



syncopate



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what is syncopate?

Many musicians have become accustomed to learning new material with the help of free online tutorials on YouTube. The problem is, there is a vast selection of videos on YouTube that are organized only by a five star rating system on the amount of views the video receives or the ratio of people that liked it to disliked it. **Syncopate** brings order to this problem. The app allows users to search the material they are attempting to learn while being given 3 different user ratings to help make their selection.



Overall Rating

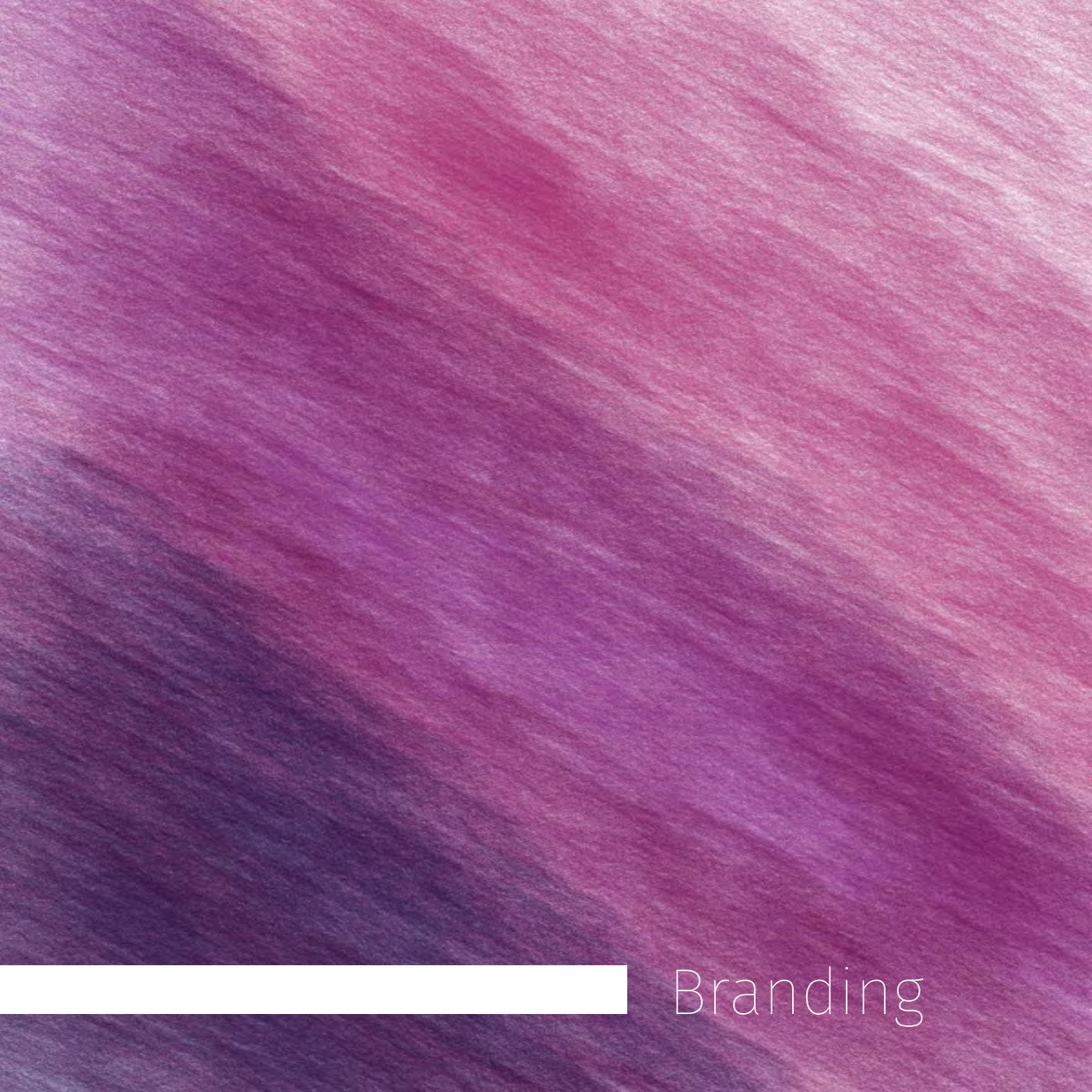


Lesson Accuracy



Instructor Rating

Rating System



Branding

- Type Studies
- Color Studies
- Logo

Type Studies



Primary (Titles)

