dynamic content
available on the interface of “The Brand” App.



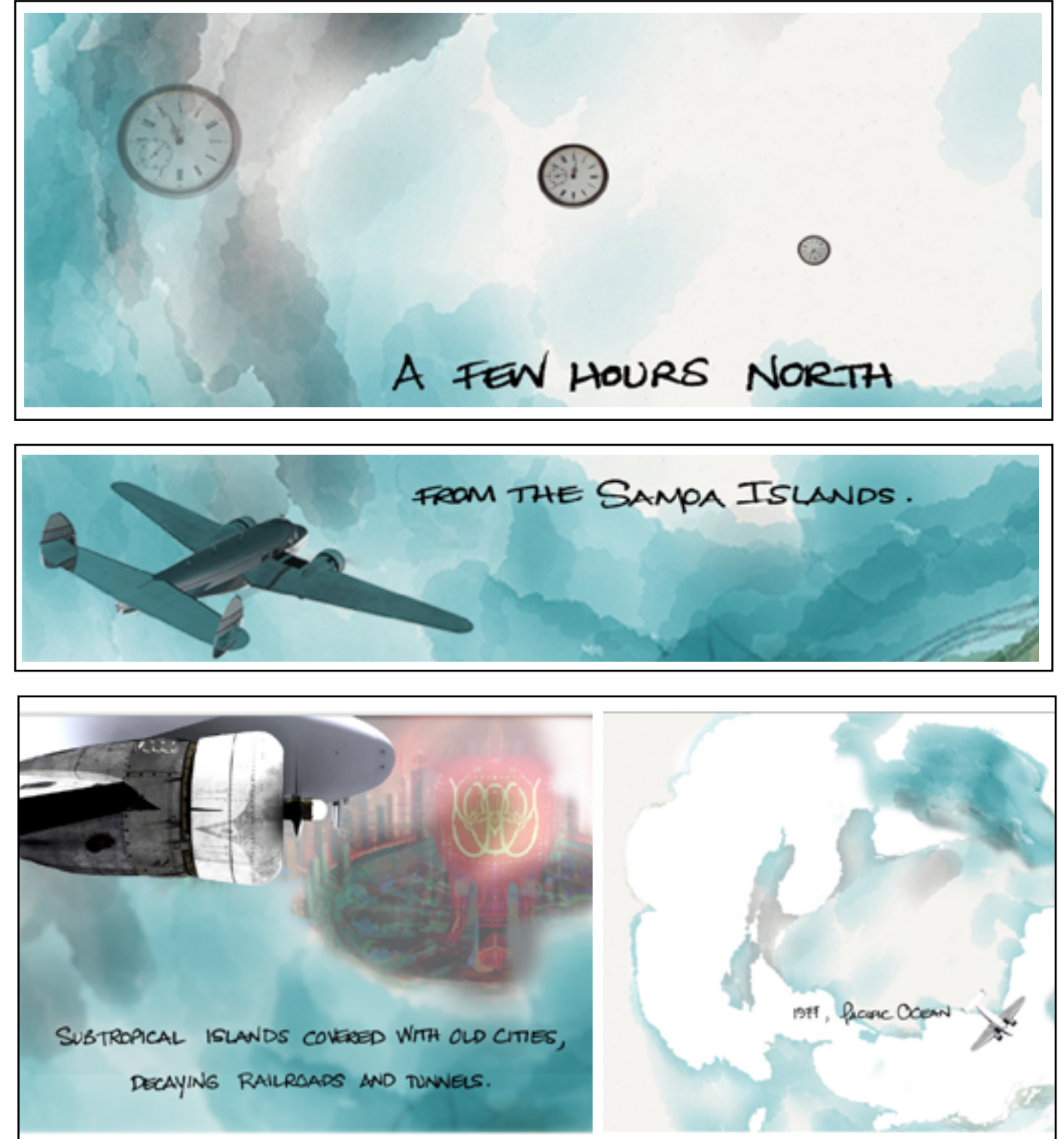
“BeCity” App using Augmented Reality, linking a printed poster and digital comics on tablet or smartphone.

