

For this project I'm going to work on a website of my own, one that I have always wanted to build. When I entered college I had a dream of building a creative collective with a custom platform that let fans interact closely with their favorite creatives. While I think it's always been a good idea, only recently have I felt like I've had the skills to make it a reality. I'll still absolutely need a team with more skills in Software, but I think I'm able to build a set of 5 pages that will work as a Minimum Viable product to show off to different types of people. I'm calling the company Bloom, and this is a great opportunity to get started!

For this phase of the project, I'm getting started by building out some mood boards for branding, creating a set of logos and finding some other platforms that inspire me. I've also created a nice set of wireframes to base my designs off of, including a home page, an explore page, and a separate "channel" page for three different types of creatives: a musician, an artist, and an inventor. There are many aspects of this site that would require a pretty intricate backend, which I will likely avoid in order to keep in the scope of this project.

The platforms which I use most often and which inspire my tastes the most are Spotify, YouTube, and the Xbox user interface. I love their clean and modular styles, with lots of space, sections and more recently an emphasis on darkmode. While I know darker color palettes can be risky, I think I'm up for the challenge.

MOOD BOARDS/LOGOS

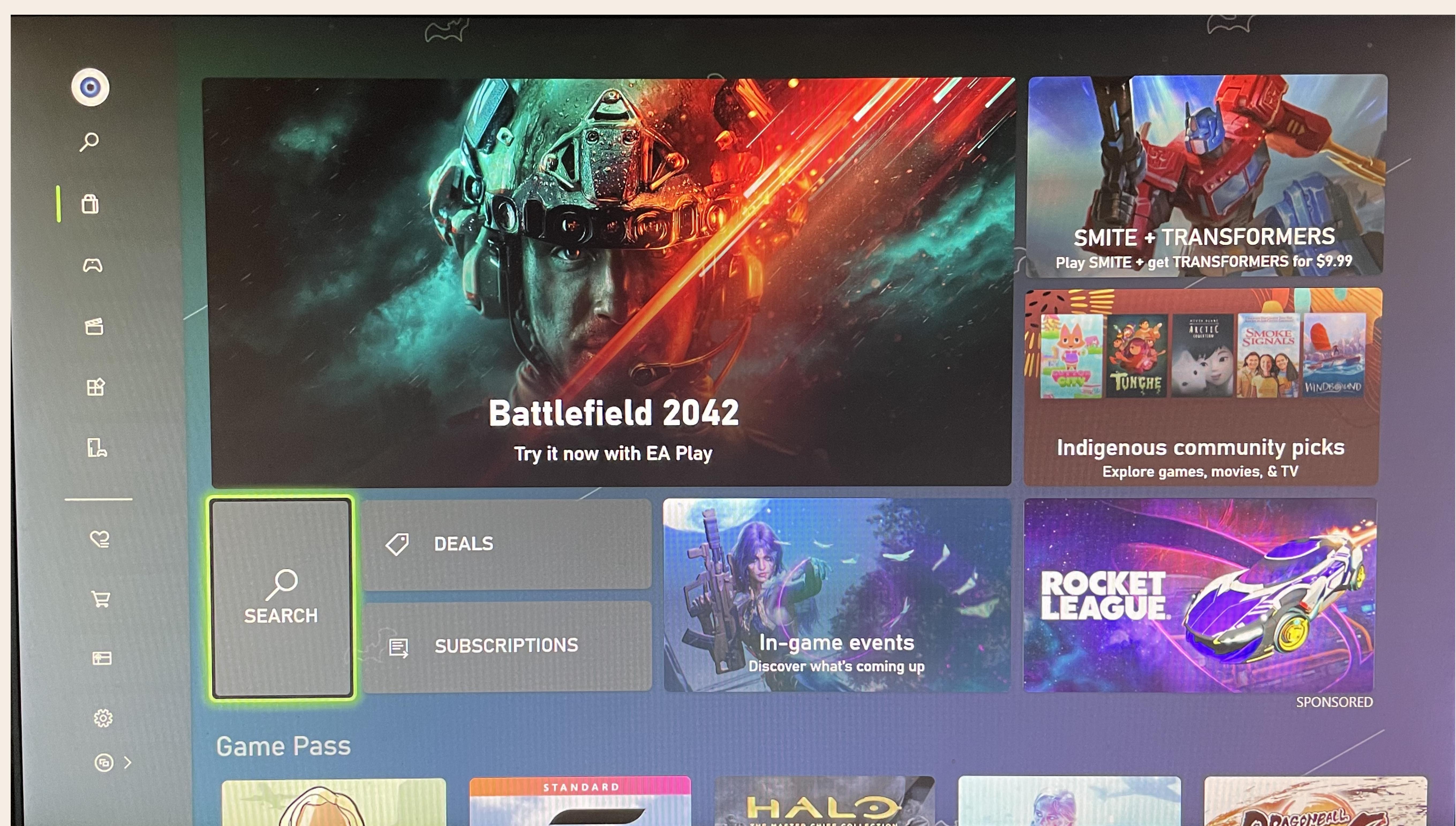
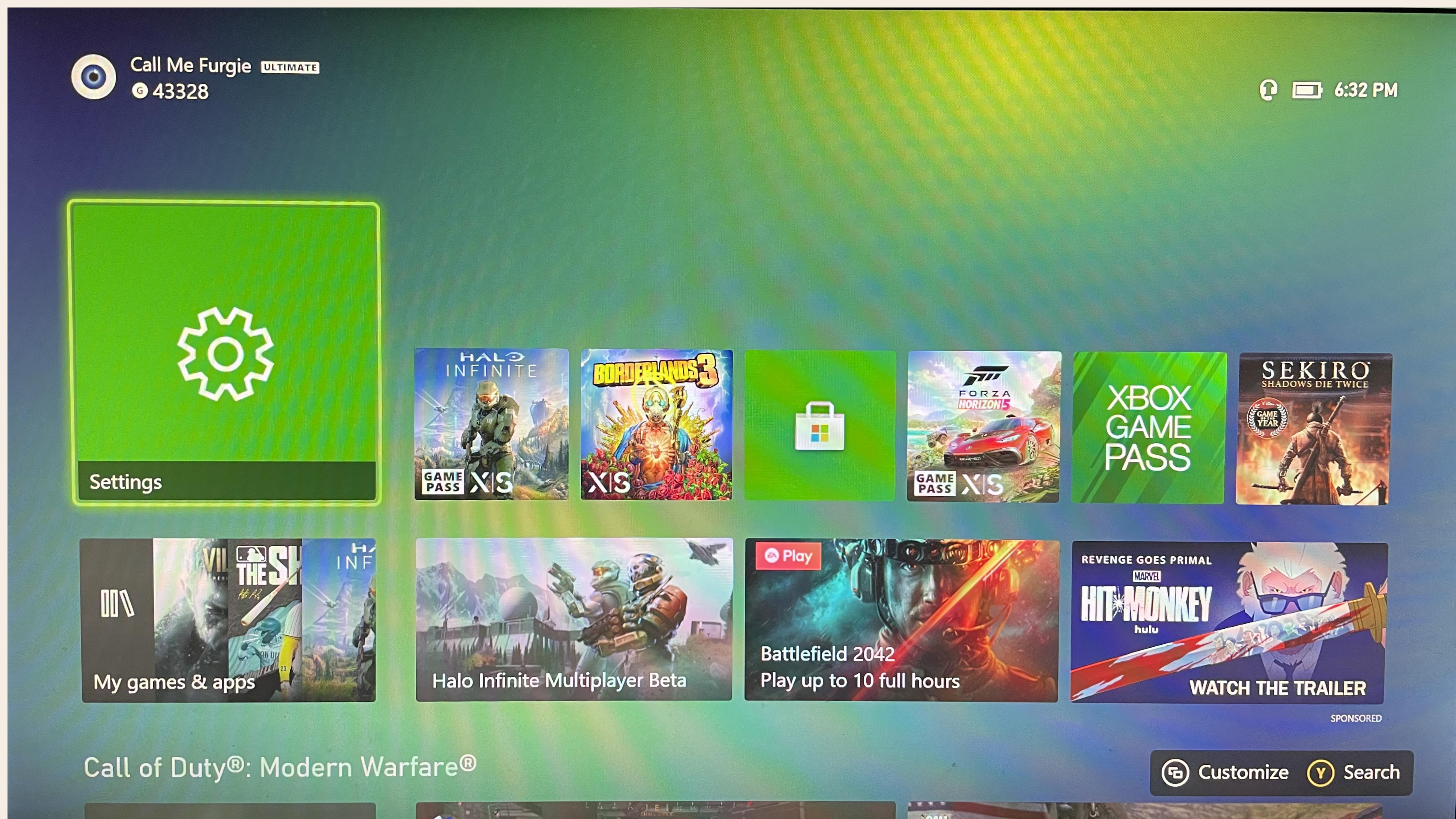


