



After the Storm

**by Kali Uchis and
Tyler the Creator**

The Song lyrics

Did you ever wonder?
Yeah, do you ever wonder
What he might be going through on his own?
And the demons that he's facing alone
I hate that sometimes I can't go home
And it just ain't the same on the phone, no
But everybody's gotta go on, don't they?
Yes, we do, baby
So if you need a hero (if you need a hero)
Just look in the mirror (just look in the mirror)
No one's gonna save you now
So you better save yourself
And everybody's hurting
Everybody's going through it
But you just can't give up now
'Cause you gotta save yourself
Yeah, gotta hang on, baby
The sun'll come out
Nothing good ever comes easy
I know times are rough
But winners don't quit
So don't you give up
The sun'll come out
But we've been struggling endless days
Someday we'll find the love

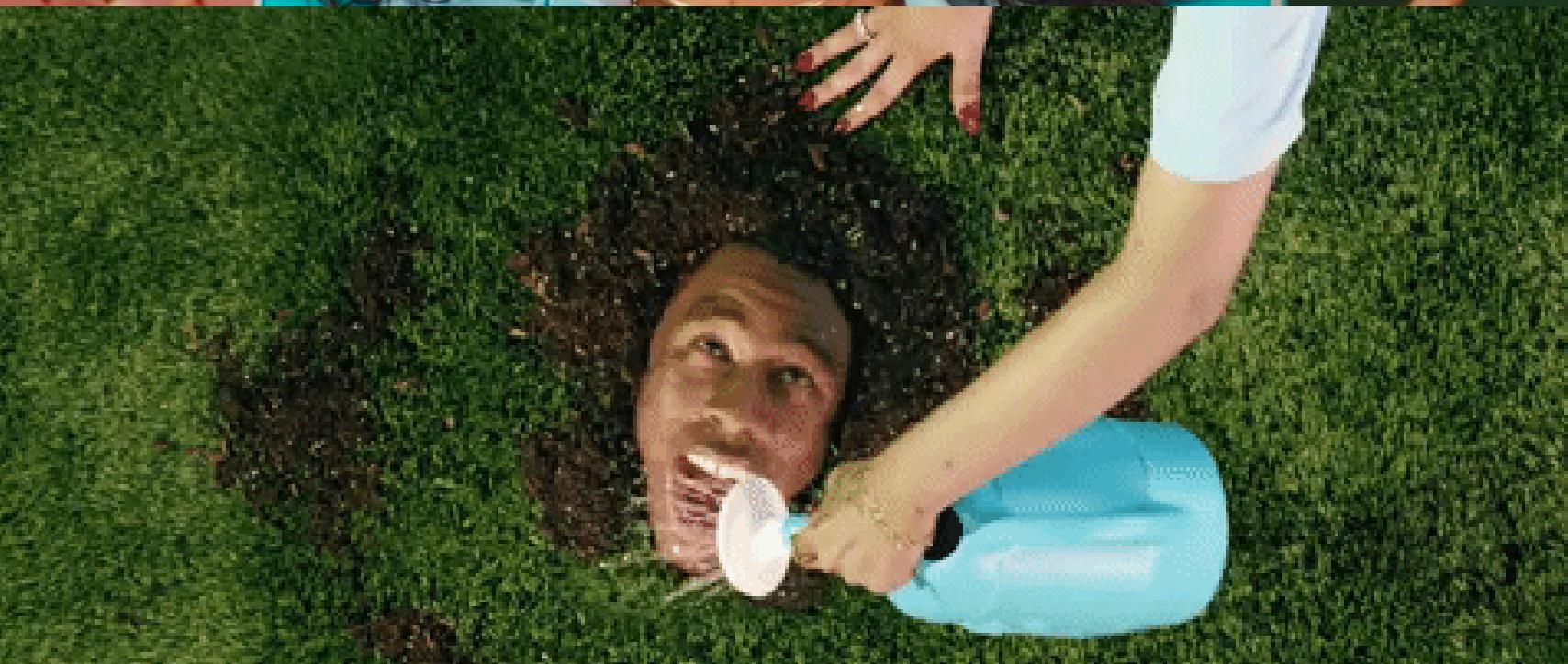
'Cause after the storm's
When the flowers bloom
Kali, what you mean?
I take it offensive
'Cause I'm the hottest flower boy
That popped up on the scene
Feeling better, better than ever
'Cause your umbrella, brella (brella, light)
Sun is beaming on me like headlights beaming
on Bambi
Now let's pretend the street is the room
And you are a Camry
'Cause your drama candid
The Tito to my Randy
Now let's produce some thrillers
My chocolate wit' yo' vanilla, uh
I know it's hard
But do you even really try?
Maybe you could understand
When all you had to do was ask
And just open your mind
When everything is passing by
And all you had to do was try
Yeah, all you had to was try
Try, try, try, try

The Music Video

"After the Storm" starts with Kali making a grocery list, which includes items like bread, cheese, milk, eggs, and a new lover. This is not an ordinary grocery store, which you can surmise from the color blocking and singing cans of soup, along with the fact that customers can purchase packets of seeds that will eventually turn into a lover. After her trip to the store, Kali returns home to read some magazines in a powder blue jumpsuit, eat a bunch of apricots, and wait for her lover to 'grow up'.



Kali's hairdressers are birds. Her husband and children are plant people. All of the processed food in her universe has Bootsy Collins on it, and he's singing to her. She doesn't traipse around looking for love like some schmuck but rather, puts on a radically lemon-yellow ensemble and turns over cold hard cash for it.





Why did you choose this story?

- 01** Inspirational, positive message of hope and getting through tough times. Sometimes you have to hold on until the end. Or as Kali would say, "The sun'll come out. Nothing good ever comes easy. We've been struggling endless days / someday we'll find the love."
- 02** The theme of weather can prompt some creative animations and interactive features.
- 03** The music video has a lot of visual character and I aim to incorporate it somehow.