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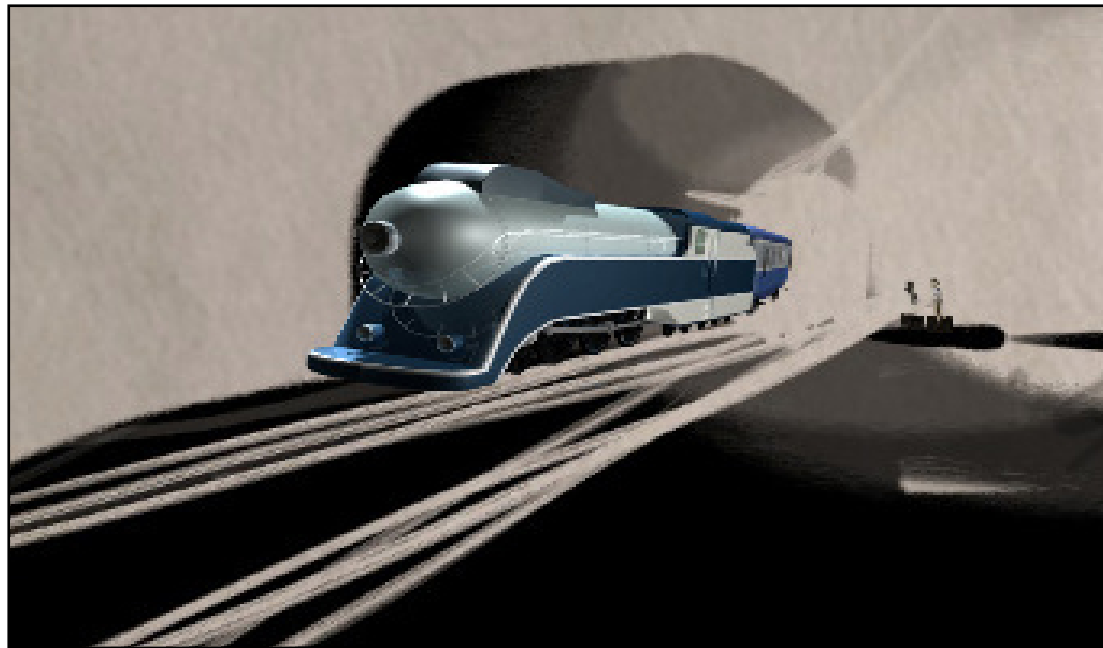
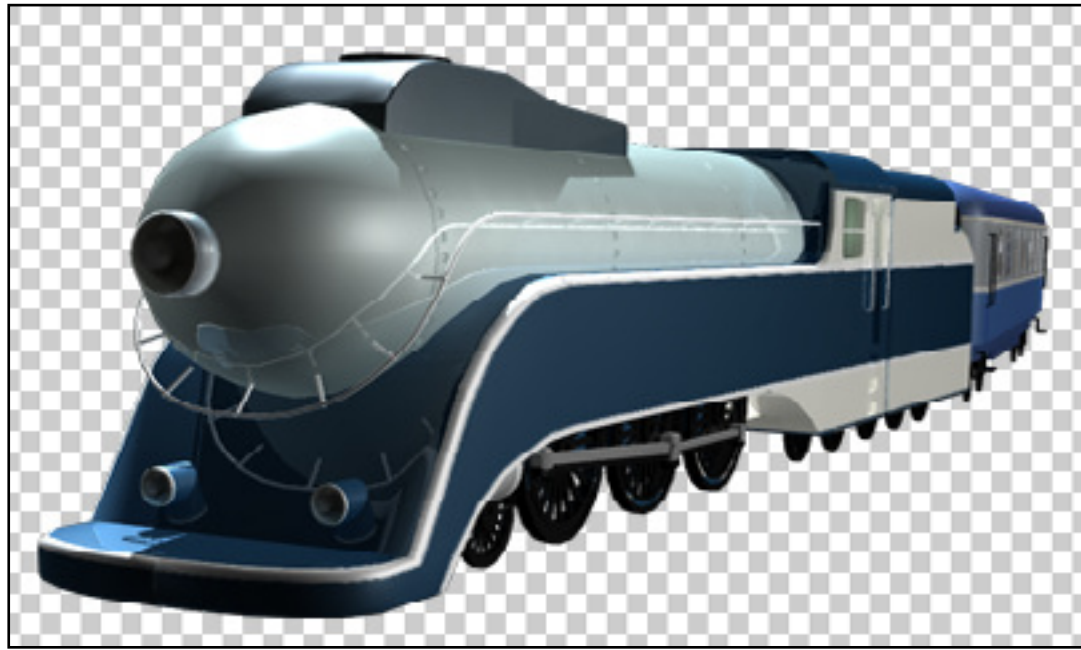


