

PROJECT 2

GHOST INTERACTIVE GUIDE

BACKGROUND

For this project, I set out to design an interactive, single-scroll website that gave a beginners guide to my favorite band. Ghost is an eccentric band, and I wanted to showcase this while also remaining true to the aesthetics that have shaped their music and fan base. My goals with this website design were to create a pleasing, story-like scroll, and cohesive aesthetic that helps visitors feel immersed in the world of Ghost.

AUDIENCE

While researching about the band Ghost for my interactive website, I realized that many of the people I spoke to had never heard of them. Initially, I had planned to do my website on the extensive background of Ghost, but after learning that most people are new to the band, I pivoted my direction and began to design my website with newcomers in mind.

AUDIENCE

WELCOMING

Ghost can be considered a niche band, especially to people less familiar with rock/metal music. Because of this, I wanted my website to communicate to my intended audience that the content is meant for people new to Ghost, and eager to learn more.

CONCISE

Like most theatrical bands, Ghost has a lot of history and information to unpack. This can create an intimidating environment for new listeners, so I aimed to have my website be clear and concise with the history of Ghost, in order to make visitors feel comfortable entering the world of Ghost.

UNIQUE

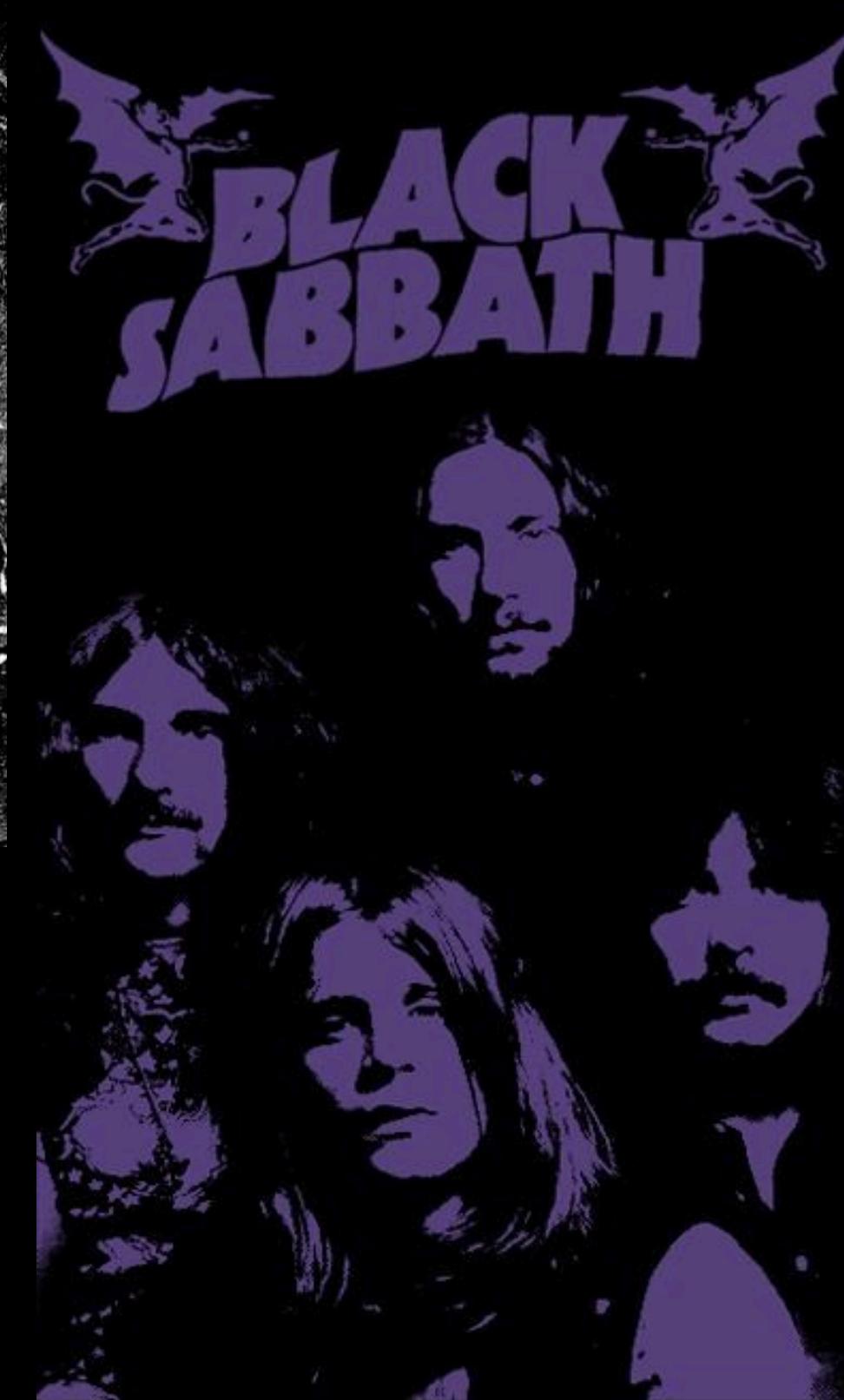
While I wanted to keep the information on my website less dense, I also wanted visitors to feel immersed in the aesthetics that are integral to Ghost's presence as a band, as such, the color palette, visuals, and smaller elements were important for creating a space that truly captured Ghost.

