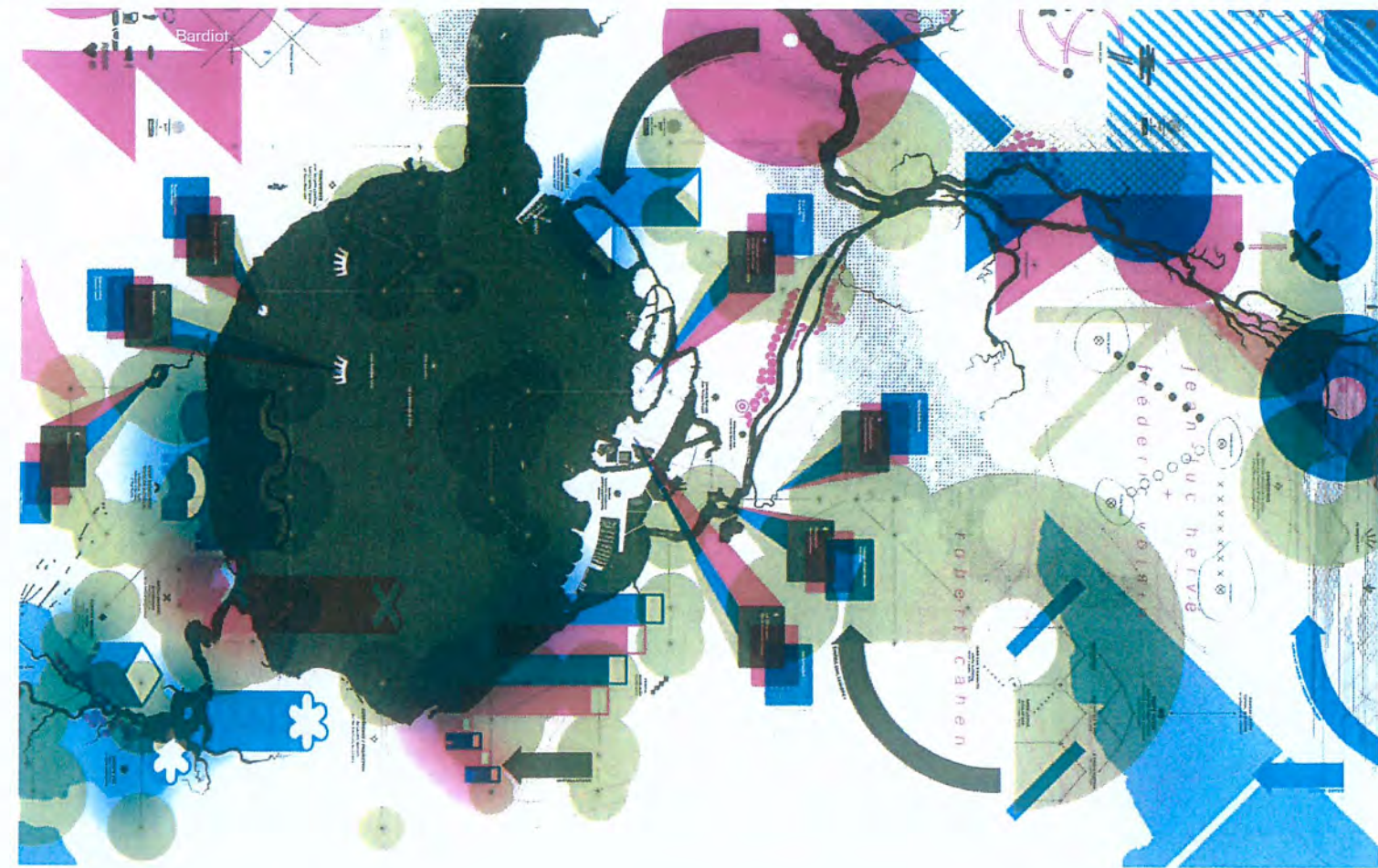


Design Lab

Project 02

Territories and Interfaces



Design Lab ARTD6116
Launch: Week 5 27/02/25
Crits: Week 8 19-20/03/25

Project 02

Territories and Interfaces

"Psychogeography: the point where psychology and geography collide."

– Merlin Coverly, 2018

The brief

In this project, you are tasked with creating a personal psychogeographic map of a physical space or journey. The aim is to gather data based on your own experiences and translate this into a geographic map. This will result in a unique interface to communicate your findings, which may take the form of a physical, digital, print, or object-based representation.

Start by researching the concepts introduced during the project launch. Once familiar with these ideas, select a specific geographic space or a journey between two points. From there, identify the story you wish to tell about your interaction with this space or journey.

Consider the data you need to tell this story. You may need to revisit the space or journey several times to collect relevant data. Personal data should include your thoughts, feelings, and/or actions while in the space or during the journey.

Map design

Initial Project Analysis

Theme: Psychogeography

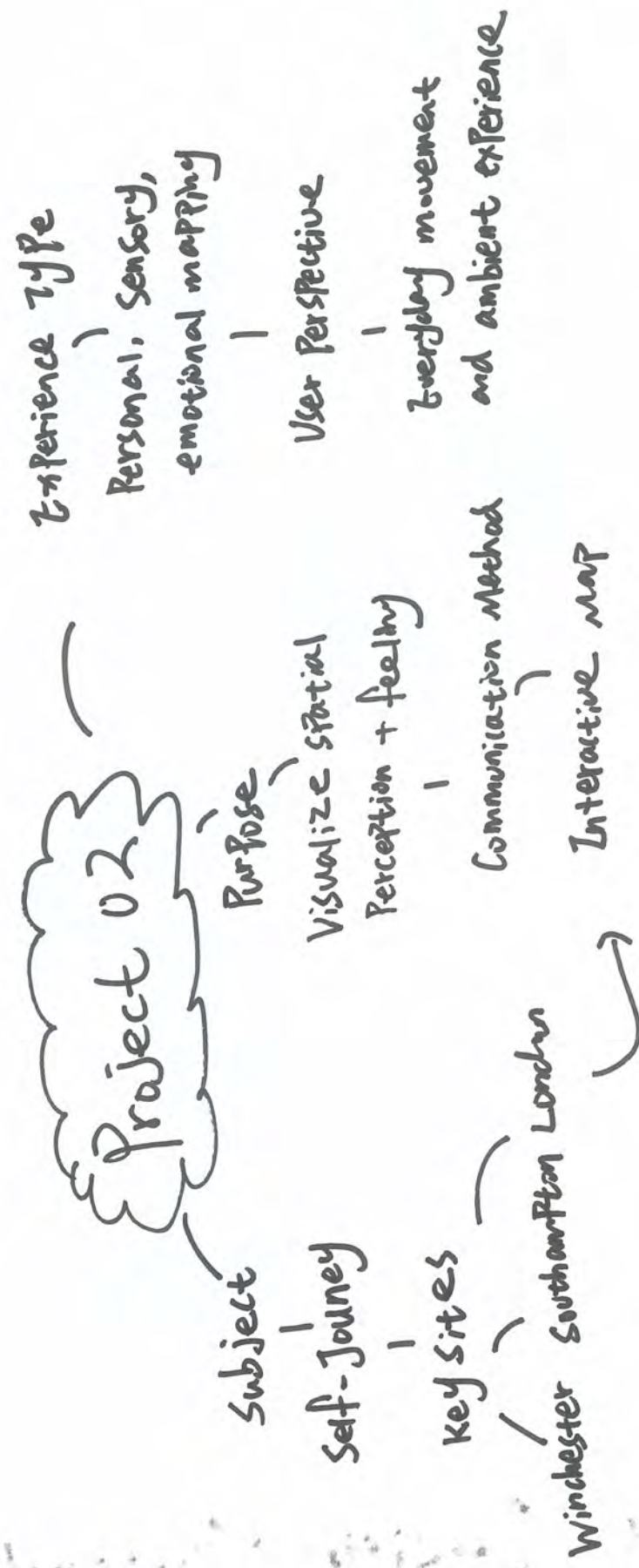
Keywords: Space, Perception, emotion, routine, mapping, interface

Brief: Translate a personal journey or experience of space into a visual and interactive map

Format: Web-based interactive map with clickable points, visuals, sound, and data

Goal: Reveal the emotional and sensory layers behind everyday movement

To create an interactive, psychogeographic map that visualizes the emotional and sensory experience of a familiar environment. Rather than focusing on spatial accuracy, the design highlights how textures, sounds, and atmospheres shape daily routines. The map serves as a narrative interface, revealing the hidden layers of personal interaction with place—through movement, mood, and perception.