How will you divide the story up?

WINTER



AUTUMN



SPRING



SUMMER





Typeface Exploration

01 Monsterrat

After The Storm
After The Storm

02 Lobster

After The storm

03 Aktiv Grotesk

Subnormality
Phagocytizes
Discountable
Adsorptively
Hydromancies

04 Belwe

The quick brown
The quick brown



Design Inspiration

<http://thymia.world>

Express your emotions, and visualize them in order to better understand your daily life. The ultimate goal is to build a positive world of multiple moods.



THYMIA

Do you prefer to be...

ALONE WITH PEOPLE LIKE YOU

THYMIA

MY UNIVERSE



SER'NITY

WORLD MOODS

Stronger than time

[view case](#)

This website has videos playing in the background of the text. Swiping left or right switched to a different scene.

<https://antoni.de>

<https://www.interword.hu/hu/portfolio>

This website is the portfolio of a designer. I like the color scheme, typography and overall composition.



we

A MESSAGE FROM EARTH IS A CELEBRATION OF THE
VOYAGER GOLDEN RECORD IN ITS 40TH YEAR.

IT WAS A GIFT SENT FROM OUR WORLD INTO DEEP
SPACE FOR WHATEVER MIGHT FIND IT.

Dazzled by that audacity, we present new ideas
from 40 cultural luminaries inspired by the
original. Together, these amazing minds offer a
collage of the contemporary human experience.

We hope it inspires selfless acts of cultural
diplomacy in the years ahead. ■

A
MESSAGE
• FROM •
EARTH

PREFACE

SOMEWHERE

out there,

in »deep« space, ☽

beyond the LIMITS

of time ⏳ itself,

in THIS



[https://amessagefrom.
earth/preface](https://amessagefrom.earth/preface)

This website uses text in a very dynamic way.
They also include a lot of sleek transitions and
cool effects.

Poster Designs

I like the structure of text in these posters.

to understand,
you have
to speak
the language.
to speak
the language,
you have
to understand
the grammar.

In an era where design is present every corner you turn, have you wondered about the creative process behind the aesthetics? What is the message intended to be conveyed? How does it cut through the clutter and demand your attention?

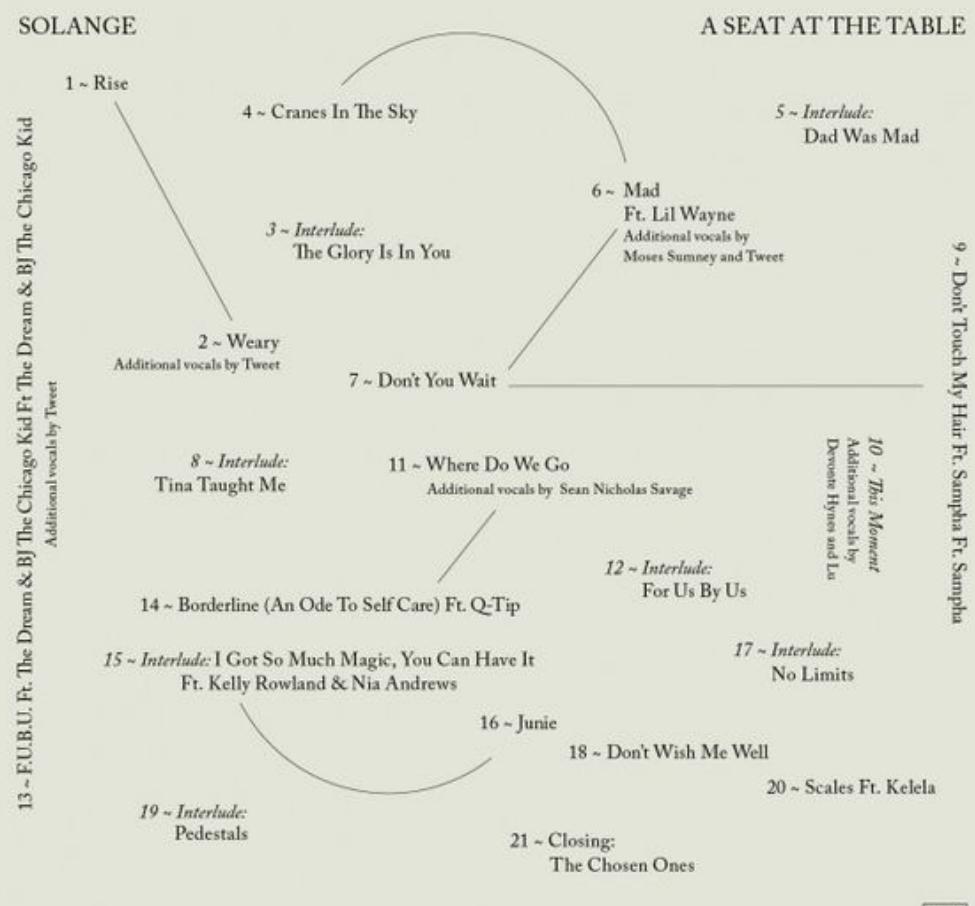
To understand, you have to speak the language. To speak the language, you have to understand the grammar. A fundamental understanding of visual communication is essential for us to navigate these pieces of information.

The Graphic Design Introductory Programme by Orita Sinclair offers a platform to gain basic proficiency in visual communication. You learn a visual language consisting of dots, lines, planes, colour and various principles of design—your command of the language strengthens as you speak it over and over again through assignments and dedicated guidance from a faculty of industry professionals.

At the end of the 36-hour programme, you would have developed basic proficiency in Adobe Illustrator and Adobe InDesign, as well as the capability to speak the language of design effectively with honed visual thinking, style and skills.