Fira Sans

Syncopate
Syncopate
Syncopate
Syncopate
Syncopate
Syncopate
Syncopate

Secondary (Body)

Helvetica

Syncopate
Syncopate
Syncopate
Syncopate
Syncopate
Syncopate



#503c70

C: 79%
M: 87%
Y: 28%
K: 14%

R: 80
G: 60
B: 112



#653090

C: 75%
M: 97%
Y: 2%
K: 0%

R: 101
G: 48
B: 144



#9e1f63

C: 36%
M: 100%
Y: 35%
K: 9%

R: 158
G: 31
B: 99



Color Studies

Logo



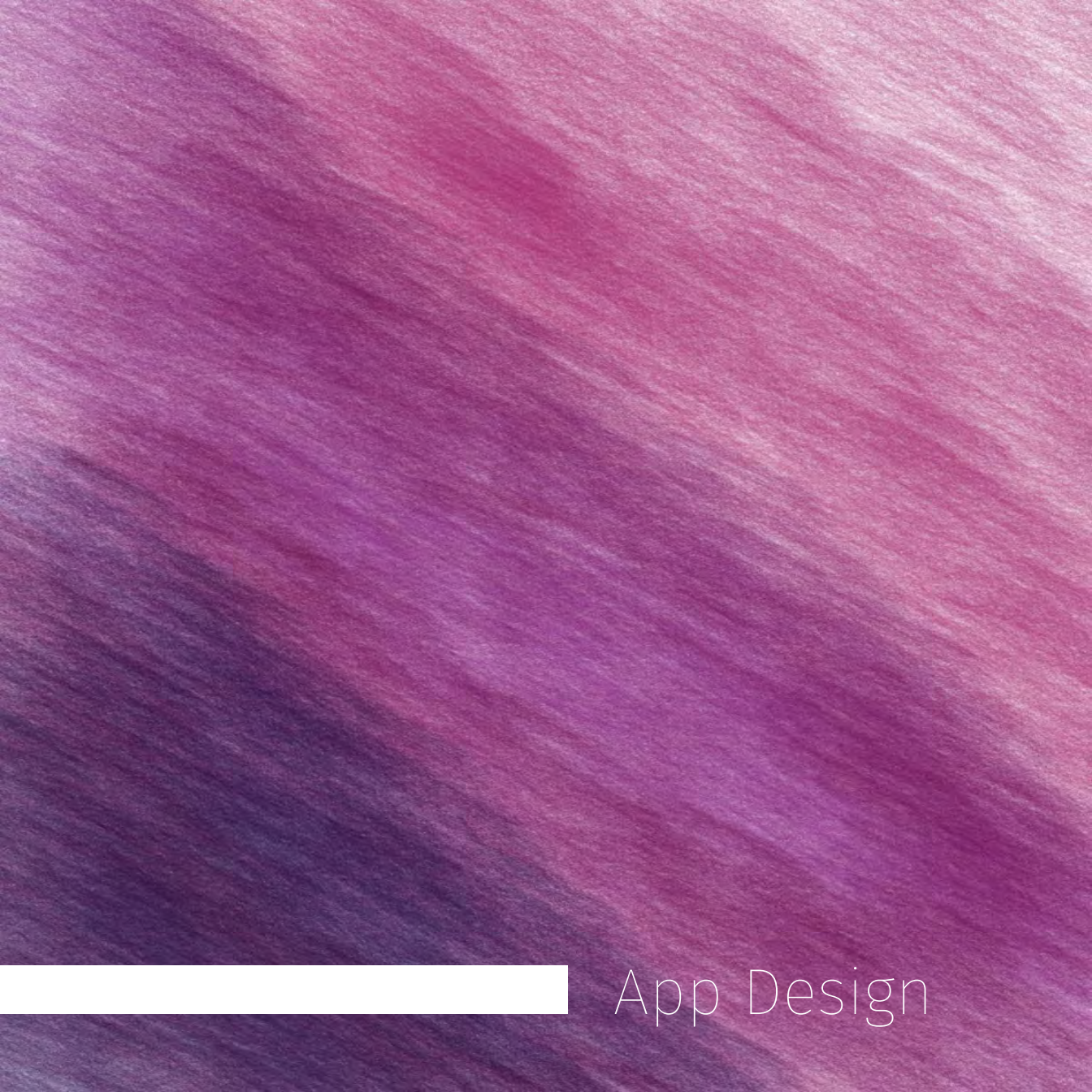
Design Elements

The Syncopate log is composed of two main elements.
One is a horizontally reflected treble cleff that resembles
and "S" for the beginning of the word syncopate.
The other is a play button as this app is partnered with
YouTube since the videos are toggled from the site.



