KUPRDESIGN WEBSITE
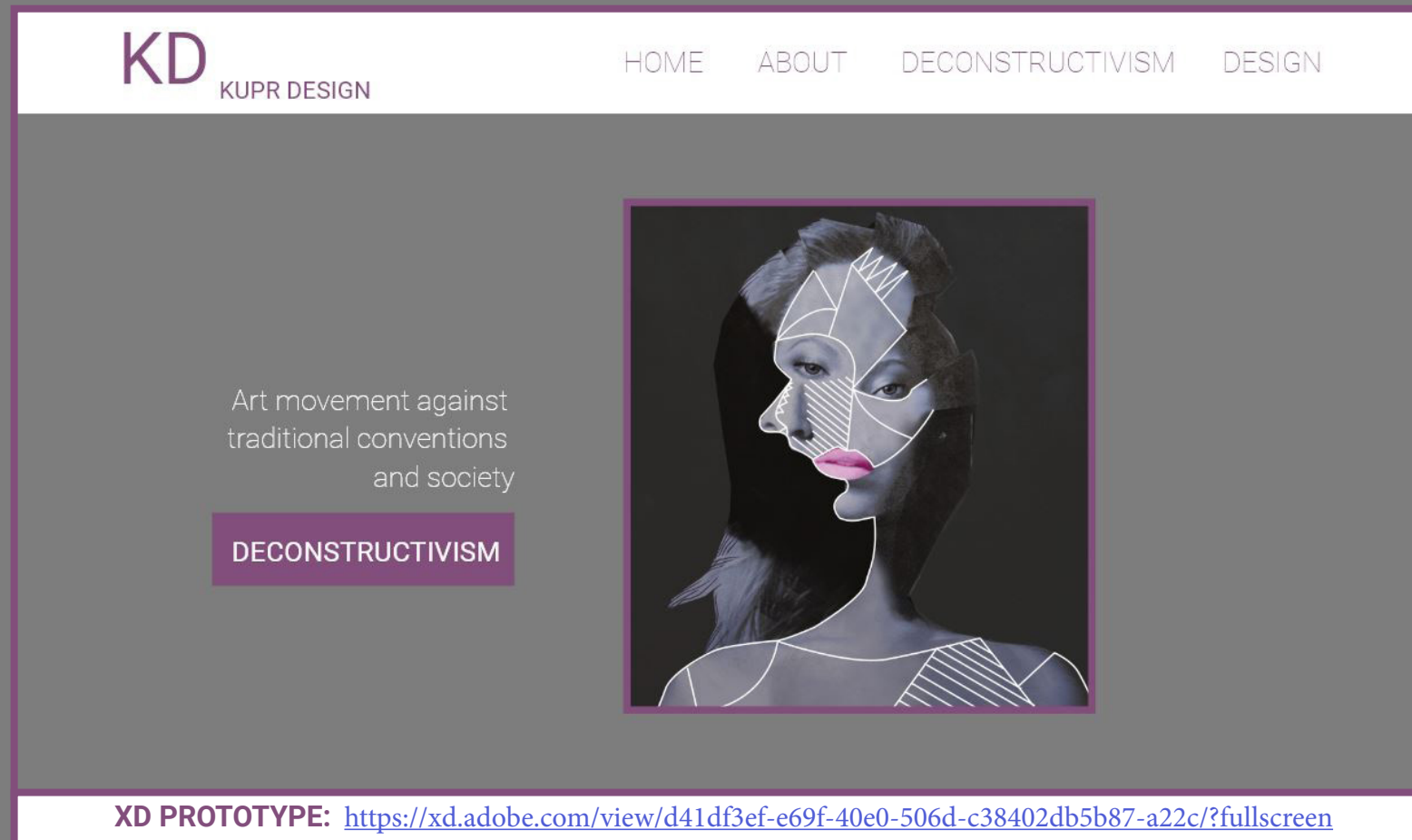
DESIGN, UX AND
PROCESS DOCUMENTATION
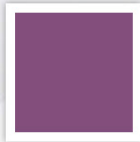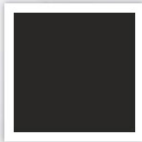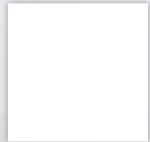

