BCR Infinity Architects Case Study

Written: 18th September 2018

Overview

The new BCR Infinity Architects website design aims to merge two brands into one to create a unified, clean and minimalist look, and focusses on presenting information about the company such as team members, news and showcasing a large number of projects which are filterable by Javascript powered toggles.
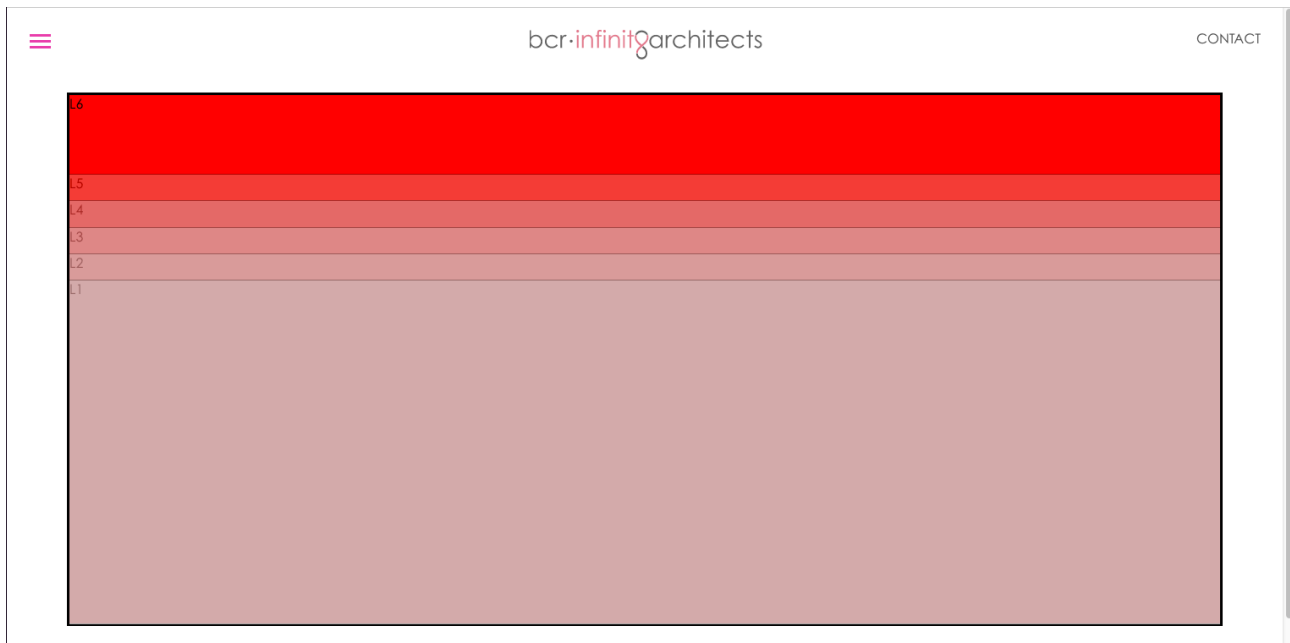
We integrated the new website into Craft CMS, which has proven repeatedly to be a favourite among many of our clients due to its clean and user friendly interface.

Homepage animation

BCR Infinity Architects used an internal designer to create a compelling illustrated graphic for the new website homepage. The idea of the graphic was to act as a landscape representation of the different architectural projects BCR have worked on and also allow website users to interact and click on various buildings to take them to a case study profile.
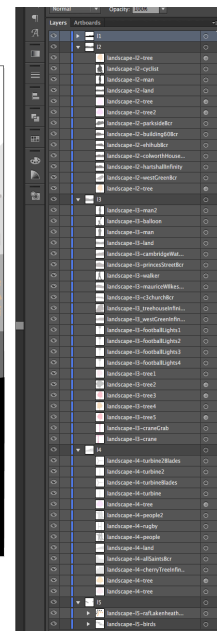
As with any animated, interactive element we work on, Chameleon began with a detailed planning phase- to map out step by step what the animation needs to do when the website is loaded, what parts of the animated element are clickable, and which areas have ongoing animations.

We divided the homepage animation up into a series of layers- which would slide up and fade in on page load, and defined some clickable "hot spots".

