

IMY 320 Group Design and Development Assignment

Group Name: **Exhibit IV**

Group Members:

- Asanda N. Mkhize u17311030
- Tshegofatso R. Sithole u15360441
- Vincent MM. Soweto u14137217
- Matthew T. Schoeman u17029377

Objective of Project

Design and develop a website for a self-made content creation company. The website should serve as a general portfolio of the projects the company has done. The design should be centred around interactivity and user experience and trends in web design.

Project Development

This project will be done in a group. Each member of the group will contribute to the design and website functionality of the project. The group will make use of text editors that allow for collaboration (VS Code, Atom, ect) and will have the files stored on a version control software (Github) for the purpose of backups and easy distribution of files between members and lectures.

Project Timeframe

	Task	Start and End Dates
Phase One	Proposal and Concept	End date - 28 August
Phase Two	Prototype	28 August - 25 September
Phase Three	Evaluation	25 September - 6 November

Scope

The end product should be a fully functional website that meets the standards of the proposal or exceeds them. The users should be able to navigate through the website and not get lost. The website should also showcase five different projects that are interactable.

The project has been broken into three phases which have been mentioned above. The group is not restricted to academic resources but will have to complete the project together.

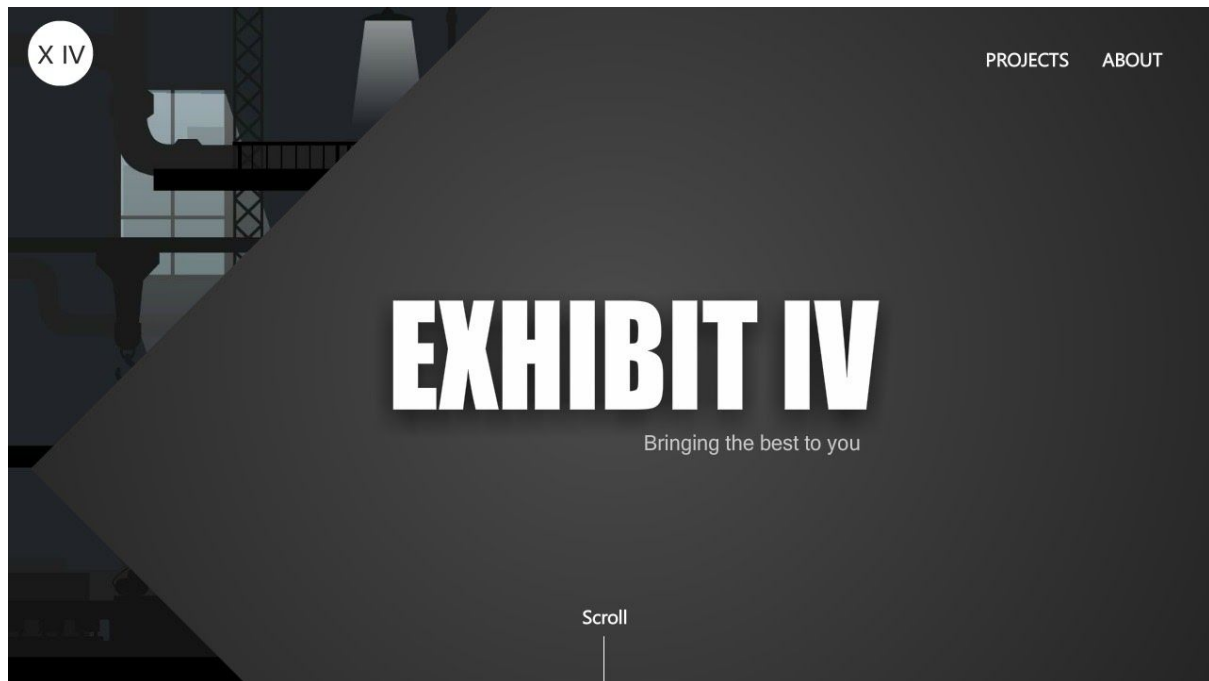
Trends Explored

- Parallax effect while scrolling
- Optional: Using blue as part of the theme
- Cards/Tiles to display the content

