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Flynn’s Arcade

portfolio

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# Design Brief

Flynn’s Arcade has been slowly losing money as the trend for accessing video games has moved away from social video game arcades to at home and video game consoles& such as the Atari & Commodore Flynn wants to reposition his business as a venue for selling new games and trading used games. Flynn wants you to design and create ‘alpha phase’ website that communicates his new business model.

## Criteria



# **Area of Investigation**

(Research)

#### **Kevin Flynn**

Paramus was his hometown and was born 1949. Kevin Flynn is a computer programmer who is the creator of some of the best-selling video games for ENCOM like vice squad, Space Paranoids, Matrix Blaster and light cycles. He got fired, soon after and made his own video, Tron which was based on his own experiences inside the computer world. His wife passed away in 1985. Flynn began to focus all of his efforts on making "a digital frontier to reshape the human condition".

**Comparison of Website Creation**

Wix’s drag-and-drop editor makes it easy to create a professional website – without having to know a line of code! With hundreds of templates and great tools Wix lets you build and sell through your site. Beginner-friendly and scalable, Wix is suitable for anything from personal online portfolios to small business websites.

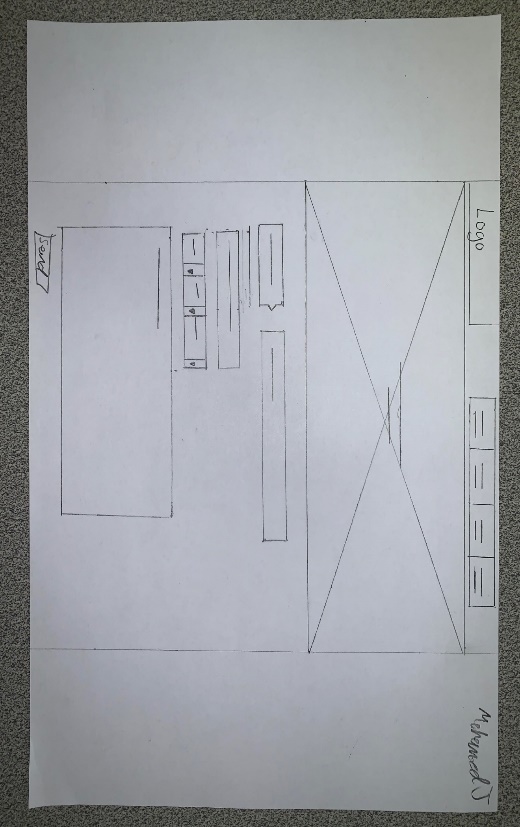
Weebly isn't as flexible as Wix and it isn't as sophisticated as Squarespace— but it's easier to use than both. Weebly is what I recommend to anyone who doesn't feel tech savvy. Now, it's not that Weebly isn't flexible or sophisticated— at times it can be both. Instead, it's just that what sets Weebly apart from its competitors is its simple, clear interface.

# **Drag and drop**

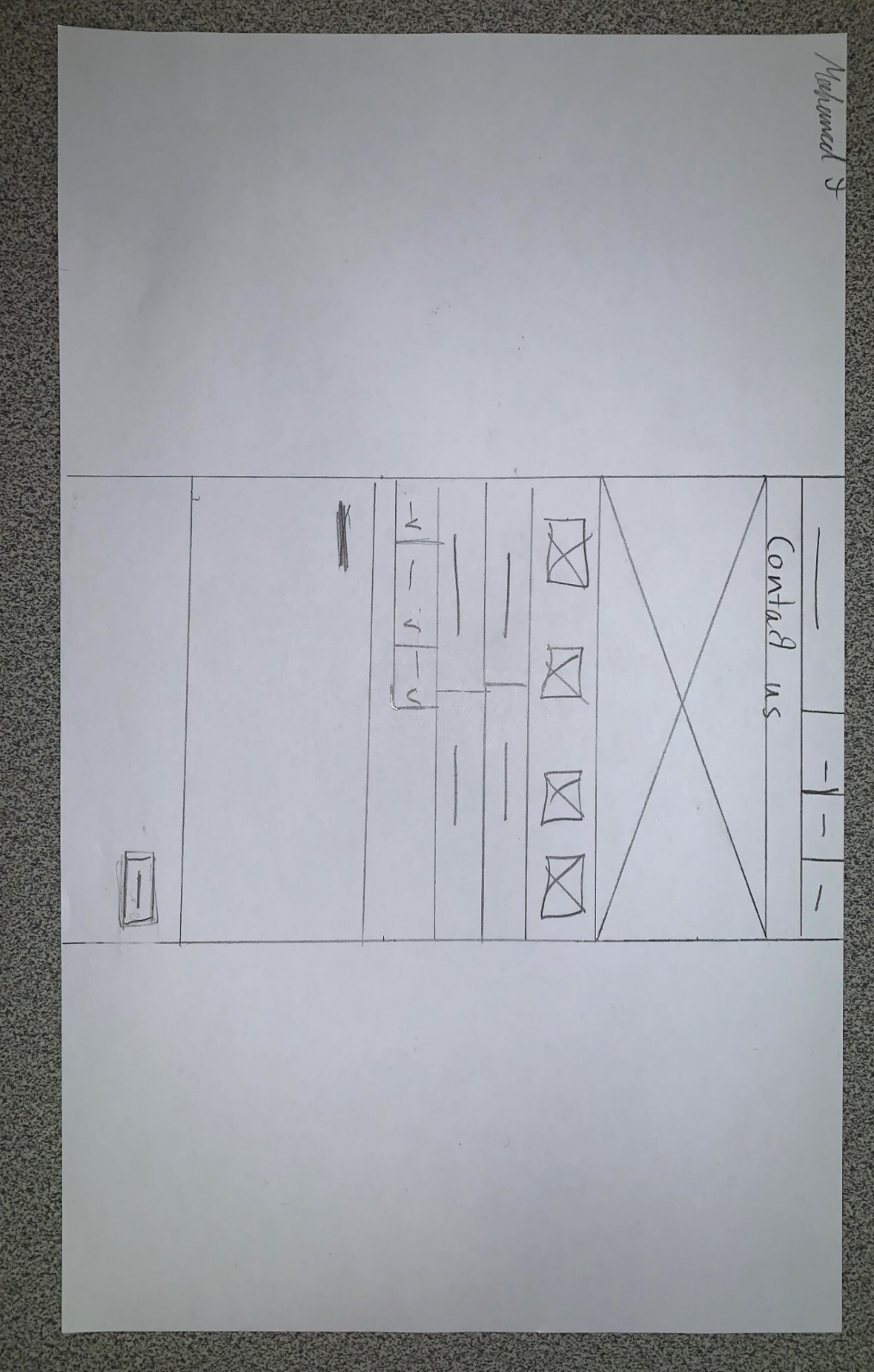
In [computer](https://en.wikipedia.org/wiki/Computer) [graphical user interfaces](https://en.wikipedia.org/wiki/Graphical_user_interface), drag and drop is a [pointing device gesture](https://en.wikipedia.org/wiki/Pointing_device_gesture) in which the [user](https://en.wikipedia.org/wiki/User_(computing)) selects a virtual object by "grabbing" it and [dragging](https://en.wikipedia.org/wiki/Dragging) it to a different location or onto another virtual object. In general, it can be used to invoke many kinds of actions, or create various types of associations between two [abstract objects](https://en.wikipedia.org/wiki/Abstract_object).

As a feature, drag-and-drop support is not found in all [software](https://en.wikipedia.org/wiki/Software), though it is sometimes a fast and easy-to-learn technique. However, it is not always clear to users that an item can be dragged and dropped, or what is the command performed by the drag and drop, which can decrease usability.

Flynn’s design aesthetic is mostly made up of dark setting with neon lights which looks like this:



**Design Sketches and Logo**





My website design sketches are inspired by the JB-HI-FI website store. During class we were told to do a rough copy of the format of the website on different devices. The first one was from a desktop perspective and the second sketch was from a phone perspective. My feedback from peers was that it was very neat and looked today. Another person said the phone perspective was too wide which I agreed with. It look more like onto the tablet size then phone size.

My logo matches my colour palette. The place my logo was produced on a website called “LogoMakr” (<https://logomakr.com/>). The combat stick people are inspired by the fight scenes in the film “Tron” which is closely related with Kevin Flynn. The image on the far left of the logo represen