

Project 1: Responsive Design

Jasper Tu

October 10, 2019

Professor: Mark Cheung

YSDN 2005

Concept

THE CREATIVITY CONFERENCE

An annual creative festival which connects art, science, culture and technology through educational endeavours and multidisciplinary creative projects. Well-known throughout the creative and digital spheres on an international level.

Target demographic

Established professionals working in the creative industry

Ages 22+

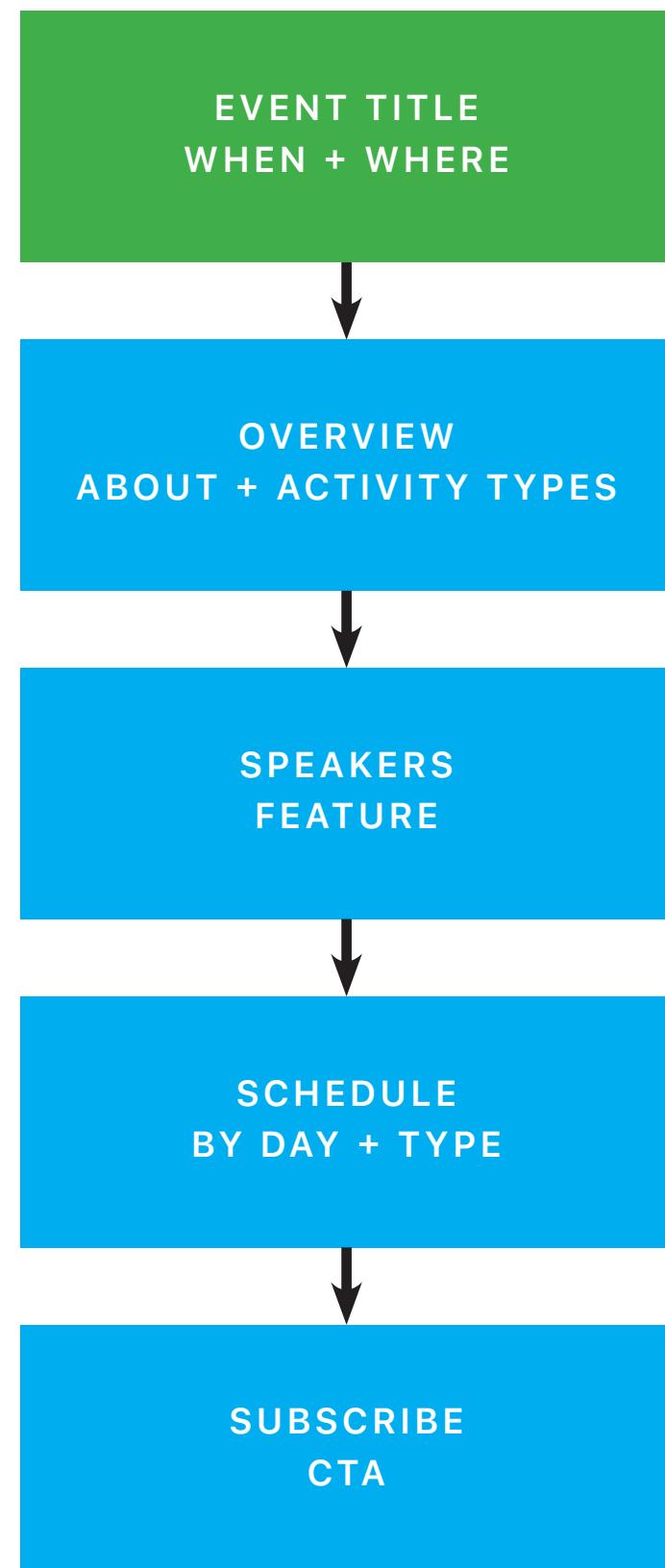
Information Architecture

SITE MAP

With events like creativity and design conferences, attendance is predicated upon self-interest. As such, I used a logical approach to decide what information would be relevant to display and the order it should be presented in.

Most important are date and location so this went on the hero where users would see first.

Other important information would entail what the event is about and what kinds of things would be offered. Following this are some famous speakers to entice attendance and a breakdown of the schedule. Lastly, there is an option to subscribe for updates.



