Panorama Visual Guide

A general overview setting guidelines and standards for panorama mode on WM7

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Sample panorama view

Panoramas (non-Microsoft core apps)

Xx

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Panoramas (games)

Xx

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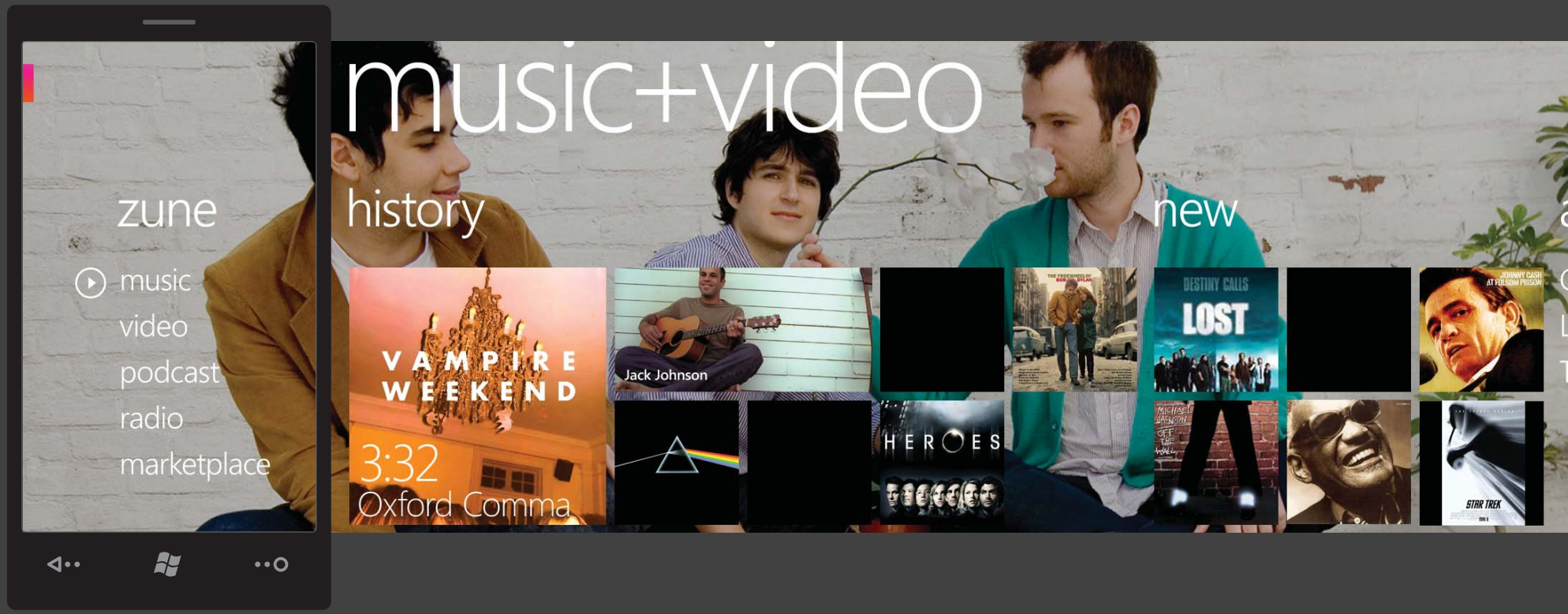

Panoramas (music+video)

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Recommended

NOT Recommended



Background image Specs

Background images are used to support the theme or brand of the panorama view. The asset is animated when panning to create a tridimensional effect moving at slower speed that the items on the foreground. In order to facilitate readiness and motion performance is recommended not to use images with busy or high contrast content, is recommended use an image with a single foreground subject over a flat non busy background.

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Panorama Elements (text)

There is four kind of text links, single item list, item list with description and thumbnail, item list with description and introductory text. Every item should be a single link to content, there is no hyperlinks nor words or prhases could be marked/underlined/highlighted as hyperlinks.

