



Project Name: CYOUbism

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Submission Links: Website: <https://s2250677.edinburgh.domains/DWDWebsite1/>

Video: https://media.ed.ac.uk/media/CYOUBism%20Alpha%20Submission/1_mlhvnxqs



DESIGN MOTIVATIONS

According to an article published by the MoMA, “**Cubism was the most influential art movement of the 20th century**” ([link](#)).

However, in comparison to other 20th century art movements like surrealism and post-impressionism, Cubism had much less of an impact in general pop culture. And while everyone knows Pablo Picasso, what about the thousands of other Cubist artists?

Currently, almost no websites exist solely for the purpose of teaching about and sharing appreciation for Cubism. And the ones that *do* are very information-heavy. This website thus aims to fill that void and bring attention to the styles and history of this underappreciated art form in a fun, interactive way. It also aims to build an online community for people to share some Cubist creations of their own, in the hopes that the users will come to see the beauty in this style.



METHODOLOGY

We used a few different tools in the brainstorming process, including SharePoint, Miro, and Teams. We had research folders and moodboards dedicated to compiling ideas, as well as a wireframe on Miro outlining some of the site's pages, color palette, and other elements.

We tried to draw inspiration from existing pages on the internet, especially in how museums layed out information. However, most museum pages had a very sterile look to them, and didn't have the same bright style we wanted. So we ended up looking for other forms of inspiration instead — independent galleries, cosmetic sites, previous DWD websites, etc. Finally, all code is backed up on *Github*.