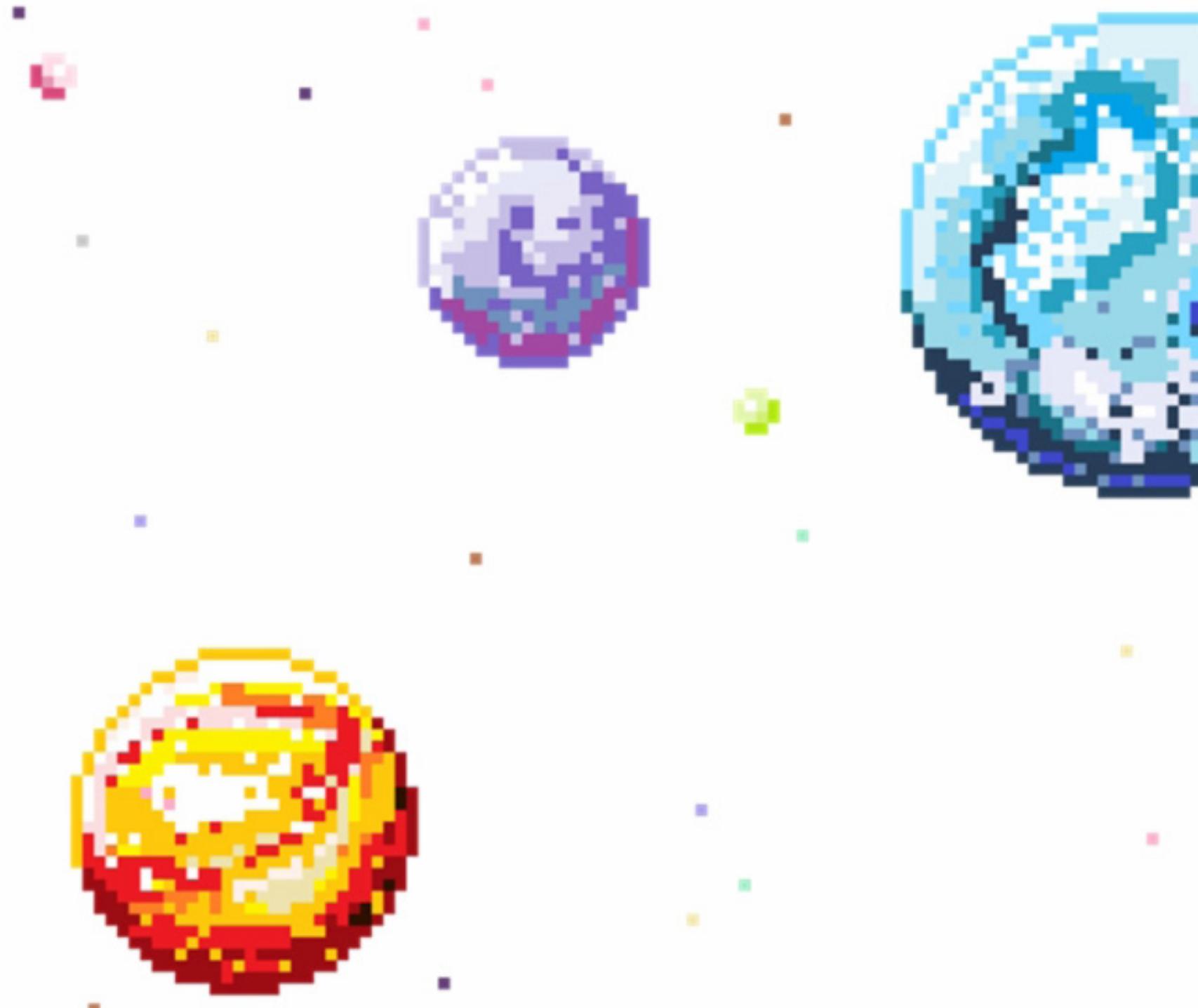
Thematic Ideation

INTERSTELLAR STYLE TILE

Initially, I had the idea of assigning the theme of “Interstellar” to my creativity conference. My initial intention was to connect creativity to the idea of astronauts exploring outer space, since creators continuously stretch their limits and expand their horizons to create their best work.

To connect space to the creative industry, I had planned to make my hero image a group of planets which were pixelated to reference the digital aspect of creative work like design and video.

Playfair Display and Poppins were chosen because they reflected elegance and playfulness, fitting for a professional event.



HEADING OPTION 1—8 BIT WONDER

INTERSTELLAR

HEADING OPTION 2—PLAYFAIR DISPLAY BOLD

Interstellar

BODY—POPPINS REGULAR

Lorem ipsum

Initial Wireframes

I took to Figma to start wireframing and exploring layout.
You'll notice I streamline and reduce the content more and
more as I move from Desktop to Mobile.

DESKTOP

12 columns
Device width: 2560px
Content width: 1200px
Column width: 89px
Gutter width: 12px

TABLET

6 columns
Device width: 1024px
Content width: 880px
Column width: 130px
Gutter width: 20px

MOBILE

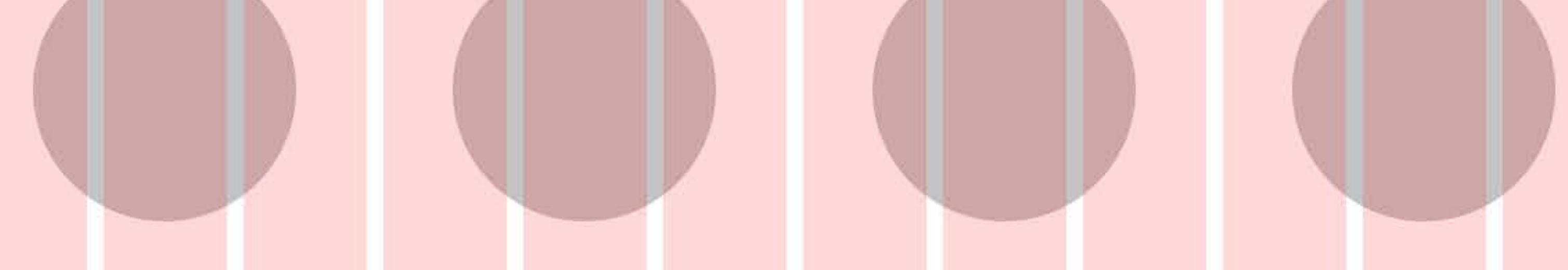
5 columns
Device width: 375px (iPhone X)
Content width: 330px
Column width: 50px
Gutter width: 20px

Interstellar

OCT 19–20 2019

TORONTO, ONTARIO

FOLLOW US



Jessica Walsh

FOUNDER AND CREATIVE DIRECTOR
OF &WALSH

Insert some text here about this person.
A short description will suffice.

[LEARN MORE +](#)

Ash Thorp

MOTION DESIGNER & DIRECTOR
AT ALT CREATIVE

Insert text here about this person.
A short description will suffice.

[LEARN MORE +](#)

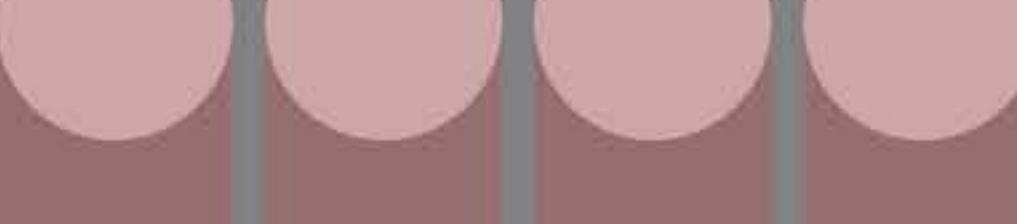
What's Wink?

Insert a short paragraph about Wink.
Insert a short paragraph about Wink here.
Describe, let the audience relate.

Get the latest info

[ENTER EMAIL HERE →](#)

