

02.03.01 Interest-based Website

by
Linnea Visser

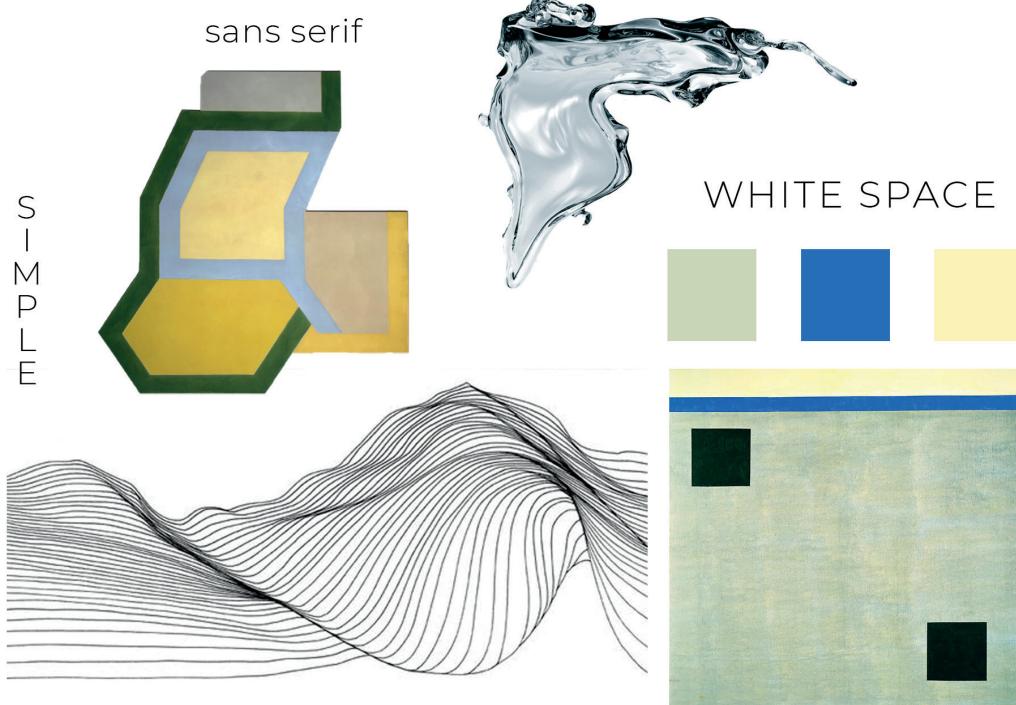
Multimedia Design
Copenhagen School of Design and Technology
26-09-2021

