

Website Plan

www.bl-dg.com

Objective Overview

the website should:

provide a clear presentation on the work of *bl-dg* and form part of one holistic visual identity of the office;



www.bl-dg.com

serve as a marketing tool for potential clients in both China and abroad and thus needs to be bilingual;

provide email inboxes for 1-10 people and possibility for future expansion

storage for <100mb of files

- portfolio
- pdf drawings
- other

have easy update methods for new projects and information to be added periodically.

Style

minimal

white

a little bit of fun

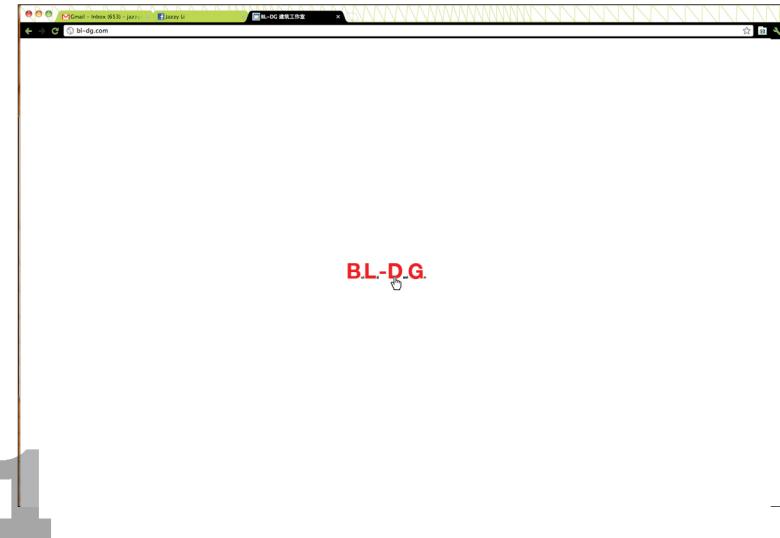
Features

several emails

a couple downloads (portfolio, press release, etc)

video links to youtube.com/vimeo.com/youku.com

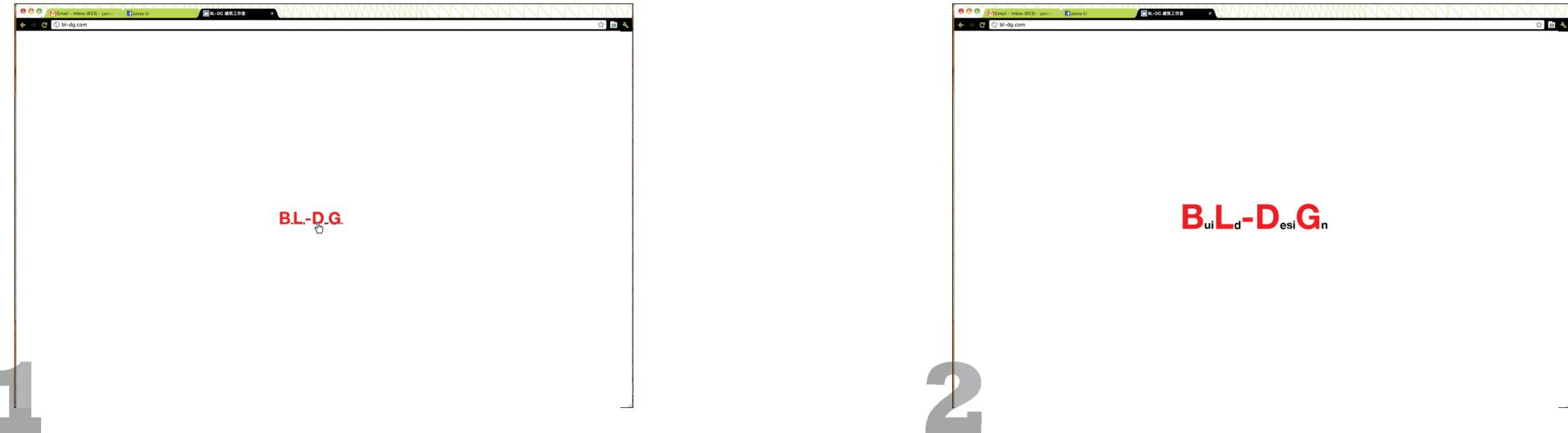
Home Page(animated)



