

MIXTA

Style Guide, Final Comps, Specs

PROBLEM

Visitors at the Rock & Roll Hall of Fame lack a way to establish connections between static artifacts and the music they represent.

STYLE GUIDE

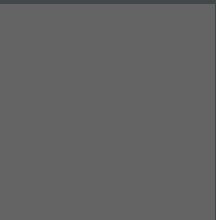
Color Palette



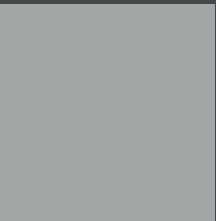
ef2222



272727



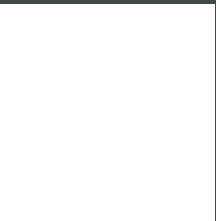
646464



A4A6A7



D0D0D0



FFFFFF

PROBLEM

Gotham, Bold, 34pt, #272727

Song Title

Gotham, Bold, 20pt, 150 tracking, #777777

ALBUM TITLE

Gotham, Bold, 22pt, #777777

Labels

Gotham, Book, 26pt, #272727

Labeled

Gotham, Book, 22pt, #272727

Paragraph text ipsum dolor sit
amet, consectetur adipiscing
elit, sed do eiusmod tempor
incididunt ut labore et dolore
magna aliqua. Ut enim ad
minim veniam, quis nostrud
exercitation ullamco laboris.

Mixta

Gotham, Bold, 26pt, 150 tracking, #ef2222

ADD

Gotham, Bold, 24pt

#D74D97

R&B/Soul

#ef2222

Rock

#eb9110

Alternative

#93AD00

Folk

#55efae

Pop

#3ACAE5

Blues

#004BFF

Metal

#8a37ff

Hip Hop

STYLE GUIDE

Typography

Edo, 120pt, #FFFF

LARGEST

Edo, 100pt, #FFFFFF

LARGE

Edo, 72pt, #A4A6A7

SMALL

Edo, 60pt, #A4A6A7

SMALLEST

Gotham, Bold, 24pt, 150 tracking, #e0e0e0

BACK






Gotham, Bold, 28pt, 150 tracking, #e0e0e0

SKIP

STYLE GUIDE

Links

Links

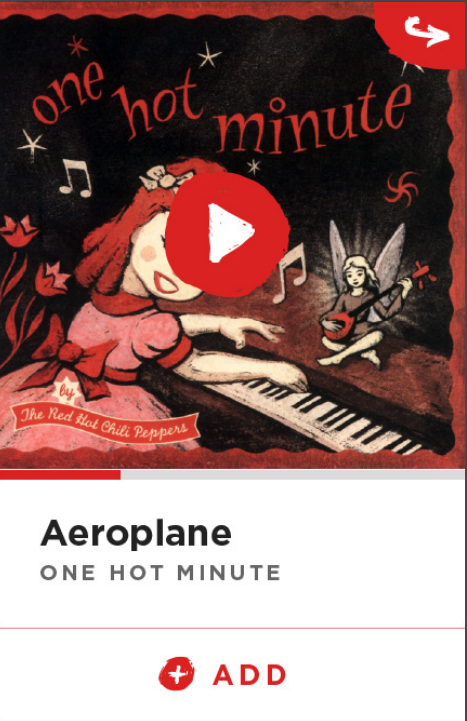
<div> <div>  </div> <div> <h1>Song Name</h1> <p>NAME OF ALBUM</p> </div> </div>		<div> <div>  </div> <div>  </div> </div>
<div> <div>  </div> <div> <p>Name of Band</p> <p>Genre</p> </div> </div> <div> <div> <p>Released</p> <p>1996</p> </div> <div> <p>Length</p> <p>4:22</p> </div> </div>		
<p>Despite its dark lyrical themes, Aeroplane is one of the more accessible and upbeat songs</p>		