Github Repository

https://github.com/imcoda/2020_IMY320_EXHIBIT_IV

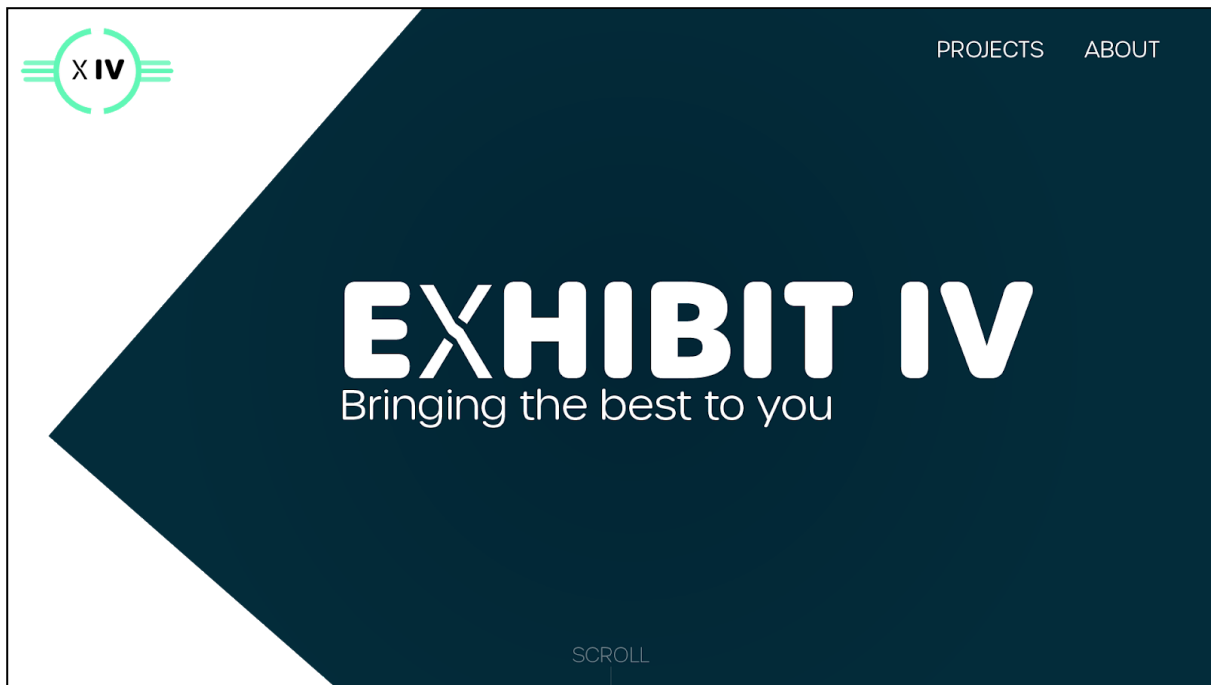
Landing Page:



Concept 1:

The above design is structured to have the company name in the center and all other text on the right side of the screen; moreover, this avoids clutter that might be created by the cut out of the picture on the left side of the screen and text. The left side contains the logo of the company and a preview or a cut out of an image. The image is a preview of a project the company has developed, the image comes into focus when the user scrolls by having the shape rotate anticlockwise, which will cause the company name to be overlayed by the image.

Oversized type and elements is a trend identified by Eden Spivak. She also describes these enlarged elements as eye-catching, which helps site visitors understand what the site is all about right off the bat (Spivak, 2019).

