

Universalscene

#FEELTHATSHIT

06.01.15

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#FEELTHATSHIT is a contemporary take on “window-shopping”. In this case the browser acts as the window with the site staying in continuous motion. The user is given 35 opportunities to purchase designs on shirts sold on the to.be platform.

#FEELTHATSHIT, the online experience is simple.
Some graphics are in the background and some in the foreground. The graphics sometimes overlap and have a slight parallax to them. There will be ambient music playing in the background.

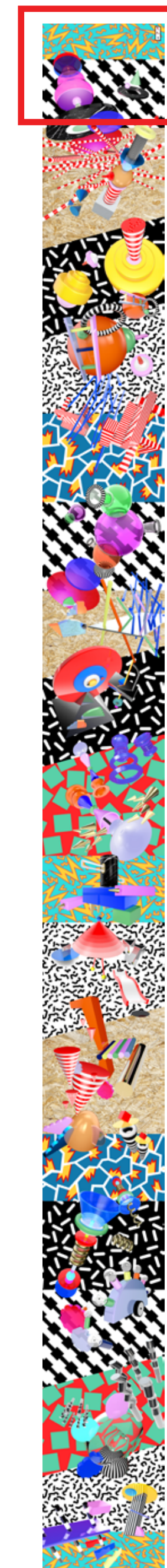
Examples of beautiful overlapping parallax:

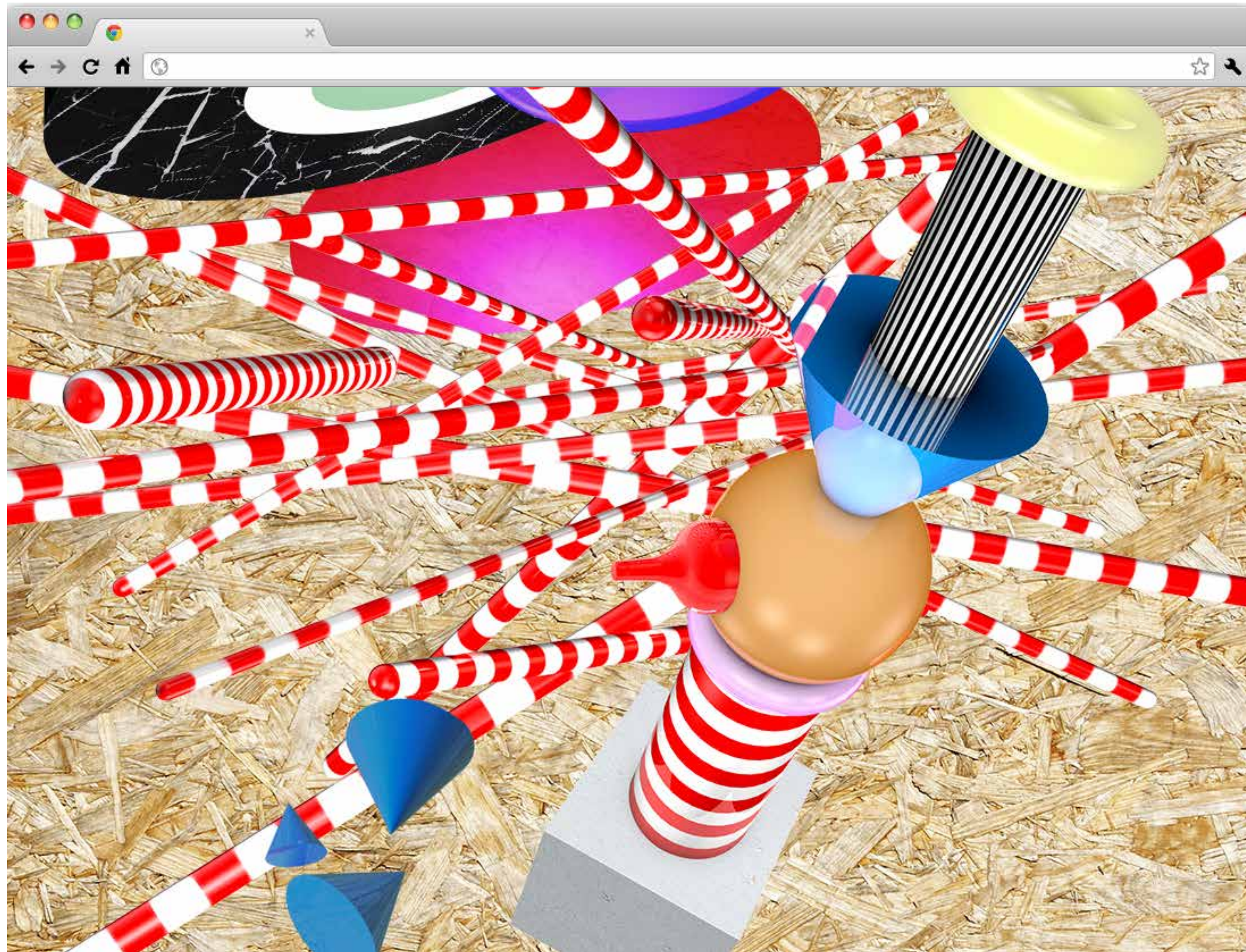
Pngs and gifs don't look good when they are resized.