Sponsors



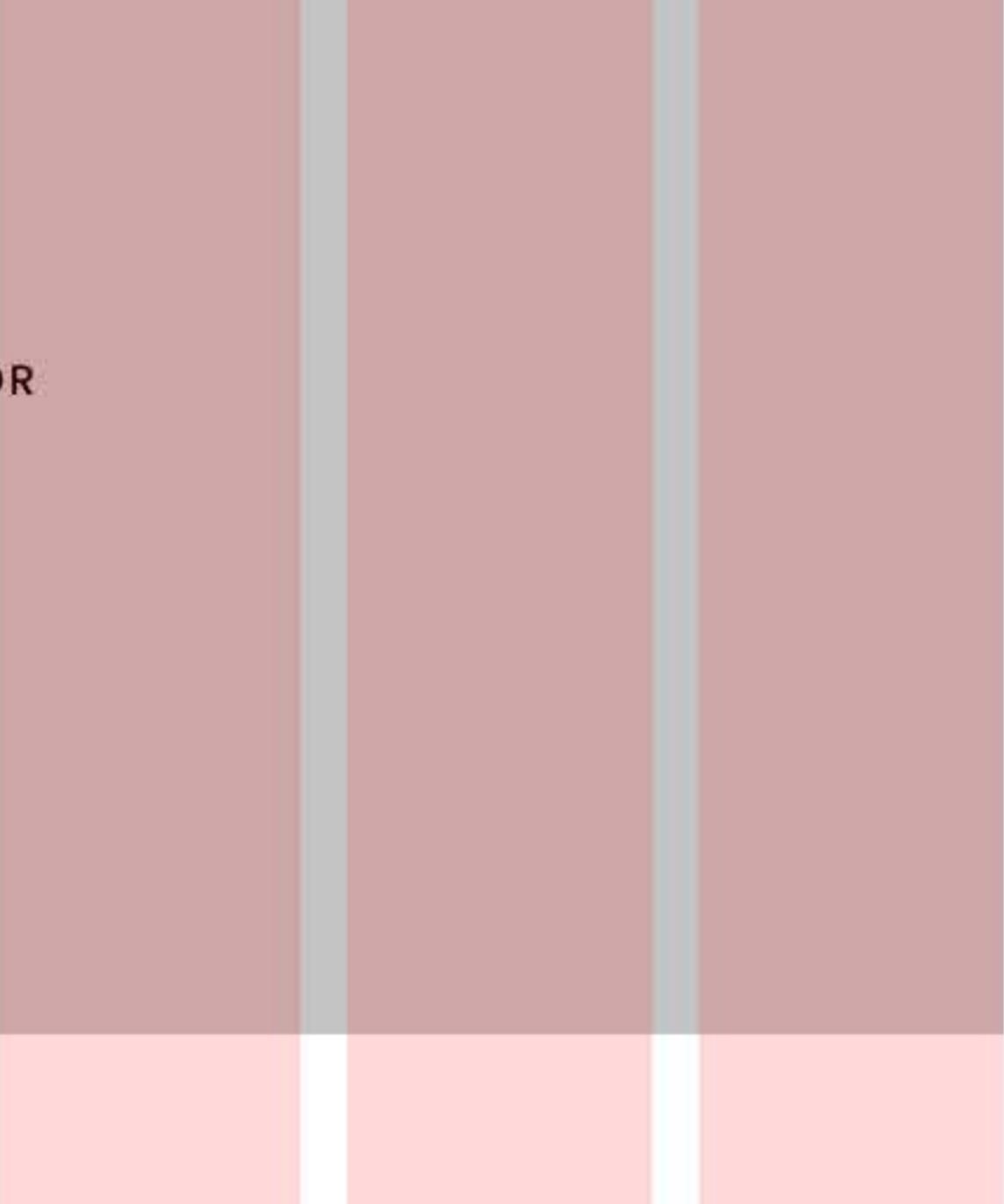
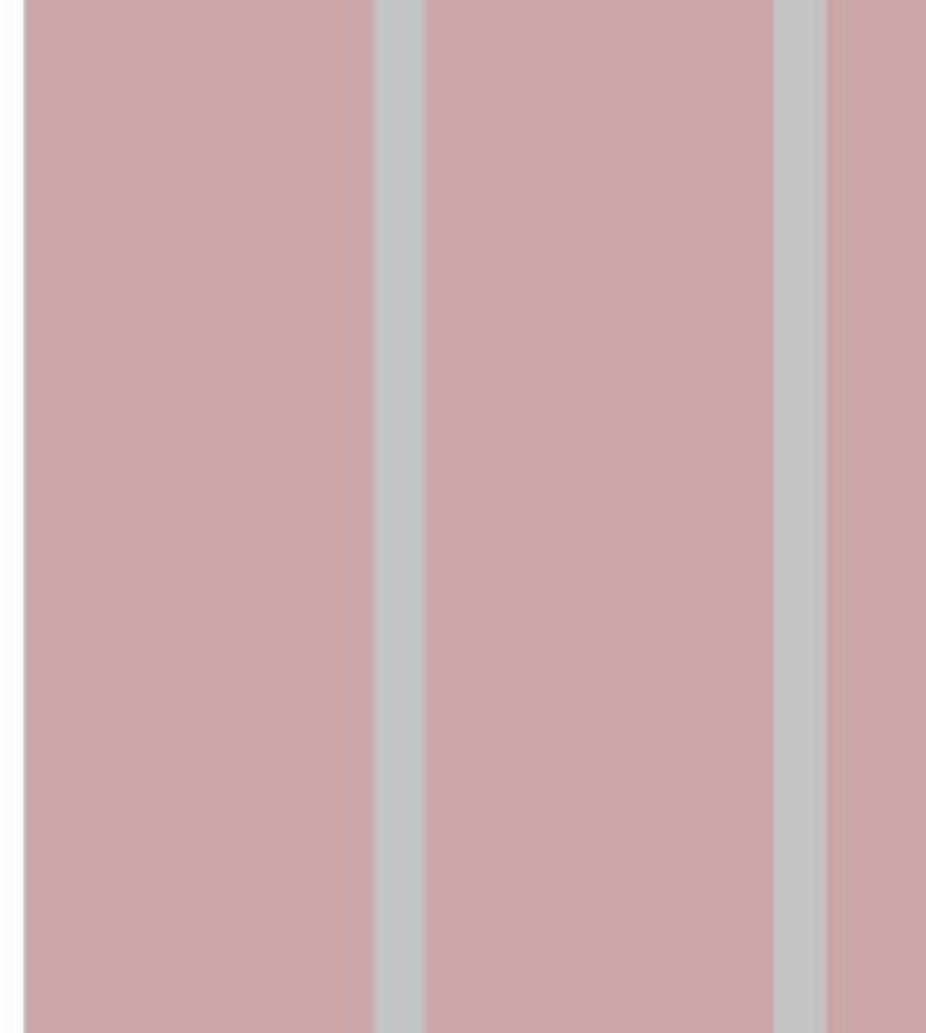
Interstellar

[Get tickets](#)

OCT 19–20 2019

TORONTO, ONTARIO

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Walsh

FOUNDER AND CREATIVE
DIRECTOR OF &WALSH

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WINK FESTIVAL WAS FOUNDED BY

©2019 WINK_FEST LTD. | CONTACT US

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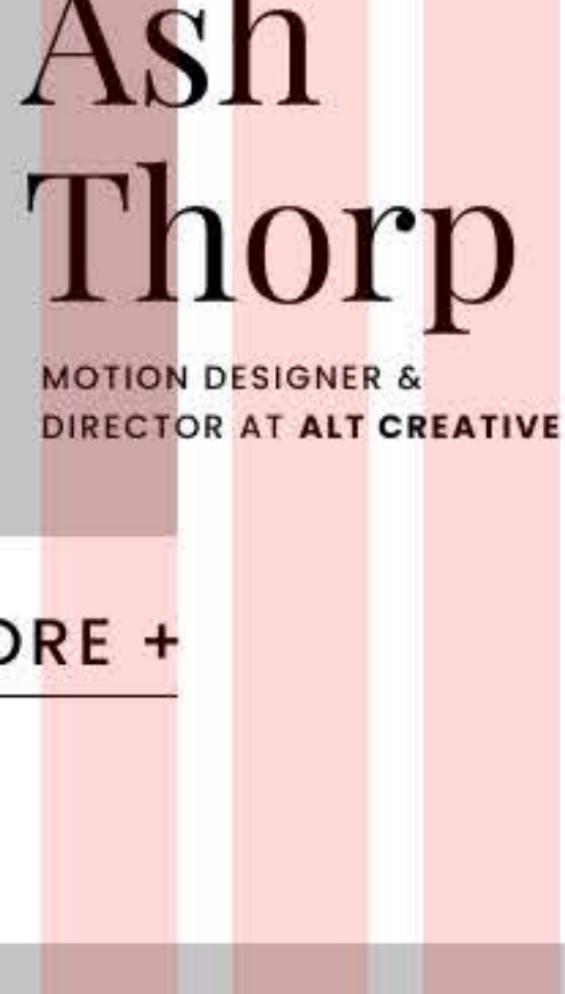


ENTER EMAIL HERE →

Sponsors

11

TORONTO, ONTARIO



10 of 10

WINK FEST

10 of 10

WINK FEST

But Wait!