Orita Sinclair
school of design, new media & the arts

Please contact us at info@orita-sinclair.edu.sg or call +65 6398-0372 for information on the schedule.
<http://orita-sinclair.edu.sg/>





Storytelling Options

**Narrative: mother nature,
narrator**

OR

First person: Kali Uchis



Narrator: Kali Uchis

Storyline: Kali Uchis (the singer) is lonely and sad. She then goes to a grocery store and buys seeds that allow her to grow her own lover. She goes home and waits for her lover to 'grow up.'

Themes: Surrealism, Quirkiness, Fun.

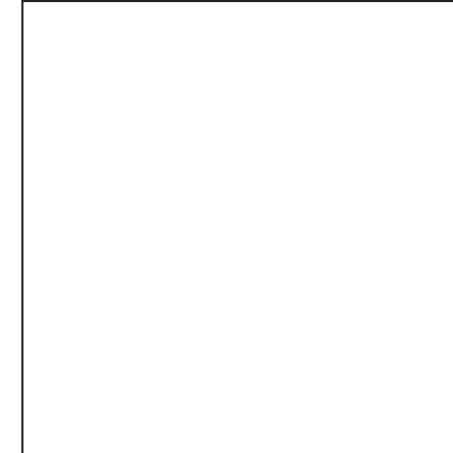
Website Use: The user will be able to immerse themselves into the magical, surreal world of Kali Uchis. The user will be able to get the full experience of Kali's world in her latest music video. They will have access to the song, music video, images and lyrics. The website serves as a creative, quirky way of promoting the singer and providing a space for fans.

User: Fans of Kali Uchis.



Color Scheme

The color scheme for the website is inspired by one of Kali Uchis's album covers.



Home Page

The home page tells the whole story in text. You can also click on links to the video and song.



(home page continued)

Hovering over the images provides links to different sections of the site.



Today I am going to share my story with you. Lost in loneliness, I made a trip to a magical grocery store.



(home page continued)

By clicking on "Back to the Beginning" you will be able to go back to the top of the page.



I picked out a bag of seeds that told me I could grow my own lover. I went home, planted the seeds and waited for my lover to 'grow up.'

A few seasons past and in the summer my lover bloomed. Today my husband and I live a happy and fulfilled life, caring to our two children and basking in each other's company.



The End ... OR ... Back to the Beginning

The Menu

The website's content will be divided into four different sections; Summer, Spring, Autumn and Winter. "Winter" will include an image gallery, "Autumn" will show the lyrics, "Spring" will allow you to listen to the song and "Summer" will show the music video.