KD KUPR DESIGN

HOME   ABOUT   DECONSTRUCTIVISM   DESIGN

Art movement against
traditional conventions
and society

DECONSTRUCTIVISM
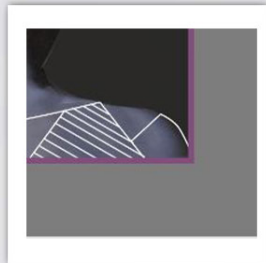
KD
KUPR DESIGN

Style Tile
version:1

POSSIBLE COLORS

THIS IS AN EXAMPLE OF A HEADER
ROBOTO REGURAL size: 67pt #824E7B

TEXTURES

THIS IS AN EXAMPLE OF A SUB HEAD
FROBOTO REGURAL size:38pt #824E7B

In 1988, MOMA do staged an exhibition entitled "Deconstructivist Architecture" createdby Philip Johnson and Mark Wigleywich. The show featured designs by famous designers: Frank Gehry, Daniel Libeskind, Peter Eisenman and Zaha Hadid. In 1989 there was an opening of the Wexner Center for the Arts in Columbus, the first major public building to be designed in the deconstructivist style by Peter Eisenman.
ROBOTO #7d7d7d

CHARACTERISTICS

CHARACTERISTICS

Deconstructivist design
By the controversial app
of design. The main feat
Deconstructivism is exp
Changed elements are t

EXAMPLE OF BUTTON

EXAMPLE OF BUTTON

ADJECTIVES

simple modern esthetic

friendly convenient casual

BREAKPOINTS FOR MY DESIGN

I use 3 breakpoints — one for each type of device (mobile, tablet, and desktop).

320 Phones

720 Tablets

1024 Desktops

IMPROVED OPTIMISATIONS TO THE DESIGN

NAVIGATION BAR

HOME   ABOUT   DECONSTRUCTIVISM   DESIGN

KD KUPR DESIGN   HOME   ABOUT   DECONSTRUCTIVISM   DESIGN

HEADERS, BODY TEXT

WHAT IS IT?

Deconstructivism is an art movement established in 1982 as an avant-garde movement against architecture or society.

GENESIS

There are a few believes when the movement started. Some experts see a connection with the Russian Constructivism, the movement pioneered by Vladimir Tatlin, Lyubov Popova and El Lissitzky. Others claim that the deconstructivism movement comes from concepts advanced by the post-structuralist philosopher Jacques Derrida who entered Parc de la Villette architectural competition with controversial design.

It is believed that two strains of modern art, minimalism and cubism, have had impact on the development of deconstructivism.