NEW IDEAS EMERGE

I started to realize Interstellar did not directly connect with creativity and this concept was harder for people to understand immediately. I was also struggling to make pixelated images evoke the clean professionalism this event needed as they looked rather childish the deeper I went into the design.

This was when I started brainstorming new keywords to thematically ground this conference in. I decided to ditch Wink Festival and Interstellar altogether and made it one name: Spark.

So why Spark? And how do I represent this concept?

Neon lights clearly embody a creative spark.

RESEARCH + CRITICAL THINKING

Neon lights were the product of creative experimentation, when German physicist Heinrich Geissler applied electric currents to glass tubes containing various gases. He found placing a Geissler tube under low pressure and applying an electrical voltage allowed the gas to glow.

It occurred to me creative professionals operate in the same manner as scientists like Heinrich. The best ideas are often the result of countless rounds of experimentation and iteration, with failure and success. It is through this process that we ignite our creative spark and conceive the best ideas.

So what better way to depict creativity than through neon lights? I then wrote out all my content on Google Docs (on next page).

“Bright neon lights indicated the bright possibilities of an electronic age. It was a symbol of progress, as there was nothing more modern than neon.”

Credit

asildastore.com/blogs/news/neon-signs#targetText=A%20Sign%20of%20the%20Times&targetText=The%20bright%20lights%20of%20neon,nothing%20more%20modern%20than%20neon.

Inspo

iOS dark mode; I wanted this event to be a sign of the times.

Name Generation

Unleash, Illuminate, Ignite, Neon, Volt, Electrify, Zap, Spark

Motif

Neon lights (representing that creative spark) -> apply to iconography

RESEARCH: What do neon lights symbolize?

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Sections

Hero + About (brief) + Overview

Speakers

Schedule

Tickets

Sponsors

Footer (w/ Subscription Form perhaps)

Grid

<https://uxdesign.cc/responsive-grids-and-how-to-actually-use-them-970de4c16e01>

<https://grid.kkuistore.com/>

Desktop: 12-column

- (Min & only) Width: 1000px
- Columns: 65px
- Gutter: 20px

Tablet: 8-column

- Max Width: 1000px to
- Min Width: 599px
- Columns: 54px
- Gutter: 24px

Mobile: 4-column

- Max Width: 600px
- Min Width: 360px
- Columns: 75px / 78px
- Gutter: 20px / 16px

*According to Google Material Design

<https://material.io/design/layout/responsive-layout-grid.html#columns-gutters-margins>

- Tablet breakpoint = 8 columns @ 600dp
- Mobile breakpoint = 4 columns @ 360dp
- Always design for smallest size

Fixed Navigation Bar

- Overview
- Speakers
- Schedule
- Sponsors
- *Special* Tickets

Hero

- Main Title = Tagline: **Ignite your potential.**
- Subtitle: Spark—A Conference for the Creative Professional
- Los Angeles Convention Center, CA, Dec 6–8

Overview

- **What's Spark?**
- Join thousands of designers, coders, photographers and creators this December to do the absolute awesome. Nourish your brain and satisfy your creative heart with 200+ sessions, workshops and labs.
- **Sessions**

Engage in 50+ creative and technical sessions led by industry leaders to help you make the next big thing of the future using the latest technologies.

- **Interactive Labs**

Learn new and top-secret skills to excel in your field from senior practitioners who worked for top companies like Facebook, Google and Microsoft. Solidify your basics and receive advice for your current problems.

- **Consulting**

Book one-on-one appointments to elevate your creative ideas to the next phase with experts in marketing, UI design, user experience, accessibility and much more.

- **Fireside Chats**

Have passionate and intellectual conversations with fellow creatives and business experts. Discuss different ideas, connect with new people and be the pillars of each other's growth.

Speakers

Here are some of the shining stars powering this year's event.

- **Jessica Walsh**
- *Founder and Creative Director of &Walsh*
- "Do the work that feeds your soul, not your ego."
- Learn More +

- **Ash Thorp**

- *Motion Designer and Director of ALT Creative*
- "Stay curious. Stay humble."
- Learn More +

- **Paula Scher**

- *Principal and Partner of Pentagram*
- "It's through mistakes that you actually grow."
- Learn More +

Schedule

Legend

Green=Keynotes

Red=Interactive Labs

Blue=Fireside Chat

Orange=Sessions

- Friday 9:00 AM

B Wing—9:00 AM to 12:00 PM

- Friday 1:00 PM

Opening Ceremony

B Wing—9:00 AM to 12:00 PM

- Friday 2:00 PM

What's New in Sketch 58.1

D Wing—2:00 PM to 5:00 PM

- Friday 1:00 PM

Women in Tech

C Wing—5:00 PM to 7:00 PM

Sponsors

- Facebook
- Google
- Microsoft
- Apple
- Nike
- McDonald's

Footer

Spark19 will occur December 6–8 at the Los Angeles Convention Center in Los Angeles, California, USA.

*To register, you must be a certified creative professional as of January 1, 2018 and agree to the [Registration and Attendance Guidelines](#) as written.

(Insert logo)

[Facebook](#) | [Twitter](#) | [Instagram](#)

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Chinese (中文) | Japanese (日本語) | Korean (한국어)

