Info

Intro

Hi, my name is Alice, I'm studying Digital Media at UWE Bristol University. I have an interest in graphic design, photography and media production. This is my personal website design project which is my first assessment for my GWDS class displaying the skills I have learnt through the coding sheets I have completed.

Carp

Contrast

For my poster design I wanted to show contrast by dividing the poster to two sides, one being light and the other side being dark. By doing this I used the logo as a template to divide a line for both sides, I had also used other circular shapes with images found from the internet of a music festival/concert setting to help break up the two sides. On the dark red side I had used black writing in an edgy pointed font as it came across as very bold which was fitting for that half whereases of the opposing side of the poster I had used a softer font in the color light grey on top of a white background to contrast the fierce bold side with a calmer softer side.

I had laid out the text to be seen very clearly as having the title in bold writing at the top of the poster will be easily seen and readable whilst also the center piece being the logo which will initially draw you in if you're a previous fan of the true/false film festival.

All the text written had been strategically placed as its spaced out enough to not make the poster too confusing but it's also a very simple design leaving a lot of blank space which purposely doesn't make the viewer feel overwhelmed. I especially like how the web link is wrapped around the image as it's easy to see but also tucked away so it's not so out of place.

Repetition

My design for this poster is very chaotic but still easy to read considering throughout all my posters created for the CARP project I had used the color pallet from the logo. The checkered background with the use of black and white images isn't too distracting from the text but still represent the idea of repetition, whereases the title specifically as it starts small gradually getting bigger to the middle of the page really jumps out at you which is rather eye catching.

The information for this poster is tidily placed all together at the bottom left as the initial design of the poster is very wild and has a lot going on so having the information all closely together makes it a lot easier for the viewer to read. I really think this poster captures the emotion behind what type of festival the true/false film festival is like which sets the tone for people wanting to go.

Alignment

My alignment poster for the CARP project is personally my best design as I think it best represents what the festival is about with the inclusion of a film strip but showing the different types of arts shown inside. It also had a lot of blank space, which I think was really effective for the design as it let the text boxes stand out, making the information clear. The fonts were also adding a lot of detail to the poster making it far more interesting to look at.

What I liked especially was how the film roll was emerging out of the logo centered slightly in the middle of the poster giving the illusion of a film roll.

Proximity

For this design I had used lots of rectangles to create a symbolic rock and roll effect representing the music side of the festival, this also represented the proximity aspect of the poster. The colors in this design worked well together as the writing was a brighter color compared to the image and the background. I also like how the hand was holding on to a film strip including the film aspect of the festival. The way the title is front, and center makes it easier for the viewer as well as having the logo stand proudly on its own dedicating a whole corner of the poster to it. All the information, even though it's spread out amongst the whole poster, is still very easy to read and find the key points such as the date and place as well as the web link at the bottom.

Axal

Axal designs have an imaginary line which can break up the design either symmetrically or unsymmetrically.

Radial

When your design has a point of focus, and all the other elements extend from that point.

Dilatational

The design has a central point, and any other elements expand from it in a circular fashion.

Random

All elements in the design are randomly organized with no pattern, direction, method, rule, aim or purpose. Made it appear more fun to the reader.

Grid

When the design has invisible line either going vertically or horizontally to divide the page into sections to help keep all elements/content organized.

Modular

The modular system shares similarities with the grid system except the different sections don't follow a specific pattern meaning they can overlap with one another as they prioritize flexibility.

Transitional

The transitional system has layered elements in an unpredictable manner creating an illusion of movement.

Bilateral

Text is arranged symmetrically along an axis; this technique is often used to create visual balanced images with the use of only words.

Having never worked with HTML and CSS I struggled at the very start, especially with starting up a new repository in GitHub to link the two together. But as I made it through the worksheets it started to become a lot easier and I started to understand how to create a border, padding, flexbox and other attributes to create a simple website. I did find it difficult when uploading images onto GitHub as they didn't always work but I managed to work through this problem and finish the coding sheets anyway.

For the last couple worksheets, we looked at adding links to different websites, adding audio, anchor links, nav bar, google and adobe fonts. This was all new to me and I found it interesting to find out how websites are made, which I found very useful.

Overall, the coding sheets were a good introduction to HTML and CSS and really helped when creating my website.

Wireframe/flowchart

I designed my website to be rather simple to use by wanting to have a single scrolling website but with one page which would contain the CARP project to separate those posters from the rest to let them standout more and don't get mixed up with my typography project. I initially did a simple sketch of my website just to understand the basic layout of where everything will be and left the Style.css to be decided while I was making it as well as deciding exactly how my work will be displayed on each section.

Reflection

This project has been a new experience for me which I enjoyed. Learning about HTML, CSS and GitHub has been useful as well as looking into more graphic design software such as Adobe InDesign and Adobe Illustrator.

I have some knowledge using other adobe software before so when we had to use it for our posters I knew about some of the basics already so I didn't find it too difficult, whereases for the coding aspect of my website I have never done any of it before so it was all new and with some parts I struggled but having the coding sheets to go back to and help me form a basic website was really useful. I’m excited to use what I have learnt for the future when designing other websites and creating more graphic design work all together.

My weaknesses of my website would be that the design is very basic and as I didn't have any knowledge of coding before, I found it very difficult to make my website stand out and have a better appearance. The user experience section was lacking as well in my website as I didn't have a good understanding of what to include as an explanation on why I have designed my website the way I have but I also didn't have much of a plan going forward when design the appearance of my website as it was difficult to merge my basic knowledge of coding with the creative element of my website as I was limited on what I was capable of doing. I really liked the outcome of my posters, especially my CARP project posters as I think they represent the different principles well. My typography poster also came out very well. I think you can tell the difference between which ones I had a better understanding of compared to others but either way they still represent the different types of typography systems well. What I was most proud of was my carousel and how it turned out. Overall, I think even though my website is very basic appearance wise the overall layout and how it functions is very clear for most if all users to understand which I find inclusivity is the most important thing about a website as I want all users to have a good, easy experience.

Although my website didn't meet the appearance standards that I wanted I think with the amount of coding knowledge I have, I'm happy to at least have a clearly structured, working website.