

Communication Labs

Summer 2023

Assignment 1

30MFF Premiere

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1. Introduction

This assignment is about premiering our 30MFF (30 Minute Film Festival) on a website. The 90 second short film is completed in 30 minutes with the use of mobiles and editing softwares. Through the website, the audience can get a grip of the idea and theme of the short film and interact with the interface.

My film is called “Before the Storm” , which documents the peaceful NYUAD campus before the hit of a thunderstorm. Parts of the footage shown in the film was captured on the night of the thunderstorm. The video aimed to create the contrast between two settings and reveal the unordinary part of Abu Dhabi to the audience.

2. Creating Process

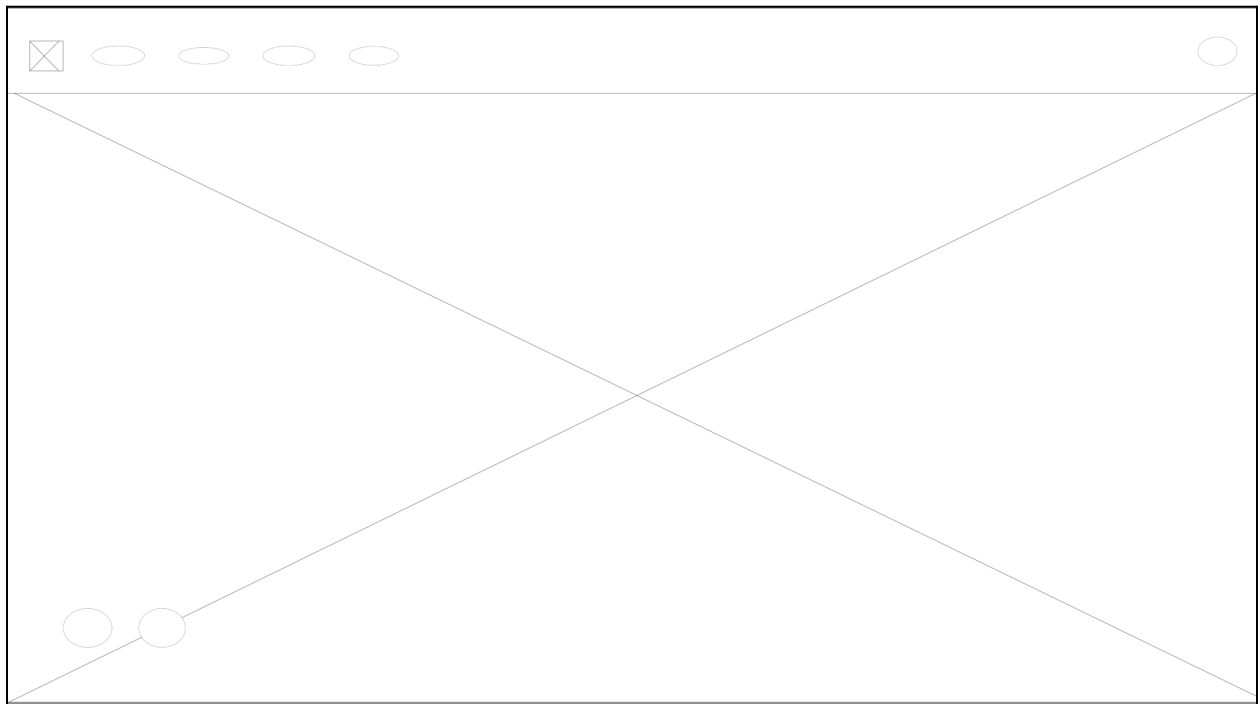


Figure 2.1

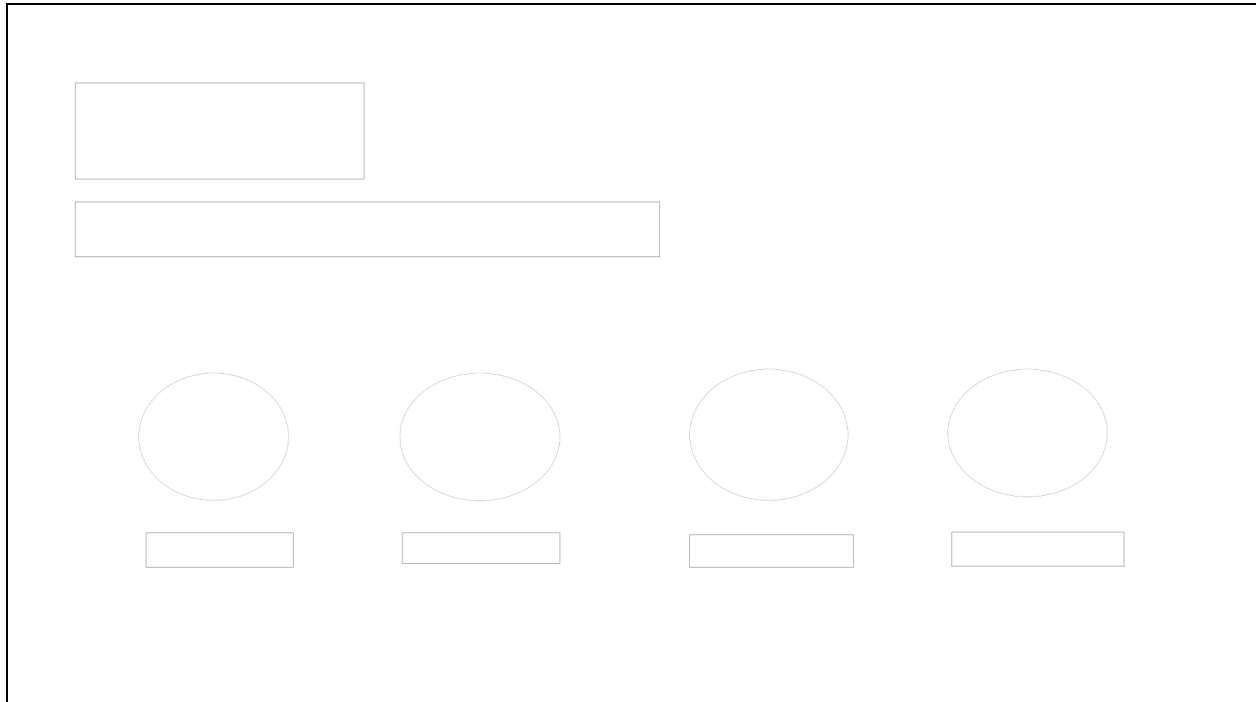


Figure 2.2

When designing the wireframe of the website, I was picturing something clean and minimalistic from a website that does not take away the attention of the film. I was inspired by a Taiwanese media designer Jonathan Lo and his company website, [jl design](#). With only black and white, the embedded