Developing a Design System

STYLE TILES + MORE

HEADING H1—ROBOTO BOLD @ 42PX

Ignite your creative potential

HEADING H2—ROBOTO BOLD @ 28PX

Ignite your creative potential

BODY LARGE—ROBOTO REGULAR @ 22PX

Ignite your creative potential

BODY SMALL—ROBOTO REGULAR @ 18PX

Ignite your creative potential

QUOTES—ROBOTO LIGHT @ 64PX

Ignite your potential

PRIMARY COLOURS



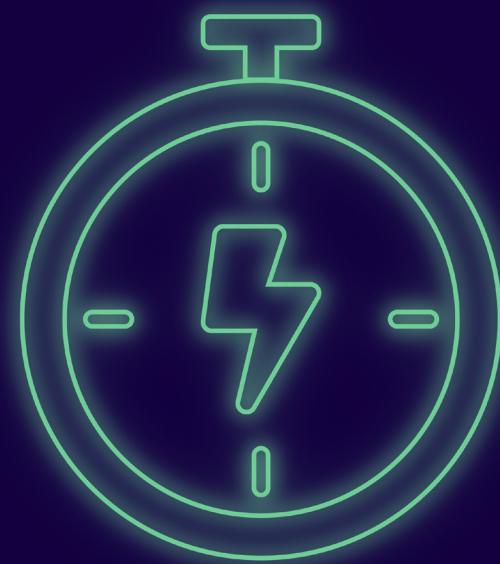
SECONDARY COLOURS



Developing a Design System

ICONOGRAPHY

SESSIONS



INTERACTIVE LABS



CONSULTANCY



FIRESIDE CHATS

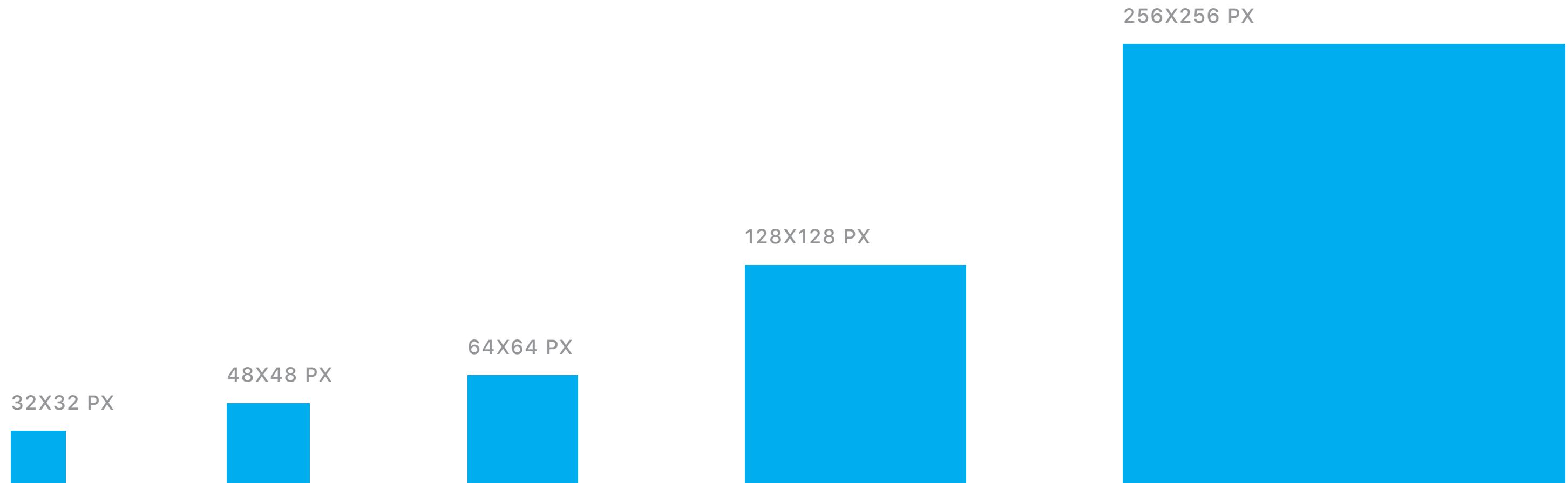


Roboto was chosen as the new typeface because it oozed both professionalism and clean modernity. At the same time, it scales well across large and small screens, with good readability. This is because its geometric forms, open curves and generous width afford natural reading rhythms.

Developing a Design System

SPACING SYSTEM BETWEEN ELEMENTS

In CSS, these were translated into margins and columns as utility classes.



Refactoring the UI

RESEARCHING GRID SYSTEMS

Aside from revamping my visual concept, I also revamped the grid systems I used for desktop, tablet and mobile. I took inspiration from grid systems used in professional workflows like Google's Material Design to find a column and gutter width ratio that would give me the best flexibility.

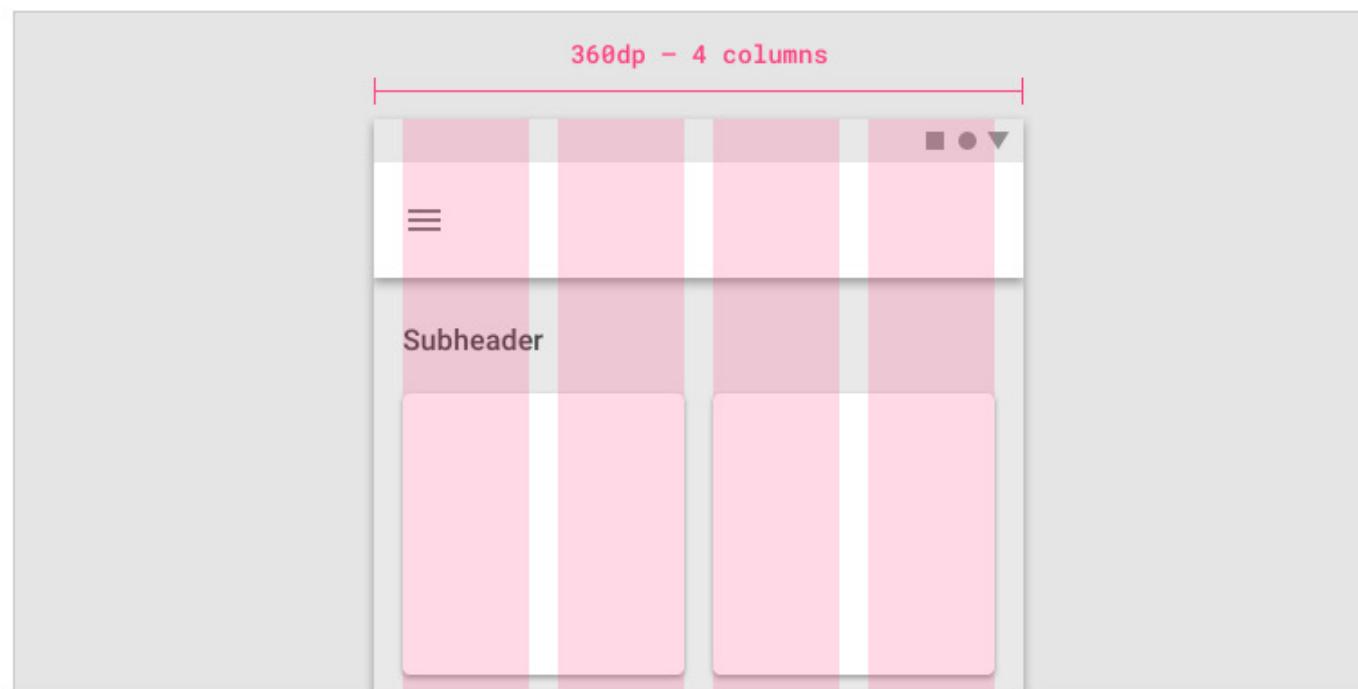
I found mobile grids typically span 4 columns across a 360px content width, while tablet grids span 8 columns across a 600px content width.

On the other hand, desktop grids usually have a 1000px content width with columns at 65px wide and gutters at 20px wide.

