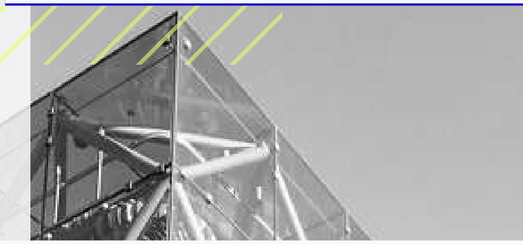
IAT 438



POP ART IN FABRICS AND FASHION

An interactive microsite for the TextielMuseum

5 week project archive

Seeking to create an online presence for our client, this interactive design project explores design precedents and principles, guiding us on the decisions that achieve a meaningful user experience. Through this, we aim to develop designs that resonate with our target audience and ultimately establish our client's identity.

WEEK 1
identify

Analyzed W. Weingart as a precedent designer for unique qualities to explore using Ellen Lupton's design principles.

WEEK 2/3
iterate

Reviewed actionable qualities and principles to derive lines of graphic investigation to apply in assets.

WEEK 4
convert

Converged most potential elements to translate into digital assets for the microsites' identity and interactivity.

WEEK 5
polish

Assembled elements to create a final microsite that reflects a solid visual and interactive identity for the event.

WEEK 6
optimization

Considered heuristics, gestalt rules, cognitive bias and other design principles for the site interactions.

GRAPHIC DESIGN → **VISUAL/CONTENT DESIGN**

reviewing precedents

Selectively analyzing the works and ethics of Wolfgang Weingart and Ellen Lupton, we gained insights that informed our design decisions and provided us with a foundation grounded in successful design precedents.

identifying actionable qualities

Observing works to surface unique approaches and techniques that can be adopted in our own works.

pairing potential principles

Analyzing principles to counterpoint or compliment actionable qualities to converge into a unique visual identity.

seeking image groupings

Precedents conveying fragmented ideas that when combined together, form the basis of our design direction.

surfacing tailored content

Uncovering and creating content to guide visitors to the microsite through a memorable experience.

exploring through visuals

Lateral thinking surfaced several lines of investigation revealing works with malleability and driving points that could carry through the weeks. This lead to aspects of their design to be selectively used in the final translation into the microsite.

WEEK 1

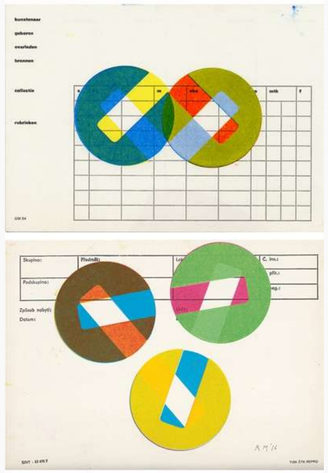
WEEK 4

continuous development

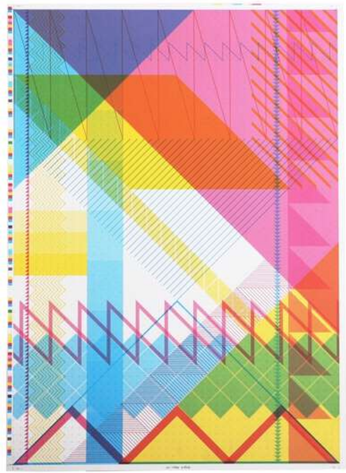
After selecting the event, Pop Art Fabrics and Fashion, it became crucial to avoid cliché approaches. This led to a key development of discovering ways to turn pop art contemporary, while still maintaining distinctive features that made it unique.