DATES AND FACTS

In 1988, MOMA dis staged an exhibition entitled "Deconstructivist Architecture" created by Philip Johnson and Mark Wigleywich. The show featured designs by famous designers: Frank Gehry, Daniel Libeskind, Peter Eisenman and Zaha Hadid. In 1989 there was an opening of the Wexner Center for the Arts in Columbus, the first major public building to be designed in the deconstructivist style by Peter Eisenman. A very important text for deconstructivists is "Complexity and Contradiction in Architecture" (1966) written by Robert Venturi.
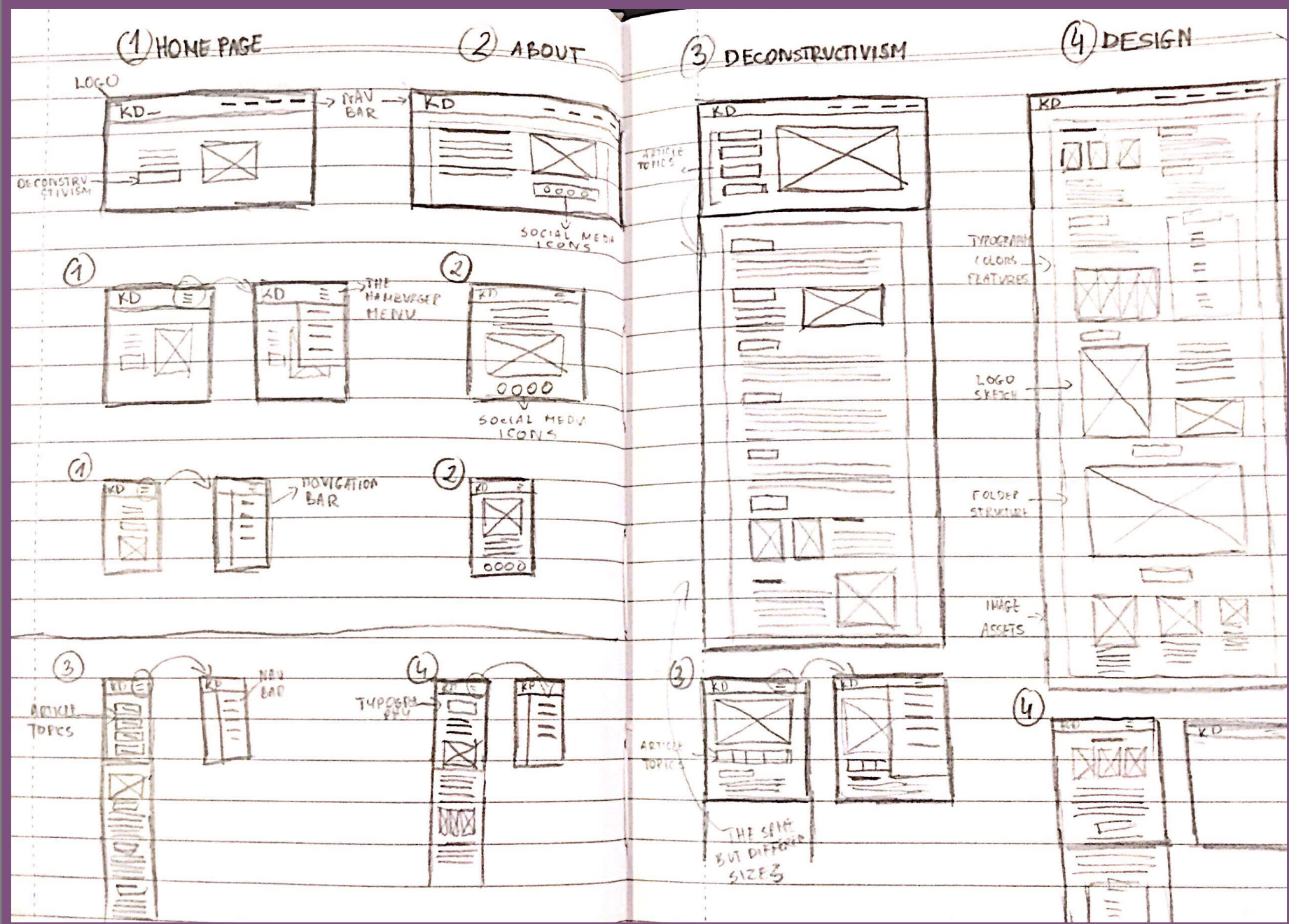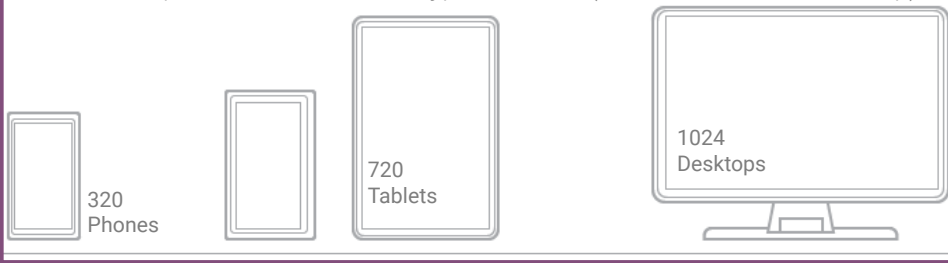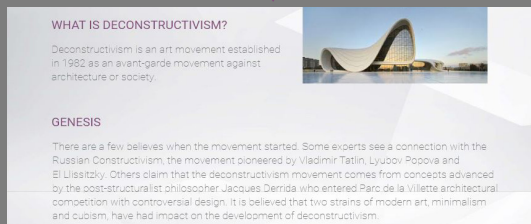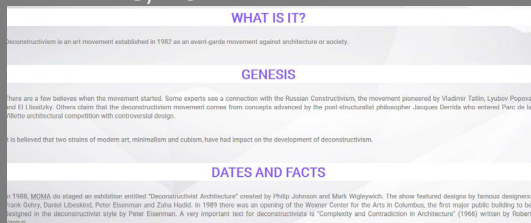
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COLOUR SCHEME

