



ASSIGNMENT SUBMISSION FORM

[Insert all required information]

Student To Complete:			
Student Name:	Ho Bing Lin	Curtin ID No.:	19304209
		Email Address:	Binglin.ho@student.curtin.edu.au
Unit Name:	Internet Design Introduction	Unit Code:	GRDE 2011
Tutor's Name:	Chantelle White	Assignment No.:	2
Comments to Tutor:			
Student Declaration:	I declare the attached assignment is my own work and has not previously been submitted for assessment. This work complies with Curtin University rules concerning plagiarism and copyright. [Refer to http://www.policies.curtin.edu.au/documents/academic_misconduct.doc] I have retained a copy of this assignment for my own records.		
Sign or insert name here:	<i>Bing Lin</i>		

Festival

Drawing festival (Anime & Video Game themed)

Production Schedule

Planning: Week 6 - 9

Design: Week 9 - 10

Development: Week 10 - 14

Launch: Week 15

Topic/Brief Research

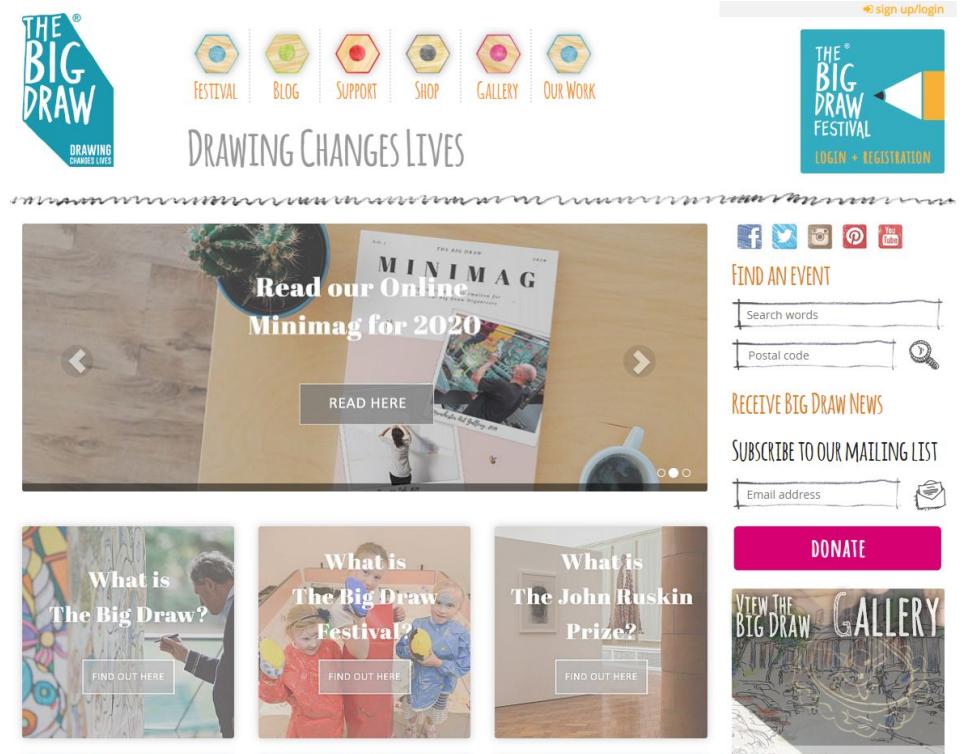


Image Reference 1: <https://thebigdraw.org/>

Image 1: Explanation and Analysis/Relevance

This website serves as a promoting agent for the Big Draw Festival - a now world-wide celebration of Drawing as a tool for learning, expression & invention.

As a website, it is neatly organized and arranged under one theme, that theme being the theme of drawing. While not everything is obviously styled under the (coloured) pencil theme, it could be argued that it is really showcasing an art theme in all its forms throughout the website instead.

On the other hand, the website does suffer from a lack of the Heuristic of "match between system and the real world" in the main buttons of the website because it did not use the universally recognized icons, which could have been easily drawn & coloured. Instead, they used coloured pencils to decorate them.

I chose this website as it is similar to the topic that I have chosen - the promotion & celebration of anime (& manga) as an art form through a festival. It also showcased that festival websites do not have to just promote a single chain of events held at a location, but rather a world wide set of related art forms.

Through this research, I've decided that the elements that I want to incorporate into my website are: the shop, the gallery & the our work elements. The idea is for the website to be a support for Artists to get good quality art supplies as cheaply as possible, & my website would be a link through which this would be possible. At the same time, it would also be great for artists to see what is possible using the art supplies, hence the Our works tab. The gallery is the anime resources such as videos, images (Photos) and Illustrations

Topic/Brief Research

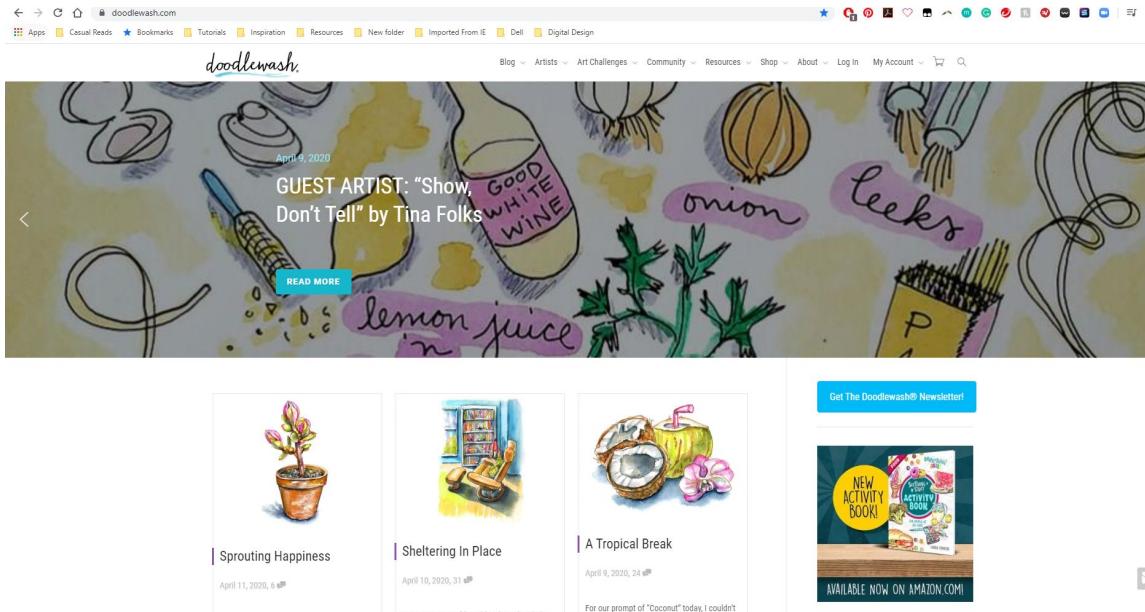


Image Reference 2: <https://doodlewash.com/>

Image 2: Explanation and Analysis/Relevance

This website is an example of an artist website which is catered to watercolour.

What I like about the website is that the website might be simple and clean, it is one colored - blue. In the menu, through the organised set of topics, the one set of drop-down menu options has icons that match what the text says to promote a match between system & real world. Another aspect of the website is the use of highlighting hovered over text through a change of text colour to cyan blue instead of black so the user knows said text is a link. The main page also has the current events & giveaways on the right hand side for quick access, away from all the art showcased so the user does not have to go through multiple screens to see the main events currently running, at a glance.

This website was selected for the specific nature of what I wish for the website that I'm rebuilding - a more artist centric website with a taste of Anime and the artist materials that they can potentially use to create their own work.

This website also tells me that besides using my own art pieces, I can consider using people donated art pieces and art materials to celebrate the good done by people through art.

