

I wrote up notes so that we wouldn't have to talk too much at the outset. It would be hard for me to talk without getting emotional. I'm having a tough time and I miss you and I hope Kate and I resolve things soon. I'm sorry for all of this, it's a bit of a mess. I hope you're doing ok. ❤

VIDVOX Labs Graphics

I can provide images from concerts, installations, projects that use VIDVOX tools and screenshots of the tools themselves. I'll try to get some from David today, but don't hesitate to let me know what you need.

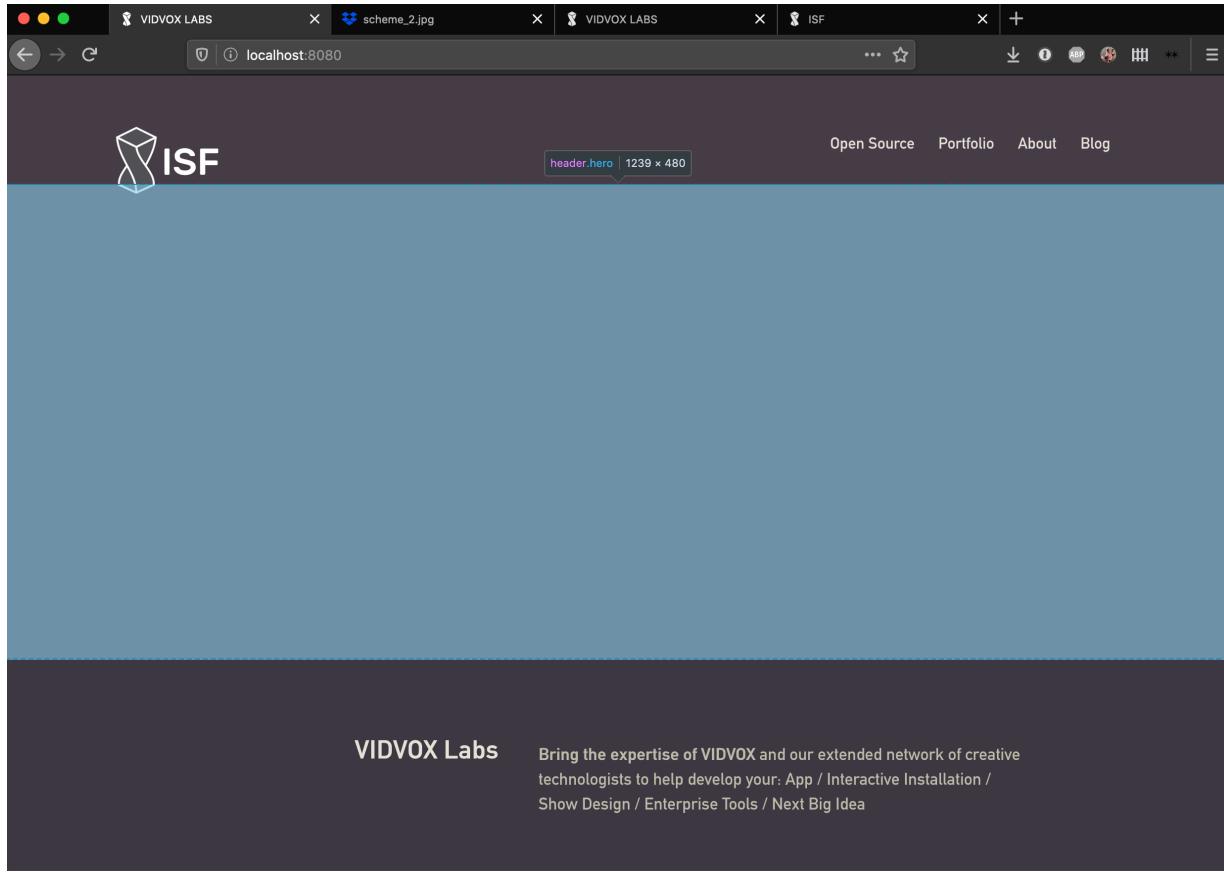
Only the first three things below are absolutely essential. Focus on those. For the rest, I defer to you and to feedback from the client.