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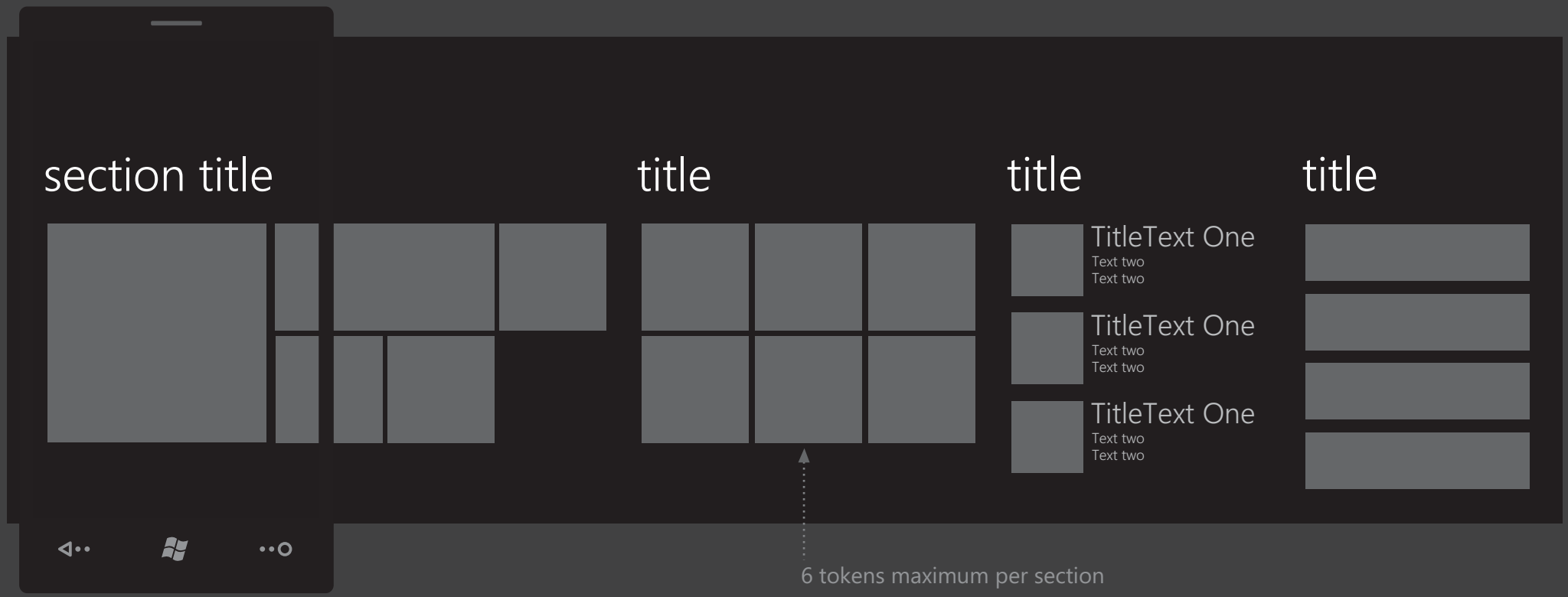

Panorama Elements (graphics)

A section on a panorama can contain thumbnail links to an app, the web or media.

Thumbnails should be grouped by media (linking to photos, video, web, etc).

Thumbnail shapes are square (1x1 or 2x2) and/or horizontal rectangle (1x2).

Other custom elements could be used as well when serving more than one purpose, like scores, standings, etc.

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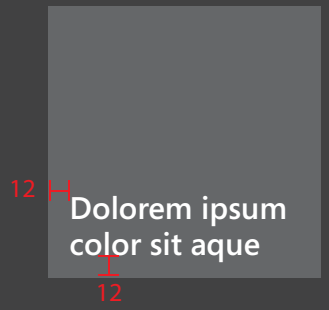
Thumbnail without text





Thumbnail with text



Font: Segoe Semibold, 15pt, Track 0





Yes



No

Thumbnail with text and dark background support

Thumbnail Specs

Thumbnails are the main element of the Panorama views, they link to content or media that is consumed “outside” the panorama experience. It is recommended to use cropped images highlighting an identifiable subject rather than an entire image. If the image is not identifiable without text, up to two lines of text could be used to identify the content linked.

