

ODE OF MULAN

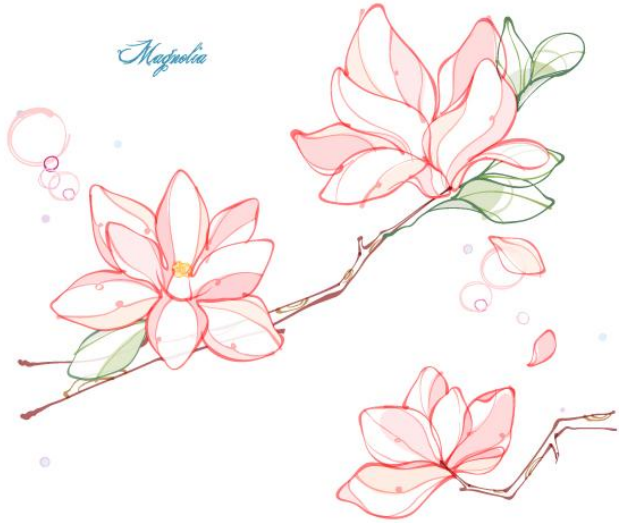
木兰辞



Initial Ideas



Why do I choose this story?



1. My English name' inspiration
2. My Chinese Identity
3. Introducing authentic story of Mulan

How Do I Divide The Story?



1. Divide by Sentences
2. Divide by Locations
3. Divide by Colors
4. Divide by Different Languages
5. Divide by “Genders”
6. Divide by Various Fonts

Main Theme (Directions)

mandarinhq.com

好马不吃回头草

hǎo mǎ bù chī huí tóu cǎo

Moving forward instead of going back to a situation without potential, (e.g. a crappy job or relationship)
lit. A good horse doesn't eat the grass that has already been chewed

#CHINESE SLANG

MANDARINHQ.COM

夏の粹。ここは、お江戸の水族館。

葛飾 KATSUSHIKA
飾北齋 HOKUSAI すみだ水族館

SUMIDA
AQUARIUM

すみだ水族館
SUJIMIDA AQUARIUM

2013年7月13日(土)～9月1日(日)

主催：すみだ水族館 共催：墨田区、公益財団法人 墨田区文化振興財団 www.sumida-aquarium.com

LOBBY

书店 × 咖啡室

入口 大厅

WORKSTATIONS

书店 / 咖啡室

EXHIBITION HALL

BASEMENT

DOMESTIC × EXHIBITION × SPACE

MUSEUM



It Takes Four Sorts

A Cross-Strait Four-Regions
Artistic Exchange Project
2012
四不像·兩岸四地藝術交流計畫

主辦單位
Chief Curator
黃博一 King Pong

哈囉！陌生人

B計畫

半空幻景
Suspended Stage
2012.5.19-7.15
臺北市立美術館
Taipei Fine Arts Museum

時間·人物·地點
Time · Place · Where
2012.8.3-9.2
澳門新濠鏡法院大樓
Macau New Grand Building

2012.9.14-10.14
香港藝穗空間
Hong Kong Koo Space

2012.10.21-11.18
深圳何香凝美術館
Shenzhen He Xiangning Art Museum

 **It Takes Four Sorts**
A Cross-Strait Four-Regions Artistic Exchange Project
四不像·兩岸四地藝術交流計畫



Condensed Caption
Condensed Display
Condensed Subhead
Condensed Italic

organized by Visual Communication, School of Design,
The Hong Kong Polytechnic University

[illegible]

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字體

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設計

計計計計計計計計計

巧
口世說女嬃
了冬建文
家孔包同乃
風都
十卡五
人年千才尺又
工目七
立心不寸江半照

Typography Choices



zì tǐ
字 体

“font”



Typography Choices



KaiTi



SongTi

肺道? 唯一 锦绣 糖糖

单行道 夜未央 守望名都

兰若薰 肺尚宫 缺陷美
beauty of defect

喜蜜 初春 时尚
SPRING

流沙 暖冬 瞬间 私密 时光小偷
WINTER SHI GUANG XIAO TOU

First Person or Narrative



Narrative





Inspirations

<https://brownbread.co.nz> (lay out)

<https://orendasecurity.com> (animations)

<https://bullyingandbehavior.com/about/> (typography+flow)

<http://fontreviewjournal.com> (color interaction + typefaces)

<https://durimel.io/ne/> (flow)

Documentations



WHAT

HOW

WHO

WHAT is my design and intention?

HOW

WHO

WHAT is my design and intention?

I am trying to make a series of web pages that mainly operated by applying **hover interaction** (tooltip techniques) to give my users a experience of discovering the authentic Chinese version of the story of Mulan (Ode of Mulan) by using two different languages

My web pages intends to stimulate the users to find their interests on linguistics (especially, Chinese)

The reading order is not important for my web pages.

WHAT

HOW do I design/layout ?

WHO

HOW do I design/layout ?