OVERLAPPPING ELEMENTS

TRANSPARENCY + LAYERING



MERGING SHAPES INTO ANOTHER



CONTEMPORARY PALETTE

FINAL MICROSITE

walkthrough

content surfacing

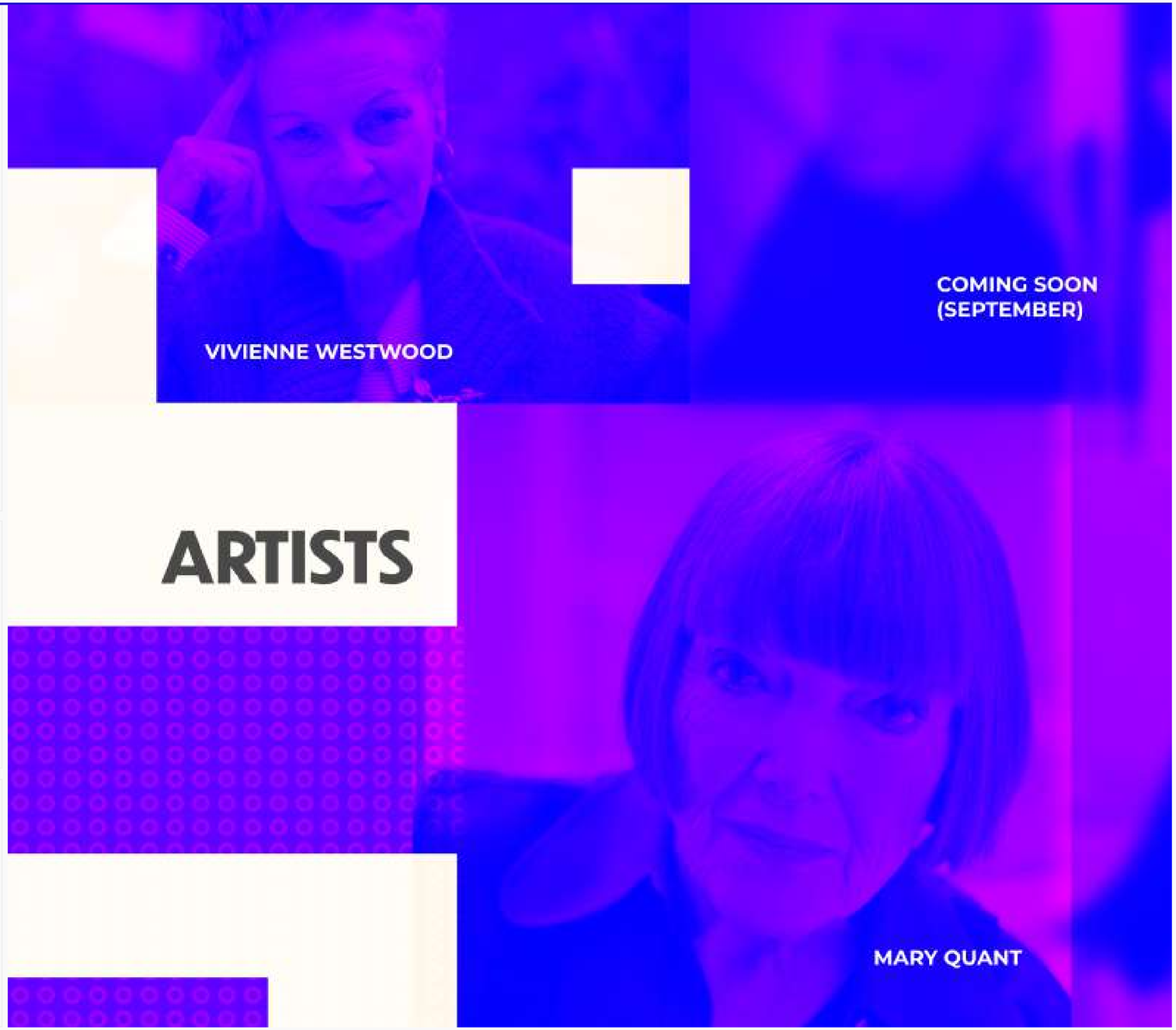
Carefully crafting content that resonates with our target audience and drives engagement, intended to draw-in newcomers and generate excitement among attendees.

ARTISTS AFFIRMATION

For first time users, the artist page is an informative video directory of first hand accounts by the featuring designers meant to facilitate an appreciation of the fashion industry.

EXHIBITION EXPOSURE

The itinerary is an organizational tool meant to filter for familiar works, and to broaden the user's search for new prospects and activities to engage in, at the event.



INTEGRATING OPTIMIZATIONS

the final direction

Intending to bring the event to the user before the user goes to the event, the art direction and heuristics we have employed in our design allow the user to subconsciously engage with the site and discover its content effortlessly.