X

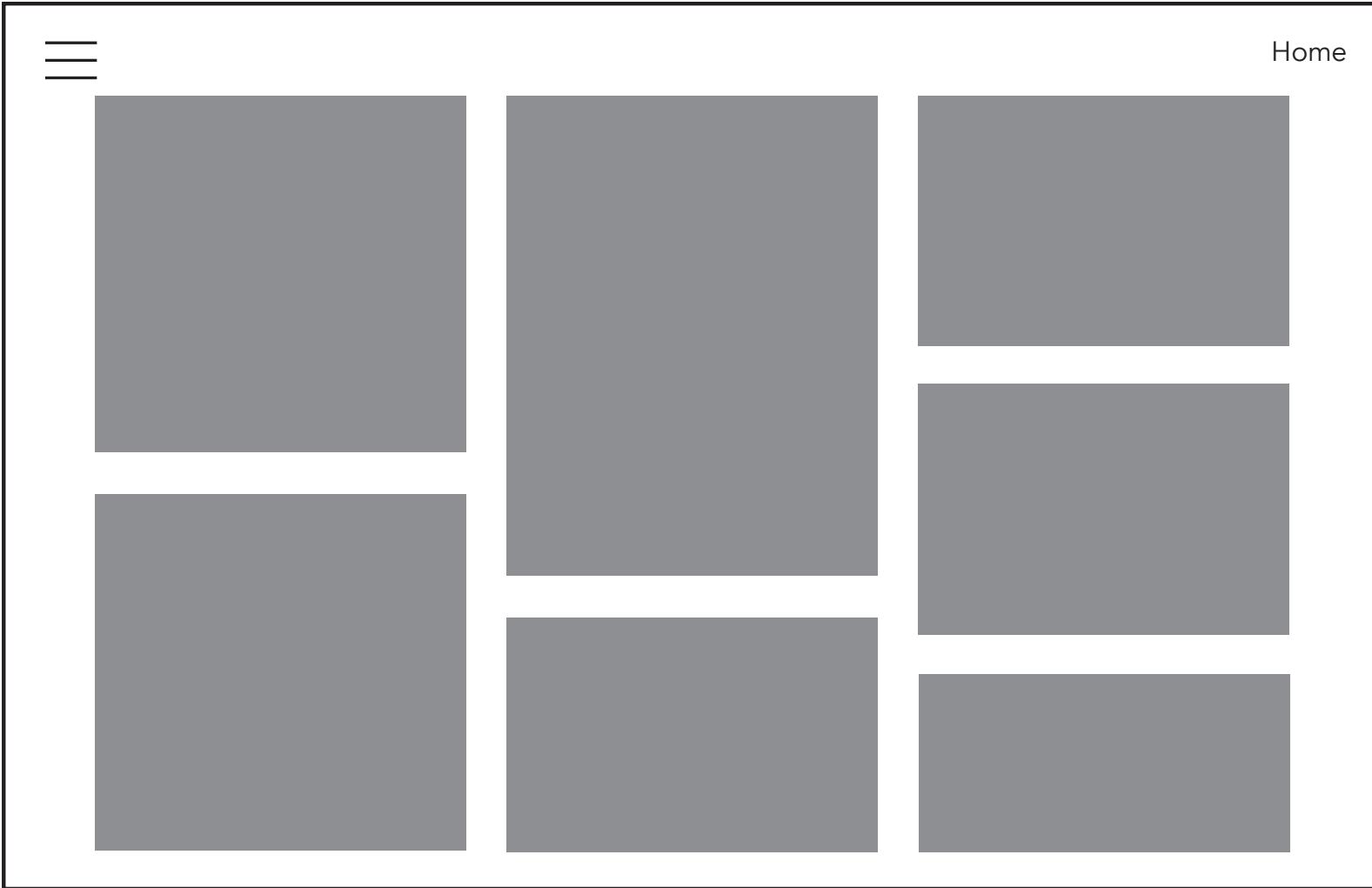
Summer
Spring
Winter
Autumn

Greetings Loved Ones

**Story time with
Kali Uchis**



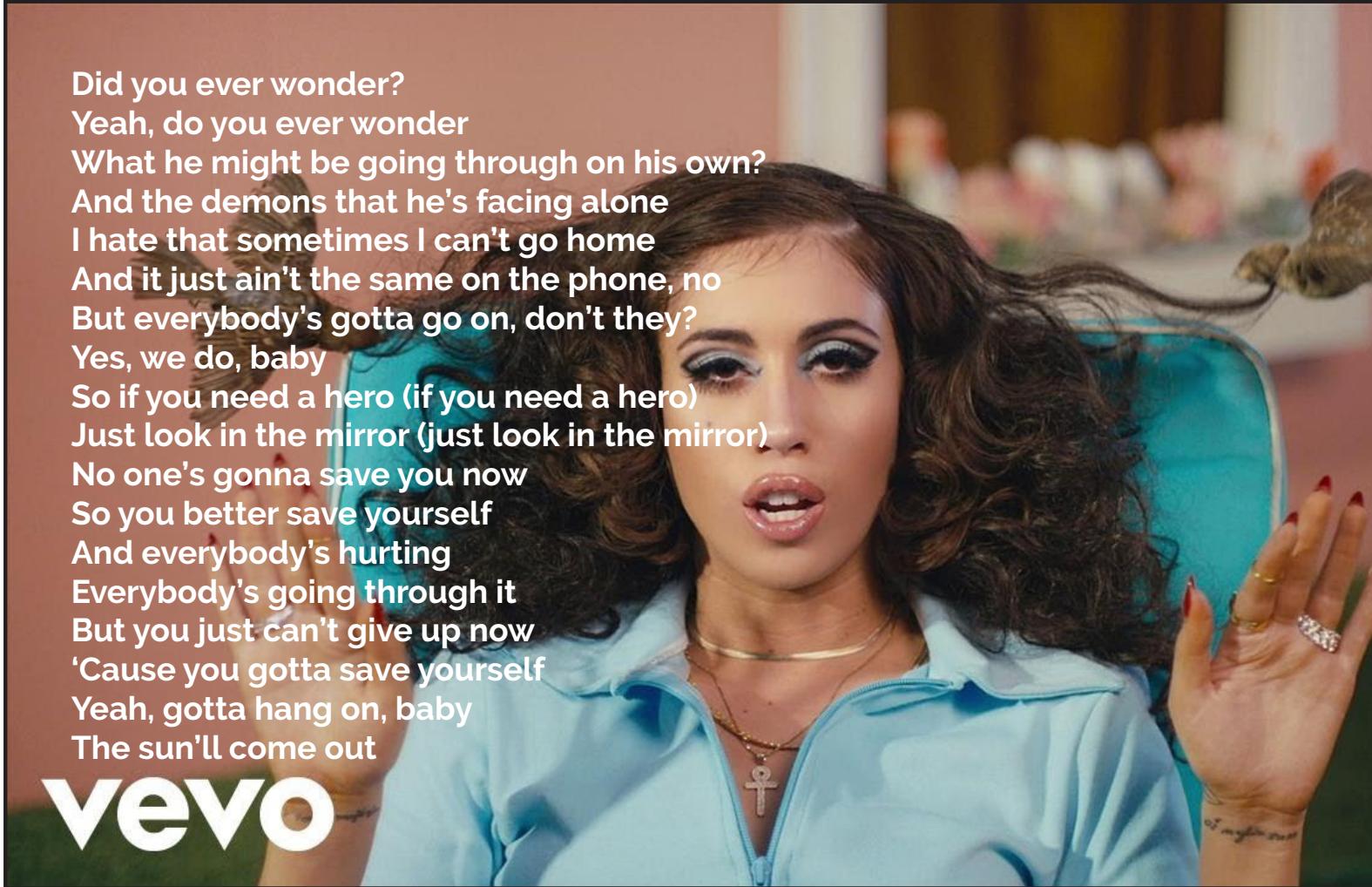
Winter



Autumn

Did you ever wonder?
Yeah, do you ever wonder
What he might be going through on his own?
And the demons that he's facing alone
I hate that sometimes I can't go home
And it just ain't the same on the phone, no
But everybody's gotta go on, don't they?
Yes, we do, baby
So if you need a hero (if you need a hero)
Just look in the mirror (just look in the mirror)
No one's gonna save you now
So you better save yourself
And everybody's hurting
Everybody's going through it
But you just can't give up now
'Cause you gotta save yourself
Yeah, gotta hang on, baby
The sun'll come out

