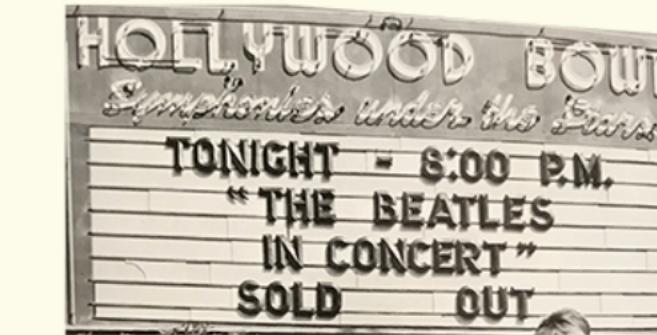
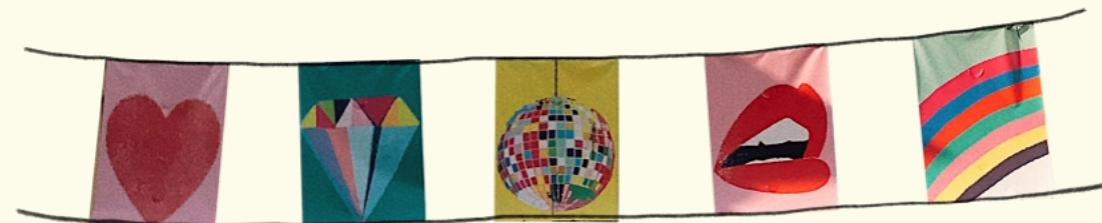
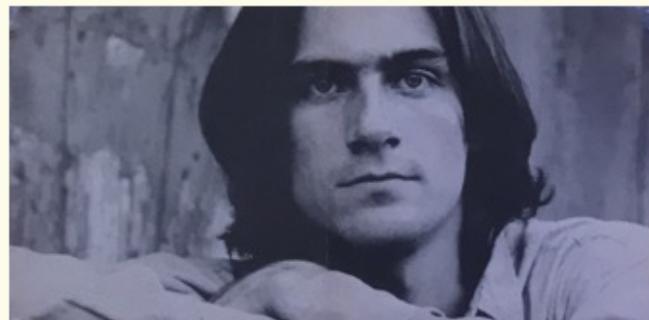


WHAT DEFINES YOUR GENERATION?



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OVERVIEW

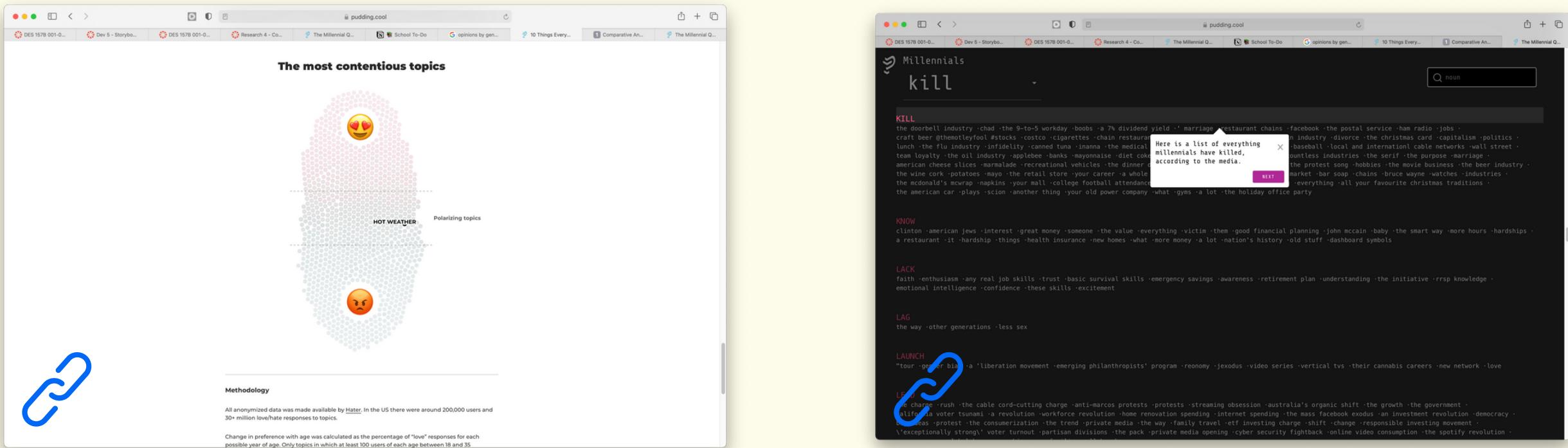
The goal of this project was to focus upon the idea of generations in a desktop website format. I wanted users to be able to interact with the site, rearranging images until they felt accurately represented through the visuals. I liked the idea of chaotically layered images paired with simple typography. It's a digital collage in a way, where users were able to select what they felt defined the generation they identified with.



