

Communication Labs

Summer 2023

Assignment 1

30MFF Premiere

Prepared by:
Abigail Chien

Instructor:
Dr Evi Mansor

1. Introduction

This assignment revolves around the premiere of our 30MFF (30 Minute Film Festival) on a website. The festival showcases a series of remarkable 90-second short films, all created within a brief timeframe of just 30 minutes, utilizing nothing more than mobile devices and basic editing software. The website serves as an immersive platform where viewers can not only grasp the core idea and thematic essence of each short film but also actively engage with the intuitive user interface.

My creation, titled "Before the Storm," takes center stage. This piece of cinema documents the serene landscape of the NYUAD campus, moments before the ominous arrival of a tremendous thunderstorm. What makes this film truly unique is that it incorporates footage captured during the actual night of the storm. This juxtaposition aims to draw attention to the stark contrast between the tranquility of the campus and the power of the storm, offering the audience an extraordinary glimpse into the lesser-known side of Abu Dhabi.

2. Creating Process

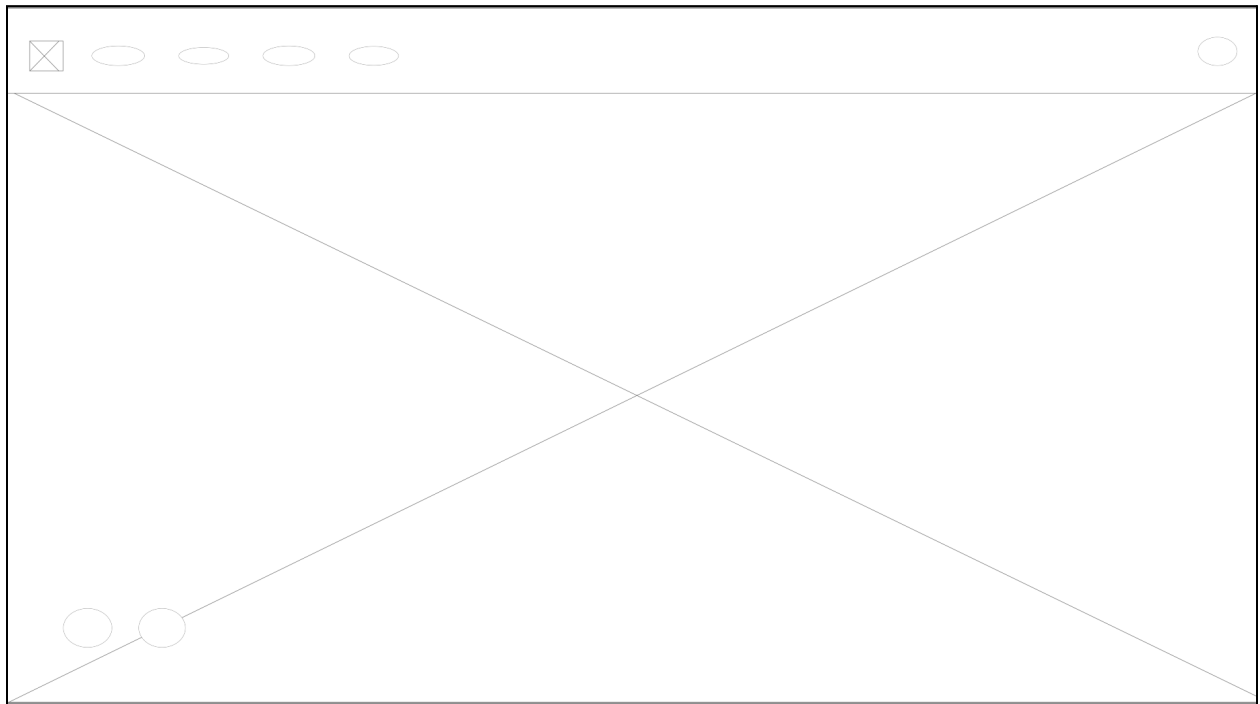


Figure 2.1

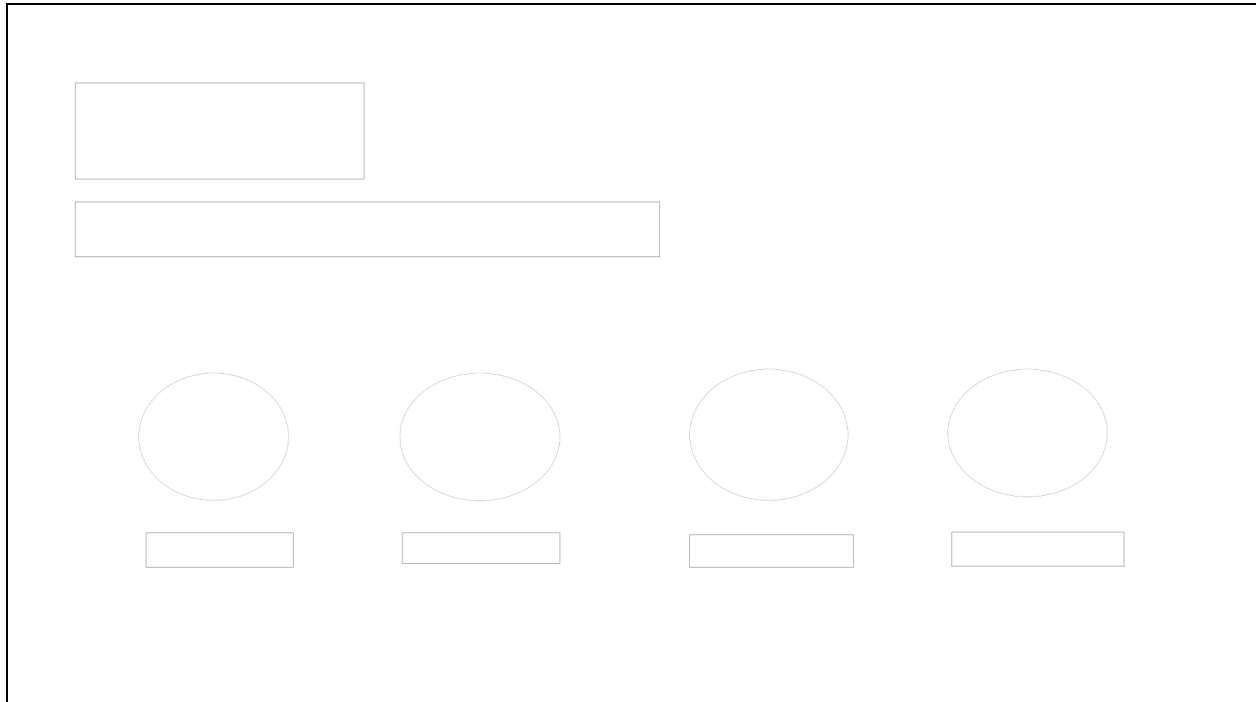


Figure 2.2

During the process of designing the wireframe for the website, I envisioned a clean and minimalistic aesthetic that would ensure the focus remains on the films themselves. Drawing inspiration from the work of Taiwanese media designer Jonathan Lo and his company website, [jl design](#), I aimed to create a visually appealing interface that allows embedded videos, images, and articles to stand out and be easily identifiable. The overall design would exude a sense of cleanliness and comfort, avoiding an overwhelming array of colors and distractions.

By employing this monochromatic palette, the embedded media becomes the highlight, drawing the viewer's attention without any visual clutter. The deliberate use of minimal colors also promotes a sense of elegance and sophistication. Taking cues from [jl design](#), I wanted to incorporate similar principles into my own wireframe.

One aspect that particularly resonated with me was the interactivity of Jonathan Lo's website. Through various layouts and strategically placed links, users can navigate seamlessly to different pages, enhancing their overall experience. This interactive element not only adds depth to the website but also encourages engagement and exploration. It was this balance between simplicity and interactivity that I sought to replicate in my wireframe. However, as I delved deeper into the wireframe design process, I realized that achieving the exact level of sophistication requires advanced coding knowledge and an extensive library of materials. Recognizing the limitations of

my current coding skills and the scarcity of available content, I made some adjustments to my initial wireframe concept.

To simplify the interface while still maintaining a degree of interactivity, I decided to consolidate the four buttons initially planned into a single button, simply for the premiere of my video. Another alteration I made was to the sequence of the pages within the wireframe. In light of the revised design, I decided to prioritize the full-screen video as the second embedded page. This choice was made to capture the viewers' attention right from the start, immersing them in the visual narrative of the films.

