

# PROJECT 2: THE HISTORY OF JOY DIVISION

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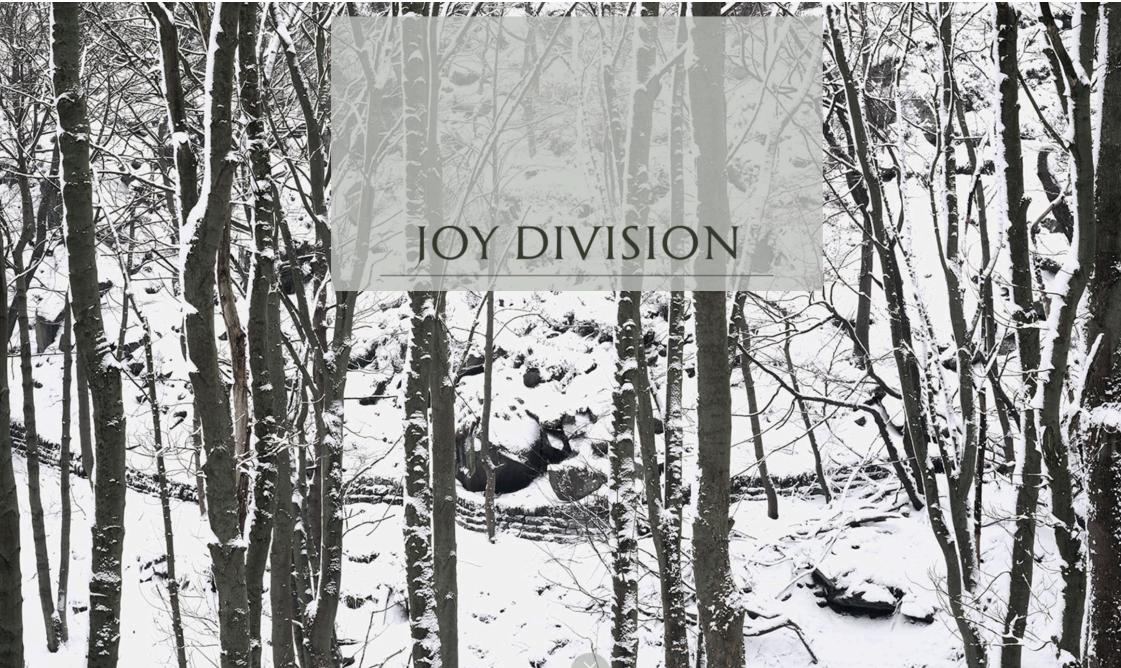
# Competitors

[joydiv.org](http://joydiv.org)



My first impression of this website is that it's cluttered and outdated. This website has poor organization and way too much content. It's just a constant scroll down. I think this website is a good example of what to avoid.

[joydivisionofficial.com](http://joydivisionofficial.com)



This is the official Joy Division website and my first impression of it is that the design is very minimal and clean. There is a good organization of information and the website is captivating. I chose this one because it's the official representation of the band.

[Wikipedia](https://en.wikipedia.org/wiki/Joy_Division)

A screenshot of the Joy Division page on Wikipedia. The page is well-organized with a sidebar on the left containing sections like 'Contents', 'History', 'Discography', 'References', and 'External links'. The main content area includes a brief history of the band, their formation in 1976, and their impact on the post-punk genre. It also details their debut EP 'An Ideal for Living', their self-released 1978 EP 'Unknown Pleasures', and their major label debut on Factory Records with 'Closer'. The page also covers the band's personal lives, including Ian Curtis' suicide and Bernard Sumner's health issues. A 'Background information' section provides additional context about the band's evolution and influence. The right side of the page shows a sidebar with options for different appearance styles (Standard, Wide, Light, Dark) and a 'History' section with a timeline of events.

This is the Wikipedia page for Joy Division. The website has good organization for the amount of information on it. It's not the most aesthetic UI but it gets the job done. I chose this example because it showcases a lot of information and history about the band.

# Content Breakdown

I've chosen to make my project about Joy Division-- an influential post-punk band from the 70's. Their story is one that many people have been enthralled with. It starts Peter Hook and Bernard Sumner attending a sex pistols show and ends with Ian Curtis's tragic and untimely death.

Joy Division has a very distinct visual style. It's minimalistic but also contains a bit of edge.

Their color palette centers around muted and gray scale colors. They presented themselves on stage with plain button downs and slacks.