Persona - Casual Anime Fan



Figure 1: Chuttersnap, [Raising a Teenager in Singapore- HERO]. 2019. Digital image.
Reproduced from:Unsplash

Zachary

Age: 16

Occupation: School Student

Location: City dweller

Interests:

Photos



Information



Illustrations



Interactivity



Tech Ability

Internet Understanding



Internet Speed



Scenario

- Zack is a guy who has just gotten into Anime.
- He got interested in drawing anime characters from watching anime/cartoons during his younger days. While he wants to purchase a drawing of his favourite character, he knows that it would be cheaper to create the artwork himself.

Goals

- Looking for good drawings/paintings of his favourite characters
- Looking for resources that showcase the characters that he has in mind.
- Looking for drawing materials that are cheap, yet of reasonable quality (ie closer to a professional grade)

Difficulty

- Has difficulty understanding a foreign language that isn't English.

Target Audience Research

T Singapore World Big Read Opinion Gen Y Speaks Features Visuals Brand Spotlight 

8 DAYS



Ceramic artist Ummu Nabilah, 24, works on pottery in the evening after returning from her day job as an art teacher. Photo: Najeer Yusof/TODAY

The profit is just enough for Ms Ummu to invest in the materials that she needs for her next batch of pottery. She maintains that as

Image Reference 1:

<https://www.todayonline.com/big-read/artistic-millennials-making-living-out-arts-craft-itself>

Image 1: Explanation and Analysis/Relevance

This is a news article of the economic grounds of trying to take up Art as a fulltime job & why that is an art form all to itself.

I chose this article because it covers the lives of the young adults who had chosen to take up an art form for a job, & what they had to do to keep themselves going thus far. This is particularly significant since anime, manga, video gaming is an art form to itself too. By studying the lives of these artistic millenials - the group not too far removed from the children & teenagers seeking to do art because they were inspired by manga anime or video games, it reveals that those artists had to struggle to earn enough money to buy the supplies needed to fuel their hobbies & artist jobs.

My takeaway is that likewise, the teenagers who are my target audience may be students with low incomes, yet they seek to do art. As such, I should do my best to support the young teenagers in pointing the way to cheap, yet high quality supplies to fuel their craft in the meantime.

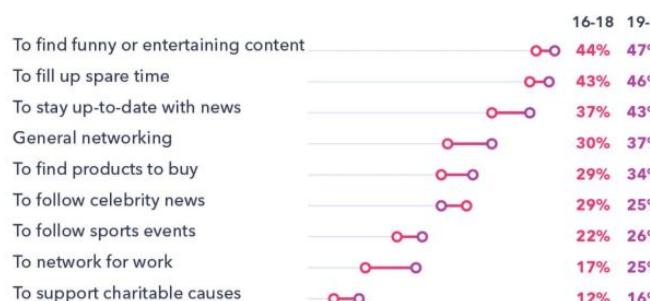
Target Audience Research

Why do teenagers use social media?

16-18 year-olds are typically less likely to have more professional motivations for using social media; there is a 32% difference between them and 19-24s for using social media to network for work, and a 19% difference for using it to network with other people.

Social media motivators

% who say the following are main reasons for using social media



Question: What are your main reasons for using social media? Source: GlobalWebIndex Q4 2018
Base: 6,745 Internet Users Aged 16-18 and 23,846 Internet Users Aged 19-24

Image Reference 2:

<https://blog.globalwebindex.com/trends/teenagers-and-social-media/>

Image 2: Explanation and Analysis/Relevance

This website page is a research report looking at the way Teenagers interact with Social Media and how Marketers can use that information to their advantage.

This is particularly important since Social Media is a way that the Teenagers of today go about finding certain information - indirectly or otherwise.

According to the findings, a common reason for teenagers being on Social media is that they use it to find interesting or funny content, of which Anime could provide. Another common reason cited is that it is a time-sinker for them. Though not as much, Social media is also a potential springboard from which Teenagers buy products.

As such, I need to make sure that the website that I build can easily be shared through Social Media since that might be a channel from which more traffic might come in via.

The research from 2019 also cites Instagram being one of the commonly used Social Media platforms used, so a page that can encourage their visitation by being similar would be important to note.

Sketchbook: Wireframes

Initial Sketches

The sketches explore different layout structures for a website, focusing on a 'Sketchbook Style' with a 'Hero Image'. They include sections for 'Contact Me', 'Art Supplies', 'Gallery', and 'About'.

Final Wireframes (Right)

The final wireframes show a more refined navigation structure with a header bar and a detailed main content area featuring various sections like 'About me', 'Gallery', 'Events', 'Resources', and 'Shop'.

Annotations: I decided to make my website feel like a book in terms of layouts for this set of wireframes. Though the main exploration is whether or not I should put the navigation bar at the side or at the top of the website. Nevertheless, the nav. bar is sticky so that I can let the buttons jump to the appropriate segment of the website quickly & easily.

Sketchbook: Final Wireframe (Home Page_v1)

URL.com

Picture (Large)

Banner

rgyujaskhjsdjkhdiaoupiUIUEpqoiwipu,
eiodskdmhslkdsjakdlksdjksadjklasdjkl
asjdklafdljkwrjpoajidkhlstdjkhhasdhipwepiwd
ajcfkmcxn,mzxicpjjasjpcnmaslnfadokosa;idx
ksncllznx@#!UHUUUEQH&E*!Q(WIUAIUE*U(
EA()A)(IKIILKSKSUAISUISKLA<SSPKSKPESPL
ZMDJMDOQEKDLDLQDKSPDKLSDMKAPK
SPKADLDMKMAOKSPAKD><Z>D<PLSKD:>A<
DS<DA.

Button 1

Button 2

Button 3

Button 4

Annotations:

Fonts used:
Logo - **EXO 2**

Buttons -
LEMONADA

Paragraph text -
Forum

URL.com

Banner

Welcome message here

Main Picture:
Anime picture *Hero Image*
Here.

Key Arts

Users' Creations

**Latest
News and
Events**

Toolkits

Sub-Heading 1**Banner Text****Home****Button 1****Button 2****Button 3****Button 4**

Image

Image

Image

***White
Space***

Image

Image

Image

Title, Artist name.
WebsiteTitle, Artist name.
WebsiteTitle, Artist name.
Website

Legend:

Inner tab button.
Use it to switch to other categories (Regions) within website.

Subheading 3

Tab Heading 1
HEADLINE 1

Tab Heading 2
HEADLINE 2

Tab Heading 3
HEADLINE 3

Tab Heading 4
HEADLINE 4

Tab Heading 5
HEADLINE 5

These Tab headings use Javascript to open to a new segment while keeping 1-screen website

- Button 1**
- Button 2**
- Button 3**
- Button 4**

Logo of Event 1

Information about Event 1 Here.

Information about Event 2 here

Logo of Event 2

White Space

For Latest news & updates here.

Including events.

Sub-Heading 2

Legend:



Social
Media
button

Home

Button 1

Button 2

Button 3

Button 4

Image

Image

Image

Image

Image

Image

Title, Medium used, Date uploaded

*White
Space*

Sub-heading 4

Tab
Heading 1

Tab
Heading 2

Tab
Heading 3

Tab
Heading 4

Tab
Heading 5

Button 1

Button 2

Button 3

Button 4

Image of product

Image of product

Image of product

Name of product

Information on product

Name of product

Information on product

Name of product

Information on product

Image of product

Image of product

Image of product

Name of product

Information on product

Name of product

Information on product

Name of product

Information on product

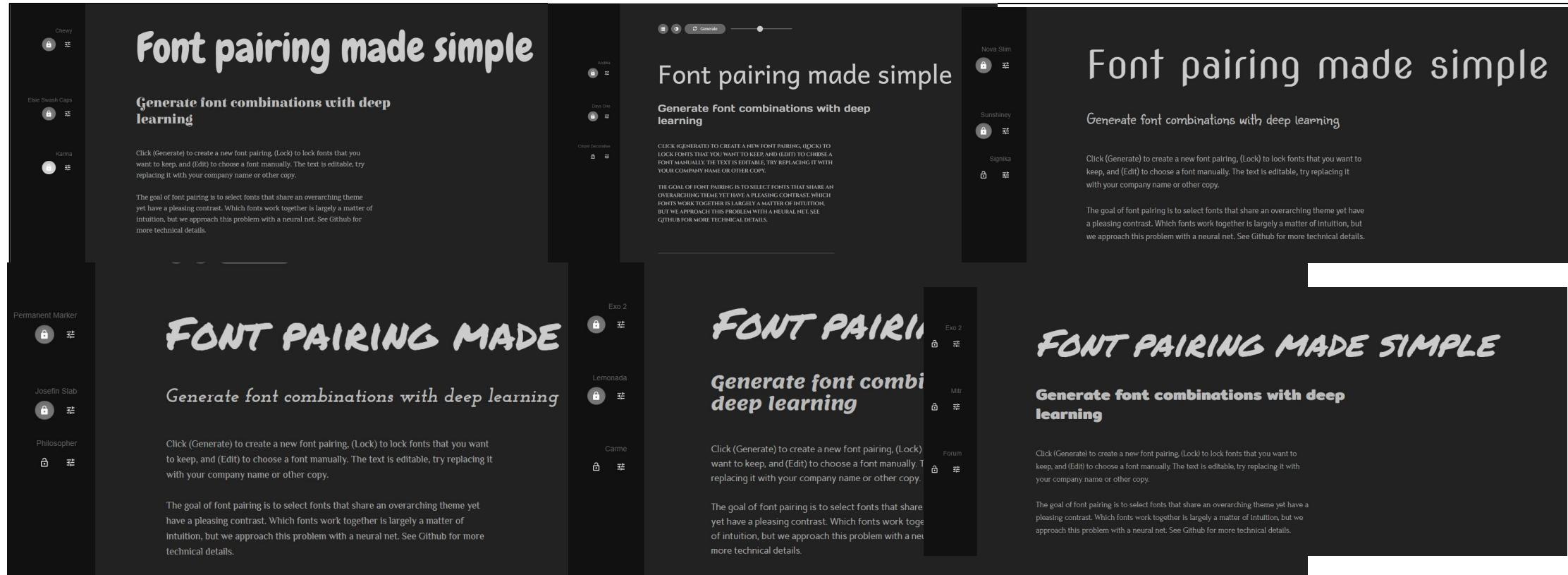
These Tab headings
use Javascript to
open to a new
segment while
keeping 1-screen
website

*Promotions
for New
products
Here.*

Discounts

etc.

Sketchbook: Typographic Treatment



Annotations:

I decided to use the website Fontjoy to create all these typographic pairings. The main theme that I hope to convey with these is the overall feeling of a casual art festival celebrating visual arts overall and anime as a subset from which expression is drawn out.

Sketchbook: Typographic Treatment

The screenshot shows a web-based application for generating font pairings. On the left, there's a sidebar with three items: 'Exo 2' (locked), 'Lemonada' (locked), and 'Forum'. Each item has a lock icon, an edit icon, and a copy icon. The main content area features the title 'FONT PAIRING MADE SIMPLE' in a large, stylized, white font. Below it is the subtitle 'Generate font combinations with deep learning' in a smaller, bold, white font. To the right of the subtitle is a text block explaining the functionality: 'Click (Generate) to create a new font pairing. (Lock) to lock fonts that you want to keep, and (Edit) to choose a font manually. The text is editable, try replacing it with your company name or other copy.' At the bottom, another text block discusses the goal of font pairing: 'The goal of font pairing is to select fonts that share an overarching theme yet have a pleasing contrast. Which fonts work together is largely a matter of intuition, but we approach this problem with a neural net. See Github for more technical details.'

Annotations:

This is the final set of typefaces that I've decided for the website. They were chosen because I want the website to ooze creativity & inspiration as the visitors of the website take off to see the art based off certain anime shows, take a look at the resources used to make the pictures, then go off to create.

Sketchbook: Colour Scheme



Annotations:

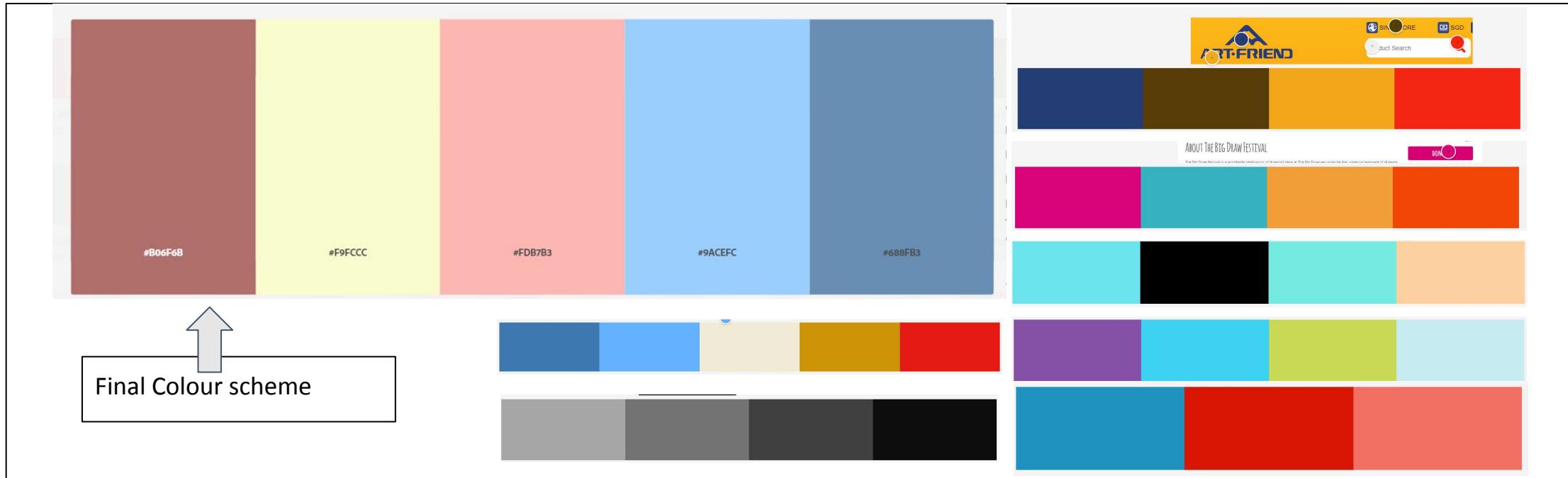
Used this

(<https://www.pantone.com/color-intelligence/fashion-color-trend-report/fashion-color-trend-report-new-york-spring-summer-2020>) to craft together a list of possible main colour palettes for the festival website.

Based off research into the psychology of colour, I've decided to try out a combination of colours that involve a range of pinks, purples or yellows for the themes of Creativity & for welcoming the audiences to the Anime/Drawing website.

Research has shown that the colour tones should be less saturated to appeal to the teenage audience.

Sketchbook: Colour Scheme



Annotations:

I used Adobe Colour to derive all these colour palettes that made up all the other Websites that I'm referencing. The main colour scheme that I've selected is made from a Triad Colour scheme. This particular Triad colour scheme main colour being a Coral pink + light yellow for the warm & welcoming vibe. Then the blue for a contrasting colour as well as to highlight certain key elements when the mouse hovers over them. Ultimately, the Darker red & blue will be used for the text on the website, while an alternate of pinks & yellow would be the solid coloured backgrounds.

Sketchbook: Images



Anime resources/character
renders/etc button



Art supplies/Shop button



Gallery/User contributed drawings/painting



Anime convention news/events button

From left to right: Figures 2- 5.