| #824E7B | #292826 | #7D7D7D | #FAF9FE |

White space

On every page there is a lot of unused section of a document. White space make the design more simple and reliable. Low complexity provides high value for the website design.

Alignment

Despite using central alignment in previous version of my website I decided to change it for left side alignment. This will make my design more organized, easy to read and improve readability and legibility of text.

Navigation

In each device on top of the screen there is navigation bar. Phones and Tablets have hamburger navigation which emphasize one of components of usability- efficiency. In this way It is easier for users to do basic tasks the first time and quickly perform them.

Layout& Composition

Approximate Horizontal Symmetry creates balance, harmony and feel of reliability. I used 12 columns grid to organize my layout. This grid is very flexible because it's divisible by 2, 3 and 4 so every element of my content was able to fit properly.

Text

I slightly changed the size font for headlines and body text in each device design. Text is legible and accessible by using sufficient color contrast and an easily readable font "Roboto".

My main goal was to make the web look simple. I created layout that is easy on the eyes and that make users want to keep reading.
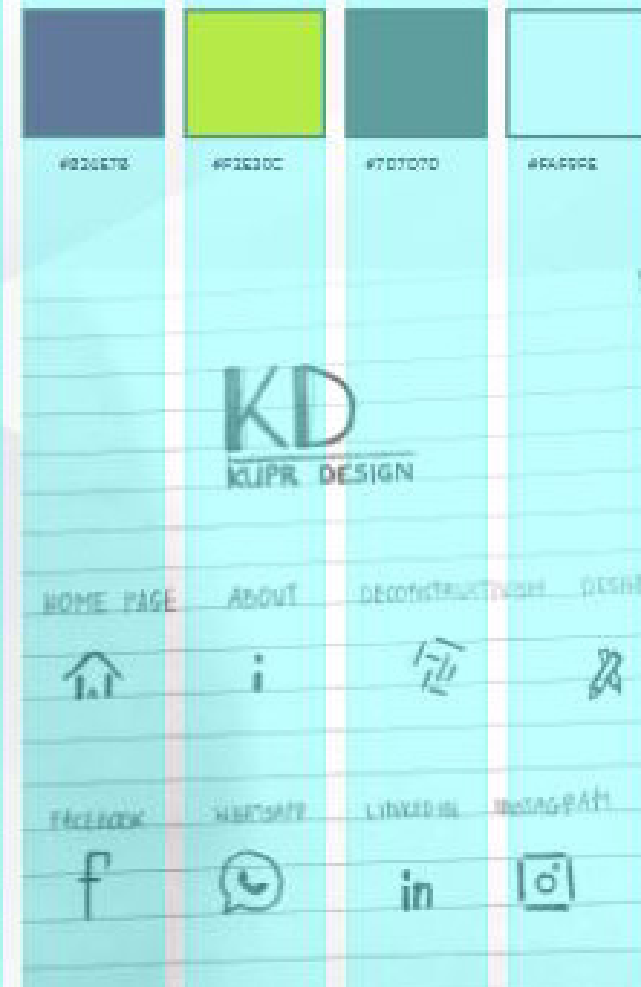
USING 12 COLUMNS GRID

COLOUR SCHEME

Both on the moodboard and my website you can see triadic colour harmony consisted of yellow, grey and purple colours. In addition I use white colour to give more contrast to the design. Although the combination of colours gives the impression of simplicity and calmness, you can notice a high extension, cold-warm and saturation contrasts which is a reference to the deconstrustivism movement style.

