

ARB
Identity Design

Arielle Berman
Website Design – Desktop



30px

30px

48px

I

Typeface:
BC Reformulate, Regular
Typesize: 13pt

18px

ARIELLE BERMAN

Mouse-click logotype: opens homepage

30px

60px

Image area not to encroach
60px below logotype

30px

c

30px

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

PROJECT HEADER

Project Category Header

Project Title, Year

Project Title & Year

01 | 10

Current image image & total
images of the displayed project



20px

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



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, preferably slightly quicker than this example.

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

ARIELLE BERMAN



PROJECT HEADER

Project Title, Year

02 | 10



Mouse-click and Index menu appears on top.
Image & description text behind is 10% opacity

ARIELLE BERMAN

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
1 Granary ← Project Titles
Vivienne Westwood Bastage: S/S 2013

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

SERIES ← Project Category Heading
01 ← Project Titles
02
03
04
05
Ophelia
Distant Hue
Moonscape

INSTALLATION ← Project Category Heading
3D: How To Be Human ← Project Titles
How To Be Human
Exhibition Installation, at Central Saint Martins (UK)
Blinds Installations

Close button:
50% Black

Mouse-click and closes Index menu

CLOSE

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



ARIELLE BERMAN



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



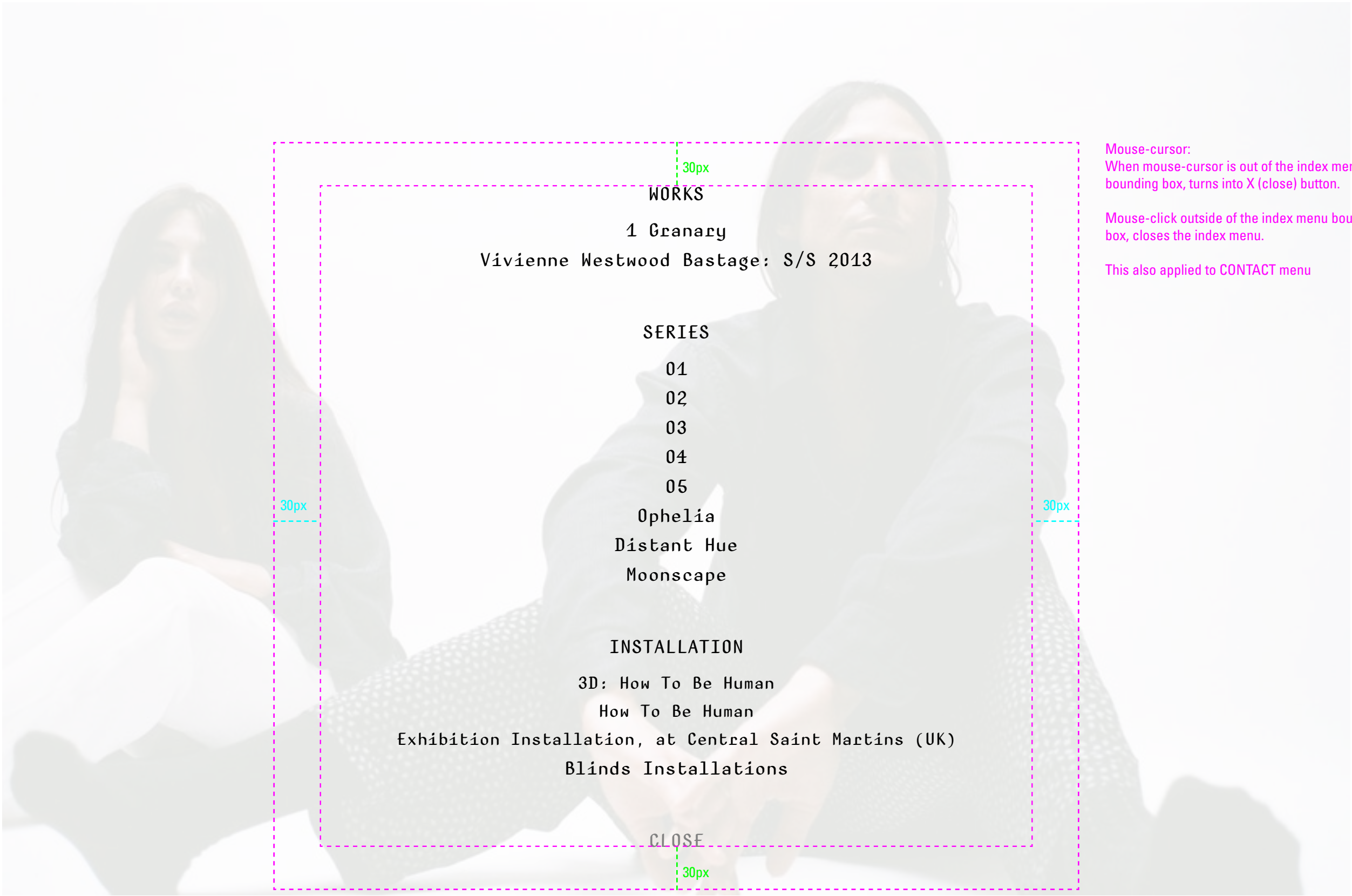
Mouse-over Close button:
100% Black
1px line
5px offset from baseline

