

# FLASHBACK

## STYLE GUIDE

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# DESIGN – METHODS OF EXPRESSION

## DESIGN GOALS

Create iconography and a site design that captures the decades of the 50s through 90s, in a way that children will understand and relate to.

## CAPTURING THE FEEL AND STYLE OF THE DECADES

- Fonts - using thick “groovy” styled fonts to mimic the majority of the given decade styles type/fonts
- Icons - combining the children’s style with retro imagery (such as an old tv as a bug)
- Colours - use of both flashy, bright colors and more retro feel colors to capture all the decades’ styles
- Layout - thick borders and lots of spacing to capture the feel of the decades

## INCORPORATING A CHILD BASED LOOK AND STYLE

- Fonts - using thick fonts and large fonts sizes, allowing children to be able to read the text more easily
- Icons - children guided icons, such as animals, so the children can relate to an animal to that particular link
- Colours - use of both flashy, bright colors and more retro feel colors to capture the children’s attention
- Layout - lots of spacing to make the visual appearance user and child friendly with larger margins and space

# IMAGERY 1 – METHODS OF EXPRESSION

## SHAPE & ICONOGRAPHY – KIDS MAIN ICONS

The 3 main iconography images for the Kids Icons for Movies, Television, and Music, all were inspired and designed in keeping children imagery and the decades in mind. In order to express both icons that are easy for children to understand and reflect the decades, I used 3 different animal cartoons for the children to relate to, and created these by taking decade related technology for each of the categories, and made them into an animal.



### MOVIES

The iconography design for the movies icon was inspired by both the look of the action clapper and film from a film reel. The face shape of the bird has the film reel look, with stripes along the top and bottom of the bird's face, used as fur, and the feathers sticking out from the top of the bird's head brings together the look of the film clapper.



### T.V.

The iconography design for the television icon was inspired by both the look of an old fashion box television that had intennas. I drew out the shape of the television and then the intennas gave me the idea of trasforming the tv into a cartoon bug for this animal children's iconography.



### MUSIC

The iconography design for the music icon was inspired by the look of a boom box. I drew out the shape of the boom box, and then got the idea to morph it into a frog for this children's animal iconography. The speakers became the cheeks and the middle and top of the box I turned into his face.



In addition to the 3 main category icons, another main icon is the favourites icon, used in the site where the user would be able to see and choose from their saved favourites. The heart is a cartoon heart, relatable to love and valentines for the kids.

## IMAGERY 2 – METHODS OF EXPRESSION

### SHAPE AND ICONOGRAPHY – KIDS ADDITIONAL ICONS

The main icons of the site are animals, and I wanted to keep that imagery separate from the rest of the site, so it doesn't get too confusing with too many different animals for things. The additional kids categories icons, such as the movie genre choice icons listed below, are more relatable than the cartoon main category animals, but still relatable with a cartoony feel.

#### MOVIES – GENRE CATEGORY ICONS



**FUNNY**



**ADVENTURE**



**SPORTS**



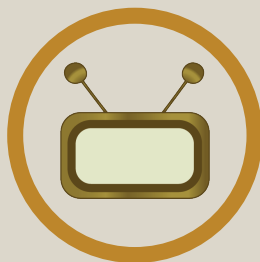
**EDUCATIONAL**



**SERIOUS**

### SHAPE & ICONOGRAPHY – GENREAL MAIN ICONS

For the general, main iconography for the movies, television, and music categories, I still wanted to incorporate flashback related items within my icons, as I incorporated with my kids icons for the main icons, but this time, have the icons more realistic and relatable looking to adults.



Movies = VHS

Television = Old Fashion TV

Music = Walkman

### ICONS – USE & CLEARSPACE

The icons within my site are all original, if using for promotional or professional purposes, please make sure to check with the creator before use. Personal uses for educational or non-professional purposes are permitted.

The icons within this site must have at least 8 pixels (0.2 centimeters) of clearspace around them if being used with text, 1.3 pixels (1.3 centimeters) of clearspace between that icon and another image or icon. Icons can be used against any solid-coloured background.

# COLOURS – METHODS OF EXPRESSION

## COLOUR SCHEME

#33497b	#bc852c	#5b7735	#a9476f	#6c3d98
#93b6c2	#efd66e	#a1bc7d	#ddd7cc	#c79cc8

## COLOUR USES & EXPRESSION

#33497b	#93b6c2	The Kids Icon for movies is coloured with these two shades of blue. The darker blue inspired by rubix cube and the lighter blue inspired by the ghost from packman. These colours are continued throughout the movies page through the text and background colours to keep consistency and relatabilty.
#bc852c	#efd66e	The Kids Icon for tv is coloured with these orange and yellow shades. The colours inspired by pacman, the old fashion tvs, and the feel of the 70s in relation to clothing and furniature. These colours are continued throughout the tv page through the text and background colours to keep consistency.
#5b7735	#a1bc7d	The Kids Icon for music is coloured with these colours. The colours inspired by the imagery of the frog icon I created. These colours are continued throughout the music page through the text and background colours to keep consistency and relatabilty.
#a9476f	#ddd7cc	The Kids Icon for favourites is coloured with this pink shade, the colour inspired by the imagery of the heart. The off-white colour is also a main site background accent where the content will be placed. The off-white colour gives it more of a flashback look, like an older paper colour.
#6c3d98	#c79cc8	These two purple shades are used as the main accent shades throughout the site, and as the background and text colours on the home page, header, and profile sections. The darker purple is taken from the company logo to create relatabilty to the brand, also used for borders and menu icons on all pages.

## COLOURS – ADDITIONAL USES

These colours above are also used within different iconography, graphics, and imagery throughout the site to keep some consistancy. The text and main background colours change depending on what page the user is on (blue for movies, orange for tv, and green for music).

## TYPOGRAPHY – METHODS OF EXPRESSION

### SPICY RICE

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

I used this font for my headings and buttons, for the thickness gave a nice contrast to the paragraph text, and the font's style captured the styles of that of the 60s - 80s through the bubble letters and their outlines. As well, the space within the letters allows for a more fun, legible, and kid-appealing look.

### LATO-BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

I used this font for the paragraphs, for this font was still bold, but not as thick compared to the headings and button fonts. As well, the light-boldness, nicely spaced tracking between the letters, and height of the text, allows for easy reading for both children and adults, and resembles a lot of the paragraph font styles that were used throughout the 50s-90s in advertising.