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Course: Bachelor of Arts in
Digital Media Design

Subject: Interactivity

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Project: The Irish
Medical History Museum



lyit

Institiúid
Teicneolaíochta
Leitir Ceanainn

Letterkenny
Institute
of Technology

INTRODUCTION

When creating animations, title sequences, motion graphics and especially websites, text and thus typography, more often than not, plays a central role.

Whether it is instantly obvious or not, how you handle type – the choice of font you use, the weight, scale, spacing, line-width, colour and so on, can not only make text more legible, digestible and enticing for an audience, but also sends multiple conscious and subconscious messages about the overall meaning or tone of the text and elements surrounding the text.

Great visual communicators know how to handle type with care, craft, confidence and imagination. This project is about developing your knowledge of all things typographic.

BRIEF

Design and produce a promotional website for the typographic magazine Characters, called Type 21.

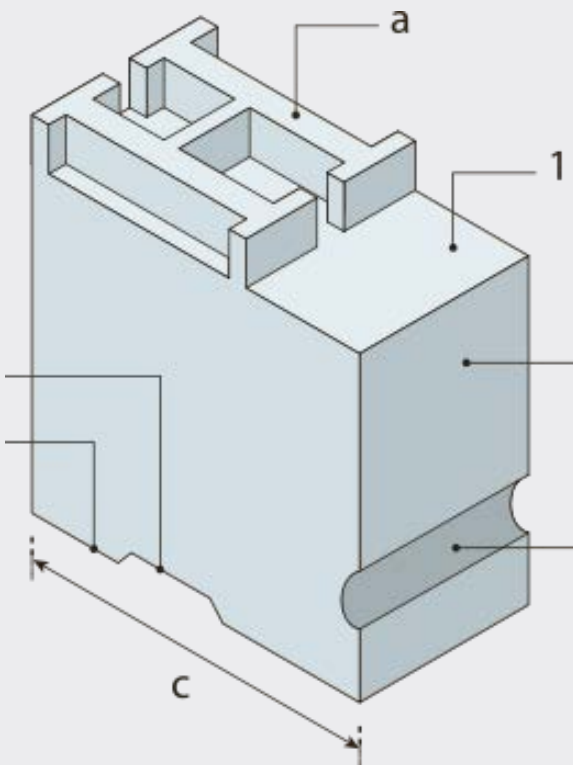
Through a new promotional website/type resource (Type 21), Characters magazine aim to promote the fine art of typography (and thus their online and print magazine) to students and emerging designers in the fields of film, animation and motion graphics. Those who use type but may not have 'studied' type in the same way that a graphic designer may have.

The website must contain 21 typographic lessons, interesting facts about type, type history etc.