vevo



Spring

Kali Uchis
After The Storm



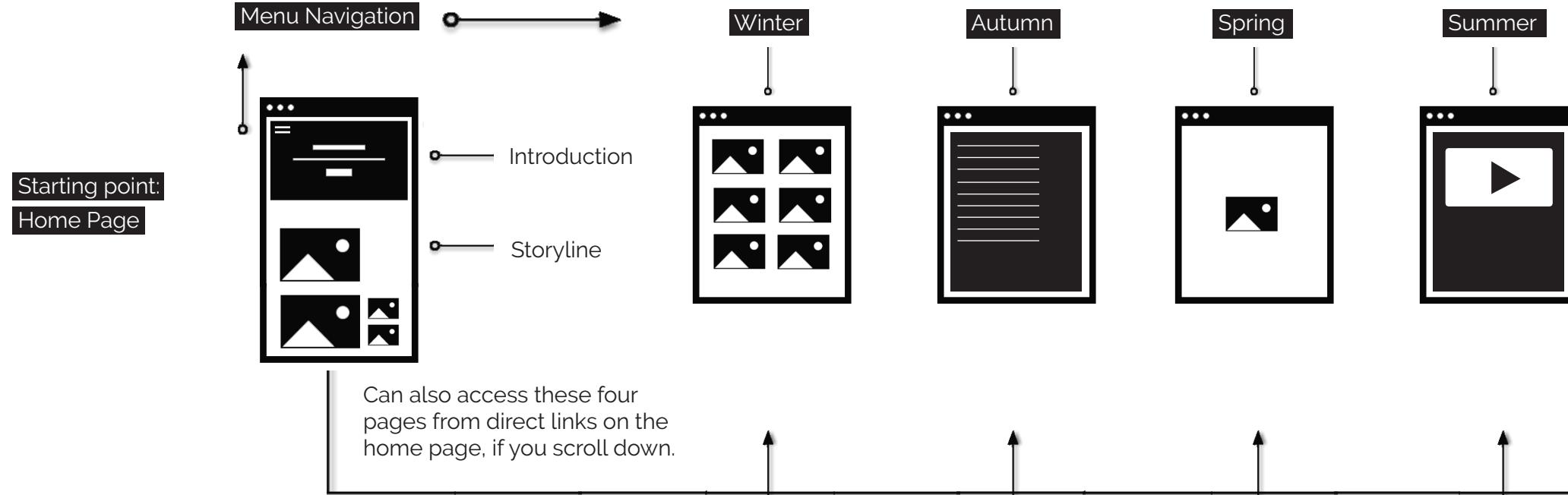
Summer

A screenshot of a YouTube video player. The video frame shows a scene from a music video. In the center is a round, light-colored table with a metal rim. On the table, there's a box of "Bootsy's Funky Flavor Flakes" cereal, a vase with sunflowers, a small fan, and plates of food. Behind the table is a window with red curtains. The wall is yellow. The video player has a search bar at the top with the word "Search" and a magnifying glass icon. At the bottom, there's a progress bar showing "0:00 / 3:29", a play button, a volume icon, and other video controls. The "vevo" logo is in the bottom right corner of the video frame.

Kali Uchis - After The Storm ft. Tyler, The Creator, Bootsy Collins



User Flow



Prototype Pages

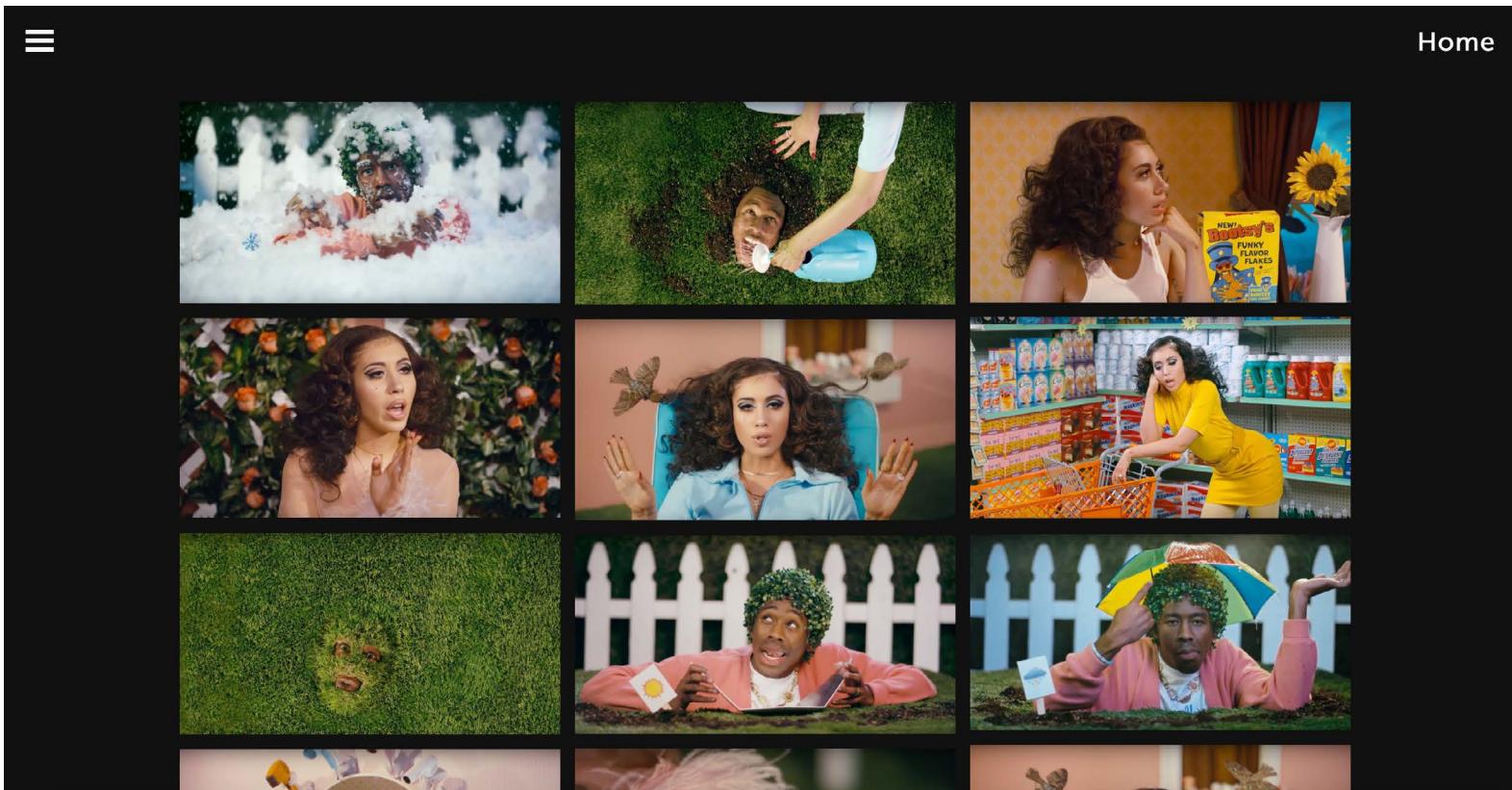
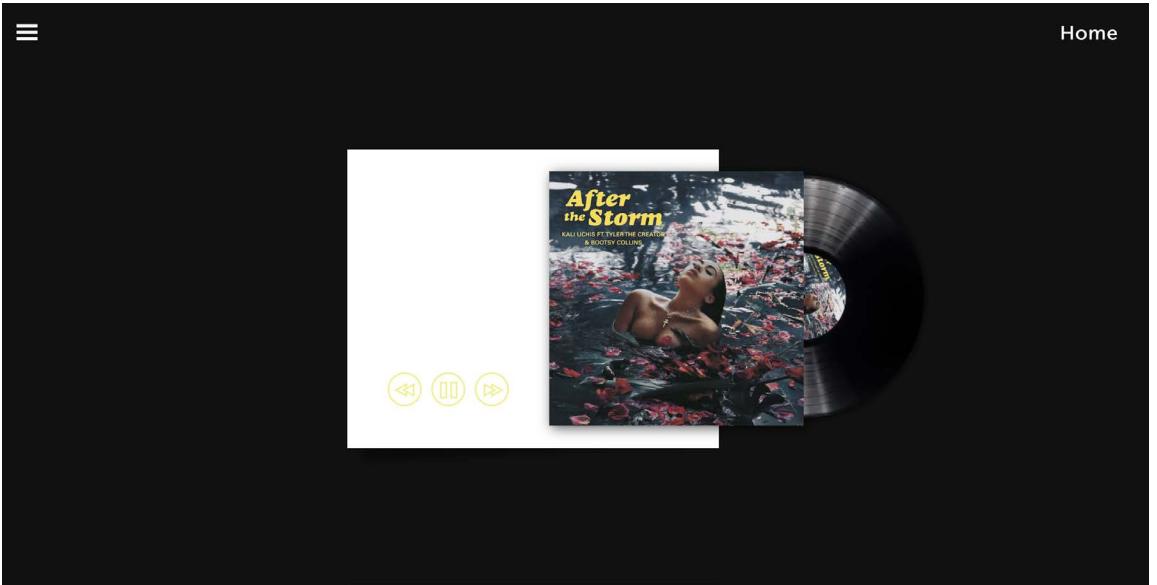