syncopate 





App Design

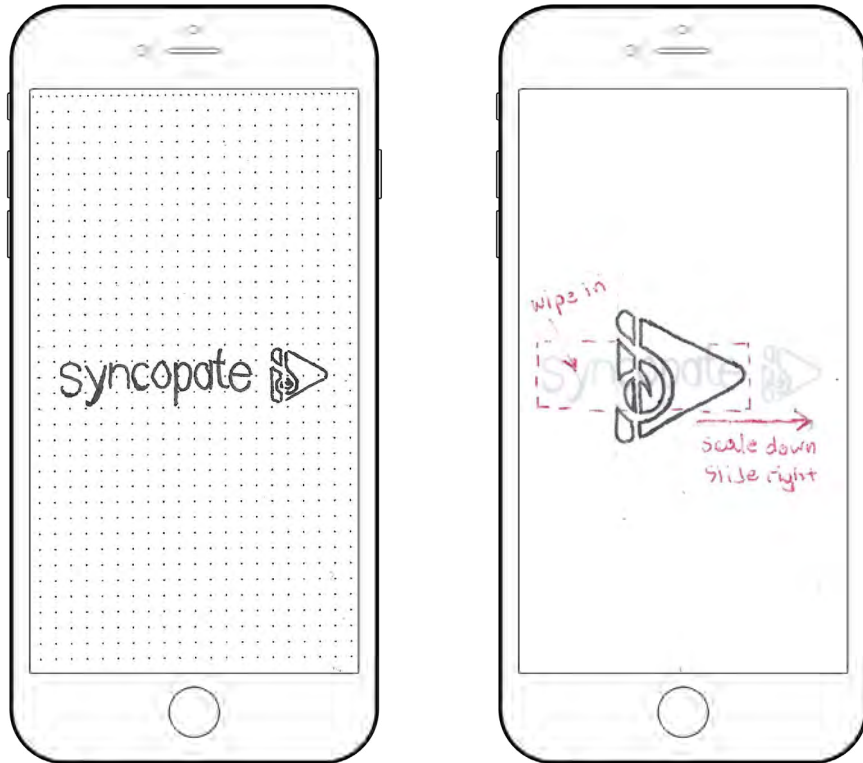
Sketches

Screens

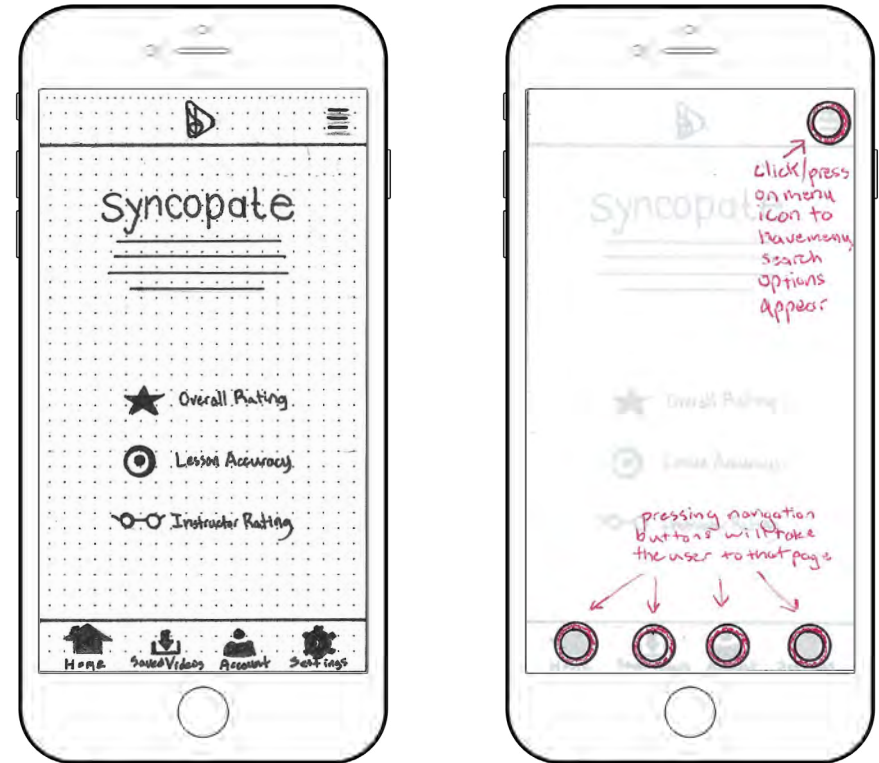
Walkthrough Animation

Sketches

Opening Screen

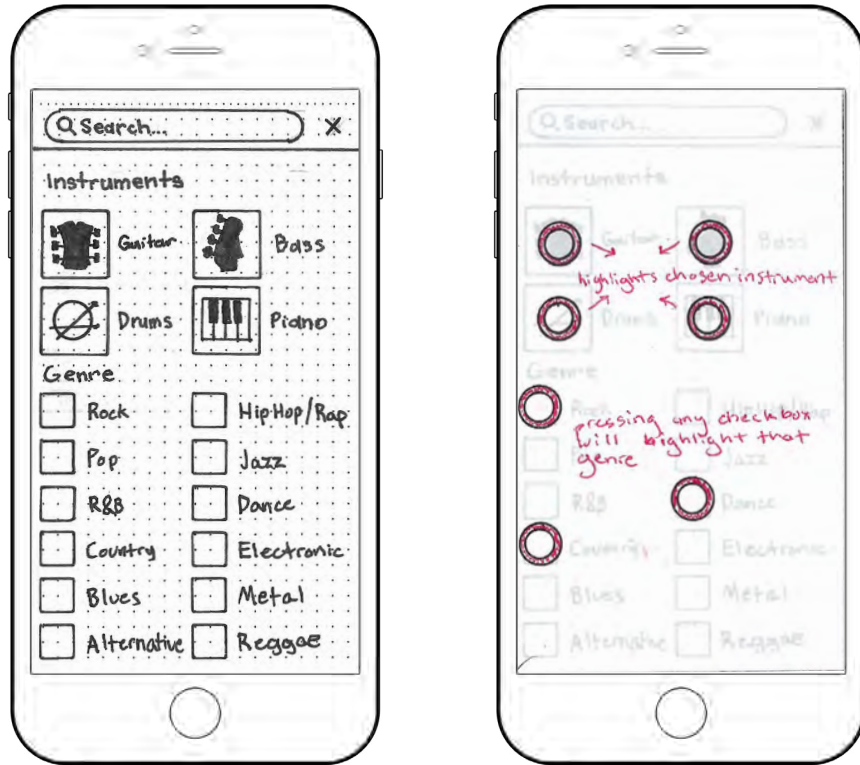


Home Screen

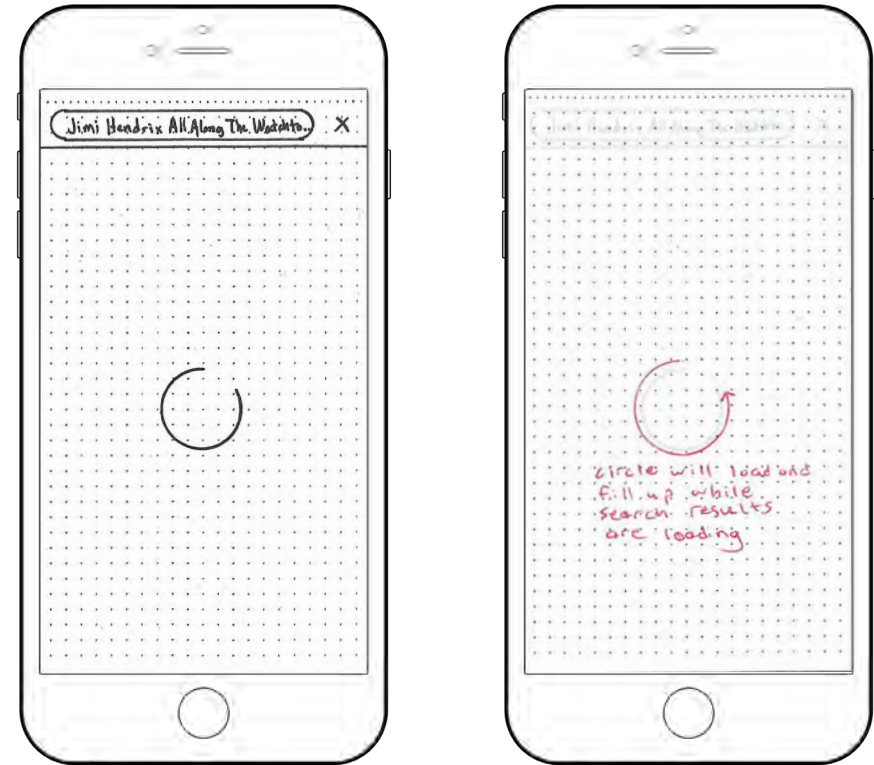


Sketches

Search Screen

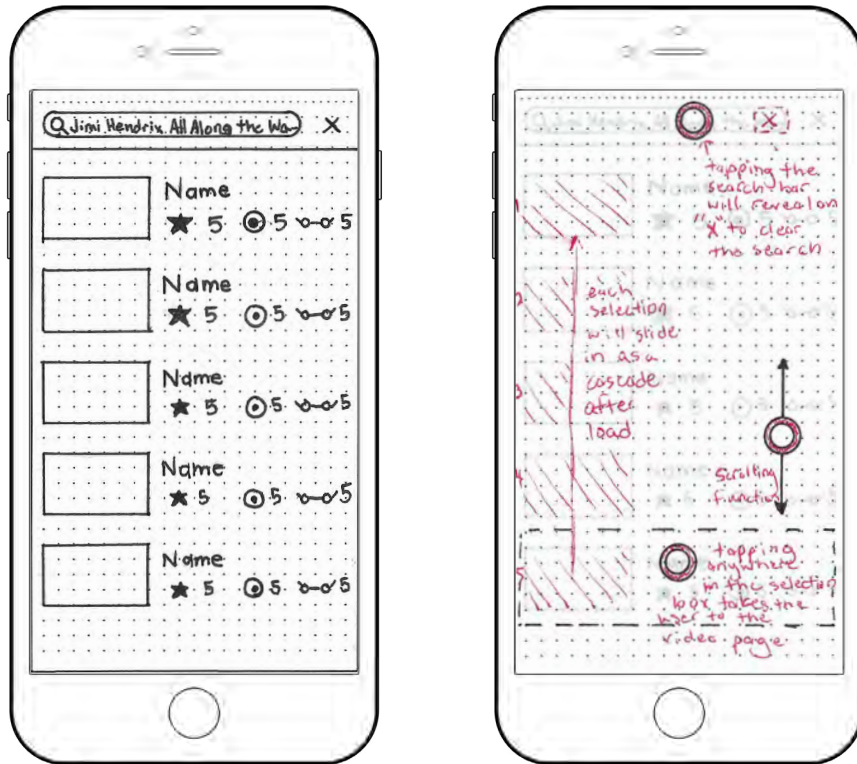


Loading Screen

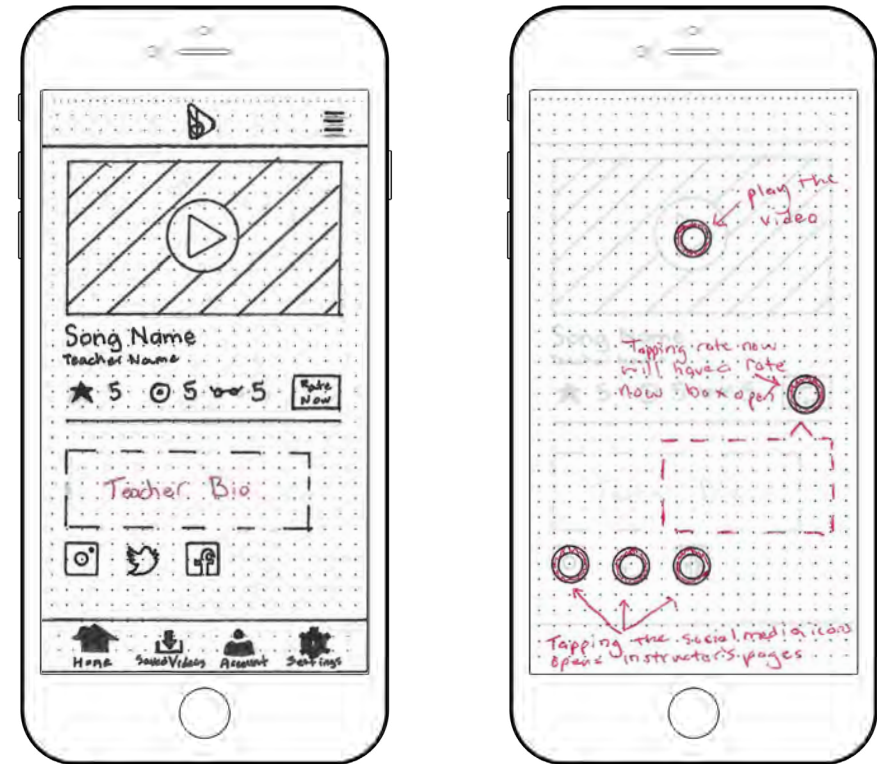


Sketches

Listed Videos Screen



Video Screen



Screens



Opening Screen