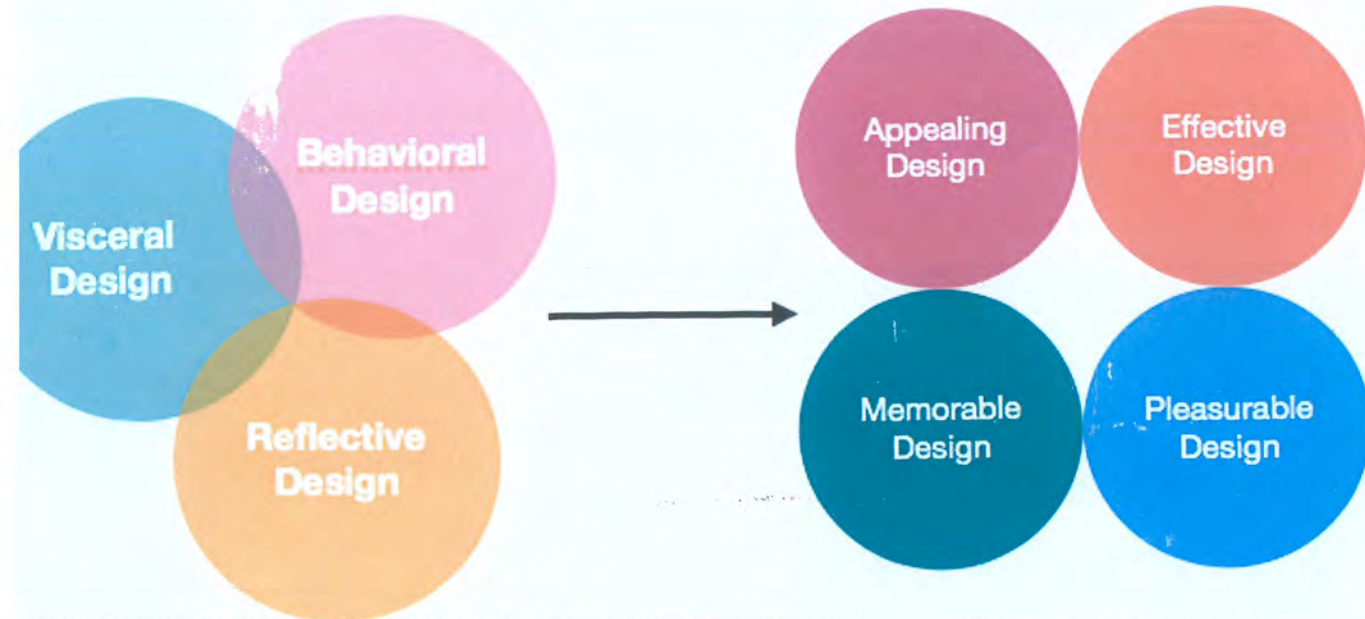
Emotional Design

Creating enduring, delightful, and engaging product experiences



Three levels of Emotional Design

Great Design



Emotional Design Research

Emotional design theory emphasizes how visual elements like color and typography can influence user's feelings and perceptions. According to Don Norman, emotional responses occur at three levels: visceral, behavioral, and reflective. At the visceral levels, colors and fonts create immediate emotional reactions. Bright colors can evoke excitement, while muted tones suggest calmness. Typography also plays a key role: bold, large fonts can convey strength or urgency, while delicate or handwritten styles can evoke intimacy or elegance. By thoughtfully combining color and type, designers can shape emotional experiences and guide user behaviour.

Don Norman ↴



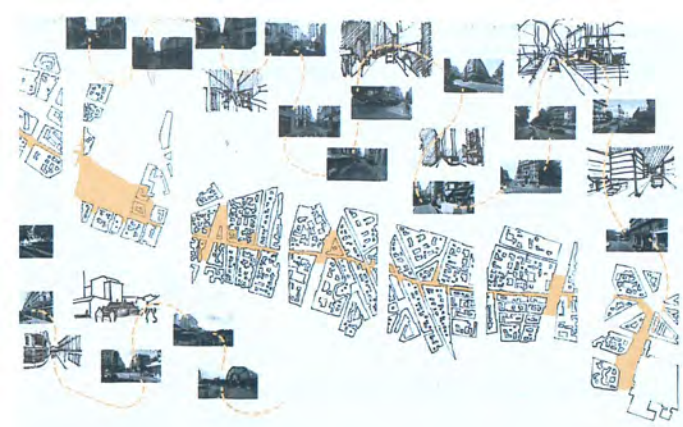
Emotional Design Theory ↴

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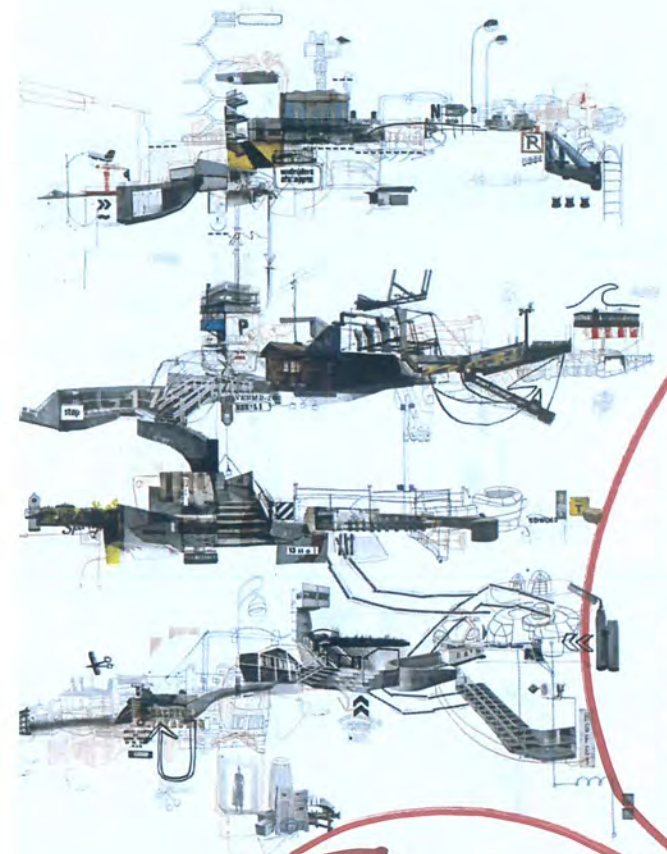
In interactive map design, Psychogeography offers valuable insight into how users emotionally experience and interpret spaces. Instead of viewing maps purely as navigational tools, designers can use Psychogeography principles to create more immersive and meaningful experiences. By integrating narrative elements, atmospheric visual, sound, or user-driven paths, maps can evoke personal memories, emotions, and associations with place.