INSPIRATION

The screenshot shows the Spotify desktop interface. At the top, there's a banner for Avril Lavigne's album 'BITE ME' with a 'LISTEN ON Spotify' button. Below the banner, the main content area is divided into two sections: 'Good afternoon' and 'Episodes for you'. The 'Good afternoon' section features five cards: 'Sondra' (by blackbear), 'Don Toliver – Life Of A Don' (by Don Toliver), 'Sunny Beats' (by Sunny Beats), 'lofi beats' (by VibeVille), and 'VibeVille' (by ESCAPE PLAN / MAFIA). The 'Episodes for you' section shows five podcast thumbnails: 'BOYS BROCKHAMPTON' (by BOYS BROCKHAMPTON), 'Therapy Gecko' (by Therapy Gecko), 'CALL HER DADDY PODCAST' (by CALL HER DADDY PODCAST), 'DO YOU F*CKING MIND?' (by Acast), and 'SMARTLESS' (by WONDERY & AMAZON PRESENT SMARTLESS). At the bottom, a playback bar shows a song by 'BOYS BROCKHAMPTON' is currently playing.

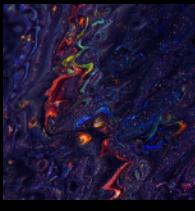
The screenshot shows the YouTube desktop interface. The left sidebar includes links for Home, Explore, Subscriptions, Library, History, Your videos, Watch later, Favorites, and Show more. Under Subscriptions, several channels are listed: First We Feast, Demone Kim, fantano, VaatiVidya, Munchies, and Marques Brownlee. The main content area displays a grid of video thumbnails. Some of the visible titles include 'RTX™ 3090 HALO INFINITE SHOWCASE - (ULTRA...)' by HDiony, 'Paul Finds the Best Baguette of Paris | Paul Hollywood's...' by Tonic, 'Russell Crowe Breaks Down His Most Iconic Characters |...' by GQ, 'HUNGRY FOR MORE' by First We Feast, 'The OPEN INCREDIBLE RECOVERIES MOMENTS' by The Open, 'They ADDED SHIPMENT to VANGUARD but the shotguns...' by FaZe Jev, 'Dad Reacts to Bruno Mars & Anderson .Paak - An Evening...' by turning the tables, and 'GCSE MATHS EXAM' by Oxford University Math Professor takes High School...'. The bottom of the screen features a navigation bar with icons for Home, Search, and other functions.