PROJECT HEADER

Project Title, Year

02 | 10





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



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



PROJECT HEADER

Project Title, Year

02 | 10





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

ABOUT

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.

CLIENT LIST

Visionaire

David Michael

1 Granary

Art Wednesday

Bones

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)

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 >

JOURNAL

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

INSTAGRAM

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

CLOSE

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 >

PROJECT HEADER

Project Title, Year

02 | 10



ABOUT

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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

When mouse-enter's this area, Down Arrow becomes 100% Black

Mouse-click within this area, the currently viewed project slides up.

Down Arrow also becomes 100% when user mouse-scrolls down.



PROJECT HEADER
Project Title, Year
02 | 10
↓



SERIES
02



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?



SERIES
02

20px

15px



SERIES
01



60px

60px



SERIES
01



SERIES
02

Mouse-over image area + including description field:
1px black underline
5px offset



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

SERIES
02



SERIES
01



SERIES
04



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

15px | ARIELLE BERMAN

30px

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

30px

INDEX

18pt

15px

CONTACT

18pt

30px

30px

Project's main image to appear as thumbnails (from newest project to old)

Image to hit margin width

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



20px

PROJECT HEADER

13pt

10px

Project Title, Year

13pt

10px

View

15px

More

13pt

50% Black

10px

40px

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



PROJECT HEADER

Project Title, Year

View More



PROJECT HEADER

Project Title, Year

View More

40px

10 most recent projects to appear on homepage.

LOADING

LOADING text:
25% Black

30px

ARIELLE BERMAN

INDEX

CONTACT

60px

WORKS

20px

15pt
Leading:18pt

1 Granary

18px

Vivienne Westwood Bastage: S/S 2013

60px

SERIES

20px

01

18px

02

18px

03

18px

04

18px

05

18px

Ophelia

18px

Distant Hue

18px

Moonscape

60px

INSTALLATION

20px

3D: How To Be Human

18px

How To Be Human

18px

Exhibition Installation,
at Central Saint Martins (UK)

18px

Blinds Installations

60px

RETURN TO HOMEPAGE

50% Black

30px

ARIELLE BERMAN

INDEX

CONTACT

60px

ABOUT

20px

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60px

CLIENT LIST

18px

Vissionnaire

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

ARIELLE BERMAN

INDEX

CONTACT



40px



40px



20px

PROJECT HEADER

Project Title, Year

10px

60px

RETURN TO HOMEPAGE

30px

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

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

Arielle Berman
Website Design – Tumblr

Maintain margins same as main website.
Tumblr to maintain current loose grid layout.

Amends on:
- Description text below each image & ordering of description.
- Left corner header to be "W" and mouse-over, text becomes "WEBSITE"



Ola Pochorecka, 2015
Styling by Halle Chapman Tayler
Posted 6 months ago and has 0 notes

REBLOG

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



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REBLOG



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REBLOG