Psychogeography
mapping
example



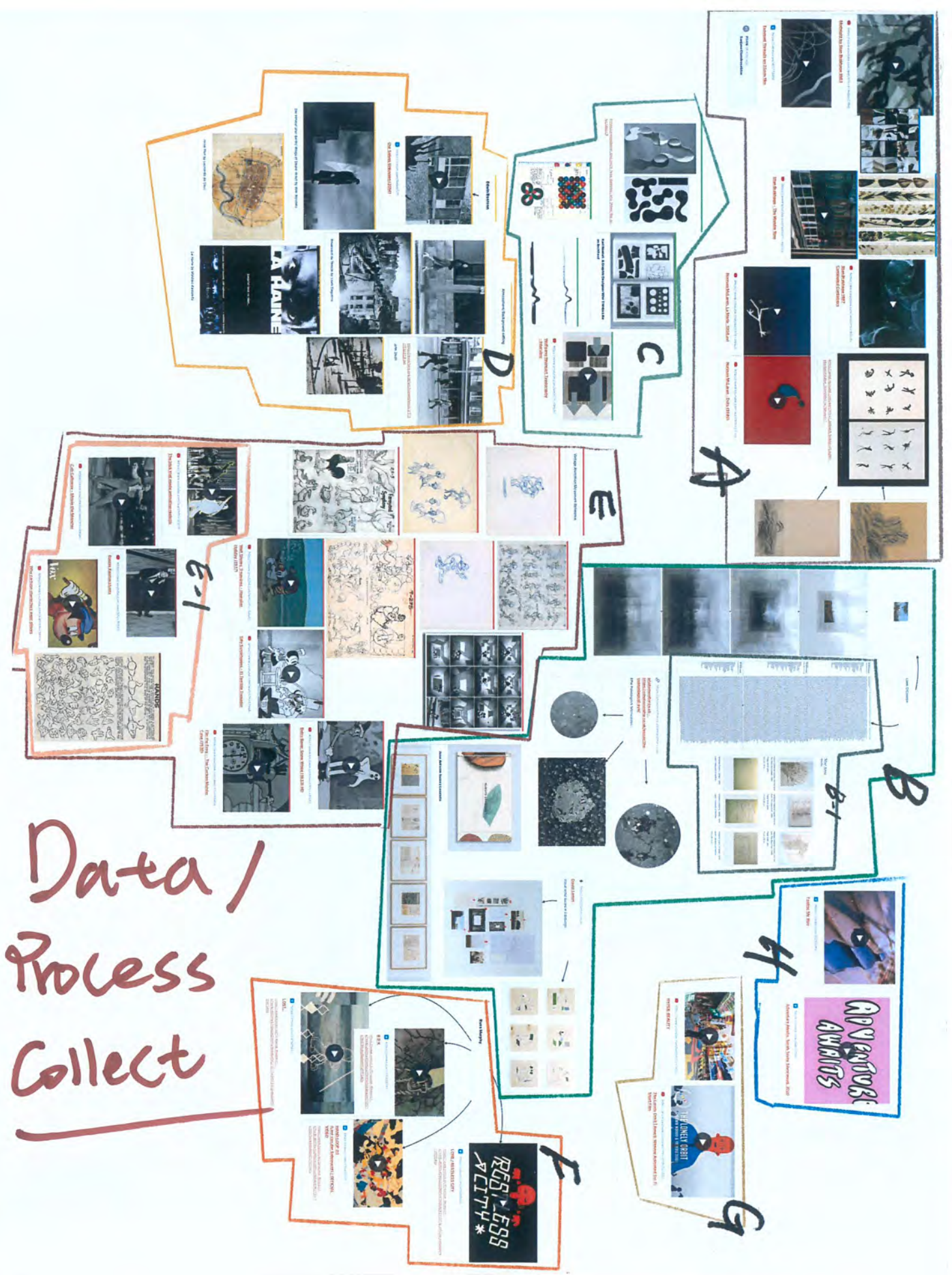


Mood board



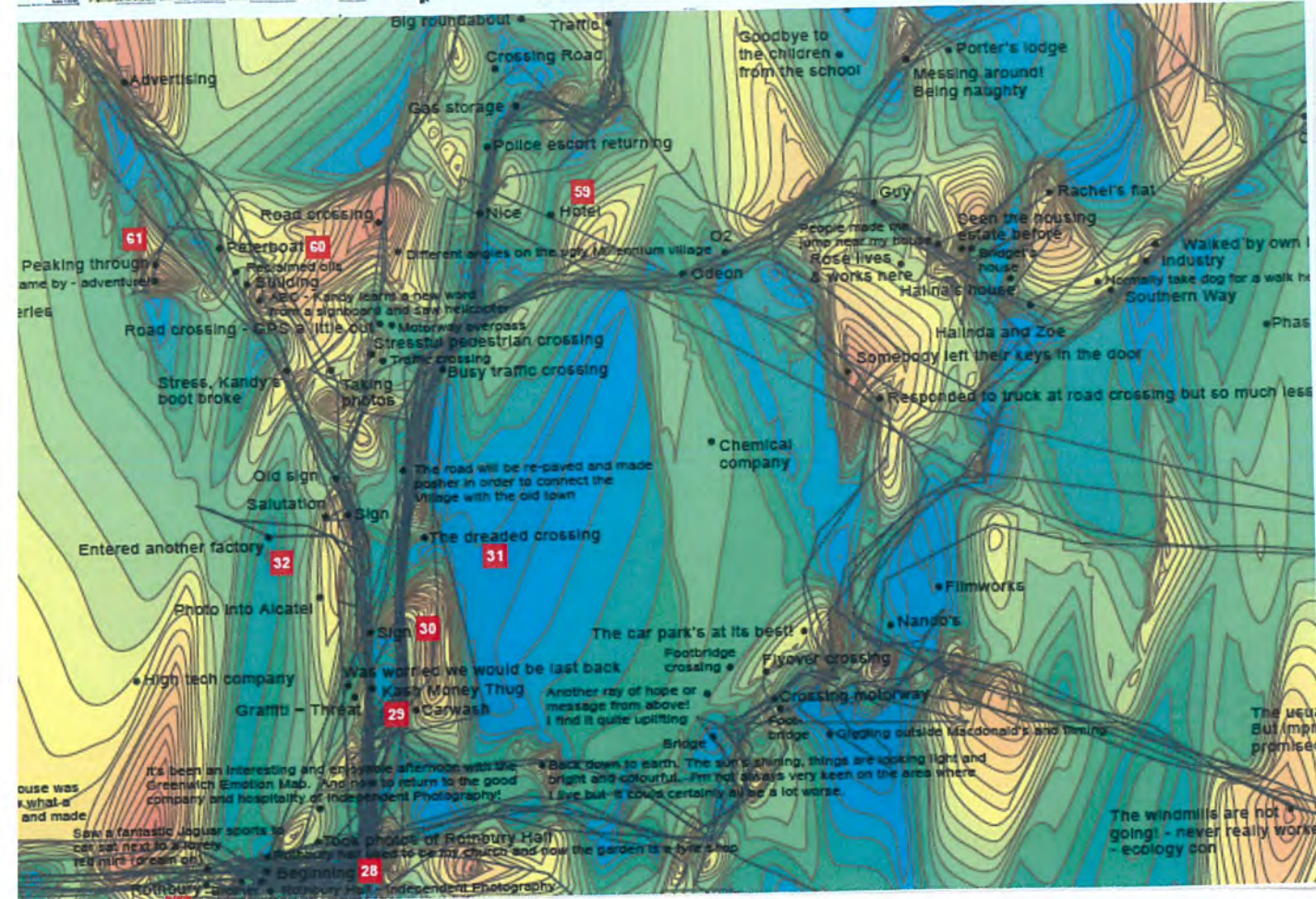
thner - "New City", 1953 - Watercolor and ink on paper - 46 x 57.5 cm.
 Modern Art, NYC, from the exhibition: "Abstract Expressionist New York"
 11 29th April 2011). - © 2010 Dorothy Dehner Foundation for the Visual Arts

Data / Process Collect



San Francisco Emotion Map - Christain Nold





Related Case Study 2

Key words: Data Visualization, emotional geography,
Community Co-creation

- Combining biometric and spatial data
- Emotional hotspot mapping
- Community-driven design



Design Inspiration

Integrate user mood feedback or emotional tagging
into digital maps to create personalized, emotion-aware
navigation experiences.