INSPIRATION



WIREFRAMES

SUBSCRIPTIONS

-  Musician
5 Updates
-  Artist
5 Updates
-  Inventor
5 Updates

WELCOME BACK



SUBSCRIPTIONS

MUSICIAN



1 Artist Gold Sub

2 Musician Silver Sub

3 Inventor Bronze Sub

EVENTS



Artist - Big Concert - 11/21/21

COMING SOON



CREATE WITH US



SOCIAL

FRIENDS

- Martha — New Message
- John — New Message
- Paul
- Avery

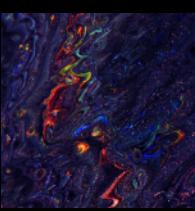
MESSAGES 

EVENTS

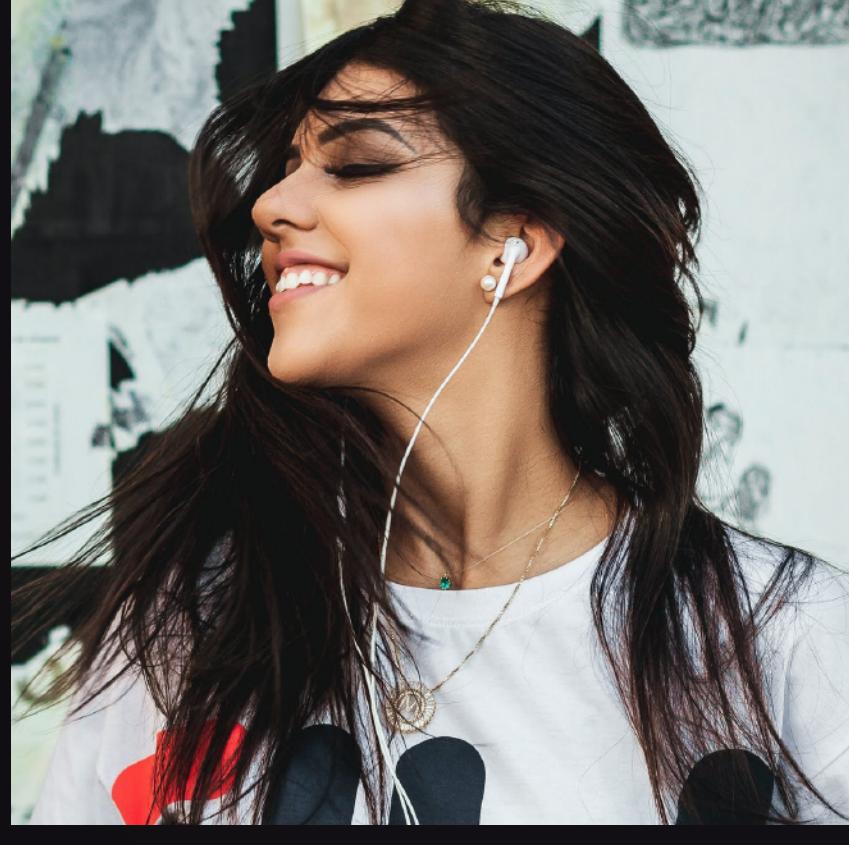
Artist Big Concert 11/27/21

Photographer Gallery 12/2/21

SUBSCRIPTIONS

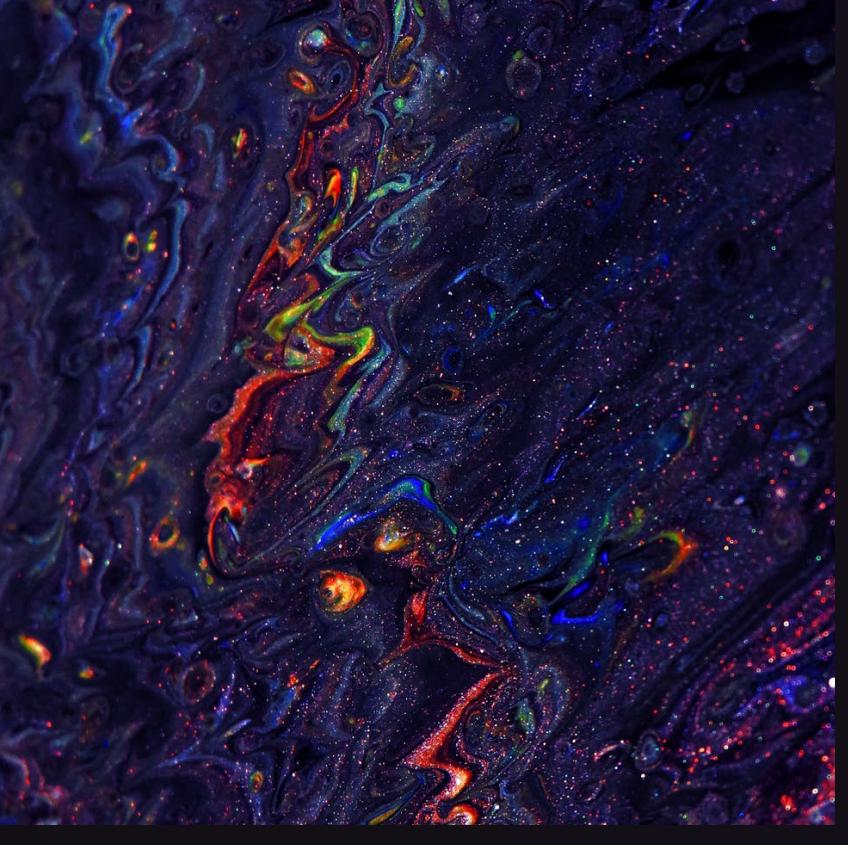
-  Musician
5 Updates
-  Artist
5 Updates
-  Inventor
5 Updates

