

Interactive I

Spring 2016

1—Style an Interview

Designing for the internet requires a solution that embraces the web as a You will select a transcript from an interview from an online source. The interview can be between a celebrity, a politician, a news reporter, etc. The text should include no more than 3 people and only be a few pages in length (for your own sake). Using your selected text, republish the interview onto a single webpage such that it targets a different audience than the original interview. Establish distinct typographic styling for each alternating voice – consider font, size, color and scale. Integrate at least 4 images into the body of the interview that are relevant to the content discussed in the interview.

Keep in mind the goals of this assignment are:

Identify the target audience and goals of the original interview.

Where was the interview published? Who visits that site? Is it an entertainment blog, news site, conceptual art publication? What may be the typical age of the readers? Taking this all into account, how did the original design of the interview align or differ from the expectations of the target audience? How did type choices, colors, fonts, placement of images communicate to the target audience? How is the content arranged hierarchically? Which elements have importance over others—how and why was this done?

Correctly and semantically markup the content of the interview.

Which tags should you use to designate who is speaking and what is body text? Which header tags are necessary (<h1>...<h6>)? How can <blockquote> be used? Are there points in the interview where references can be linked to using <a> tags?

Consider a different audience and the goals of a site that would target such an audience. What may be the needs and aesthetic considerations of your new target audience? Where is this new audience reading? On the go at work? Relaxed time at home?

Use CSS to style and communicate these goals. Take on the dual role of online magazine editor + web typographer. Consider typographic voice, color, placement of images, and overall style of the webpage. When is an appropriate time to place a pull-quote or blockquote? How do images and pullquotes contribute to pacing for the reader?

Objectives

Establish Hierarchy
Build external CSS
Basic HTML

Due: Monday, February 8

For Homework, Monday, February 1

Select your interview text and begin to markup inside of an HTML document in Sublime.