MOOD BOARD



Gothic

A SIMPLE GUIDE TO THE BEST BLACKLETTER & GOTHIC FONTS



GOALS

BEGINNER FRIENDLY

Similar to what was mentioned in the audience section, one of my goals for this website was to have a design that felt friendly and welcoming to people unfamiliar with the band, and looking to learn more in a safe environment.

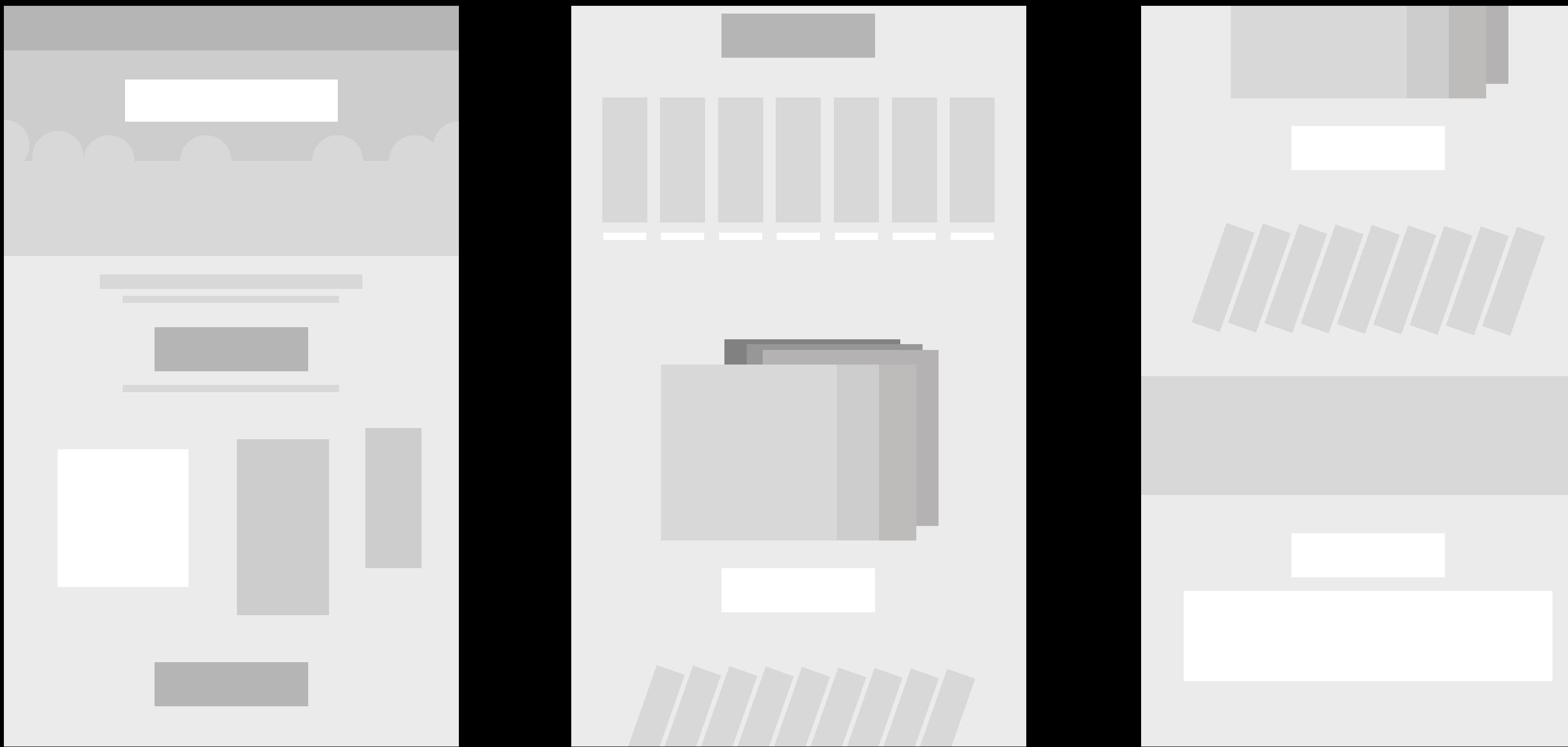
AESTHETICALLY ACCURATE

Another one of my goals for this website design was to have the aesthetics of Ghost be represented accurately through the design of my website. Since the content is meant to inform, it's important that the visuals do just as much work.

ORGANIZED

There is a lot of information to unpack when considering all of the history of a band. Because of this, I wanted my design to be organized and chronological. This also translates to a desire for organized code.

WIREFRAMES



USER TESTING

Through user testing, I was able to discover weak points in the design and coding of my website that were preventing me from communicating effectively with my desired audience. Several of the users I tested mentioned a confusing website structure, with some elements feeling out of order compared to the more chronological ones. I was also able to learn from the users I tested that my initial designs were not effective in communicating the overall aesthetic of the band.

PROTOTYPE

Following user testing, I created a semi-functional prototype which would be the foundation for my coded website. The prototype received positive feedback/minor tweaks during the second round of user testing, which allowed me to refine my design of the prototype over time. While I did have an appetite for some ambitious elements in my prototype that I did not have the bandwidth/experience to include in my final design, I believe that it still represents the overall design and function of my coded website.

[PROJECT 2 PROTOTYPE LINK](#)

PROTOTYPE

GHOST [BACK TO TOP](#)

WHAT IS GHOST?

Ghost is a Swedish rock/metal band known for their subversive nature and theatrical performances. They were formed in 2006, by a man named Tobias Forge and his former band mate, Gustaf Lindström.