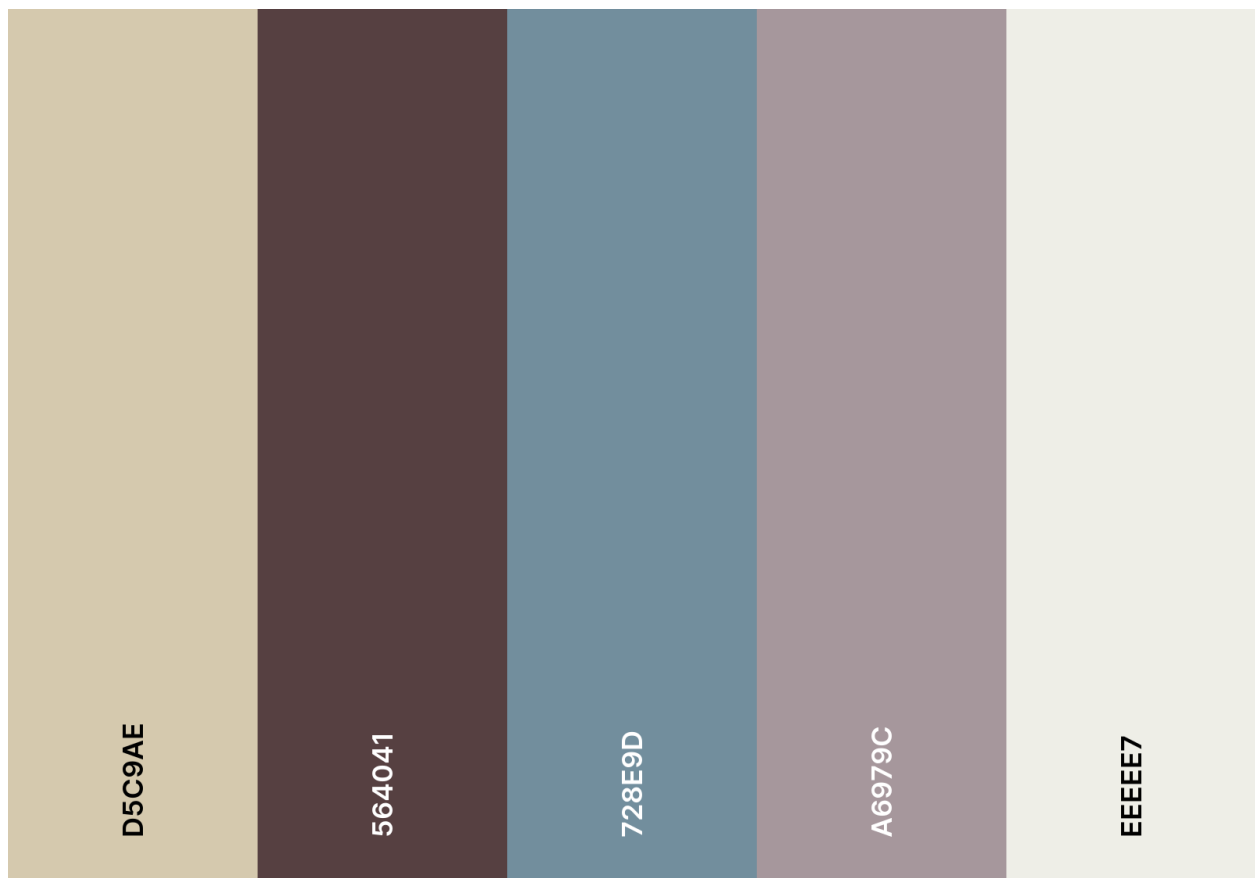


Figure 2.3

3. Reflection

Throughout this design process, I learned valuable lessons about the importance of adaptability and resourcefulness. While initially inspired by Jonathan Lo's jI design, I recognized the need to tailor my approach to fit my own skills and available materials. This flexibility enabled me to create a visually captivating and user-friendly interface that effectively showcased the films while incorporating interactive elements.

In retrospect, the journey of designing the wireframe was not merely about replication but rather about extracting inspiration and infusing it with my own creative vision. This process of adaptation and refinement was essential in ensuring a realistic and achievable design. It highlighted the significance of understanding and working within one's limitations while striving to deliver a meaningful and engaging experience for the audience. Undertaking this assignment as a coding beginner proved to be a transformative experience, as it compelled me to venture beyond my comfort zone and unlock my untapped potential. While the journey was undoubtedly challenging and at times stressful, the ultimate outcome proved to be immensely rewarding. Not only did I successfully navigate the obstacles of designing the wireframe, but I also emerged with newfound confidence in my coding abilities and enthusiasm for future design endeavors.

4. References

JI Design

W3schools

Youtube

- ▶ HTML Tutorial - Flowing text around an image
- ▶ How to link submit button to another page in html
- ▶ Learn CSS Position In 9 Minutes
- ▶ How To Add Video Background In Website Using HTML And CSS Step By ...