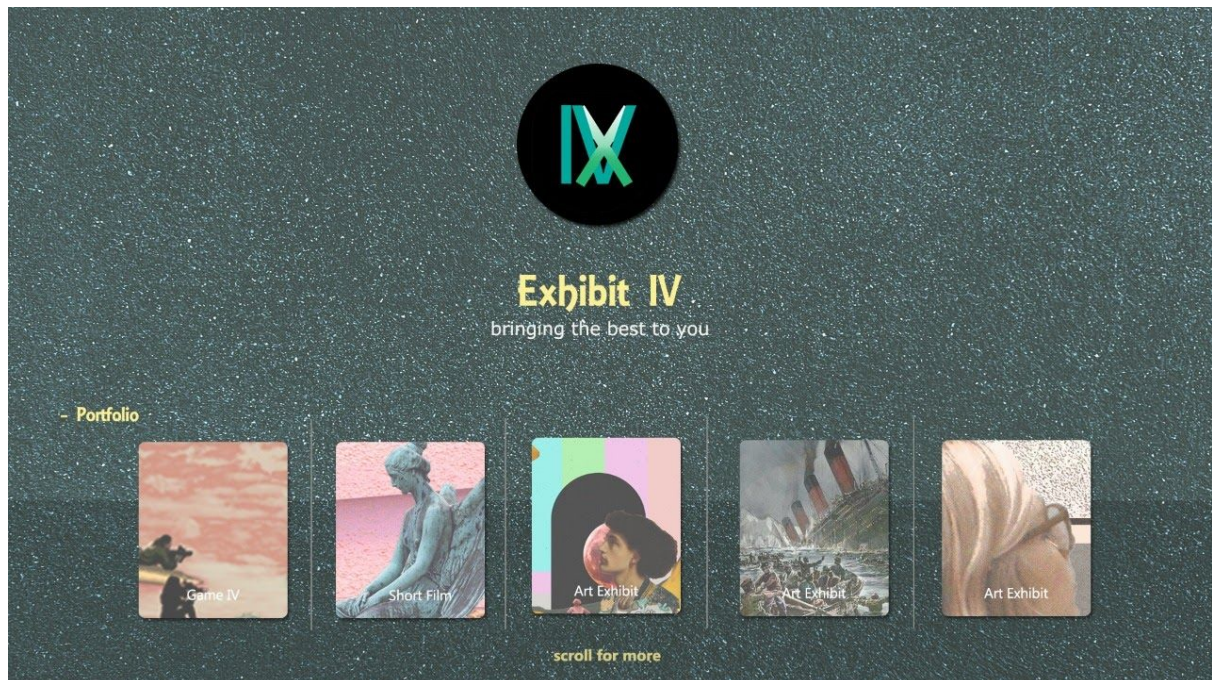


Concept 2:

This concept is similar to the first concept. The white section will not be replaced by a picture. The logo in the top left of the screen is different as it falls under a potential logo design choice. Blue is used as opposed to grey, as it is a nice in-depth colour, “The color blue also symbolizes qualities such as depth, stability, trust, loyalty, wisdom, confidence, intelligence, faith, truth, heaven, tranquillity, calmness, and sincerity.”, says [Aidan Huang](#) in his article : *Anatomy of Colors in Web Design: Blue and the Cool Look*.

These are the characteristics we would like to display on our portfolio. The colour is also relaxing with a slight radiant gradient which helps centralize the group name on the website.

Projects Page: Concept 1



We chose to use cards for the design because they are convenient and can be used for displaying content composed of different elements (Nick Babich, 27 March, 2016). The cards will flip round with a short description of the hovered card. This animation will give a clear indication of the site acknowledging the user's actions. These cards will also act as links to the project's respected home page.

Users will also know that these cards are representing piece of content just like in real life where they can click(flip) to view more. This could give them more of a natural feel as they flip through pages for more content.

Concept 2



This concept is similar to the first concept but with the decision of taking out the textured components as textured components could be difficult to keep consistent throughout the website. The gradient is represented with the cards at the bottom with a frame around them to distinguish them from the background. The coloured tiles are placeholders for the posters of the projects.

Each Project main page (project specific)

Each screen for the project will have the same layout but the theme will change based on the project's theme. The turquoise frame in the screenshots below are placeholders for the themed designs for each project.

The idea of showing each project is having the project itself centred in the page with the name and developers of the project labeled in the top right of the screen. This allows for the project to be the focal point on the site with the name neatly tucked in the corner.

There is a return icon top-left as it is easy to reach for using the mouse. There is scrolling for each project, which will describe the project in more detail. This page will be columned to organise the content with a consistent alignment.



PROJECT NAME
by:

The project itself



PROJECT NAME
by:

Details of the project will be listed
here

Navigation Style

The type of animation for scrolling down from the landing page is the parallax effect. The reason we will use this effect is because it encourages users to engage in scrolling and is appealing to them; This could leave them with the feeling to stay on the site or further explore what is being presented (Sabina Idler , 22 November 2012).

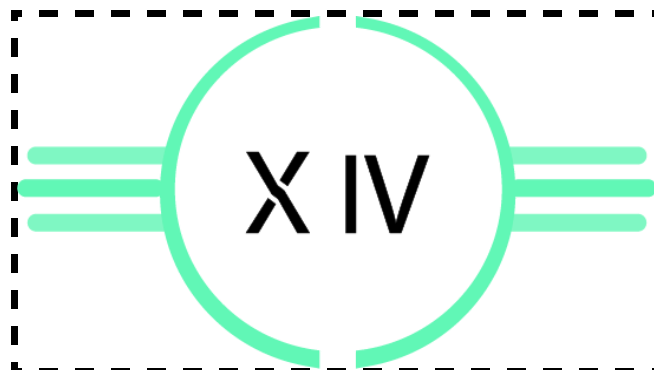
How this will be done is to have a header bar above every project poster, with the respected project's poster represented underneath their associated header.

Each poster will replace the turquoise and the title "POSTER FOR CONCEPT 1", as well as have an overlayed button "view project" which will slide it's project's home page from the right. When the user clicks "return" on that page the project's home page will transition out.



