

Style Guide

Charlotte's Portfolio Website

Home Page

The home page of the website has large overview images of each project which also serve as links to each project page. The photos, as well as their captions, are all clickable. The home page can also be accessed through the "Charlotte Lowis" type at the front of the header that is on every single page. Each image on the home page slightly lowers in opacity when in hover state, to imply that they are clickable as opposed to static images featured on every other page.

Project Pages

Each project page includes the title, class, dates, and description of each piece of work. These pages also display images of the final work. Some project pages also include links to process pages, which go into detail about the development of the project through the timeframe of the assignment. Pictures of the process are also displayed by the side of the text.

Caption

Process Pages

Although there are only two projects with process pages included, each process page contains more information compared to the others. There are two columns in each process page, the left including all text about the development of the project and the right including images taken throughout the process.

Layout

The layout for each page is pretty much the same, the header is shown at the top, with the page title displayed just below and left-aligned. Below the title, class and dates are displayed, and if the project pages has a process page, the link is shown to the right side of the screen in this area. Large images of the projects are displayed in the center of these pages, followed by subtitles, and a description of the project.

Header

The header, which serves as the overview navigation, is displayed on every page of the site.

The header has a background color of pink at 9%. It also features type in the Navy blue color. All type in the header serves as links to other pages within the site. When these links are in the hover state they change to the pink color at 100%. The header has a horizontal rule up top and all the type is vertically centered and spaced to roughly the side frames of the screen.

Footer

The footer serves as a hub for contact information throughout the multiple pages of the website. All the text in the footer is Kantumruy Pro at 18px. The footer does not have its own background color, but it does have navy blue text.

Headings

H1

Kantumruy Pro, weight 200, 64px, navy blue

H2

Kantumruy Pro, weight 400, 42px, navy blue

H2

Kantumruy Pro, weight 400, 25px, navy blue

Typefaces

Throughout the website, two typefaces are used:

Kantumruy Pro and Koulen

Koulen is only used for the name in the top left corner, which also acts as a link to the home page.

Kantumruy Pro is used for everything else, from headings to body text and captions. The body text is all 18px, while each caption is a bit bigger at 26px.

Colors

Navy blue

rgb (2, 0, 104)



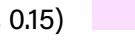
Pink 9% rgba

(230, 37, 255, 0.09)



Pink 15% rgba

(230, 37, 255, 0.15)

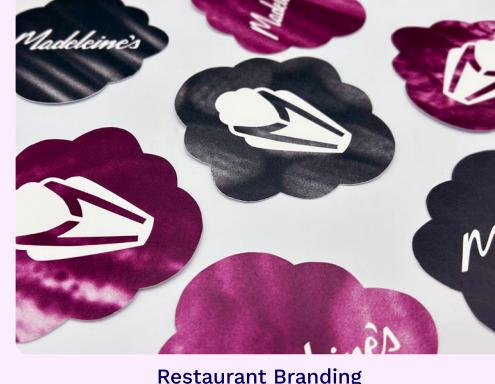


Pink 100% rgba

(230, 37, 255, 1)



CHARLOTTE LOWIS About Me Restaurant Branding Spotify Cleanse Sins & Virtues Data Visualization



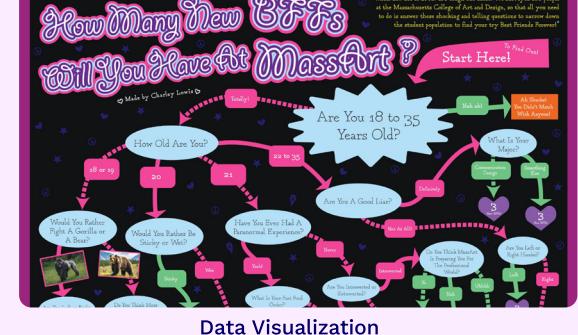
Restaurant Branding



Spotify Cleanse



Sins & Virtues



Data Visualization

Charlotte Lowis, 2024
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CHARLOTTE LOWIS About Me Restaurant Branding Spotify Cleanse Sins & Virtues Data Visualization

H1 → Spotify Cleanse

Class: Information Architecture with Fish McGill
September to October, 2024

To Process Work



H2 → Feature Video

In my final video, I used the prototype of my wireframes to show the flow of the app feature as well as used my user persona to give an example of when this feature might be used. I tried my best to implement Spotify's visual formatting by researching their own feature ads from YouTube, with this I got the idea of having a soft beat in the background of my audio, and to focus a lot of attention on the overlaid text of my video to drive the narrative and to point out the unique qualities my feature has. Through the course of the project, I got to immerse myself into Figma and learn more about the softwares structure and how to prototype and make components. I also learned a lot about Adobe Premiere Pro and how to edit visuals as well as audio to create a seamless video that would properly demonstrate my idea for the feature.

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Spotify Cleanse

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Back to Overview

H3

Week 1:
In the first week of Information Architecture, we paired up and started working on our first assignment, which was to create a small exhibition to do with sounds: either current, past, or potential. During the course of the week I met up with my partner, Lauren Ferreira, and we discussed possibilities for what the final project could look and sound like. We explored the possibilities of sounds of nature, school, and all the concerts we've been to. Finally, we decided to focus on sounds from our childhoods. I constructed the audio for the listening experience with Adobe Premiere Pro, taking audio from my own recordings as well as free use audios online Lauren and I decided to look for. Lauren created the poster for the visual experience of the exhibition and we were ready to present it.

Week 2:
For this project was a small listening station that aimed to allow listeners to hear sounds reminiscent of their childhoods. To create this, my partner Lauren Ferreira and I discussed sounds from our nostalgic past. We got a wide array of sounds from the childhood sounds of Missoula to the early 2000's sounds of Massachusetts. We also discussed our favorite pop-culture videos and games from the late 2000's to early 2010's, such as the Disney fast play introduction, Barbie, and the 12 Dancing Princesses, and of course, Wii Sports. With this collage of sounds, Lauren put together and illustrated a collage depicting the both of us as small children with the title of our installation, "The Sounds of Nostalgia". To set up our space, we used a children's pair of bluetooth headphones to listen through, and hung up the collage, as well as a placard for the exhibit and a bibliography of our sources.

