Arkansas Film Connections

Project Analysis & Design Document

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Course: Capstone II Project

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1. Report

The Arkansas Film Connections project was created to solve a simple but real problem: there is no single, organized place online where someone can go to explore films connected to the state of Arkansas. Most of the information I found was spread across different blogs, IMDB searches, and random articles. As a result, it is hard for someone who is curious about Arkansas film culture to see everything in one place or discover new titles easily.

My goal with this project was to design and build a clean, modern website that highlights a curated list of films with ties to Arkansas through actors, filming locations, or story connections. I wanted the site to feel familiar, similar to the way a streaming service displays content, but without being overly complicated. From the beginning, I focused on keeping the site simple to use, easy to read, and visually appealing.

During the analysis phase, I identified a few key requirements:

- The homepage should clearly explain the purpose of the site.
- Users should be able to quickly scan a grid of films.
- Each film should show a short description and clearly explain its Arkansas connection.
- The site should link to reliable external sources, such as IMDb, for full details.

Because this is a Capstone project and I am working as both the client and the developer, I kept the technical scope realistic. I chose to build a static website using HTML and CSS, hosted on GitHub Pages. This approach let me focus on layout, design, and user experience rather than server-side code or databases. It also makes the site easy to maintain and easy to share as part of my portfolio.

Another important part of the design was consistency. Every film card follows the same layout, which helps users understand the information quickly. I

used a dark, cinematic color scheme and bold poster images so the site feels more like a movie experience and less like a plain text list. At the same time, I made sure the site remains readable on both desktop and mobile screens by paying attention to spacing, font sizes, and alignment.

Overall, this project shows that I can take an idea from problem definition through analysis, design, and complete implementation. The final website is not only functional, but also something I am proud to present as part of my graduation portfolio.

2. Data

Even though Arkansas Film Connections is a static website, it still relies on a clear data structure behind the scenes. Each film displayed on the site is based on the same basic set of information, so that the layout stays consistent.

Each film card includes the following data elements:

- Title – The name of the film.
- Poster Image – A visual thumbnail to make the page more engaging.
- Short Summary – A brief description or key fact about the film.
- Arkansas Connection – How the film relates to Arkansas (actor, location, story, etc.).
- IMDb Link – A direct link to the film's page on IMDb for full details.

Because the site is static, this data is written directly into the HTML as repeated card sections. However, the structure can also be represented more formally. The example below shows a film entry in a JSON-style format:

```
{
  "title": "Sling Blade",
  "poster": "slingblade.jpg",
  "summary": "Written, directed, and starred in by Billy Bob Thornton.",
```

"arkansas_connection": "Thornton is from Hot Springs, Arkansas.",
"link": "https://www.imdb.com/title/tt0117666/"
}

Using a consistent set of fields like this makes it easier to add, remove, or update films in the future. If I later decide to convert the site into a dynamic application backed by a database or a JSON file, this structure can be reused with only small changes.

3. Data Flow

The data flow for Arkansas Film Connections is relatively simple, but it still follows a clear pattern from the user's actions to the information they see on the screen. Below are three main views of the data flow.

A. User Navigation Flow

1. The user opens the homepage.
2. From the navigation menu, the user goes to the Films page.
3. On the Films page, the user scrolls through the grid of film cards.
4. The user clicks on a specific film card.
5. A new tab or window opens to the corresponding IMDb page for that film.
6. The user can close the IMDb tab and return to the film grid at any time.

B. Film Card Data Flow

1. The browser loads the Films page HTML from GitHub Pages.
2. Each film card's data (title, poster, summary, Arkansas connection, link) is rendered as part of the page.
3. When the user clicks a film card, the browser reads the IMDb link stored in that card.
4. The browser then sends the user to the external IMDb page using that link.