Once the planning and discussion phase was completed, the illustration was neatly organised within illustrator- giving each layer a unique ID name, and removing any unnecessary "bloat" - in order to ensure fast page loading speeds and smaller file sizes.
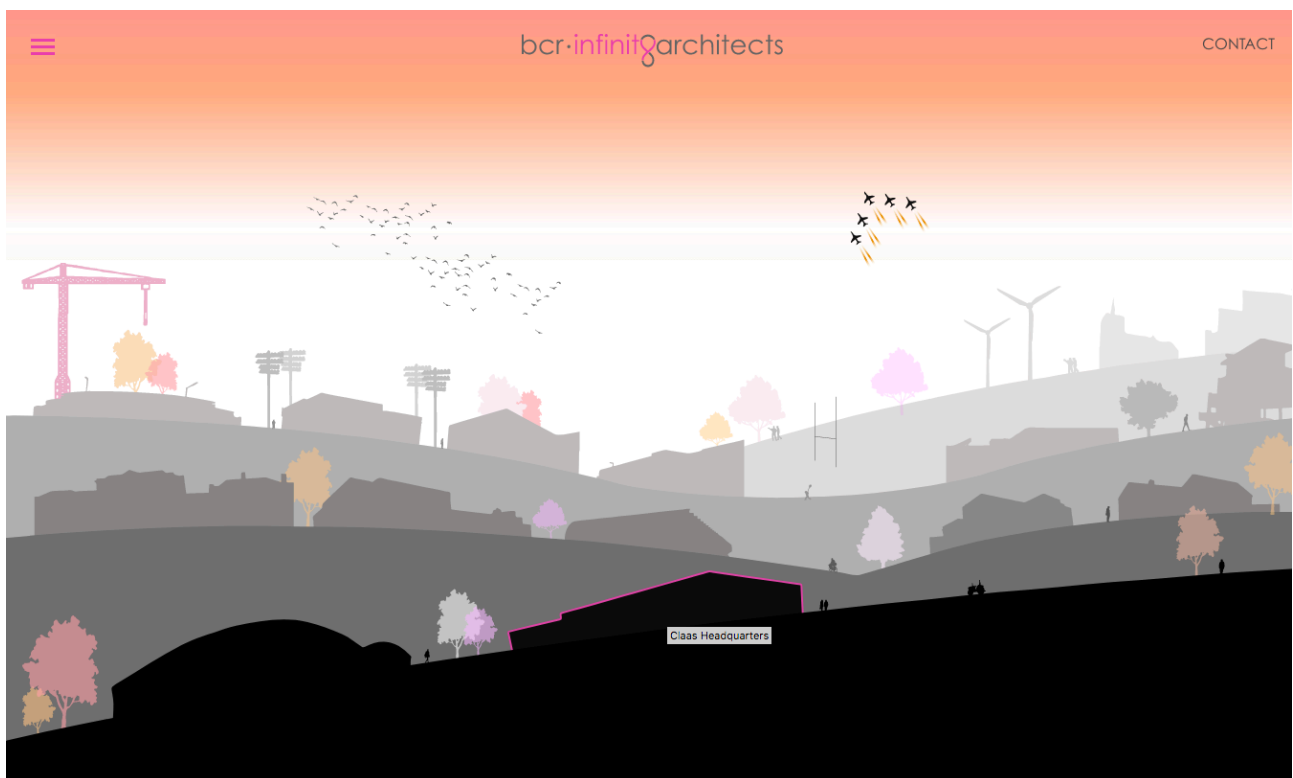

The first task with the animation was to get the layers in place and have them animated in- one at a time. CSS transforms and animations were used to transition each layer in one at a time, before adding in the graphical elements.

Using SVG shapes, the various central axis points and coordinates were then manually plotted, to then achieve "to and from" animated elements. In our case- we added spinning wind turbines, moving cranes and a moving tractor- using the native SVG <animate> element.

Finally, various buildings were then linked to case studies, using XLINK inside the SVG.

Outcomes

We enjoyed working directly with the BCR team, collaborating in one to one meetings to brainstorm ideas and present their brand effectively.