LOGOTYPE

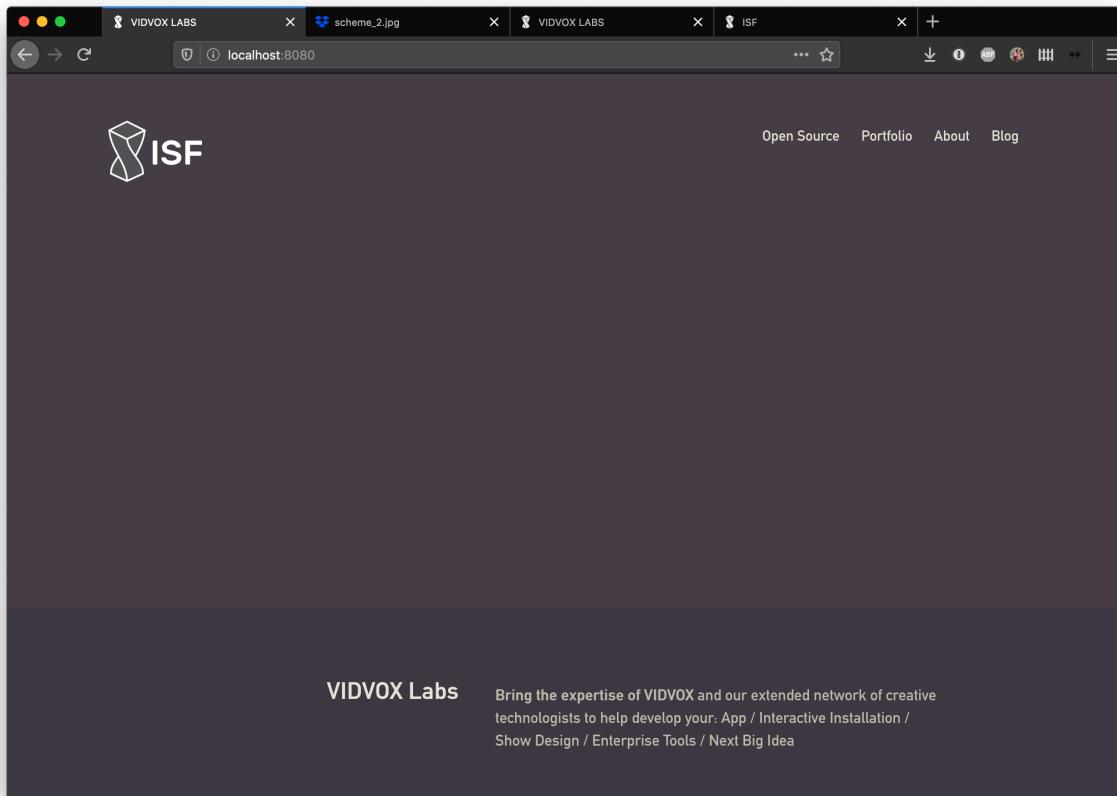
Basically VIDVOX Labs typeset in Din Mittelschrift in away that can work nicely in the nav area. Also, it needs to work at the small size that occurs when the viewport in narrow. It could switch to a different logotype at the small size (for instance, if you want it to be two lines when large but one line when small). Let me know if you need Din Mittelschrift.

HOMEPAGE HERO

This is really the most important thing. It could either be a strip underneath the nav like the blue area in this image...



