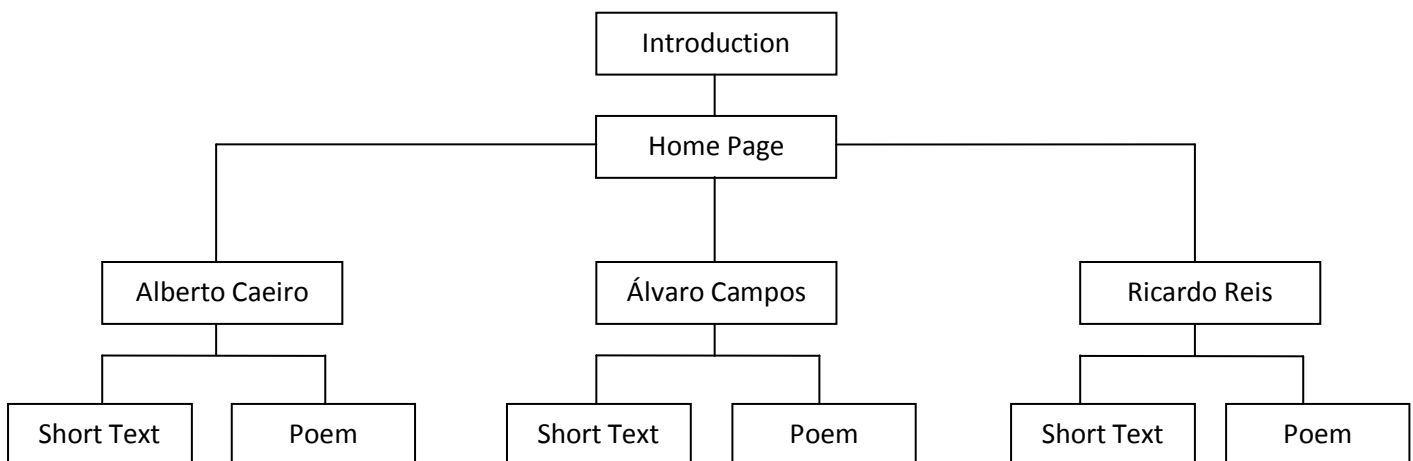# Design Document

Name: Clara Tsasa Saraiva

Project Title: Fernando Pessoa and his Heteronyms

CONTENT DESCRIPTION

Overview: The project will abord the three most important heteronyms of Fernando Pessoa: Alberto Caeiro, Ricardo Reis and Álvaro Campos. This multimedia application will be directed to all ages. It has very basic information about each heteronym which makes it very simple to understand and navigate.

Detailed Description: On the introduction, a film will be played with a famous Portuguese rapper saying a poem of Álvaro de Campos on the house-museum of Fernando Pessoa. On the homepage, there is the option to choose 3 different subpages that are the heteronyms. For each heteronym, it will be presented one short story about how they appeared and one poem. The poems are translated in three languages: Portuguese, English and Greek. During the navigation, there will be a background music that can be turn off by the user.

Content Structure:

```
                        ┌──────────────┐
                        │ Introduction │
                        └──────┬───────┘
                        ┌──────┴───────┐
                        │  Home Page   │
                        └──────┬───────┘
        ┌──────────────────────┼──────────────────────┐
  ┌─────────────┐      ┌───────────────┐      ┌──────────────┐
  │Alberto Caeiro│     │ Álvaro Campos │      │ Ricardo Reis │
  └──────┬───────┘     └───────┬───────┘      └──────┬───────┘
    ┌────┴────┐           ┌────┴────┐           ┌────┴────┐
┌────────┐ ┌──────┐  ┌────────┐ ┌──────┐  ┌────────┐ ┌──────┐
│Short   │ │ Poem │  │Short   │ │ Poem │  │Short   │ │ Poem │
│Text    │ │      │  │Text    │ │      │  │Text    │ │      │
└────────┘ └──────┘  └────────┘ └──────┘  └────────┘ └──────┘
```
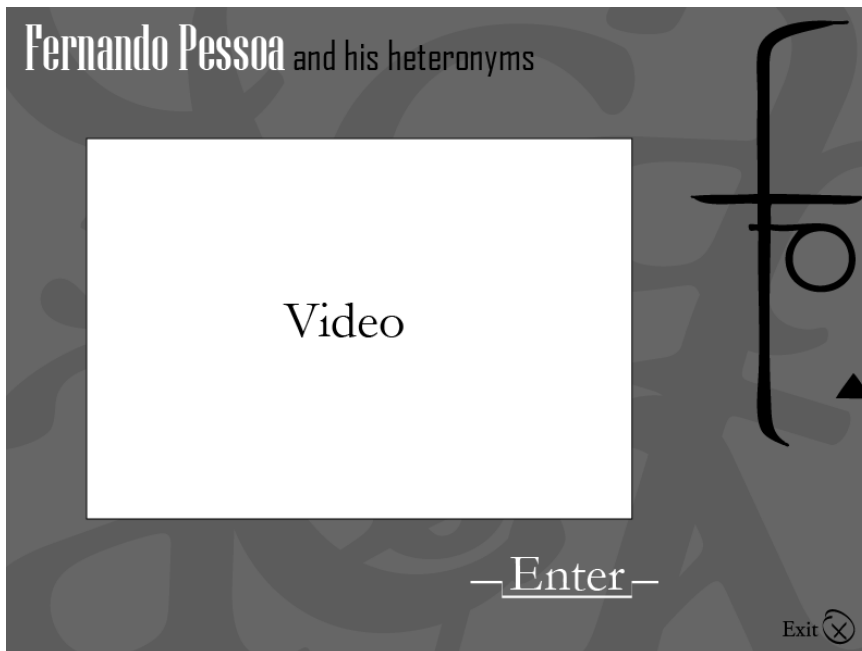
Media Sources (components are on the folder):