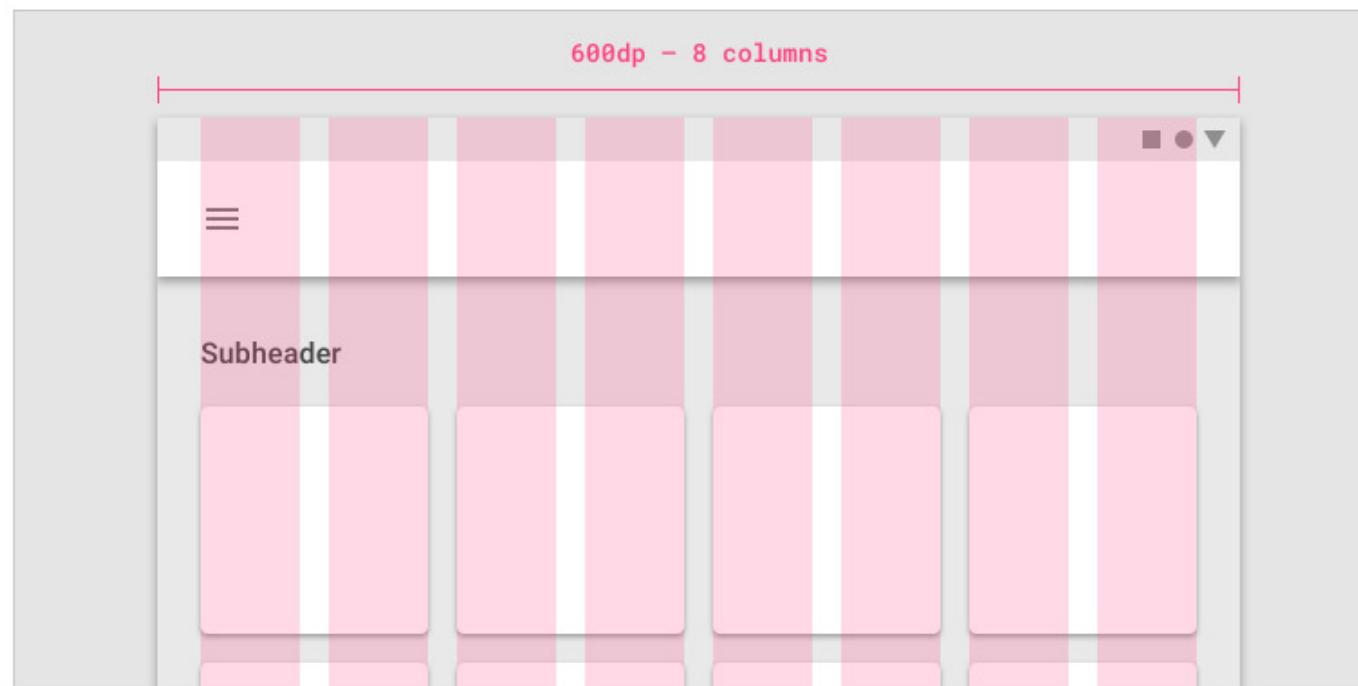
Sources

uxdesign.cc/responsive-grids-and-how-to-actually-use-them-970de4c16e01

material.io/design/layout/responsive-layout-grid.html?source=post_page-----265c68d30c09-----#columns-gutters-margins



On mobile, at a breakpoint of 360dp, this layout grid uses 4 columns.



On tablet, at a breakpoint of 600dp, this layout grid uses 8 columns.

Refactoring the UI

NEW GRID SYSTEMS

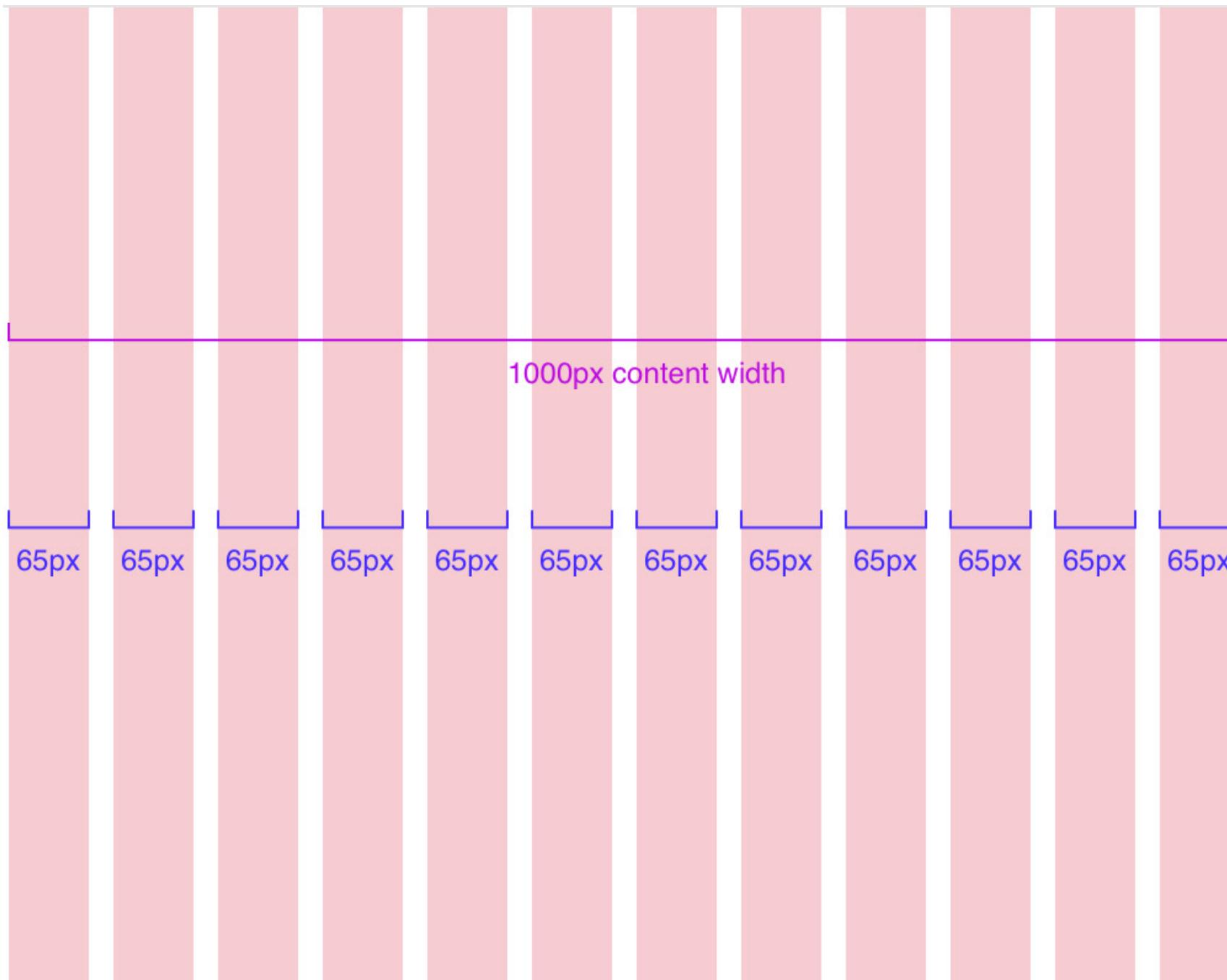
DESKTOP

12 columns

Content width: 1000px

Column width: 65px

Gutter width: 20px



TABLET

8 columns

Content width: 600px

Column width: 54px

Gutter width: 24px

MOBILE

4 columns

Content width: 360px

Column width: 75px

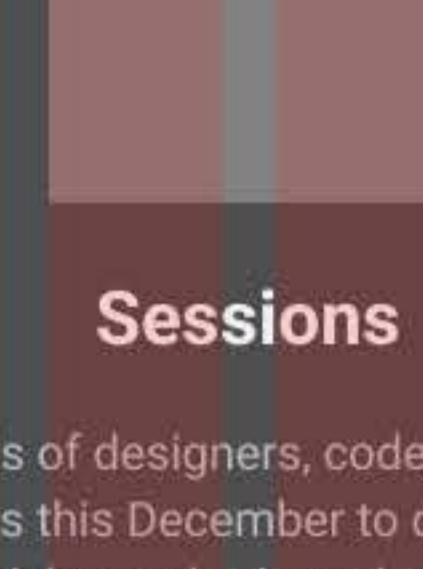
Gutter width: 20px

Ignite your potential.