I think their story could be organized into different eras of the band. Their run was short and distinct. It could also be organized by albums. A timeline would effective and the could be inspired by cover of their album Unknown Pleasures.



# Brainstorming - Free Write

Joy Division is an influential post-punk band from the 1970's. They were inspired by punk music and a lot of their early work reflects this. Songs on the album Substance such as Warsaw are good examples of their work with more of a punk spirit. The band was also originally called Warsaw, before becoming Joy Division and finding their unique and influential sound that is loved by many. The front man of Joy Division—Ian Curtis—was a very flawed but interesting individual. He struggled with depression and epilepsy. His song lyrics often reflected his issues and mental state. I've always found his lyrics to be very poetic and unique. His voice was one that stuck with me through adolescence. Joy Division's moody lyrics and atmospheric sound perfectly paralleled the band's visual style. They kept things minimal. Black, gray, white, and maybe an occasional color. They appeared on stage dressed up in plain button ups with muted colors. Their album covers were minimal but effective. All of these characteristics helped to cultivate a very memorable aesthetic for the band. I think this is what makes them so appealing to people. I remember being very affected by Ian Curtis's story. His death was tragic, as the band was just about to tour in America. It's said that this would have boosted them into success. The untimely passing of their front man prevented this tour from happening and cemented the band's life as a short but strong run. There is so much that can be said about Joy Division. Their sound has had a lasting impression on alternative music and culture. The death of Joy Division also gave birth to another phenomenal music group: New Order. I saw New Order in concert a few years back and the experience was wonderful but heavy. At the end of the show Bernard Sumner—previously the guitarist of Joy Division—sang some Joy Division songs with the band. I can imagine it would be very emotional to sing the words of someone you lost to a crowd that they would never have imagined.