1



3



2

动画流程 第一步

BL-DG在屏幕正中，为大写RGB正红色，36号helvetica neue字体ultra light，其间的ui,d,esi,n为同样字体6号黑色。这一块构成了网站的整体logo，这里要的效果是访问者第一注意到的是BL-DG，黑色的小字要几乎看不到看不清。

第二步

点击logo后，整体logo开始动画放大，到红字BL-DG变成72号而黑字部分变成24号，在这一步停留5秒自动进入第三步。这里要的效果是放大后可以看出网站名字的各个字母进而揭示名字的意义与来源是build—design

第三步

从第二步缩小后还原为原来的36号和6号，但这次上方多出了目录条和语言选择。目录条中单词全为小写同样字体helvetica neue (ultra light) 30号。目录条下的单线为1像素厚度即可。总之，整个主页的动画只需要最开始的一次点击，其他都为自动

Home Page

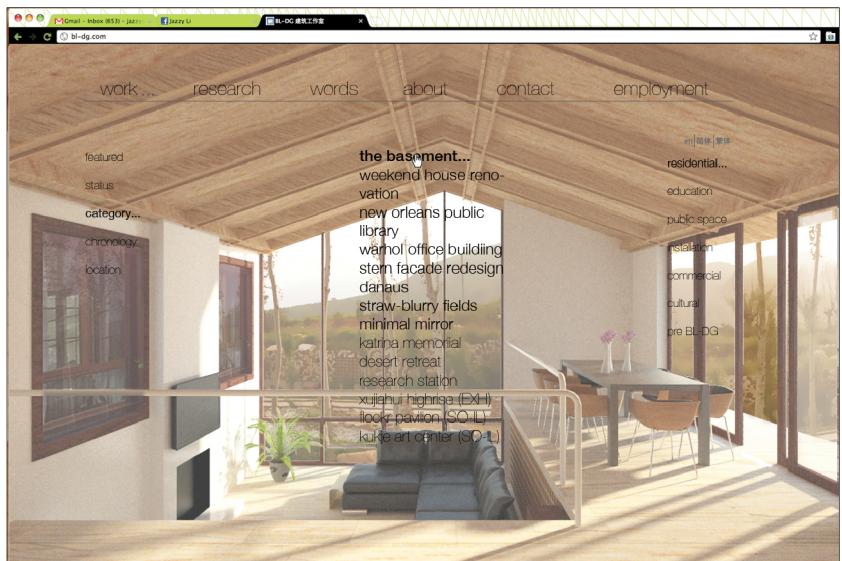
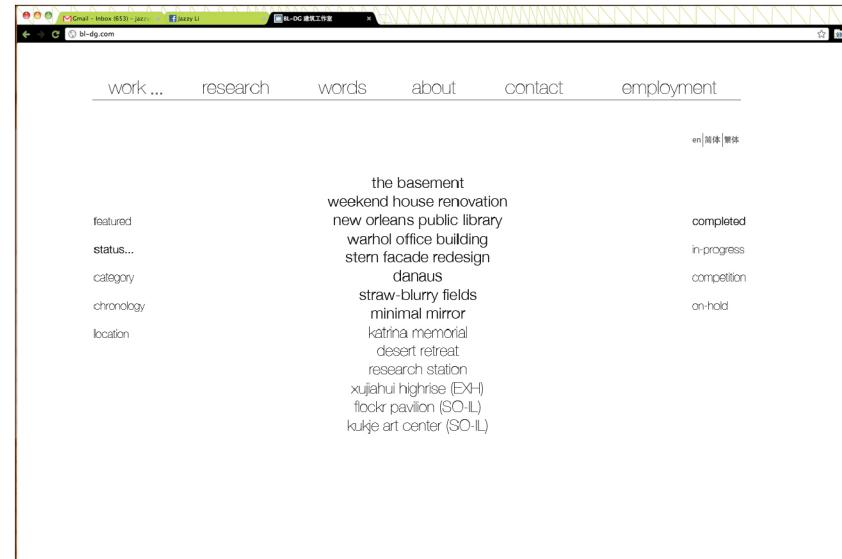