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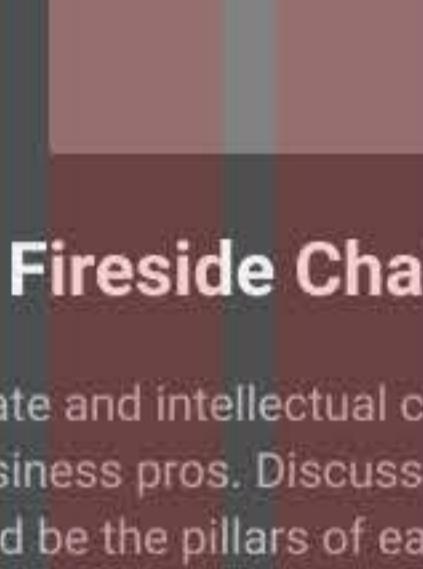
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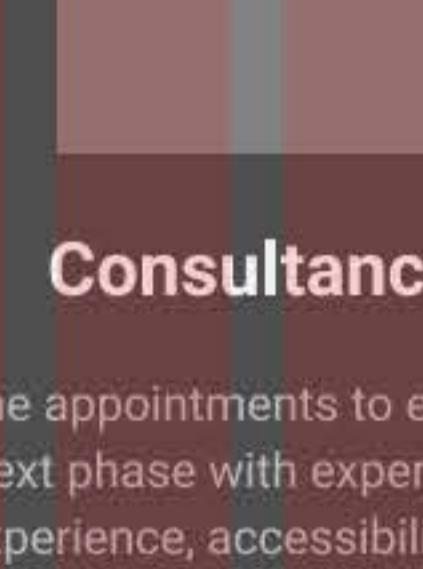
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“Do the work
that feeds
your soul, not
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Paula Scher

GRAPHIC DESIGNER AND PRINCIPAL
OF PENTAGRAM

“It's through
mistakes that
you actually
can grow.”

Schedule

Friday Saturday Sunday

Keynotes | Interactive Labs | Fireside Chats | Sessions

9:00 AM TO 12:00 PM

Opening Ceremony

B Wing, LACC

1:00 PM TO 4:00 PM

Designing for Accessibility

J Wing, LACC

2:00 PM TO 5:00 PM

What's New in Sketch 58.1

D Wing, LACC

5:00 PM TO 7:00 PM

The Future of Women in Tech

C Wing, LACC

Get the latest info

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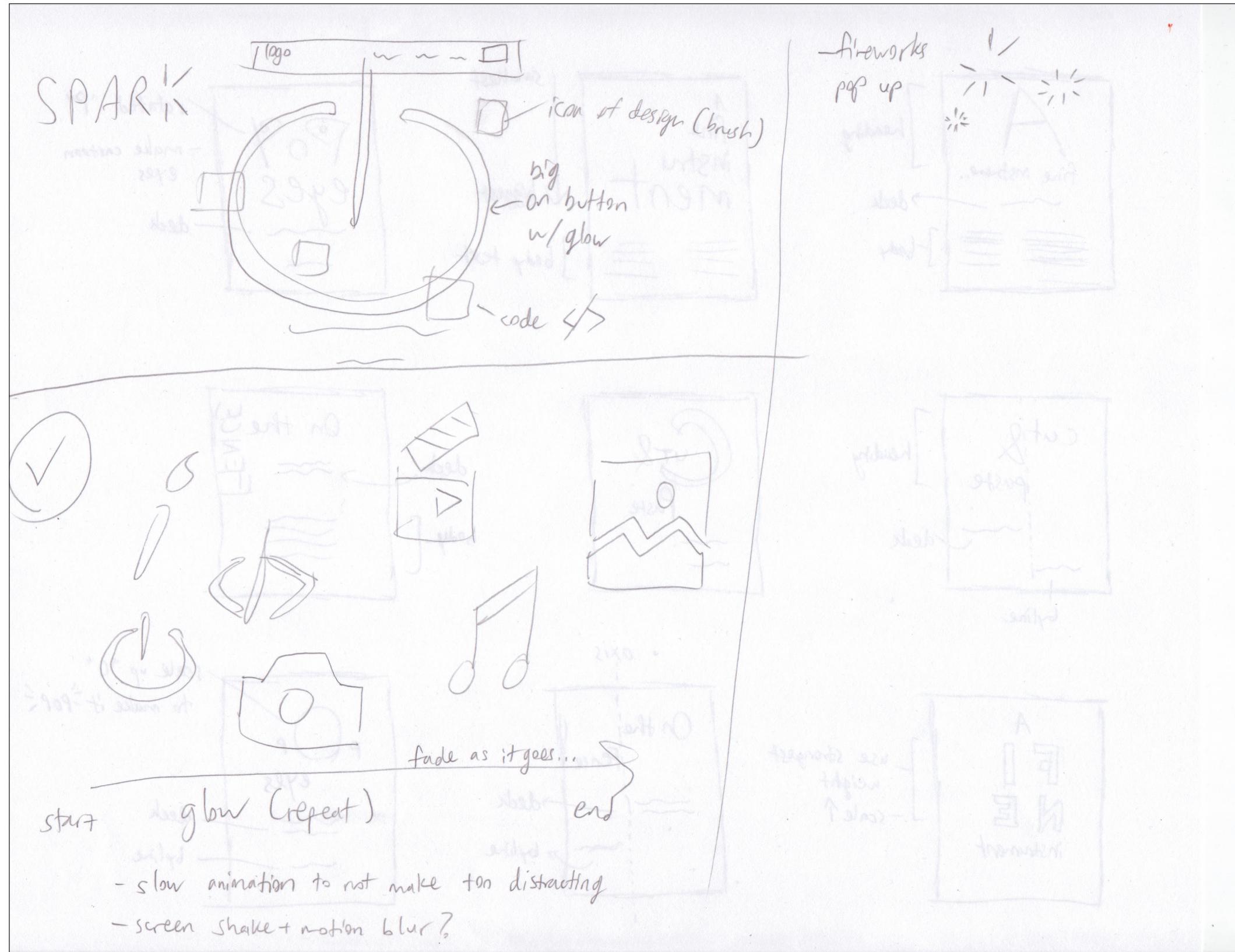
Enter your email address

Subscribe

Sketches

FIGURING OUT THE HERO ANIMATION

I jotted down and drew some rough ideas for how I would tackle the hero animation and glow.