videos, images, and articles stand out and are easier to identify and the interface looks overall clean and comfortable without too many colors. In addition, the design is very interactive with various layouts and links that navigate to different pages.

My wireframe was mainly inspired by jl design as I felt very comfortable engaging in his website. However, I realized that the initial design was too hard to achieve with my current level of coding knowledge, and I don't have that much material to show. Thus I changed the four buttons (figure 2.2) to only one, as i still hope to keep some interactivity. In addition, I swapped the sequence and kept the full screen video as the second embedded page.

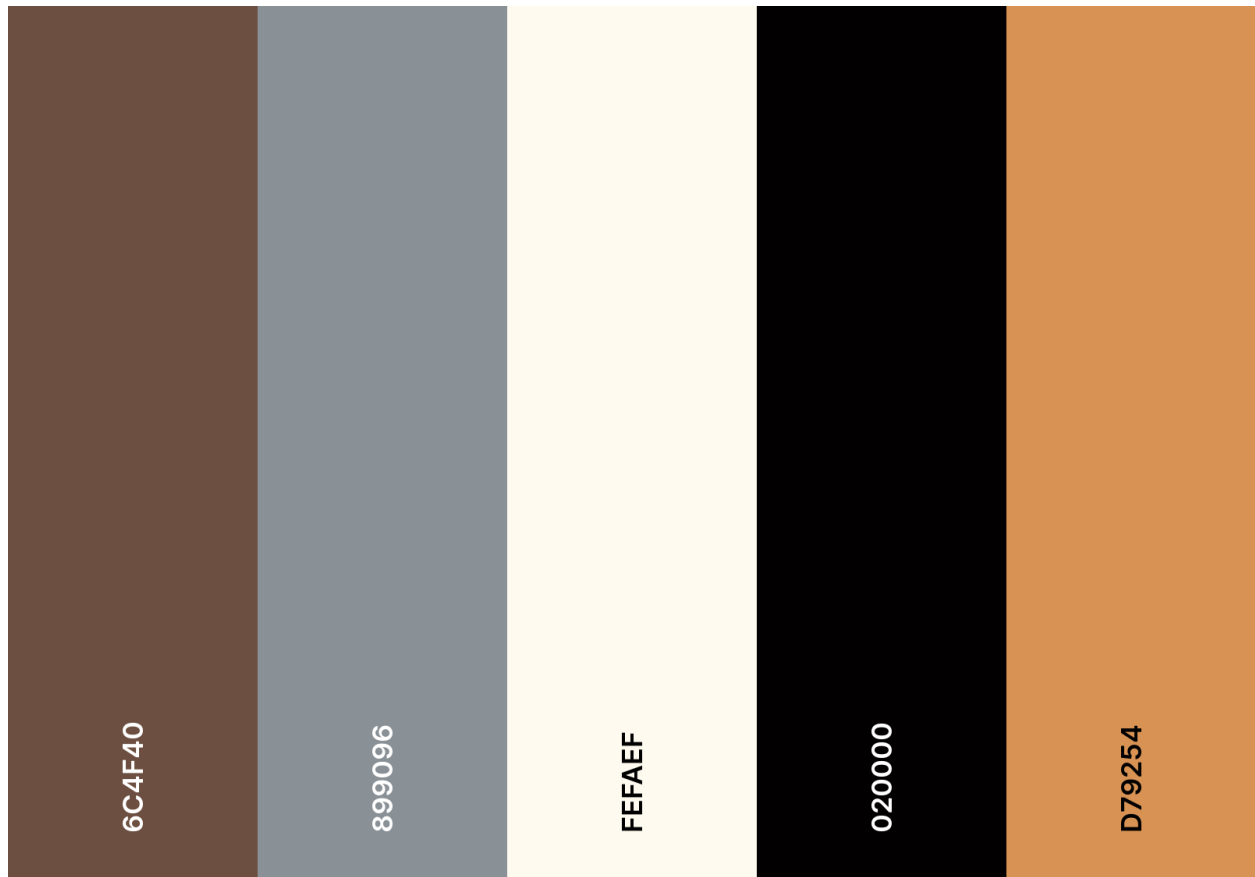


Figure 2.3

The color palette shows the color that appears on the website. They are mainly neural colors but with opposite tones to indicate the contrasting feeling. Black and white composed the main colors of the website, whereas brown and gray are colors that are largely shown in film. And I used the “hover” function in css to change text color to gray to signify the storm.

3. References

Jl 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](#)