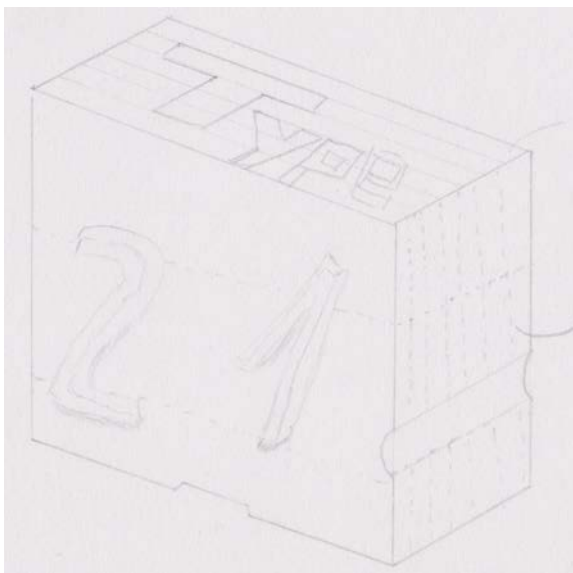
Visual Identity

Logo Design

Inspiration / Reference

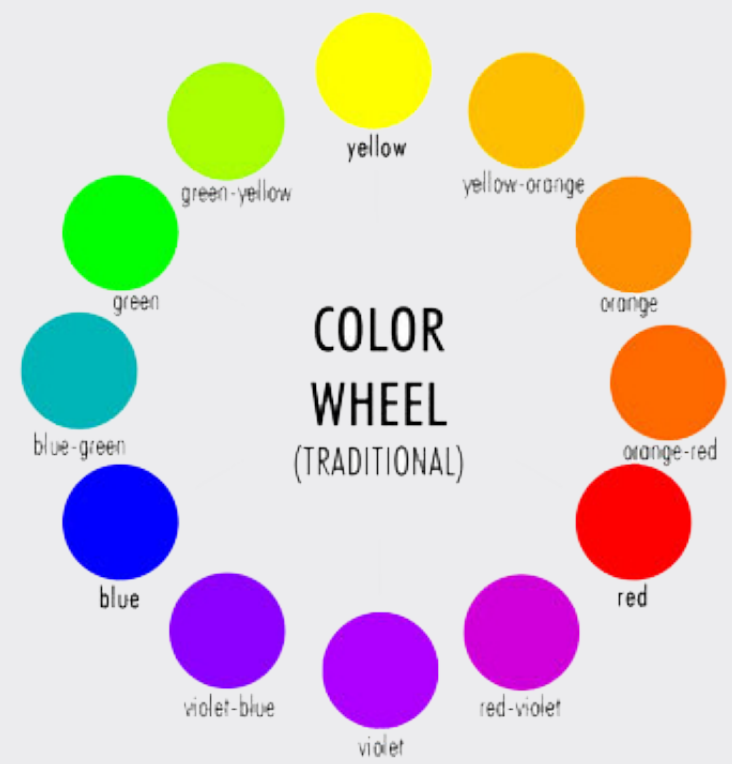


stereotypica.org

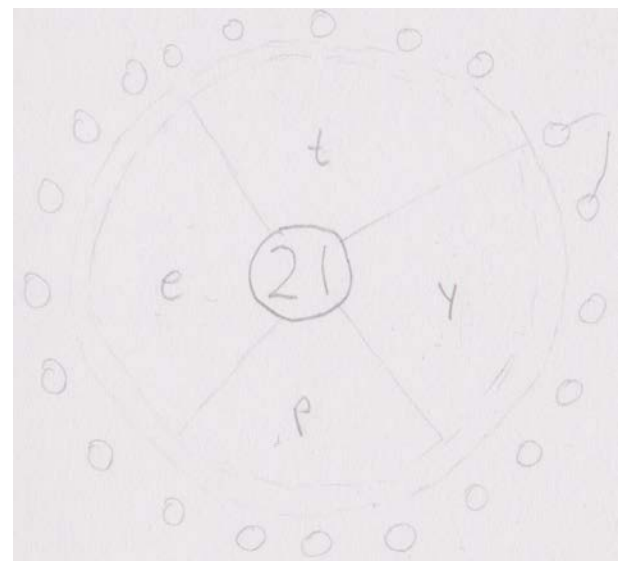


7 areas

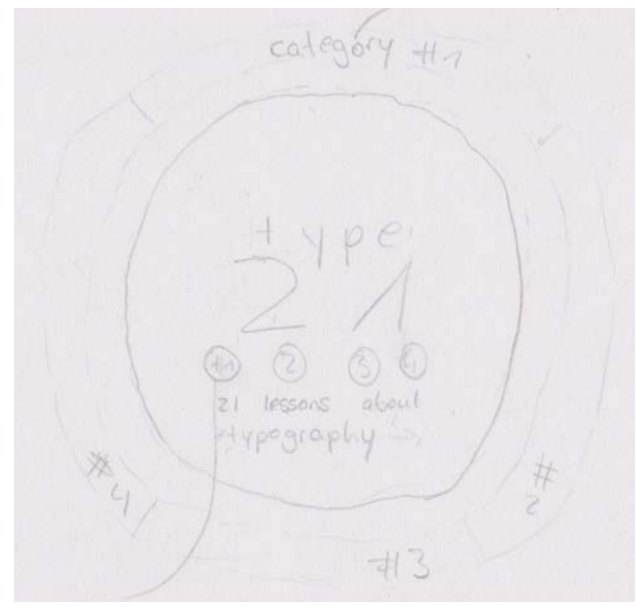
3 layers / depth of information



nhsdesign.com



icons



category name

icons for category

Visual Identity

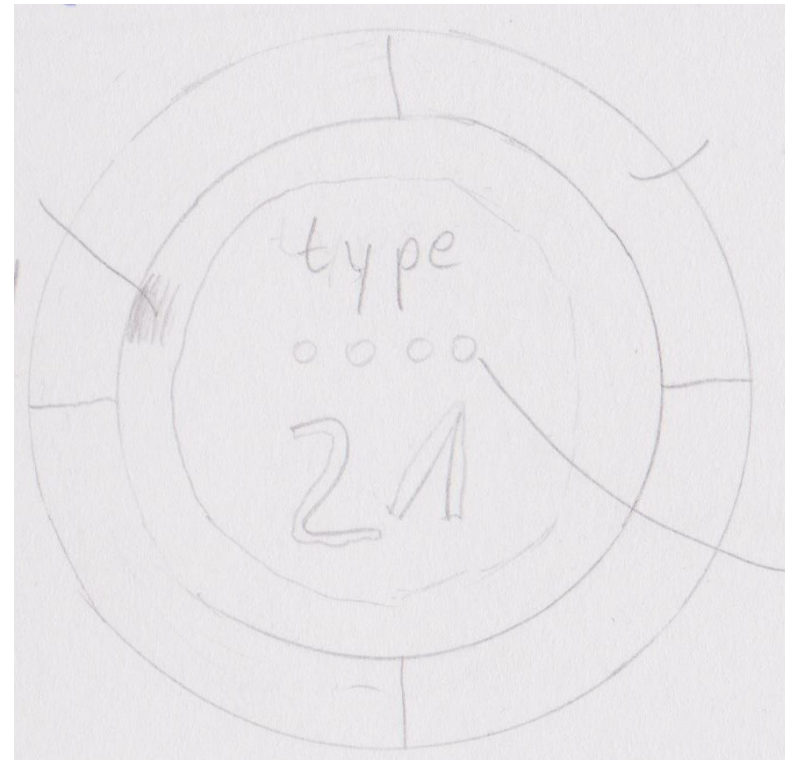
Logo Design

different shades
of gray for lessons
(depth)

full logo

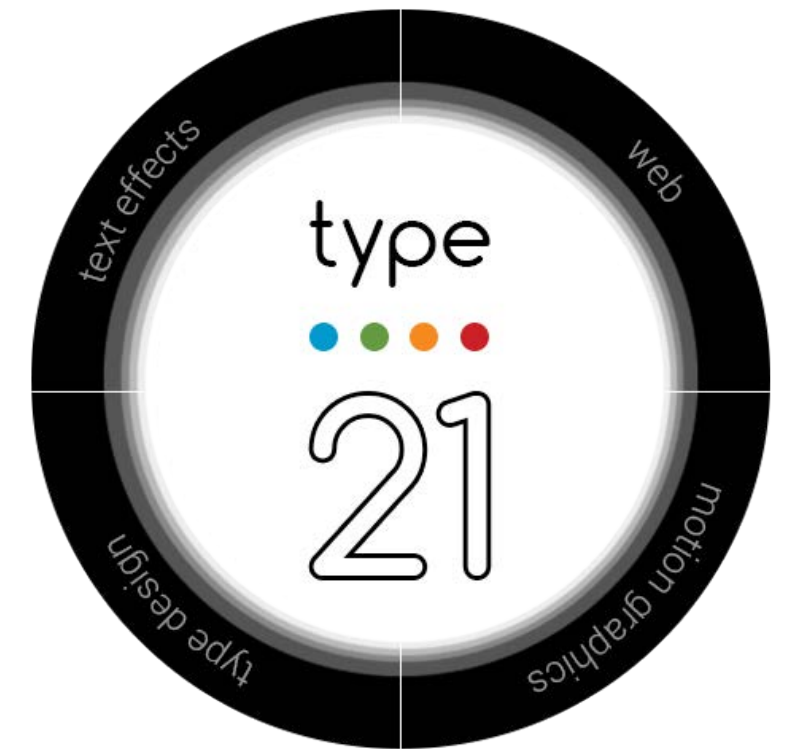
The „full“ logo doesn't scale well and
would be only uses at certain size.

The website uses the simplified version

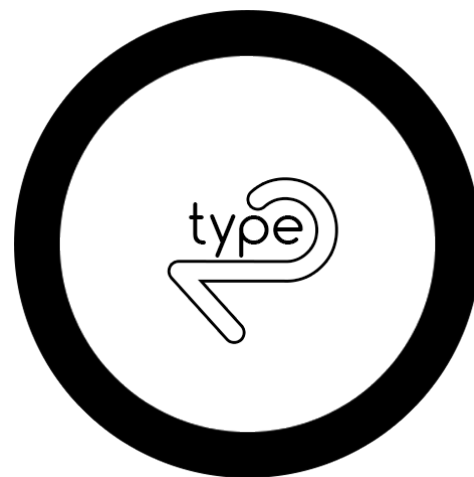
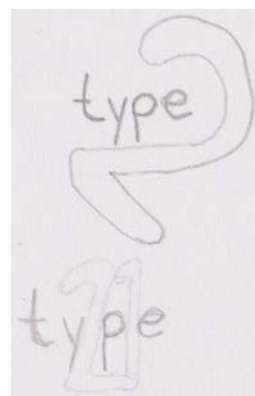


category name
(engraved?)

