Rationale.

I decided on the "i3D" application brand name for its thorough relevance to the category and its target device (the iPhone). While I accept that the "i" in "i3D" is not an Apple branded app, such as with the iPad, iPod, iMac etc., the letter "i" originally stood for "internet" informing potential customers of the original iMac G9 that their computer was "internet" ready. The app "i3D" will also be an internet product, meaning that hard copies (prints) will not be available under current technology. Therefore, the imagery created with the "i3D" will remain a digital product throughout, and will utilize the internet for transferral to the iCloud, social media, and email accounts. I believe the "3d" in respect of the app "i3D' is self explanatory. It does involve 3D imagery, with a full description and break-down in the products App store document.

The branding design was influenced by a number of factors. One was the name and nature of the subject. Any item under the 3D genre is almost always expected to appear visually 3 dimensional, even on a 2D screen. My original trail of thought was directed towards designing an icon with a recognizable camera shape. This would be instantly recognizable by any potential user as a photo app. Traditional camera's use a single lens, or sometimes a twin lens reflex in the old film technology. Stereo camera's use two lenses to produce the stereo (3D) effect when looked through a special viewer. 3D film photography uses camera's with up to four lenses, and are capable of producing printed 3D effect photographs. Purely for aesthetic design purposes (and uniqueness) I went for three lenses on my camera. While the iPhone clearly uses just one lens, the app does digitally create three layers in the production of its 3D imagery - thereby linking the three "virtual" lenses to its product, and name.

However, with the factor of the icon size requirements being so specific, I needed to rethink the app icon design. While I liked the camera design, it looked much too complicated at the smaller icon size of 57 x 57 pixels. I therefore created the three-sided box that exhibited highlight and shadow detail (to strengthen the 3D impression) and placed the "i3D" text individually on each side. This I thought worked at any size - but it could also be relevant to anything 3D too. I had no desire in making the box appear as a box-camera (choosing to remain in the present millennium), that I decided to bring both icons together for the larger icon design. This allows for easier visual recognition of the single icon at the smaller size, and the joined design for emphasized object recognition at the larger size.

The primary screen shot I believe required the main theme of the app - its 3D functionality. While I would of preferred to of placed this in some other form of media - such as a Flash animation, I can only hope its meaning is not lost in the primary screens limited space. Clearly the screen shot of the "exposure control" appears more easily to comprehend the meaning within the image. And while the exposure control is a part of the "i3D' imagery process, it is not the main function.

Finally in regard to the Web landing page and, the domain "i3D.mobi" was taken, as was "i3D.com. However the domain name "i3d.photos," remains available, which though not the traditional .com commercial domain name, I do feel the ".photos" domain has significant relevance to the application.
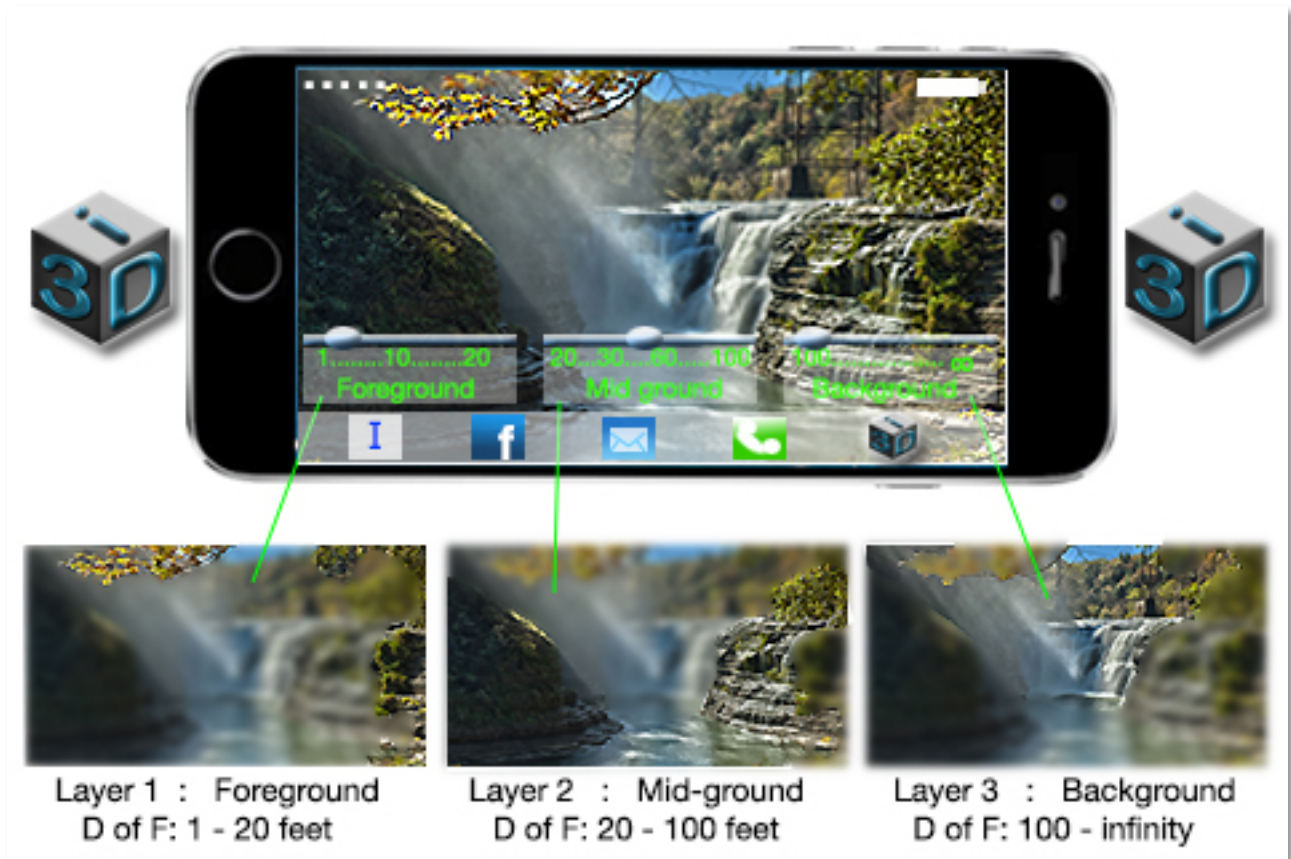
Brand Images:

i3D icon (57 x 57). This displays a three-sided box with distinct highlight and shadow detail, with the intention of giving the flat surface some form - with emphasis towards the 3D effect. The brand name "i3D" has its letters placed on individual sided, placed in the position that best spells out the app name "i3D."

i3D icon (512 x 512). This displays the three lenses of the 3D camera, though not in the traditional horizontal position. The actual camera will be provided by Apple's iPhone - which is a single lens camera. However, the camera design, and its lenses are symbolic towards the apps function as a photographic 3D image creator. The actual technology of the app is the image manipulator that creates the virtual 3D image and not the camera.

Layer 1 : Foreground
D of F: 1 - 20 feet

Layer 2 : Mid-ground
D of F: 20 - 100 feet

Layer 3 : Background
D of F: 100 - infinity

Primary Screen Shot (480 x 320). The screen shot displays the image viewed by the camera in its initial stage. The three layers have set levels of focusing distance, with all three covering the camera's minimum focusing distance (at layer 1), the infinity (at layer 3). With three manipulative levels of depth of focus layers, each are individually controlled on the screen. Once each layer has its depth of field set at each level, there is also the facility for adding/subtracting shadows and highlights for greater depth to the image (not displayed in the screen shot), along with a strong HDR effect for greater dimension to the image.

Screen Shot 2 (480 x 320). The app's exposure control (can be both automatic and manual). While depth of field is critical for 3D photography, the aperture is given priority in the app. By sliding the button on the screen, you can see the acceptable aperture complemented by its relative shutter speed (relative to a correct exposure). The figures in red on the shutter side of the screen display slow shutter speeds with could produce camera shake when taken. This is where the "Steady Cam" comes into use that helps in reducing possible camera shake. While it could be feasible to leave this control on permanently, this could interfere with expressive photography where a sense of movement is required. So a "Steady Cam" "On/Off" function is provided.

Application Name

i3D

Application Description

i3D is the ultimate 3D photographic image creator that manipulates your iSight Camera functions to the max and beyond. With its landscape view, it creates stunning panoramic photographs in sharp HDR. The 3D images require no external devices to view the 3D effect, and can be viewed on any screen with a minimum 136-by-640-pixel resolution at 326 ppi, and a contrast ratio of 800:1 for best results.

From one single exposure, the image is separated onto its unique three layers which are manipulated by the distancing focus sensors within the app. Operation is linear which ensures all images are perfect every time with freedom to add visual effects to the exposed image. The main input from the photographer is to ensure the subject area has a suitable foreground, mid ground, and background within the frame.

i3D is a highly creative photographic imaging tool for the discerning photographer that wants to take their photography to the next dimension.

Features:

Layers
Perspective control
Close, medium, and distant focus sensors
Exposure control
Aperture priority
Depth of field control
Editing suite
Image stabilization
Smart filters
Effects
Social media sharing

Device Requirements

iOS8. iPhone 5S or later. Minimum lens resolution and speed: 8-megapixel iSight Camera with 1.5μ pixels and fast f2.2 lens.

Category

Photo & Video (iTunes App Store): Photography (Mac App Store).

Keywords

i3D, 3D photography, iPhone, Layered, Panoramic, Landscape, Depth, Editor, HDR, Smart Filters, Effects, SM Sharing