
Choose Your Favorite Lie

INTERACTIVE STORYTELLING WEBSITE

FREE-WRITE & BRAINSTORM

Free Write (Poem)

- *I stand at the edge of something complex and earnest. I stand at the edge of myself, my dreams, stuck in the sound. I need to place myself in something daunting. This website is a cold metal knife. I plan to orbit a sense of conspiring restlessness, and I plan to dangle it in front of you, like a fresh lie.*

Goals

- *To explain an emotional journey in a visually compelling way.*
- *How do I visually represent sadness and conflict? How do I represent intricate emotions in a simple website?*
- *Goal: Weave an abstract story or narrative together by combining type and image in ways that are visually dynamic.*
- *Utilize juxtaposition, form dissonance, and call back to it later.*
- *Weave a texture, or a feeling, out of type and image.*
- *Utilize recurring colors, recurring elements, recurring imagery/symbol sets. Establish a sense of structure and continuity between sections of content.*

Included Content

Type experimentation, custom typography, scans from magazines, digital poster designs, confessional poetry, custom symbols/svg graphics, hover effects, & some simple looping animations.

Adjectives

*rough, textured, gritty,
soft, gentle,
restrained, dynamic,
expressive, sad, sentimental,
unsettling, disturbing, dark,
occult, gory,
inventive,
immediate, pretentious,
serious.*

INSPIRATIONAL RESEARCH

1
Good design is innovative

The possibilities for innovation are not, by any means, exhausted. Technological development is always offering new opportunities for innovative design. But innovative design always develops in tandem with innovative technology, and can never be an end in itself.

2
Good design makes a product useful

A product is bought to be used. It has to satisfy certain criteria, not only functional, but also psychological and aesthetic. Good design emphasises the usefulness of a product whilst disregarding anything that could possibly detract from it.

3
Good design is aesthetic

The aesthetic quality of a product is integral to its usefulness because products we use every day affect our person and our well-being. But only well-executed objects can be beautiful.

4
Good design is unobtrusive

Products fulfilling a purpose are like tools. They are neither decorative objects nor works of art. Their design should therefore be both neutral and

5
Good design is made with **readymag**

Dieter Rams Article

In this website, I was struck by how expressive the grid system can be. I love the very Swiss style implemented in this website, for its ethos of functionality and utility reflects the philosophy Dieter rams took to Product Design. I also like the color palette, utilizing a vibrant red followed by grey-scale colors. While the site is content-heavy, it separates the content out in ways that are easy to consume.

FUNGOS MAKES ZOMBIE ANTS DO ALL THE WORK

THE WOOD DOO-HOO-MOO

A tropical fungus has adapted to infect ants and force them to chomp, with surprising specificity, into perfectly located leaves before killing them and taking over their bodies



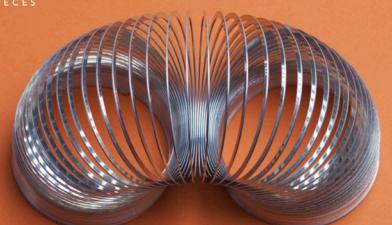
INFECTION

Zombie Ants Article

I really like the color palette they used, sticking to mainly a mono-color palette. I also love the type hierarchy between the display type and body text. However, the most inspiring thing to me is how type and image overlap in dynamic and interesting ways. The overall style sets a mood that is effective. The content is pretty balanced in terms of type and image.

SLINKY

8 DESIGN MASTERPIECES from EVERYDAY LIFE



A slinky was born in a "tail wagging the dog" situation. In 1943, during World War II, a marine engineer Richard James was developing a special meter designed to monitor the horsepower output on naval battleships. He was working with tension springs when one of them fell from its position on the desk, then "walked" for a while and eventually coiled back up on the floor. From that accidental fall came a toy the whole world has enjoyed for seventy years.

Mack read

8 Design Masterpieces Article

I find that the simple and consistent structure of this article and its various sections to be very inspiring. Its adherence to the grid system shows the beauty that comes with simplicity and functionality. I also found that the separation of sections into different color fields was influential in my final web design. The amount of content on this site is short and concise, which I also took note of when building out my site.