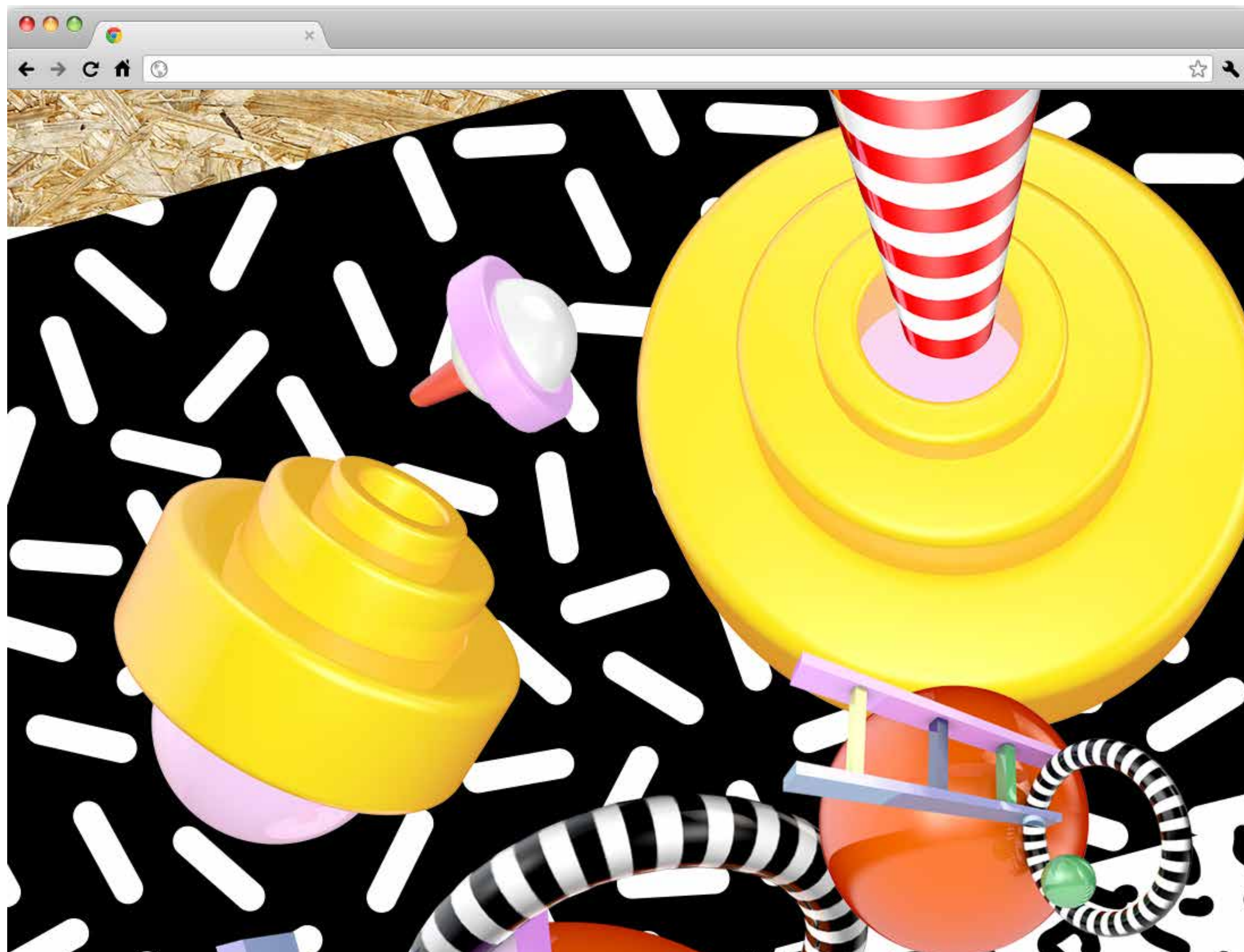
Consider the background resizeable.