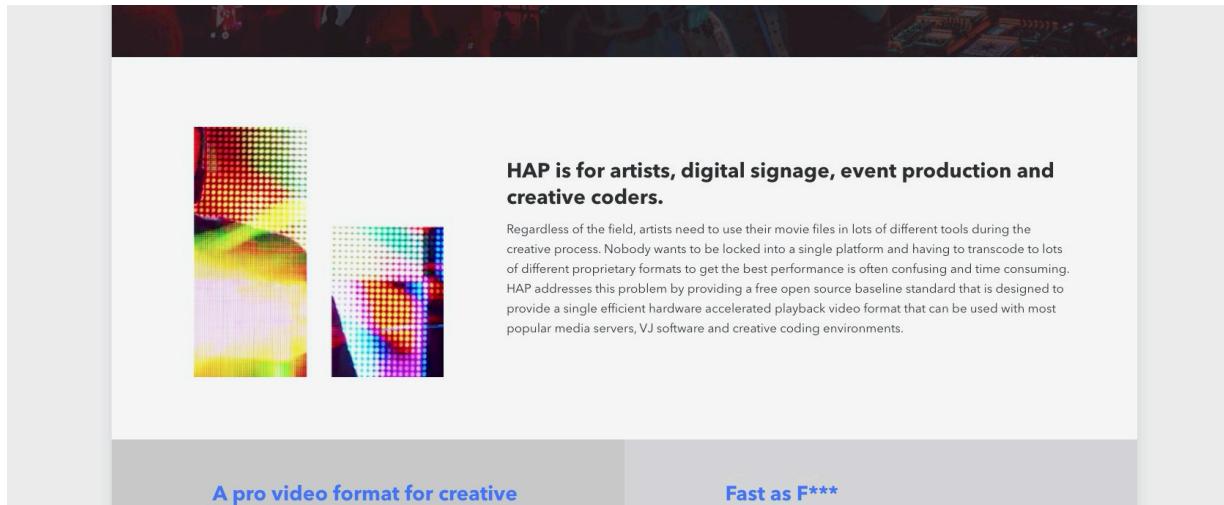
...or it could fill the entire light grey area and be behind the nav as well...



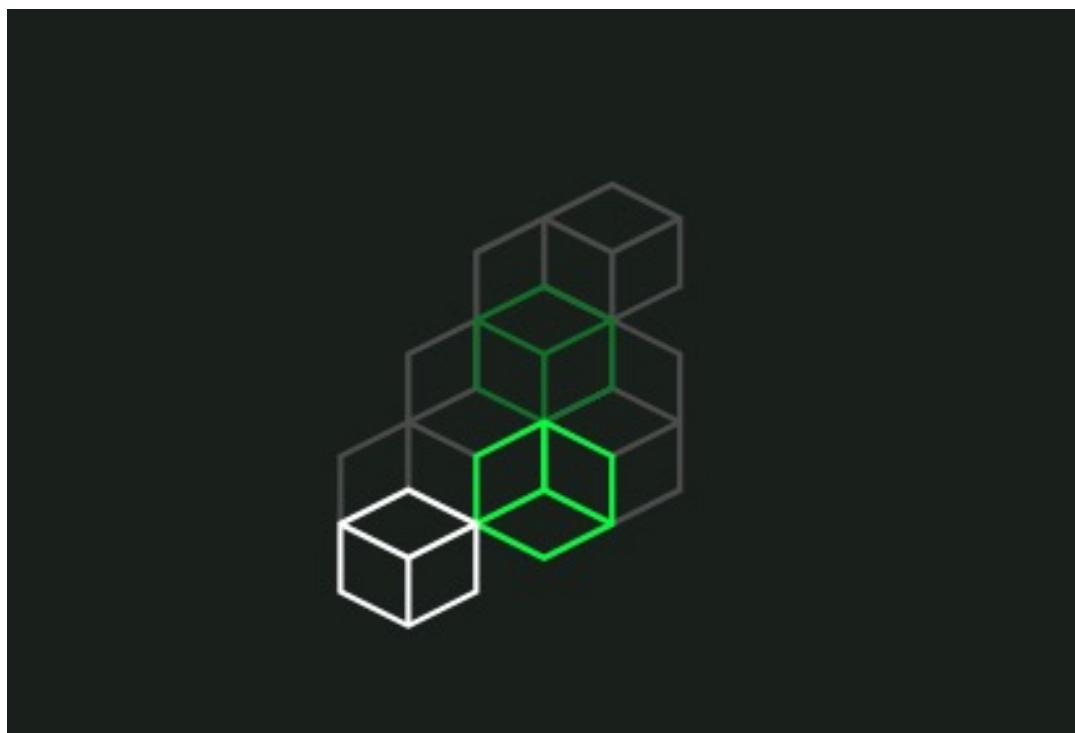
...in which case it can't make the nav too hard to read. (Normal WCAG 2.0 contrast guidelines are a minimum contrast ratio of 4.5:1 <https://webaim.org/resources/contrastchecker/>.) In terms of style, David has pointed to <https://plausible.coop/> but I'm not really sure what to take away from this. It's open and clean and evokes the feeling of "a place where stuff happens". That's as much as I can glean from it, and I think these are all useful things to keep in mind. Simultaneously, glitchy, vibrant, and energizing vibes also seem appropriate. I love this shader, in particular: <https://editor.isf.video/shaders/5e7a80337c113618206decb4> You can see this kind of vibrant energy in the purple photo on <https://isf.video/> and in some of the images on the <https://hap.video/> homepage. David made it clear to me that he doesn't want clear representational stuff like images of laboratory or video equipment.