There is the possibility for viewers to discover pages of digital comics on their device. The illustrations include hot spots or interactive nodes. For example, the three watches floating in the sky. This gives the possibility to branch out to different parts of the story or to change the camera, assets and attributes inside a scene.

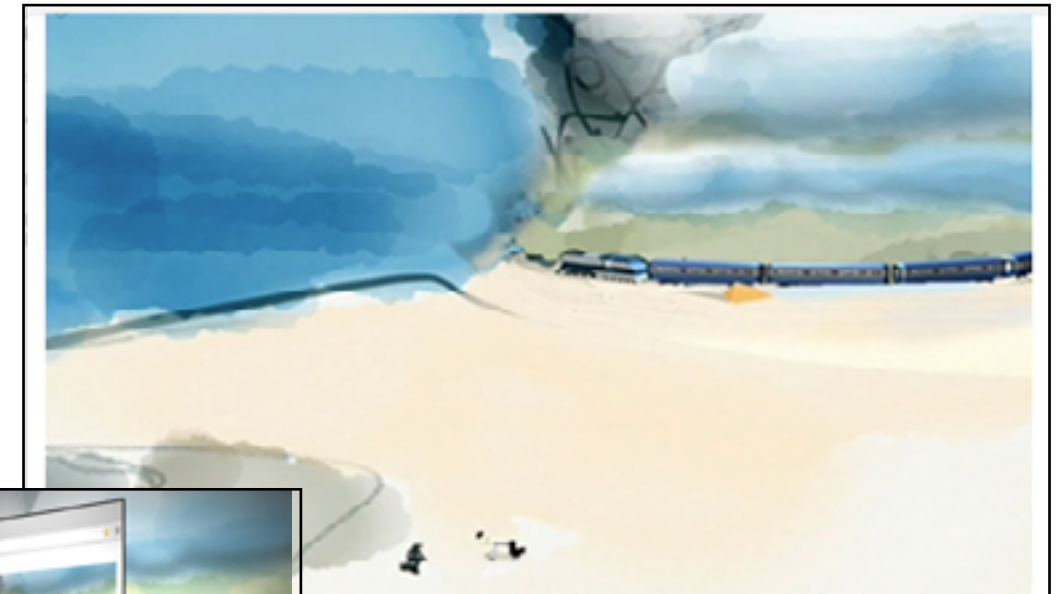
“BeCity” is an online digital story created with original drawings, watercolors, 3D modeling, and animation. Elements of “BeCity” can be available across multiple social media applications. More at tinkering.net/BeCity/



Layout for “BeCity”, comics, watercolors and drawings by Jean-Marc Gauthier, 2014



Linking a printed poster and digital comics on tablet or smartphone.



Animation, 3D models, watercolors and drawings by Jean-Marc Gauthier, 2014