Figure 2: MPrincess, [Sword Art Online Wallpaper: Asuna_Kirito], 2012. Digital Image. Reproduced from:
Minitokyo

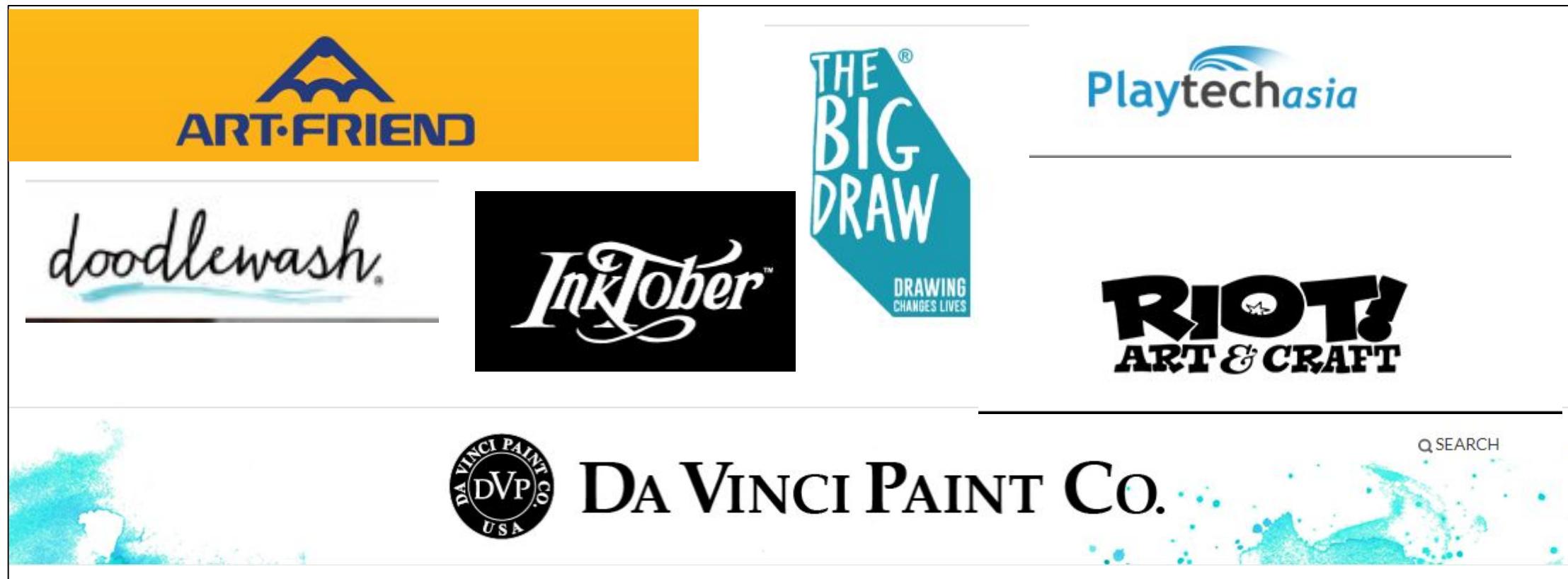
Figure 3: Aleksandr Slobodianyk, Man Sitting on Chair Painting Inside Room, 2019, Digital image.
Reproduced from: Pexels.

Figure 4: [Dragonball cosplay group]. n.d., photograph. Reproduced from: Blackwell Journal - Tribune.

Figure 5: Mamaru, [Art Supplies]. 2017. Digital Image. Reproduced from: Wallpaper Up.

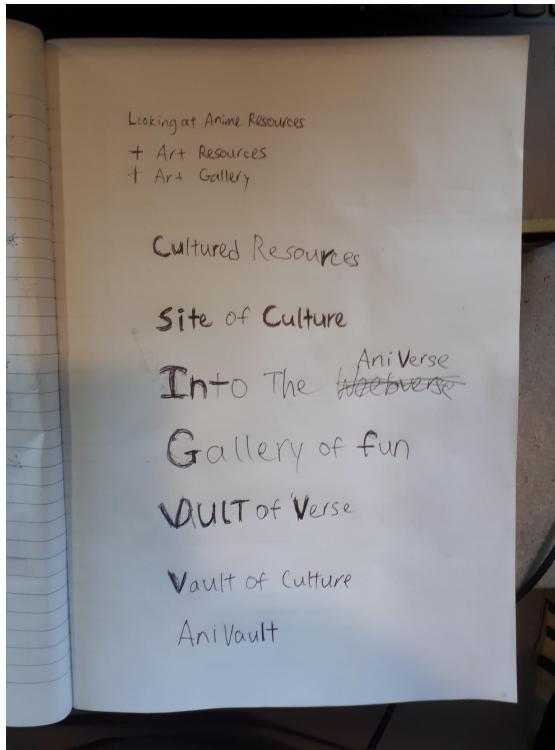
Annotations: I've decided to make these images to serve as the basic buttons for my website as they serve as a "match between system & real world", to account for the possibility that not all people who visit my website are really able to see the words/read english. The pictures would help to make the navigation easier through the use of that Design principle. Alternatively, I could use more common universal icons as buttons, just treated to look like they're hand drawn/painted. This treatment would help match the icons to the theming of a website for a festival celebrating drawing, with the themings of anime better.

Sketchbook: Graphics - Banner / Logo Examples



Annotations: Decided to compile a whole set of logos to grab some inspiration as to how my Anime festival website's icon & branding would look like. These were chosen for the way that the branding team for each company approached the typeface for each company, and the visuals that wrap around it to form the iconic look.

Sketchbook: Graphics (Banner/Website Title development)



Banner Font: Exo 2

Cultured Resources

Site of Culture

Into the Aniverse

Gallery of Fun

Vault of 'Verse

Vault of Culture

Anivault

Logo and Branding

Anivault :- Anime + Vault

Combined with the colour & emphasis on the Text:

AniVault

Annotations: These Sketches are the start of my Development of the Proper logo for the Website. The Intention for these is to attempt to convey the Anime & Art through the title, then the Typography. The typed out text is a bed of experiments as to how the text would look like when I apply my chosen font. Ultimately, I chose to make the text the way it is because of the way an italicized version of a Lemonada font alphabet helps to convey an aura of playfulness that is a teenager's rebellion or a child's playfulness when they go about creating things. Yet at the same time, it must still have an air of seriousness & professionalism since this is a one-stop website concerning information concerning Anime resources & Art tools.

AniVault

[Home](#)[Key Arts](#)[User's Creations](#)[Latest News & Events](#)[Toolkits](#)

Hi! Welcome to AniVault. Whether you're here just to look at the Posters of your favourite anime, illustrations of your favourite characters, or you're an aspiring artist looking for inspiration to create your own, I hope that you'll enjoy your visit here. Thank you for your time!



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KEY ARTS

- Home
- Key Arts
- Users' creations
- Latest News & Events
- Tool Kits

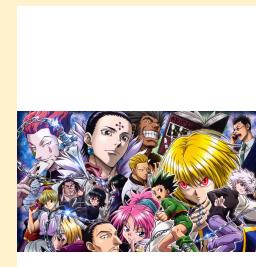
Shonen



Title, Artist name.
Website



Title, Artist name.
Website



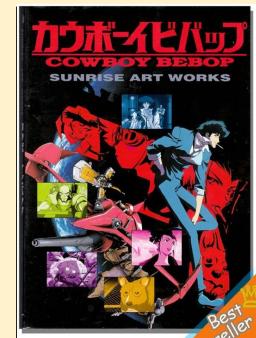
Title, Artist name.
Website



Title, Artist name.
Website



Title, Artist name.
Website



Title, Artist name.
Website

White
Space

LATEST NEWS & EVENTS

Asia

Africa

The Caribbean

the Americas

Europe

Legend:



Inner tab button.
Use it to switch to other categories (Regions) within website.

- Key Arts
- Users' creations
- Latest News & Events
- Tool Kits



MEGACON Orlando is the South East's largest comics, sci-fi, horror, anime, and gaming event, attracting over 100,000 fans each year across four big days.

Everyone is a fan of something, and MEGACON is a place to celebrate all things pop culture. Get an autograph or a photo with your favorite guest and get the inside scoop about your favorite movies & TV shows at our celebrity panels! Watch professional comic artists battle it out in our popular Sketch Duels, learn from our "How To" workshops, and take photos with your favorite costumed characters! It's also a great place to buy a unique gift (or treat yourself!) with over 400,000 square feet of shopping madness.

Ahoy there!