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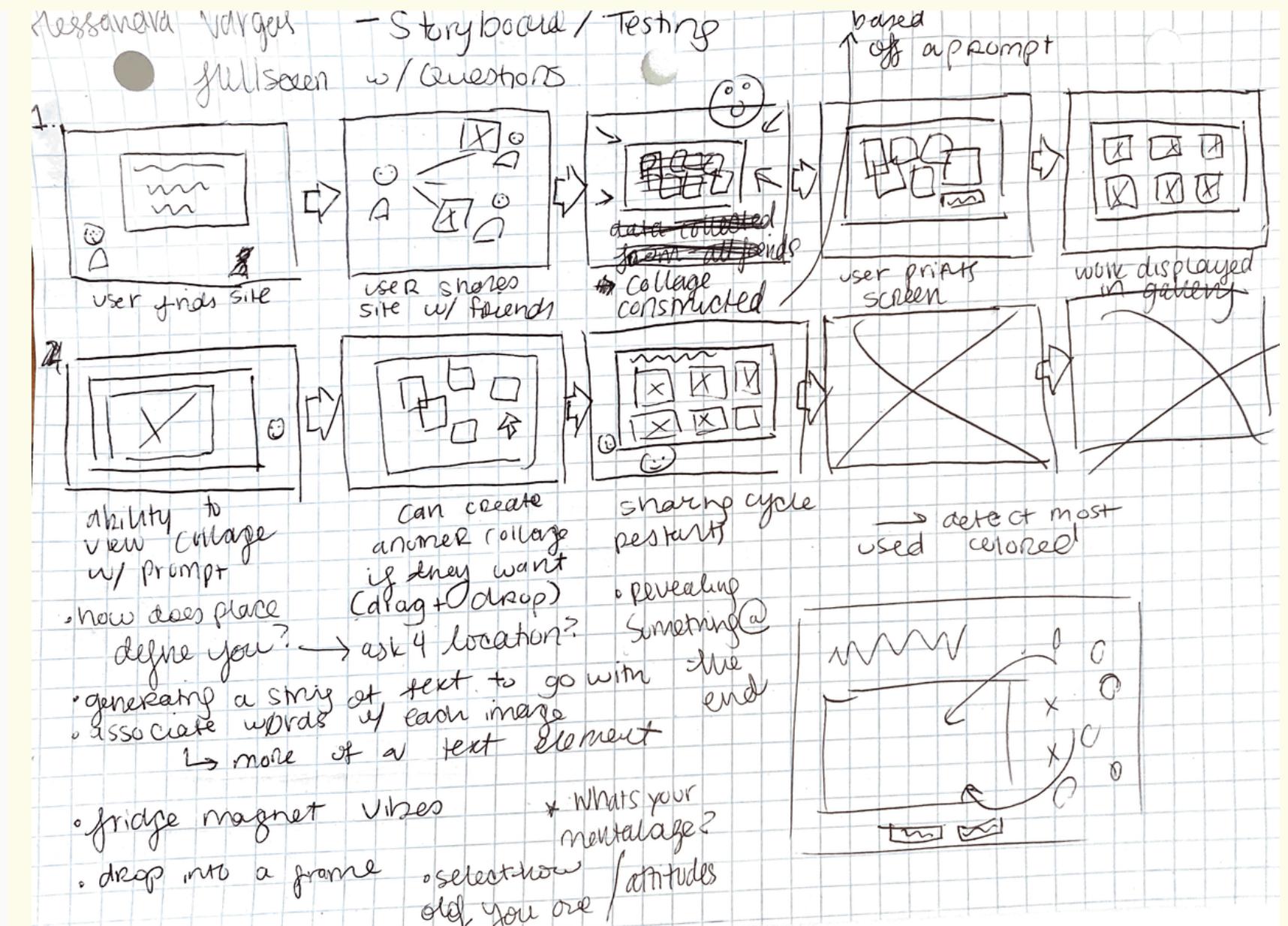