STYLE GUIDE

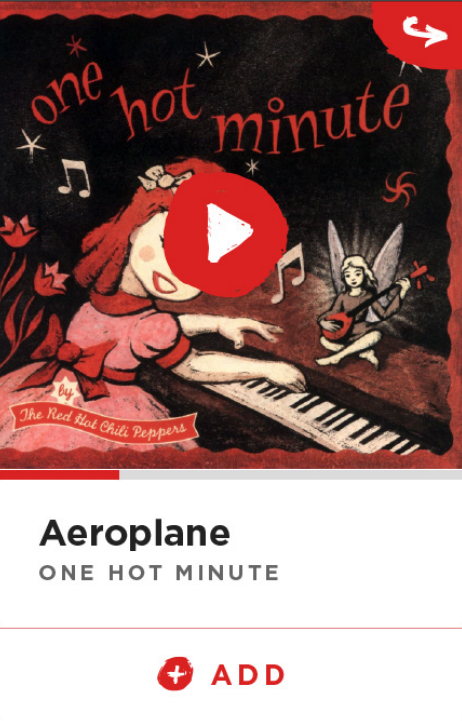
Panels

SONG PANELS

Front (Default)



Front—Song Added

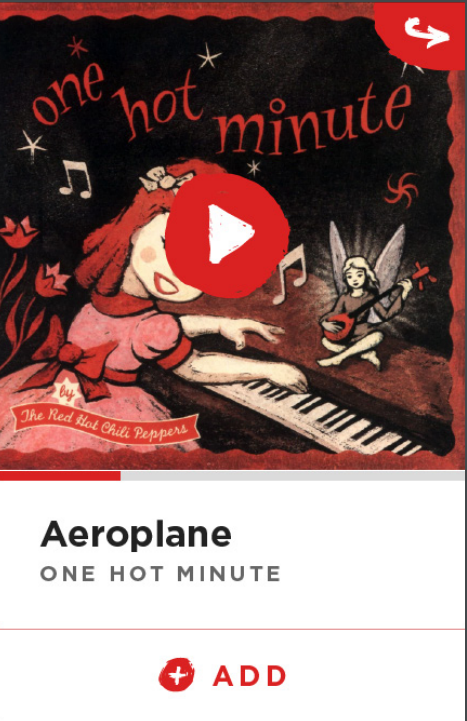


Front—Paused

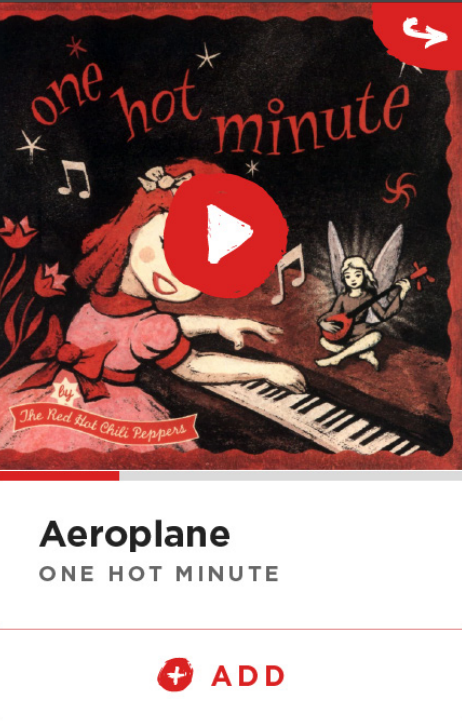
Inactive

Inactive—Song Added

Back



Back—Song Added



STYLE GUIDE

Background Footage

Gradient Overlay

90% Opacity

Background Footage

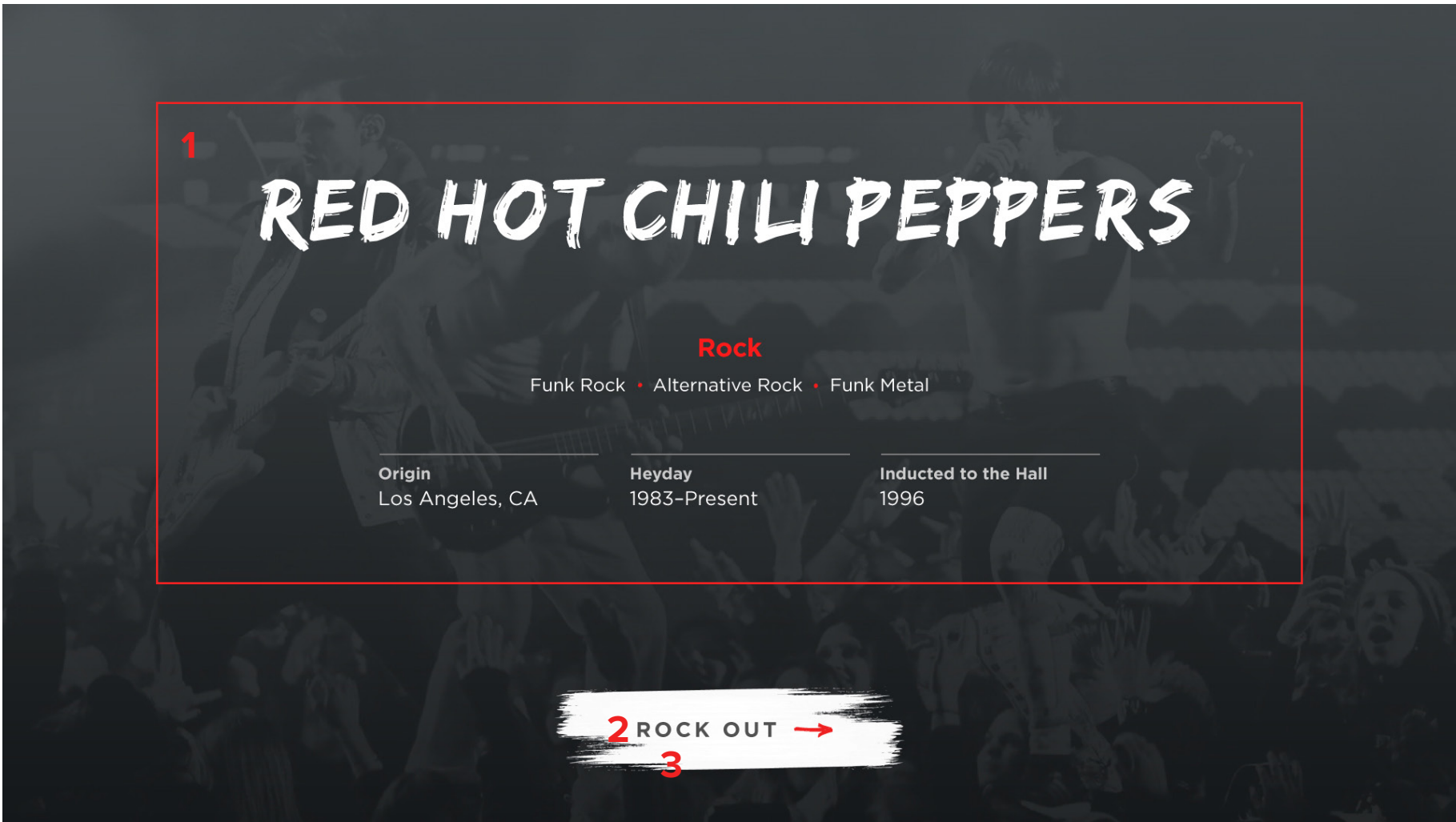
1920 x 1080

0% Saturation



SPECS

Transitions



IN

Fade In

OUT

