**Part 1: Project Description**

This project is to introduce the audience to Björk’s 2015 album Vulnicura through information reorganization and visual presentation.

I wish to convey some basic information about the album and introduce the audience with some basic background knowledge about how this album was created. I also included the visuals created for the album and touched on the subject of how this album became the world’s first ever VR album.

The engaging part of my project is that the user does not need to click anywhere in order to navigate around the website. Instead, the user can just scroll through the whole webpage, creating a very streamlined experience. What’s more, I have implemented some engaging animations. These animations will help connect different sections together. Generally speaking, I wish to create a video like experience when browsing through my website.

The intended audience would be the general public who does not really know about the album. This would be a great introduction to the album and maybe Björk as an artist.

**Part 2: Interact Instructions**

* Scrolling
  + In order to navigate through the webpage, the user will be constantly scrolling downwards.

**Part 3: External tools**

* Animation
  + To make the website more engaging and provide a smooth experience throughout.
  + I used the the animation to connect through different sections as well as revealing texts.
* JQuery
  + To make elements retrieval more easy.
  + I used it to retrieve elements from the HTML.
* Bootstrap
  + To make the website responsive and adaptive.
  + I put the whole website body in a container that is responsive to different screen size.
* ScrollMagic
  + To make scrolling based animation as well as to create smooth transitions between different sections
  + I used it to provide the basic interactive experience of the website, which is scrolling. Animations are triggered on the basic of scrolling.

**Part 4 Iteration:**

Originally I wanted to introduce the whole career of Björk, but that would be too broad so I decided to narrow down to just one album from her. The original design still requires clicking, but the updated design mainly focuses on the scrolling experience. The updated color of the design matches the color scheme of the album.

**Part 5 Challenges:**

It was quite hard to use ScrollMagic because there’s few tutorial and discussion for it. What’s more, it took me sometime that ScrollMagic is not compatible with the latest GSAP 3, so I still need to use the GSAP 2 in this case for animation. The advanced tweening function in ScrollMagic was a bit confusing at first because it was hard to find the right element to clip to.