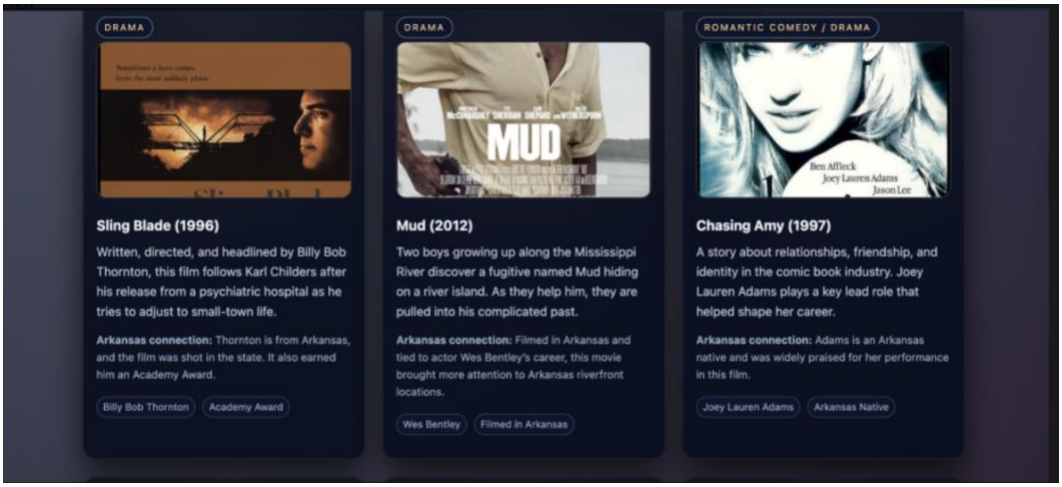
C. System Flow Overview

1. The user types in or clicks on the Arkansas Film Connections URL.
2. GitHub Pages serves the static HTML, CSS, and image files that make up the site.
3. The user interacts with the site in their web browser (scrolling, clicking film cards, navigating between pages).
4. When the user clicks a film link, they are temporarily taken to IMDb for more information.
5. Control of the browsing experience remains with the user, who can always return to the main site.

These flows show that even with a simple static site, there is still a clear pattern to how data is stored, displayed, and used to support the user's experience.

4. Screens (UI Examples)

Screenshot – 2025-12-02 at 5.31.38 PM



Screenshot – 2025-12-02 at 5.33.03 PM

```
<!-- Mud -->
<article class="card">
  <p class="badge">Drama</p>
  <a href="https://www.imdb.com/title/tt1935179/" target="_blank">
    <img class="poster-img" src="images/mud.png" alt="Poster for Mud" />
  </a>
  <h3>Mud (2012)</h3>
  <p class="muted">
    Two boys growing up along the Mississippi River discover a fugitive named Mud hiding on a river island.
    As they help him, they are pulled into his complicated past.
  </p>
  <p class="film-meta">
    <strong>Arkansas connection:</strong> Filmed in Arkansas and tied to actor Wes Bentley's career,
    this movie brought more attention to Arkansas riverfront locations.
  </p>
  <p class="film-meta">
    <span class="tag">Wes Bentley</span>
    <span class="tag">Filmed in Arkansas</span>
  </p>
</article>

<!-- Chasing Amy -->
<article class="card">
  <p class="badge">Romantic Comedy / Drama</p>
  <a href="https://www.imdb.com/title/tt0118842/" target="_blank">
    <img class="poster-img" src="images/chasing-amy.png" alt="Poster for Chasing Amy" />
  </a>
  <h3>Chasing Amy (1997)</h3>
  <p class="muted">
    A story about relationships, friendship, and identity in the comic book industry. Joey Lauren Adams
    plays a key lead role that helped shape her career.
  </p>
  <p class="film-meta">
    <strong>Arkansas connection:</strong> Adams is an Arkansas native and was widely praised for her
    performance in this film.
  </p>
  <p class="film-meta">
    <span class="tag">Joey Lauren Adams</span>
    <span class="tag">Arkansas Native</span>
  </p>
</article>
```

Screenshot – 2025-12-02 at 5.34.28 PM