PUI Final Project Write-Up

Part 1: Introduction & Description

This is a "map" that documents the gentrification history and celebrates the rich queer culture of East Liberty (Penn Avenue). It serves as a "warning" against the "Urban Development Plan" that replaces and undermines Kelly Strayhorn Theater with an apartment complex.

The website includes the manifesto of the project and an axonometric 3D map of the neighborhood which eventually lead the "audience" to the "play". The "play" includes 3 acts – The Exuberance of the Theater, Queerness on Penn Avenue, and Gentrification in East Liberty. Each "act" contains collages that demonstrate the theme of that "act".

With interesting animations such as appearing texts like in an actual film credits, "falling of the KST sign", and colored rainbow glitters of the cursor tail, the narrative is engaging for viewer to follow and have a strong sense of the issues that are addressed.

This project is designed to showcase the value of Kelly Strayhorn Theater to Pittsburgh City Planning Committee so that they will vote against the new apartment complex development; and it is also for those who are interested in or doing research on the East Liberty in terms of its queerness and gentrification history.

Part 2: Interaction

- Landing Page:
 - Text will reveal will scrolling
 - o "Falling" of the KST sign when scrolling
 - o Click "Enter Map" to access the axonometric view of the map
- Axo View (the map):
 - o Tags will bounce when scrolling down or up
 - o Click "Start Journey Here" tag or the "location pin" to enter the next page "play"
- Acts:
 - Scroll right or left, the acts will scroll horizontally
 - Move around the cursor to activate joy and queerness with glitters

Part 3: External Tools

- Libraries
 - Google Font for "Montserrat"
 - Vanilla scroll progress JS library for progress bar
 - skrollr library for scrolling animations
 - o jQuery library for cursor animation
- I chose them because after trying so many libraries, these are the ones that work best with my project.
- For example, Vanilla scroll progress JS gives me the option of adding a progress bar at the top of the page; skrollr library has a lot of scrolling animation options which are perfect for my narrative; jQuery library helps me easily implement a cursor animation, adding more queerness for the acts.
- The progress bar gives viewers a sense of where they are in the narrative; the scrolling and cursor animations add more fun, playfulness, and queerness to each page.

Part 4: Iterations

In the first iteration of my project, I was using a lot of separate pages to present similar contents. And for all the acts in the main section of the project, I was using way to many individual frames/pages to show the street view and collages, creating a lot of clicking actions for users to go through everything.

After getting feedback from lab sessions, I came to a solution of combining some of the similar/related contents into one single page but adding scrolling animations to guide the users through my statements and images in a linear way. This approach created a stronger and tighter narrative for the whole project and storytelling.

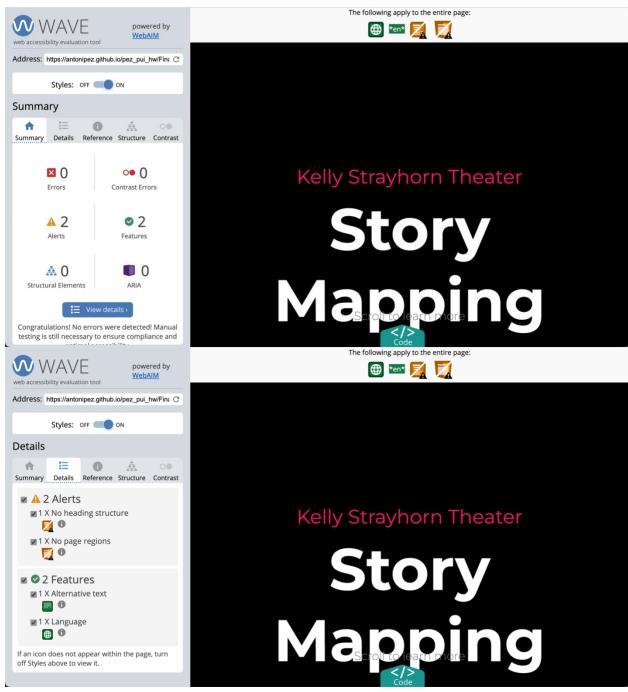
Part 5: Challenges

Working with codes to design interfaces is not as easy and intuitive as using design software such as Figma or Photoshop which will allow me to move elements anywhere or on whichever layers I want. And the JavaScript libraries are something I am very familiar with. Every library has their own way of running, so I have to spend a lot of time to experiment on the variety of libraries to see which one fits the most for my website pages.

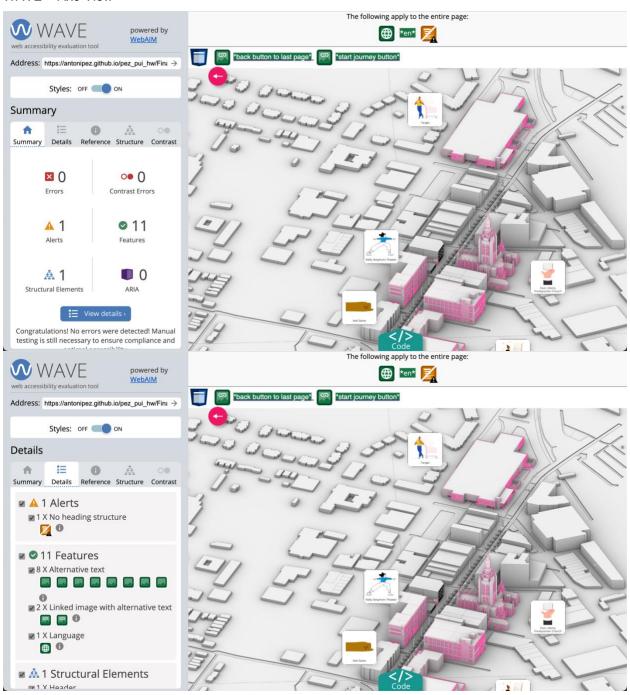
Screen Size for Testing:

- 1280 x 832
- 1440 x 1024

WAVE - Landing Page



WAVE - Axo View



WAVE - Acts