Greenwich Emotion Map — Key Learning

Christian Nold

Design Planning

The winchester drift

Establishing a minimalist, black-and-white visual style
Reflects the emotional and sensory nature of Psychogeography

Five Key location

Brasmus Park, Tesco, WSA, Train station, Park

Each location includes an interactive map, video documentation
Sound recordings, texture close-ups and a personal reflection.

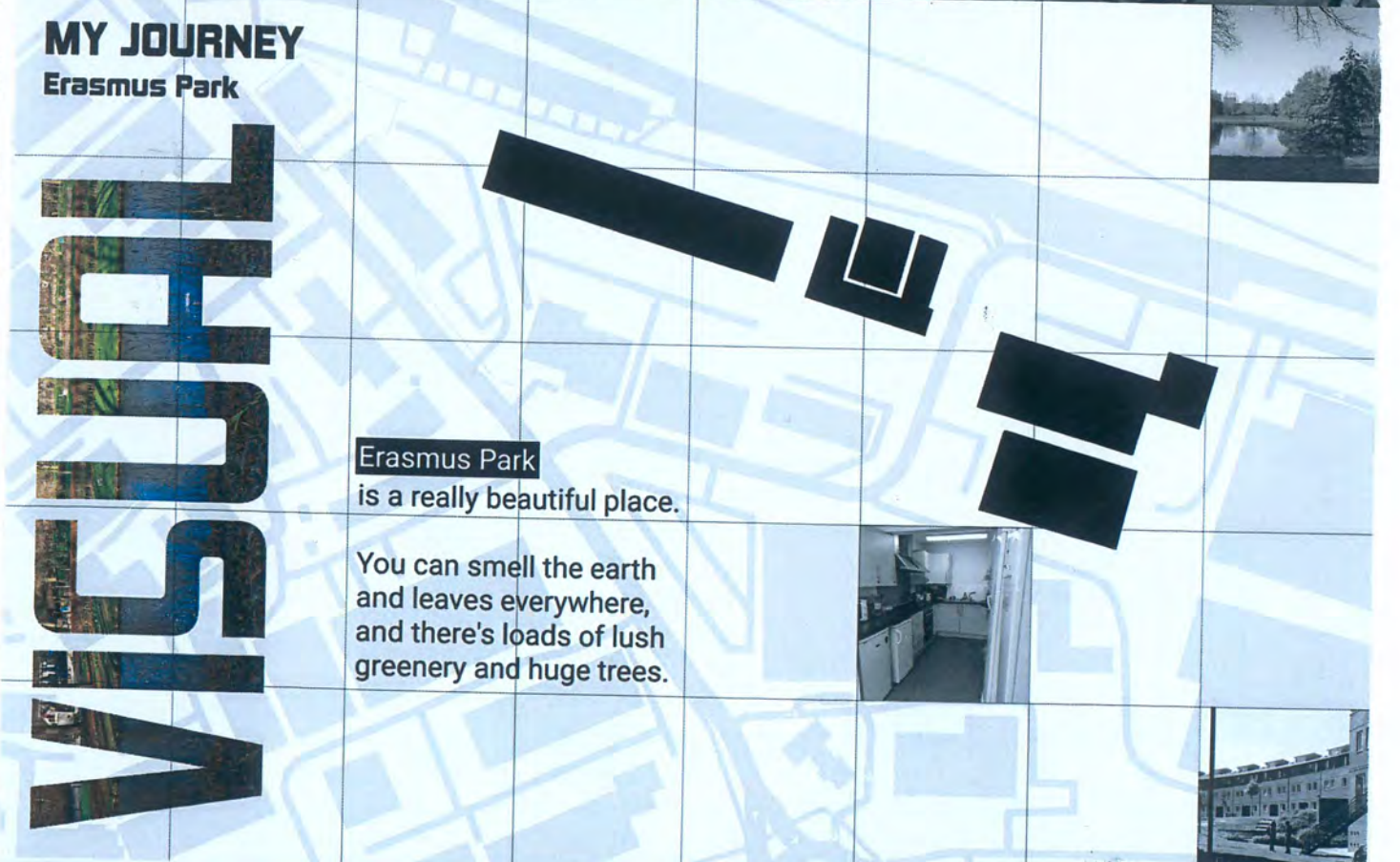
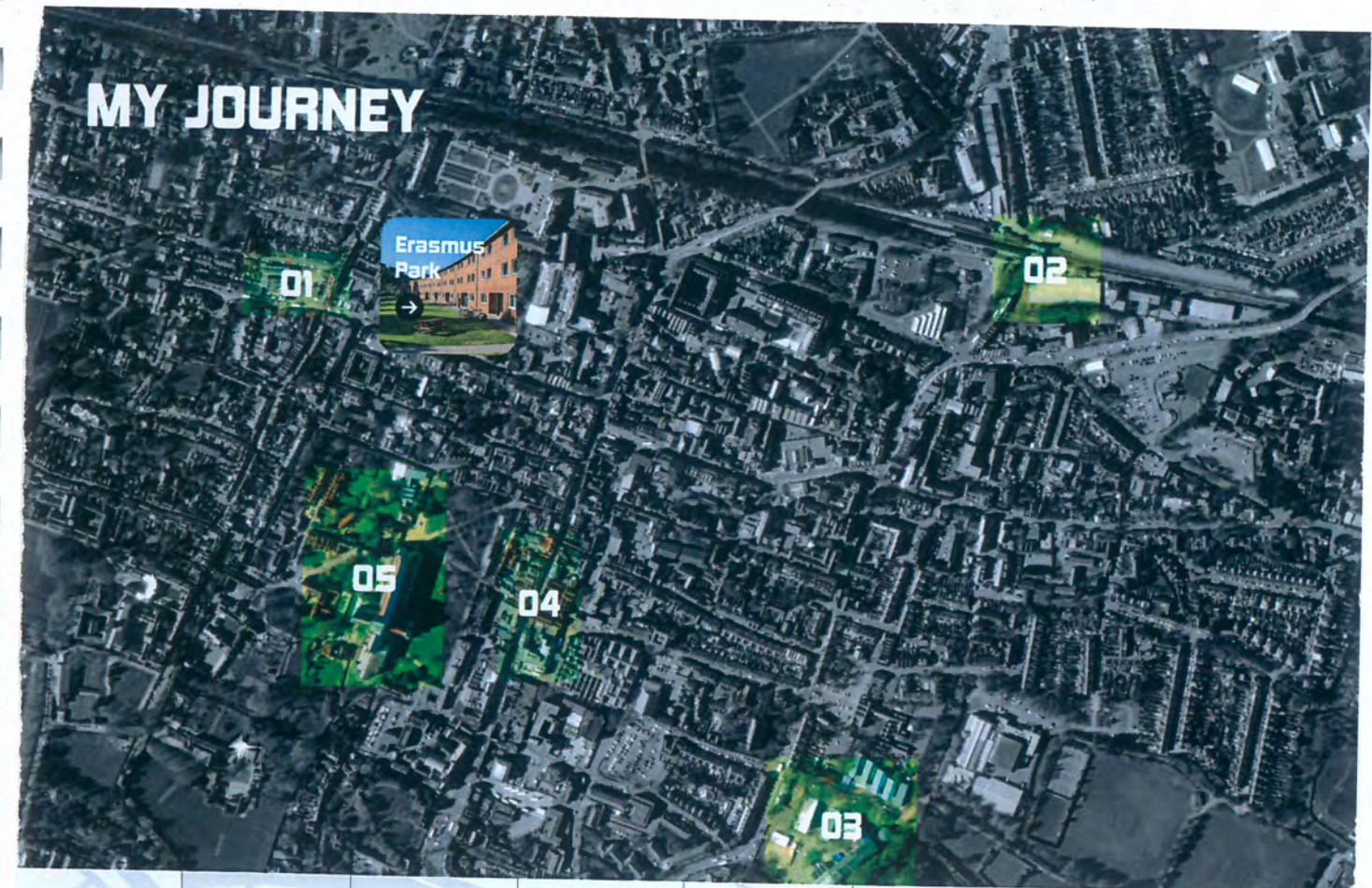
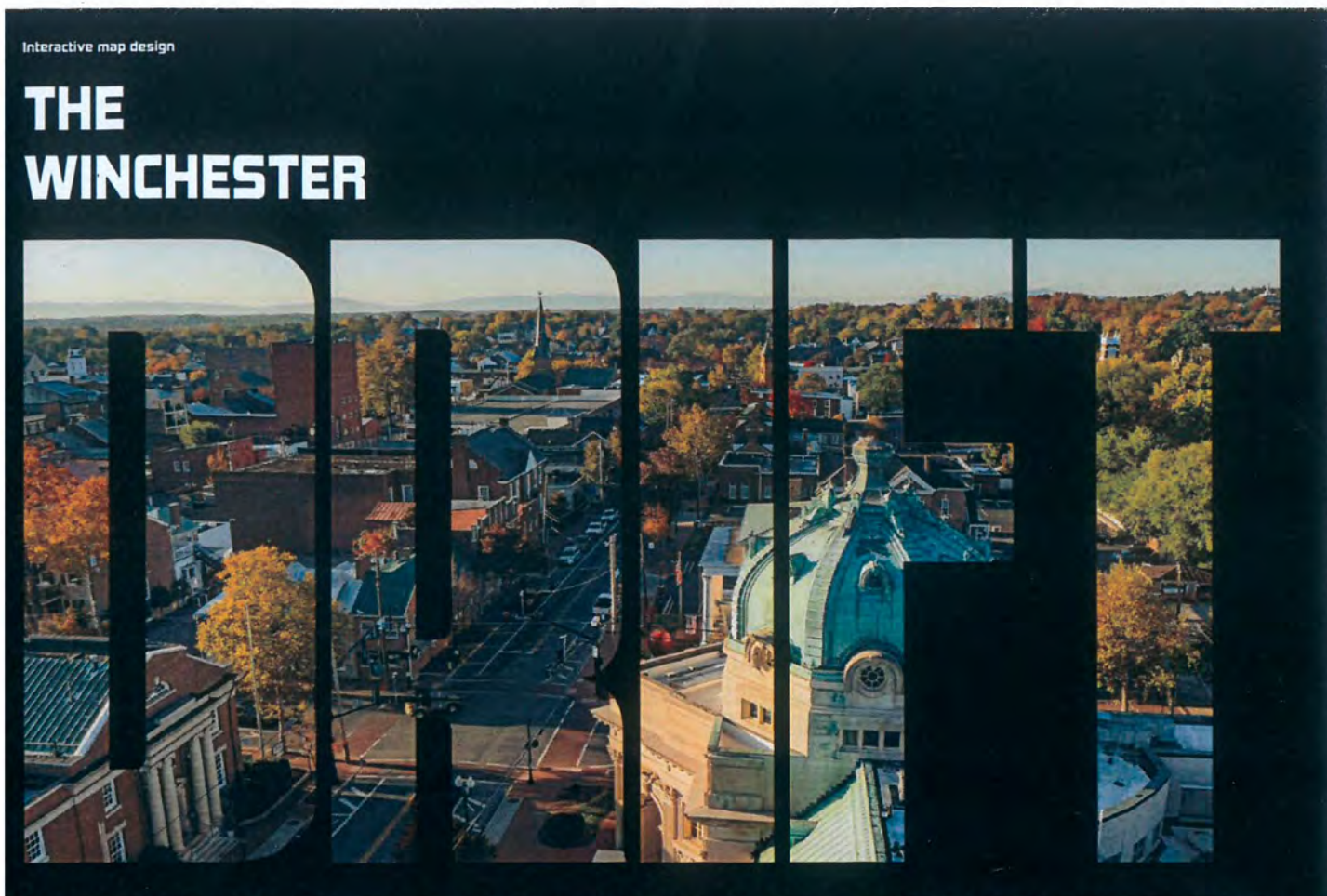
This phase emphasizes narrative atmosphere and spatial
emotion, laying the foundation of deeper interaction in
later stages.