This is **Mizucon**! We are a diverse, fun-loving community, and we are beyond excited to have you aboard. Mermaids, swords, fire dancing, workshops, panels and, of course, all the anime are all waiting for you at our 2020 event in late August at the Hilton Blue Lagoon Miami Airport Hotel.



White Space

For Latest news & updates here.

Including events.

USERS' CREATIONS



Introducing: Shiro Amano
Shiro amano is the artist behind the Kingdom Hearts Manga series. He has also done illustrations for the respective Cover arts



Title, Medium used, Date uploaded



Title, Medium used, Date uploaded



Title, Medium used, Date uploaded



Title, Medium used, Date uploaded



Title, Medium used, Date uploaded



Title, Medium used, Date uploaded



Title, Medium used, Date uploaded



Title, Medium used, Date uploaded

Wireframes
(Button 4)

Tool Kits

All Products

SKETCHBOOKS

DRAWING PAPER

Paints

DIGITAL TABLET

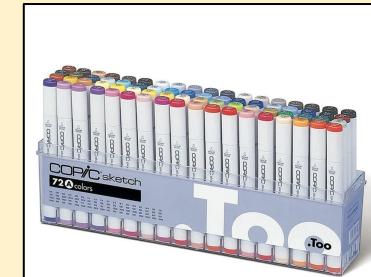
MARKERS

KEY ARTS

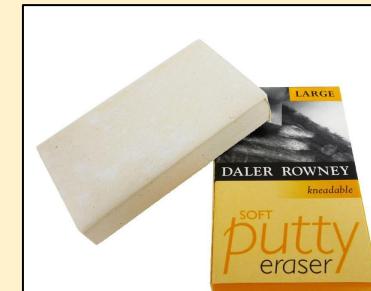
Users' creations

Latest News & Events

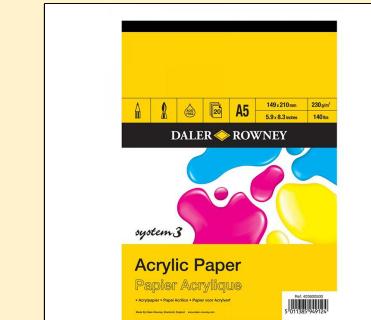
Tool Kits



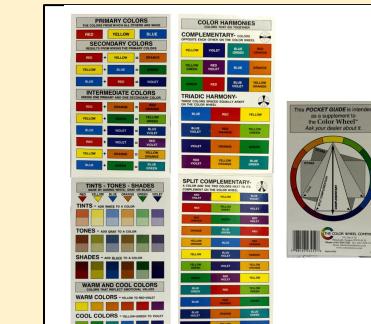
Copic Markers 72 piece sketch set.
Information on product



Name of product
Information on product



Name of product
Information on product

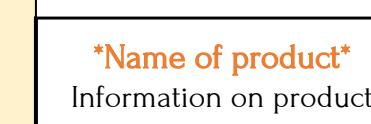


Name of product
Information on product



Pencil Extenders

- Prolong the life of your pencils with these handy extenders.
- The silver one fits our larger diameter pencils such as Inktense and Artists while the black one fits all our standard size pencils such as Graphic and Watercolour.
- Available in a pack containing one of each size.



Name of product
Information on product



Name of product
Information on product

***Promotions
for New
products
Here.***

Discounts

etc.

Site Design:
Mockups
(tablet)

Fonts used:
Logo - **EXO 2**

Buttons -
LEMONADA

Paragraph text -
Forum

AniVault



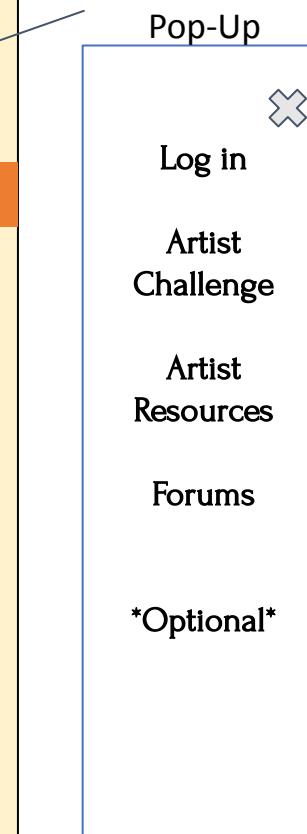
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Thank you for your time!



Site Design:
Mockups
(Tablet) - Sub page

The image shows a tablet displaying the AniVault website. The header features the 'AniVault' logo with a yellow 'A' and 'V' followed by a black 'ni' and 'Vault'. A three-line menu icon is in the top right. Below the header is a navigation bar with links: Home, Key Arts, Users' creations, Latest News & Events, and Tool Kits. The main content area has a large white space labeled 'White Space'. Below it is a section titled 'Key Arts - Shonen' featuring six anime key art thumbnails. Each thumbnail includes a title like 'NARUTO', 'Kimi no Na wa.', or 'COWBOY BEBOP', artist names, and a 'Website' link. At the bottom is a 'Back to Top' button.



Sketchbook: Mockups
(Button 3)

Legend:



Inner tab button.
Use it to
switch to
other
categories
(Regions)
within
website.

The image shows a sketchbook-style mockup of a website for 'AniVault'. The header features the 'AniVault' logo in yellow and black. A navigation bar below the header includes links for Home, Key Arts, Users' creations, Latest News & Events, and Tool Kits. To the right of the navigation is a three-line menu icon. The main content area has a yellow background and displays the text 'LATEST NEWS & EVENTS' in large, bold, yellow and black letters. Below this, a white rectangular box contains the text '*White Space*' at the top, followed by 'For Latest news & updates here.' and 'Including events.' At the bottom of this box are five blue, rounded rectangular buttons labeled 'Asia', 'Africa', 'Europe', 'The Caribbean', and 'the Americas'. To the left of the main content area is a sidebar with a yellow background. It features the 'MegaCon ORLANDO' logo and a brief description of the event. At the bottom of the sidebar is a small image of a person in a costume. The footer of the page includes a 'Back to Top' button.

AniVault

Home Key Arts Users' creations Latest News & Events Tool Kits

LATEST NEWS & EVENTS

White Space

For Latest news & updates here.

Including events.

Asia Africa Europe The Caribbean the Americas

MegaCon Orlando

MEGACON Orlando is the South East's largest comics, sci-fi, horror, anime, and gaming event, attracting over 100,000 fans each year across four big days.

Fans come to us for costumes, and MEGACON is a place to celebrate all things pop culture. Tail an artwork or a photo with your favorite comic and see what makes series about your favorite movies & TV shows of our childhood special! Watch professional comic artists battle it out in our exclusive Sketch-Offs, learn from our "How To" workshops, and take photos with your favorite costumed character! It's also a great place to buy a unique gift for treat yourself! with over 400,000 square feet of shopping madness.

Mizucon

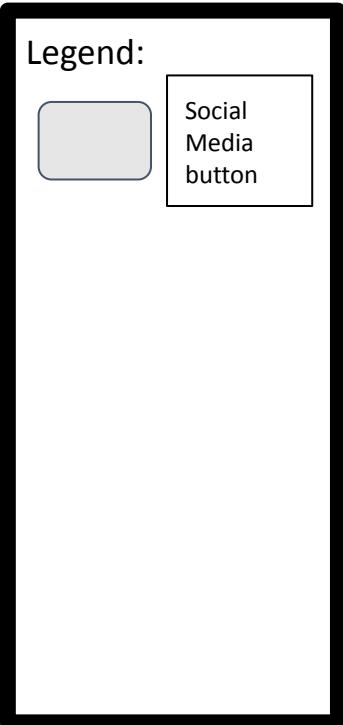
Abey there!

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Mizucon

Back to Top

Sketchbook: Mockups (Button 2) Tablet



AniVault

Home Key Arts Users' creations Latest News & Events

Tool Kits

USERS' CREATIONS

White Space

Latest Contribution by New users

Artists of the month, etc.

Title, Medium used,
Date uploaded

Back to Top

Mockups
(Button 4)

AniVault ≡

Home Key Arts Users' creations Latest News & Events Tool Kits

Tool Kits

Promotions for New products Here.