The app will open with the Syncopate logo. The logo will slide right and scale down while the word syncopate wipes in from the left. After the logo animates, the screen will remain as appeared on the second screen for 2 more seconds. The screen will then fade out into the home screen.

Watch Here

Screens

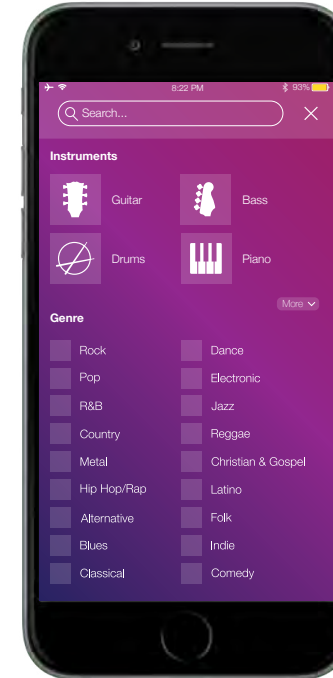


Home Screen

The home screen features a menu icon that will enable the search menu to slide out from the right.

It also shows a description of the app along with the meaning of the rating icons that will appear later.

The navigation bar on the bottom will have the options to take you to the “saved videos”, “settings”, “account” or “home” pages. When the page is not active, the icons will have 50% opacity, while the page that is active will have 100% opacity.



Search Screen

The search menu will slide in from the right and appear as seen. There will be options to select which instrument and/or genres of the song being searched. Multiple options can be selected.

Screens



Search Screen Options

Pressing the more button on the original search screen will reveal more instrument options. Pressing the less button will hide the extra instruments.

Selecting each icon will have the opacity increase, eased in. Selecting multiple instruments will be an option, but will make the search results cluttered.

When the search bar is tapped, the device's keyboard will slide up from the bottom and the type function will be enabled.