Image gallery



Song Lyrics



Listen to the song



User Insights

To test the usability of my website I interviewed three different people from my potential target market; teens and young adults. I asked them to interact with the website and afterwards I asked them the following questions:

1. What is your initial impression of the site?
2. What do you think is the purpose/main message of the site?
3. Did you find it easy to navigate?
4. How likely are you to visit a site this for a singer that you admire?
5. Did you like the animations and interactivity?
6. Did you understand the storyline?
7. What did you like the most?
8. What did you dislike?
9. Does the aesthetic match Kali Uchis'(the singer)aesthetic?
10. What improvements could be made to the site, and what content would you like to see on this site?



User 1

Isabella
Age: 19

Answers:

1. What is your initial impression of the site?

A: Cool, fun. I like how the letters move and the clear typography.

2. What do you think is the purpose/main message of the site?

A: The singer, Kali Uchis

3. Did you find it easy to navigate?

A: Yes, the hamburger menu helped me.

4. How likely are you to visit a site this for a singer that you admire?

A: Very likely, I go to a lot of artists' sites but they are usually boring or they don't have one. They usually only announce tour dates and the prices of tickets, they don't tell the story behind the music.

5. Did you like the animations and interactivity?

A: Love them, it is fun.

6. Did you understand the storyline?

A: Yes, it talks about what is going on in the video, and then you get to see the actual video.

7. What did you like the most?

A: The image gallery page and the introduction of the moving letters.

8. What did you dislike?

A: I would like to see arrows on the images once I click on them, that allow me to go to the next picture.

9. Does the aesthetic match Kali Uchis'(the singer)aesthetic?

A: Yeah, it does.

10. What improvements could be made to the site, and what content would you like to see on this site?

A: No other improvements, it has all aspects of the song and video. I would possibly add News about Kali Uchis if you needed more content.



User 2

Gabby
Age: 19

Answers:

1. What is your initial impression of the site?

A: It's cute and high tech.

2. What do you think is the purpose/main message of the site?

A: Kali Uchis is a goddess.

3. Did you find it easy to navigate?

A: Most definitely. I just don't like how the links open in new tabs. I would prefer them to be in the same window.

4. How likely are you to visit a site this for a singer that you admire?

A: Very likely. This website is super easy to navigate and is aesthetically pleasing.

5. Did you like the animations and interactivity?

A: Yes, 100%.

6. Did you understand the storyline?

A: Yes, generally. But I also just skimmed through it.

7. What did you like the most?

A: The homepage where I can interact with the text. I also liked the colors of the menu and the hover effect in the menu.

8. What did you dislike?

A: I didn't like the new tabs opening every time I clicked on a new link. I also didn't really understand the separating of the content into seasons but I also haven't watched the music video.

9. Does the aesthetic match Kali Uchis'(the singer)aesthetic?

A: Yes, I think this should be her site. It is a great way for her to market her music.

10. What improvements could be made to the site, and what content would you like to see on this site?

A: The tab situation. I would add tour information, an "about me", social media and information about her clothes.



User 3

Jacques
Age: 20

Answers:

1. What is your initial impression of the site?

A: I think the site was very interesting. Visually it grabbed my attention. I loved the pink colors.

2. What do you think is the purpose/main message of the site?

A: I think the main idea of the site is to communicate the video in a visual manner. The image stills of the video help to convey that.