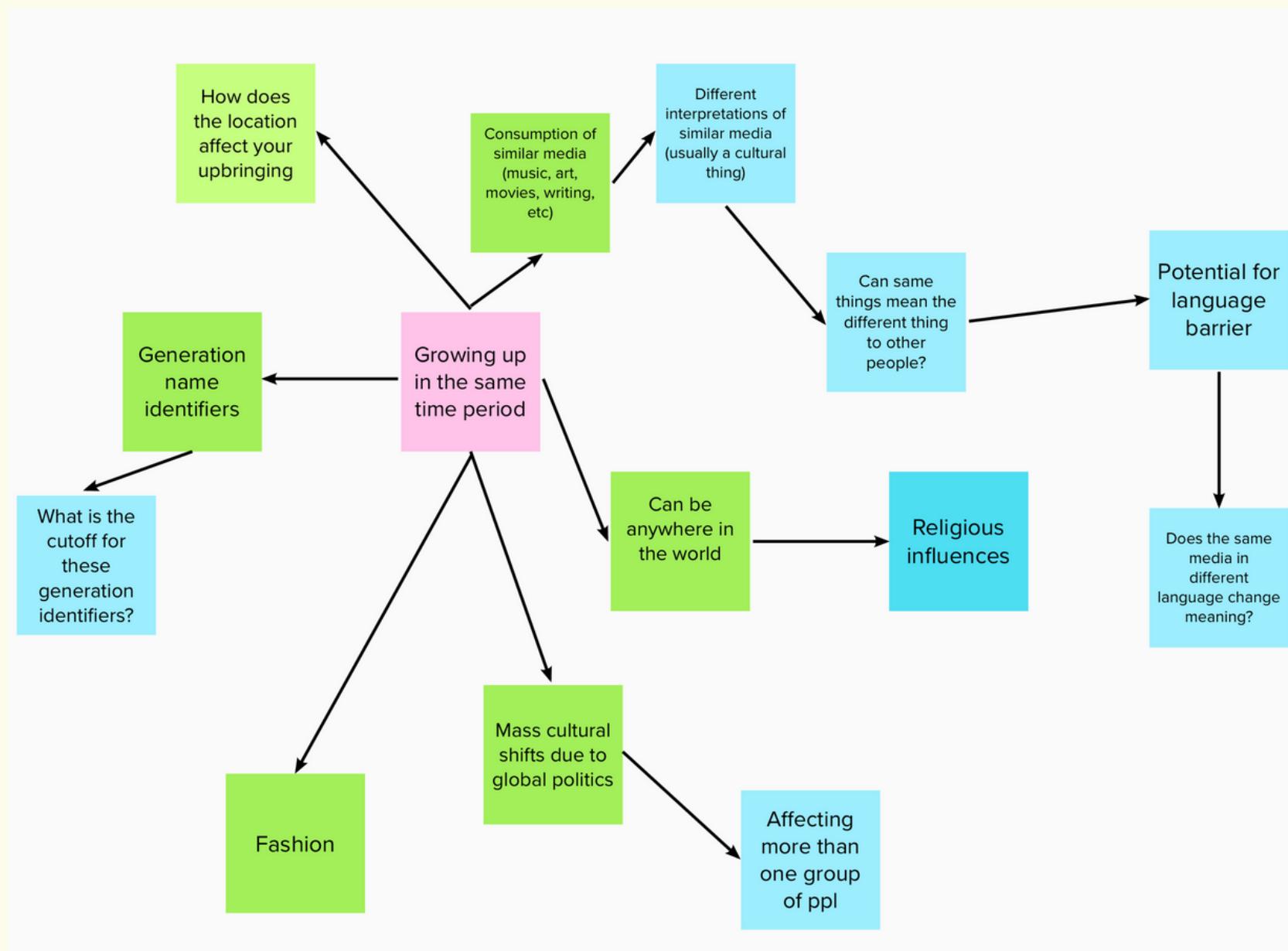
UX RESEARCH