USER PRECONCEIVED NOTION

The **aesthetic-usability** of heuristics allows for the expressionism of the microsite to lead the user experience, making any usability issues less noticeable, or appear intentional.

ENHANCING NAVIGATION

The gestalt **law of common regions** allows for users to quickly pick up on commonalities to learn quickly how to navigate the microsite efficiently.

THE FINAL MICROSITE

functional and expressive

HOME PAGE

art direction

HEADER

DUNBAR TALL

Its iconic tall x-height, reminiscent of the 60s and 70s typefaces, surfaces a personality that compliments the pop-art characteristics all while increasing the legibility of interactive headers within the charismatic compositions.

BODY COPY

MONTSERRAT

To accommodate for both print and digital assets, the contemporary adaptations of its features are lighter with short descenders and wide apertures allowing for a hint of elegance in its neutral tone to compliment its dynamic pairing

TERMINAL:

Vertical terminals, allowing compact settings

X-HEIGHT:

COMPARED TO:

BAO PRO BOLD
DUNBAR TALL BOLD

Maximum use of x height creates a dense line for stronger impact

FONT COMPATIBILITY

Dunbar Tall's retro sophistication adds a classic touch while Montserrat's simplicity and versatility supports contemporary needs. This pairing blends elements of classic and current works within the composition and maintains a sense of coherence and harmony.

DUNBAR TALL

HEADER

art direction

HEADER

DUNBAR TALL

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BODY COPY

MONTSERRAT

To accommodate for both print and digital assets, the contemporary adaptations of its features are lighter with short descenders and wide apertures allowing for a hint of elegance in its neutral tone to compliment its dynamic pairing

APERTURES:

Wider aperture allows for more compact copy

DESCENDERS:

Short descender and ascender allows for better legibility

FONT COMPATIBILITY

Dunbar Tall's retro sophistication adds a classic touch while Montserrat's simplicity and versatility supports contemporary needs. This pairing blends elements of classic and current works within the composition and maintains a sense of coherence and harmony.

MONTSERRAT

Body copy

art direction

HEADER
DUNBAR TALL

A retro display typeface with an longer stature resembles the 60s and 70s iconic typefaces presenting the history of pop art while holding contemporary aspects of clean, sharp edges for legibility.

BODY COPY
MONTSERRAT

To accommodate for both print and digital assets, the contemporary adaptations of its features are lighter with short descenders and wide apertures allowing for a hint of elegance in its neutral tone to compliment its dynamic pairing

DUNBAR TALL
MEDIUM

MONTSERRAT
REGULAR

POP ART FABRICS AND FASHION

The exhibition Pop Art Fabrics & Fashion displays more than 200 textile and fashion designs, from the birth of pop culture in 1956 to its turbulent demise in the 1970s.

FONT COMPATIBILITY

Dunbar Tall's retro sophistication adds a classic touch while Montserrat's simplicity and versatility supports contemporary needs. This pairing blends elements of classic and current works within the composition and maintains a sense of coherence and harmony.

HEADER

Body copy

art direction

Pink - A bold and charming energy to lure in the users attention to browse with anticipation

IMAGE TREATMENT

Applying monotone allows them to blend into the composition without being visually busy and compliments the complexity of patterns.

MONOTONE EDIT

Neon Green - An optimistic and cheerful energy to hype the mood of an arriving user

COLOUR PALETTE

The brightness brought by neon monochromatic palettes stimulate varying levels of alertness to engage and lead users through the content.

BLENDING MODE APPLICATION

Purple - For an air of mystery and royalty that demands more calm and focus from the user

IMAGE OVERLAY ON COLOUR

Orange - A warm welcoming enthusiasm inciting optimistic energy from users' expectation

art direction

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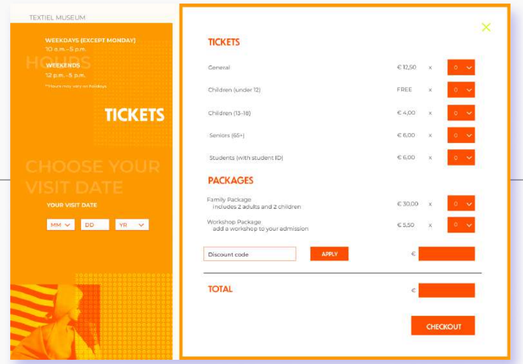
TICKETS PAGE