Watch Here

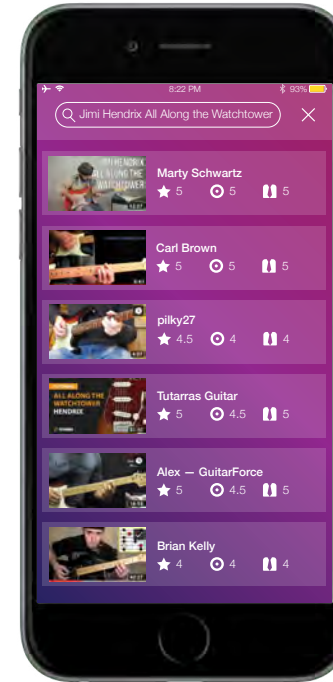
Screens



Loading Screen

For the loading screen, the guitar/line shape will animate in from the left as a stroke effect. The opacity will rise as it comes in and fade as the stroke animates out.

Watch Here

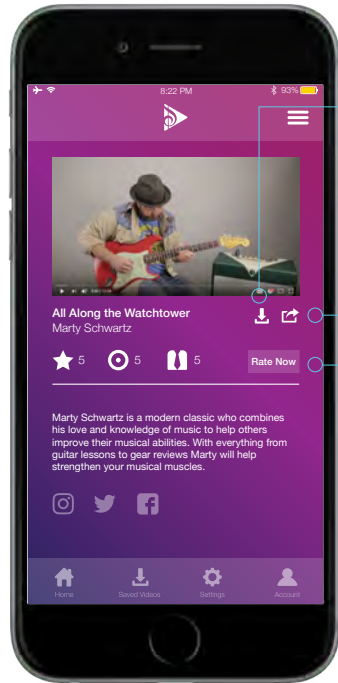


Listed Videos Screen

When the search is complete the listed videos will fade and slide in from the bottom with a cascade effect. Once on the screen any video can be selected. There will be the ability to scroll through the videos when there are a large amount of results.

Watch Here

Screens



Video Screen

The video screen will display the video, the ratings, a save button, a share button, a rate now button, a description of the instructor, and the instructor's social media links.

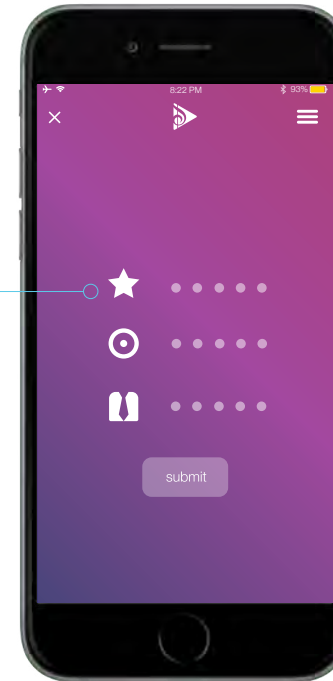
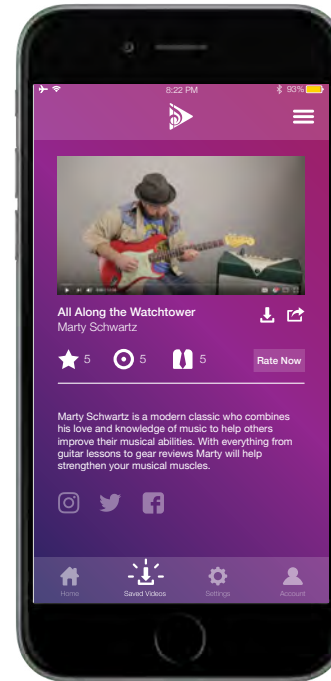
Pressing the save button will make the saved videos icon on the bottom navigation bar flash quickly.

Pressing the share button will bring down a screen overlay that allows the user to share the video on their linked social media pages.

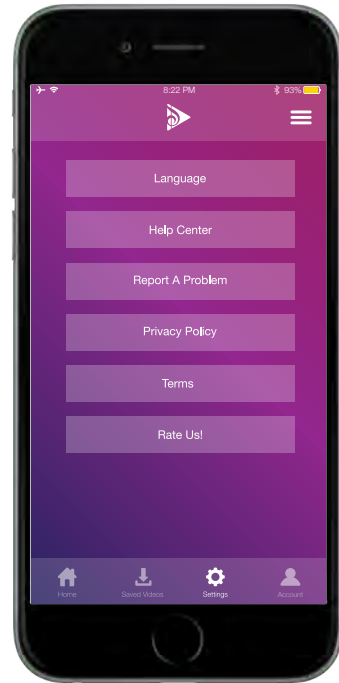
Pressing the rate button will bring down a screen overlay that allows the user to rate the instructor which will then average the instructor's rating out after it is submitted.