说明

主页中唯一需要特殊制作的是选目录时的小动画：

当鼠标滑到某个目录上方是（这里如contact）这个字后面会动画出现三个点的省略号，先出现一点，然后二、三点，如果鼠标不动这个省略号就保持不动；如果移到另外一个目录上，则再次在这个目录后动画出现省略号，当点击某一目录后跳转到新一页

Work Page



说明

点击work出现三栏菜单。左边和右边都是helvetica neue (ultra light) 18号，中间的前8个project为helvetica neue (light) 24号（这8个可以点进去进入新的project page查看具体内容），后6个project为ultra light24号（只是列一个名字，没有内容）

类似主菜单，鼠标滑动左侧菜单的某一项（如上status）后面会出现省略号，点击后，右侧的菜单会出现变化（对应status，或者category，或者chronology）

当鼠标滑到具体的某一个project上时（左图，以the basement为例）字体从light变为medium同时出现省略号动画，同时背景图片变为覆盖整个浏览器的project image，透明度75%；右侧的菜单也会根据project的属性而变化字体，如the basement属于residential，那么右边的residential就会从ultralight变为light同时出现省略号

点击这个project，进入新的project page

Work Page

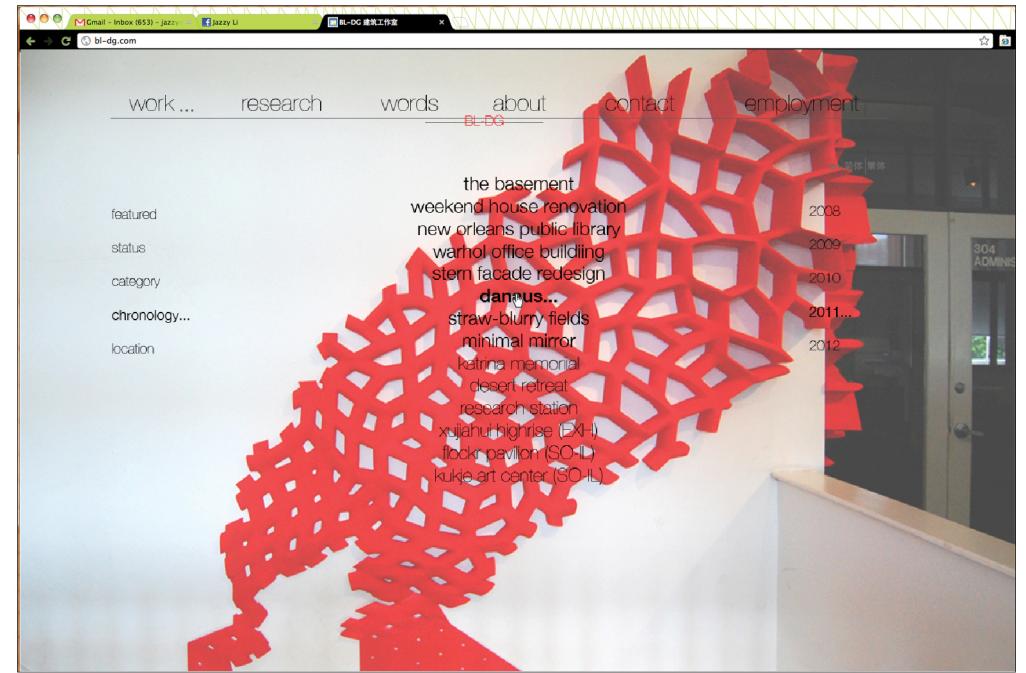


说明

鼠标滑到straw-blurry fields上：

字体从light变为medium同时出现省略号动画，同时背景图片变为覆盖整个浏览器的project image，透明度75%；右侧的菜单变为installation从ultra light到light同时出现省略号

点击这个project，进入新的project page



说明

鼠标滑到danasus上：

字体从light变为medium同时出现省略号动画，同时背景图片变为覆盖整个浏览器的project image，透明度75%；右侧的菜单中2011从ultra light变到light同时出现省略号