Link to website: <https://linneavisser.com/theme3/>

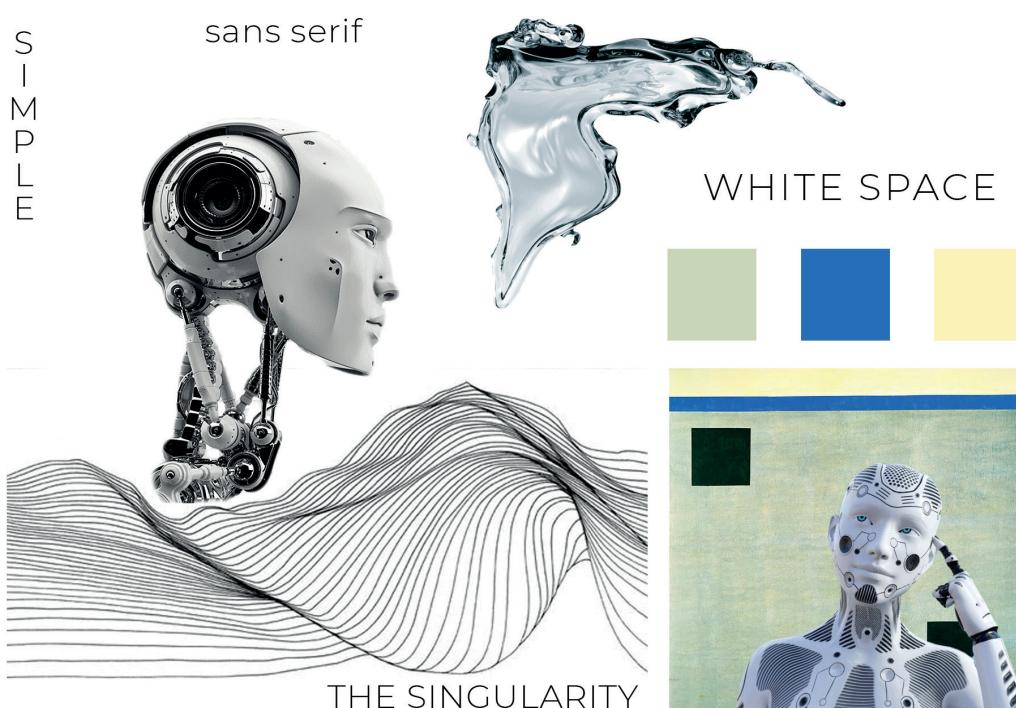
STYLE

I chose Minimalism for my website.