ICONS AND LOGO

My sketch represents two ideas of logo and icons for the website. On the right side there are sketches of logo which would represent my given Movement style- Deconstructivism. Chopped and broken up word with very simple typography refers

#020070   #F1E30C   #7D7D7D   #FAF9F6

KD
KLIPR DESIGN

HOME PAGE   ABOUT   DECONSTRUCTIVISM   DESIGN

FACEBOOK   WHATSAPP   LINKEDIN   INSTAGRAM

	Maria Kupryjaniuk	Adela Samakova	Ola Danel	Monika Przygocka	Ola Witkowska
What site is this?	KuprDesign	KuprDesign	KuprDesign	KuprDesign	KuprDesign
What page am I on?	Deconstructivism	Home	About	Design	Deconstructivism
What are the main sections?	Logo Navigation bar buttons text and images	Navigation bar Logo, Buttons	Navigation bar Logo Social media icons Text and images	Navigation bar Logo Text and images	Navigation bar, Buttons, text
What navigation options do I have here?	Sticky navigation bar buttons	Sticky navigation bar Button	Sticky navigation bar	Sticky navigation bar buttons	Sticky navigation bar and buttons
Where am I in the scheme of things?	Indicator-The name of page is highlighted in navigation bar	Indicators are not clear	The name of page is highlighted in navigation bar	Indicators are not clear	Indicator-The name of page is highlighted in navigation bar
How can I search?	No searching bar on the page.	No searching bar on the page.	No searching bar on the page.	No searching bar on the page.	No searching bar on the page.

Usability test results:

During the Trunk test there were 5 persons tested. They were asked questions for approximately 5 minutes. During answering questions and doing simple tasks on the website participants were recorded. As a conductor of the test I also noted most important answers. During the test there were identified some errors.

CATASTROPHIC
Lack of Search bar- 5 participants are not able to find any specific element on the page because of lack of search bar on the website.

SERIOUS
Names of "Home" and "Design" pages are not highlighted or indicated in any way.

COSMETIC
Colors of navigation bar and layout on the "Home" page are not very convenient and pleasant for users. There is not that much contrast.

TECHNICAL
During creating XD Prototype there was no option to link between elements on the same page. As a result all participants were not able to click on additional points like "moodboard". They struggled with scrolling down after clicking buttons on "Deconstructicvism" and "Design" pages. This problem will be solved while creating html and css.

IMPROVEMENTS after Trunk test:

I changed navigation bar where I highlighted the name of current page to indicate for user "where I am" on the website.
On the home page I changed layout so user would experience more what he expected before coming to the webpage.
On all sites I changed colors of navigation bar to emphasize better contrast.
Ii also plan to add a search bar in the right top corner so It would be easier for user to search keywords on my website.

PRINCIPLES IN USE

PROXIMITY

Between headers and body text. Between images.