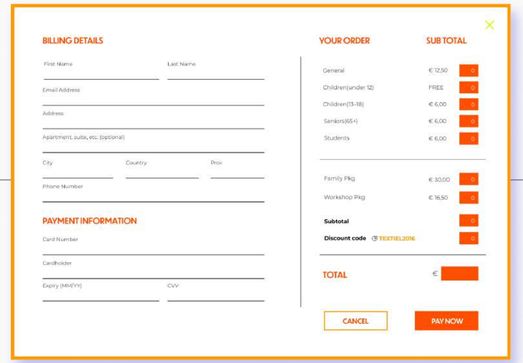
user flow

LANDING PAGE

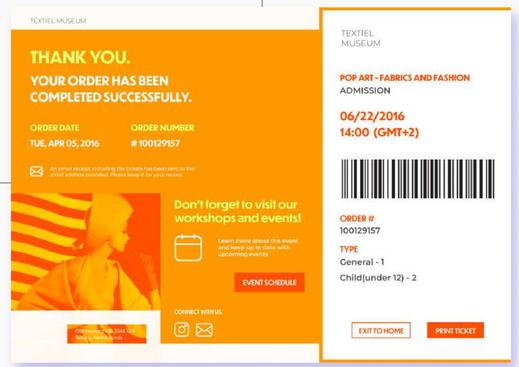
TICKET PAGE



PURCHASE PAGE



BILLING PAGE



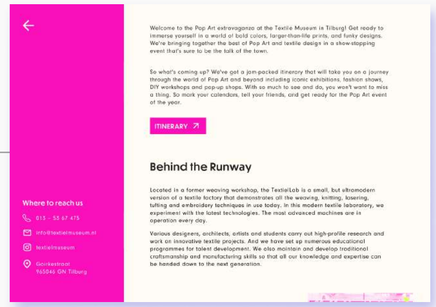
CONFIRMATION PAGE

EXHIBITION PAGE

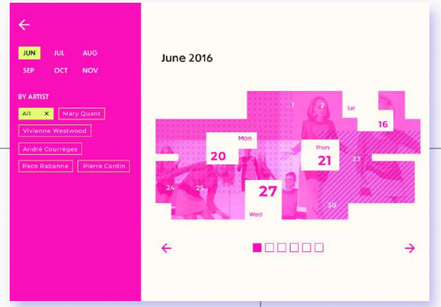
user flow

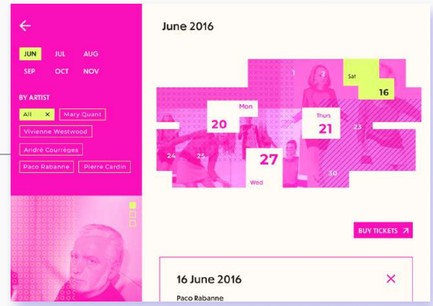
LANDING PAGE

ABOUT PAGE

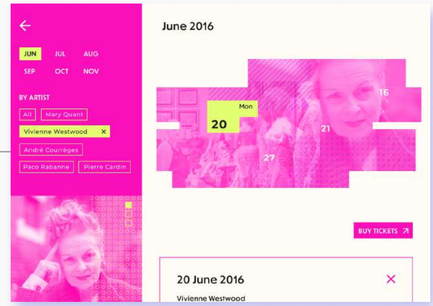


ITINERARY PAGE





ARTIST FILTERED PAGE

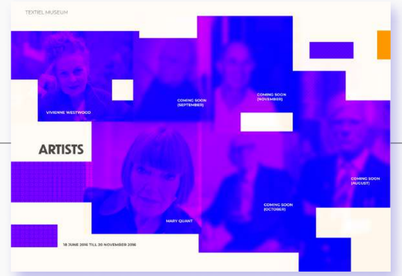


ARTISTS PAGE

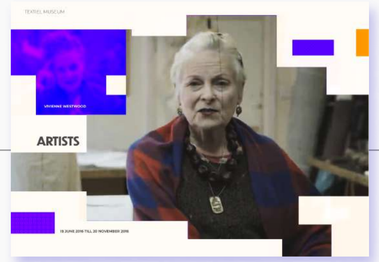
user flow

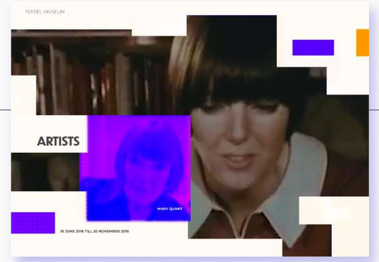
LANDING PAGE

ARTIST PAGE



VIVIENNE WESTWOOD

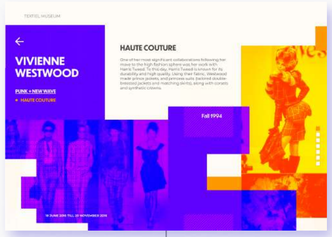


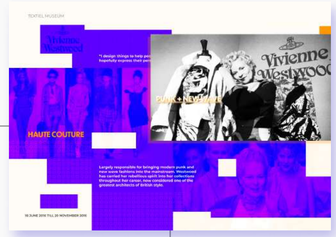


MARY QUANT

SAME FLOW AS
VIVIENNE WESTWOOD

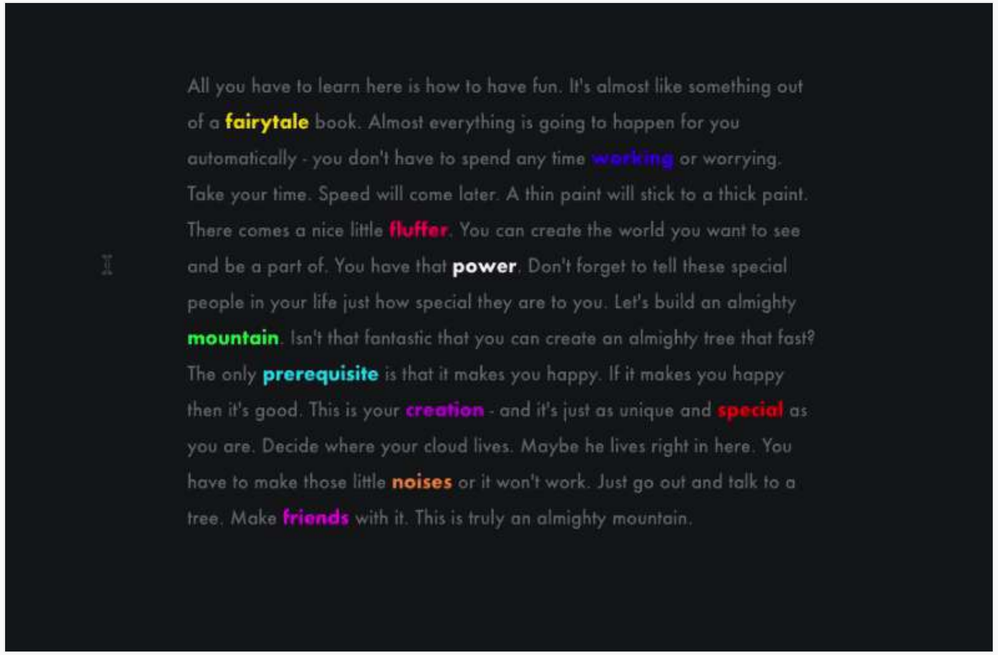
HAUTE COUTURE





PUNK + NEW WAVE

interaction precedents



CLICK TO SLIDE SHAPE TO OPEN PAGE

HOVER TO REVEAL MEDIA

ADAPTED INTERACTIONS

tickets

Having new pages slide into view keeps details organized and more functional for systemic interaction such as purchasing, creating more seamless interactions and granting the user a sense of reliability and confidence in their actions on the website.

CLICK TO SLIDE SHAPE TO OPEN PAGE

ADAPTED INTERACTIONS

artists page

The interaction allows users to reveal audio-video content, heightening their excitement because it is more enjoyable to invest in a passive activity that stimulates different senses, increasing their desire to attend to experience more.

HOVER TO REVEAL MEDIA

ADAPTED INTERACTIONS

itinerary page

Revealing content with the interaction is a functional way to navigate a calendar, providing a pleasant way to browse unfamiliar events and their details by giving the user a level of control through familiarity.