MOODBOARD



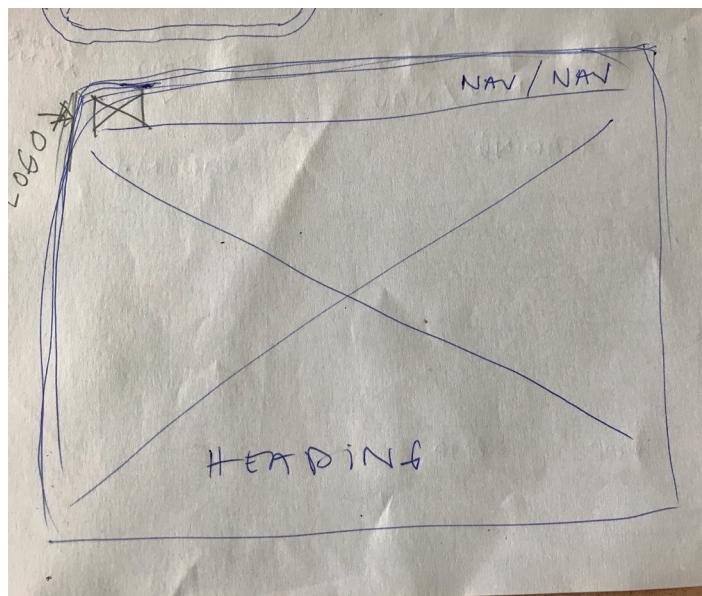
MOODBOARD with Interest



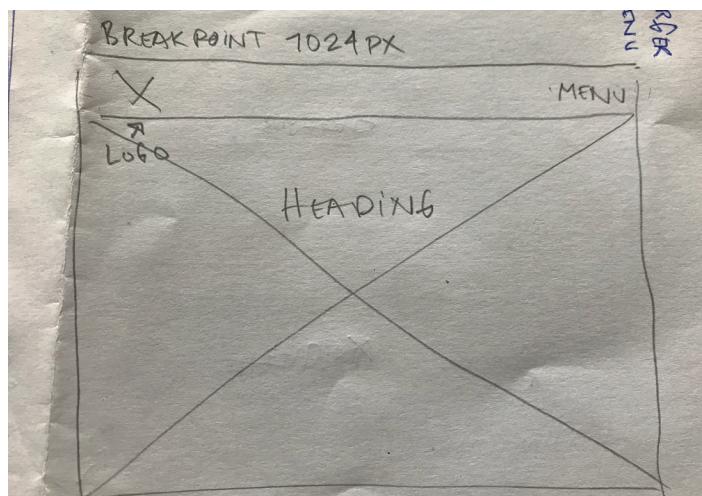
WIREFRAMES

Sketched wireframes with breakpoints

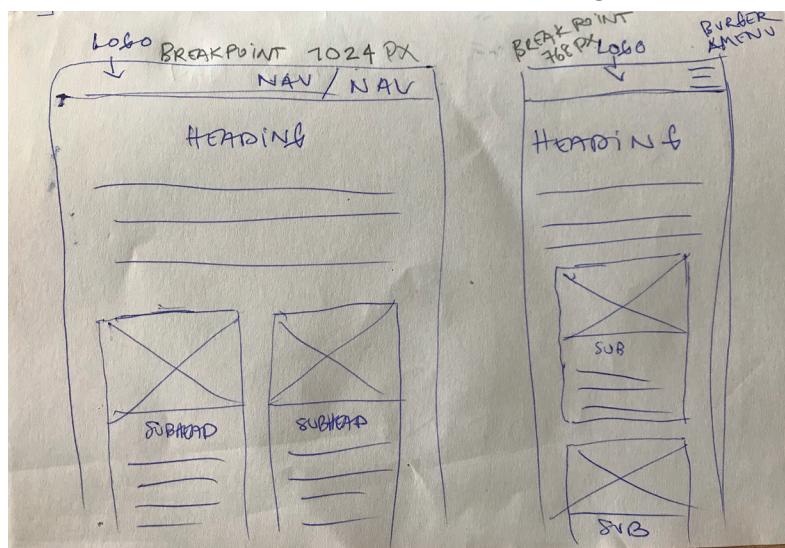
Desktop view - Home page



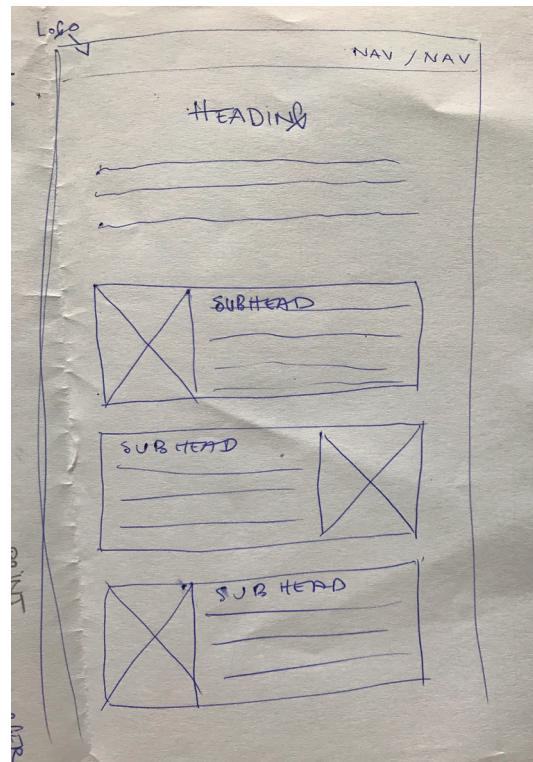
Tablet view (max 1024px) - Home page



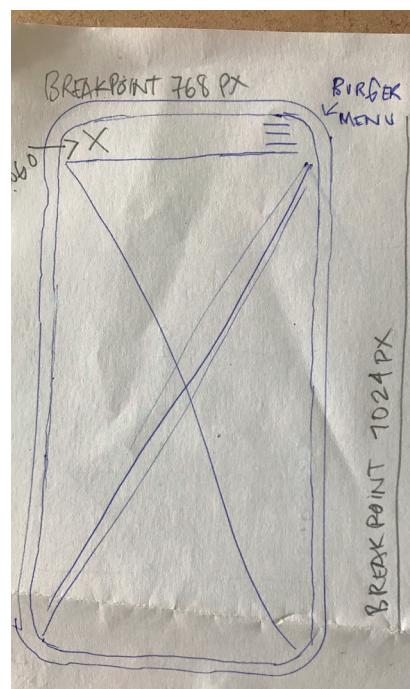
Tablet & Phone View - second page



Desktop view - second page



Phone view (max 768px) - Home page



Styletile



Interest based website - The Singularity

Style Tile
version: 1

EXAMPLE OF A HEADER

Font: Montserrat Regular 36pt

Example of a subhead

Font: Montserrat Regular 28pt

Lore ipsum dolor sit amet, consecetur adipiscing elit, sed diam nonumy nibh euismod tincidunt ut labore magna aliquam erat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonumy nibh euismod tincidunt ut labore magna aliquam erat.