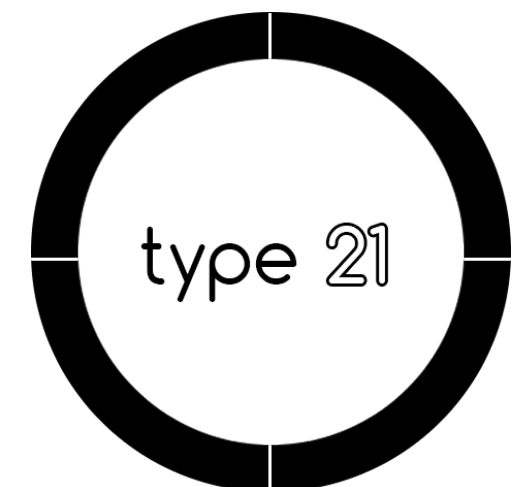
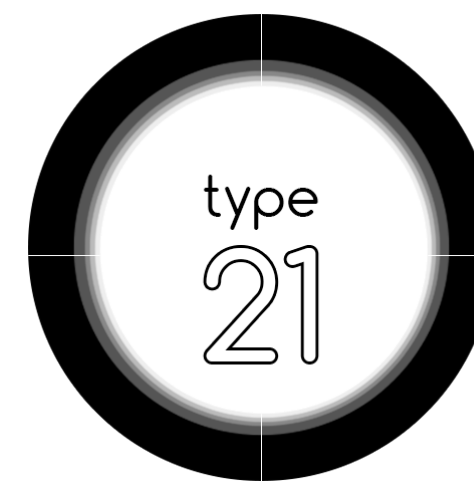
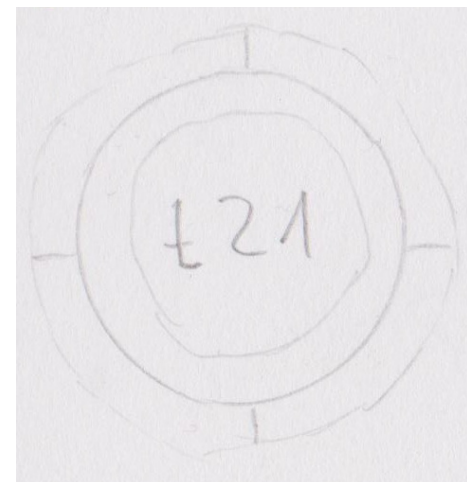
colors (icons)
representing categories



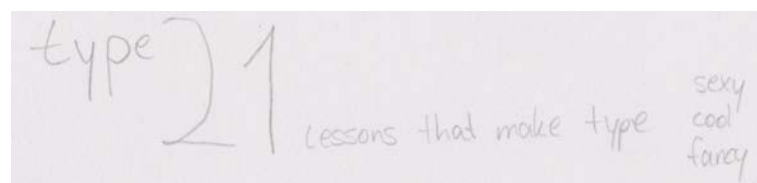
alternatives



simplified versions



header / tagline



type 21 lessons that make type sexy



Visual Identity

Typography & Colors

logotype

Comfortaa (Regular)
Roboto (light)

pastel, low-saturated colors to avoid distraction from text

logotype
(number)

Comfortaa (Regular) + stroke

text

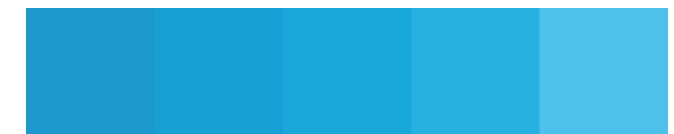
thin
light
regular
medium
bold
black

For too long typographic style and its accompanying attention to detail have been overlooked by website designers, particularly in body copy. In years gone by this could have been put down to the technology, but now the web has caught up. The advent of much improved browsers, text rendering and high resolution screens, combine to negate technology as an excuse.

text



categories



alternate fonts

Proxima-Nova

Thin 100
The five boxing wizards jump
Thin Italic 100
Brawny gods just flocked up
Light 300
Waltz, bad nymph, for quick
Light Italic 300
Vamp fox held quartz duck j
Regular 400
The five boxing wizards jum
Regular Italic 400
Brawny gods just flocked up

For too long typographic style and its accompanying attention to detail have been overlooked by website designers, particularly in body copy. In years gone by this could have been put down to the technology, but now the web has caught up. The advent of much improved browsers, text rendering and high resolution screens, combine to negate technology as an excuse.

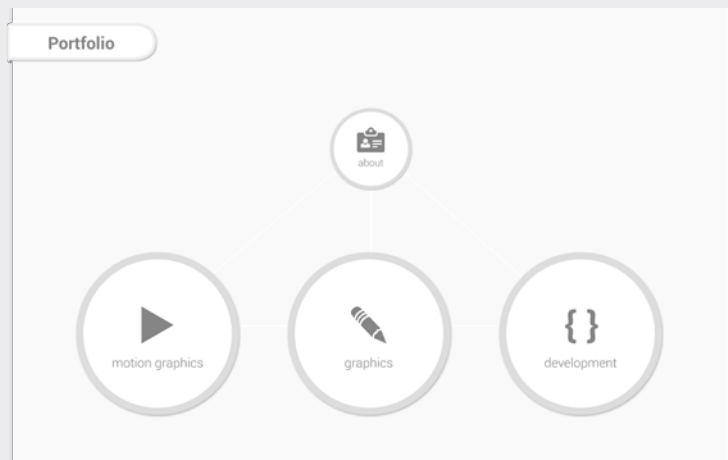
Tablet Gothic

Thin 200
The five boxing wizards jump
Light 300
Brawny gods just flocked up
Regular 400
Waltz, bad nymph, for quick
SemiBold 600
Vamp fox held quartz duck
Bold 700
The five boxing wizards jur

For too long typographic style and its accompanying attention to detail have been overlooked by website designers, particularly in body copy. In years gone by this could have been put down to the technology, but now the web has caught up. The advent of much improved browsers, text rendering and high resolution screens, combine to negate technology as an excuse.