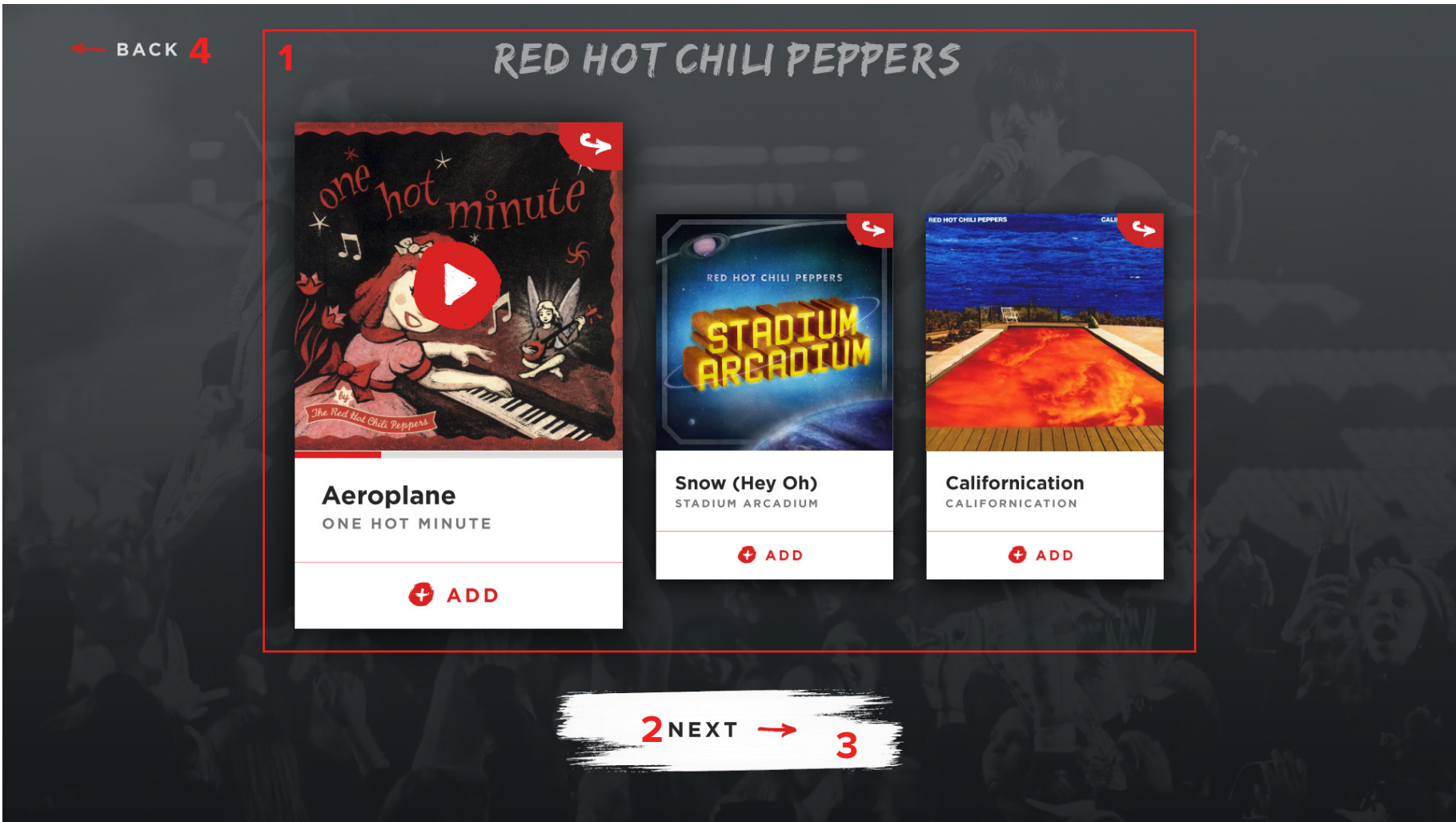
1 – Swipe

2: Text + Arrow – Fade Out

3 Brush Background – Stay

SPECS

Transitions



OUT

Un-added panel(s): Swipe

Added panel(s): See next slide

Bottom button: Swipe

Back Button, Band Label: stay put

IN

1 Swipe

2 – Text + Arrow Fade In

4 Fade In

DURING

When user selects a new song, originally selected panel shrinks, new panel grows. After it has finished growing, (1) song automatically plays (2) (simultaneously) pause button and progress bar fade in.

SPECS

Transitions



IN

Added Song panels

- Bottom ‘add’ button: fade out
- Shrink to: 62% size of *unselected panel*, 45% size of *selected panel*
- Gap between narrows to 27px
- *Panel* or *combined panels* centers
- *Panel* or *combined panels* lowers to 200px above bottom margin

OUT

Added *song panels* (simultaneously)
move diagonally (i.e. downwards and towards center, so they overlap) off the screen