TARGET DEMOGRAPHIC

There are a few target demographics I am trying to reach in this project. The first one is people interested in employing me. This project is a very personal project, that shows off my creativity while also displays some portfolio-work in a way that feels narratively significant. I think it communicates to employers that my personal work has a larger creative ethos to it, which essentially communicates my unique "style" to employers in a way that is conceptually unique.

My second target demographic is artists & people interested in art, design and creative writing. I think that this creative site best appeals to others who find interest in abstract graphic novels, or more unstructured creative fiction and non-fiction. Because this site doesn't intend to communicate a functional message, this demographic mainly includes people open to receiving a nuanced, personal & emotional message from the content they read.

USER PERSONA | ERIC STATEN



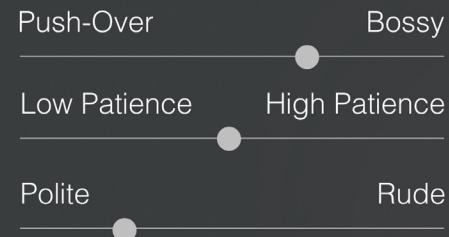
Bio

Eric is a senior designer working for a small branding agency in Portland. Recently, Eric's team has assigned him with doing interviews for junior graphic design positions. He has been very busy these past few months, and is hoping that this new position will alleviate some of the busy-work.

Demographic

Age: 40 Gender: Male
Status: Married
Education: Under-Grad
Profession: Graphic Designer
Location: Portland, Oregon

Management Style



Core Needs

- Needs To Quickly Understand The Skillsets A Graphic Designer Has Based Off Of Their Portfolio Website.
- Wants To Hire Someone With An Understanding Of Basic Type Hierarchy And Layout Design
- Wants To Hire Someone Who Will Be Useful To The Larger Team

Frustrations

- Finds That Many Of The Graphic Designers Interviewed Are Capable Of The Fundamentals, But They Don't Have A Distinct Personal "Voice" That They Are Willing To Integrate Into Their Work.
- Struggles To Find Junior Designers That Are Willing To Align Their Creativity With The Specific Needs Of Their Client.

Quote

"I Want You To Love What You Do, And I Think The Work You Show Should Clarify To Me That Your Getting Something Out Of All This "

Personality Traits

Serious

Ambitious

Creative

CONTENT BREAKDOWN, STRATEGY STATEMENT & GOALS

The main grouping of content will be separated into 5 main sections, which will be labelled and numbered. Each of these main sections will contain its own unique poster design or visual asset, which will be intentionally paired with a small chunk of confessional poetry.

There will then be a 2nd grouping of content, which serve as the clickable components. There will be 3 of these components, and each of them will be a pen and ink drawing that, upon clicking, will appear on the blank page of a notebook.

After that, we have additional sections of content, which are slightly more experimental combinations of type and image. The header and footer, for example, will follow a 3-column layout that adds more visual and conceptual interest to the narrative.