I did quite a bit of comparative research prior to settling on my final idea. I know I wanted to focus on generational and potentially regional identity, so I found two pudding.cool visual essays that helped get the idea wheel spinning.



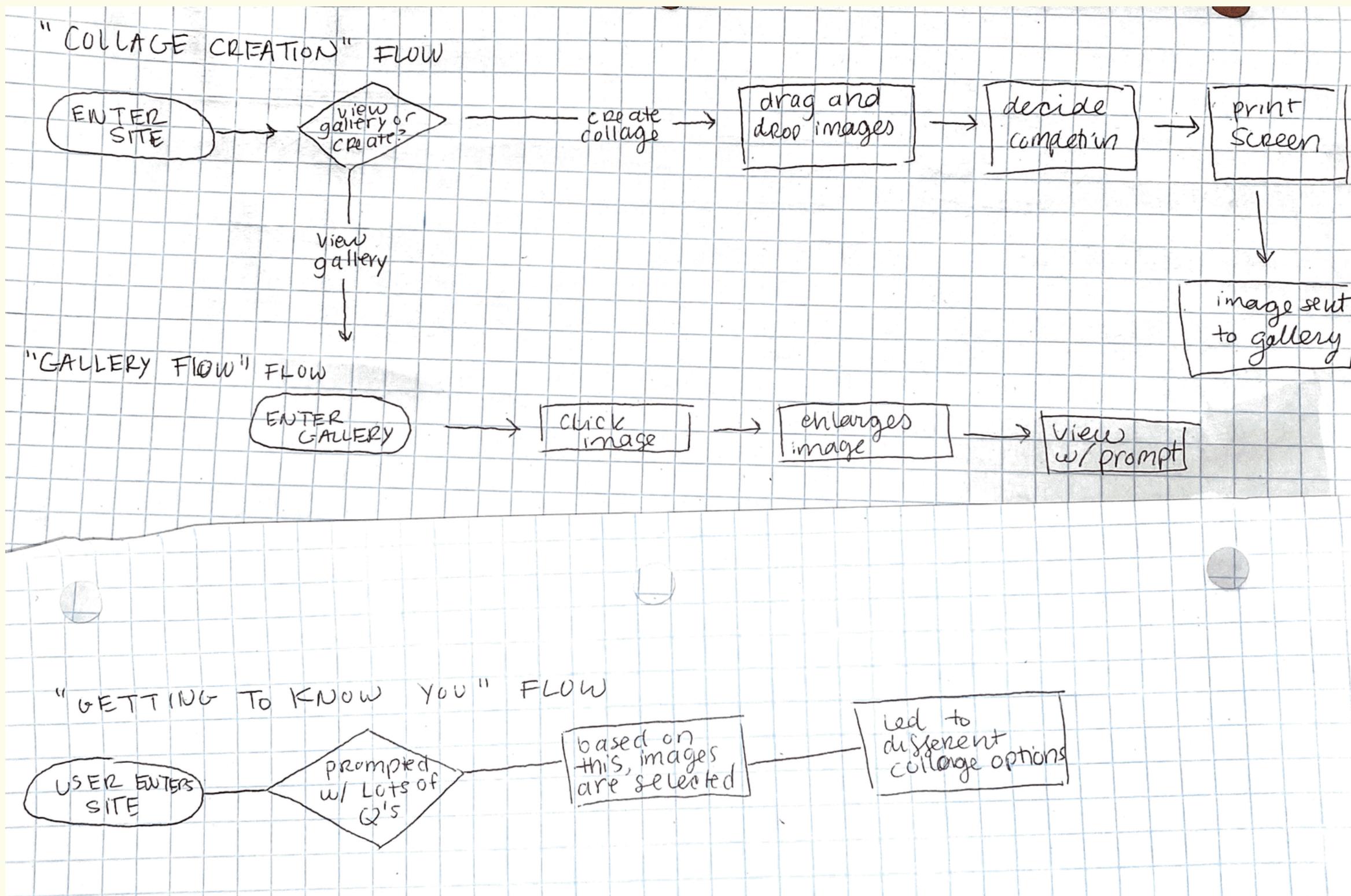
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FURTHER RESEARCH