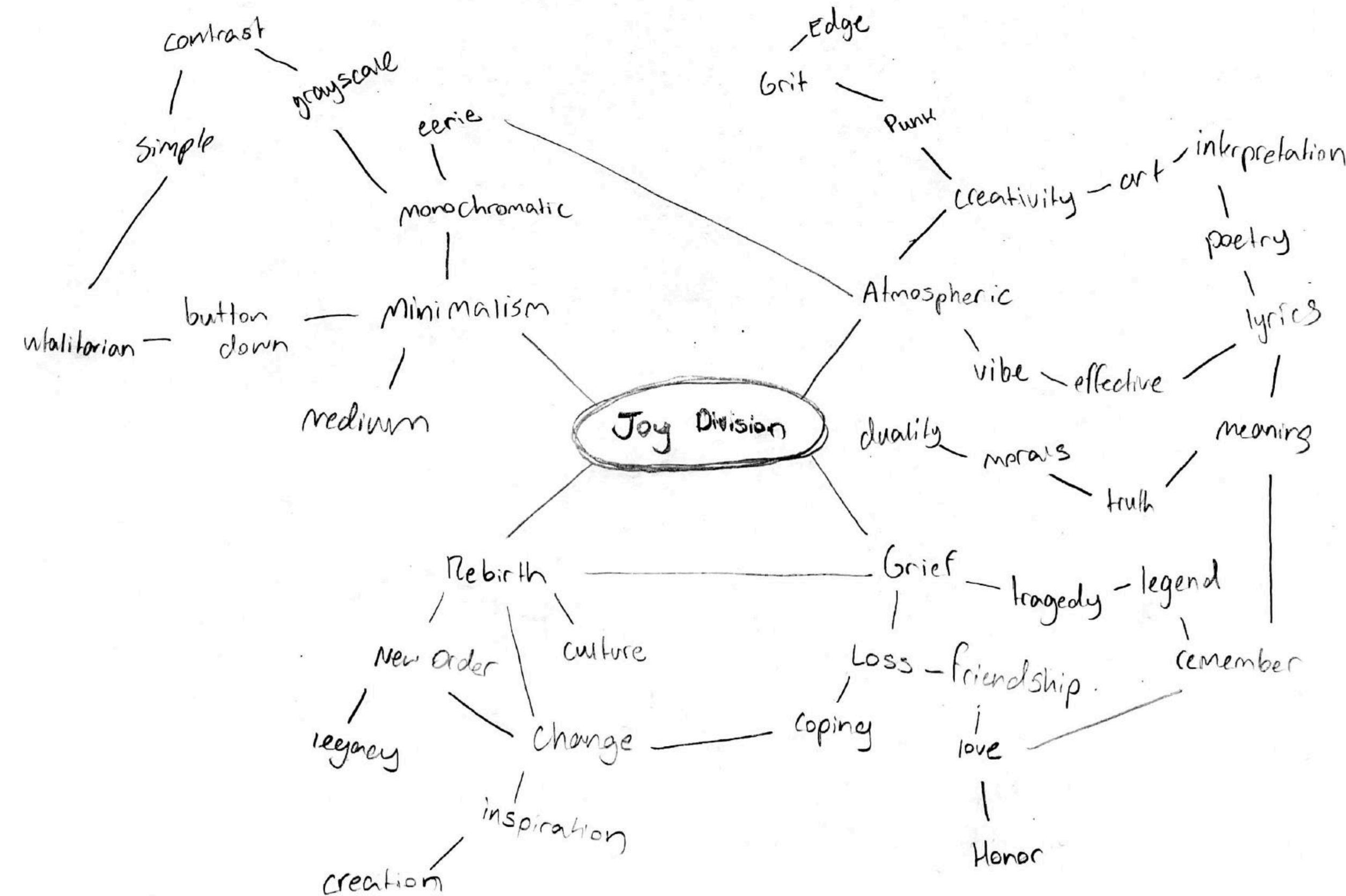
# Brainstorming - Word List

I developed a word list from my free write:

- Minimal
- Atmospheric
- Punk
- Monochromatic
- Tragedy
- Reputation
- Grief
- Rebirth
- Creativity
- Culture
- Grit

# Brainstorming - Mind Map

Below is a mind map using the word list and other associations.



# Brainstorming - Takeaways

What stands out about the story or theme?

- I think an overarching theme in this story is grief and idea of what could've been.

What are the goals of the story?

- The goals of the story are to give the audience a deeper understanding of Joy Division.

# Target Demographic

The Target Demographic for this website would be Joy Division fans who are looking for more information on their story. Primarily newer fans who don't know a whole lot about them.

I think this would place the target demographic in a younger arena, users ranging from 15-25 years old.

Additionally I could also see a large part of the user demographic being older die-hard fans of the band. This could mean that technology usage levels could have some variation. The older demographic may use technology less frequently than the younger demographic.

I think this site could be shared via social media and just by googling about the band. From visiting the website users will get a dynamic and visually interesting timeline of Joy Division's story.

# Strategy Statement

Through my design of project two I aim to display Joy Division's story in a compelling and empathetic way that pays tribute to the band while also appealing to a large majority of the fan base.