Discounts

etc.

All Products DRAWING PAPER SKETCH-BOOKS DIGITAL TABLET MARKERS Paints

Copic Markers 72 piece sketch set.
Information on product

Name of product*
Information on product

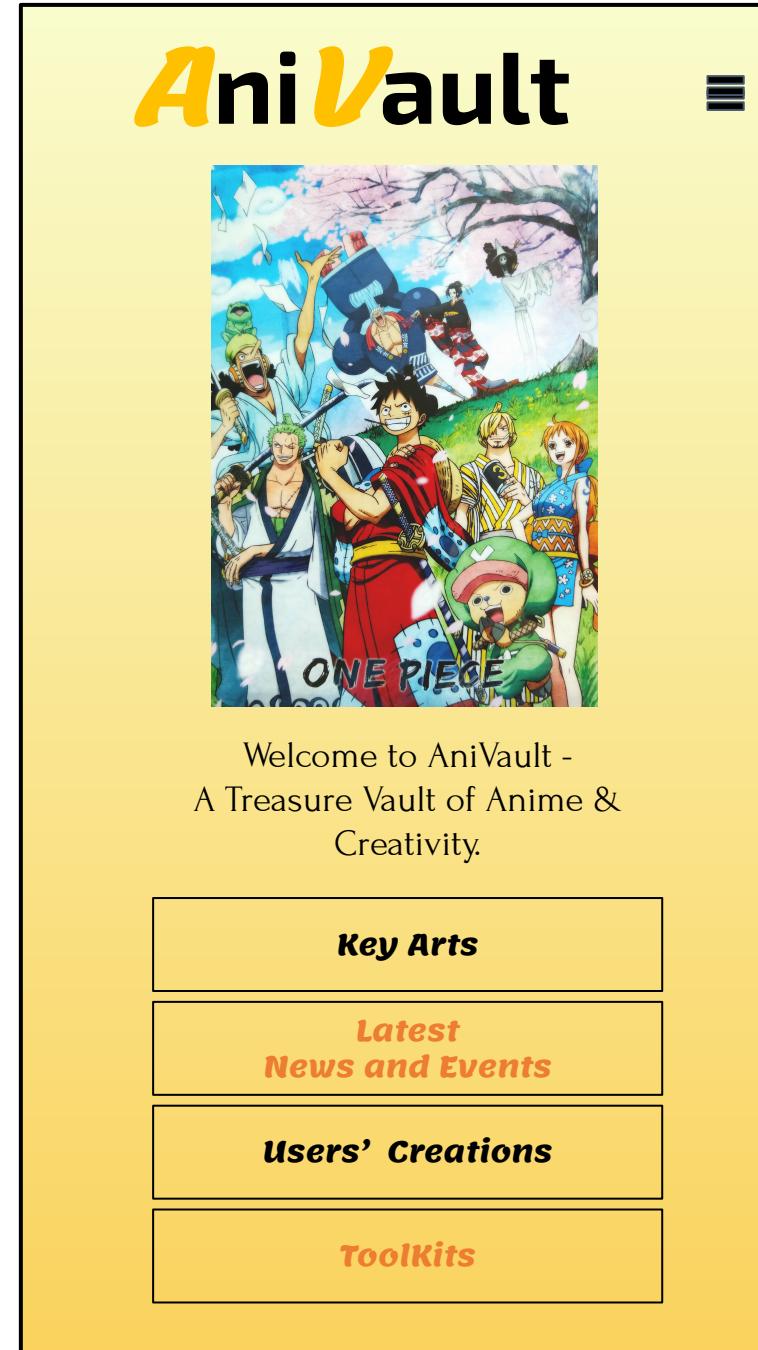
[Back to Top](#)

Mockup
(Smartphone)

Fonts used:
Logo - **EXO 2**

Buttons - **LEMONADA**

Paragraph text -
Forum



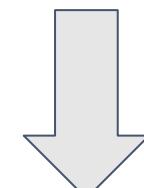
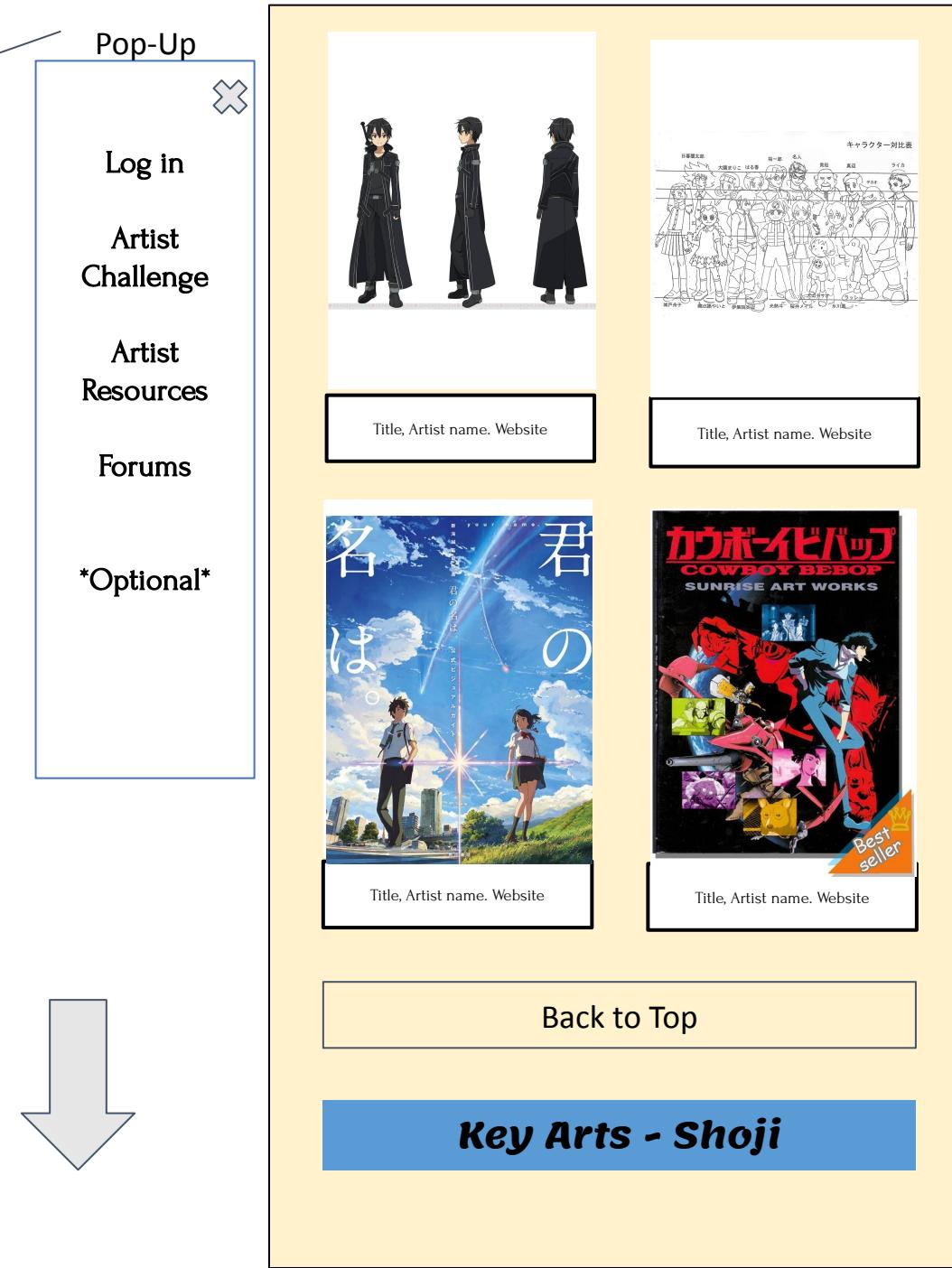
The image shows a mobile application interface for 'AniVault'. At the top, the 'AniVault' logo is displayed in yellow and black. To the right of the logo is a three-line menu icon. Below the logo is a vibrant illustration featuring several characters from the anime 'One Piece', including Monkey D. Luffy, Zoro, Nami, Usopp, and Chopper, standing in front of a cherry blossom tree. The text 'ONE PIECE' is visible at the bottom of the illustration. Below the illustration, the text 'Welcome to AniVault - A Treasure Vault of Anime & Creativity.' is centered. At the bottom of the screen are four horizontal buttons with rounded corners, each containing text in a bold, italicized font: 'Key Arts' (black), 'Latest News and Events' (orange), 'Users' Creations' (black), and 'ToolKits' (orange). The background of the app screen is a light yellow color.