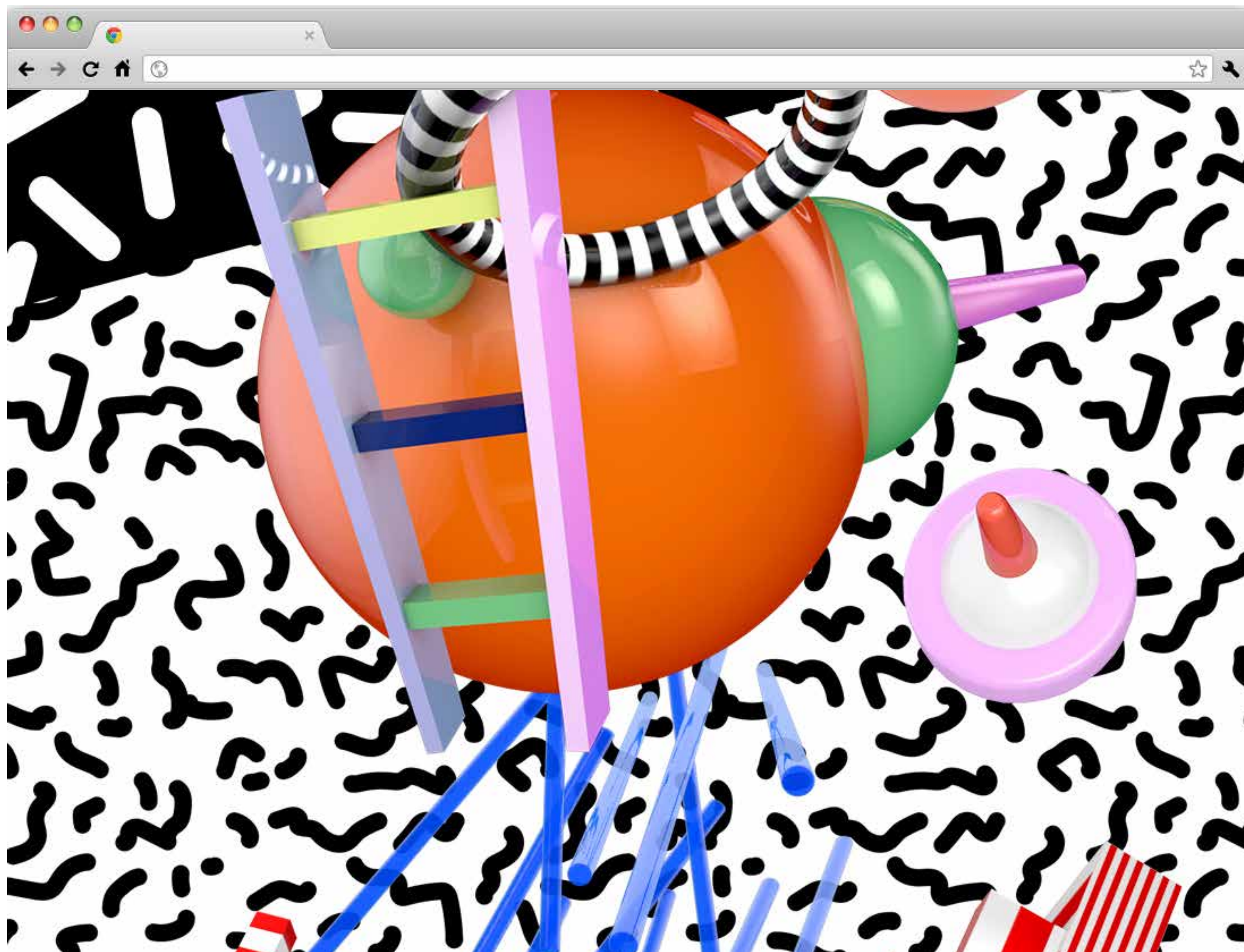
<http://stephd.biz/inferno/>

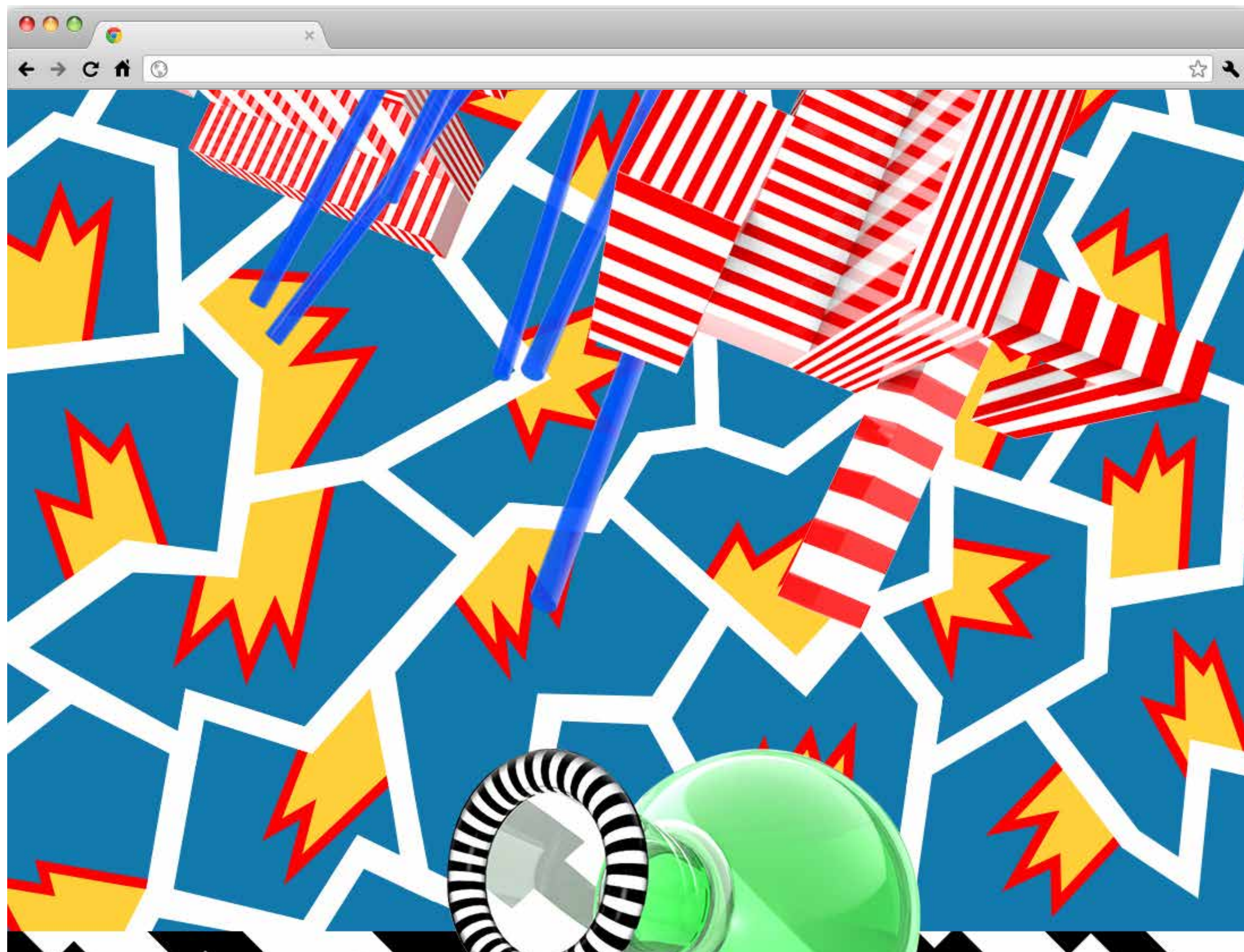
<http://stephd.biz/selfie/>



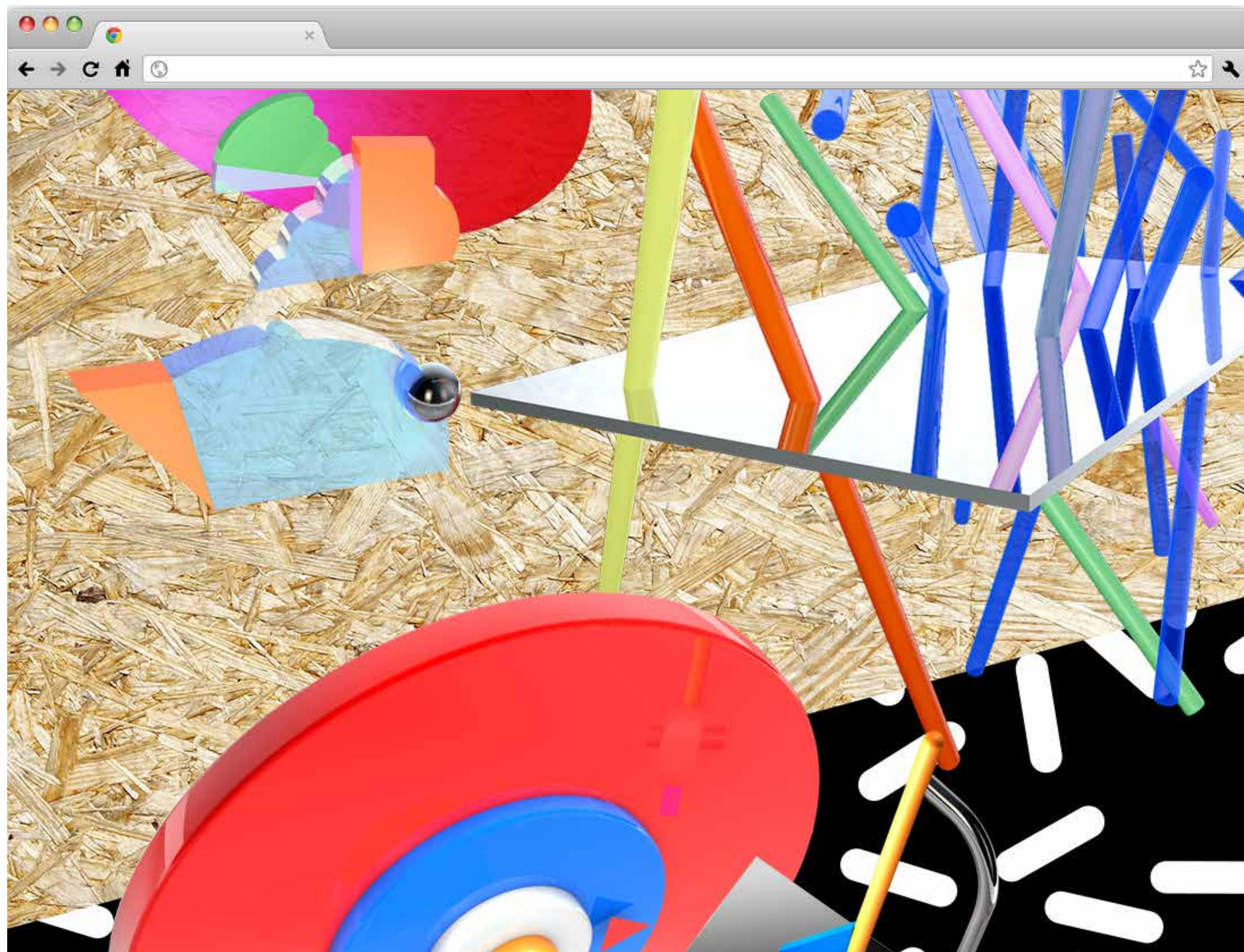


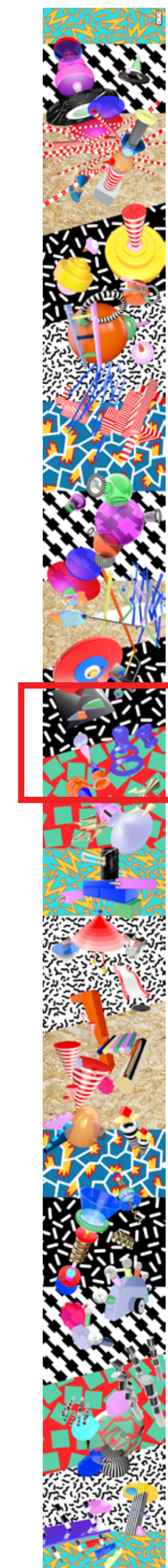








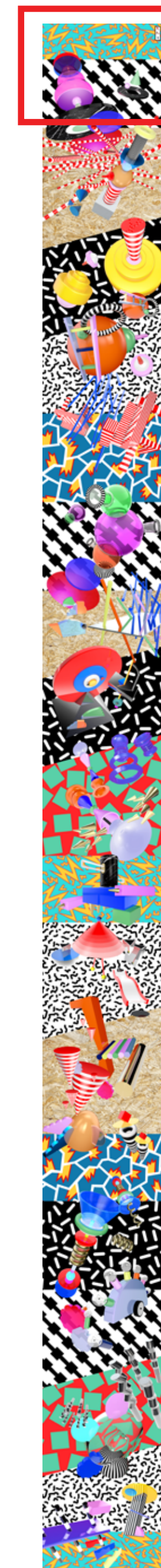