COOL GRAPHIC BELOW THE HERO

Right now it repeats "VIDVOX Labs" right below the hero, this is redundant. Maybe we can do a layout like this below the hero...



...but with an icon or pictogram on the left. Something vectory like this thing from the [isf.video](#) site...



I'm really open to your thoughts here.

HEADER BACKGROUND IMAGES

I'm not 100% sure we need this, very interested in your opinion... Background images to fill the light grey region at the top of each subpage (Open Source, Portfolio, About, Blog). Since adjusting the colors I kind of just like it as a solid-color flat space, but if you can think of an image that works for each page and make each feel more distinct, that would be cool. It might just be *something to try*. I'm not really sure.

GRAPHICS FOR SECTIONS

I'm not 100% sure we need this, very interested in your opinion... On <https://hap.video/developers.html#playing-back> you can see how there is a graphic on the left hand side that just keeps the page from feeling too monotonous. (And on mobile I just have it disappear, because I didn't think it was important enough to include in a cramped space... but maybe I should have had it just be smaller.) There are similar graphics on <https://munindata.org/> in the Commitment and Values sections. I like these graphics, they don't distract too much, they just reinforce the concept of the section. Places on the VIDVOX Labs site that could use these include:

- <https://labs.vidvox.net/open-source/> - the three sections of open specifications, open source projects, and open source libraries. ...or maybe just the first two, I'm not sure if that last section would have enough space for a graphic
- <https://labs.vidvox.net/about/> - Mission, Principles, Workers / Owners

PORTRAIT IMAGES

I'm not 100% sure we need this, very interested in your opinion... Right now <https://labs.vidvox.net/portfolio/> emphasizes the two sections that projects have fallen into, it doesn't really emphasize the projects themselves. Screenshots, logos, and other graphics could be found or created for each of these projects. But we'd need a better layout for this page to accommodate this. Maybe something like <https://isf.video/examples/> but then we shouldn't use the black boxes for the two section headings on this page or else we just have two many dark boxes pulling your eyes all over the place.

I just wanted to tell you about Colourlab, the client-project VIDVOX Labs is wrapping up right now. It's just too cool and I want you to have a sense of the kind of things these dinks can build. It's color transfer software. You provide a source image that should be use a color palette and then provide a destination image. It uses machine learning to apply the color palette from the first image to the second. The client is already very happy with the results...