Watch Here

Pressing any dot will raise the opacity on all dots before it to give the rating. After the user gives their rating they can submit by pressing the submit button.

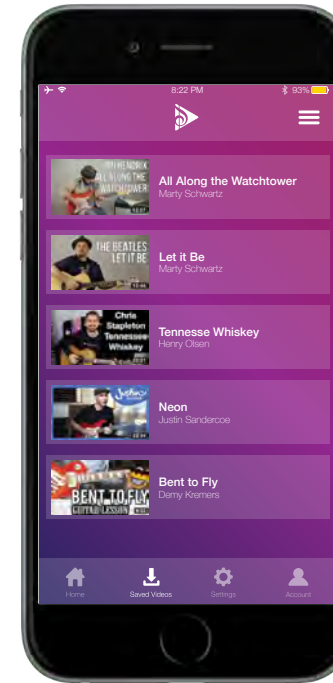


Screens



Settings Screen

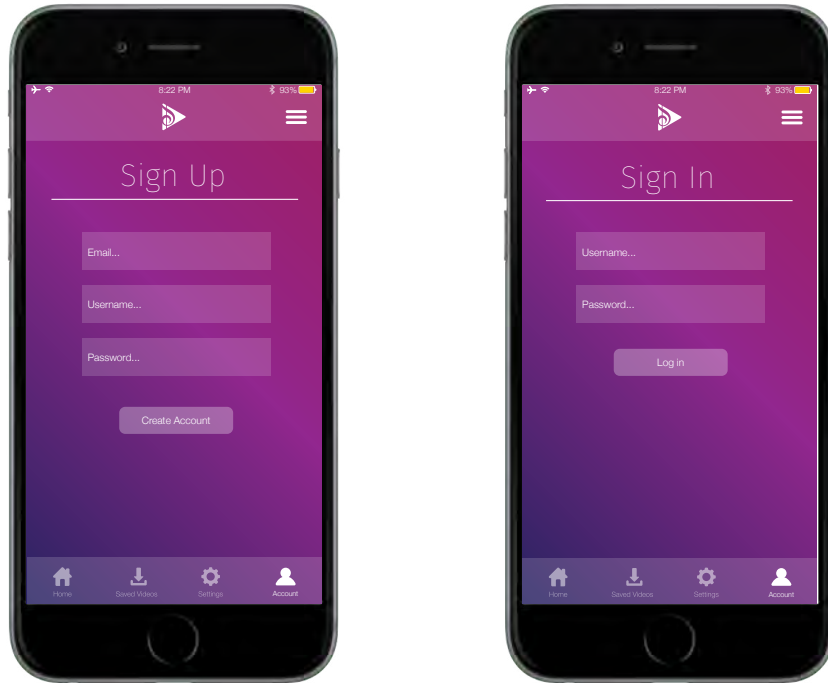
Selecting the settings button on the bottom navigation will bring the user to the settings screen where they can select a language, go to the help center, report an issue with the app, read the privacy policy and terms of use and rate the app in the app store.



Saved Videos Screen

Selecting the saved videos button on the bottom navigation will bring the user to the saved videos screen. There is a list of all the saved videos where the user can scroll through their personal library.

Screens



Log in & Sign Up Screens

The sign up screen will appear for first time users that will allow them to sign up for a personal profile. The profile is only for the user and it collects information about what the user does on the app and displays it. The user will have to provide an email and create a username and password.

The log in screen is used to type the username and password of returning users.

Watch Here

Screens



Profile Screen

The profile screen will display the user's frequently searched genres, songs, and artists. It will also contain the amount of videos watched, the user's favorite instructor based on the amount of videos from that instructor that they watch, and their favorite instrument. The user can also link their social media accounts on the left side of the screen.

Full Animation Walkthrough

Watch the full animation walkthrough for syncopate here.

Watch Here