Initial draft design plan

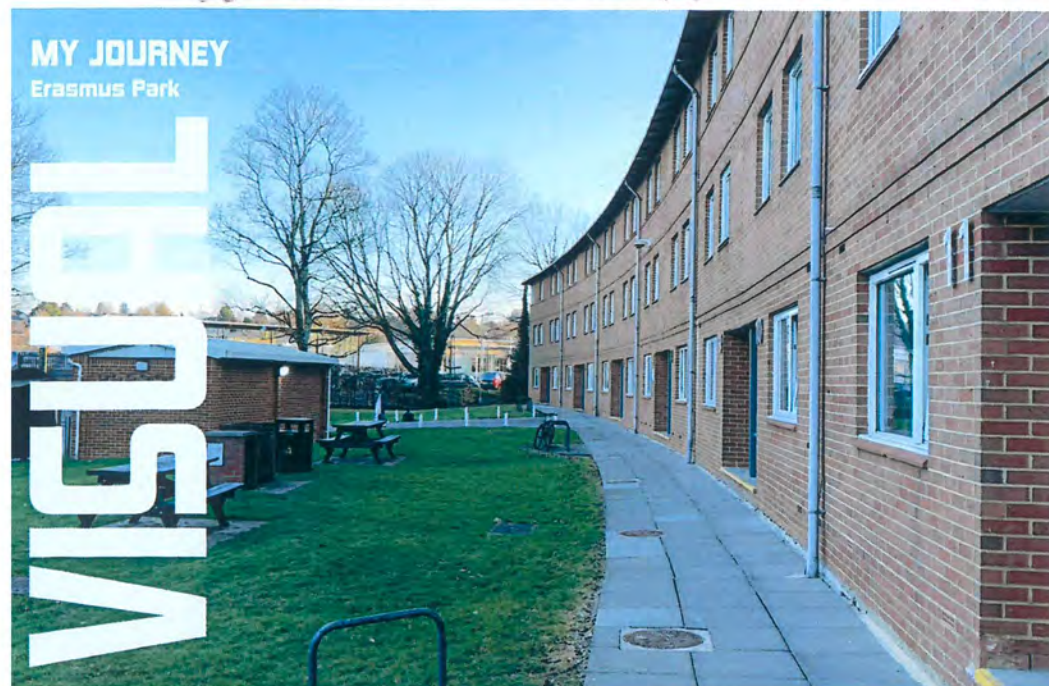
< The winchester drift > ↘

Project Experimentation Process

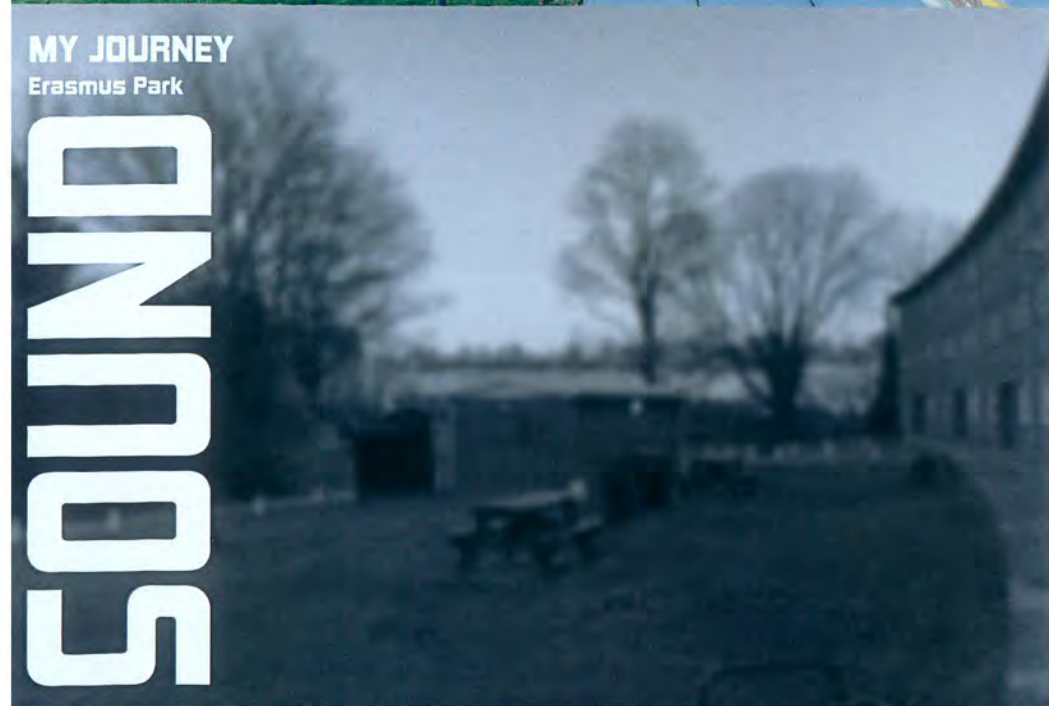
First Iteration



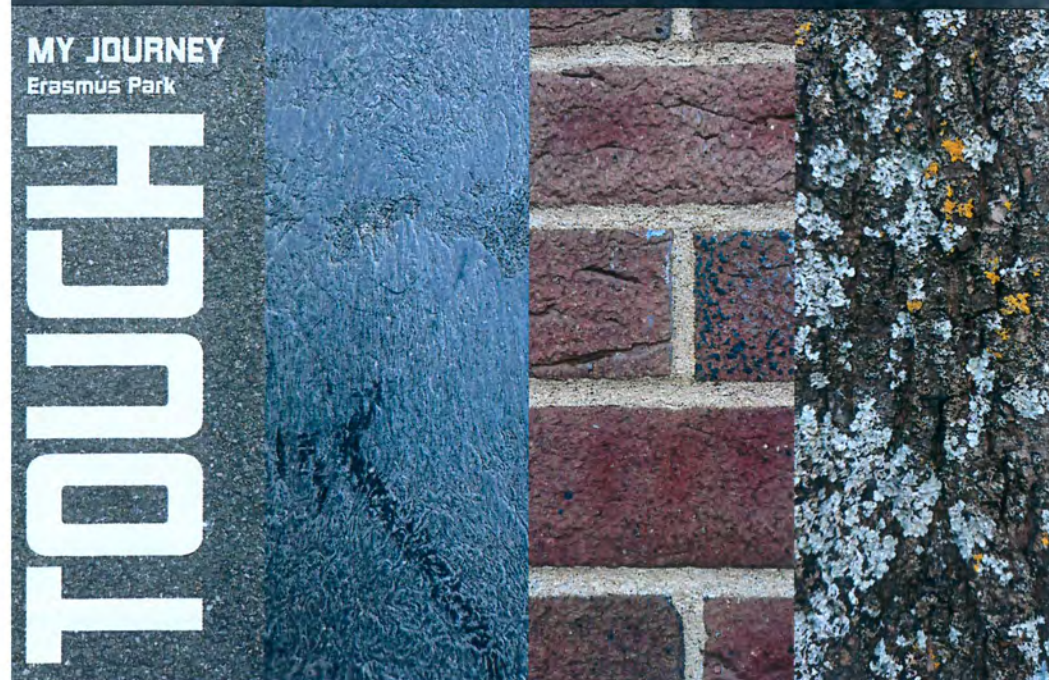
Main Page design @



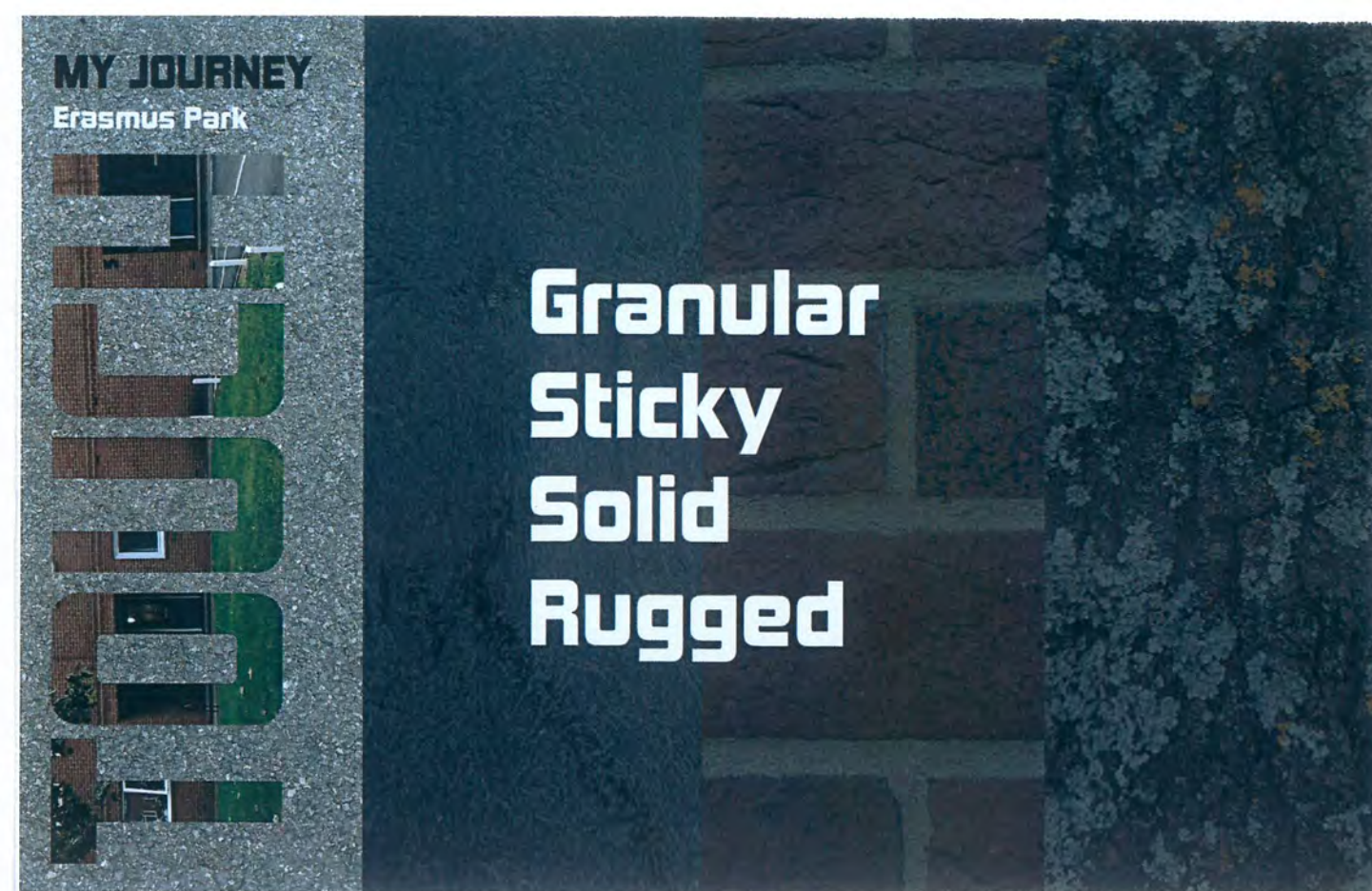
Video



Sound data



Texture details and feeling.