CLICK TO SLIDE SHAPE TO OPEN PAGE

ACROSS 5 WEEKS

overarching process from graphics to visuals

CONSISTENCY, REFINEMENTS, MALLEABILITY

WEEK 1

WEEK 6

WEEK 1

re-analyzing works

Reviewing the week's work, a clear quality began to surface that could be observed in Weingart's montage works. To facilitate its purpose, it was revised along with a new paired principle.

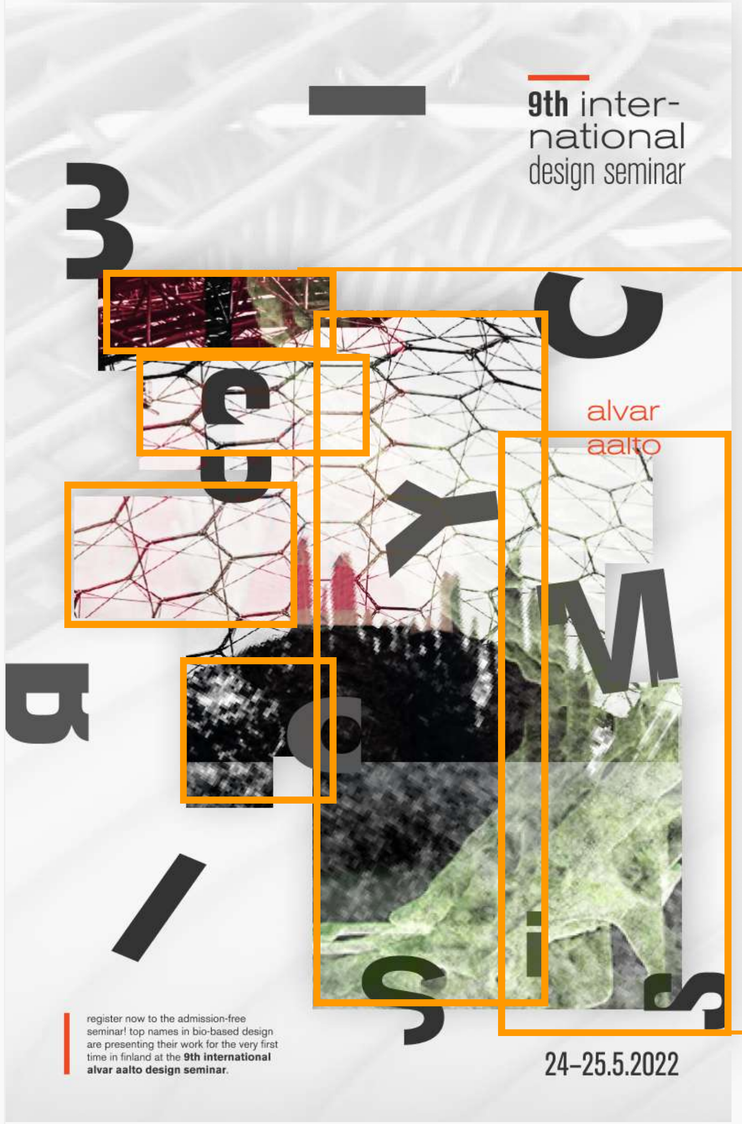
(Refined quality)

Overlapping geometric shapes for compositional foundation

(Refined principle)

Breaking boundaries of enclosed frames

WOLFGANG WEINGART'S WORKS



The starting point of using geometric shapes as framework

WEEK 2 - 3

textiel museum + pop art fabrics and fashion

After choosing the pop art event from the client based on possible challenges and a judgement of the compatibility to our precedent designer, several more iterations were made, surfacing the best transferable elements for digital assets.