MUSICIAN



Gold Creator - Denver, CO

ARTIST



Silver Creator - Los Angeles, CA

NEW PRODUCT



Bronze Creator - Santa Fe, NM

CREATE WITH US



SOCIAL

FRIENDS

- Martha — New Message
- John — New Message
- Paul
- Avery

MESSAGES 

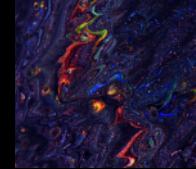
EVENTS

Artist Artist 5 Updates

Artist Artist 5 Updates

WIREFRAMES

SUBSCRIPTIONS

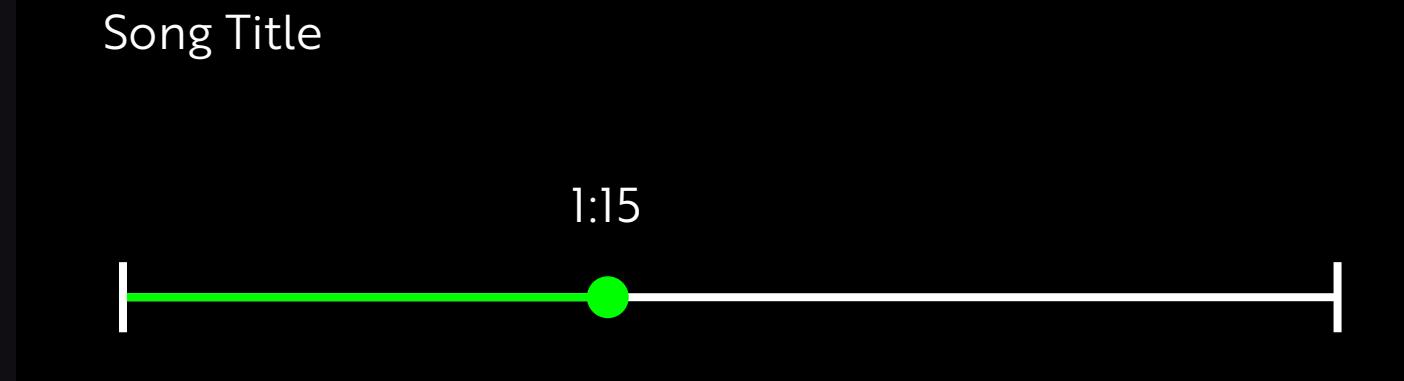
-  Musician
5 Updates
-  Artist
5 Updates
-  Inventor
5 Updates