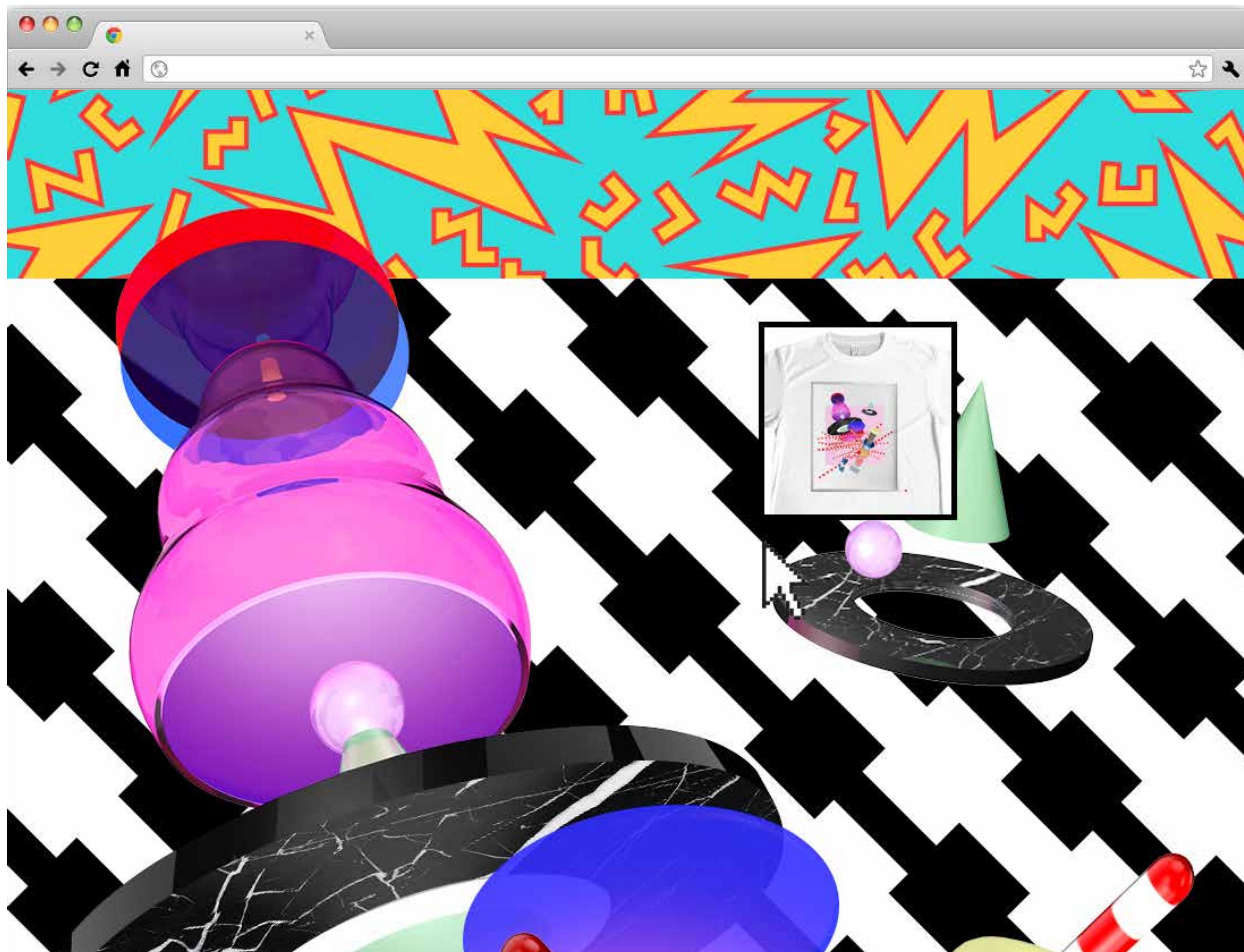




#FEELTHATSHIT graphics link out to a page on printalloverme.com. Even though the site is on auto scroll. The scrolling pauses when cursor is exploring. This is how a rollover looks like and all 35 tee shirts look like.