COLOURS

#ffffff#0e6eda#0f0f0f

menu: link
[MENU OPTION](#)

menu: hover
[MENU OPTION](#)

TEXTURES



SMOOTH GLOSSY

Font: Montserrat Light 16 pt

BUTTONS



ADJECTIVES

SHARP MODERN

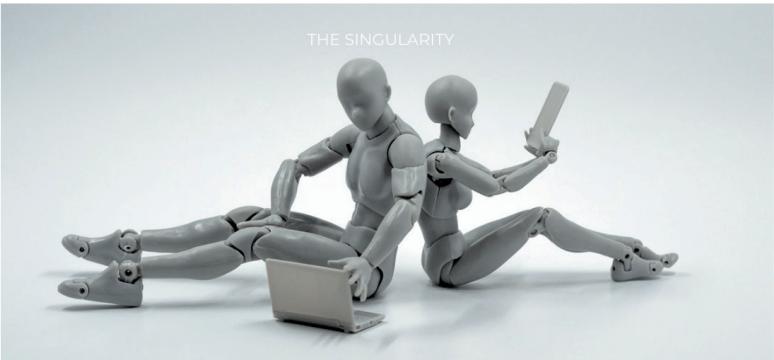
BREATHS SIMPLE

XD Prototype

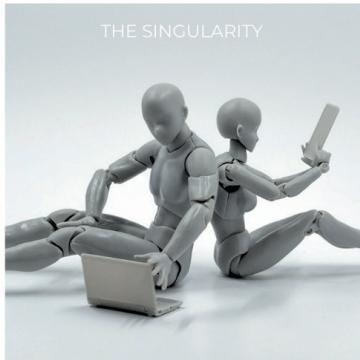
Link to XD Prototype:

<https://xd.adobe.com/view/c9132136-403c-45a9-a477-fcb35d9e2f08-9c40/>

Home page in desktop and tablet view



WHAT IS IT / IN POP CULTURE



WHAT IS IT / IN POP CULTURE

Second page in desktop and tablet view



WHAT IS THE SINGULARITY?

Technological Singularity, or just Singularity, is a concept widely known, refers to a hypothetical point in time when technological growth becomes uncontrollable, resulting in a radical transformation of our reality.

John Von Neumann

The first person to discuss the topic was an American/Hungarian mathematician, computer scientist, engineer, physicist, and polymath John von Neumann. He has been said that the man accelerating progress of technology and changes in the mode of human life, which gives the appearance of approaching some esoteric singularity in the history of race beyond which human affairs, as we know them, cease to exist.

"The technology that is now developing and that will dominate the next decades is in conflict with traditional and, in the main, it is also in conflict with the way of life of most people. The question is whether the human species has been subjected to similar tests before and it seems to have a congenital ability to come through such crises. I am not so sure about that."

John von Neumann, 1960



WHAT IS THE SINGULARITY?

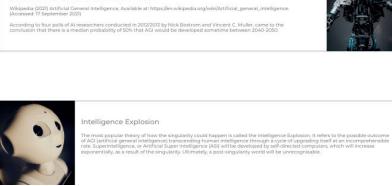
Technological Singularity, or just Singularity, is a concept widely known, refers to a hypothetical point in time when technological growth becomes uncontrollable, resulting in a radical transformation of our reality.

Artificial General Intelligence

AGI is the hypothetical ability of an AI to comprehend and learn from its environment, and to use what it learns to make decisions and solve problems. AGI can also be referred to as "superintelligence". AGI is often considered to be the next step in the development of AI. Developing AGI is the primary goal of many researchers and companies, and as of 2017, over forty organizations are working on developing AGI research.

Intelligence Explosion

Intelligence explosion is a concept in artificial intelligence that refers to a scenario where an AI's intelligence increases rapidly, potentially reaching levels far beyond those of its creators. According to four polls of AI



Intelligence Explosion



The Singularity Is Near

Design Documentation + Screenshots

Logo

I did a wordmark logo, it is designed with radial symmetry in mind.

The gestalt law I used designing my logo is the law of closure - The center of my logo is perceived as a circle even though there is no actual line.

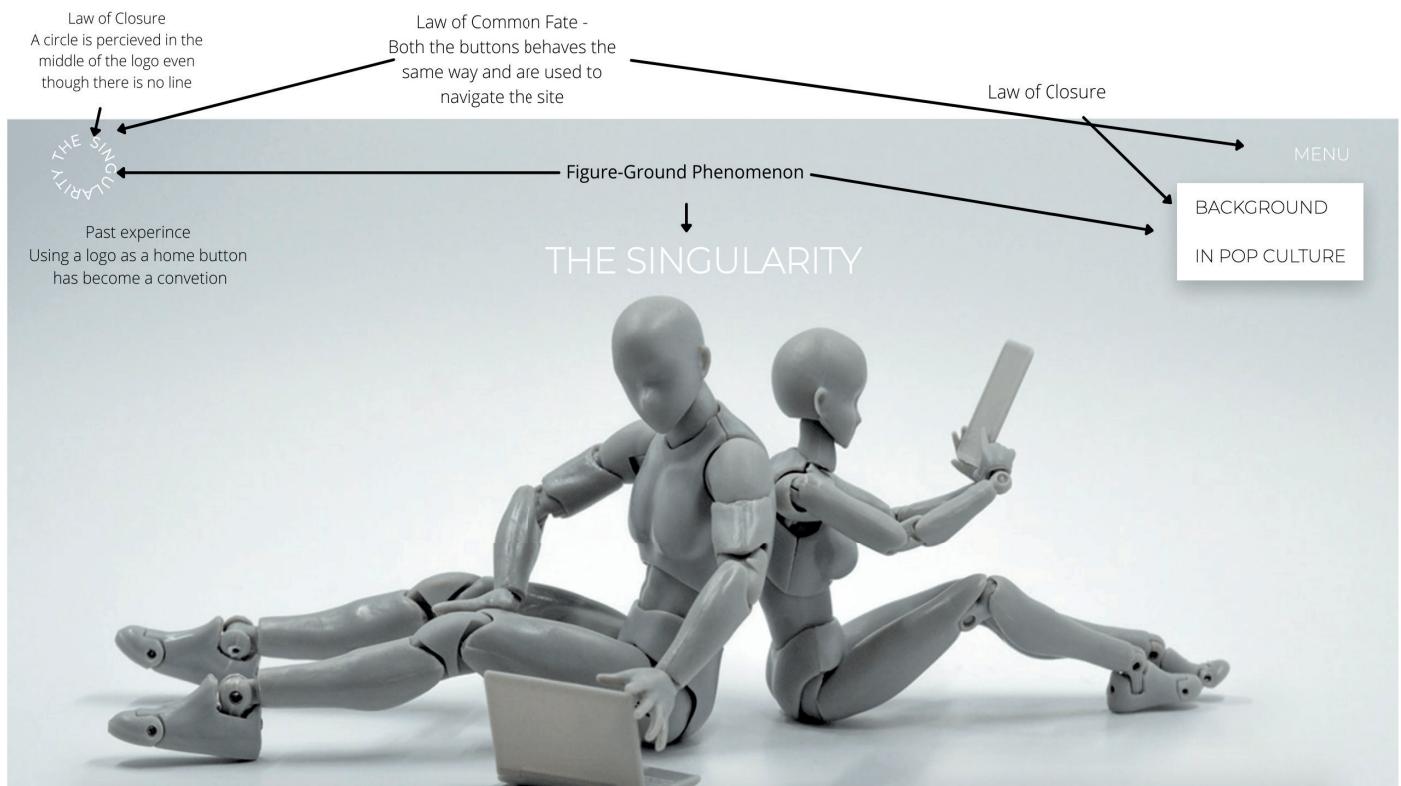
Website

Home page

My final product is slightly different from my XD prototype - In my final design I went for a background image that takes up the full screen whereas in my prototype I left white space around the images as well as used a border for my header. In the prototype I used horizontal symmetry when placing my image. In both cases I used the figure-ground phenomenon by placing my main heading on top of the image. I decided to use white for the heading, logo and menu as to use a monochromatic colour palette which is often used in minimalistic designs.

Even though I did not end up using a border for my header, the law of common fate provides understanding that the two top elements are navigational as they behave in the same way, both of the top "buttons" help you to navigate the site. I decided against a home button as I believe that using a logo as a home button has become a convention thanks to Past Experience.

As you hover the menu button a drop-down menu appears, the menu has no border but thanks to the background colour you understand that the writing within the box is a separate element - this is an example of the law of closure. The law of proximity also gives the user the understanding that the two options in the dropdown menu are related.