Site Design: Mockups (mobile) Main Screen

Sketchbook:
Mockups
(Mobile) - Sub
Screen

Annotations:
Orange **Navigation**
bar is **sticky**,
alongside the
Header.

When the user
presses the **image**
representing the
best of a certain
artist, he **loads up a**
write-up about
what else the artist
has done in the
field.



Sketchbook: Mockups
(Button 2)
Smartphone

Annotations: The Image as seen in the gallery is but a thumbnail that **when clicked, will load up a full-sized version** onto the user's screen, along with a description of the title of the piece & the medium used to create it. This is the minimum that I hope to achieve.

The image is also part of a lightbox gallery, which means being able to load onto the next image from that pop-up window.

AniVault ≡

- [Home](#)
- [Key Arts](#)
- [Users' creations](#)
- [Latest News & Events](#)
- [Tool Kits](#)

USERS' CREATIONS

White Space

New users

Artists of the month, etc.



Title, Medium used, Date uploaded



Title, Medium used, Date uploaded

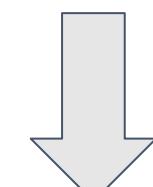
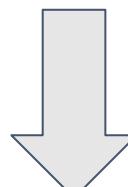


Title, Medium used, Date uploaded



Title, Medium used, Date uploaded

[Back to Top](#)



Sketchbook: Mockups
(Button 3)
Smartphone

Legend:



Inner tab button.
Use it to switch to other categories (Regions) within website.

There will be a need for me to indulge in some javascript so that the events do not clutter up the page. But it will be worth it to make the audience happy.

AniVault

- Home
- Key Arts
- Users' creations
- Latest News & Events
- Tool Kits

LATEST NEWS & EVENTS

White Space

For Latest news & updates here.

Including events.

Asia **Africa** **Europe**

The Caribbean **the Americas**

MegaCon ORLANDO

MEGACON Orlando is the South East's largest comics, sci-fi, horror, anime, and gaming event, attracting over 100,000 fans each year across four big days.

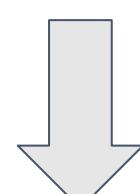
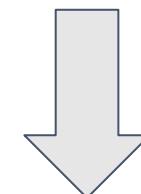
Everyone is a fan of something, and MEGACON is a place to celebrate all things pop culture. Get an autograph or a photo with your favorite celeb and get the inside scoop about your favorite movies & TV shows at our celebrity panels! Watch professional comic artists battle it out in our popular Sketch Duels, learn from our 'How To' workshops, and take photos with your favorite costumed characters! It's also a great place to buy a unique gift (or treat yourself!) with over 400,000 square feet of shopping madness.

Ahoy there!

This is **Mizucor**! We are a diverse, fun-loving community and we are beyond excited to have you aboard. Mermaids, swords, fire dancing, workshops, panels and, of course, all the anime are all waiting for you at our 2020 event in late August at the Hilton Blue Lagoon Miami Airport Hotel.

Mizucor is a logo featuring a stylized sword and the word "Mizucor" in a blue font.

Back to Top



Mockups (Button 4)
Smartphone

Once again, the **Tabs** are **buttons** that **filter** the **products** into all their **respective categories**. This helps to make sure that the user is able to **find what he is looking for quickly & easily**.

Just like the previous page, **Javascript** is needed for this.

AniVault ≡

- [Home](#)
- [Key Arts](#)
- [Users' creations](#)
- [Latest News & Events](#)
- [Tool Kits](#)

Tool Kits

Promotions for New products Here.

Discounts

ETC.

[All products](#)

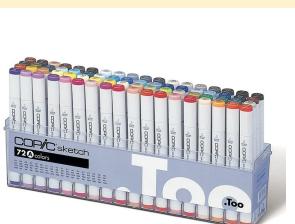
[MARKERS](#)

[SKETCHBOOKS](#)

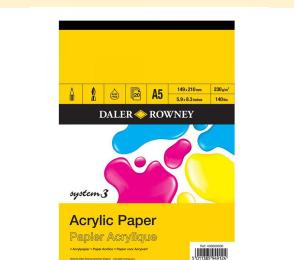
[DRAWING PAPER](#)

[DIGITAL TABLET](#)

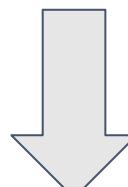
[Paints](#)



Copic Markers 72 piece sketch set.
Information on product

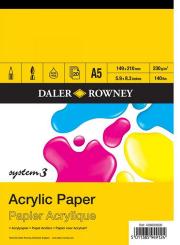


Daler Rowney system3 Acrylic Paper
Information on product





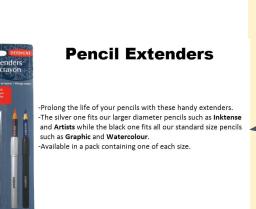
Copic Markers 72 piece sketch set.
Information on product



Name of product
Information on product



Name of product
Information on product



Pencil Extenders
(Prolong the life of your pencils with these handy extenders. The silver one fits our larger diameter pencils such as Intense and Artists while the black one fits all our standard size pencils such as Graphic and Watercolour. Available in a pack containing one of each size.)

Name of product
Information on product



Name of product
Information on product



Name of product
Information on product

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For this segment of the website, the images of the products will lead to an outside shop from which they'll be able to purchase them.

Visual Treatment & Interface Design

Visual Treatment and Interface Design checklist

- I chose Coral Pink, light Yellow, Cyan blue, Crimson Red, Dark Blue as the colour palette for the website. For the fonts on my Website: Lemonada & Exo 2 for the Banner text (Bolden), Lemonada (Bold) for the Buttons & Forum for the paragraph texts. All of these were chosen for the theming of my website as a Festival celebrating Anime inspired drawings. The target audience being teenagers, Pre-teens and the young-at-heart.
- The website is made to look like it is a museum of the more popular anime out there, while visually styled to look like it was hand drawn/painted, in line with the Anime theme, yet catering to teenagers.
- The logo cum banner is treated with a combination of two fonts to add visual interest: **Lemonada** & **Exo 2**. Here's a **Sample**.
- Use of visual hierarchy techniques in content to make it scannable/readable:
- Headings will be treated with the Banner buttons format - **Lemonada** font, bolden, with an **Orange** text. The font size is larger than the paragraph font size.
- With knowledge of the Tablets & smartphones being smaller in size, & referring to other websites, my festival website's navigation tabs will be stored away into a hamburger menu. This allows the website to make use of all the space that it has, while keeping it neat.

Interactivity Treatment

Description of interaction <i>What it looks like, how it functions and how users will engage with it</i>		Intended location within site
1	Hero Image. This will be the first thing that the user of the site sees when he comes to visit. There are 4 images below the hero image & the welcome message. These serve as the navigational buttons that will jump the user to each segment of the website quickly & easily. The buttons are also sticky, hence the user is able to jump across segments without having to go back to the top of the website first.	The Hero image will be at the top of the website. It is arranged that way to have the appearance of being a part a book cover.
2	Gallery of Images in a segment that are arranged to be at most 3 in a row. Below the image is a description of the character(s) in the image, the medium used, & the title of the piece, + the social media channels of the artist. Initially it is a thumbnail image. When the user clicks on the image, it will expand into a full-sized version so the viewer can have a better look at the piece.	The gallery will be the third set of items that will be seen when the user visits the site.
3	Below the full-sized image, besides the description of the art piece, there is a mini-slideshow of images. Clicking any one of those images will similarly bring up the full sized version of that image. On the left and right of the full-sized image are arrows to help navigate the full-sized image gallery. It is possible to navigate through the entire category of images without having to click back out & viewing another image that way.	The feature is implemented within every image in the gallery tabs.
4	In certain parts of the website, there are tab buttons. When the user clicks on it, the website will load up a certain group of images/photos that belong to a category. The user can use it to make sure that he can access the items and images that he wants quickly & easily.	These tabs can be found under the Shop & Events tabs. As I go about development, the option remains open for the key arts segment to have tabs as well since there will eventually be key arts across genres.