3. Did you find it easy to navigate?

A: I found it super easy to navigate. Everything was straightforward. I didn't have to click many different options to get to the content.

4. How likely are you to visit a site this for a singer that you admire?

A: Very likely, if at the end of the site it said "buy concert tickets," I would definitely buy them after going through a site like this.

5. Did you like the animations and interactivity?

A: Yes, it is very fun and playful.

6. Did you understand the storyline?

A: To grow a man, because she is sad she doesn't have a boyfriend. . But I also haven't watched the music video.

7. What did you like the most?

A: I like the image gallery, and the fact that it is a chronological view of the video. The homepage is just black and white which could allude to something very serious which the video is not. But it actually creates an interesting balance. Instead of directly copying the aesthetic of the video, the site complements it very well. The site is playful and so is the video.

8. What did you dislike?

A: I am just confused about the different seasons. Each page seems to relate to the video. But looking at it now again, it seems to make a bit more sense. Each season relates to a different aspect of the video. I wish that instead of black it was white, but I guess if you use too many bright colors it might look too much or like Easter [immature].



User 3 interview
continued.

9. Does the aesthetic match Kali Uchis'(the singer)aesthetic?

A: I think Kali Uchis is a very eccentric and eclectic singer, so yes.

10. What improvements could be made to the site, and what content would you like to see on this site?

A: I think the color choice could be improved because black is a serious color, and pink is a color associate with fun and playfulness. So the black kind of combats that. I think you should take more colors from the video specifically. Other content could be the artist's bio, social media pages and other things they are doing in the world. I am interested to see what Kali Uchis is doing in the world other than music.



Conclusion From User Insights

POSITIVE

- The interactive elements were successful.
- The site is a good way to market the singer.
- It is aesthetically pleasing.
- It is easy to navigate.
- The site is fun.
- The site matches the aesthetic of the singer.
- The site covers all visual aspects of the story.
- The image gallery is very enjoyable.
- The site is playful, like the video.
- It is straightforward and involves few clicks to see the content.

IMPROVMENTS

- Make sure the links open in the same tab.
- Add arrows to the image gallery.
- Make sure the theme and storyline are clear enough to be understood by people who haven't watched the music video or listened to the song
- Add more information about the artist such as an "about me" page and her social media.
- Adding less text to the homepage, as my user's didn't really read it.
- Maybe rethink black color choice.
- Make the theme and storyline more apparent to people who haven't seen the music video.



New Changes to Site Based Off of Feedback

Color Scheme

01

I changed the color of the home page to match the fun aesthetic of the music video. I also gave each page in the menu a different color to match the season that it belongs to.

HOME



WINTER



AUTUMN



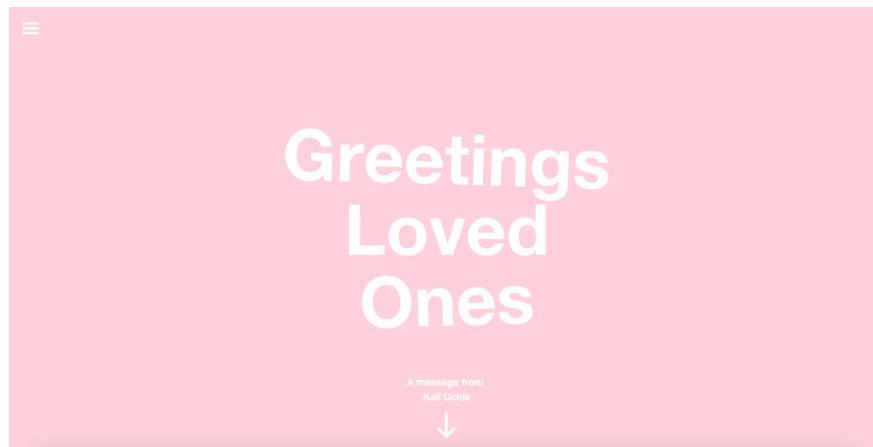
SPRING



SUMMER



HOME PAGE



MENU PAGE



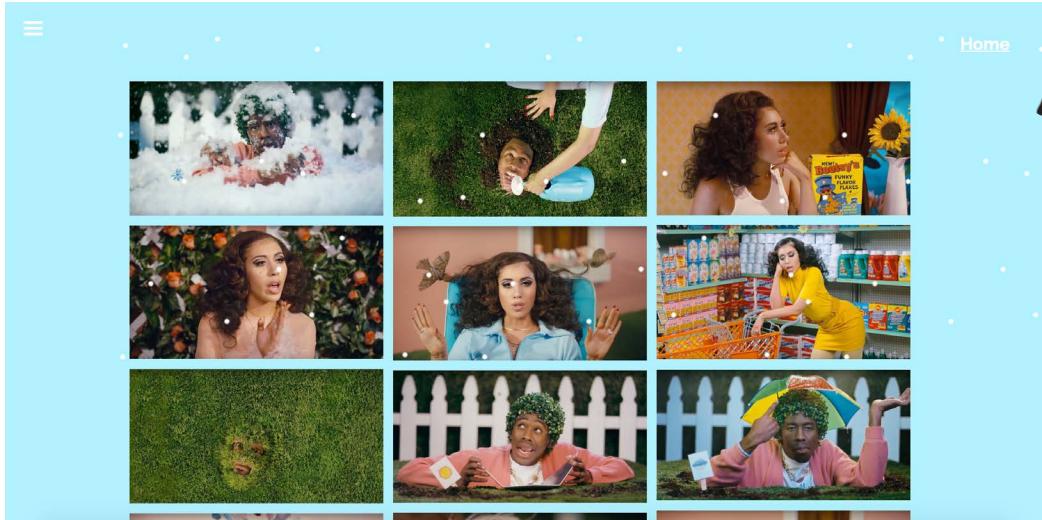
O2

Images and Animations

I added images and animations to each page to help convey the theme of the season even more.