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INITIAL FLOWS



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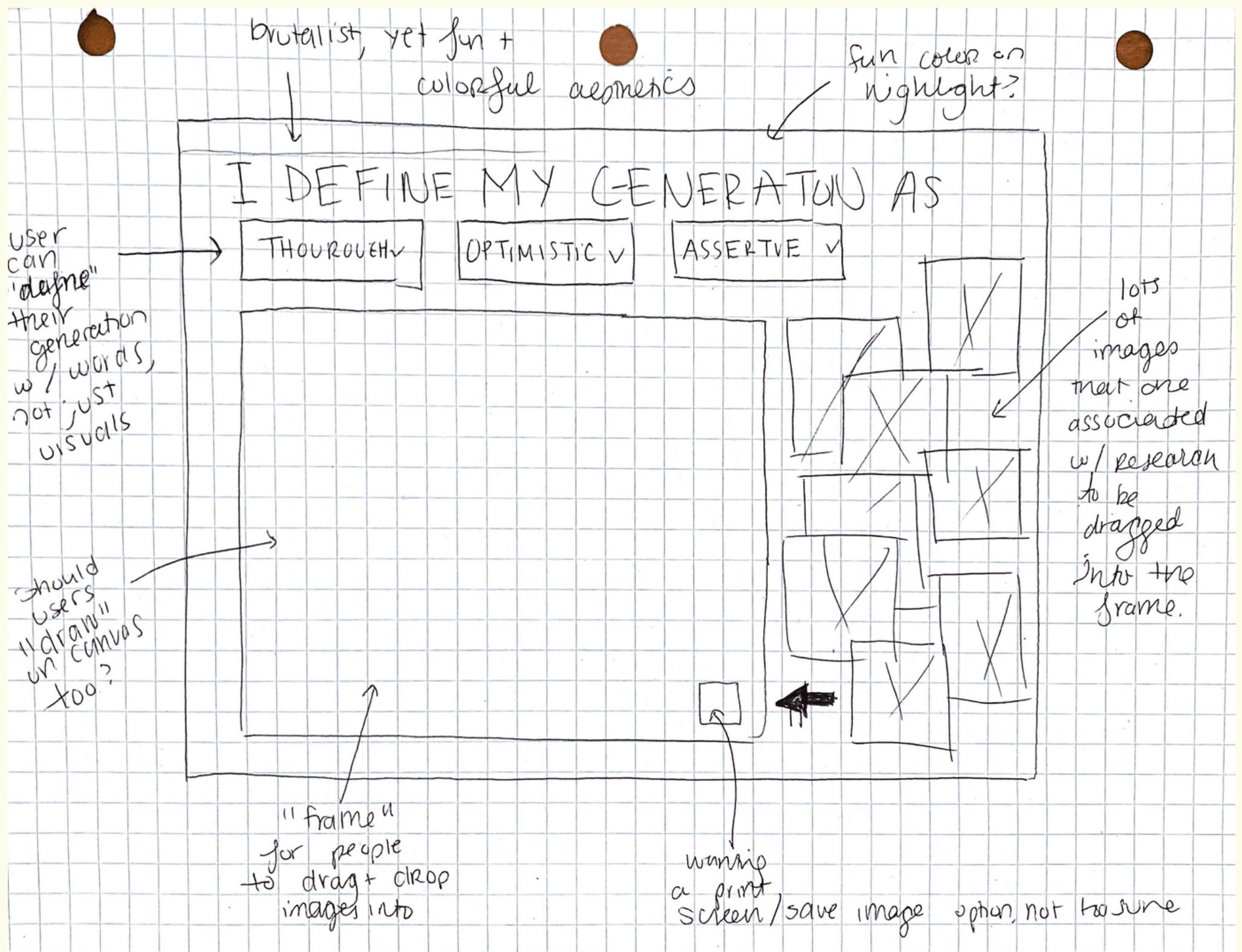
VISUAL DESIGN

I really appreciate the Brutalist design approach. I think it is modern, and jarring, which is something I am trying to achieve for this project. The usage of bolded sans-serifs, bright colors, and chaotically layered felt very aligned with my personal style as well. I felt as if the layered imagery would suggest the idea of movement and arrangement, hopefully encouraging users to "fix" things to their liking.