Visual Treatment Rationale

I chose to go with a Coral Pink, light yellow, light blue, dark red & dark blue since it matches with the sakura flowers & the Japanese theming of the website. According to Colour Psychologists, Yellow is a colour that inspires Creativity - which goes well with this website that is meant to help young artists who were inspired through anime. Though according to others, among them Cao in his 2015 Designmodo article, men might not be in favour of the colour. As such some Orange is introduced into the picture. Orange is said to be a colour of warmth & enthusiasm, alongside being a colour of creativity. In addition, it is known that Men have a preference for the colour orange. ([empower-yourself-with-color-psychology](#)) As such, it is a suitable match for the creative mind to go with. As such, I placed those two colours as the main colours of the site.

On the other side of the spectrum, I need the website to convey a trustworthy feel to the website, yet not too serious. As such, I introduced some light blue into the mixture. This was applied mainly to the tabs which are found in the Events, Key Arts and shopping segments since they were meant to invoke the reliability of the website to provide all their anime character needs, the desire to get information on events near them, and for the artists amongst them, the supplies needed to work on and perfect their craft. That it is favoured by both genders is a bonus.

I used the fonts Exo & Lemonada in conjunction with one another because of the playful, creative vibe that Lemonada conveys, which is suitable for the artist visitors to my website. In addition, with the target audience being children entering their teenage phase & the teenagers, the use of Lemonada can appeal to their teenaged creativity & rebelliousness alongside the journey of Self-Discovery that they go on.

The fonts Exo 2, & by extension, Forum give off the professional and serious vibes of people who take their craft seriously. Hence I applied them on the other side of my banner text and paragraphs respectively. The combination provided by Exo & Lemonada also serves to provide visual hierarchy between the Banners, Headings, Sub-headings and paragraph texts.

The use of Images as buttons in the welcome page for the Key Arts, Users' Creations, Events and Shop segments are not just for the decoration of the site. They also evoke the Hieuristic of Match between System & Real world in that said images would help bring out the association between the words and where they would go while invoking the anime theming. This is especially important since I must consider the possibility of my audience not understanding english clearly at worst, only a basic understanding of English towards the more optimistic side of things..

Interactivity Treatment Rationale

The use of the Sticky Navigation bar for my website, while keeping the buttons far apart is for the purpose of Error prevention in that the User can quickly move back to the proper website segment that he desires. This is especially important for Tablet & Smartphone users who do not have the benefit of a stylus for precision of navigation.

The aspect of Social Media buttons being present is an important detail since according to a 2019 Globalwebindex report, Teenagers use Social Media approximately 44 - 47% of the time because they wish to find funny or entertaining content. This is related to the aspect of Internet memes & other contents like Video vines, of which anime would find a percentage of the pie. The Social media aspect is relevant in terms of shopping. Since teenagers love to shop, and would use social media as a means of finding products to buy, it is important for the website to be easily share that information onto Social Media platforms since the information being there would help drive traffic towards the website.

The use of the tabs button - which can be achieved through Javascript, is to keep the Webpage segment Minimalist in that when the user is looking at a specific region for his Anime convention needs, or if an Artist user is looking for a specific product, he can hide away all the irrelevant information and focus on the category that matches his needs. The use of tabs to hide away irrelevant information is also useful in keeping the visitor from making an error in a misplaced click, especially when the user is on a smartphone or a tablet.

Personal Reflection

The process of making the website from scratch was simultaneously an easier, yet in some aspects a tougher job due to the intention to build up and improve on the previous version of the website that I've submitted before. It was easier because some of the groundwork had been established through the work done on the previous Assignment 3 website - ie I just had to reverse engineer, then improve on the blueprints made during the development. Harder in that in the process of doing research for the Target audience, I found that I was unable to find the materials & information about who I was trying to make the website for. It had caused me to delay on developing on the other slides of the development document for quite some time. Upon looking at the images that I had put together for the previous version of the Assignment 3 website, I had found a common theming that surrounds them: most of them cover the themings of Anime/Anime-styled games. A quick look through the open briefs available and Google search into the possibility of a Drawing Festival (One exists - The Big Draw), and the path was set for the new direction my Website was heading in.

Reflecting on my work thus far, I found that trying to put together the images & colours for the Mockup & by extension, the website was easy. Looking up the target audience & the psychology behind what they would look out for in crafting the perfect website for Teenagers, pre-teens and the young-at-heart who are Anime fans mainly. Or maybe the ones who were inspired to Draw because of Anime/Computer games was a tougher bit of research to go through. However, I decided to focus on my home country for this Assignment. Searching for the aesthetical components to be placed on my website was relatively easy, as was trying to make sure that they fit in the colour palette that I had in mind for the website, as reflected as best as I could on the Mockup.

As for items that could be improved on, I feel that one of the biggest aspects is knowing where to stop in terms of research, whether it be the aesthetical component or the future technical component when actually developing the website.

When I go about completing the final assignment, the website will be a compilation of Official artwork/renders/key artworks & the well-known artists behind them, the fan-made creations, in addition to showcasing the Artist tools used to make them. Later on, it is a one-stop channel to be funneled into the resources and events Anime related. On the technical aspect, besides putting certain sticky Navigation bars and hamburger menus when it is shrunk for Tablets/Smartphones. Then the last few tabs will be an exercise in Javascripts being implemented for squeezing Images & resources into various categories so that Users do not need to have to scroll through a long list to get to the tools that are needed. In the end, I hope that the website is a place that celebrates Drawing, with the theme being anime, in addition to being a One-stop place that funnels people into the places that properly sells the resources & events.

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Design Brief - Frequently Asked Questions

Q: Do I really have to use the provided template?

A: No, but we highly recommend that you do. If you wish, you may create your own document formatting, as long as you take care to retain the same number of pages and headings as the provided template. It is imperative that your submitted Design Brief contains a comparable level of articulated detail as the provided template.

Q: Do I have to fill in every section / every page in the assignment template?

A: Yes.

Q: There is more that I would like to articulate about my project. Can I add extra pages to the template?

A: No, you must endeavor to articulate your ideas within the provided page limits. An important aspect of being an effective designer is to express your ideas to potential clients in a clear and concise manner.

Q: Can I use any font face / type size that I like to fill out the assignment template?

A: Yes, as long as your completed document is clear and legible. For maximum compatibility/legibility, we recommend using universally available fonts like Arial, Helvetica, Times New Roman or Cambria at no smaller than 10 point font size.

Q: I'm not confident in my Photoshop abilities yet. Can I create my screen mockups in an alternative manner?

A: Yes. Screen mockups should be professionally presented, visually accurate representations of your page designs. We are happy for you to use any means that you wish to achieve this visual outcome. In the past, some students have relied on tried and true 'manual' design techniques to create their mockups. (eg. Collage: Use scissors to cut pictures out of magazines. Lay them out on a blank sheet of paper, and stick them down with glue. Neatly write in any headings/text using pen/pencils.) If you develop your mockup in the analogue realm, be sure to include high quality photos or scans of these mockups within the assignment template. All 3rd part source material must be referenced on the page entitled, "D. SCREEN MOCKUP IMAGE / CONTENT REFERENCES".

Q: For my final website, must I strictly adhere to the designs depicted in this Blueprint?

A: No. These mockups depict your "proposed design". We fully expect that the knowledge you gain over the coming weeks will shape and influence your ideas. Thus it is likely that your designs will evolve and grow. This is a natural by-product of the iterative nature of the design process.