Inspiration / Reference

webdesign with circular shapes



design.de/uhlig

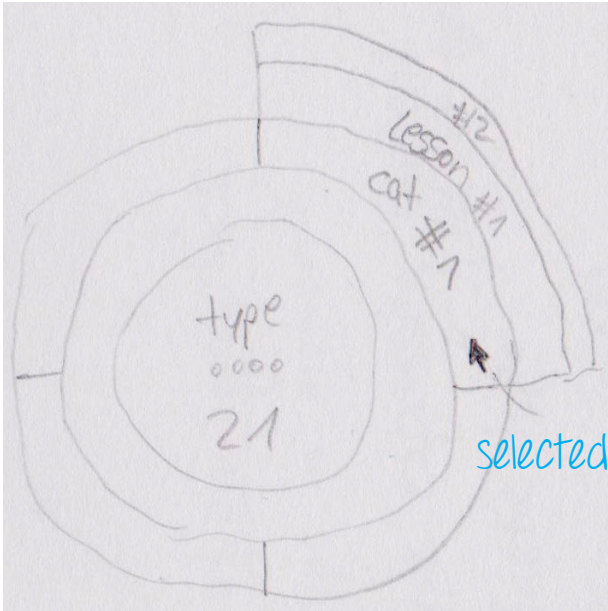


inmybubble.org



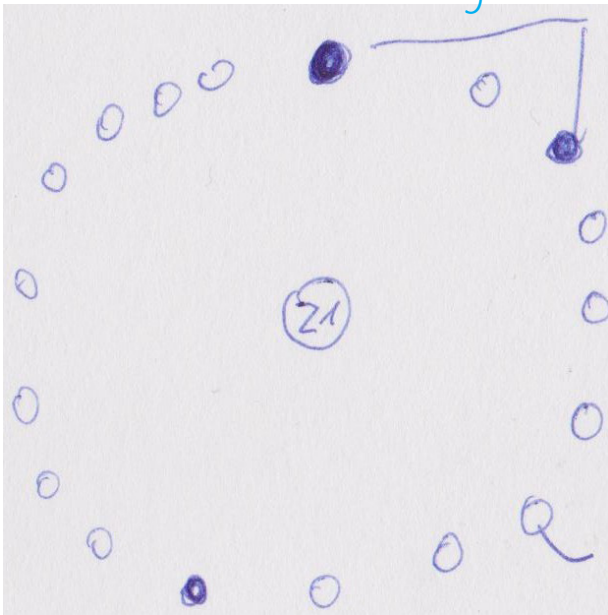
steelym-musicproduction.com

#1

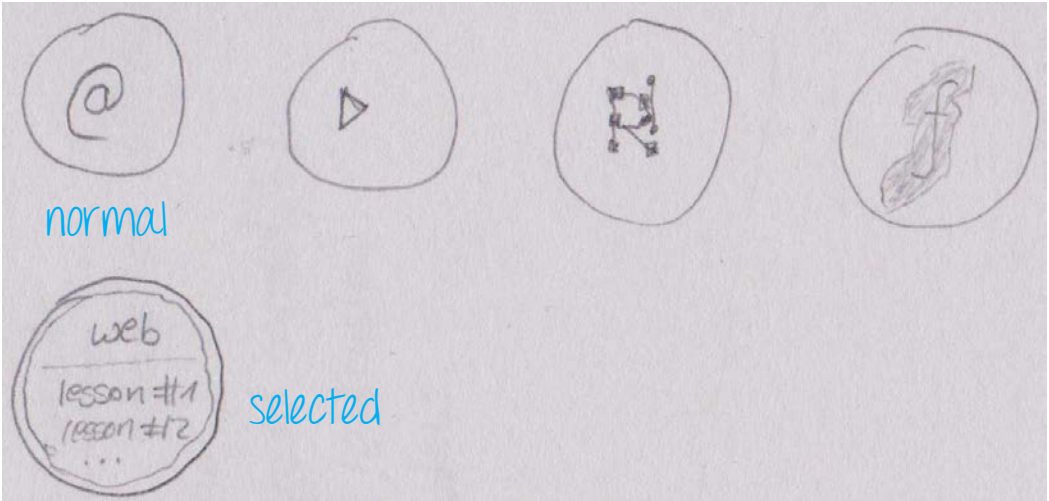


user can earn
badges/awards