Foundation

CODING THE LAYOUT

In building the website, I first blocked out the main components in bright colours to easily tell them apart.

At this stage, I was already implementing the typographic choices I had established from my design system and some of the colours like the background.

Building from mobile-up, I then added all images last once I had all basic components responsive.

Ignite your potential.

Spark—A Conference for the Creative Professional
LA Convention Center, CA, Dec 6–8



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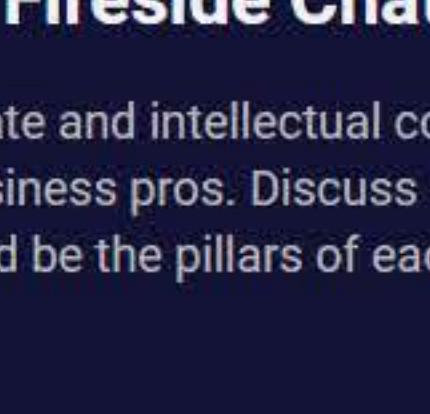
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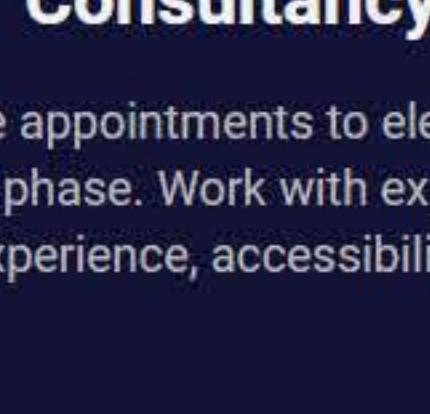
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UX Decisions

CHEVRON ARROW

Having this chevron down arrow on the hero prevents users from thinking the webpage has ended on 1st contact; aka preventing a false bottom.

The hero section features a dark background with a glowing orange 'T' inside a square frame with small white squares at each corner. To the right is a green chevron arrow pointing upwards and a blue chevron arrow pointing downwards. Below these icons is the text "Ignite your potential." followed by the conference details: "Spark—A Conference for the Creative Professional" and "LA Convention Center, CA, Dec 6–8". A small dropdown menu icon is located at the bottom right.

SPARK19

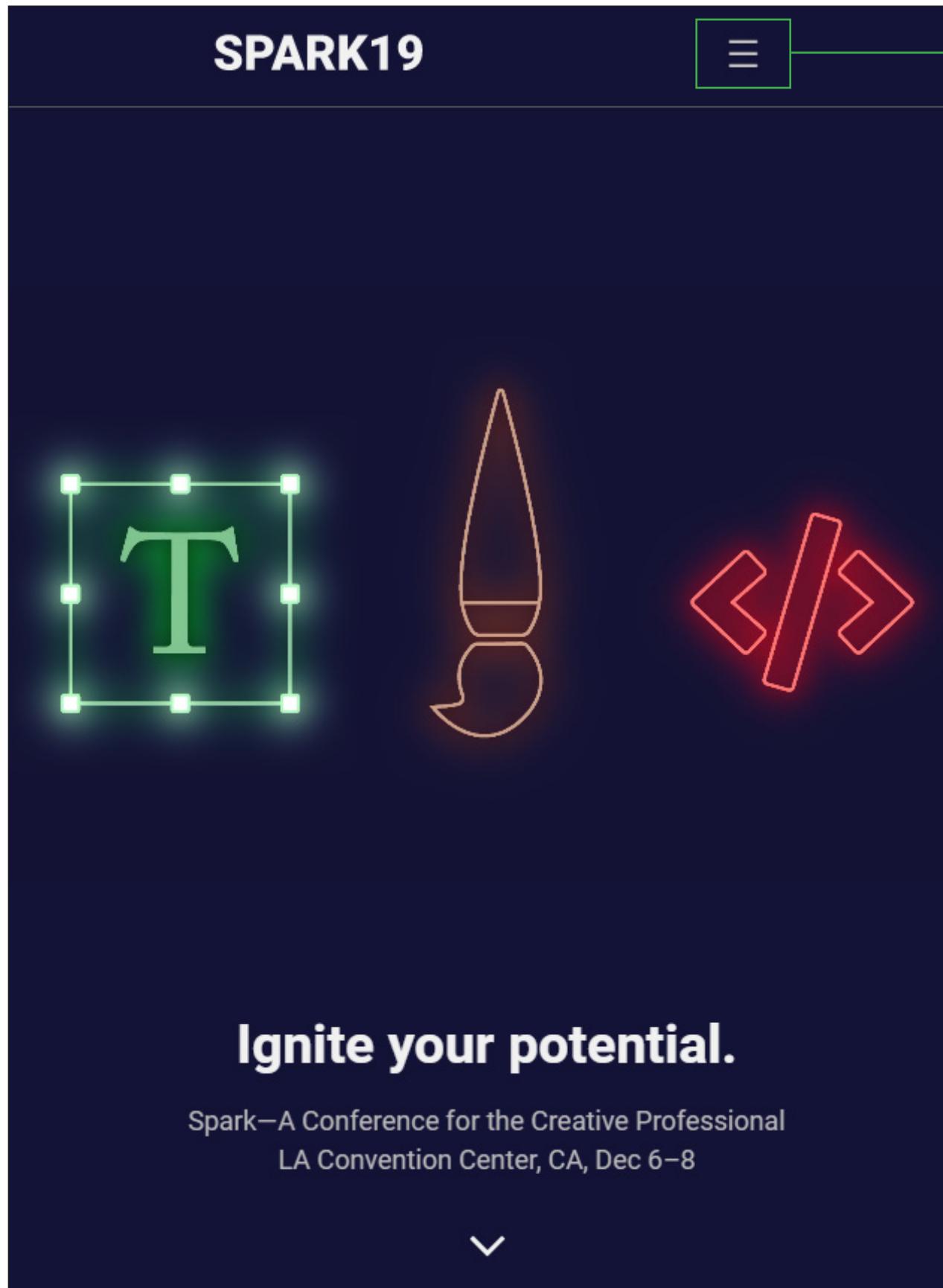
Overview Speakers Schedule Subscribe Tickets

Ignite your potential.

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UX Decisions

HAMBURGER ONLY ON MOBILE
+ FIXED NAV BAR



It's generally agreed upon in the UX community that hamburger menus are a hideous experience to use. Therefore, it is only available as a last resort once the user minimizes to mobile width and there is actually no room to accomodate all the nav buttons horizontally.

Also of note is the nav bar being fixed to the top no matter how far down you scroll; for user convenience, they can easily access whatever section they desire.

UX Decisions

SUBSCRIBE CTA

At the end of the day, designing for the real world means driving impact and growing businesses; here, in the form of potential sales and consumers.

SPARK19

Overview

Speakers

Schedule

Subscribe

Tickets

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Enter your email

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UX Decisions

ANIMATIONS!

What better way to **spark** joy (see what I did there haha) than to use motion!

After Effects was used for all animations.

SPARK19

[Overview](#)[Speakers](#)[Schedule](#)[Subscribe](#)[Tickets](#)

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Fin

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