Design Documentation + Screenshots

Info Pages

When designing my info pages I used symmetrical composition, glide reflectional symmetry to be more precise. As the site scales down this is then replaced by a one grid layout with all elements stacked after each other.

One of the gestalt laws I implemented on my info pages was the law of proximity, the pictures, sub-heads and info text belonging together are all placed in close proximity to one another. In my XD prototype I had a border around each separate subhead and text, which would fall under the category of law of common region. I decided to exclude that from my final design as I thought the law of proximity communicated which text belonged to which image well enough. The use of glide reflectional symmetry helped communicate that as well which is why I felt the border was an unnecessary element considering I'm doing a minimalistic design.

The main visual contrast I used on my informational pages was using black text on a white background to create a strong contrast.

At the bottom of my two informational pages are two icons - one for linkedin and one for my email, because of the law of proximity they appear to belong together.

Whilst working in XD I used a 12 column grid to help align all my elements symmetrically. While coding I created a grid for my body to specify the height of my header, main and footer and a second grid to specify the width of my main elements and to give white space on the sides of my website.

General rules

As I was designing my website in accordance with minimalism I used a lot of white space to give each element space to breathe.

Throughout the site I used the same font to keep the design as minimal as possible so to differentiate the paragraphs, references, subheads and headings I instead used different font sizes. All my subheads have the same font size, my headings are in capital letters, my paragraphs have the default size and my reference a smaller font size. The law of similarity helps communicate that the text with the same font size has the same “function”.

A general design rule I implemented throughout the site is that all text that is clickable becomes blue as you hover it. This is again an example of the rule of common fate as well as similarity; the colour then provides the user with the understanding that they behave in the same way.



By gilfoyle, <https://www.hdwallpapers.net/tv-and-movies/westworld-logo-wallpaper-1059.htm>, CC BY-SA 3.0

Westworld (2016-present) - Jonathan Nolan and Lisa Joy

The show takes place at Westworld, a massive Western-themed park, where the super rich can live out all of their darkest fantasies. The park is populated by extremely lifelike robots, referred to as "hosts". All of the hosts in the park have a unique storyline they follow each day to intrigue the guests to go on different adventures. By the end of the day the hosts memory is wiped so they won't remember all the horrible things the guests may have done to them. However, an update causes some of the hosts to become sentient and remember past storylines - this leads to irreversible consequences.



Law of proximity

Text and Image that are in close proximity appear to belong together.
Same goes for the two icons at the bottom

BACK TO TOP



The Singularity

WHAT IS IT / IN POP CULTURE

WHAT IS THE SINGULARITY?

Technological Singularity, or just Singularity as it is more widely known, refer to a hypothetical point in time when technological growth becomes irreversible, resulting in a radical transformation of our reality.

Glide Reflectional Symmetry

John Von Neumann

The first person to discuss this topic was an American mathematician, computer scientist, engineer, physicist, and polymath named John von Neumann. His concerns regarding the possibility of the Singularity in the early 20th century.

He is to have said that the ever accelerating progress of technology and changes in the mode of human life, which goes with it, bring us increasingly closer to something we have called an essential singularity. This is a point beyond which human affairs, as we know them, cease to exist.

This technology that is more interesting and that will dominate the next decades is in conflict with traditional, and in the main, almost entirely rational, geographical and political terms and concepts. This is a maturing crisis of technology... The most hopeful answer to the human species has been subjected to severe test here and it seems to have a congenital ability to cope.

—John von Neumann

Artificial General Intelligence

AGI is the hypothetical study of an AI so competent and learns any intellectual task that a human can. AGI can also be referred to as strong AI, All-day general intelligent actions. Developing AGI is the primary focus for active AI developers and AI researchers. AGI is often referred to as human-level AI.

According to the AGI Research Project, AGI is likely to be developed by 2040. AGI is available at https://en.wikipedia.org/w/index.php?title=Artificial_general_intelligence&oldid=9798000.

According to a poll of 14 researchers completed in 2020/2021 by Nick Bostrom and Vincent C. Müller, come to the conclusion that there is a median probability of 60% that AGI would be developed sometime between 2040-2060.