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INITIAL SKETCH



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V1

I DEFINE MY GENERATION AS

All images here will be drag and drop

elements to be dragged into this frame

Optimistic Cynical Multitasking

You can drag one element

350 x 150
Powered by HTML.COM

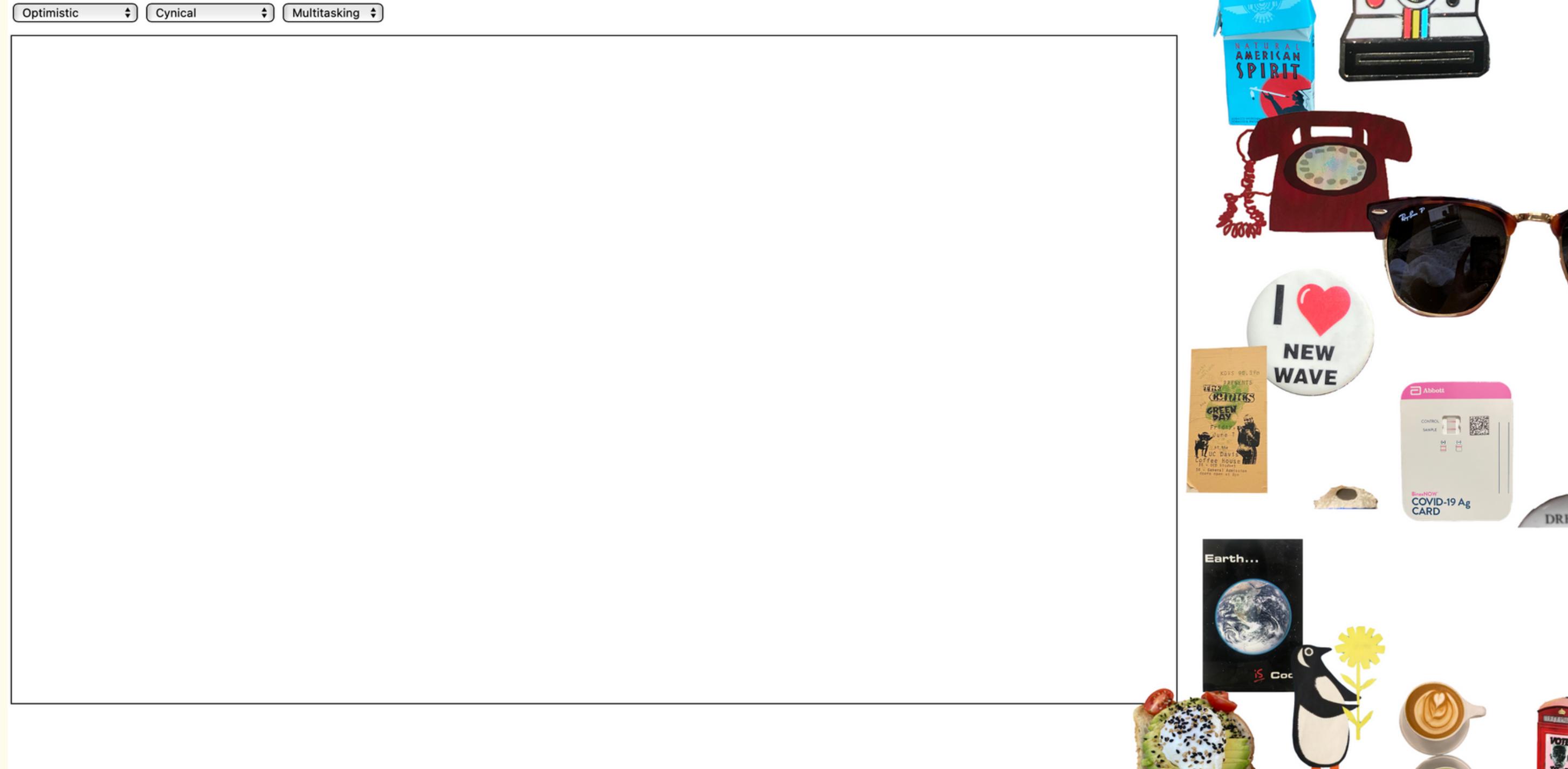
200 x 100
Powered by HTML.COM

350 x 65
Powered by HTML.COM

