

## Concept:

We're creating an interactive and stylish website to serve as portfolio and a tool to attract new ideas, projects, and partners. The site will include:

- **A vibrant homepage** with animations that grab attention.
- **A portfolio** to showcase work: films, designs, websites, etc.
- **An online shop** for merch, books, and digital products.
- **A blog/feed** for updates, ideas, and staying connected with our audience.

**The highlight:** A design inspired by a Rubik's Cube, with 3D elements and bright colors.

References:

Homepage - <https://rtxv.ru/>

Blog/Feed - <https://tochno.st/>

Portfolio - <https://pokraslampas.com/>

Online Shop (now it's just an idea) - <https://www.wildberries.ru/>

## Detailed Description of Each Section for Brainstone.Art Website

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### 1. Homepage

#### Objective:

Create a striking first impression that engages the user from their very first visit.

#### Features and Elements:

- **Introduction:** A welcoming text or brief description immediately communicating the essence of the project.
- **Animations and Parallax Effects:** Smooth effects for text and images appearing on scroll. Background animations inspired by the Rubik's Cube, where its colors and mechanics interact with user movements.
- **Navigation:** A minimalist yet accessible menu available on every page.
- **Interactive Element:** An email input form offering bonuses or personalized suggestions.
- **Progress Indicator:** A bar at the bottom of the page showing how much content has been viewed.

#### Reference:

<https://rtxv.ru/>

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### 2. Projects (Portfolio)

#### Objective:

Showcase a diverse portfolio of projects categorized for easy navigation.

## Features and Elements:

- **Filtering:** Users can sort projects into categories: **Movies, Pictures, Design, Apps, Websites.**
- **Dynamic Presentation:** Each category displayed as interactive cards with animations on hover.
- **Project Pages:** Detailed pages with information about each project, including descriptions, videos, images, and development phases.
- **3D Elements:** Projects represented as facets of a Rubik's Cube that users can "flip through."

## Reference:

<https://pokraslampas.com/>

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### 3. Feed

## Objective:

Share news, ideas, and inspire the audience.

## Features and Elements:

- **Dynamic Blog:** Articles, news, or professional insights with a comment feature.
- **Social Media Integration:** Users can share posts on Facebook, Instagram, and other platforms.
- **Animations:** Smooth transitions between posts with engaging visual effects.
- **Article Pages:** Detailed, well-structured content with navigation to similar posts.

## Reference:

<https://tochno.st/>

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### 4. WebShop

## Objective:

Enable the sale of merchandise, books, and digital products, integrating modern dropshipping and print-on-demand tools.

## Features and Elements:

- **Product Catalog:** Stylish and minimalist display of products, with filtering options.
  - **Product Details:** Pages with brief descriptions, visuals, prices, and an "Add to Cart" button.
  - **Payment:** Integration with payment gateways supporting international transactions.
  - **Interactive Customization:** Options for personalizing products (e.g., choosing colors, sizes, or custom text).
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### 5. Interactive Elements and Personalization

## Objective:

Enhance user engagement through interactive design and personalized experiences.

## Features and Elements:

- **Progress Indicator:** A progress bar showing the percentage of site content viewed, calculated based on page weights.
- **Personalized Emails:** After visiting the site, users receive an email summary of the pages they viewed, recommendations, and a bonus.

- **Animations and Parallax Effects:** Visual effects to enhance user interaction and perception.
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## 6. Multilingual Support

### Objective:

Ensure accessibility for an international audience.

### Features and Elements:

- **Automatic Language Detection:** The site identifies user preferences based on browser settings.
  - **Manual Switching:** A language-switching widget integrated into the design.
  - **Translation Caching:** Translated pages are cached for faster loading.
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## 7. Technological Foundation

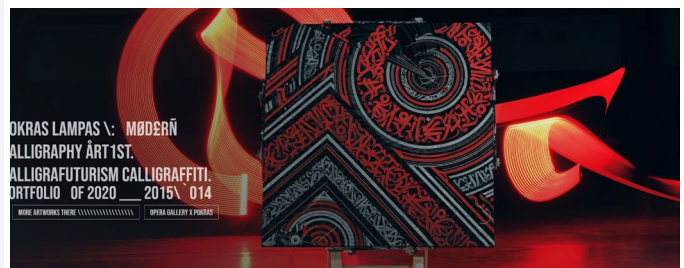
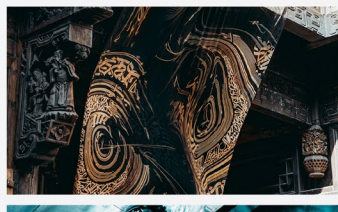
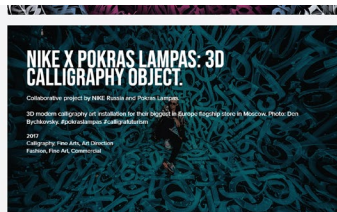
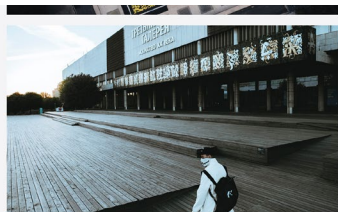
- **CMS:** WordPress.
  - **Key Modules:**
    - **Elementor Pro** for design and customization.
    - **WooCommerce** for the shop.
    - **WPML** for multilingual support.
    - **Slider Revolution** for animations and parallax effects.
    - **Contact Form 7** for contact forms.
    - **Yoast SEO** for search engine optimization.
    - **MailChimp for WooCommerce** for email collection and automation.
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## 8. Style and Design

### Rubik's Cube Theme:

The entire website design is inspired by the mechanics and colors of a Rubik's Cube. Each section represents a "facet" interconnected with others.

- **3D Elements:** Components of the site dynamically respond to user actions.
  - **Color Palette:** Bright, vibrant colors characteristic of the Rubik's Cube.
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Чтобы не пропустить новые исследования, подпишитесь на нас в телеграме

ЕСЛИ БЫТЬ ТОЧНЫМ

Проблемы Материалы Датасеты О проекте

ПОМОЧЬ НАМ

## Собираем данные для решения социальных проблем в России

Проект о том, как выглядит наша страна в цифрах

**Разбор** 21 ноября

В данных о смертности много проблем. Исследователи научились заполнять их с помощью моделей — в том числе для России

**Иногда дорога домой занимает больше времени, чем провка на ТТК**

Путь домой — не путь домой

Исследование 15 ноября

Из-за кризисов в России выросло число бездомных — но официальной статистики о них нет. Мы проанализировали данные «Ночлежки» о том, кто и почему чаще всего попадает на улицу

**Дата исследования** 8 ноября

Мы изучили историческую статистику России с конца 1890-х годов. Вот сень, графиков о том, как XX век изменил страну

**Дата исследования** 27 октября

Бездомные умирают на 19 лет раньше остальных россиян — и часто от болезней, которые легко лечатся. Исследование «Ночлежки» и «Если быть точным»

**Дата исследования** 25 октября

У 10% россиян нет детей к 45-49 годам. Не все из них хотят этого, некоторые...