Intelligence Explosion

The most popular theory of how the Singularity could happen is called the Intelligence Explosion. It refers to the possible outcome of an AI surpassing human intelligence and then using its own intelligence to improve itself, creating an even more intelligent AI. Superintelligence, or artificial superintelligence (ASI) will be developed by self-directed computer software will increase exponentially, as a result of the Singularity. Ultimately, a post-singularity world will be unrecognizable.

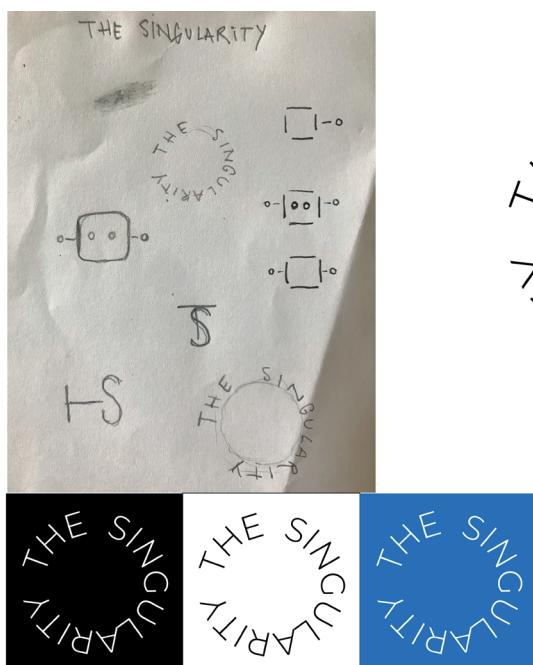
The Singularity Is Near

The Singularity Is Near: When Humans Transcend Biology is a 2000 non-fiction book by Ray Kurzweil and Peter D. Miller. In the book, Kurzweil argues that the Singularity will happen around 2045. He bases his prediction on an exponential increase in different technologies including computers, genetics, robotics and AI. Since we have reached the singularity he argues that machine intelligence will be incomparably more powerful than what human intelligence can accomplish. It is also the point where machine intelligence and human intelligence would merge.

In this book he predicts when the start of the Singularity will happen, saying that the date for the Singularity—marking a profound and disruptive transformation in human civilization—will be 2045.

in

Logo



Trunk Test and 5 Second Test

Trunk test

What site is this? (Site ID?)

What page am I on? (page name?)

What are the main sections?(section names?)

What navigation options do I have here? (local navigation?)

Where am I in the scheme of things? ("You are here" indicators?)

How can I search? (search bar?)

a site about singularity

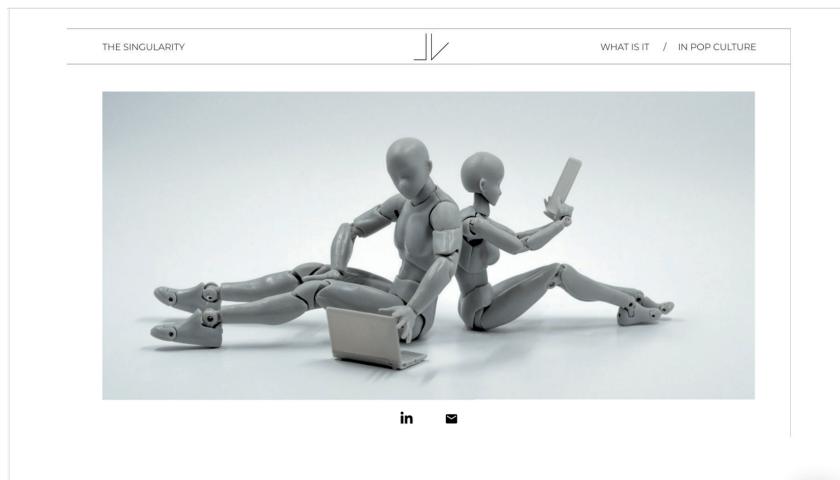
a page about singularity in pop culture

background, in pop culture

drop down menu bar that takes you to the different pages

the heading tells me i'm on the page about singularity in pop culture

no search bar



What do you think this website is about?

-the singularity

-Computers

-Technology or communication

-Technology

-Art

-Robots

-Computers

-Singularity

-modern art

-AI or robots??

-Robots

-sculptures

What impression did you get from the design?

-robotic, minimalistic, something informal

-Modern

-Scary robots

-Apocalyptic, naked, calm

-Modern, minimalistic

-Clean look

-Sci-fi, cold, minimalistic

-Minimalistic

-Futuristic

-Artsy

-curious

-Minimalistic

Does it look professional?

-yes

-Yes

-Yes

-Yes but unfinished

-Very

-Yes

-yes very

-On its own it looks unfinished

-Yes! Well done

-Yes

-yes

-quite

What grabbed your attention?

-the picture, i didnt see the navigation menu at all

-Their positioning

-The arty aspect with those kind of dolls

-The picture

-Top bar with text

-the robots

-the focus was on the dolls

-The image

-The persons

-3d printed postures

-The doll/figures with the computer and gum

-The photo

Summary of Logbook

Monday 13th

Started the new theme today - unfortunately I'm still sick so I couldn't make it to the in class lectures. Instead I looked through all slides and read through the new assignment to get an idea about what it is about.

I decided I wanted to go with the minimalist style as it's the most visually appealing to me and also the one I think I'll have the most success with when actually coding my website.

I did my moodboard based on minimalism and decided to keep that very simple too. I focused on minimalist painters in sourcing my images as I love art.

Tuesday 14th

Today we had online lectures going over style tiles, Illustrator and SVGs.

I have some experience using Illustrator before so I feel pretty comfortable with that already. I started sketching buttons I'd like to use and trying to keep them very minimalistic.

I'm still torn about which interest/subject I want to write about - I'm torn between the Singularity/Artificial Intelligence and Rei Kawakubo.

Wednesday 15th

Today I'm going to continue working on my moodboards and after that do a Style Tile.

I'm also gonna start sketching my wireframes but I'm having a bit of issues visualising how it'll work as responsive design.

Thursday 16th

Finished my wireframes and then did a rough version in XD. I started my prototype in XD as well. I'm still not exactly sure how I want my website to look but I have a vague idea now.

I decided on doing my site about Singularity and started writing my text and searching for appropriate images. I didn't really have anything to test with the 5 second test yet so I'll do that later on.

Friday 17th

I spent today finishing writing and dividing my text as well as searching for images. I put my text in Visual Studio Code and started marking it up. Now that I have my main bulk of images and started my html I worked on my folder structure.

I put my html in the root folder, created folders for my images, css, moodboard and the images I used for my moodboard and one with my style tile. It is so much easier working with proper structure.

So far I haven't started my css as I don't fully understand media queries yet so will spend more time learning about that before I start.

Monday 20th

I spent the afternoon sketching and finalizing my logo. I had a hard time deciding whether to use a logo with my name/initials or one that's connected to the subject I chose. I did a few different ones, so far I like the one with my initials the most but I'll play around with them some more later.

Summary of Logbook

Tuesday 21st

I did most of my css today, I'm almost happy with the home page, it's definitely very minimalist but that's what I wanted. I did a 5 second test of the XD prototype of my home page which actually looks exactly like the real version does!

Wednesday 22nd

I continued working on my css all day as I couldn't get the other two pages of my site to look anything like I wanted them to yesterday. I managed to make it a lot better compared to yesterday but it's still not exactly how I want it.

I also started using media queries in my css today and I'm having some difficulties with the images and my grid when scaling down. I rewrote some of my text so now I'm completely done with that. I was also experimenting with the layout loads but I reckon it's best to just leave it cause at least it's working.

Thursday 23rd

Today I was honest to god close to a breakdown as I couldn't get anything to work but with the help of Kenny I managed to get my website to SORT OF look the way I envisioned thank GOD!

I spent time cleaning up my css as I had been using a lot of different classes but my website layout followed the same pattern throughout so I could just use one or two classes instead.

I managed to get my media queries to work finally. To be honest I'm still sort of frustrated with coding as I'm not as good as I want to be yet and I can't make it look as professional as I want yet.

Friday 24th

Today I'm finishing up my code and tweaking my website. After that I spent all day working on my PDF in Indesign and writing about my design documentation.