- Text:
(Each text contain a short biography and one poem translated in three languages, Portuguese, English and Greek)
    - Alberto_Caeiro_text1
    - Álvaro_Campos_text1
    - Ricardo_Reis_text1

- Image:
(Portraits of Fernando Pessoa)
    - Image1
    - Image2
    - Image3
    - Image4
    - Image5
    - Image6
    - Image7

- Music:
(Singer: Mariza; Title: Há uma música do Povo)
    - Music1

- Video:
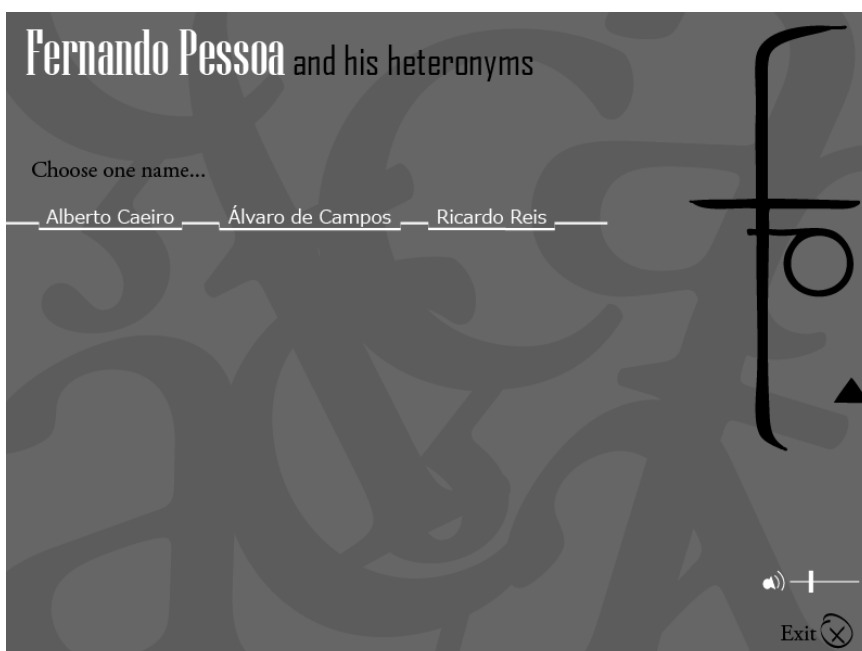(Portuguese rapper saying a poem of Álvaro de Campos)
    - Video1

VISUAL APPROACH

On the screen composition of the application, the title appears on the top of the page. On the right of the application, there is a famous typographic composition of the poet portrait. The background is grey and has a typographic composition with aleatory letters. The grey permits the components colors to alternate between black and white. The application has few elements which makes the user's experience easier.
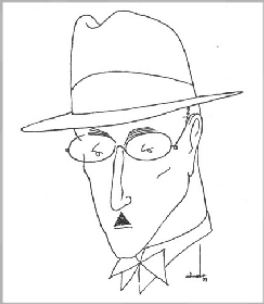
Introduction