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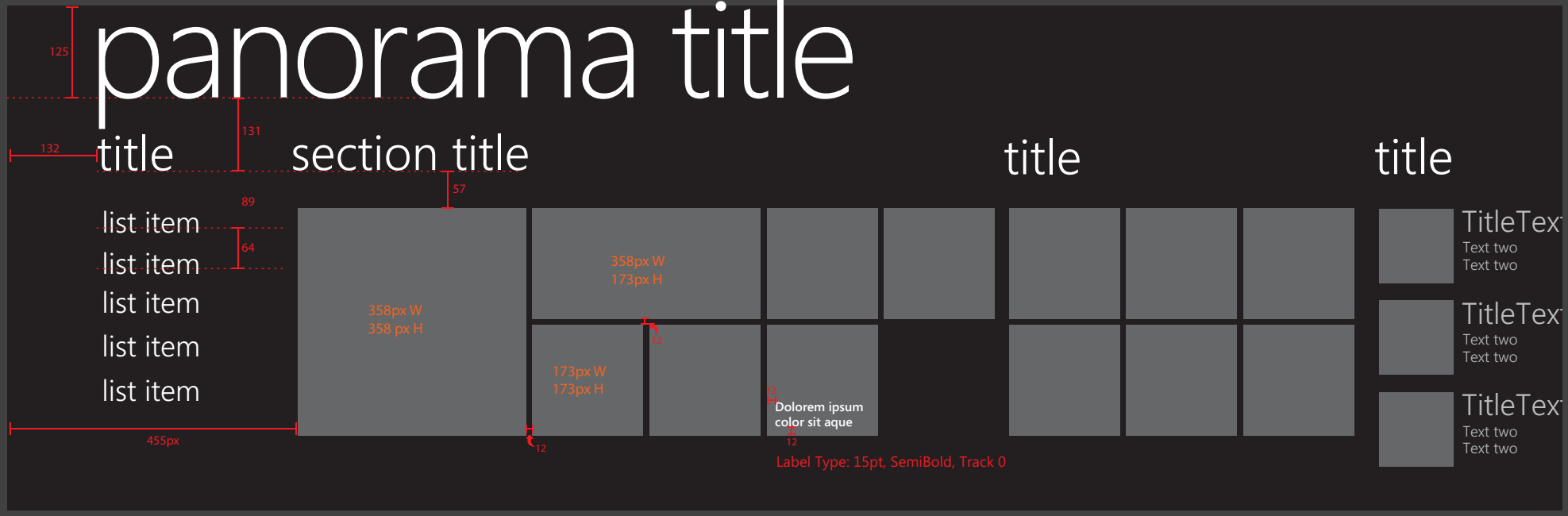