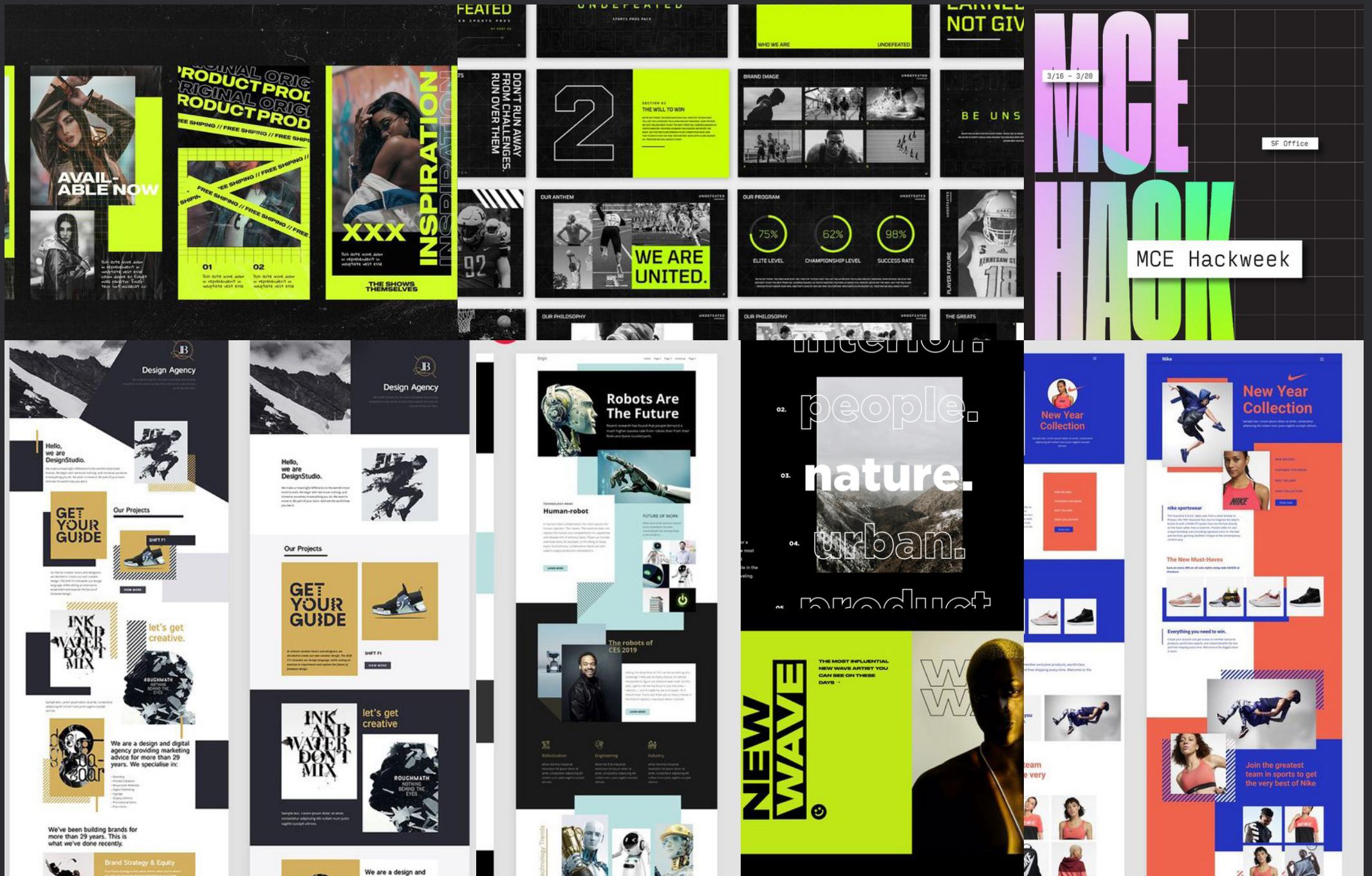
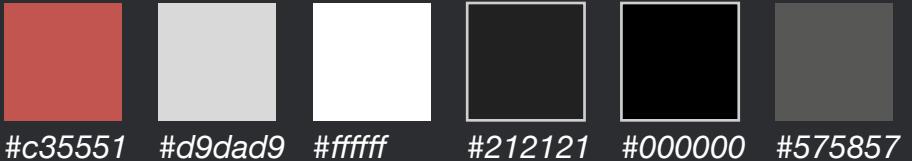
I plan to interlace these separate categories of content together in a way that feels organic, and adds more narrative interest in its structure. I want each new section to feel surprising and distinctly different from the previous section, while still maintaining visual cohesion.

My main goal is to separate this story into meaningful sections of content, and lead the user through an emotional journey. I want the type within each section to conceptually match the imagery. I also want the tone of each poem to interact with the section it is contained within.