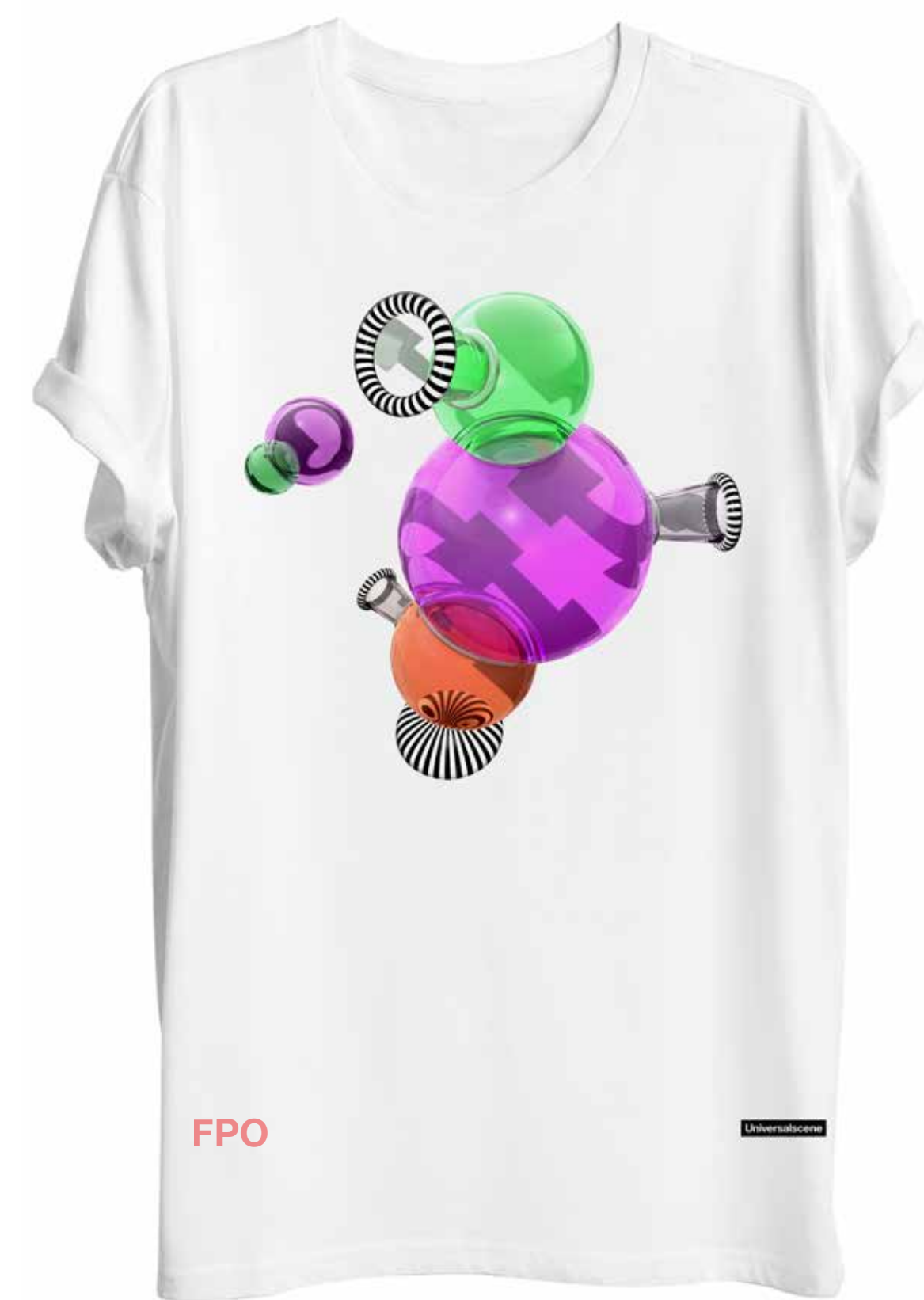
Example of rollover, :09 secs

<https://vimeo.com/113087642>











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#FEELTHATSHIT, the music.

Overview

Because Feel That Shit is the future of window shopping, we believe the music should feel like the future of mall muzack. The kind of soothing, hypnotic music you're used to hearing while shopping, taken to the next level.