‘Scan Your Mixtape!’: Swipe

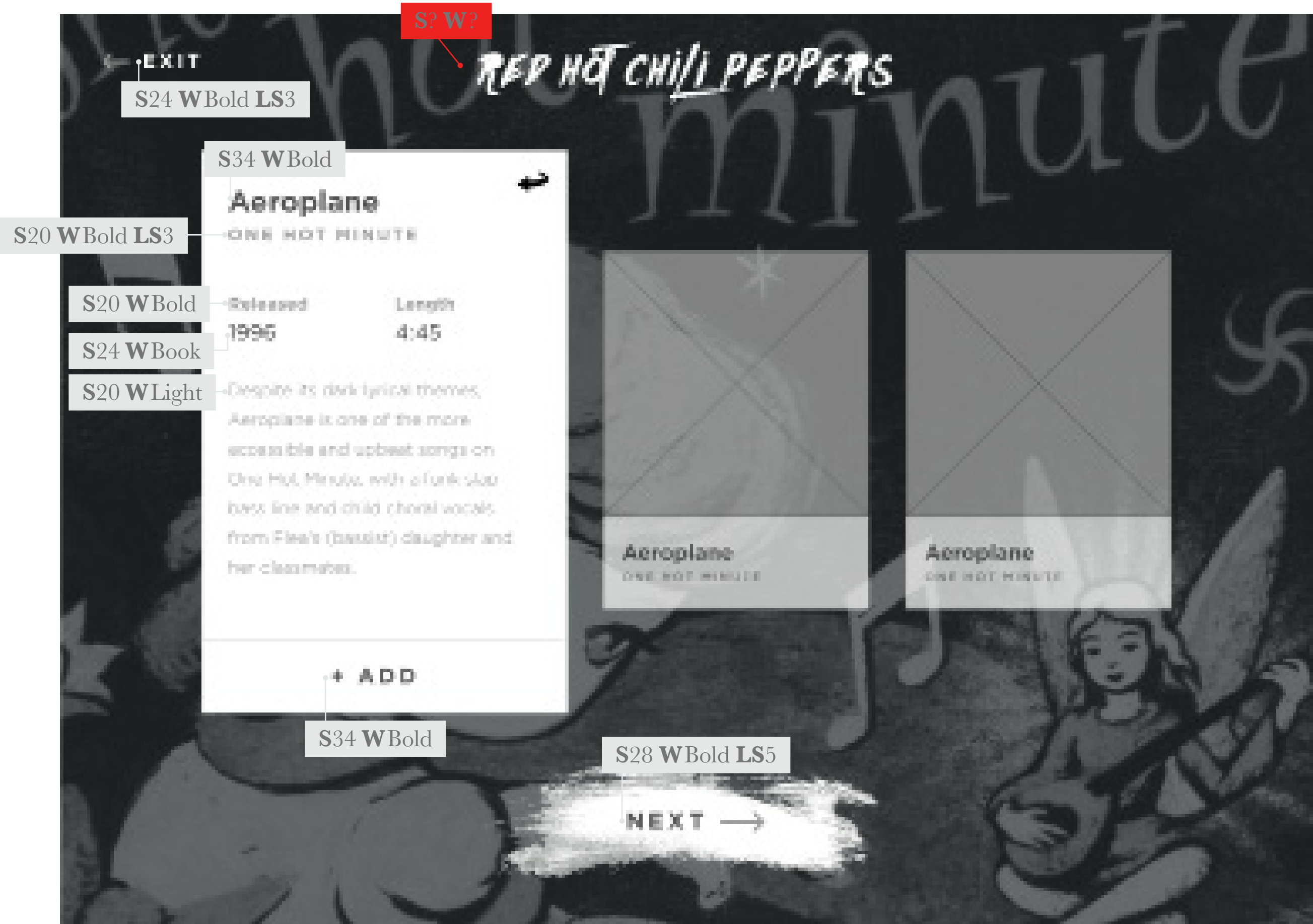
Skip button: fade in

Down arrow: fade in, continue blinking
(i.e. fade in, fade out, repeat)