MUSICIAN

Revolving Info

MUSIC PLAYER

Song Title
1:15



ALBUM

16 Songs
47 Minutes

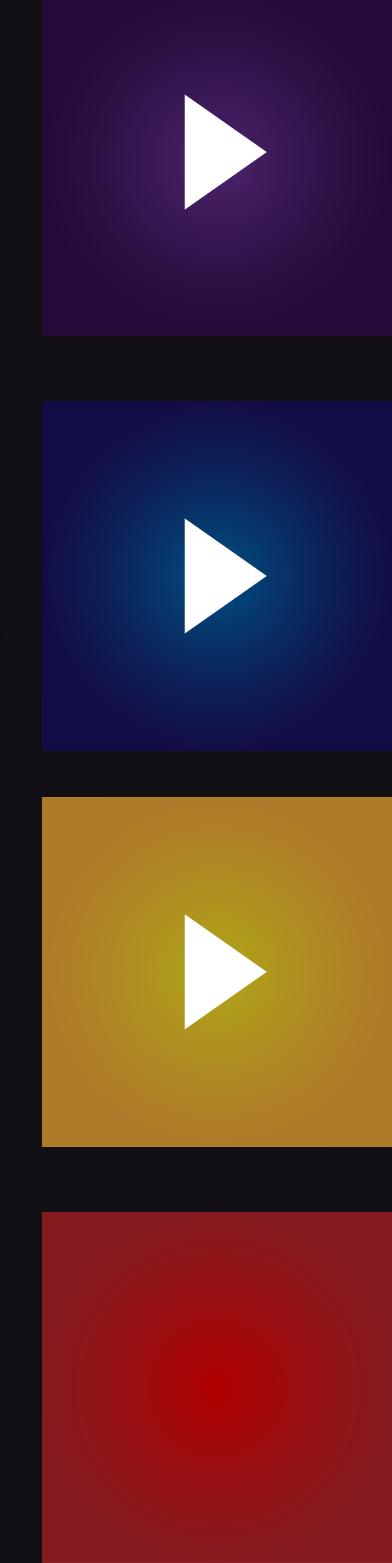


ALBUM

16 Songs



BEATS



SOCIAL FEED

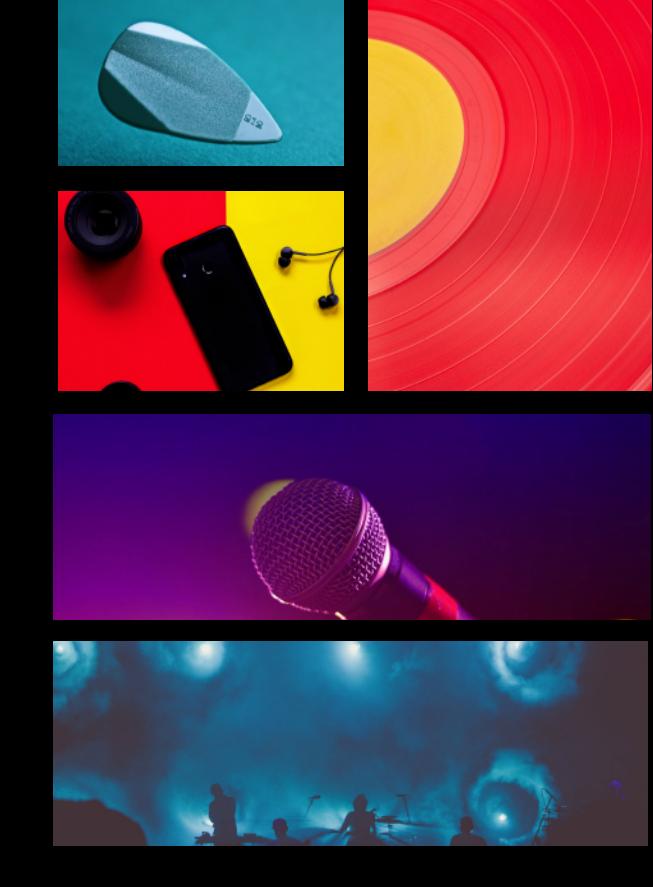
Refreshing Raisin, and Controversial Coriander, #corianderstestskesop

Petra Perez @PetraPerez · 1h ...
Brought this guy out on the water today and he enjoyed every minute.

Becca @CleverWordplay · 1h ...
Do martians make science fiction about people on Earth, and if they do, are we always the bad guys? #latenightthoughts