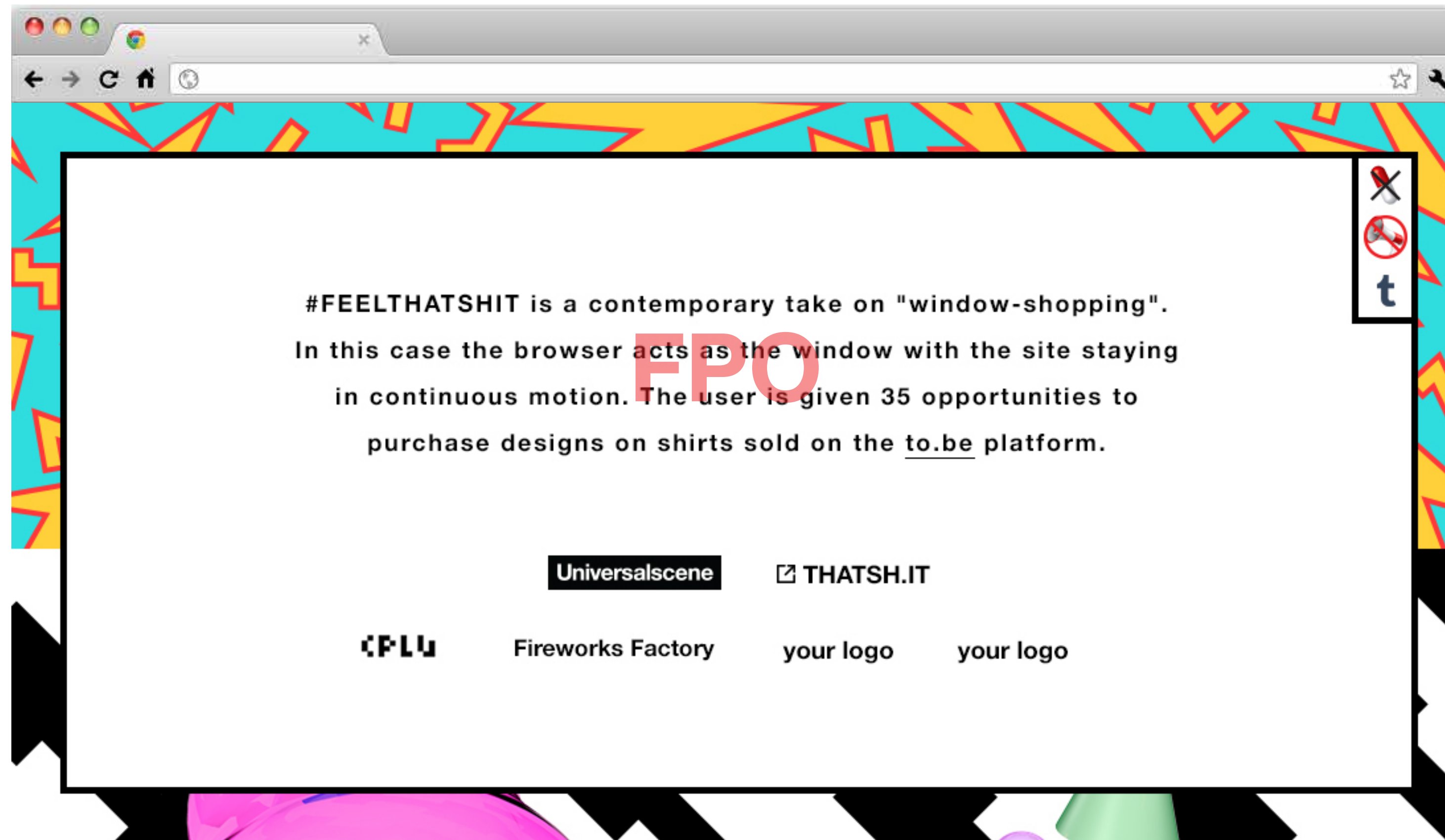
Our Approach

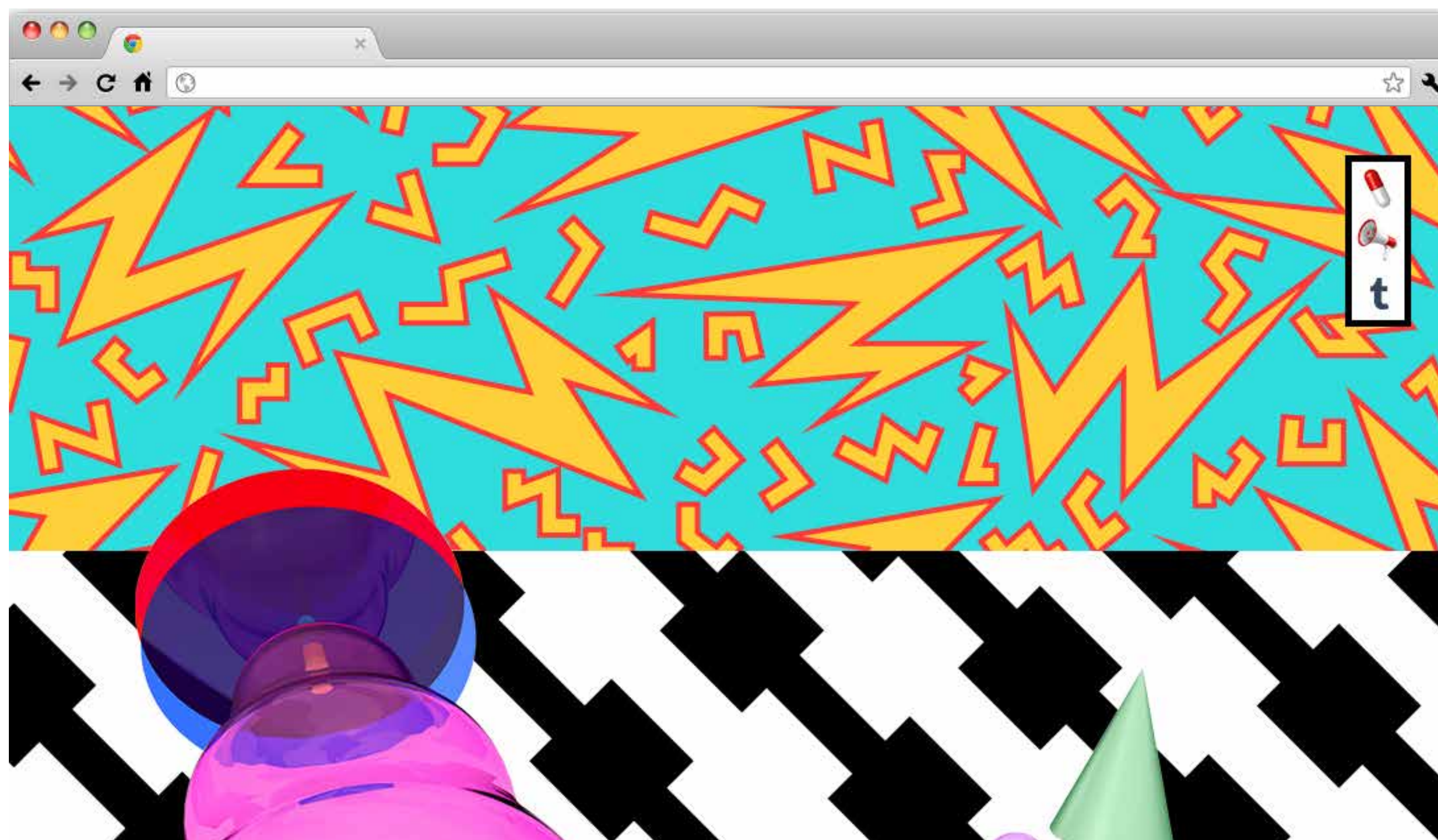
Overall, we want to create a compelling, mixed-media musical system comprised of both synthetic and analog sounds and samples.