点击这个project，进入新的project page

Project Page

work ... research about contact employment links

Straw-blurry Fields

During March and April 2011, Jazzy Li and Eric Baumgartner led a team of 13 students and strung together a blurry architectural space that engages touch, sound, and sight. Twelve panels form two constantly moving curtain walls and fluidly the space in between. The transparency and lightness of the installation allows itself to play with sun, wind, and light conditions. The ephemeral project does not take any static visual, acoustical, or sensual form. Instead, the dematerialization of straws, characterized by porosity and local interconnectivity, creates what Stan Allen calls - 'field conditions' – which are defined not by overarching normative themes but by intricate

Type
Architects' Week First Place
Status
Completed in February 2011
Location
New Orleans, USA
Program
Architectural Installation
Area
100 sf / 10 m²
Design Partner
Eric Baumgartner

Elevation
Download PDF

说明

点击具体一个prjoect后背景，原菜单中的背景从75%透明度降到11%

左侧文字栏标题为helvetica

neue (regular) 18号，正文为helvetica

neue (ultra light) 14号，下面简介为helvetica neue (ultra light italic) 14号

左边的文字区与右边的图片区由一条厚度为1像素的线隔开，颜色纯黑

右面的图片区的注释文字（如左边的elevation download PDF）为helvetica neue (ultralight) 14号，颜色为grayscale 28。如果有download PDF则需要有超链接点击后可以下载文件

Project Page

work ... research about contact employment links

Straw-blurry Fields

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Original Rendering

Plan Elevation

说明

为了创造一种极简的效果，在文字和缩略图区域都设计为无scroll bar的形式（即左侧红色虚线框出的区域）

文本框的滑动由鼠标控制，当鼠标滑到文本框下方时文字自动开始向下滚动，滑倒上方的时候亦然。为了产生“框”的效果，最上和最下面的一行要刚好被这个隐藏的框子盖住一半

同理，图片的部分也一样，鼠标在左边界的时候缩略图整体左侧滚动，右侧同理。边界部分的处理类似，就是用PS里的mask让图片透明度简便到0滑出框外

Project Page

The screenshot shows a web browser window with the URL bl-dg.com. The page has a header with navigation links: 作品 (Works), 研究 (Research), 文字 (Text), 关于... (About...), 联系 (Contact), and 招聘 (Recruitment). A language switcher at the top right shows "en | 简体 | 繁体". The main content area features a large image of a modern library interior with a high ceiling, wooden floors, and white furniture. Below the image, there's a grid of smaller images showing different views of the space. To the left of the main image, there's a sidebar with project details:

新奥尔良公共图书馆

类型
公共文化建筑

位置
美国路易斯安娜州新奥尔良

功能
阅览室、观景厅、大众广场

面积
5000平米

描述
虽然十多年来没有完成，但这个项目已经取得了显著的进展。除了几张室内外的照片和一张开发商提供的画反了的平面图以外我与原乡和这幢别墅是素未谋面。但这并不影响我对这个项目的策划，自始至终，我对这个项目的定位一直是“建筑改造”。这是我能找到的与英文中“architectural renovation”最近的翻译。与简单的装修不同，“renovation”在西方是一个被广泛接受和实践的概念——一栋房产住久了或新购的二手房，由于种种原因不再能满足主人对空间、风格、功能上等的各种需要，主人便请来建筑师设计改造，让房子旧貌换新颜。成功的案例数不胜数：有的改造增大了实际的使用面积，有的改造合理化了建筑的功能流程，有的改造

说明

语言切换应该在每一页都可以实现，比如这里只要点到“简体”就可以立即切换到本页的简体中文版

About Page

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BL-DG

BL-DG is an architectural practice dedicated to the realization of innovative design objectives. Founded by Yueqi 'Jazzy' Li, the practice operates flexibly in Beijing, London, and New Orleans. The name BL-DG stands for both the short for 'building' (noun) and 'build-design'(verbs). The practice deeply believes in the power of the built reality and thus strives to create architecture that is innovative, poignant, and at the same time feasible.