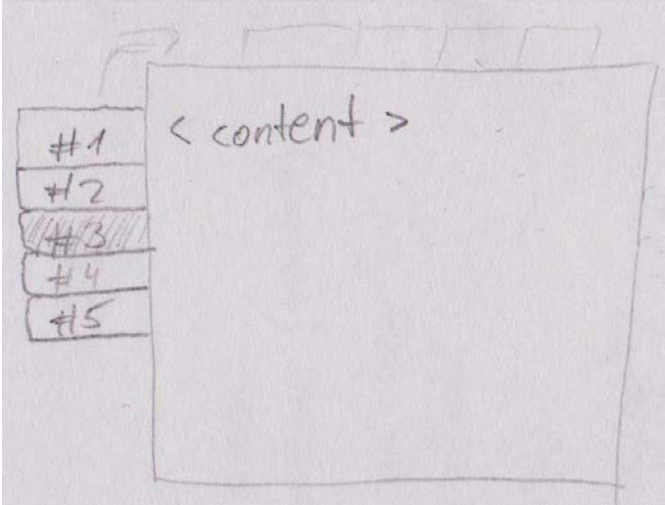
#3



#2
#2a

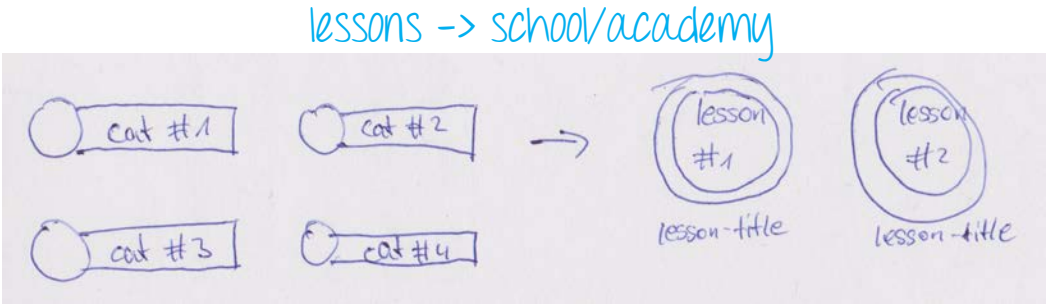


#2b



page transition

#4



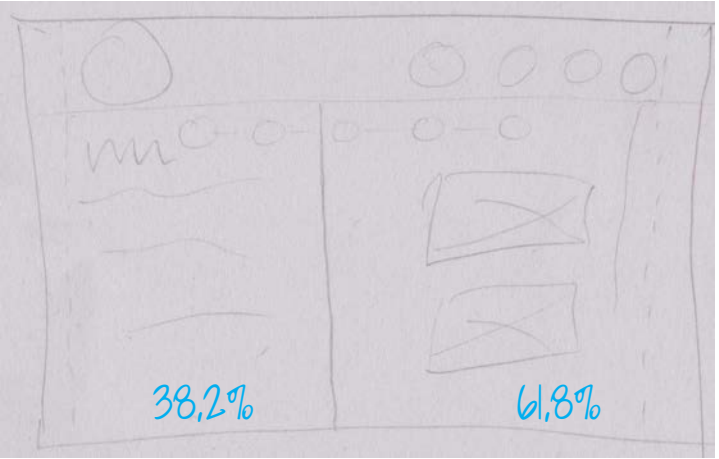
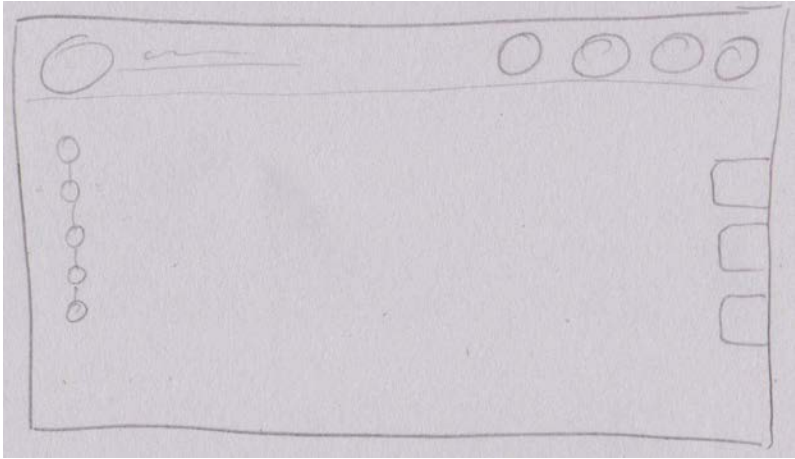
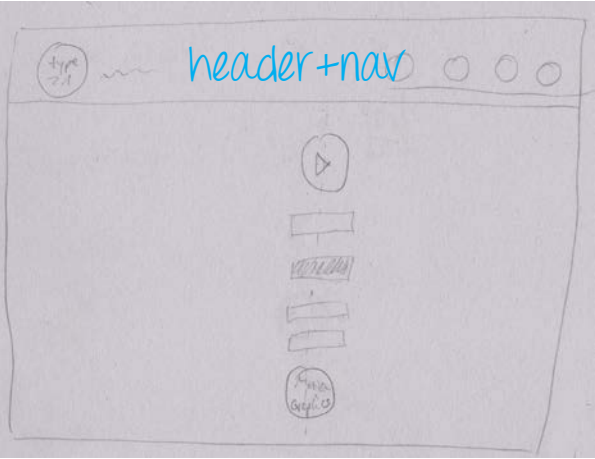
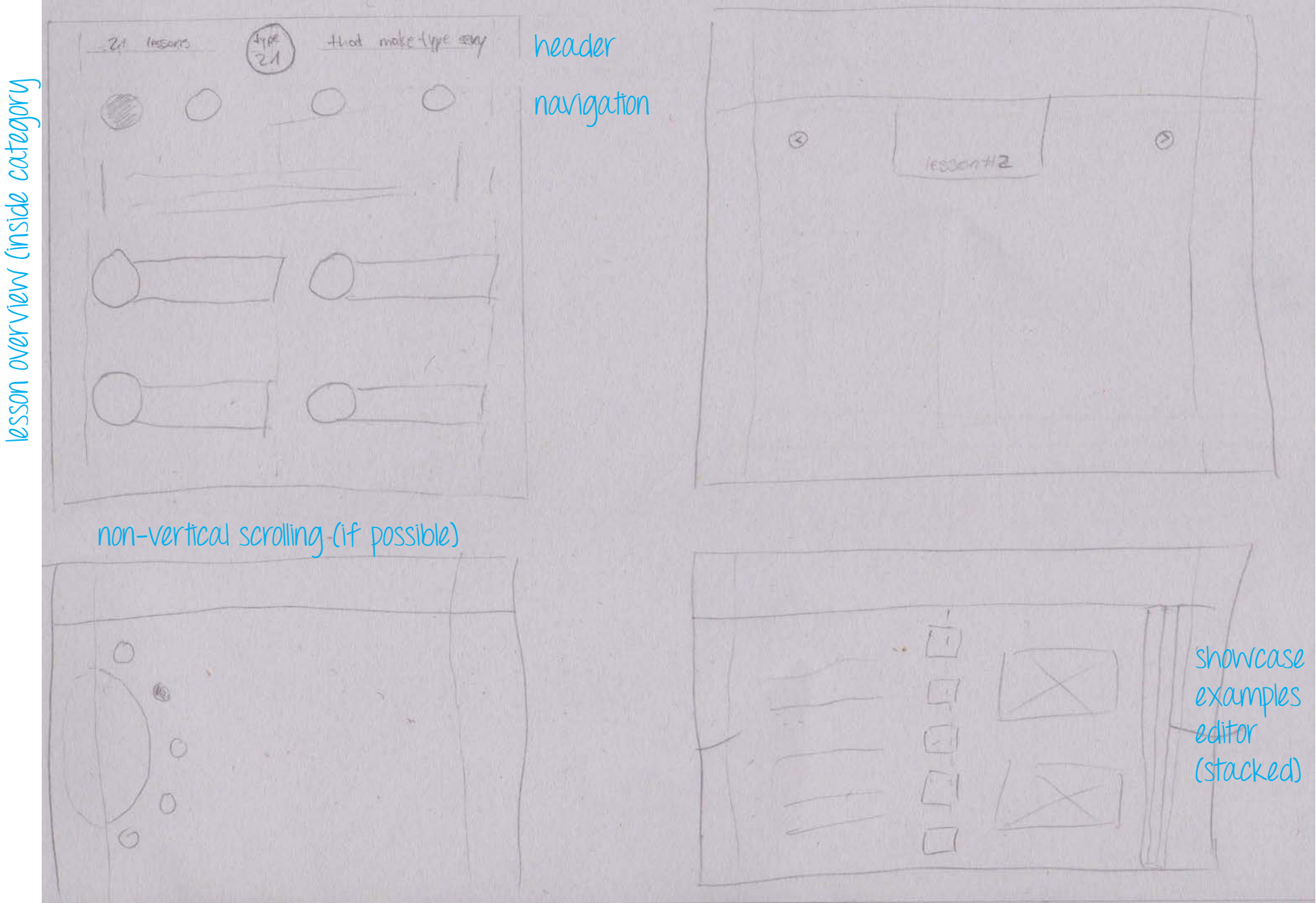
lessons -> school/academy

#5
presentation
frameworks



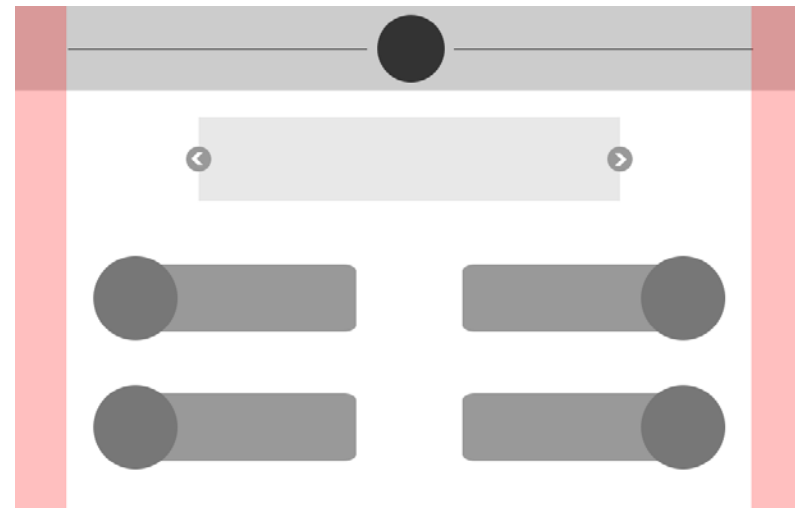
Website Design

Layout - Sketches



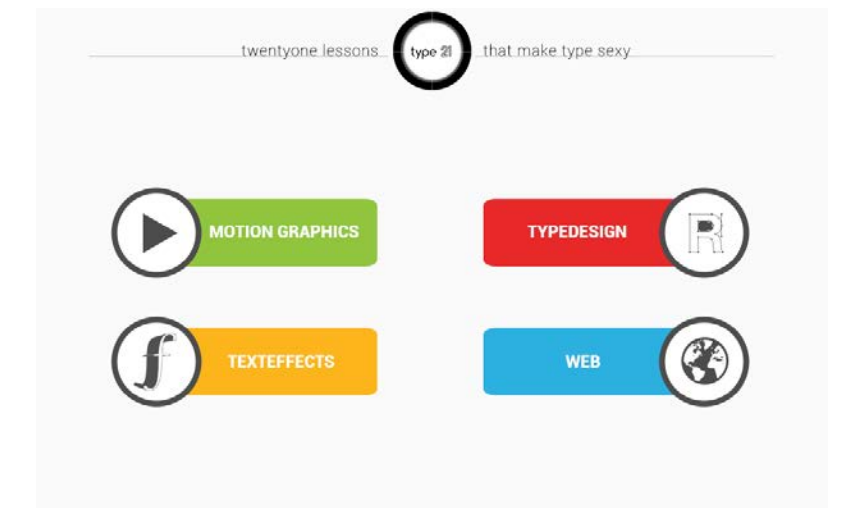
Website Design Mockups

Wireframes

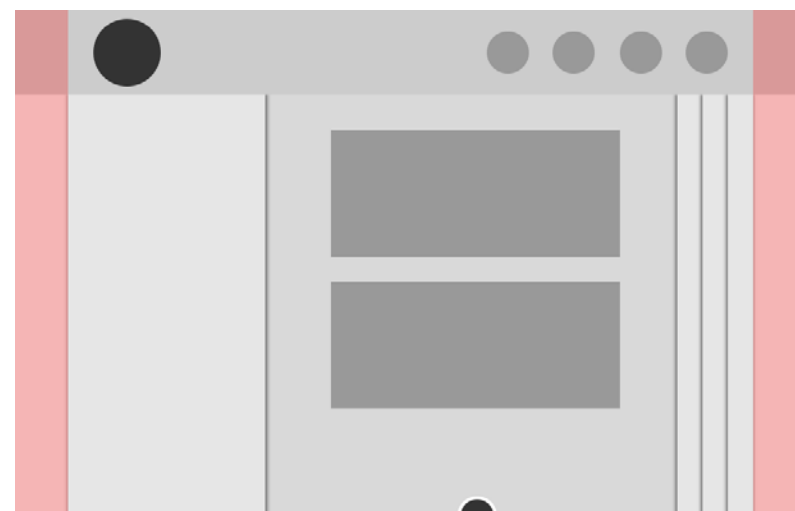


homepage - category selection

the initial idea of a teaser slideshow on the homepage was dismissed as it would have drawn the focus away from the category selection (content)



homepage - category selection

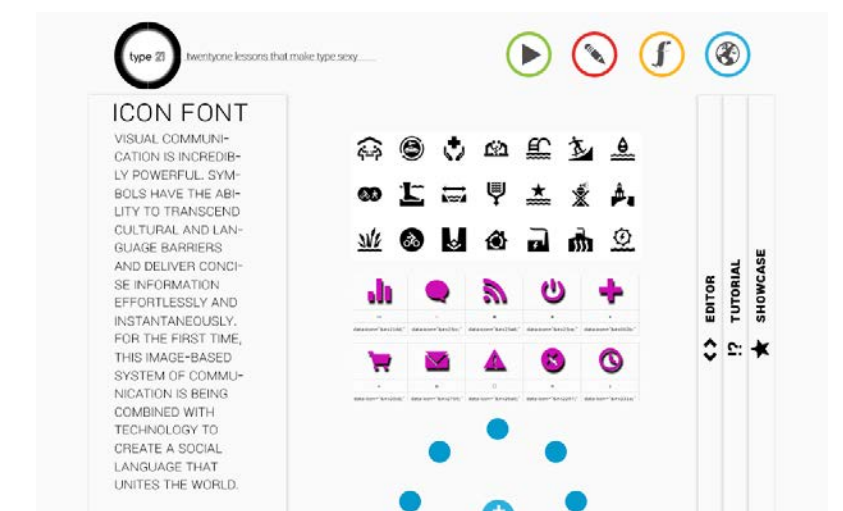


lessons #1

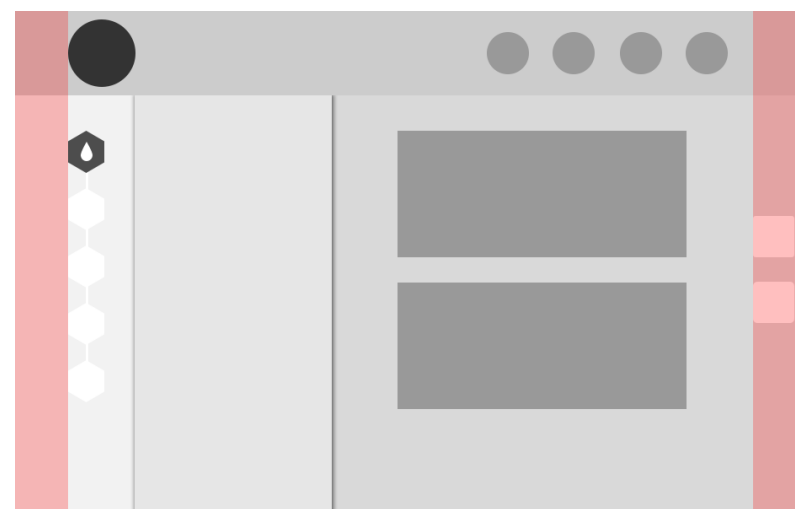
different version of the header to include navigation for categories