Our aim is to create an ambient bed that loops throughout the experience.

Each graphic will play a unique sound on rollover.

#FEELTHATSHIT, the about page.



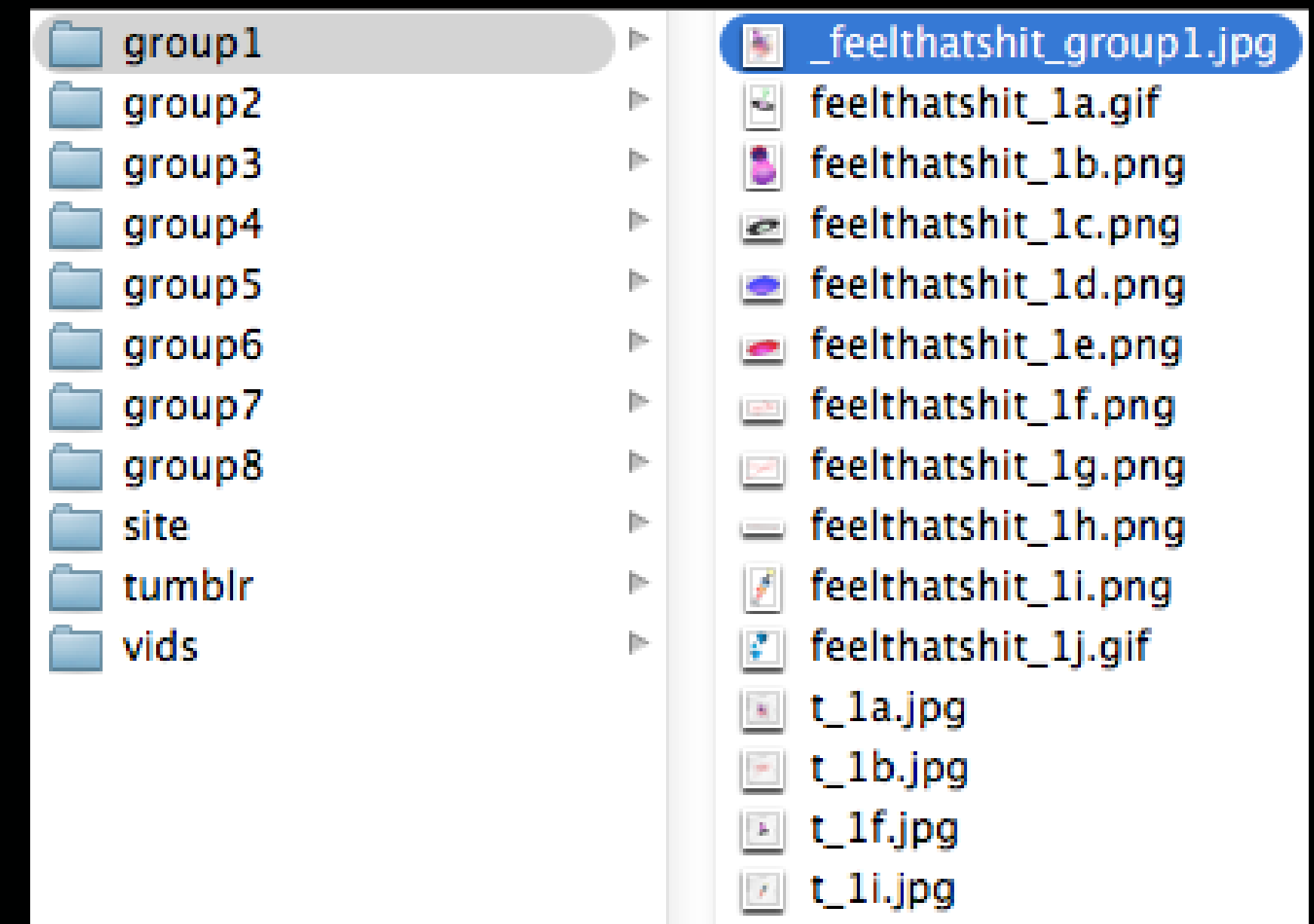


#FEELTHATSHIT, the assets folder structure.

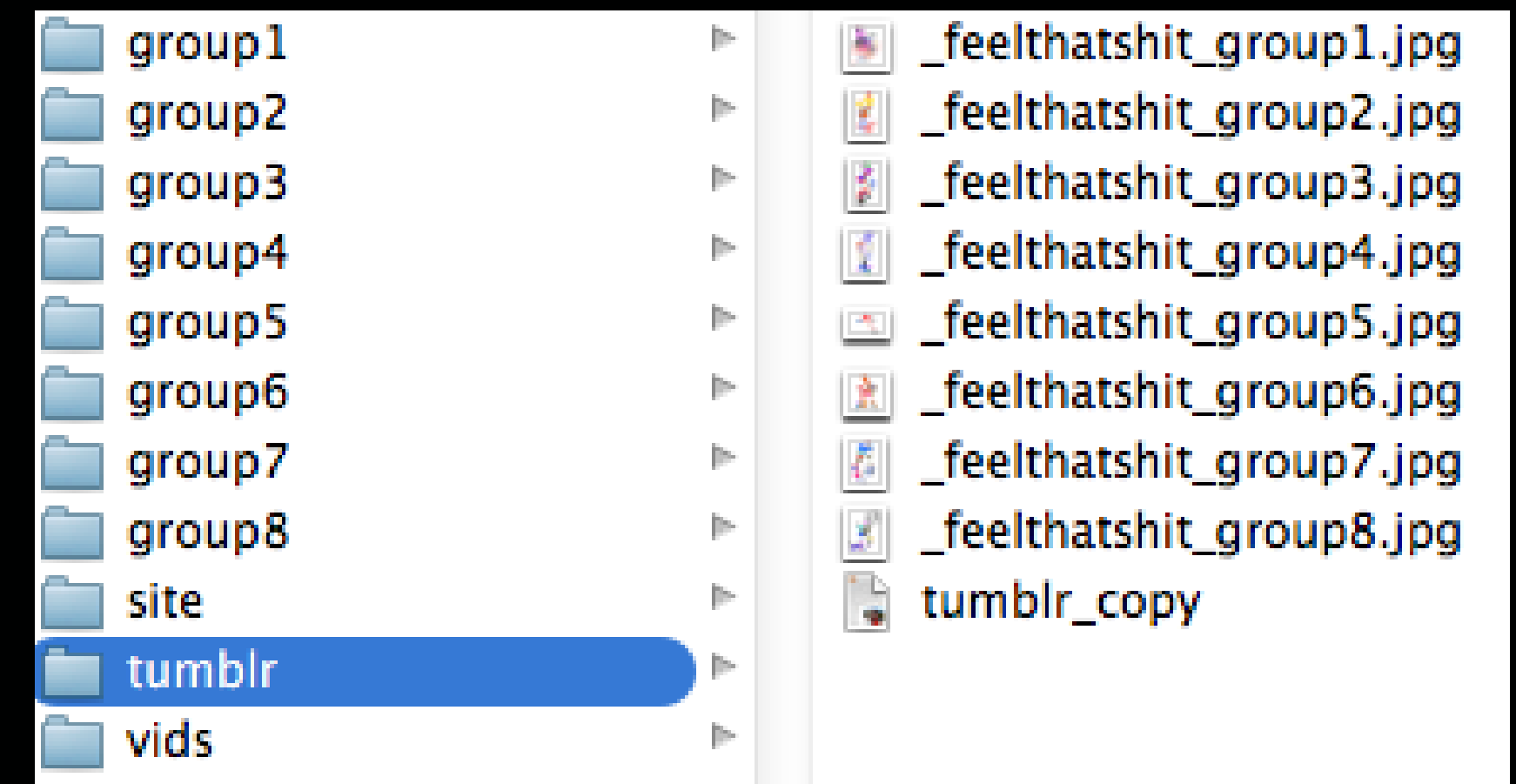
Dropbox:

**[https://www.dropbox.com/sh/2lnx0wd2fvbdw6d/
AAAAB5ZPt3WCXyW1-Z9dHITa?dl=0](https://www.dropbox.com/sh/2lnx0wd2fvbdw6d/AAAAB5ZPt3WCXyW1-Z9dHITa?dl=0)**

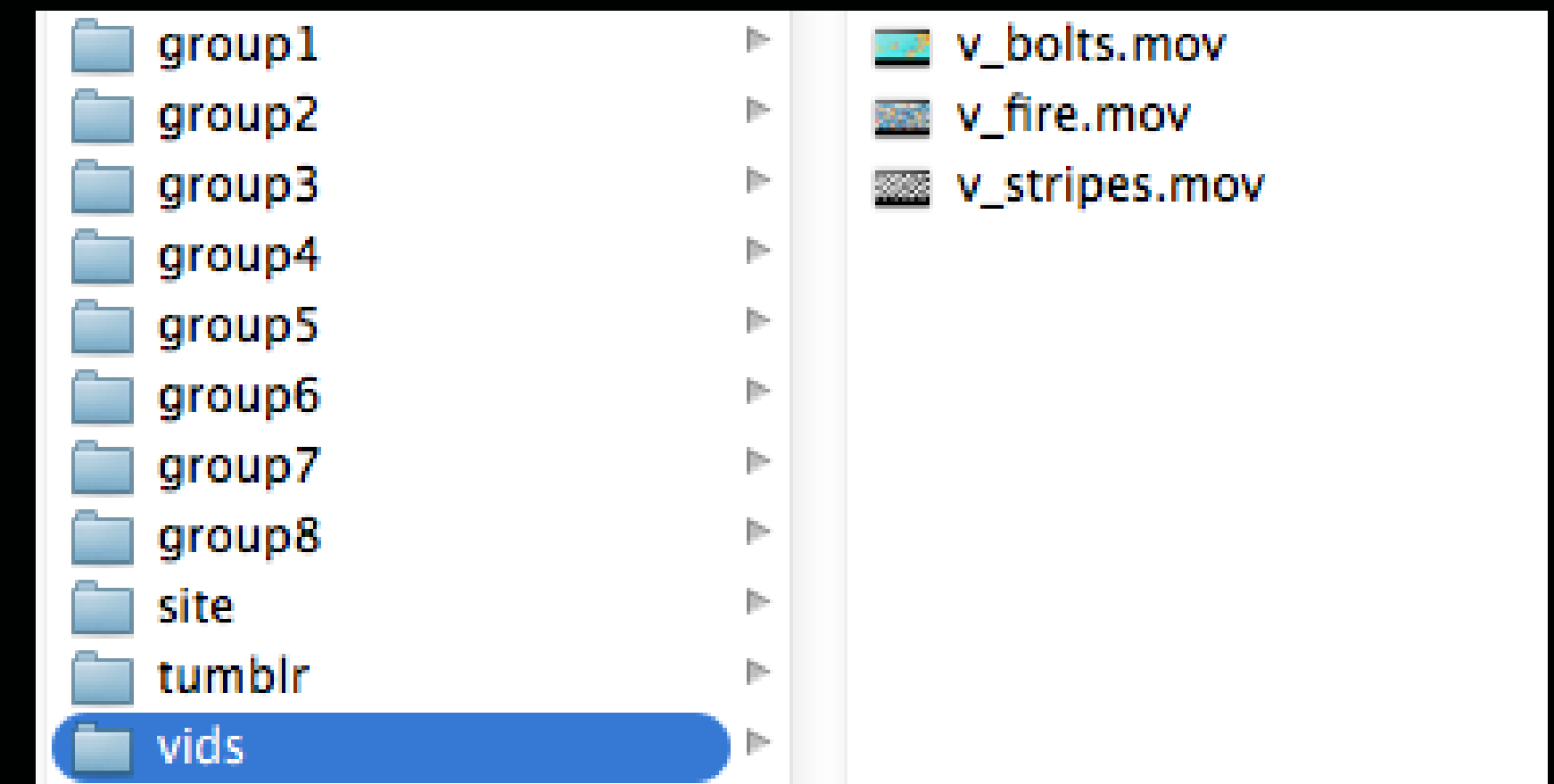
The website assets are broken down into 8 groups. Each group folder contains a jpg to be used as a guide for placements of the assets. t_1a.jpg is a thumbnail that corresponds with the pngs and gifs that also have 1a in the label. The music (not shown) will also be labeled like this.



Each group jpg is also duplicated in the tumblr folder. Tumblr will share the section of the site where you were left off. We're open to this. Let us know if there's a better way to share the different visuals.



These are background videos.



Thoughts:

We're open to hearing your thoughts.

Because the assets are big and heavy. How do you see this working on most computers? What's a fun loader? Do each section load one after another?

What's the mobile version? This could be simple.

Thankyou

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