140 x 100

V2

I DEFINE MY GENERATION AS



Final

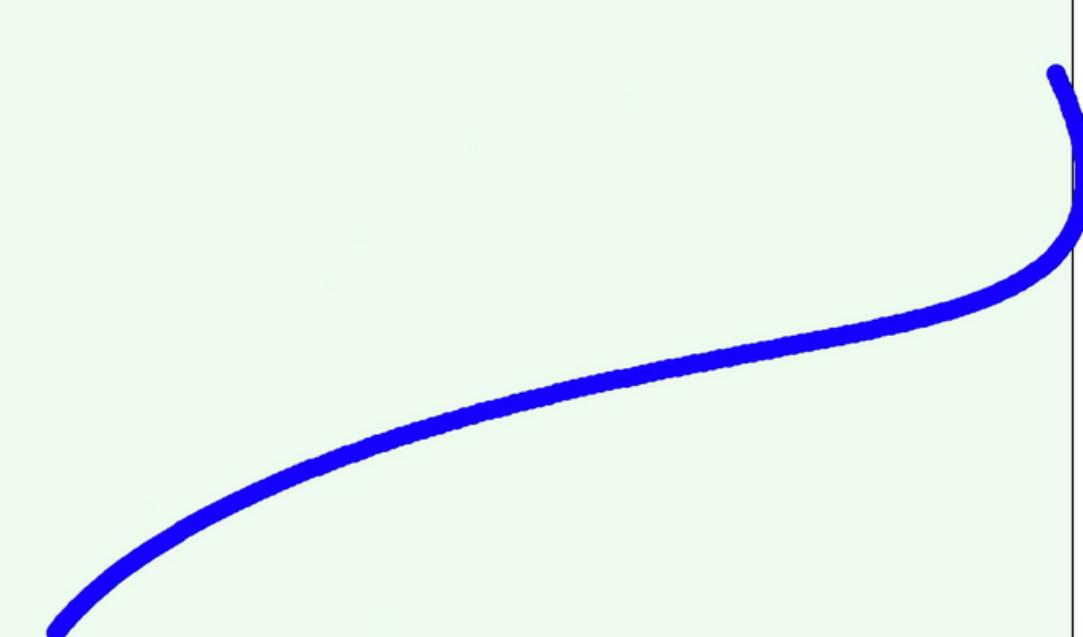
I DEFINE MY GENERATION AS

Assertive

Loyal

Honest

**ASSERTIVE
LOYAL
HONEST**

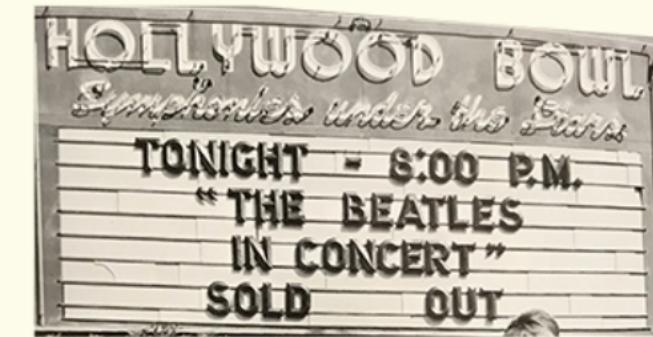
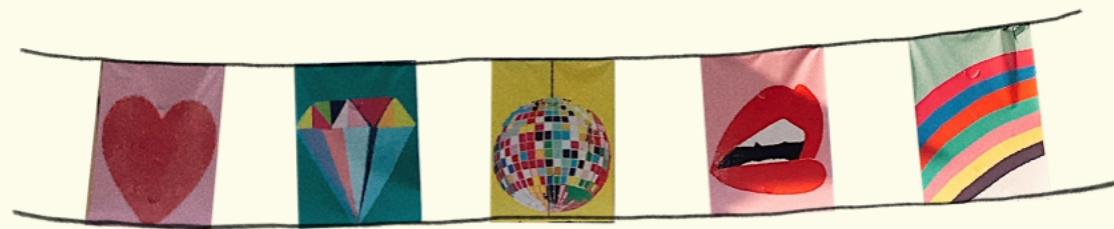
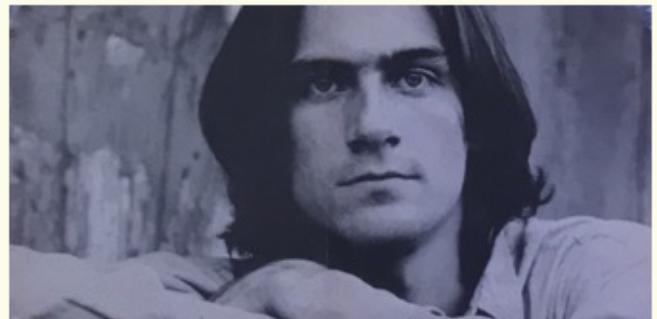


Take Screenshot

Collect your screenshots below



THANK YOU!



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