Data collection / demonstration
at 5 sites in Winchester

Psychogeographic design

Crit Reflection

While developing the first iteration of *The Winchester Drift*, I began to notice significant overlaps with my previous project—particularly in the use of a black-and-white aesthetic. Although the monochrome palette was intended to convey emotional distance and urban isolation, its repetition risks visual redundancy and weakens the uniqueness of this new work. Additionally, the title "The Winchester Drift" suggests a personal, perhaps even poetic journey through space, yet the current content feels more like a segmented site archive than a coherent drift or narrative. What's missing is a connecting thread—a story. Going forward, I plan to restructure the project around my own movement through these five locations, using my personal experiences, thoughts, and sensory impressions as the backbone. This shift from objective mapping to subjective journey will better align the title, aesthetic, and emotional intention of the project.

Final Design Plan – Jack's One Day Trip

Jack's One Day Trip is an interactive psychogeographic web experience that documents a personal journey through three everyday locations: **Erasmus Park**, **Tesco**, and a **local park**. The design adopts a **first-person perspective**, immersing users in Jack's lived experience of space, emotion, and sensory input. Each location includes a **narrative-driven map interface**, a **POV-style video** capturing real-time movement, and **environmental soundscapes** recorded on site.

The visual identity shifts away from monochrome toward a **yellow and blue color palette**, inspired by psychological color theory—blue evoking calm and introspection, yellow suggesting curiosity and alertness. Each section ends with a **close-up of textures** (walls, ground, objects) accompanied by Jack's personal emotional reflection, linking physical presence with inner experience.

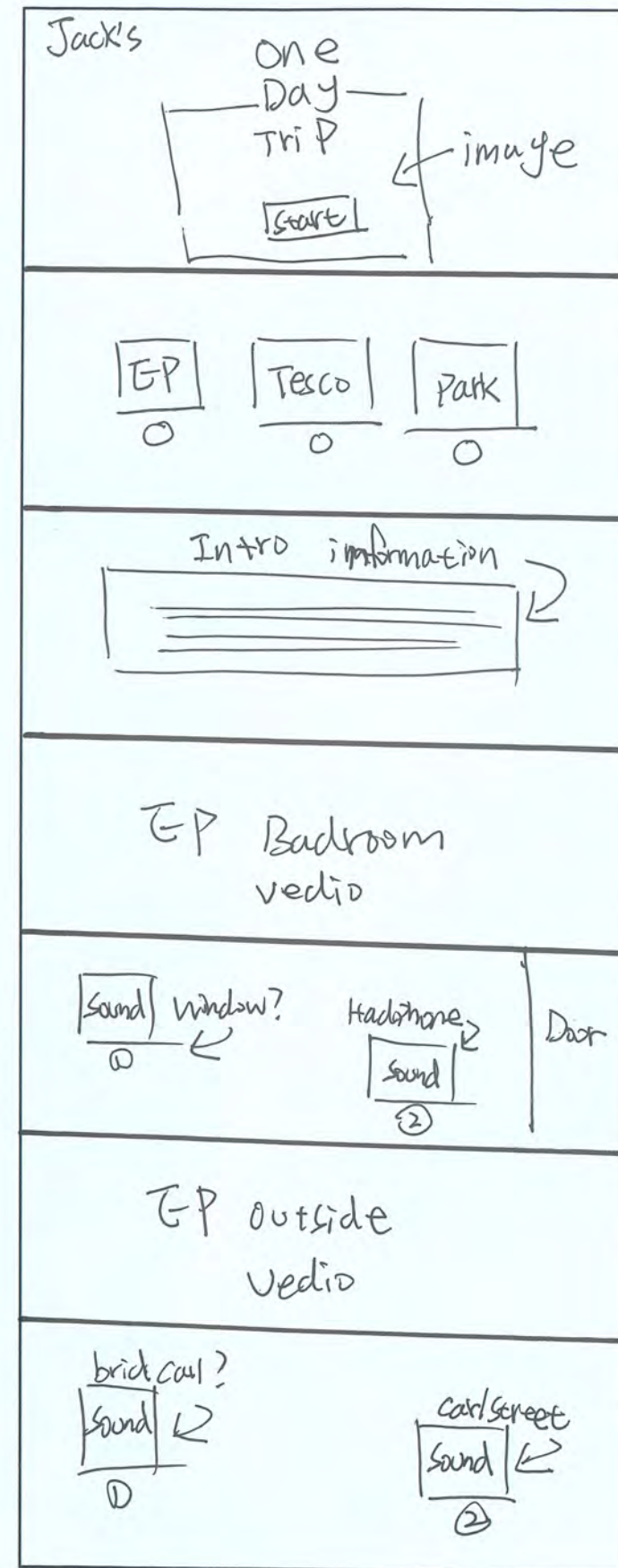
This final structure forms a cohesive, emotionally resonant journey that embodies the principles of psychogeography while grounding the experience in an authentic, autobiographical narrative.

3 locations

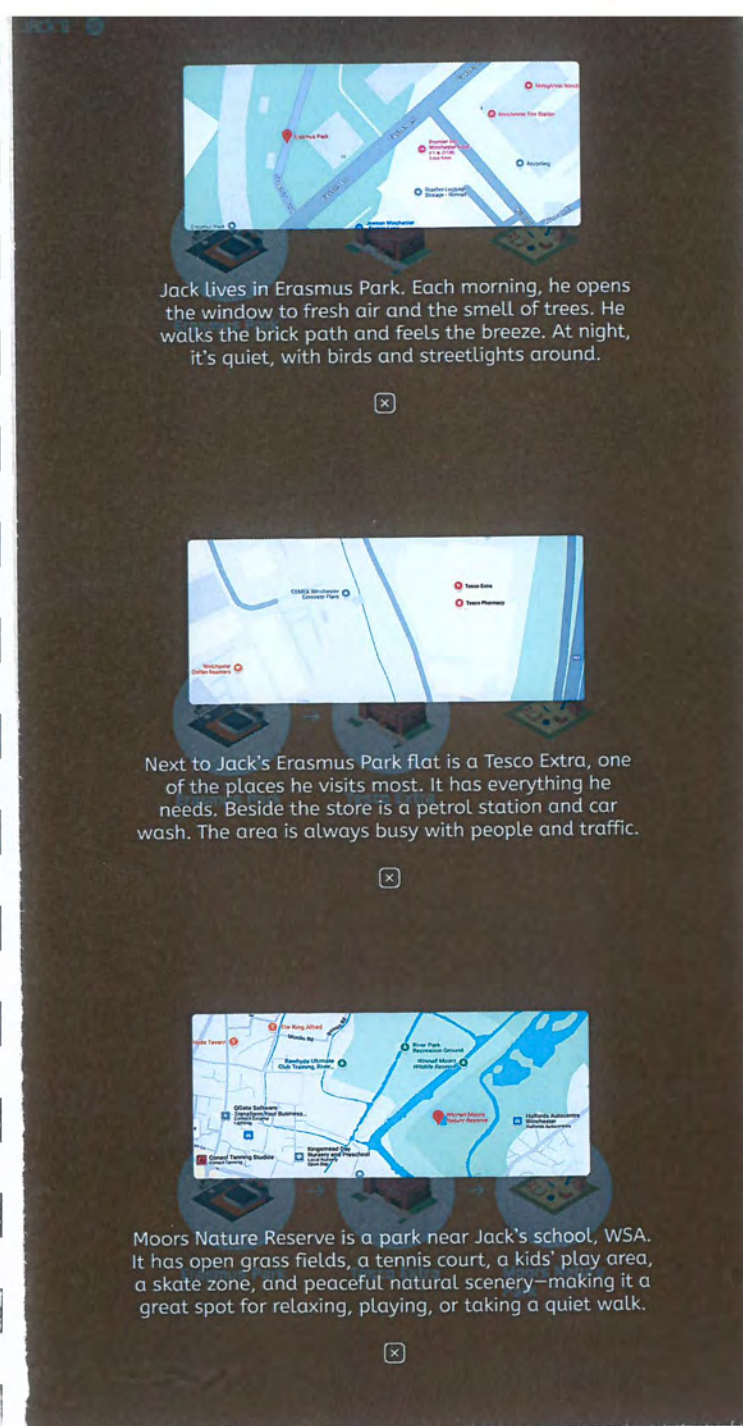
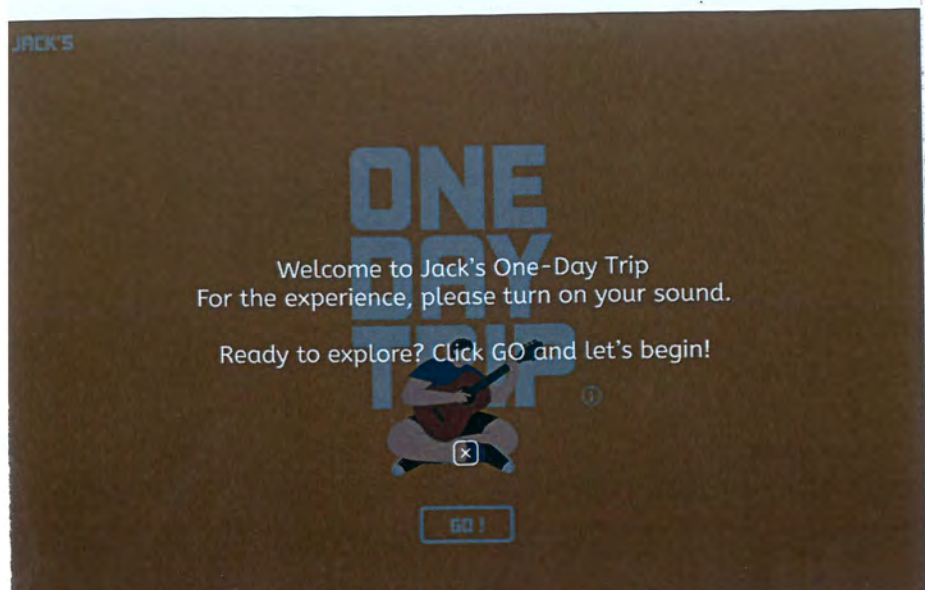
Erasmus Park → Tesco → Park

Jack's One Day Trip

STORY BOARD



Final Design Outcome showcase



Erasmus Park
Intro

Tesco Extra
Intro

Park Intro

Detail map + Intro text



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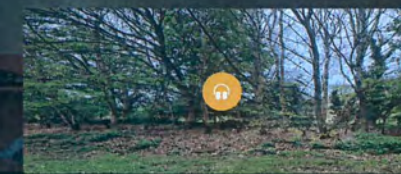
At 10 a.m., Jack woke up and pulled back the curtains. Morning light flooded the room as he looked out the serene window. He walked to the sink, washed up, put on some music, and then began answering emails. The day began slowly and calmly.



At 11 a.m., Jack leaves his flat and walks to Tesco Extra to grab some drinks and snacks. The weather is warm and clear, so he decides to find a quiet spot for a picnic and enjoy some time in the sun.



At 12 p.m., Jack leaves Tesco Extra and heads to Moore Nature Reserve. He finds a quiet spot to enjoy his lunch, watching children play nearby while taking in the peaceful scenery around him. It's a calm break in his day.



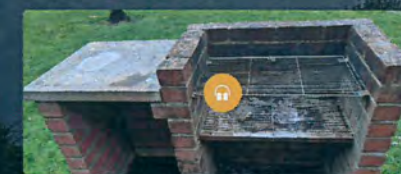
Every day, Jack opens his window to a view of trees and a riverbank. He hears birds chirping and the soft rustle of leaves as the wind moves through the trees.



Jack often starts his morning by playing one of his favorite songs, "Stargazing" by Myles Smith, while opening his laptop to check emails and review his schedule.



Erasmus Park is right next to the road, and Jack sometimes finds the constant traffic noise a bit too loud, especially during the day. It breaks the quiet but he's gotten used to it over time.



Inside the Erasmus Park, where there's a barbecue grill in the courtyard. On weekends, Jack often joins casual BBQ parties with friends, enjoying food, music, and relaxed conversations outdoors.



Outside Tesco, the parking lot is full of people. Shoppers chat near their cars, loading groceries into trunks. There's the sound of car doors slamming and engines starting, adding to the steady movement and noise of the busy scene.



At Tesco's entrance, there's a cart area and a bakery. Shoppers bite into fresh bread, the sound of chewing mixing with the clatter of trolleys and the footsteps and laughter of children running around. It's lively and full of everyday noise.



At Tesco's self-checkout area, a long queue has formed. The steady beep of scanners, the rustle of bags being filled, and the voices of staff assisting customers blend into a constant rhythm of motion and sound.



In Tesco's snack aisle, sounds fill Jack's mind—the fizz of soda, the crunch of crisps, the soft rustle of plastic wrappers. Each sound triggers a craving, quietly pulling him toward the shelves, tempting him to grab more than he planned.



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Sound Exploration Functional Design



Just inside Moors Nature Park, to the right, there's a skate area with ramps and raised platforms. After school, teens gather there, joined by skaters finishing work, filling the space with movement, noise, and bursts of energy.



Just inside Moors Nature Park, to the left, is a children's play area filled with various equipment. Laughter and playful shouts echo as kids climb, swing, and run around, bringing energy and life to the park's entrance.



Deeper into Moors Nature Park, there's a large field with a rugby pitch. Joggers pass by, visitors relax, and dogs run freely, chasing each other. The sounds of footsteps, laughter, and barks create a calm, pleasant atmosphere.



Beyond the open field, a gentle stream flows, its soft water sounds blending with the quiet splashes of ducks swimming and their occasional calls. The scene feels peaceful and free, a quiet contrast to the energy of the rest of the park.



Park

Tesco

2P

Detailed Texture showcase
+
Location Personal Feeling Summary



Illustration
character
design



me

Colour schemes
and font use



##dfac2b



##4966a7



##a9522b



##e4513a

Kimberley Black

AaBbCcDdEeFfGgHhIiJjKkLlMm

1234567890

~~Kimberley Black~~ (A Bee Zee)

AaBbCcDdEeFfGgHhIiJjKkLlMm

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Kimberley Black (A Bee Zee)



Project Primary Research Material

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