WINTER

Snow falling animation at top of page



AUTUMN

Interactive bird sitting on a branch.



SPRING



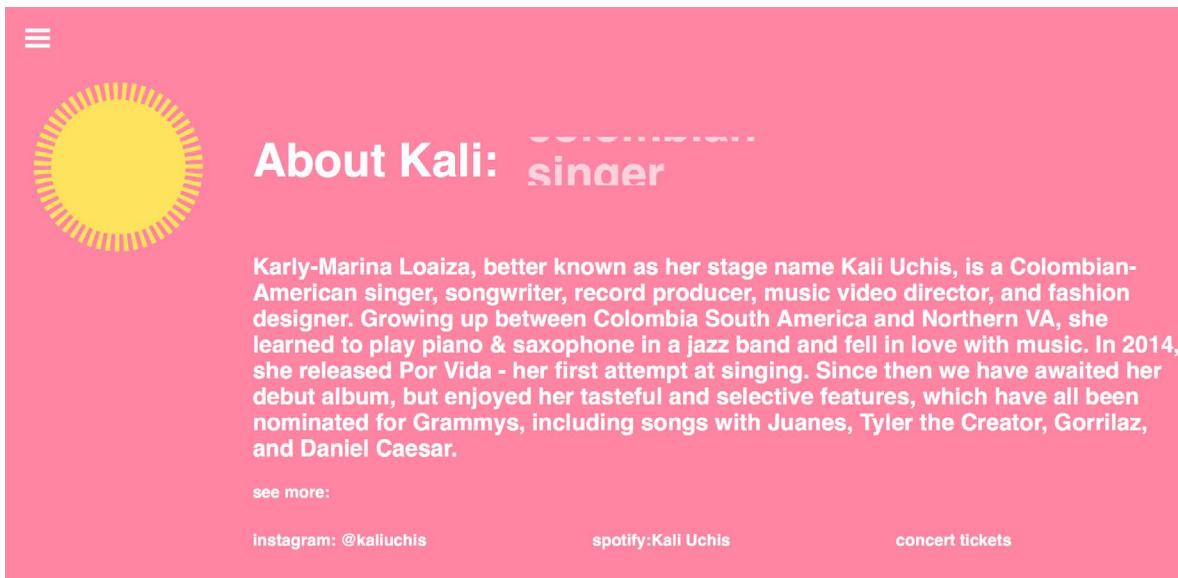
Added spring flowers to the background.

SUMMER

Added a rotating sun that also changes color.

O3 Content

I completely changed the content on my “Summer” page based off of the feedback from my interviews. It used to link to the music video on youtube. But the people who I interviewed told me that they wanted to see more content that told them about the artist. Now it is a “Bio” page. It includes a paragraph about the singer and links to her social media, spotify and her website where you can buy concert tickets.



Rotating text using CSS that gives you a few short facts about the singer.



Social media and links at bottom.



O4 Links

Before, my links to each different page used to open up in different tabs. When interviewing my users, they told me that they found this frustrating. I therefore changed the links to open up on the same page.

From this line of code:

```
<a class="ouamnav--link" href="video/test.html">
```

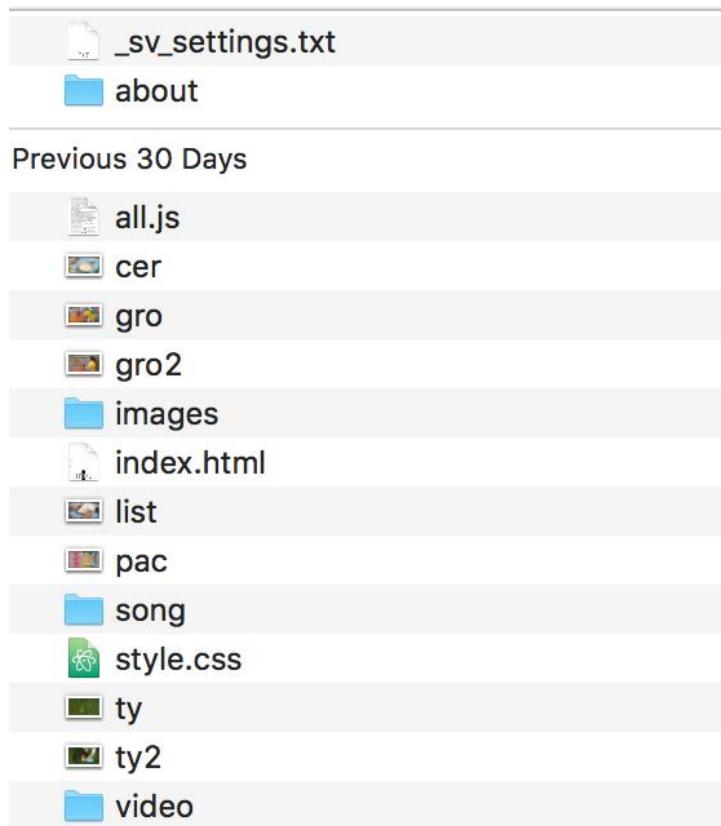
To this:

```
<a href="#" class="ouamnav--link" onclick="location.reload();location.href='video/test.html'">
```



Coding Documentation

File Structure:



Coding in Atom:

The screenshot shows the Atom code editor with the following code in the `index.html` file:

```
<!doctype html>
<html>
<head>
<title>After The Storm</title>
<script type="text/javascript" src="all.js"></script>
<link rel="stylesheet" type="text/css" href="style.css">
</head>
<body>

<div class="ouamburger"
      offset-hover-max=".5"
      offset-hover-min=".5">
<div></div>
<div></div>
<div></div>
<div></div>
<div></div>
</div>
<section class="ouamnav">

<nav class="ouamnav--nav">
  <ul>
    <li target="_self" class="ouamnav--item">
      <a href="#" class="ouamnav--link" onclick="location.reload();location.href='images/index.html'">
        <div id="color" class="ouamnav--tita">
```