slide-in panels for different features
(path like) fly-out menu to switch lesson

design discarded as it includes too many different navigation types



lessons #1



lessons #2

similar navigation for lessons on the left, features on the right for easy usability and consistency

content is focused on the center



lessons #1

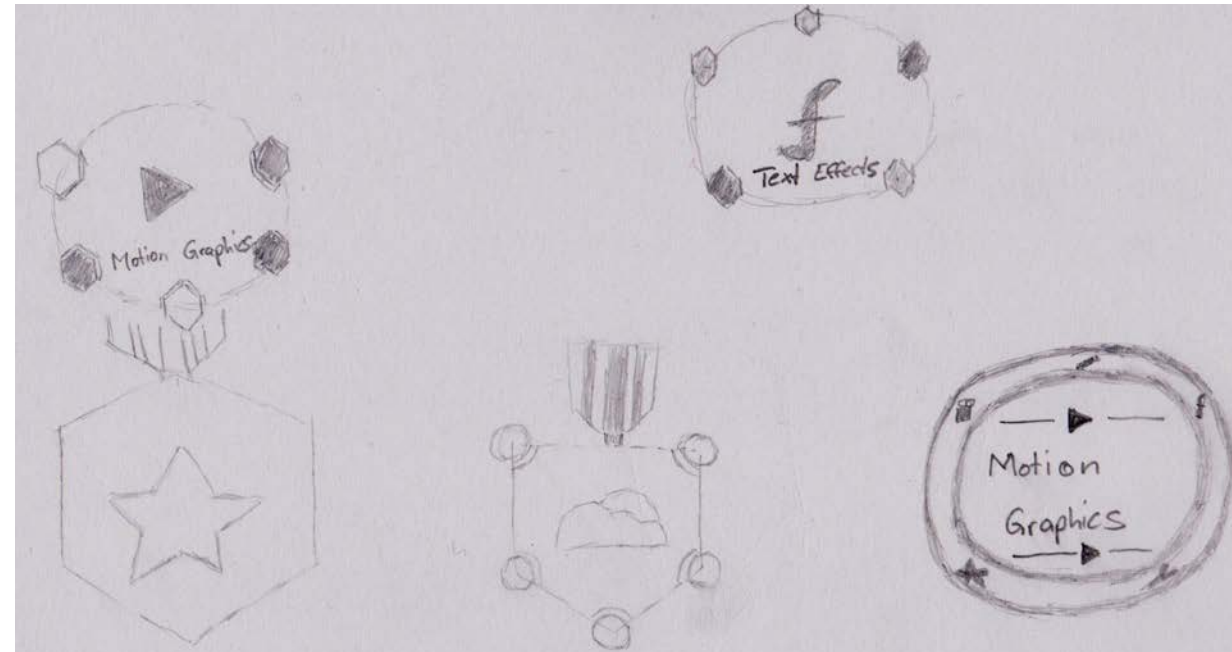
Inspiration / Reference

Website Design

Badges



freepik.com



badges / awards are given to keep the user motivation and record the progress

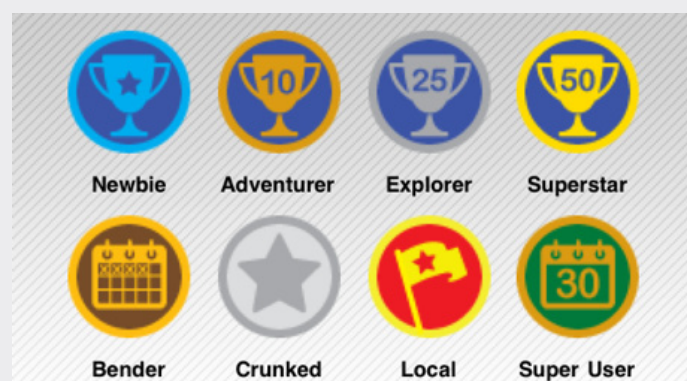
they can be earned for completed challenges or quizzes in every lesson



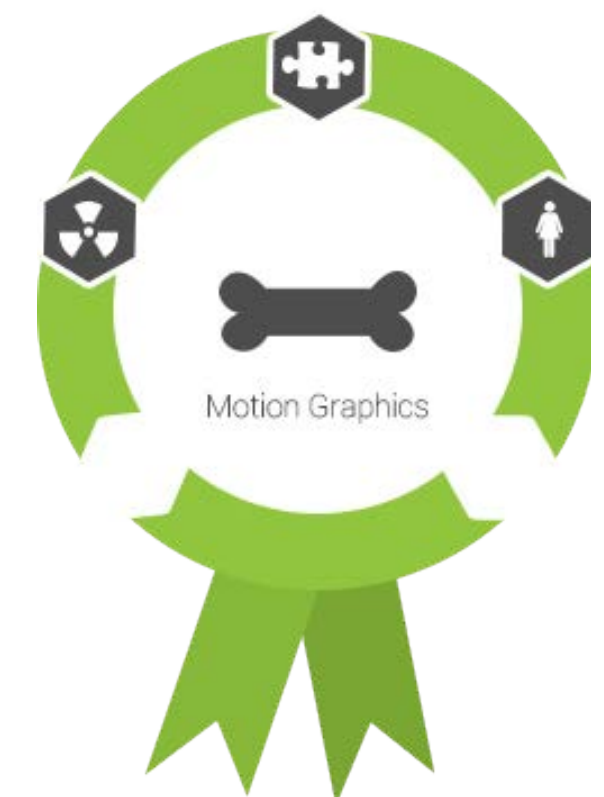
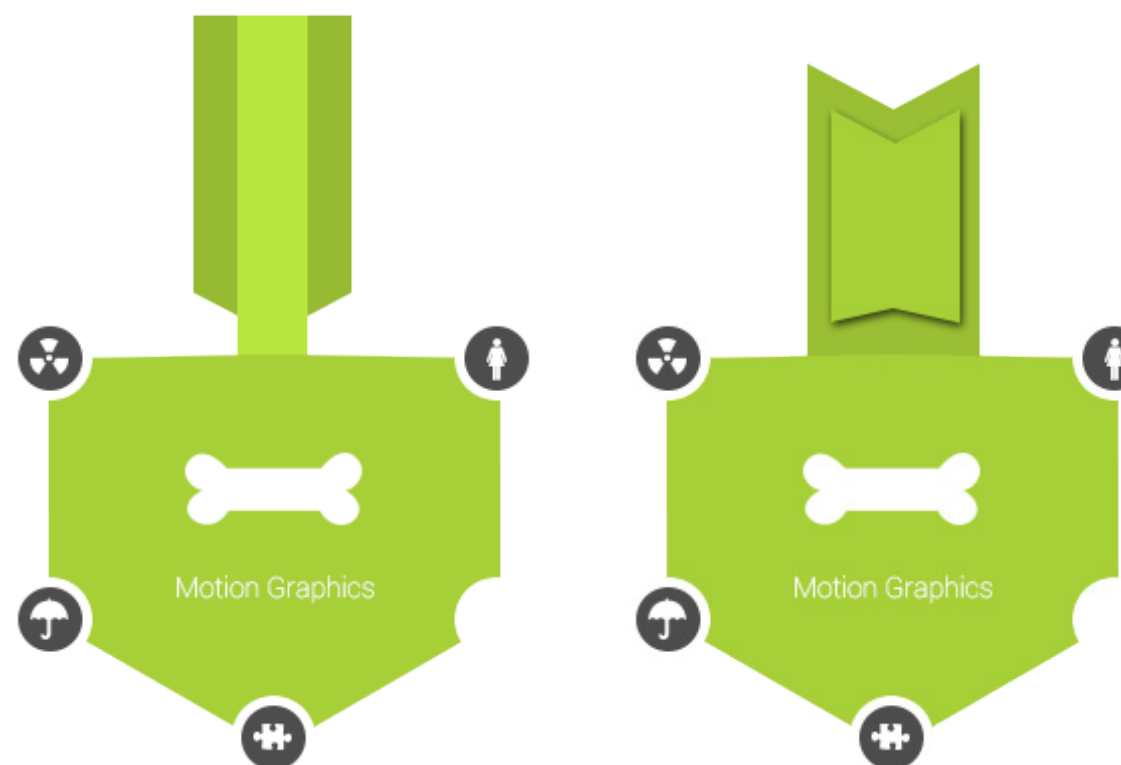
<http://www.sucaitianxia.com>

polygon shaped badge with circle awards
2 different ribbon designs

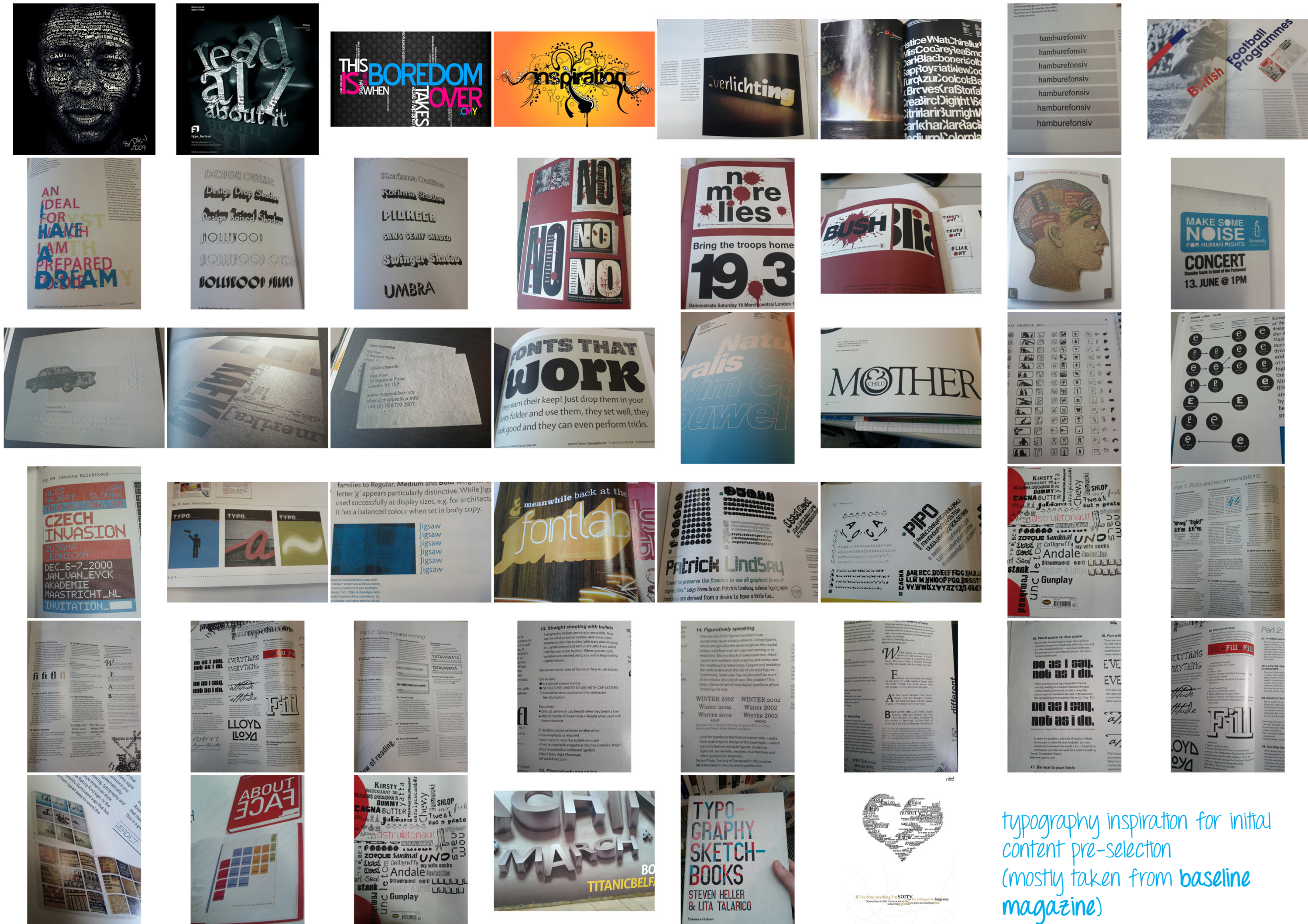
circular badge with polygon shaped awards as a reference to category -> lesson



foursquare awards - www.thedailybuggle.com



Research / Content



typography inspiration for initial content pre-selection (mostly taken from baseline magazine)