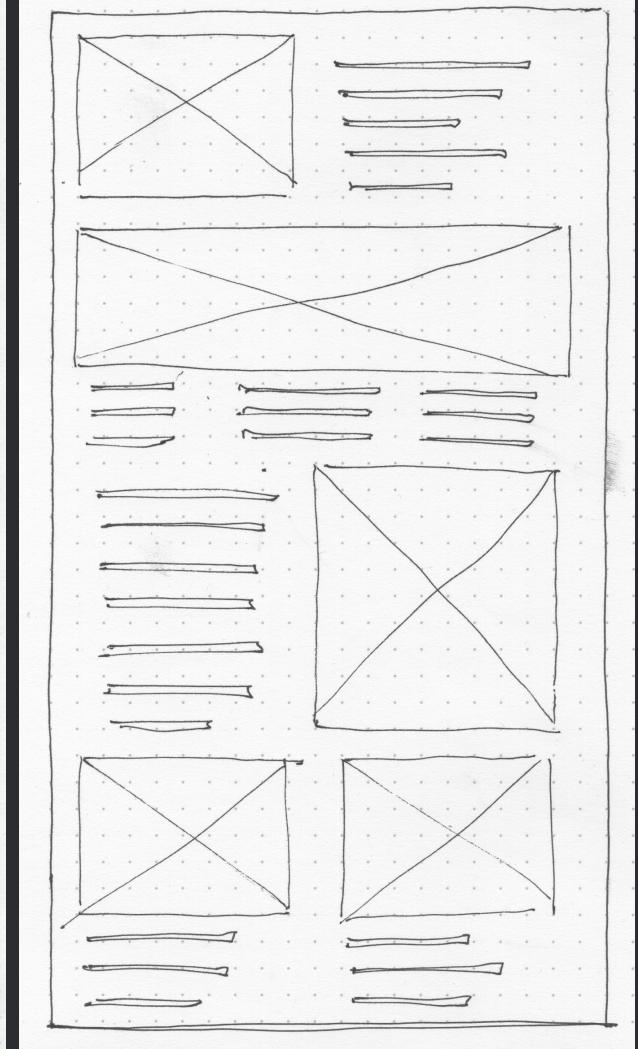
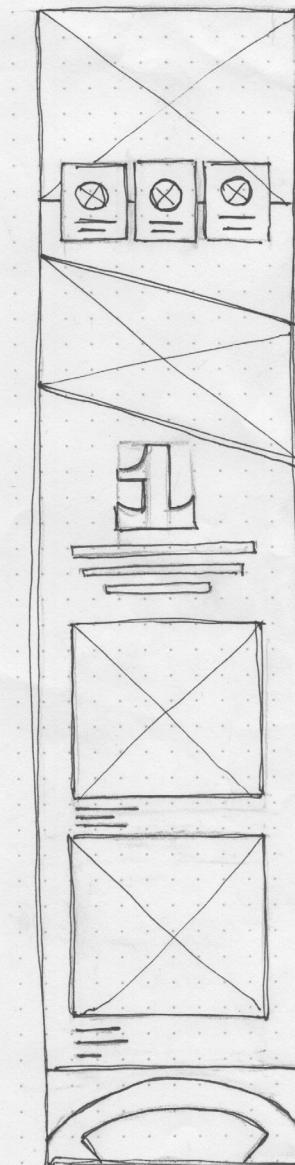
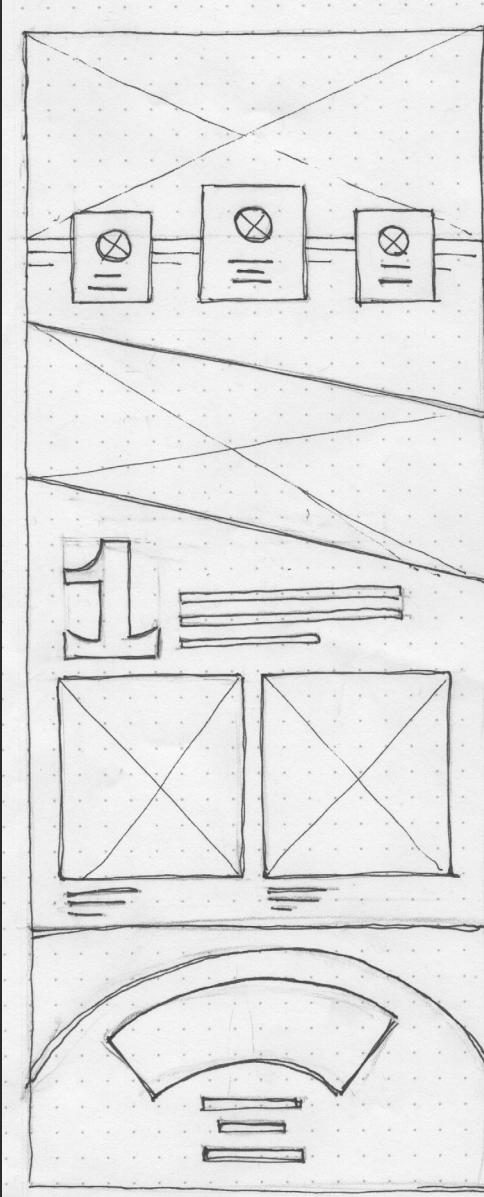
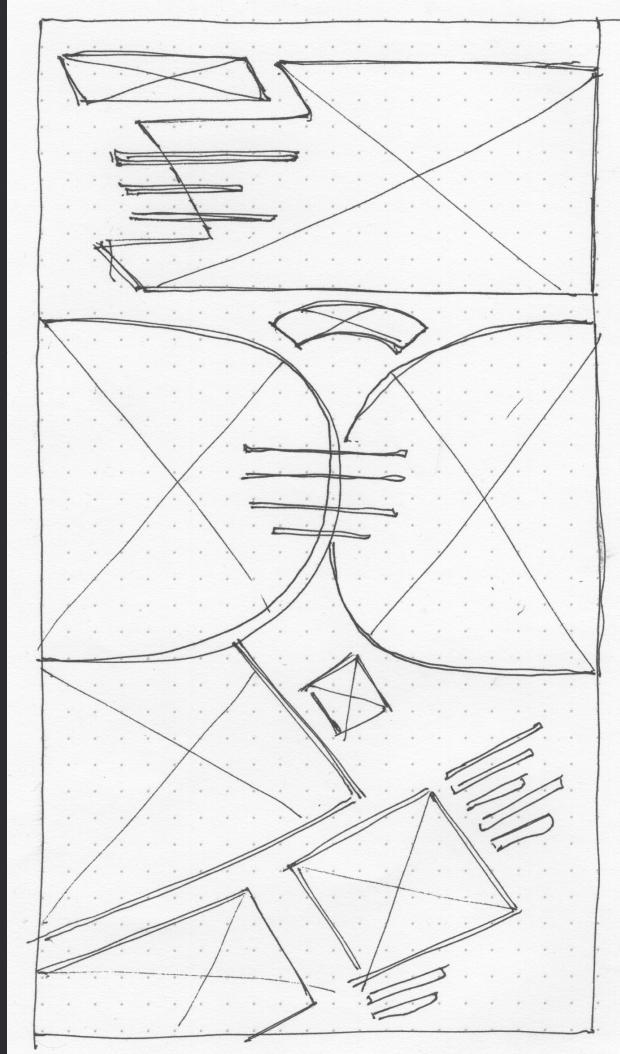
Another important goal is to show employers that I am able to create a visually interesting web design in both Figma and HTML. The visual consistency of the site should distinguish my specific "voice" as a graphic designer, and this site should serve as a respectable portfolio piece to show to perspective hirers.

MOOD BOARD

Color Palette |



WIREFRAMES

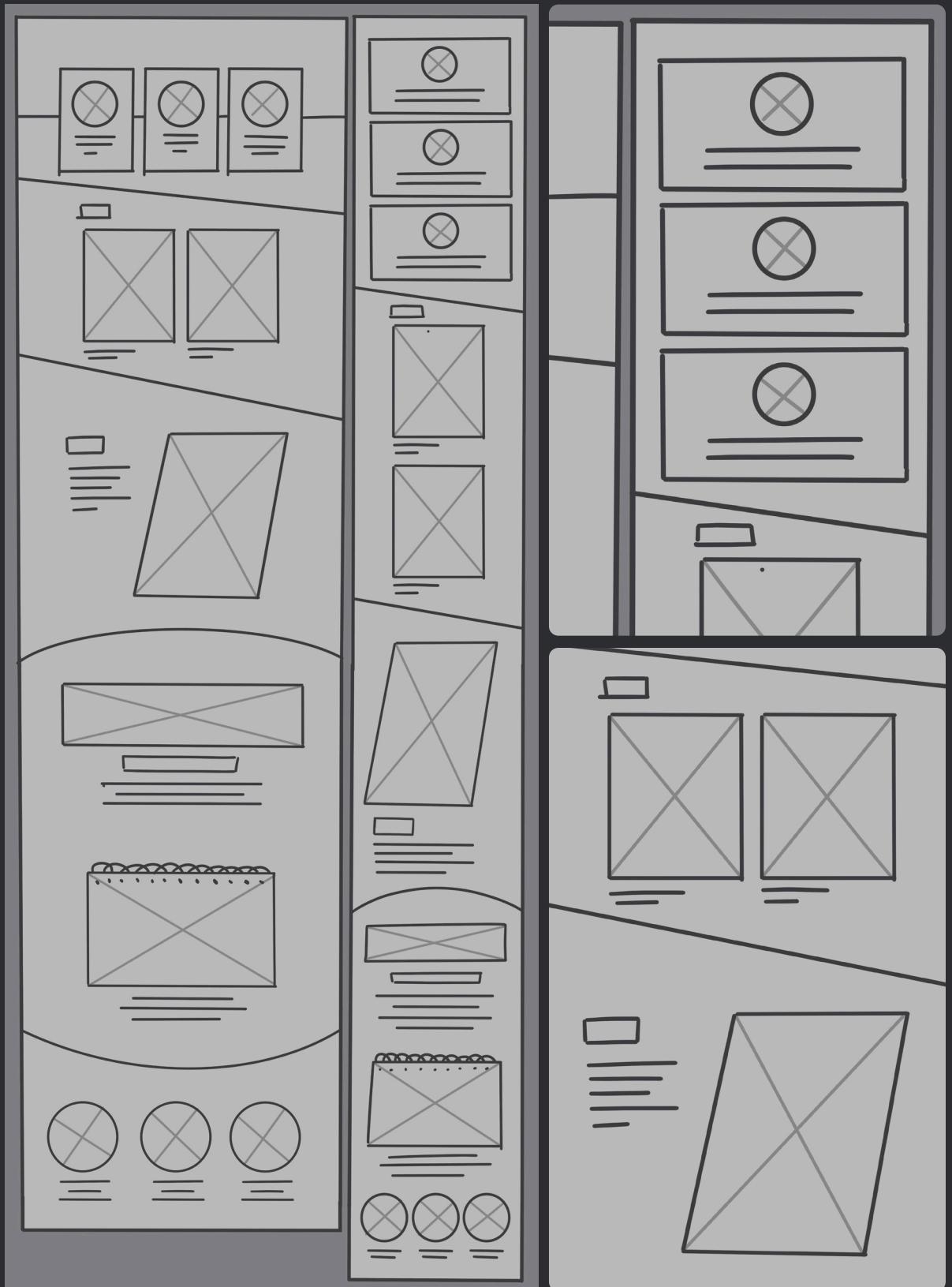


In these wireframes, I explored three different approaches. In the far left approach I considered a completely structureless and free-form design, with overlapping images and text skewed at weird angles. On the far right, I went with a very grid-system approach, where the visual interest comes purely from how the different sections of content are structured

within the column layout. However, I ended up going with the center composition, which is essentially the middle path between the left and right wireframes. The middle one allows for some experimentation with slanted imagery and unexpected section separations, while still being able to exist within a grid structure.

DESIGN COMP

In this design comp, I start to flesh out some layout decisions. I start to build out different sections of content, and I begin to consider how these sections of content interact with one another. I'm also starting to play with angled content, and starting to establish where the type will be placed in relation to my various assets.



USABILITY TESTING

Usability Test 1 | Sophia

- *Sophia said that she liked how I separated different sections of content. She also mentioned that the color palette was very cool, and that the green added an unexpected break from the rest of the website. While watching her screen, she was able to navigate the site without much struggle, considering it's a single-page layout.*

Usability Test 2 | Malcolm

- *I gave Malcolm less guidance, and told him to scroll through the website and tell me his thoughts. While watching his screen, he was successfully able to click on the clickable components in the Figma Prototype. He also said that he liked how the different pieces of content were placed. He seemed to scroll faster until he hit a clickable component, hinting to me that this interactivity is more gratifying than simply reading content. He did mention having trouble reading the thin type, so I bumped the body text weight up to bold.*

Usability Test 3 | Liam

- *Liam told me that the slanted section at the beginning of the website was successful in drawing in the user to scroll further. He mentioned that the spacing in that same top section felt a bit strange, and since then I have fixed the margins in this area. He also liked how the footer section was organized at the bottom.*

Usability Test 4 | Elinor

- *Elinor mentioned that she liked the writing, but found a typo in the first two sections that I have since corrected. She mentioned liking how each poem felt attached to the imagery adjacent to it, which was one of my most important goals.*