METHODOLOGY

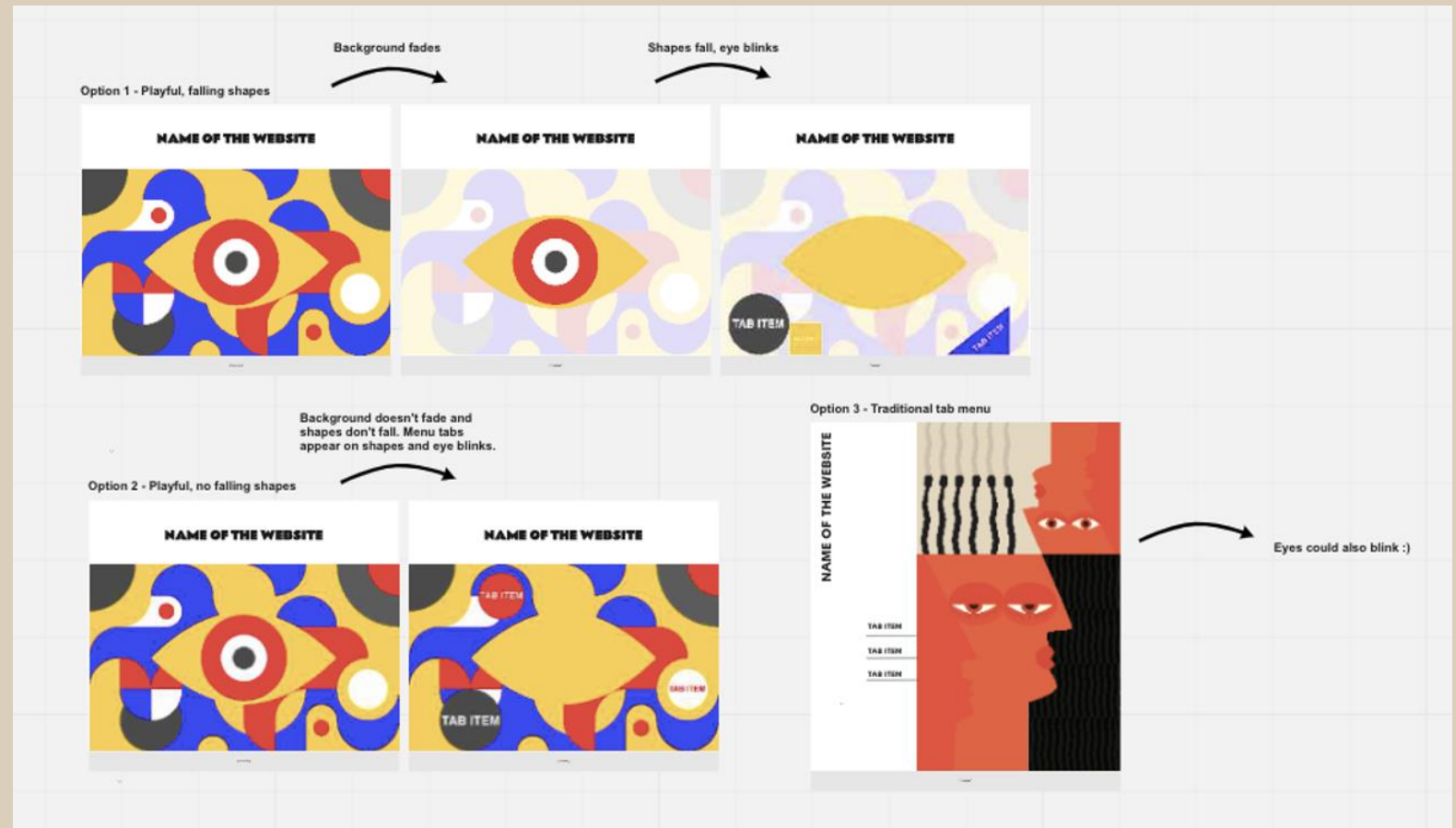



Figure 1: First mockup + brainstorming ideas

METHODOLOGY

A stylized graphic on the left side of the slide. It features two orange faces in profile, one above the other. The top face is looking right, and the bottom face is looking left. Between them are several black vertical lines of varying heights, some with small circles at the top, resembling a comb or a series of stylized figures.

Museum Sites https://britishmuseum.withgoogle.com/ https://artuk.org/ https://www.tate.org.uk/art/art-terms/c/cubism https://www.moma.org/learn/moma_learning/themes/cubism/ https://www.guggenheim.org/artwork/movement/cubism https://www.artsy.net/gene/cubism	Other Sites https://www.malikafavre.com/ https://patchwork.stylehatch.co/ https://modernart.net/artists/forrest-bess/cv https://www.modernarthire.com/artists https://s2047075.edinburgh.domains/mall/ https://s1897235.edinburgh.domains/beta/
Cubism-Specific Sites https://cubismsite.com/category/cubist-artists/	Style Transfer https://fast-style-transfer.spltech.co.uk/ https://killscreen.com/previously/articles/web-app-picassofies-your-pictures-abstract-cubist-art/

Figure 2: Sites we looked at for inspiration



EXECUTION

All aspects of our design and execution were reliant on two things:

1. **We wanted our website to adhere to the Cubist style, so we adopted a sleek, modern look with bright colors and lots of 2D geometric shapes.**
2. **As our intended users are art lovers, curious students, and aspiring artists, we designed this site to be as usable and enjoyable as possible for all.**


Instead of simply info-dumping onto the screen, we wanted our site to be more interactive. To that effect, we included two user-focused activities: an AI-generated Style Transfer tool, and a drag-and-drop Canvas tool. The former imports an existing *Tensorflow* model into the site, and the latter uses a custom HTML5 Konva canvas. Both are implemented with help methods to increase transparency and guide the user. We think that these features allows the user to engage with the styles and concepts of Cubism with a personalized touch, while still being immersive and fun.

In addition, we also have a section showcasing Cubist artwork and history with a gallery and short slideshow, but we did not want this to be the main focus of the site, as our main goal was to let people have hands-on engagement.

EXECUTION

Currently, we have one database which stores artwork created by the user in the Canvas tool. The database has three fields, including the artist's name, the title of the piece, and the dataURL of the canvas image. This data is submitted via a form, and these creations will (eventually) be displayed on the site.

The site process flow and user experience design were done by Kate. The front page, animations, graphics, and logo were designed and adapted by Paulo. The code skeleton, style-transfer page, database management, and canvas tool were designed by Ciara.



Server: localhost:3306 » Database: sedin110_GalleryData » Table: UserUploads

Showing rows 0 - 3 (4 total, Query took 0.0005 seconds.)

`SELECT * FROM `UserUploads``

☐ Profiling [Edit inline] [Edit] [Explain SQL] [Create PHP code] [Refresh]

☐ Show all | Number of rows: 25 | Filter rows: Search this table | Sort by key: None

+ Options					
		ID	ArtName	Name	ArtURL
<input type="checkbox"/>	Edit Copy Delete	5	Tree in Autumn	Ciara	data:image/png;base64,iVBORw0KGgoAAAANSUhEUgAAAgA...
<input type="checkbox"/>	Edit Copy Delete	6	Self Portrait	Peggy Nora	data:image/png;base64,iVBORw0KGgoAAAANSUhEUgAAAgA...
<input type="checkbox"/>	Edit Copy Delete	7	Hen and Her Chick	Jane	data:image/png;base64,iVBORw0KGgoAAAANSUhEUgAAAgA...
<input type="checkbox"/>	Edit Copy Delete	8	Triangle Takeover	Scalene	data:image/png;base64,iVBORw0KGgoAAAANSUhEUgAAAgA...