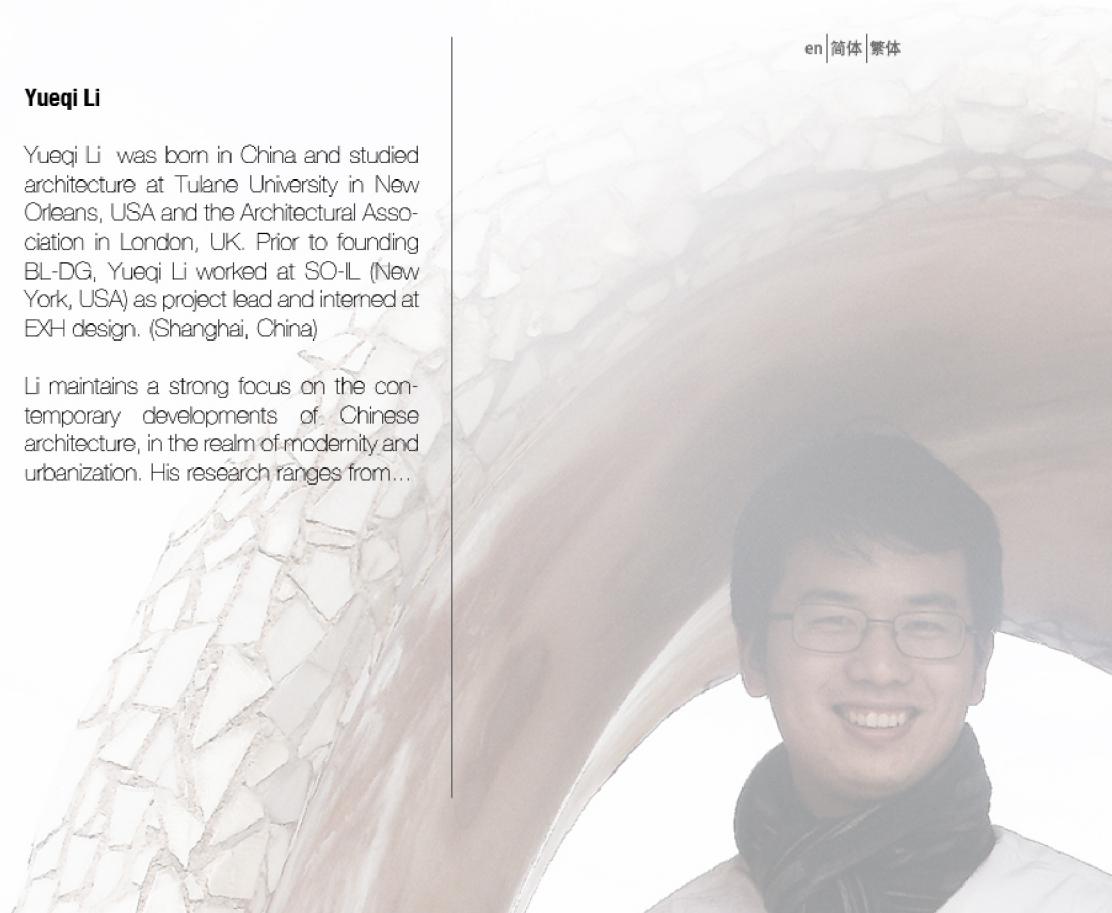
Recent projects include additions to two weekend houses in Beijing, China, an installation named Danaus exhibited at the Tulane School of Architecture, and a proposal for the Warhol Foundation Speculative Office building in New Orleans.

Yueqi Li

Yueqi Li was born in China and studied architecture at Tulane University in New Orleans, USA and the Architectural Association in London, UK. Prior to founding BL-DG, Yueqi Li worked at SO-L (New York, USA) as project lead and interned at EXH design. (Shanghai, China)

Li maintains a strong focus on the contemporary developments of Chinese architecture, in the realm of modernity and urbanization. His research ranges from...

en | 简体 | 繁体



Contact Page

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Beijing

As one of the fast developing metropolis in the world, Beijing ...

With a global perspective, BL-DG is flexibly based in three countries and currently active in this locale.

London

The capital of the UK, London provides...

add: 12 alpha house, 1 ashbridge st,
london, united kingdom
nw8 8af
tel: +447428376662
email:li@bl-dg.com

New Orleans

Food, culture, music make this city