SURFACED QUALITY AND PRINCIPLE

MID-POINT CONSIDERATIONS

LAST ITERATIONS FOR A DRASTIC EXPLORATION

WEEK 4 - 7

translated into the microsite

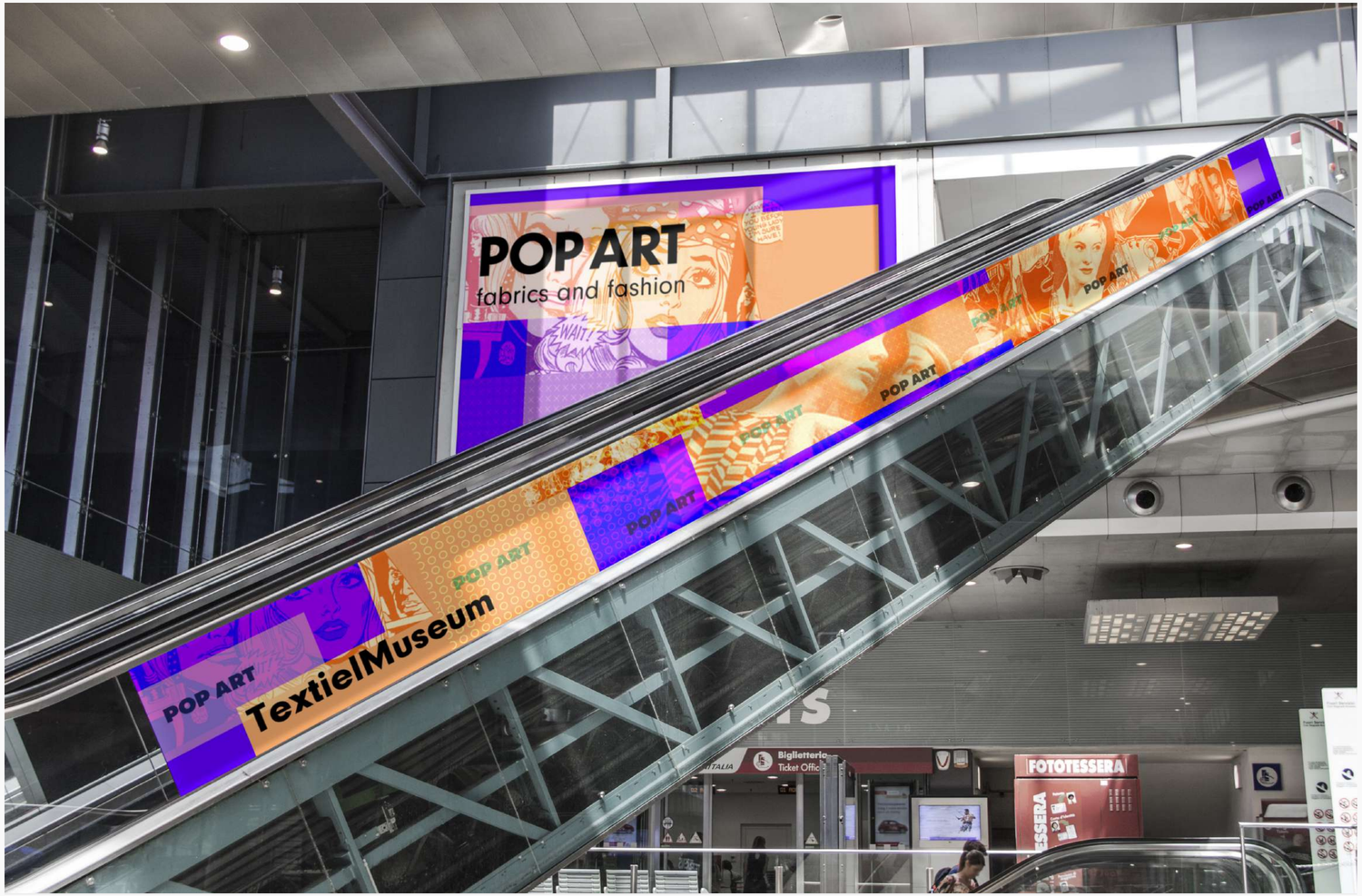
The line of investigation, breaking the parameters of geometric shapes, surfaced translatable elements for the microsite. The quality provided an initial framework for placement of elements while the principle guided the framing of content for interactions building a balance between the functional and the expressive.