Check all | With selected: Edit Copy Delete Export

EXECUTION



Figure 3:
Style Transfer in action

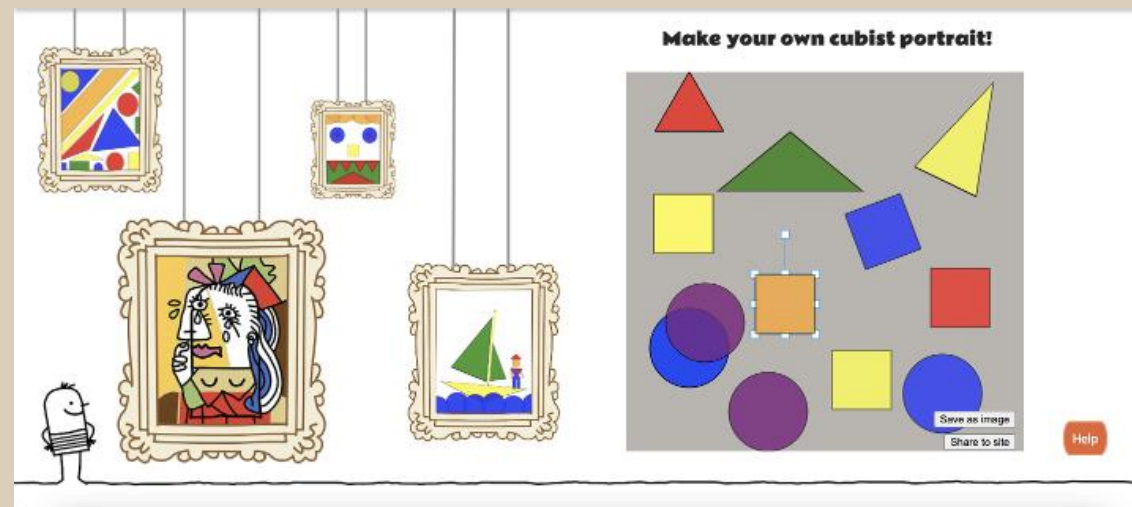


Figure 4:
Canvas Tool in action

EXECUTION



Figures 1-3: Development of logo ideas for the website

Figure 4: Logo chosen for the Alpha version of the website



EXECUTION

Color palette:



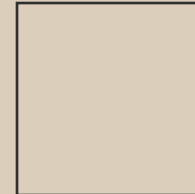
Hex: #EF4726
R 239 G 71 B 38



Hex: #F15B2A
R 241 G 91 B 42



Hex: #302E2F
R 48 G 46 B 47



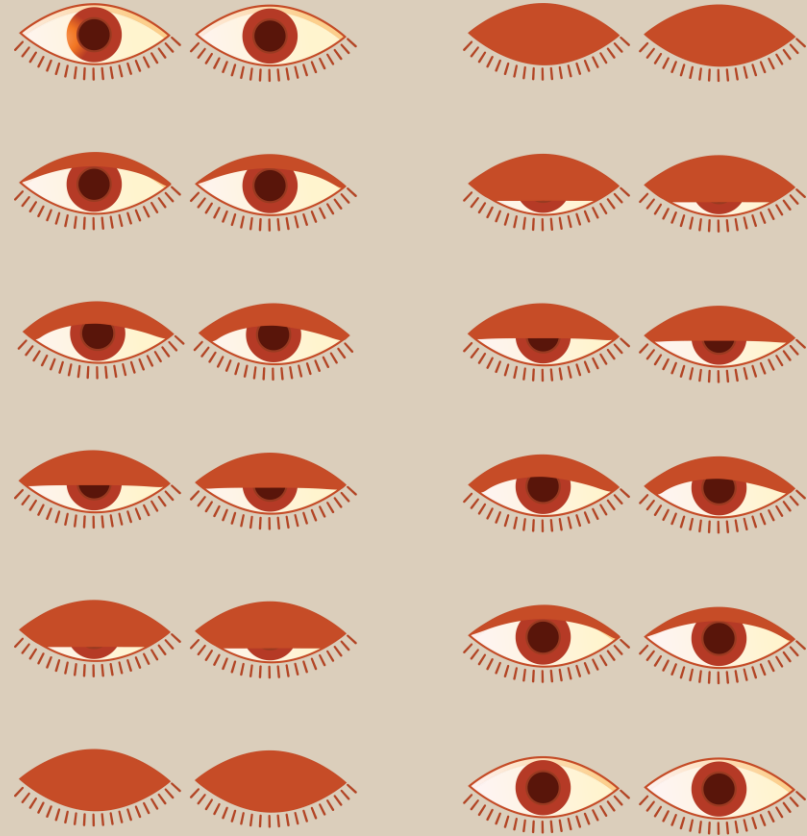
Hex: #DBCEBA
R 219 G 206 B 186



Hex: #EBA740
R 235 G 147 B 64

EXECUTION

Eye Animation Frame Development



A stylized graphic on the left side of the page. It features two orange faces in profile, one above the other. The top face is looking right, and the bottom face is looking left. Between them are several black vertical lines of varying heights, some with small black circles at the top, resembling a barcode or a series of stylized figures.

SPECIAL CONSIDERATIONS

- Please use **Chrome** or **Safari** to get the best experience with our site. The style-transfer tool is not compatible with Firefox.
- Please have your browser at **full size** (not full screen). Our website is not good at resizing content.
- If the Style Transfer Tool isn't working after 4 minutes, try clearing your browser cache, reloading the page, or using a different browser.

The left side of the slide features a stylized graphic. It includes two orange faces in profile, one above the other. The top face is looking right and has its eyes closed. The bottom face is looking left and has its eyes open. Between the faces are several black vertical lines of varying heights, some with circular heads, resembling a comb or a set of stylized hair.

BETA DEVELOPMENTS

1. Refine existing designs, especially Style Transfer page and Community Page
2. Additional features and design ideas
 - a. Login information? So users can view their past creations easily
 - b. Sort gallery by features (Color? Artist nationality?) for easy navigation
 - c. Add indication that style transfer is running (loading bar?) to increase visibility of system status
3. Efficiency (potentially)
 - a. Our style transfer model loads very slowly. We can look into making this faster
4. Scalability (potentially)
 - a. Our website does not currently respond well to different browser sizes and mobile sites

The image features a stylized, abstract design on the left side. It consists of two large, orange, angular faces. The top face is shown in profile, looking right, with large, detailed eyes. The bottom face is also in profile, looking right, with large, detailed eyes. Between the two faces, there are several black, vertical, slightly wavy lines of varying heights. The background is a light gray.

AKNOWLEDGEMENTS

- Konva code examples, and documentation ([link](#))
- Interactive Slideshow ([link](#))
- Fast Style Transfer (for AI Style Transfer model) ([link](#))
 - For converting Tensorflow to Tensorflow.js ([link](#))
- ArtUK
 - https://artuk.org/discover/artworks/hafen-la-ciotat-191538/view_as/grid/search/keyword:cubism--licence:1cc/page/1
 - https://artuk.org/discover/artworks/still-life-205532/view_as/grid/search/keyword:cubism--licence:1cc/page/1
 - https://artuk.org/discover/artworks/the-gardener-vallier-le-jardinier-vallier-117722/view_as/grid/search/licence:1cc--actor:cezanne-paul-18391906/page/1
- Met Museum
 - <https://www.metmuseum.org/art/collection/search/488486>
 - <https://www.metmuseum.org/art/collection/search/485555?showOnly=openAccess&ft=cubism&offset=0&rpp=40&pos=8>
- Wikimedia
 - https://commons.wikimedia.org/wiki/File:Philip_Absolon._Cassie_Thinking_About_Cubism.jpg
 - https://commons.wikimedia.org/wiki/File:Portrait_of_a_German_Officer,_Marsden_Hartley.jpg
 - https://commons.wikimedia.org/wiki/File:Louis_Marcoussis_Composition_cubiste_au_portrait_1926.jpg
 - https://commons.wikimedia.org/wiki/File:%27Tapestries_of_Desire%27_150x130_cm,_Oil_on_Belgian_linen_by_Hennie_Niemann_jnr_2019.jpg
 - https://commons.wikimedia.org/wiki/File:Roger-de-La-Fresnaye_-_Sitting_Man.jpg
 - https://commons.wikimedia.org/wiki/File:Juan_Gris_-_Portrait_of_Pablo_Picasso_-_Google_Art_Project.jpg
 - https://commons.wikimedia.org/wiki/File:Louis_Marcoussis_Composition_cubiste_au_portrait_1926.jpg
- iStock Photo
 - Board: <https://www.istockphoto.com/collaboration/boards/7-mk1T0GrEOtsolTxAhTDA>
- Help button ([link](#))
- Popup form ([link](#))
- Homepage animation ([link](#))
- Isotope/Masonry code examples and documentation ([link](#))
- Designers of the FFF-Simple Example— couldn't have done it without you!