

Project Name: The Geometry of Thought: Through Rectangular Vision

Subtitle: Unique Spaces: A Fusion of Structure and Imagination

Overview

This document describes the conceptual underpinnings and development process of a website that aims to provide users with an immersive, interactive visual experience, drawing inspiration from the campus's architectural essence and design philosophy at NYUAD. Rectangles on the website are interactive and react dynamically to scrolling. The website, which makes use of HTML, CSS, and JavaScript, pays tribute to the organized yet unrestricted inquiry that NYUAD's rectangular architecture represents.

Project Description:

Conceptual Framework

The site's architecture is influenced by the rectangular buildings of NYUAD, which highlight the concepts of perspective, repetition, and order. Rectangles with scrolling enlargements and contractions mimic the unavoidable presence of organized forms in our surroundings. By elevating the story of having a "rectangular vision," the rule-of-thirds grid is used in video material to honor the intentional observation and framing of these structures.

Color plays a major role in conveying the site's thematic contrasts:

- Gray, Black, and White Tones: Represent the monotonous aspects of daily life, echoing the repetitive yet stable structures that govern our existence.
- Pinkish Elements: Symbolize an imaginative lens through which viewers perceive reality, injecting moments of creativity and escape into the monochrome landscape.

The video's material, synced to an underlying beat, mimics the dynamic yet repeating nature of everyday life, much like a picture carousel that captures ephemeral moments in time.

This website functions as a contemplative work on the duality of our existence, which is broken up by periods of creativity and dull reality, in addition to being a digital canvas exhibiting the interaction of structure and imagination. The website allows users to view the world through a distinctively structured lens, replicating the architectural and philosophical narratives of NYUAD through interactive design and careful integration of visual elements.

Process:

Using HTML, CSS, and JavaScript, a dynamic, interactive experience was created during the implementation process. The HTML structure was initially configured to specify the fundamental layout of the webpage, which included interactive rectangular placeholders. The website was then styled using CSS, emphasizing a grayscale color scheme with pink highlights to represent the contrast between ordinary daily life and unique viewpoints. The JavaScript file was essential in enabling the rectangles to respond to user input by changing their size in response to scrolling, which improved the impression of being encircled by the architectural features. This method echoed the thematic core of the rectangular structures at NYUAD by emphasizing the merging of creative flexibility with structured design.

Reflection/Evaluation:

The wireframe's initial design, which preserved the fundamental idea and arrangement, was quite similar to the finished webpage. The interactive rectangles were originally intended to be photos, but div components were eventually added in order to improve flexibility and interactivity. Similar to how the idea of hovering buttons developed, the menu bar became more simplified and functional to better fit the dynamic aspect of the webpage. These changes between the first wireframe and the finished design show how the project evolved thoughtfully, attempting to strike a balance between use and beauty. When looking back on the project, it's clear that the main objectives and anticipations were fulfilled. More dynamic interactions were made possible by the rectangles' switch from images to div elements, and the menu bar's efficient navigation matched the goal of producing an immersive user experience that reflected the conceptual foundations of organized design and creative insight.