Logo Designs

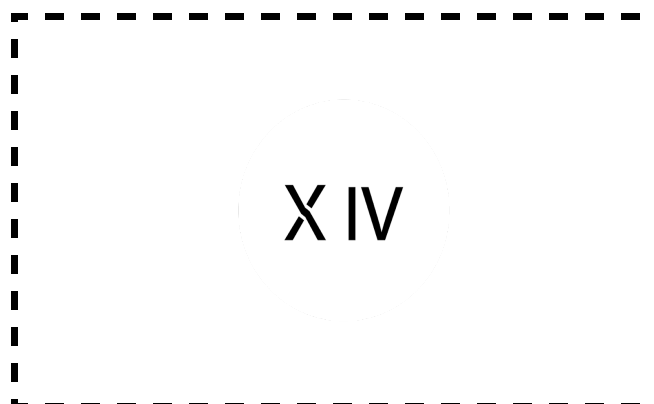
The ideas that inspire the logo designs are to place emphasis and simplicity of the letter 'X' and "IV" in the group name. The logos have a simple design while still having the user understand who the logo represents, "Exhibit IV". The background colour of each is white which will help the logo stand out on most colours.



This logo has a vibrant turquoise colour. The shape shows how Exhibit IV brings data to formulate a platform for multimedia products.



This logo has a geometric design to it. The shapes are the letters 'X', 'I', 'V'. This design shows a more constructive design. There is a white circle around the shapes but is not visible because of the white page.



This design is simpler, having only the letters as the logo. This shows that there's nothing more to it. There is a white circle based round the letters but is visible because of the white page.

Font Choices

The font colour will be white as it can work with multiple background colours and if there is too much contrast, it can always be tinted or faded to reduce the contrast effect.

Other text and headings:

The rest of the text of the site will consist of an easy on the eye font that is not sharp. An example:

PROJECTS ~~ABOUT~~

ABOUT US

Bringing the best to you

The reasoning behind style is that we want to make reading an activity without the user taking strain.

Company Name:

EXHIBIT IV

The font *Urbane Rounded* is used for all the letters except the 'X'. It's bolded to draw the attention of the user. The font comes across as comfortable as there are no edges and gives a design appeal.

The 'X' is in font *Ironstrike Stencil*. This gives a subtle tech - digital design feeling. The 'X' is also more profound when pronouncing the word "Exhibit" and this design has the same impact.

EXHIBIT IV

This font used here is called *Impact*. As the name of the font implies, it gives the text an impactful feeling as it is weighted heavily, yet clear. This allows for the users to draw their attention to the name quickly. This font is sharper than the above mentioned font, which implies precision work.



The font used here is called *VM Essences*. This font shows a mixture of corners with a curvature of letters. This represents a sense of the company being versatile.

Aesthetics

The colours for this portfolio will be solid and not textured. This will assist in maintaining the overall theme of the website. We have decided that by using a texture could cause some difficulties in maintaining a consistent theme. A texture could also make users feel uncomfortable which will negatively impact their opinion of the site.

Deep colours will be used as they are not as bright as other lighter colours. This will assist the user in gazing through the different webpages.

The variety of colours used on the main navigation (down scroll parallax effect) will be kept to one colour and the posters for the projects. The colours for the different project pages will be based around the theme of the project itself. This will include more colour choices as the themes will be different.

Interaction Schema

On pages that have content that can only be shown by scrolling, there will be a faded icon or clue to scroll down. The examples we have come up with are between a line at the bottom of the page, centred with the

word “SCROLL” above it. The other is a downwards arrow icon as opposed to a line, also with the “SCROLL” above it. Here are examples what they look like:



On the subpages, “PROJECTS” and “ABOUT” - there is a title displaying the topic the user is on. The labels in the top right will be striped through when the user lands on a specific page. This helps the user understand where they are looking at currently. The *home* button is the logo situated top - left as it is easy to reach instinctively and with minimal effort.

Animations:

We have decided to make use of simple fade in and out animations for content to enter and leave. An example: for the Projects page, the tiles/cards fade in from the left. They enter on a stack and the tiles will stop at their relevant place on the page. There will be small interaction animations for the buttons.

Resources:

The latest Voice of Customer and CX trends | Usabilla Blog. 2020. 15 Reasons Why Parallax Scrolling In Web Design Is Awesome - The latest Voice of Customer and CX trends | Usabilla Blog. [ONLINE] Available at: <https://usabilla.com/blog/15-reasons-why-parallax-scrolling-in-web-design-is-awesome/>. [Accessed 28 August 2020].

Nick Babich. 2020. Using Card-Based Design To Enhance UX | by Nick Babich | UX Planet. [ONLINE] Available at: <https://uxplanet.org/using-card-based-design-to-enhance-ux-51f965ab70cb>. [Accessed 28 August 2020].

Onextrapixel. 2020. Anatomy of Colors in Web Design: Blue and the Cool Look. [ONLINE] Available at:
<https://onextrapixel.com/anatomy-of-colors-in-web-design-blue-and-the-cool-look/>. [Accessed 28 August 2020].

Spivak, E., 2020. *Top 10 Web Design Trends For 2020*. [ONLINE] Wix.com. Available at:
<https://www.wix.com/blog/2019/11/web-design-trends-2020/>. [Accessed 28 August 2020].