Image treatment and geometric shapes

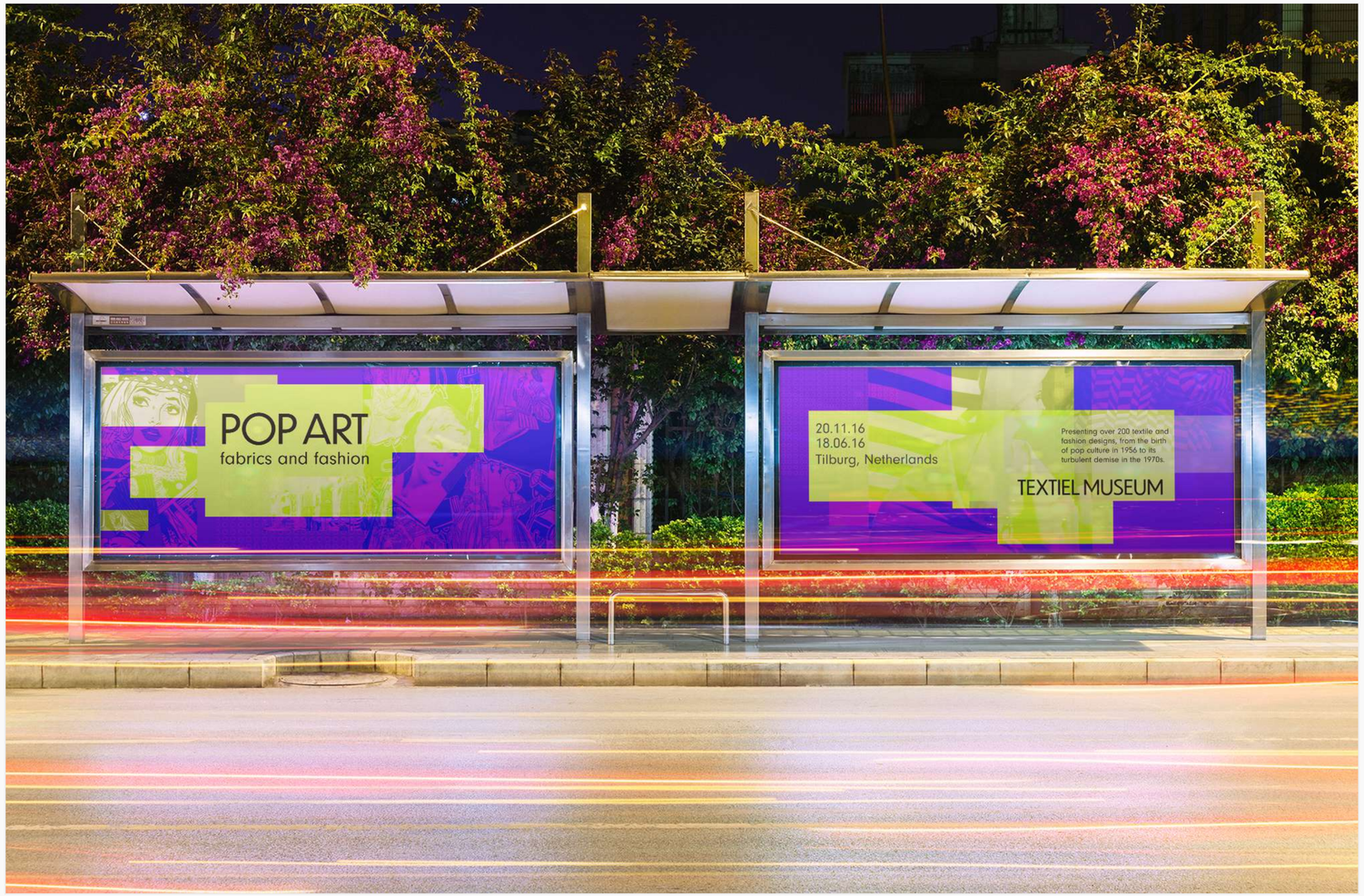
Patterns and Fusion of image and type

final assets

The malleability of the final microsite identity shows in the different assets, grounding 5 weeks of investigations and refinements.



final assets



citations

Link to prototype

mary quant

Introducing Mary Quant

British fashion icon, Mary Quant

vivienne westwood

Why is Gen-Z Obsessed with Vivienne Westwood?

Vivienne Westwood AW 23/24 Lookbook

The History of Vivienne Westwood

interaction precedents

Hover to reveal media

Click to slide shape to open page

Link to walkthrough