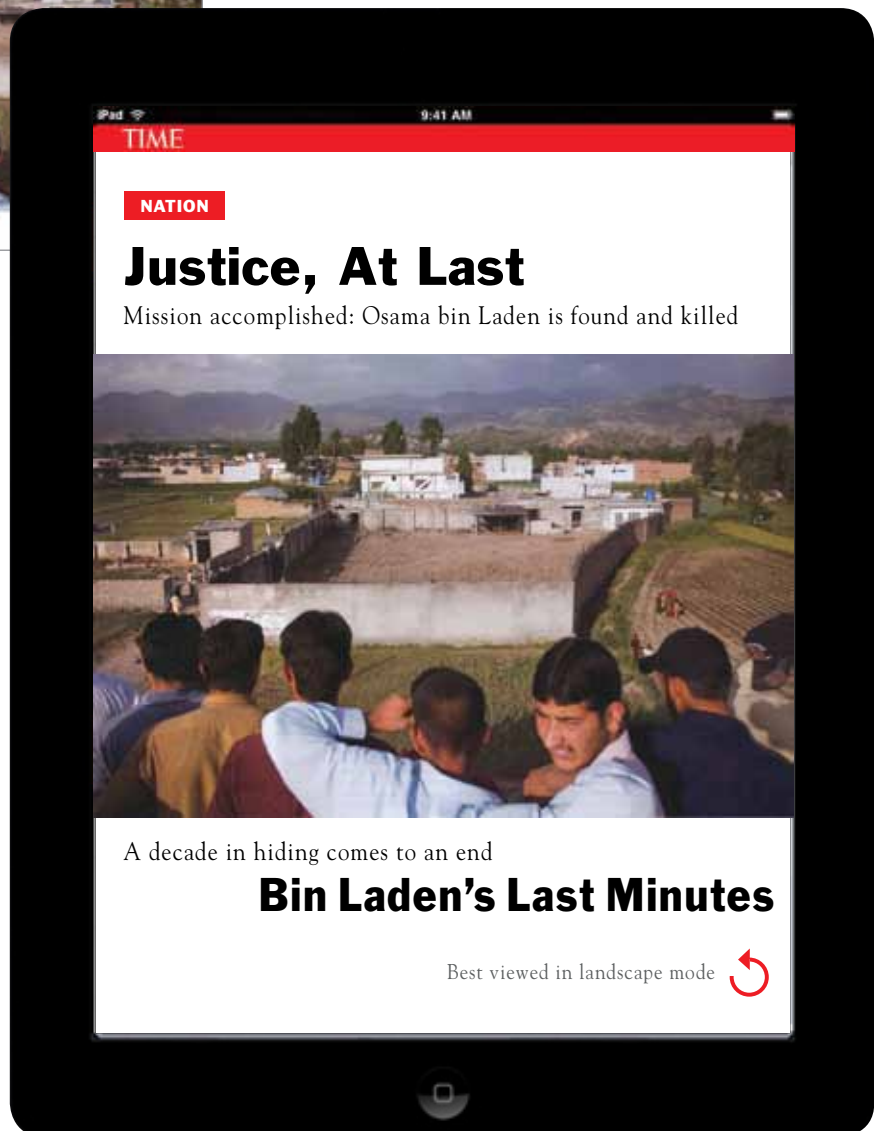




Prototype for Time magazine
Translating existing print design to the Apple iPad iOS



Original Print Design



iPad Design, Screen 1 – Portrait Mode, Opening Screen



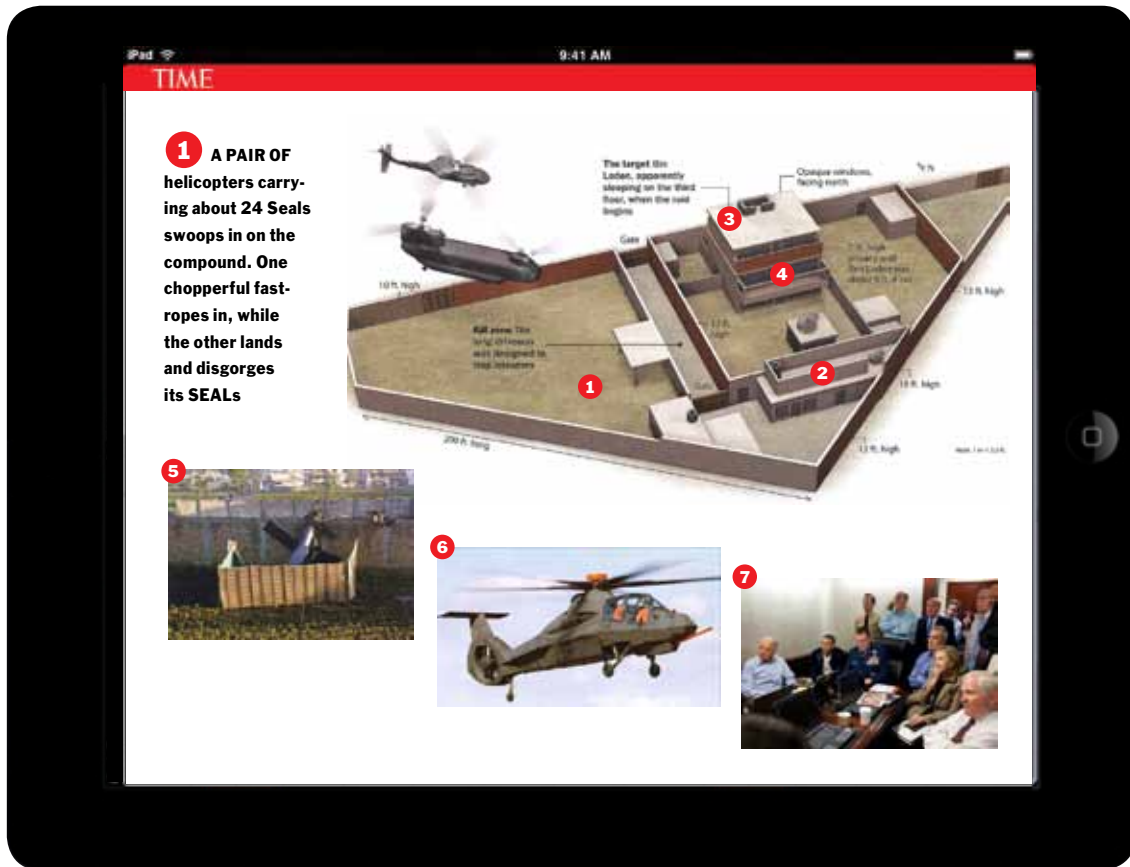
Original Print Design



iPad Design, Screen 2 – Landscape Mode (user turns iPad). User selects red dot (1), 'Minute by minute...' title or illustration, which takes them to Screen 3. User can also tap photograph (icon showing 4 photos) and view all photographs presented in article.



Original Print Design



iPad Design, Screen 3 – All red dots are interactive. User selects a red dot and the caption appears at top left. Each photograph is a hot spot to reveal full screen view.

Note: Red dot hot spots are larger than the dot itself for ease of user's tap:

