Arielle Berman
Website Design – Desktop

I

ARIELLE BERMAN

Mouse-click logotype: opens homepage

18px

C

Typeface:
BC Reformulate, Regular
Typesize: 13pt

Image area not to encrouch
60px below logotype

60px

Most recent project's 1st image to appear on homepage.

Image to fit until it hits one of the 60px mark:
1. 60px below logotype
2. 60px above description text
3. 60px of browser width

60px

60px

60px

Typeface:
BC Reformulate, Regular
Typesize: 13pt
Leading: 15pt

Down Arrow:
25% Black
BC Reformulate, 13pt

Mouse-over:
100% Black

Mouse-click:
Scrolls down to display other
projects

***Please see pg. 14

PROJECT HEADER ⟵ Project Category Header

15px

Project Title, Year ⟵ Project Title & Year

15px

01 | 10 ⟵ Current image image & total
images of the displayed project

20px

↓

20px

30px

→

Mouse-cursor changes to arrows depending on which half of the browser its positioned at.

Mouse-click and images slide out smoothly (not too quick)
Mouse-drag and images also slides out (responding to user's swipe speed if possible)

Reference:
< http://cameronmacdonald.com/projects/balmoral-residence/#gallery >
***Please click on one of the images & it'll open up an individual image view.
***Please click on arrow and see the transition speed of the image coming in, preferablly slightly quicker than this example.

30px

PROJECT HEADER

Project Title, Year

01 | 10

↓

→

PROJECT HEADER

Project Title, Year

01 | 10

↓

PROJECT HEADER

Project Title, Year

02 | 10

↓

Mouse-over "I" text:
- the word "INDEX" appears
- 1px underline, 5px below baseline of text

PROJECT HEADER

Project Title, Year

02 | 10

↓

ARIELLE BERMAN

C

60px

Maximum height of Index menu
before it becomes scrollable

Max Width 500px

Index menu to be center aligned within browser width & height,

When more projects are added in the future, Index menu will
stay center aligned until it hits 60px below logotype.
Then it aligns to that 60px and becomes scrollable (down wards)

Typeface:
BC Reformulate, Regular
Typesize: 13pt
Leading: 15pt

WORKS → Project Category Heading

When new Project Category Headings are
added, the list will grow to accomodate
(with 40px spacing between Project
Categories, and 10px inbetween project titles)

15px

1 Granary ← Project Titles

10px

Vivienne Westwood Bastage: S/S 2013

40px

SERIES ← Project Category Heading

15px

01 ← Project Titles

10px

02

10px

03

10px

04

10px

05

10px

Ophelia

10px

Distant Hue

10px

Moonscape

40px

INSTALLATION ← Project Category Heading

15px

3D: How To Be Human ← Project Titles

10px

How To Be Human

10px

Exhibition Installation, at Central Saint Martins (UK)

10px

Blinds Installations

40px

CLOSE

Close button:
50% Black

Mouse-click and closes Index menu

PROJECT HEADER

Project Title, Year

02 | 10

WORKS

1 Granary

Vivienne Westwood Bastage: S/S 2013

Mouse-over project:
1px black line
5px offset from baseline

SERIES

01

02

03

04

05

Ophelia

Distant Hue

Moonscape

INSTALLATION

3D: How To Be Human

How To Be Human

Exhibition Installation, at Central Saint Martins (UK)

Blinds Installations

CLOSE

PROJECT HEADER

Project Title, Year

02 | 10

WORKS

1 Granary
Vivienne Westwood Bastage: S/S 2013

SERIES

01
02
03
04
05
Ophelia
Distant Hue
Moonscape

INSTALLATION

3D: How To Be Human
How To Be Human
Exhibition Installation, at Central Saint Martins (UK)
Blinds Installations

CLOSE

Mouse-over Close button:
100% Black
1px line
5px offset from baseline

PROJECT HEADER

Project Title, Year

02 | 10

30px

WORKS

1 Granary
Vivienne Westwood Bastage: S/S 2013

SERIES

01
02
03
04
05
Ophelia
Distant Hue
Moonscape

INSTALLATION

3D: How To Be Human
How To Be Human
Exhibition Installation, at Central Saint Martins (UK)
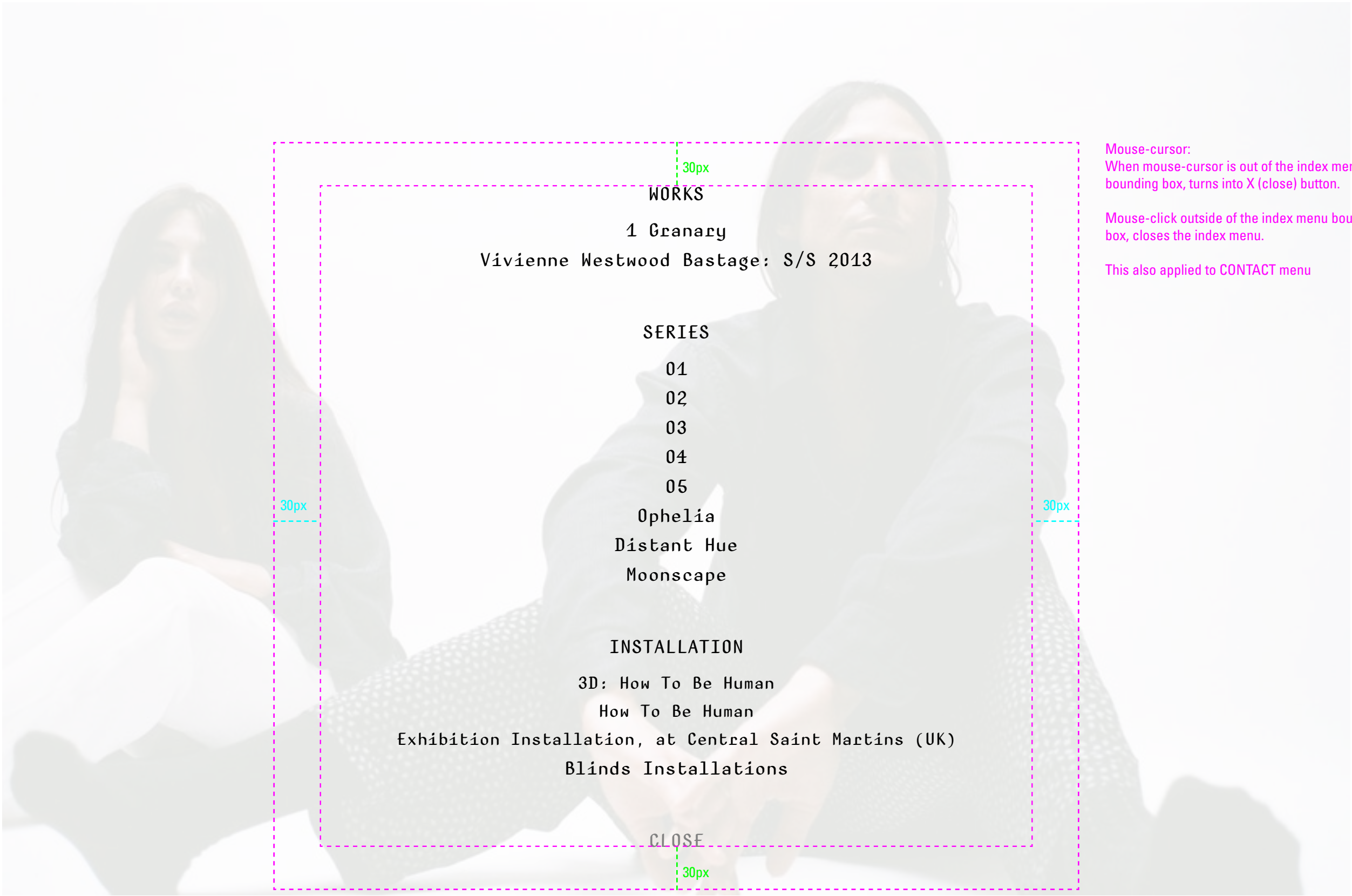Blinds Installations

CLOSE

30px

30px

30px

Mouse-cursor:
When mouse-cursor is out of the index menu bounding box, turns into X (close) button.

Mouse-click outside of the index menu bounding box, closes the index menu.

This also applied to CONTACT menu

X

PROJECT HEADER

Project Title, Year

02 | 10

PROJECT HEADER

Project Title, Year

02 | 10

↓

ABOUT

15px

Arielle Berman is a photographer based in New York, that depicts the raw oddness within the subject and image by exploring, experimenting and discovering the boundaries of contemporary art and fashion. Graduated from Central Saint Martins (UK) in 2013.

Typeface:
BC Reformulate, Regular
Typesize: 13pt
Leading: 15pt

40px

CLINT LIST

15px

Visionaire

10px

David Michael

10px

1 Granary

10px

Art Wednesday

10px

Bones

10px

Rubicon

When new Contact Category Headings are added, the list will grow to accomodate (with 40px spacing between Project Categories, and 10px inbetween project titles)

40px

When new Contact Category Headings are added that is a text link, 20px spacing between them

EMAIL

Mouse-click: opens email message to < arielleberman@gmail.com >

20px

JOURNAL

Mouse-click: opens in new window < http://arielleberman.tumblr.com >

20px

INSTAGRAM

Mouse-click: opens in new window < https://www.instagram.com/ar1e11e/ >

40px

CLOSE

PROJECT HEADER

Project Title, Year

02 | 10

Typeface:
BC Reformulate
Typesize: 13pt
50% Black

Mouse-over:
100% Black, 1px black line &
5px offset from baseline

Mouse-click:
Opens in new window
< www.masakimiwa.com >

Design by Masaki Miwa

30px

20px

20px

ARIELLE BERMAN

ABOUT

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raw oddness within the subject and image by exploring, experimenting
and discovering the boundaries of contemporary art and fashion.
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CLINT LIST

Visionaire
David Michael
1 Granary
Art Wednesday
Bones
Rubicon

Note:
Arielle to confirm if she wants to link client list
to their website's.

EMAIL

JOURNAL

Mouse-over example:
1px black line
5px offsett from baseline

INSTAGRAM

CLOSE

PROJECT HEADER

Project Title, Year

02 | 10

PROJECT HEADER

Project Title, Year

02 | 10

↓

PROJECT HEADER

Project Title, Year

02 | 10

20px

20px

ARIELLE BERMAN

PROJECT HEADER

Project Title, Year

02 | 10

↓

SERIES

02

ARIELLE BERMAN

When user clicks on Down Arrow, the pushing-up transition stops
until the top project hits the 60px mark below the logotype.

60px

Project thumbnail images to be randomly placed (within margin
area [60px away from left & right browser width + the 60px below
logotype], & randomly sized:
Minimum Width for thumbnail image: 300px
Maximum Width for thumbnail image: 600px

Image order to be the newest at top.

To avoid images hiding the description text below each thumbnail
image, probably best to have a exclusion zone around each
thumbnails, perhaps between 70-75px?

60px   60px   60px

20px

SERIES

15px

02

SERIES

01

SERIES
02

SERIES
01

ARIELLE BERMAN

While scrolling down, if possible, each image to have its own scrolling up speed

Reference:
< https://strateascarlucci.com/fracture/ >
***When you scroll down, you can see some images scrolling up on its own. Probably not as quick as this.

SERIES

02

SERIES

01

SERIES

04

ARIELLE BERMAN

SERIES
02

SERIES
01

SERIES
04

Arielle Berman
Website Design – Responsive Layout – Mobile
(Based on iPhone 6 Plus Width Dimension)

PROJECT HEADER
Project Title, Year

View More

PROJECT HEADER
Project Title, Year

View More

LOADING

40px
30px

10 most recent projects to appear on homepage.

LOADING text:
25% Black

PROJECT HEADER
Project Title, Year

View More

20px
10px
10px
10px
15px
10px

Click/Tap and opens that projects page, Clickable area is to be 10px above and below & to the right width of VIEW MORE text.

40px
13pt
13pt
13pt
50% Black

ARIELLE BERMAN

INDEX
CONTACT

30px
15px
15px

18pt
18pt

30px
30px
30px

15px

Header elements to be visible (lay'd above the content)

Project area to scroll up and as the visible from the text project to end

image to fill margin width

Click/Tap on thumbnail image and opens up that projects page

30px

ARIELLE BERMAN

<u>INDEX</u>

CONTACT

WORKS

1 Granary

Vivienne Westwood Bastage: S/S 2013

SERIES

01

02

03

04

05

Ophelia

Distant Hue

Moonscape

INSTALLATION

3D: How To Be Human

How To Be Human

Exhibition Installation,
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Blinds Installations

RETURN TO HOMEPAGE

ARIELLE BERMAN

INDEX

CONTACT

(60px)

ABOUT

(20px)

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(60px)

CLIENT LIST

(18px)

Vissionaire

(18px)

David Michael

(18px)

1 Granary

(18px)

Art Wednesday

(18px)

Bones

(18px)

Rubicon

(60px)

EMAIL

(20px)

JOURNAL

(20px)

INSTAGRAM

(60px)

RETURN TO HOMEPAGE

(30px)

Design by Masaki Miwa   25% Black

(30px)

40px

40px

20px

PROJECT HEADER
Project Title, Year

10px

Project descriptions to
appear at the bottom
of last image from that
projct.

top 10 images to appear
first, if more, LOADING
text appears and loads
more images.

60px

30px

Arielle Berman
Website Design – Tumblr

Ola Pochorecka, 2015
Styling by Halle Chapman Tayler

Posted 6 months ago and has 0 notes

REBLOG

30px
15px
30px

Mouse-over REBLOG:
1 px underline, 5px offset from baseline

Minimum 60px

Ola Pochorecka, 2015
Styling by Halle Chapman Tayler

Posted 6 months ago and has 0 notes

REBLOG

Ola Pochorecka, 2015
Styling by Halle Chapman Tayler

Posted 6 months ago and has 0 notes

REBLOG

Ola Pochorecka, 2015
Styling by Halle Chapman Tayler

Posted 6 months ago and has 0 notes

REBLOG

LOADING