SPECS: LANDING



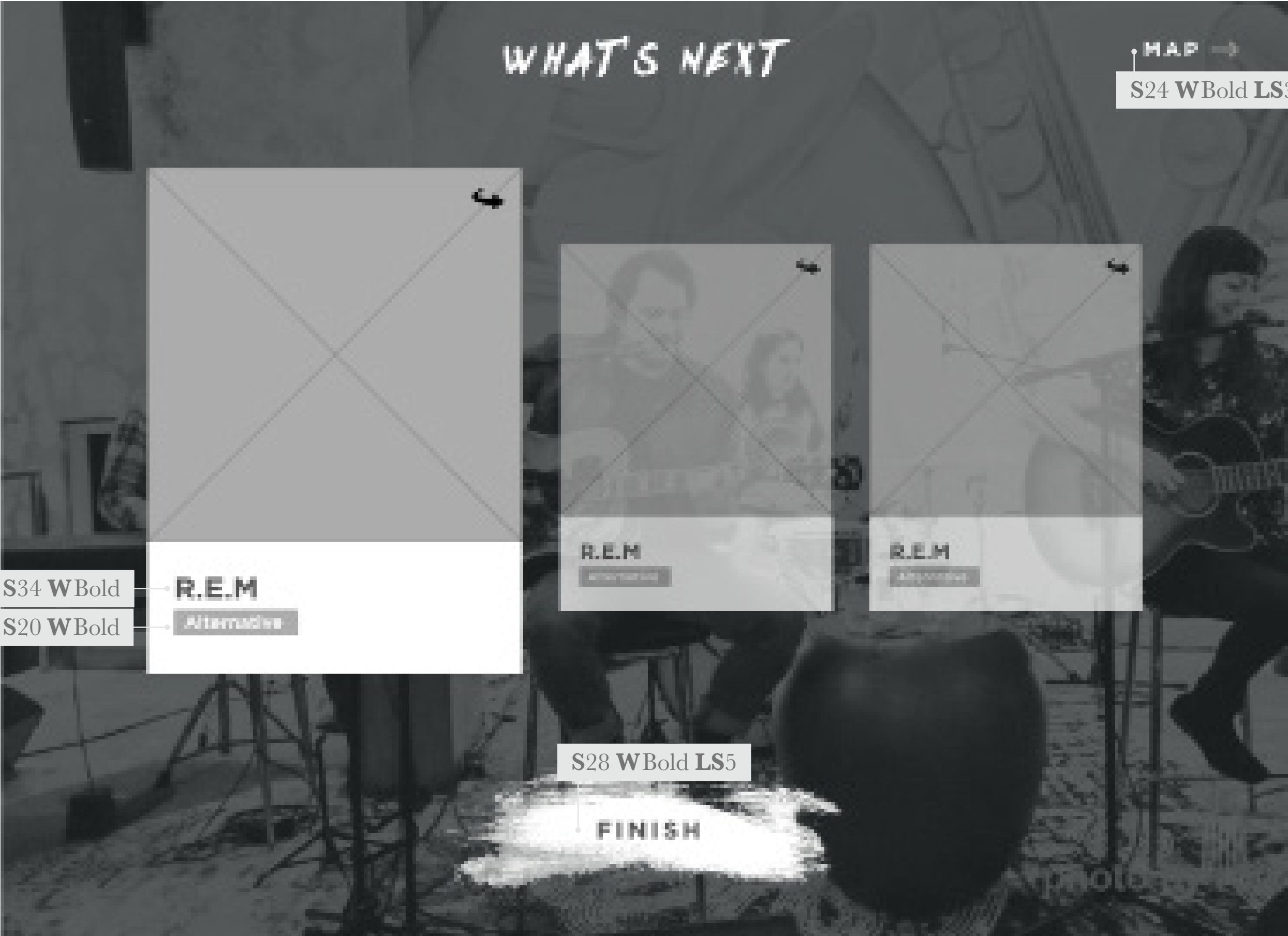
SPECS: SONG DETAILS



SPECS: SCAN PROMPT



SPECS: WHAT'S NEXT



THE GRID

SLIDE TITLES

Slide Titles

4

GENERAL TITLES

General paragraph: Users queue up to buy general admission tickets, and are prompted through signage to keep their favorite genre in mind.

Single stack list

Double stack list

Double stack list

Single stack list

Double stack list

Double stack list

Single stack list

Double stack list

Double stack list

BOLDED PARAGRAPH TITLE

Bolded Paragraph Title

General paragraph: Users queue up to buy general admission tickets, and are prompted through signage to keep their favorite genre in mind.

TITLE

With Extra Text

Side Note

Extra Text

THEN TITLE