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Buzz Bark: From Traditional Illustration to Interactive App

“Buzz Bark” was a character created in 2013 at Suny Oswego by student, Sarah Rose. The protagonist and storyline of Buzz Bark as well as the media it lives on has developed over the years alongside the artist herself.

The original story with images created in illustration lives on the traditional bound pages of a book. With the consideration that modern technology is driving many to turn to interactive multimedia devices for entertainment, Sarah made the decision to translate her character to a digital interface. In 2014 the Buzz Bark app was born.

Since then, the app has been improved and revisited as the artist acquires more skills and knowledge as a professional and as an artist. This presentation focuses on the journey of an idea from its beginning to its current progress, and the importance of adapting to modern technologies.

Key Words: app, interactivity, design, multimedia, illustration, space, educational