Lowering the Barriers to Learning Complex Visual Design Tools
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Adobe
July 19th, 2012
Who am I?
Interactive Tutorials and Games

Level Up for Photoshop

MISSION TWO 30 Points

The problem with natural teeth is that they are a bit yellow. When retouching teeth in a photograph, the goal is to brighten and whiten teeth by removing some, but not all, of the yellow.

START MISSION
Software Use Today
Software Use Today

Learn by Doing
Software Use Today
Software Use Today
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3D object and camera tools (Photoshop Extended)

Move, rotate, or scale a model with 3D object tools

You can use the 3D object tools to rotate, position, or scale a model. While you manipulate the 3D model, the camera view remains fixed. (Top) Open the 3D folder inside the Extras folder from the 3D panel menu up, and select "Show Your Tools." Click a tool, then move the cursor into the image window to view real-time results in the 3D panel.
Software Use Today

• Novices
  – Missing Vocabulary
  – Missing Context in Examples

• Advanced Users
  – Stuck in outdated workflows
Adobe Tutorial Player for Photoshop
Crowdsourcing Tutorial
Authoring
Mixed-media Tutorials

[Chi et al., to appear at UIST 2012]
Level Up and Jigsaw

Level Up for Photoshop

MISSION TWO 30 Points
Improve a smile by whitening teeth

The problem with natural teeth is that they are a bit yellow. When retouching teeth in a photograph, the goal is to brighten and whiten teeth by removing some, but not all, of the yellow.

START MISSION

LEVEL 1 LEADERBOARD 70 Points

Hint: Pay attention to the layers panel.

Move pieces here

REPLAY ANY MISSION
Results - Sept 2011 – Feb 2012

~1800 active players

- 63% completed Level 1
- 51% completed Level 2
- 37% completed Level 3
- 37% played the game more than once
- 31% watched a help video
- 16% posted on Facebook
- 5% tweeted
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Beginners

Lowered the complexity of the software.

Feelings of accomplishment.

Progressive disclosure focused attention.
Advanced Users

Learned about new tools and techniques

Encountered more efficient techniques for existing workflows
Surprise

Repeated game use as reference
Level Up Next Steps

• Crowdsourcing mission authoring
• Teachers and students

• Level Up to improve the world’s images
• Collaborative problem solving
Take Home Messages

• Instructional content for teaching software already crowdsourced

• Creating good instructional content is hard but lots of people want to make it

• Lots of interest in interactive instructional content and games
Collaborators

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Thanks!

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