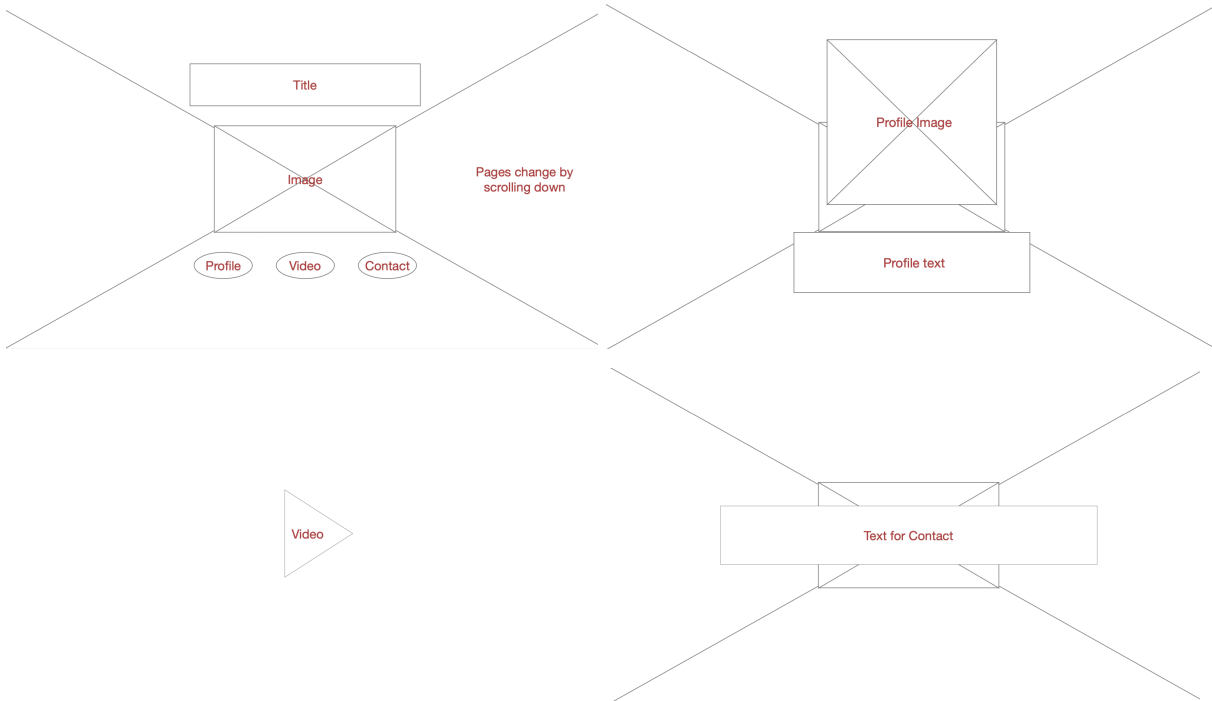
Github Repository:

<https://github.com/kevinchu-linkai/CommLab-A1-30MFF>

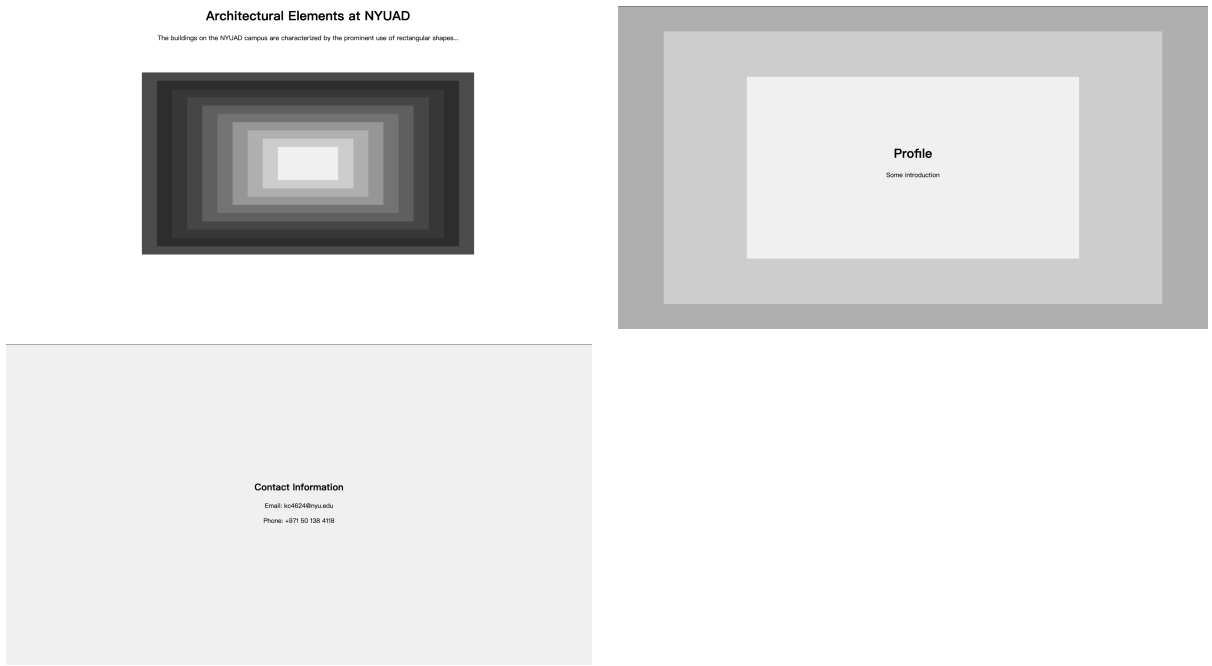
Deployed Website:

<https://kevinchu-linkai.github.io/CommLab-A1-30MFF/>

Wireframe:



First Draft:



Final Result:

