Delcan.Co

Delcan & Company

Portfolio Website Redesign

GOAL:
To have work more visible
To make navigation easier
To create an interactive experience takeaway for the viewer

Your brand statement to have minimal design in order for your work
to be the focus is really admirable. I wanted to stay true to that
concept and your brand by keeping the redesign minimal.

Masha Vainblat
Dec. 7, 2016

Version 1

Home

Home page features top or featured projects from current site–NYT Magazine and Book Covers–as well as navigation sections, case studies and archives.
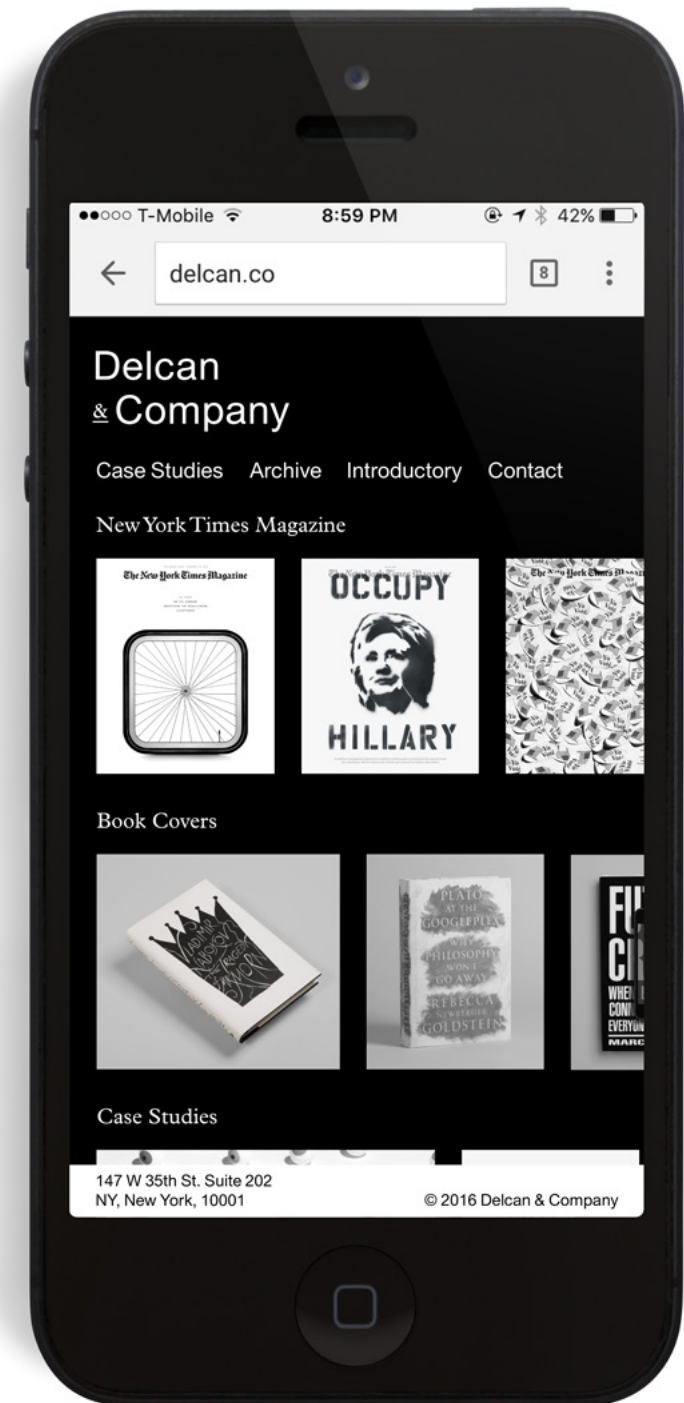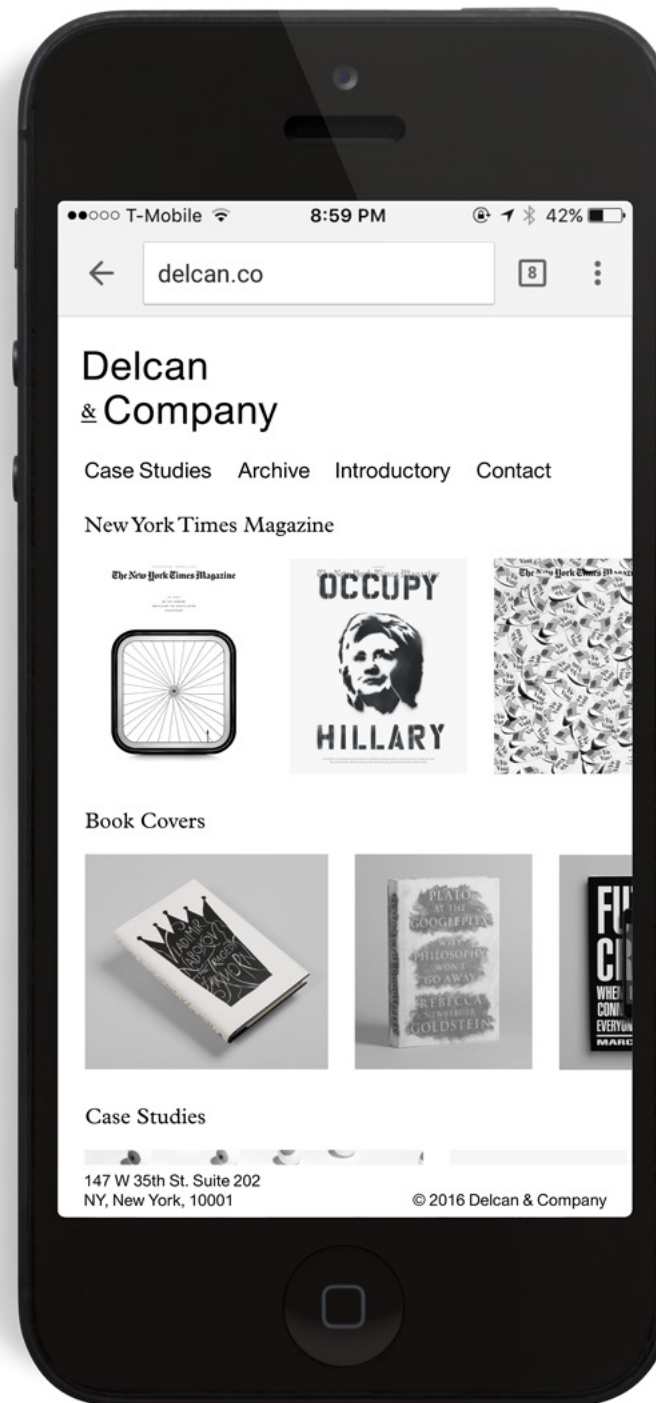
A horizontal scroll will disrupt the typical vertical web experience and allow viewer to skim through featured project thumbnails. Reference **click here.**
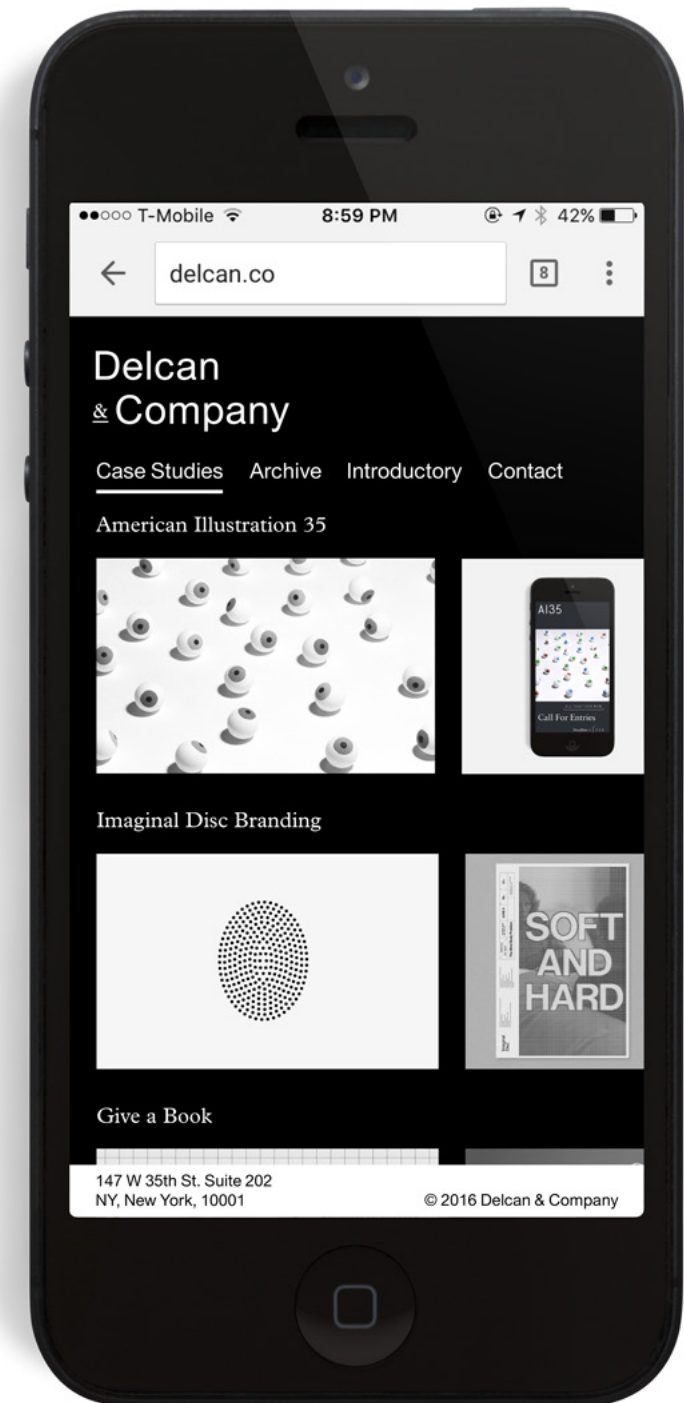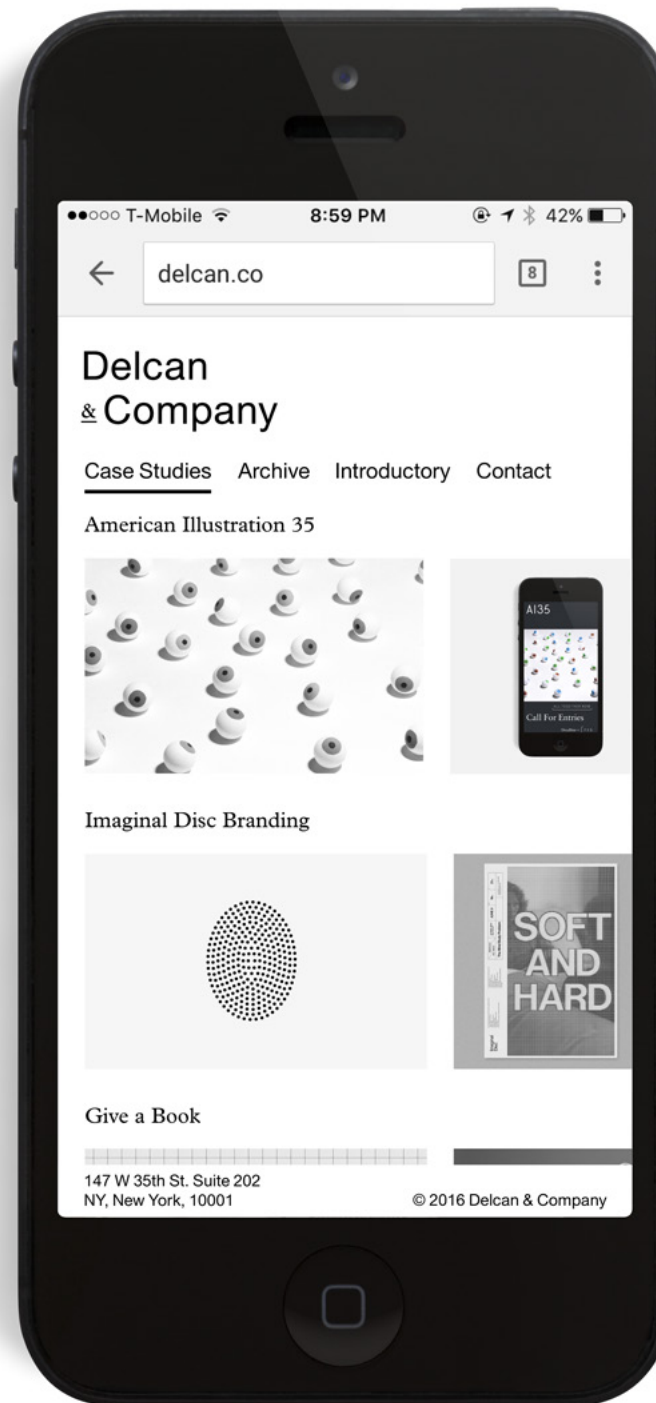**Great for responsive scalability**

Interactive feature: when user clicks on background(or where ever else we see fit) the entire page–except for thumbnails–gets inverted.
This idea stays true to Delcan&Co mission statement of duality and is enough surprise without distracting from the work itself.
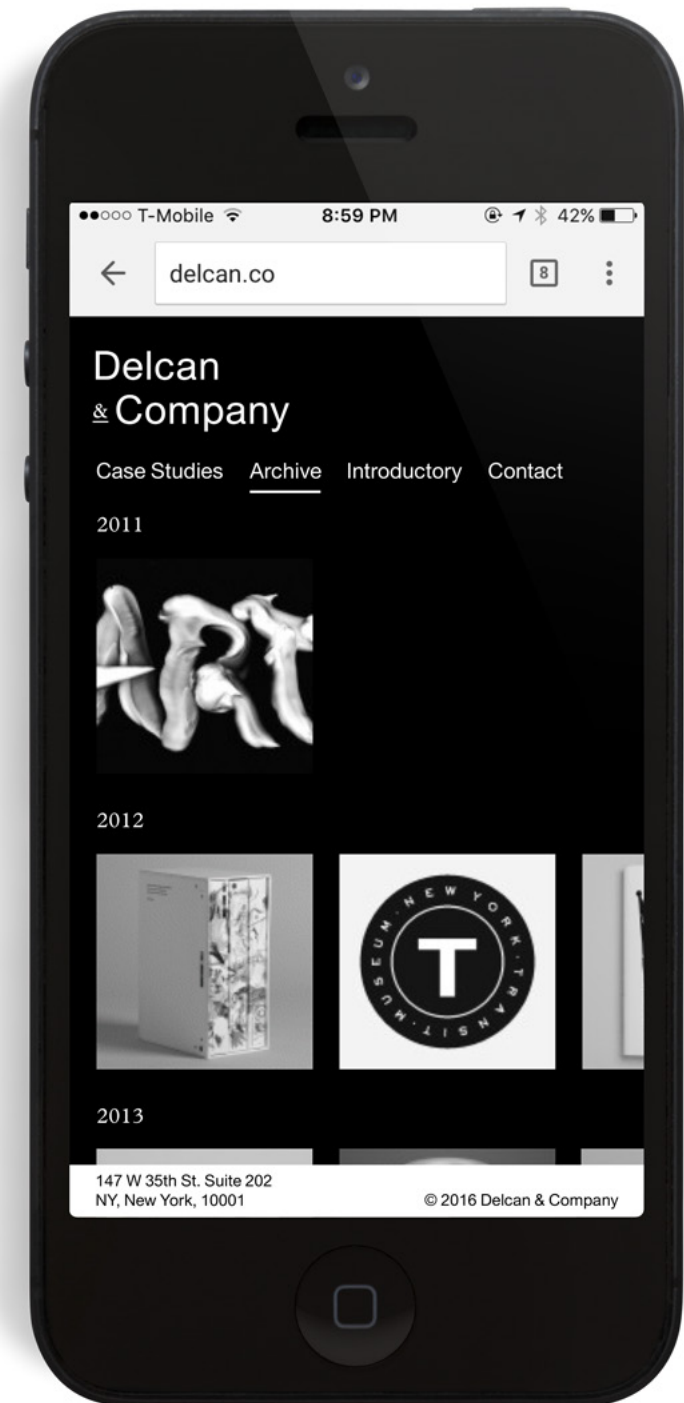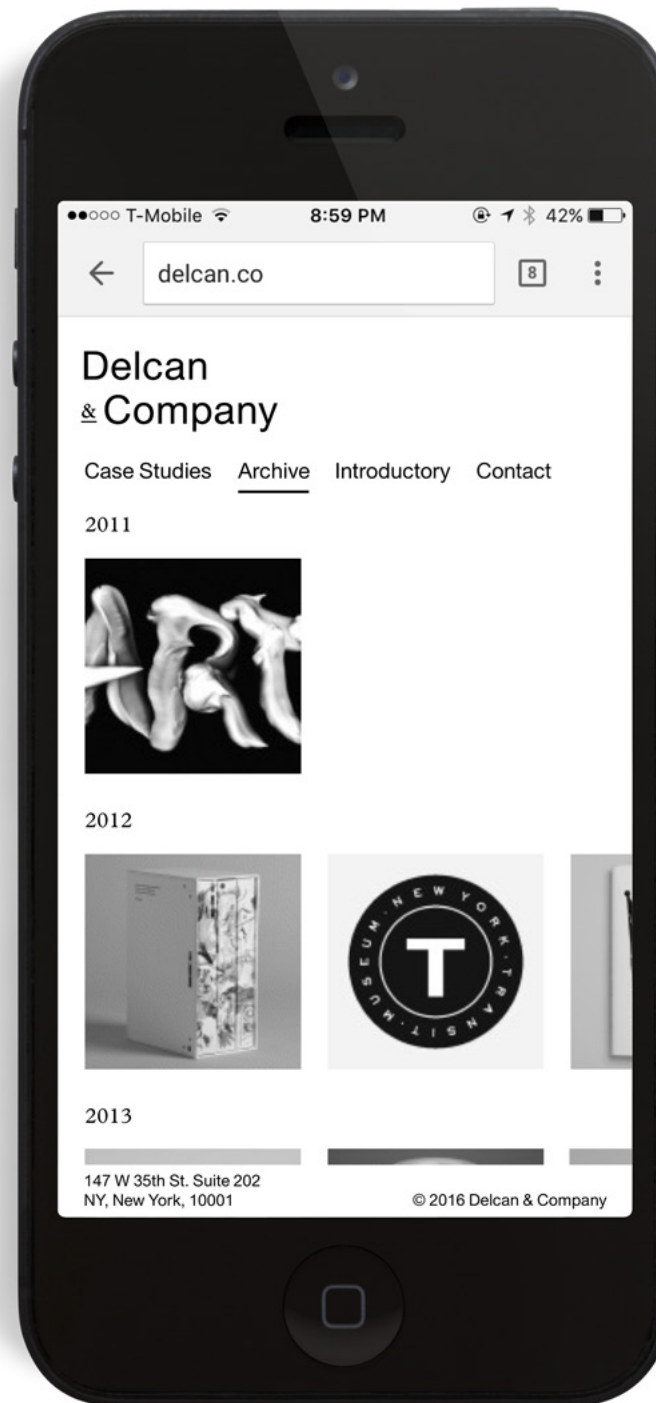
Case Studies

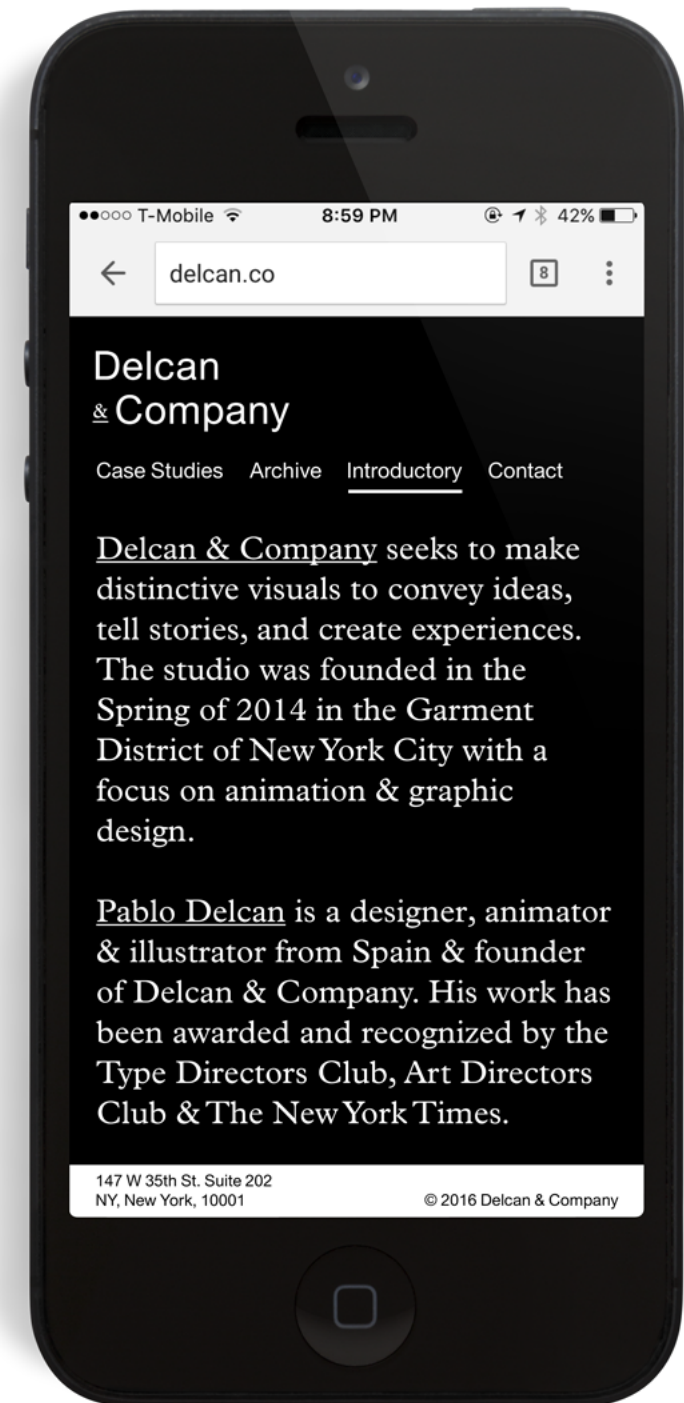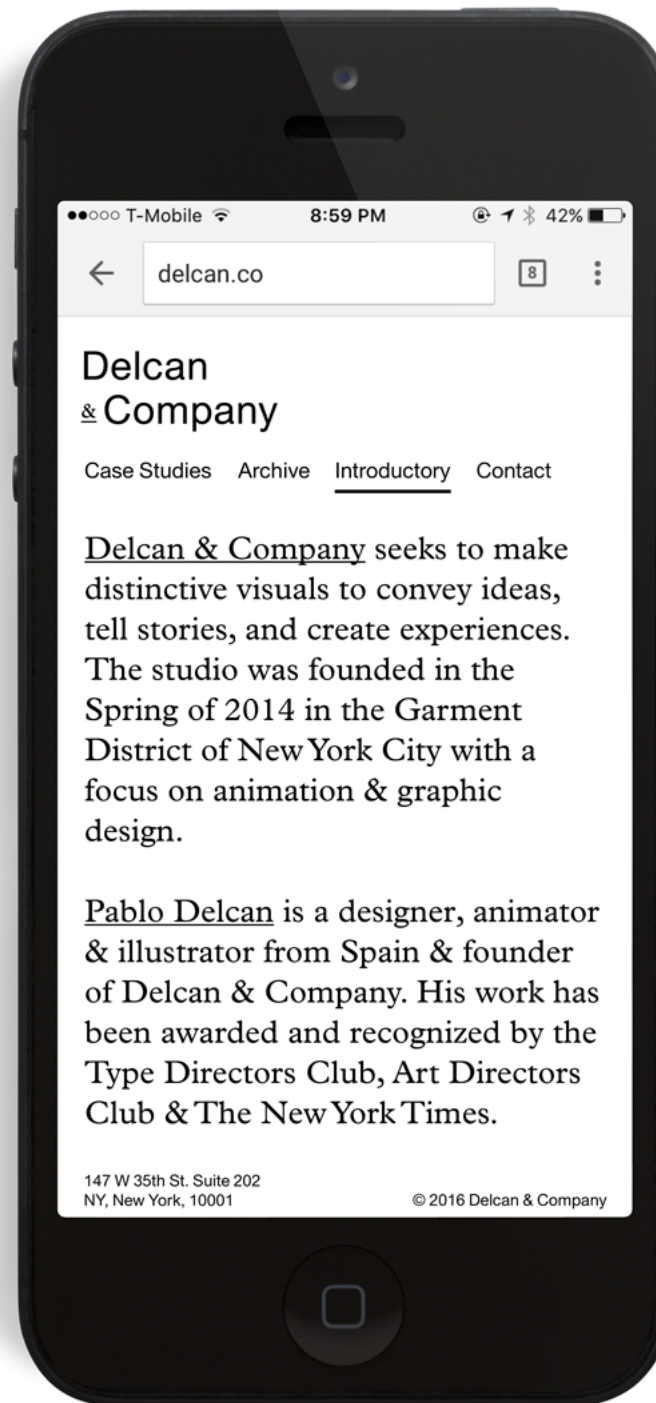Same project display theme from home page featuring work from Case Studies section,

Archive

Archive will be image based

Introductory

Delcan
& Company

Case Studies   Archive   Introductory   Contact

Delcan & Company seeks to make
distinctive visuals to convey ideas,
tell stories, and create experiences.
The studio was founded in the
Spring of 2014 in the Garment
District of New York City with a
focus on animation & graphic
design.

Pablo Delcan is a designer, animator
& illustrator from Spain & founder
of Delcan & Company. His work has
been awarded and recognized by the
Type Directors Club, Art Directors
Club & The New York Times.

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Contact

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info@delcan.co   Represented in
914-602-7260   North America
147 W 35th St.   by Levine/Leavitt
NYC 10001   NY 212-979-1200
        LA 310-392-2700

Twitter   agents@llreps.com
Instagram
Vimeo

Newsletter

Name: [   ]

Email: [   ]

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147 W 35th St. Suite 202
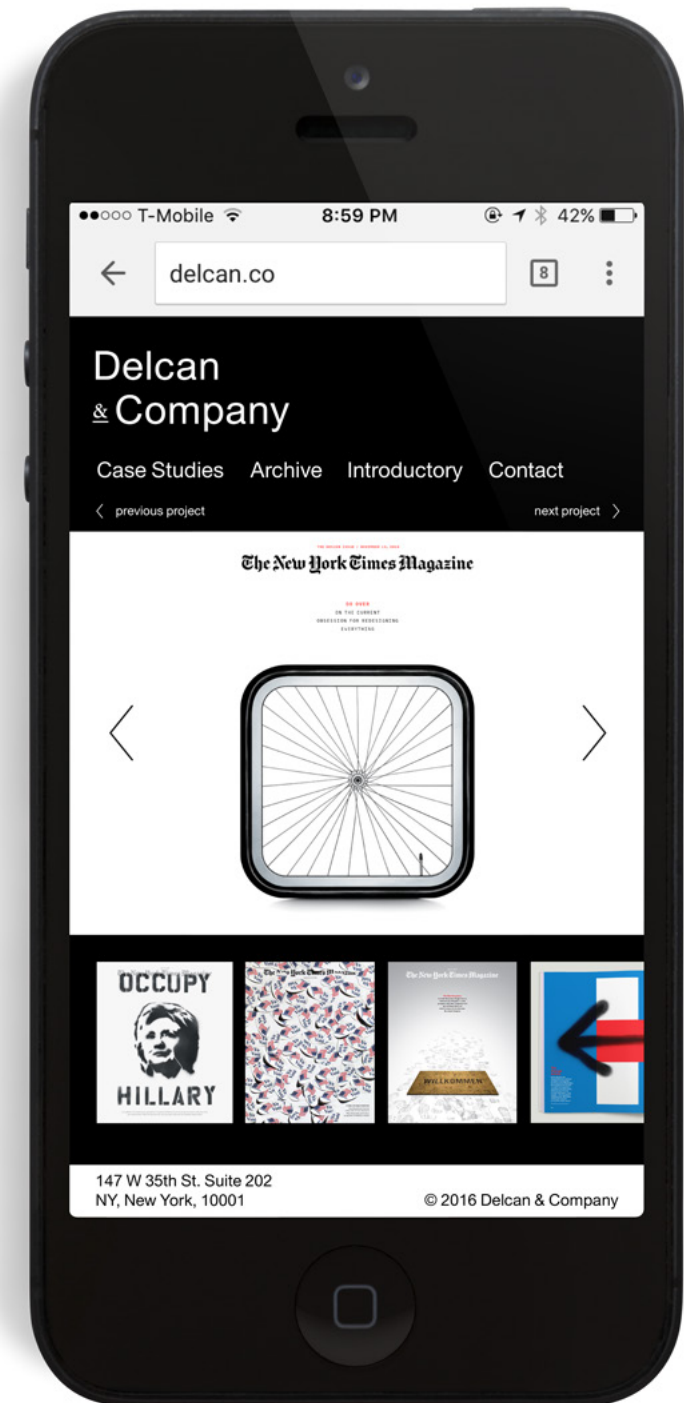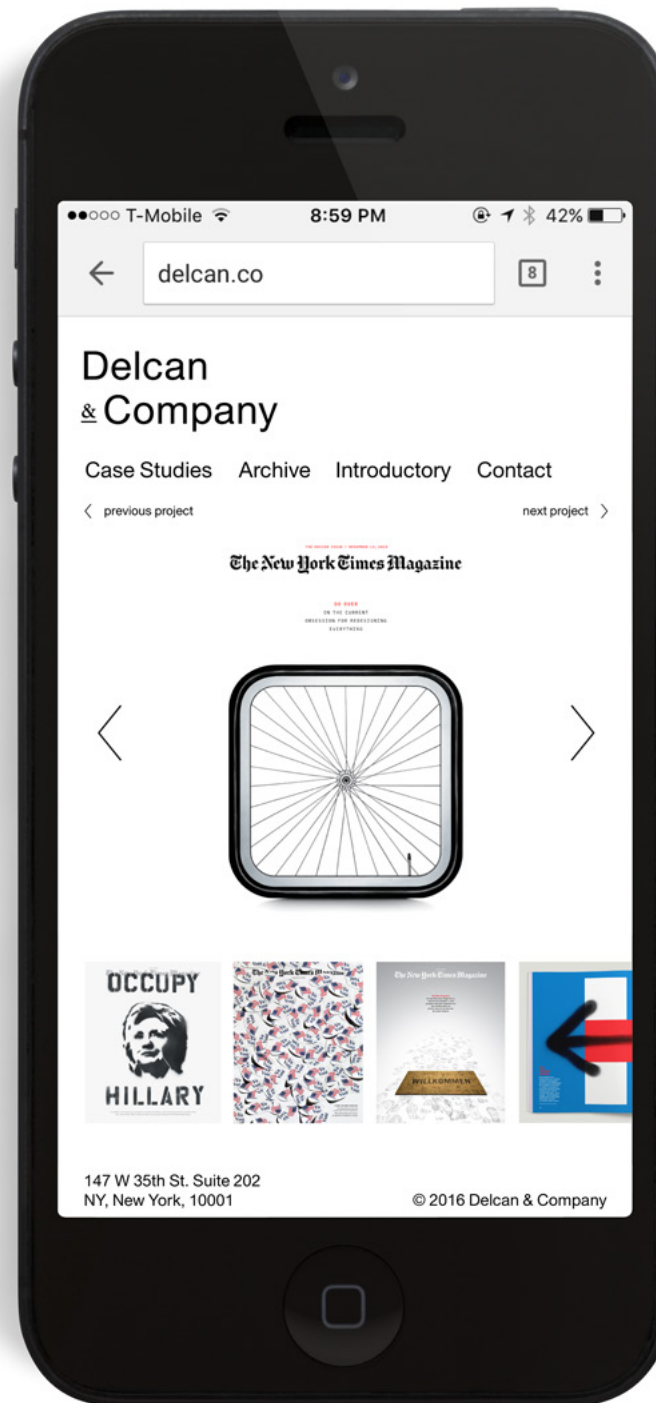NY, New York, 10001   © 2016 Delcan & Company

Project Page

A hero image of slideshow will be displayed with horizontal thumbnails from same project displayed below.

To make navigation easier, viewer can also go to previous or next post from the current project page.

Version 2

Home

To demonstrate the depth and array
of work produced by Delcan.Co,
a text based approach with
hyperlinks to each project was
designed.

Perhaps the sitemap can be
reconstructed here? Rather than
having case studies vs archives,
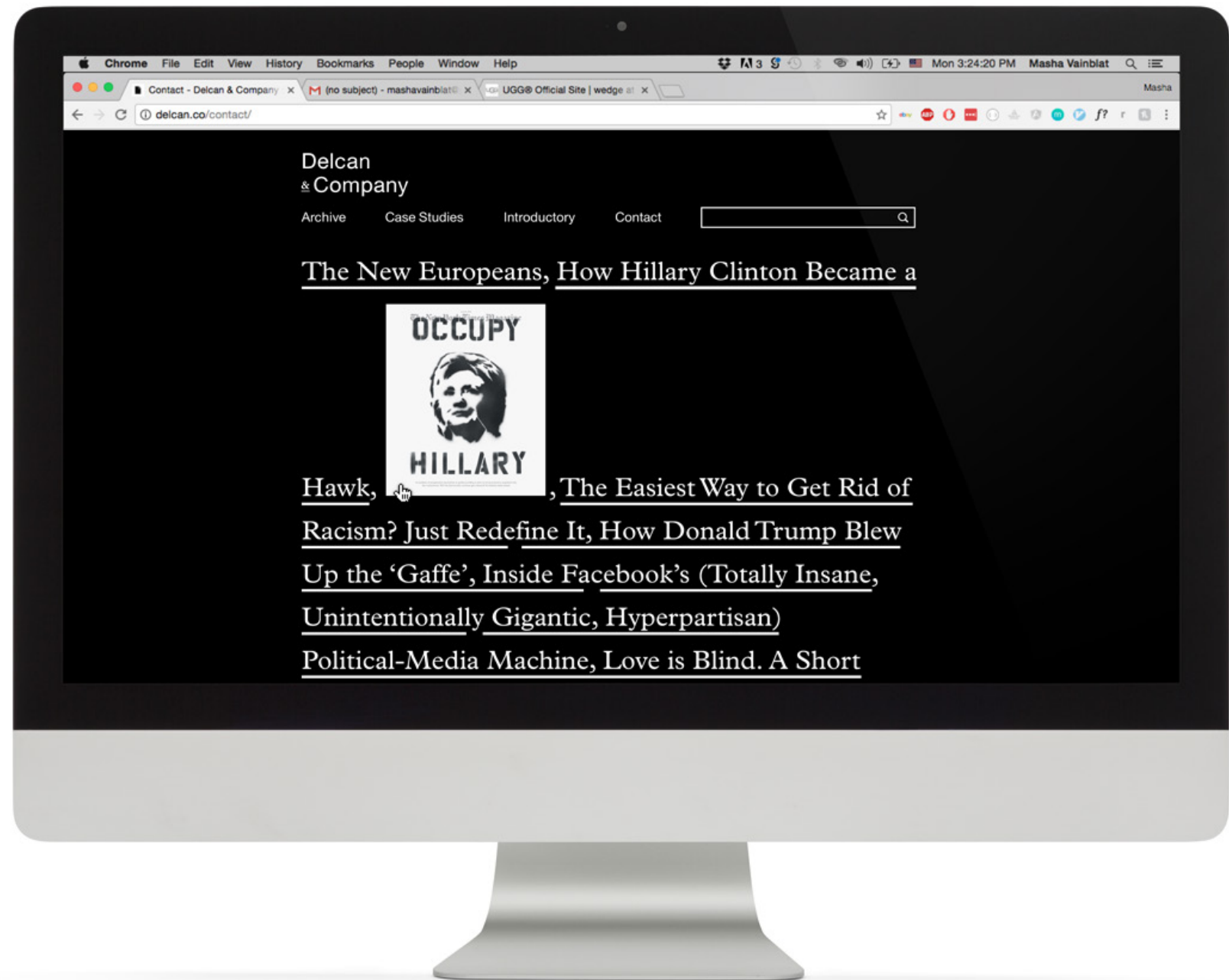every project title will be displayed.

With a vast amount of projects, a
search bar can make it easier for a
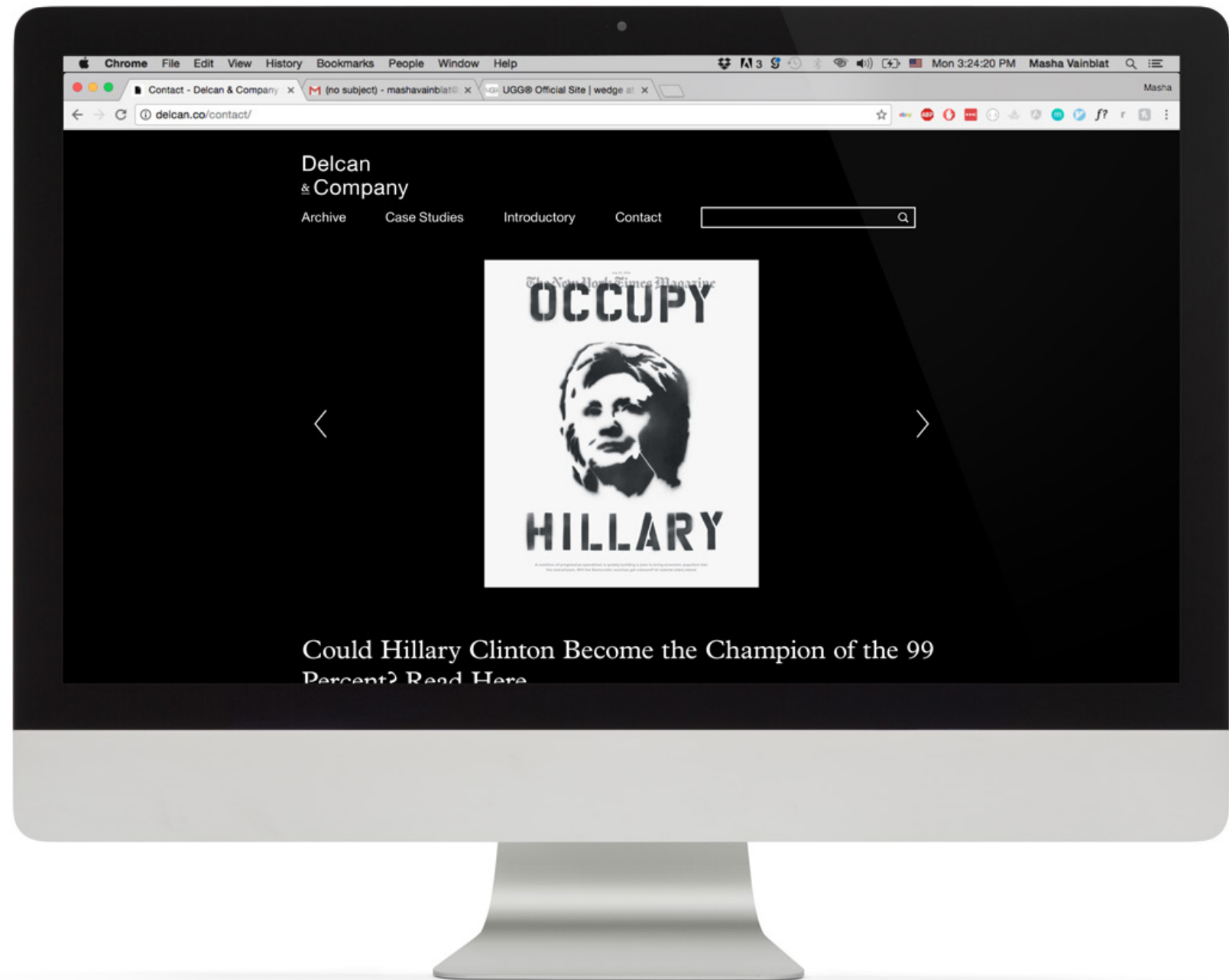viewer to filter the projects listed.
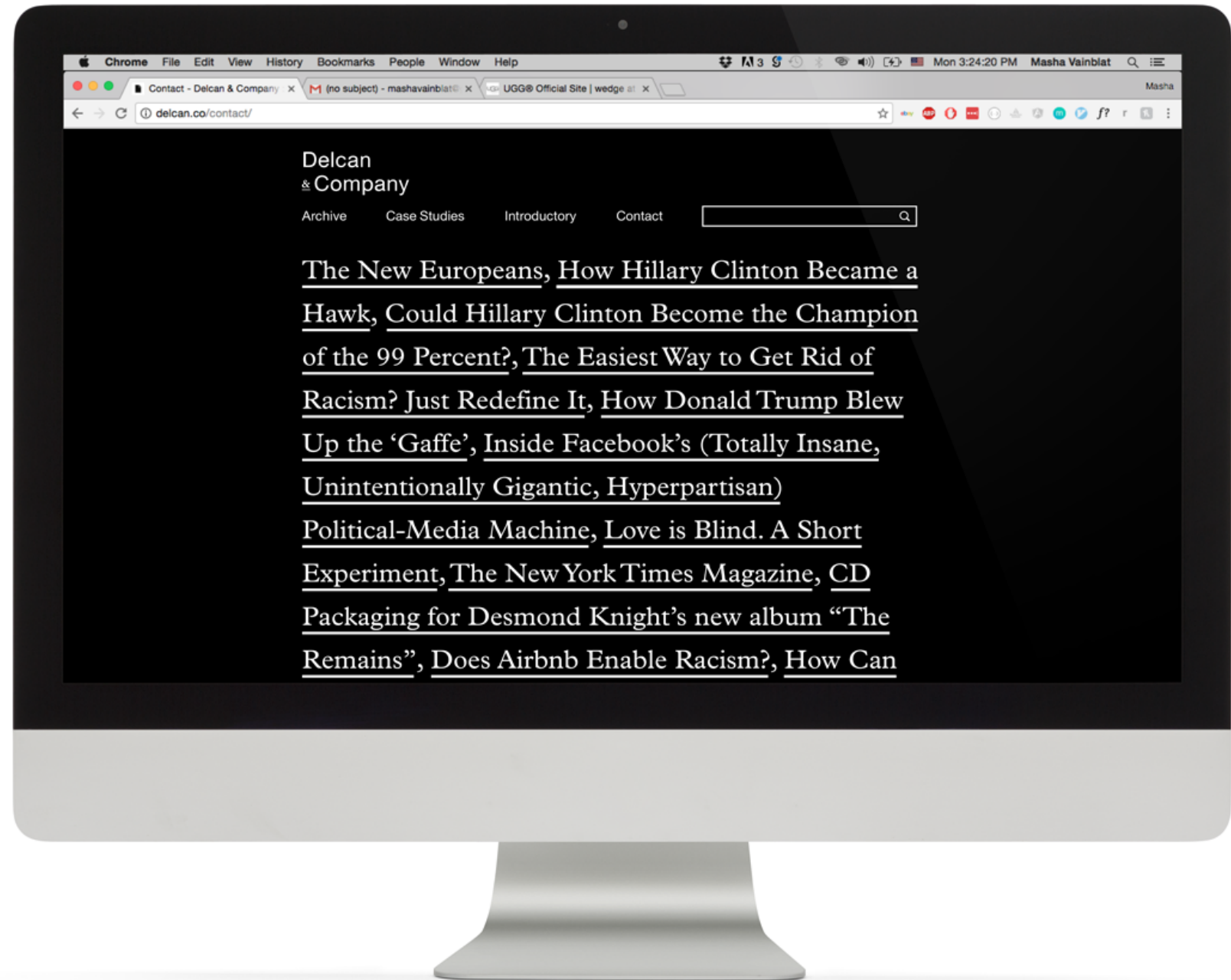
Home

Interactive feature: when viewer hovers over the project title, an image thumbnail will be revealed. *Note: Since hover is not possible on mobile, home will have to be image based. Thoughts?
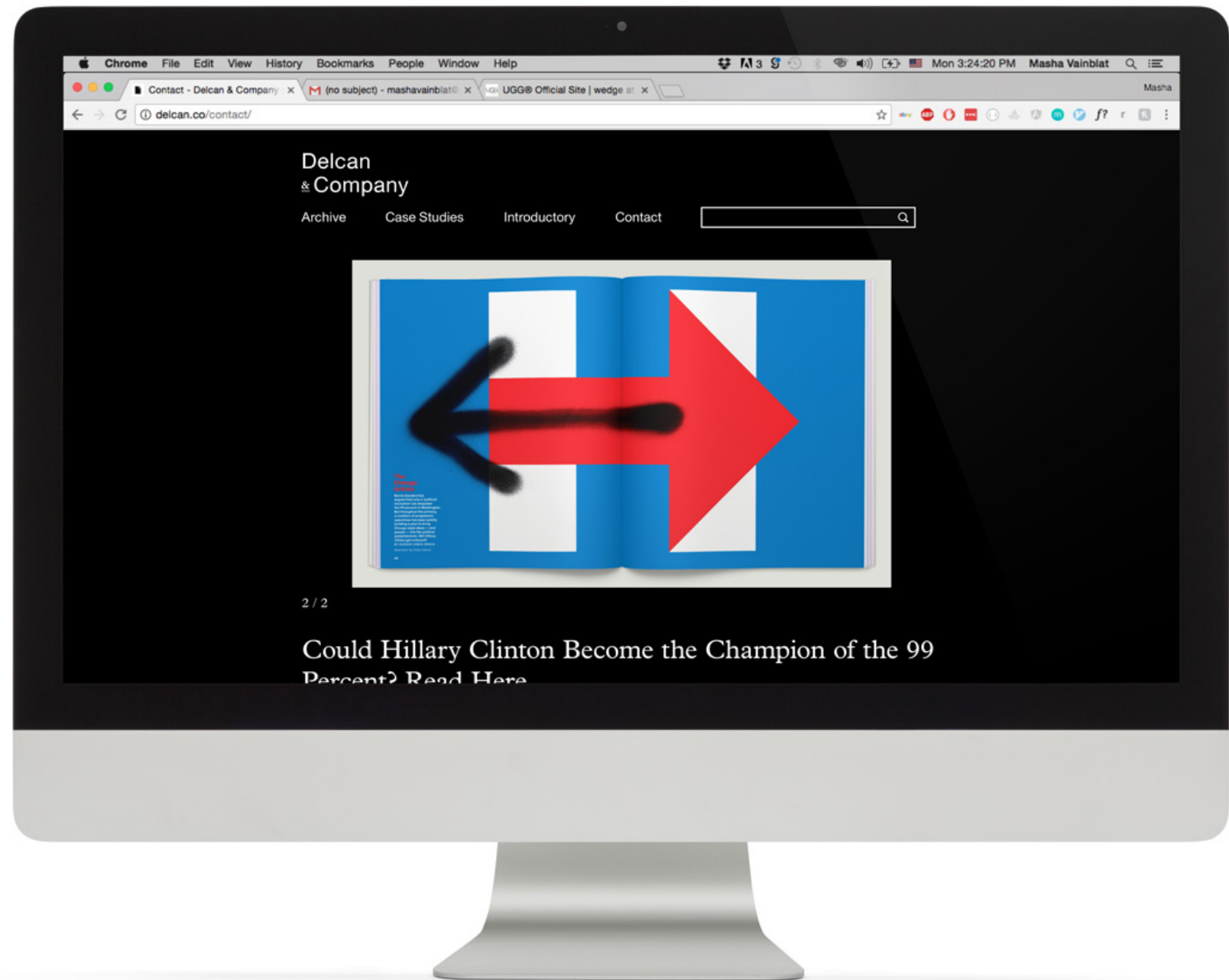
Project Page

Features slideshow.

Project Page

Cool links

Here are some of the cool things I found. Maybe it can inspire another idea or concept?
As interesting as they may be, I fear some of the executions will distract from the brand and work featured on your website.

Horizontal Scrolling <-- PS click the orange dot on the logo on top left

Tripping spinning animations (scroll to black and white spiral)

3D Figures

More 3D stuff