UPDATES



SOCIAL

CREATE WITH US  

FRIENDS

Martha — New Message
John — New Message
Paul
Avery

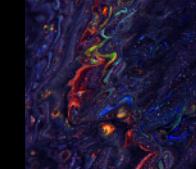
MESSAGES

Artist Artist 5 Updates
Artist Artist 5 Updates

EVENTS

Artist Artist 5 Updates
Artist Artist 5 Updates

SUBSCRIPTIONS

-  Musician
5 Updates
-  Artist
5 Updates
-  Inventor
5 Updates

ARTIST

Revolving Info

FILTERS

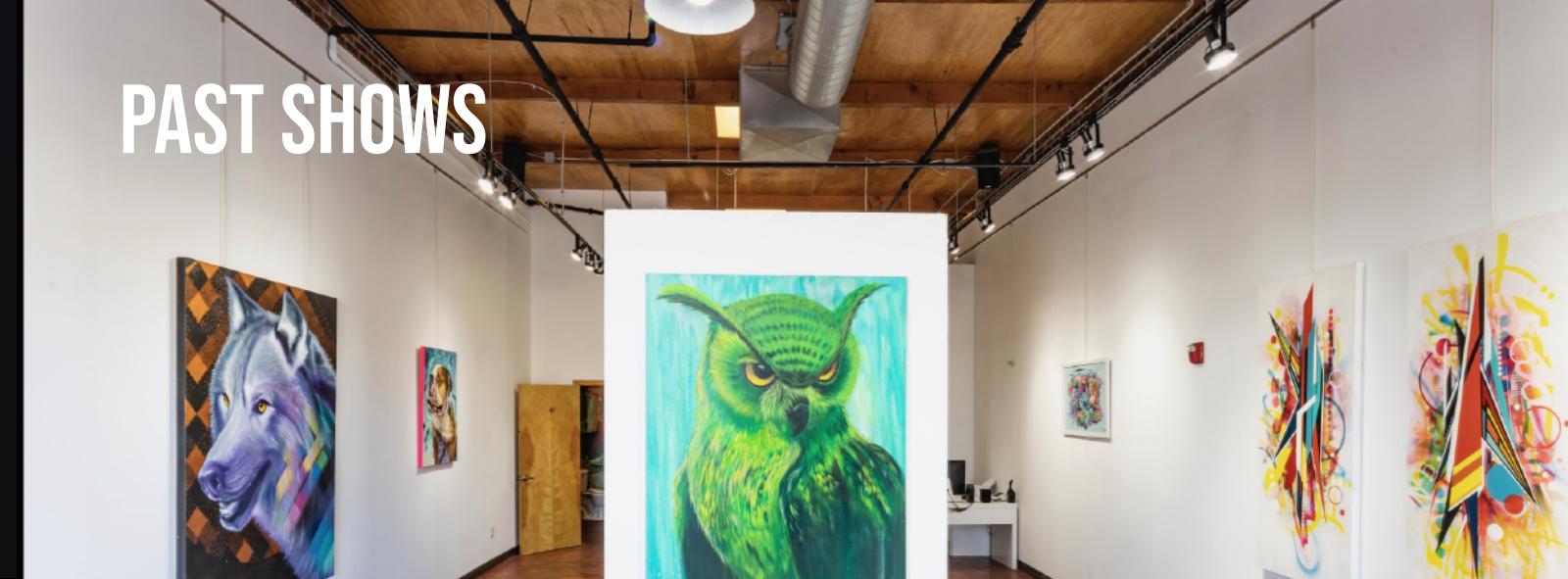


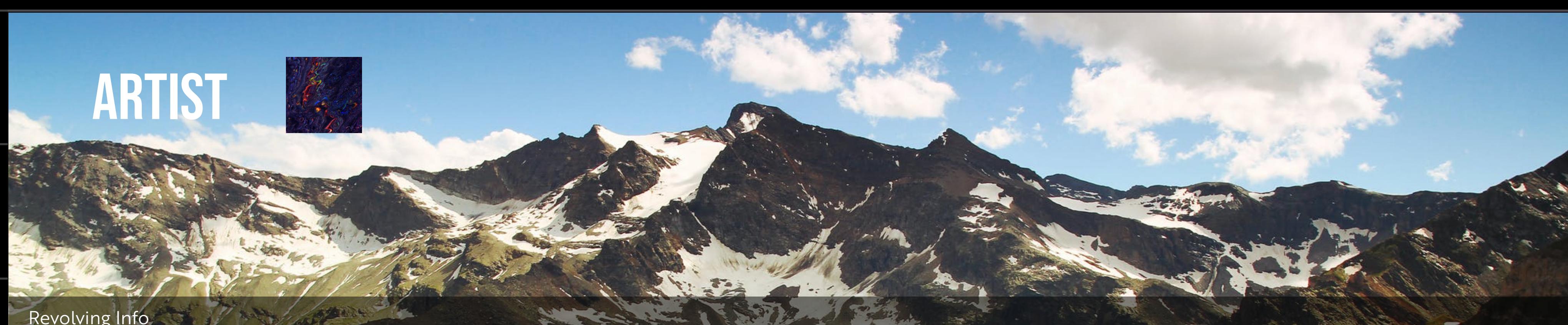
DAILY VLOG

Episode: 37



PAST SHOWS



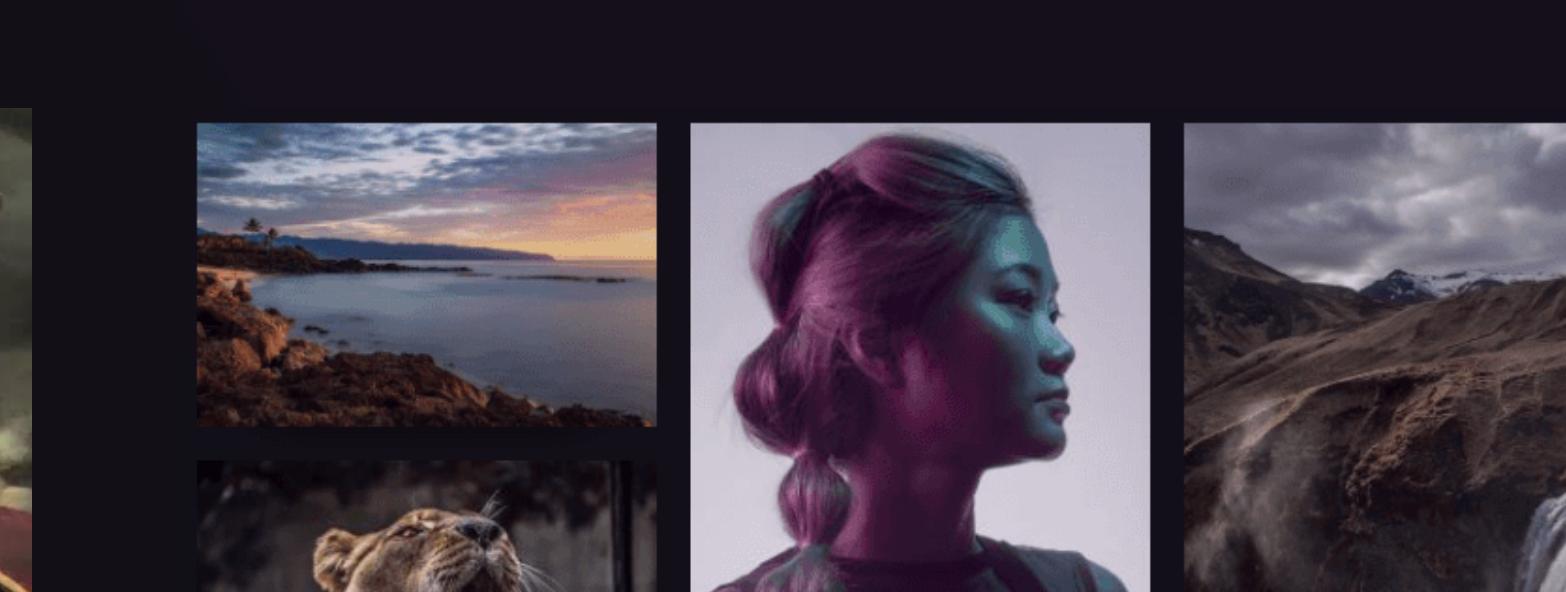


SOCIAL FEED

Refreshing Raisin, and Controversial Coriander, #corianderstestskesop

Petra Perez @PetraPerez · 1h ...
Brought this guy out on the water today and he enjoyed every minute.

Becca @CleverWordplay · 1h ...
Do martians make science fiction about people on Earth, and if they do, are we always the bad guys? #latenightthoughts



UPCOMING SHOWS



SOCIAL

CREATE WITH US  

FRIENDS

Martha — New Message
John — New Message
Paul
Avery

MESSAGES

Artist Artist 5 Updates
Artist Artist 5 Updates

EVENTS

Artist Artist 5 Updates
Artist Artist 5 Updates