ALINGMENT

Headers and body text alinged to the left. Box with features is center alinged.
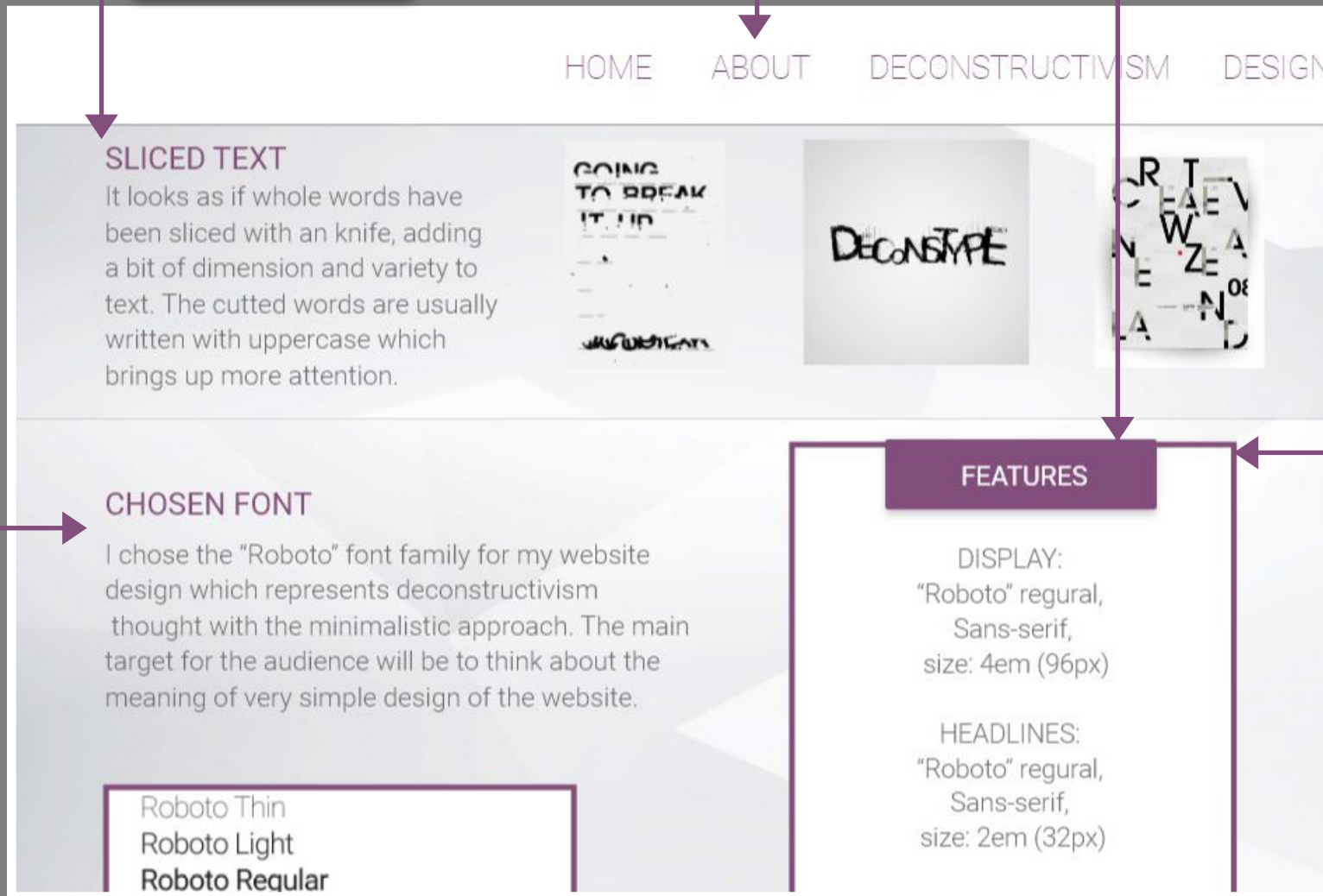
SIMILARITY

Between links in navigation bar; Between images.

CONTRAST

Between colors; Between grey background and dark text.

COMMON REGION

White box with purple stroke groups text about features

HOME   ABOUT   DECONSTRUCTIVISM   DESIGN

SLICED TEXT

It looks as if whole words have been sliced with an knife, adding a bit of dimension and variety to text. The cutted words are usually written with uppercase which brings up more attention.

GOING TO BREAK IT UP

DECONSTYPE

CHOSEN FONT

I chose the "Roboto" font family for my website design which represents deconstructivism thought with the minimalistic approach. The main target for the audience will be to think about the meaning of very simple design of the website.

Roboto Thin
Roboto Light
Roboto Regular

FEATURES

DISPLAY:
"Roboto" regural,
Sans-serif,
size: 4em (96px)

HEADLINES:
"Roboto" regural,
Sans-serif,
size: 2em (32px)

Improved LOGO AND ICONS