Panorama Redlines

Xx

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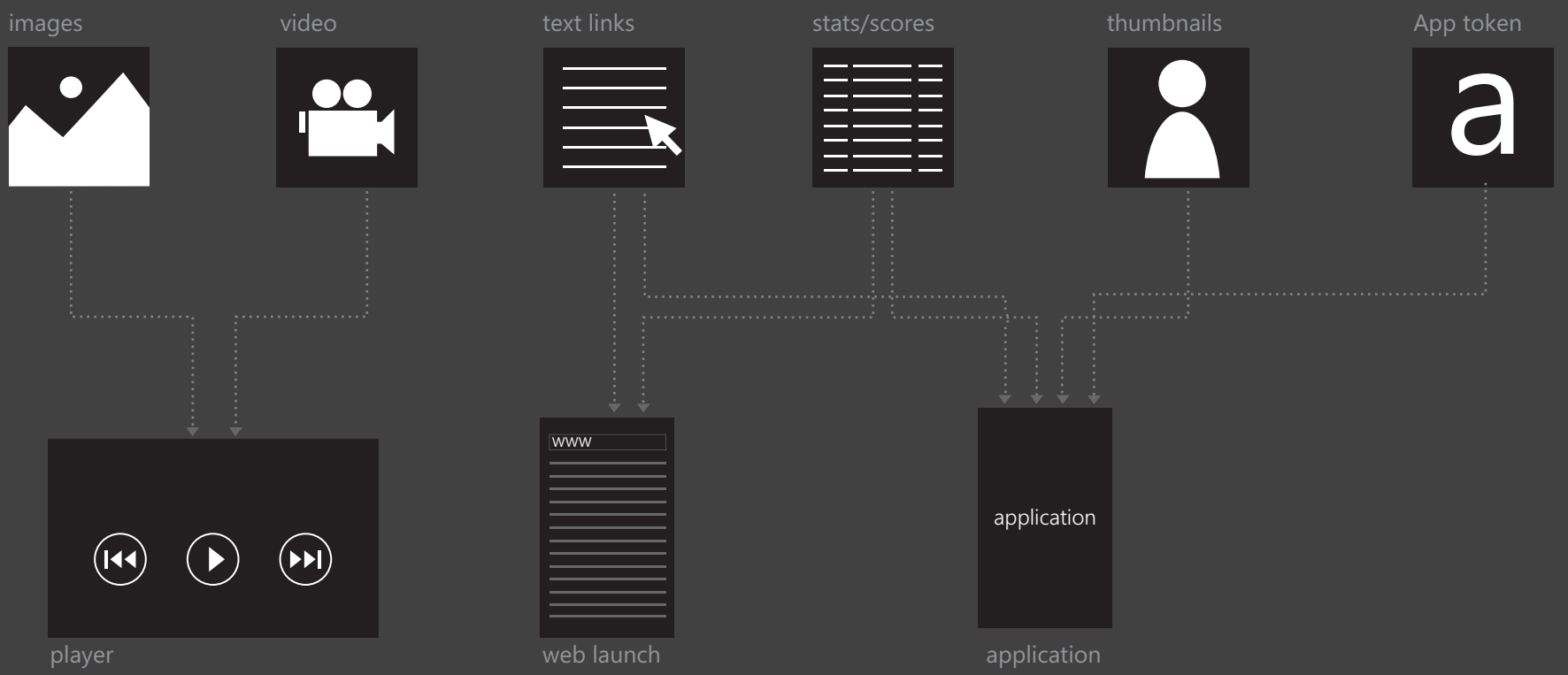

Elements Flow

Thumbnail for Images and video launches player

Text, Thumbnails, Stats/Scores launches to either application or web page

Application tokens launches application

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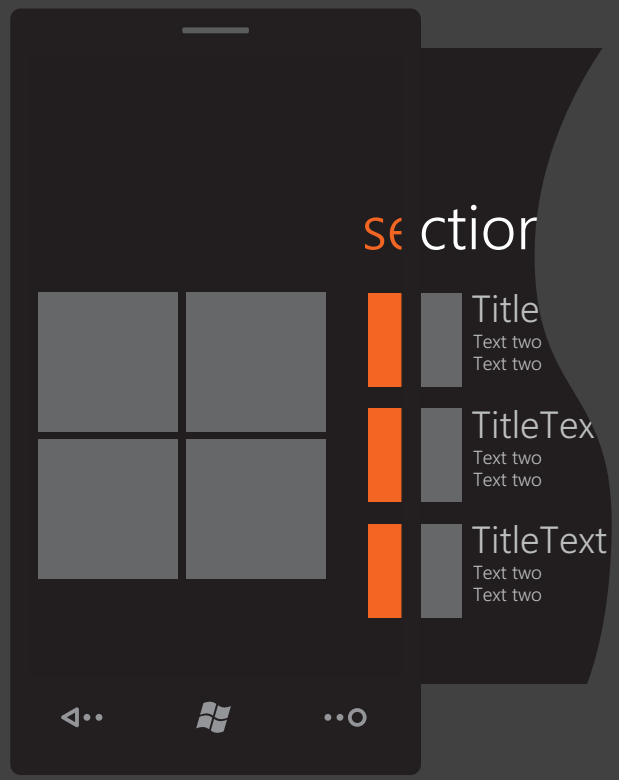
Content cropped



Content "peaking"

Elements layout

A panorama experience leverages the idea of content not limited by the size of the screen, to reinforce this idea but also to give the user visual clues in how to navigate it, part of the elements could be purposedly cropped or appear "peaking" at the edge of the screen.

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