# Goals

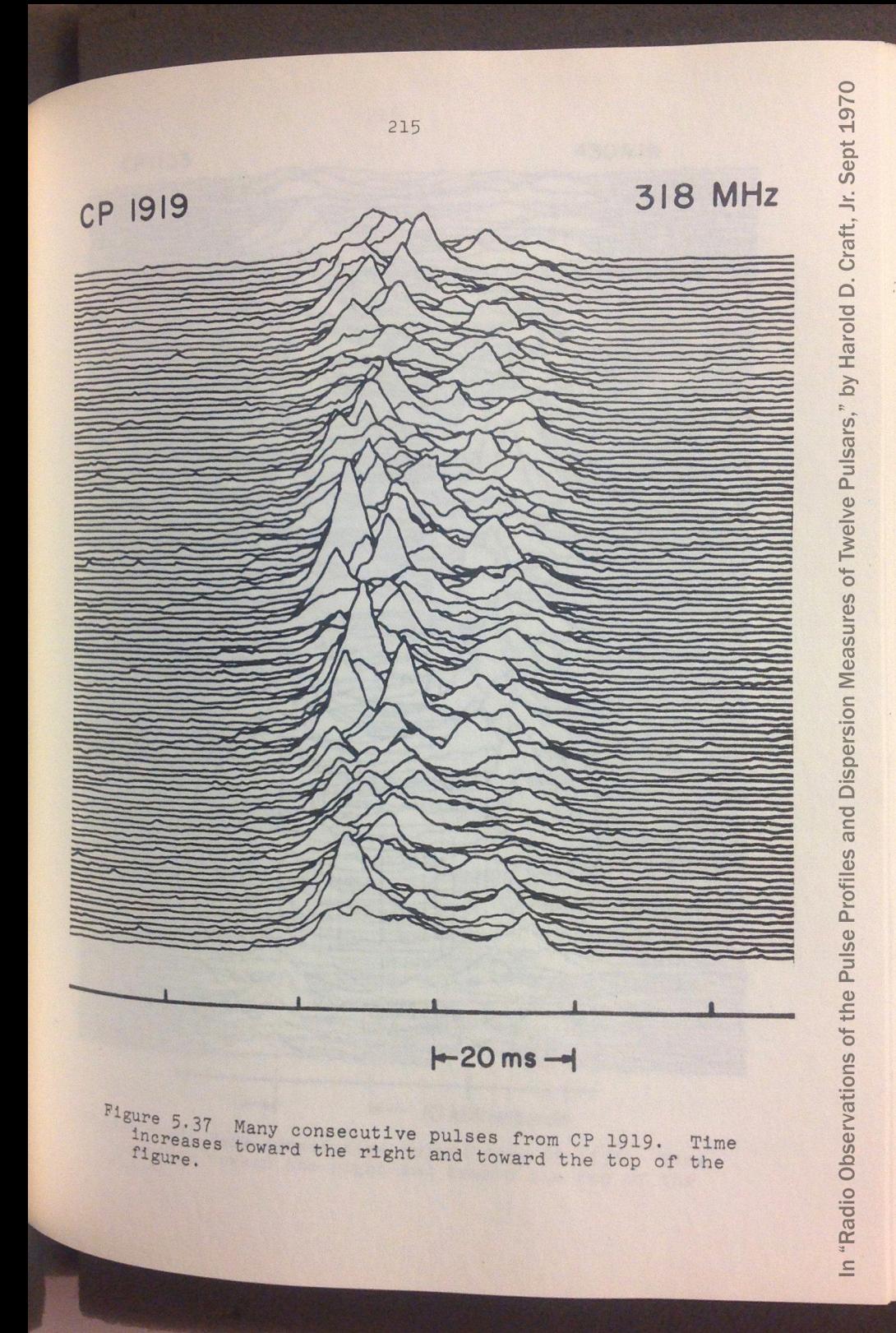
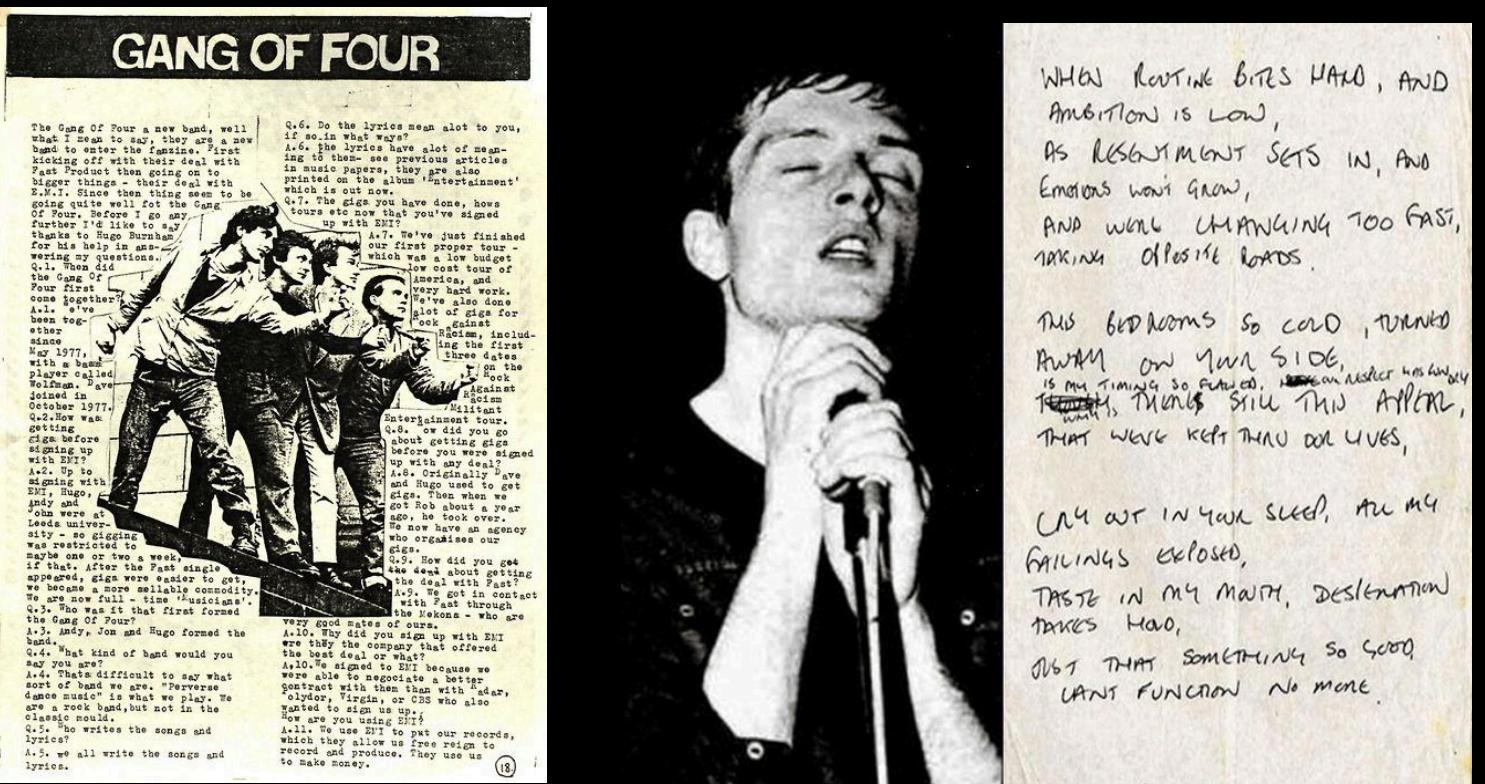
## Design Goals:

- Code a compelling and intuitive website
- Match the visual and music style of Joy Division

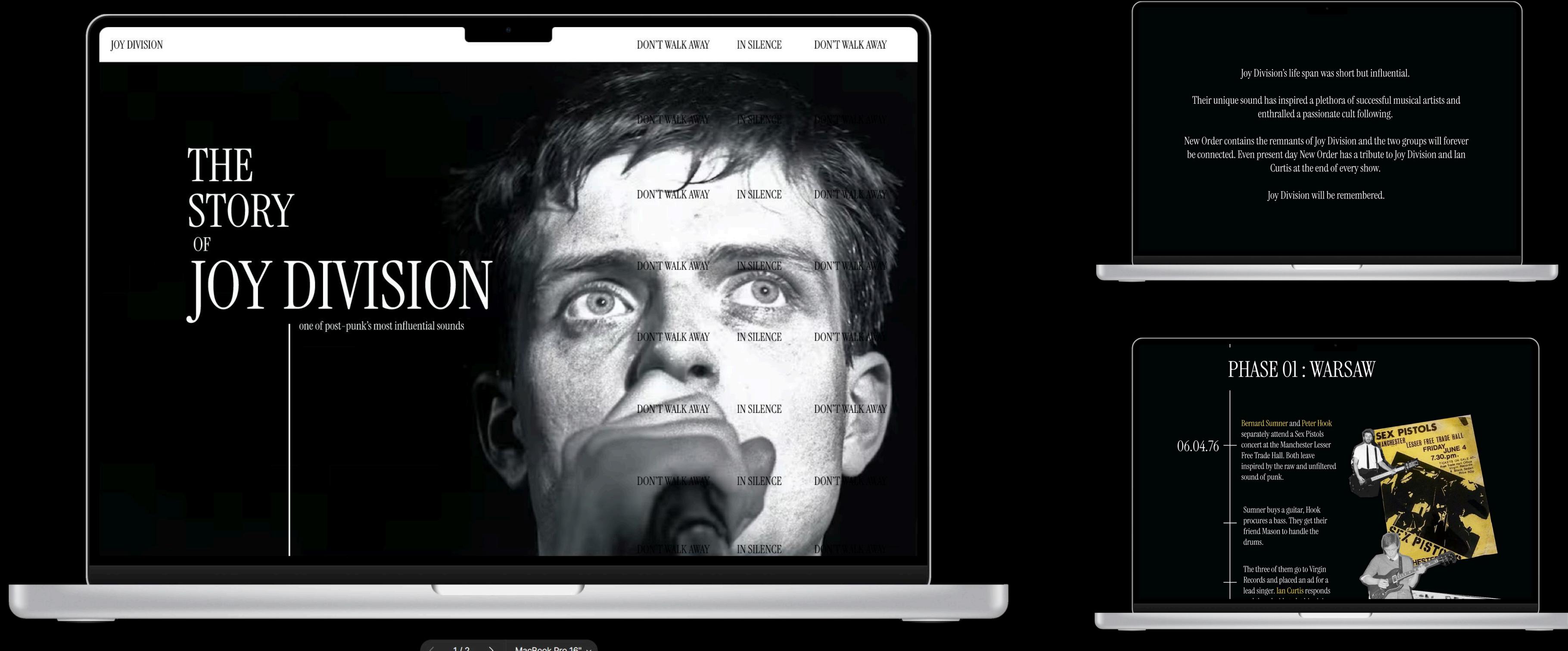
## User Goals:

- Present the user with more information on the band.
- Keep the user interested throughout the entire story

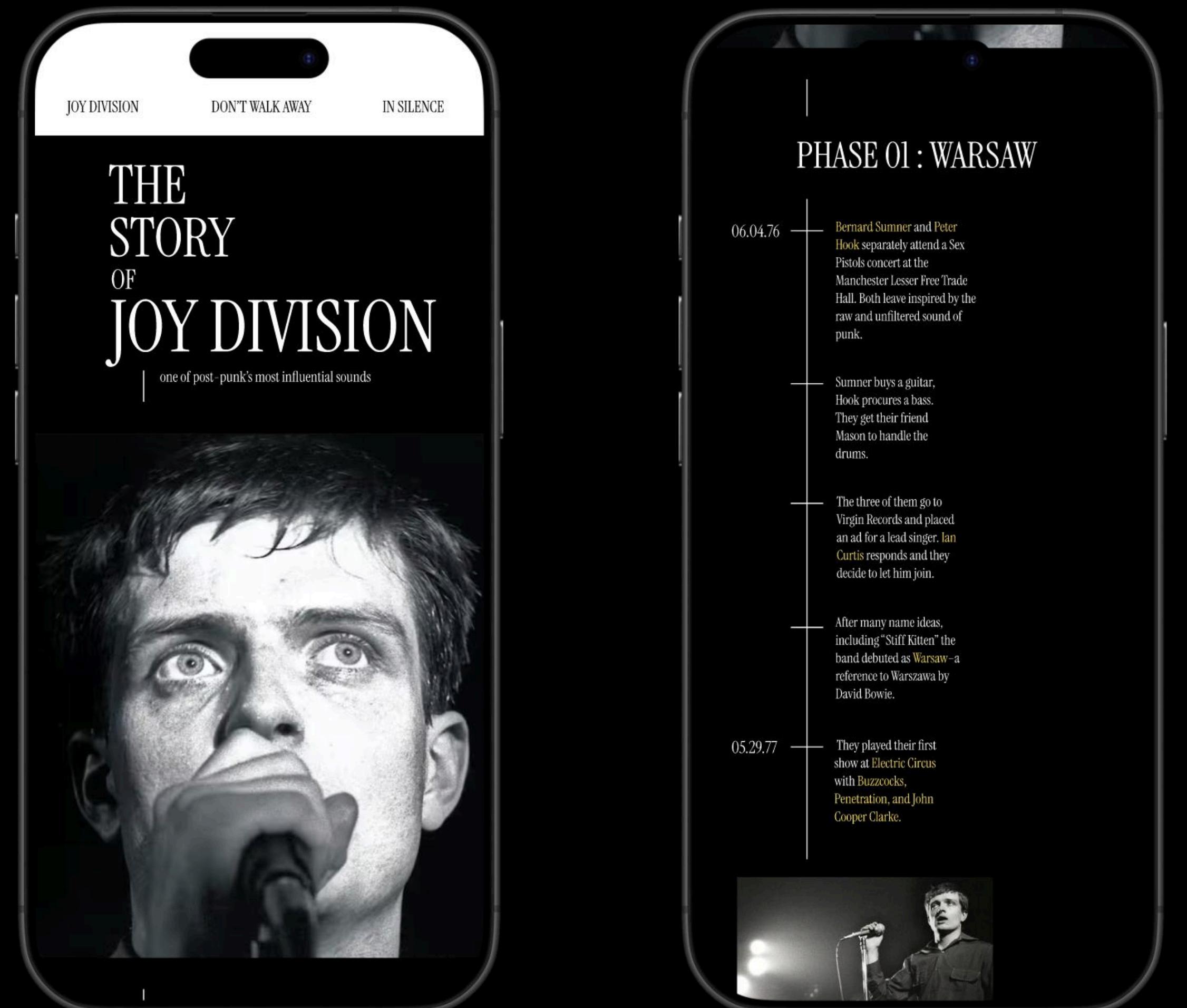
# Moodboard



# Design Comp - Desktop



# Design Comp - Mobile



# Prototype/Usability Testing

## Feedback from testing

- Users tested said that the design was user intuitive and ways to understand as it's just one big scroll down
- It has quite a lot of information but the photos help break it up
- Visual style is fitting for the band

# Coded Website

**Website is called joydivision.github.io**

# Prototype

Web Prototype

Mobile Prototype

**THANK YOU!**