Home Page

Sub Page

Fernando Pessoa and his heteronyms

ALBERTO CAEIRO

Alberto Caeiro   Álvaro de Campos   Ricardo Reis

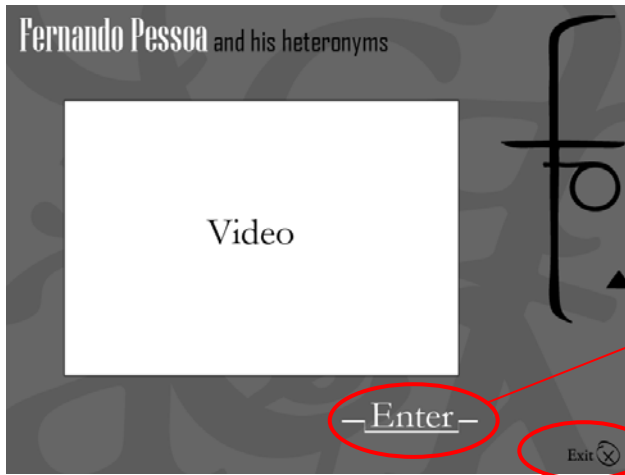Biography   Poem PT GR ING
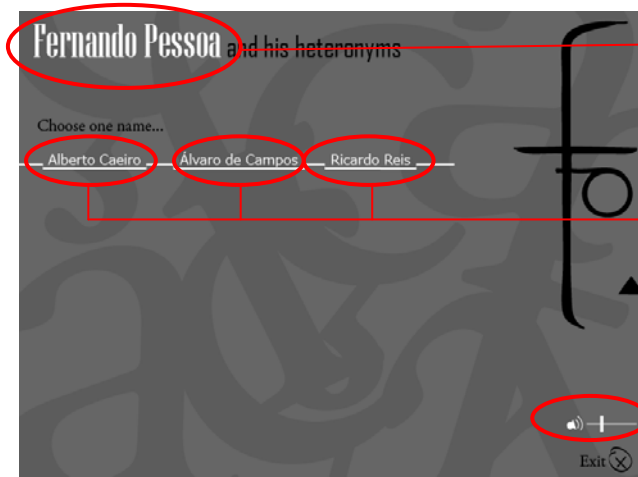
Text

Exit

INTERFACE

Introduction

Enter the application

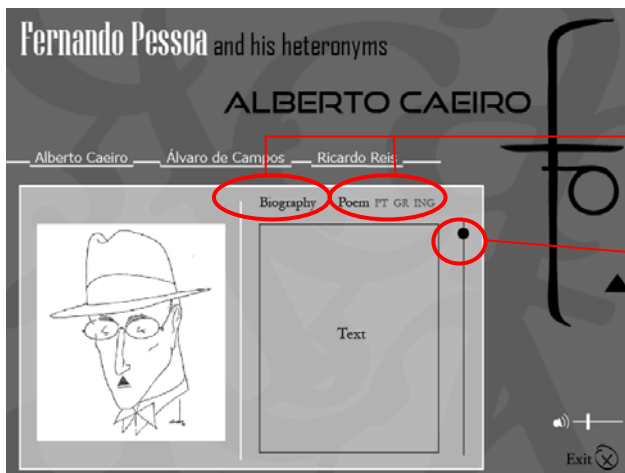Exit the application

Home Page

Go to Home page

Navigate to sub pages

Adjust music volume

Sub Page

Navigate in sub page

Scrol text down and up

USER'S EXPERIENCE

When the user opens the application, it will appear a page with the title of the application and the background. Automatically will appear from the left side, a movie (that will star automatically), the "Enter" button and the "Exit" button. When the user clicks on the "Enter" button, he will see the homepage of the application. On the homepage, the movie and the "Enter" button will disappear, and it will appear the names of the heteronyms of Fernando Pessoa and a little text explaining the user what he should do. When the user clicks on one name, it will appear a box, below the names, with images on the left and text on the right. In the images, there will be thumbnails where the user can choose which image he wants to see in a larger size. On the right, there will appear automatically the biography of the heteronym the user chose. On the same place, the user can choose if he wants to see the biography or a poem, and he can choose the language of the poem between English, Greek and Portuguese. When the user finished exploring, he can exit the application.

TECHNICAL DESCRIPTION

The programs used on the development of this application were:
- Office Word
- Adobe Illustrator
- Adobe Photoshop
- Adobe Flash action script 2.0

The final product will be delivered on SWF Movie format.

STRATEGY

The target audience for this application are the high school Portuguese students. But due to the fact that the application is made in English, it can be used worldwide. From a research made by the designer of the product, there is no application that is suitable for different countries about Fernando Pessoa. Unlike the other applications, this is one is very simple to use and it has a user's friendly interface. This application will have success because it can be used, not only by the students, but also by everyone who is interested in Portuguese literature.