The bands striking imagery stemmed from a love of horror movies and a desire to reference the origins of Scandinavian metal. They're often recognized by their popularized song, 'Mary On a Cross'.

OUTCOME

My final, coded website design takes into account the intended audience, beginner listeners of Ghost, and provides them with an immersive experience showcasing the history and details of the band. While it does have a more simple design in comparison to my Figma prototype, it succeeds in showcasing the unique nature and playful history of Ghost while maintaining a consistent visual language that invites users to feel as though they are a part of the band.

[FINAL WEBSITE LINK](#)

FINAL DESIGN



CHALLENGES

There were a number of different aspects of this project that provided me with challenges. While I enjoyed learning about coding and research, it had moments where it most definitely felt like a steep learning curve. Throughout this project I had to adapt to new challenges and confusing elements of coding, and I will admit that with every new success, there were two things that went wrong. My biggest challenge was by far responsive design. As someone who has some limited previous knowledge of html/css coding, responsive design and media queries have been my biggest challenge, since I have had a hard time wrapping my head around how they work in the past, and this project was no different. I am happy that I have gained knowledge about responsive design and will be able to practice and strengthen this skill following this project.

REFLECTION

This project was a challenging one, and I am confident in saying that many of my peers would likely agree with me. However, I am incredibly happy and satisfied with the amount of learning I have done in a short amount of time in order to complete this website design. The skills I have accumulated will help me down the road in creating my own portfolio website and working in the design field. The world of digital design is very vast, and while I feel as though I have only skimmed the surface of the skill set needed to create high quality digital design, I am confident that what I have learned from completing this project will help me to improve my work as a designer in the future.

THANK YOU!