- By using a series of web pages;

By using hover effect: when the user hovering on Chinese, the cursor will become a question mark, and the English explanations will appear;

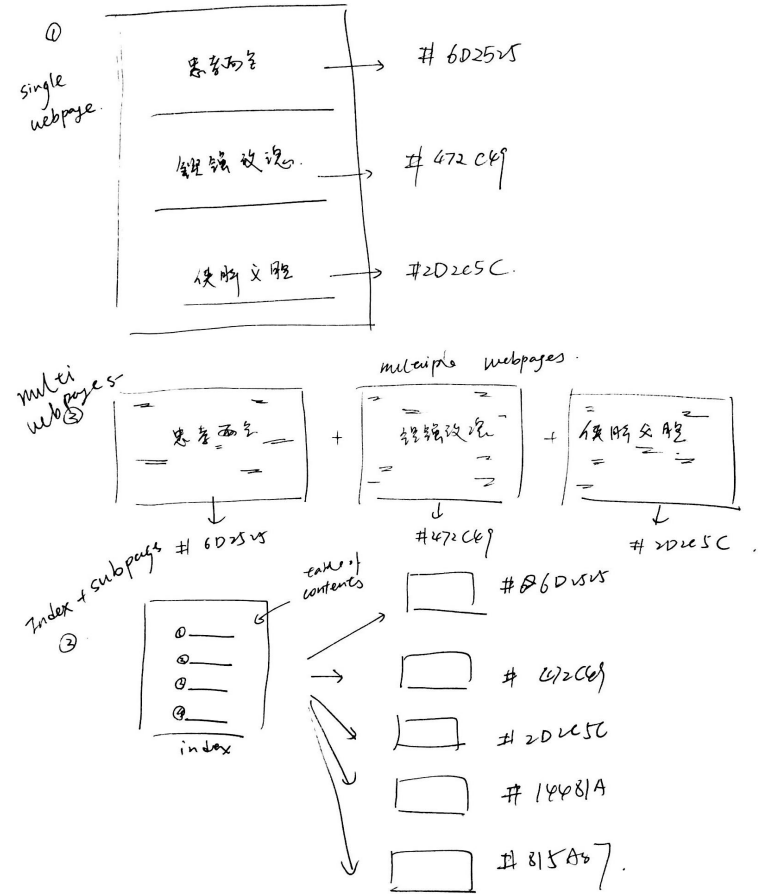
- By using different Chinese idioms and color schemes to represent the spirit of Mulan and divide the stories to be 5 sections;

- By using an unordered navigation buttons to let people decide which sections to read first.

Sketches on Paper

Three Possible Directions I chose:

1. Single Web Page Typography;
2. Multi Web Page Typography;
3. A Index Page with Sub Web Pages.

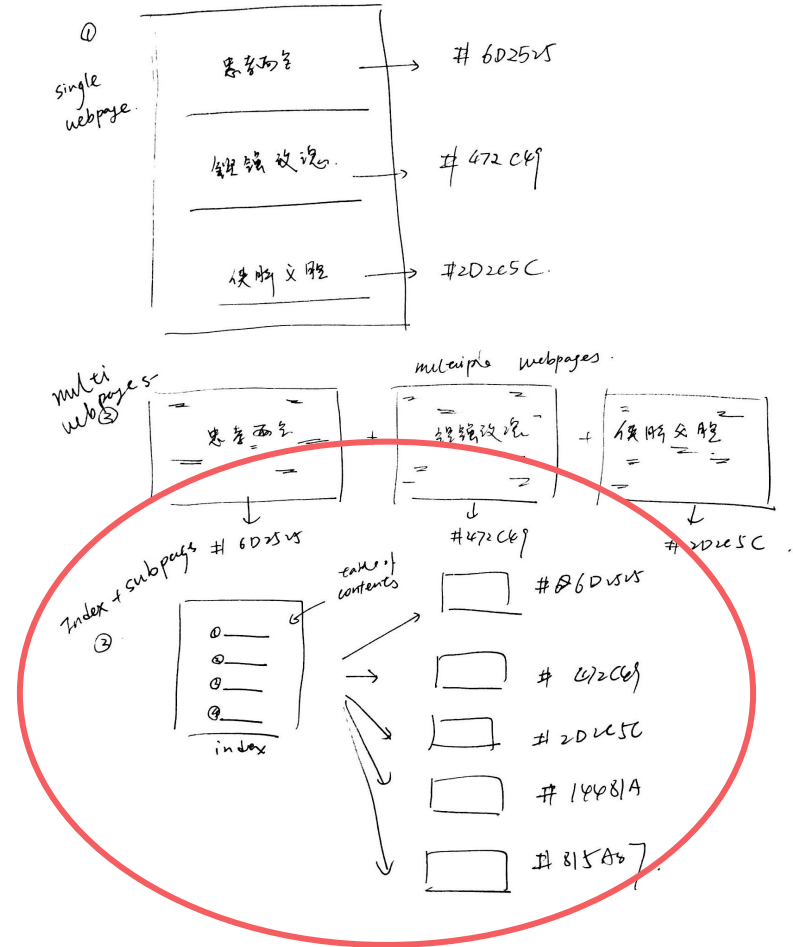


Sketches on Paper

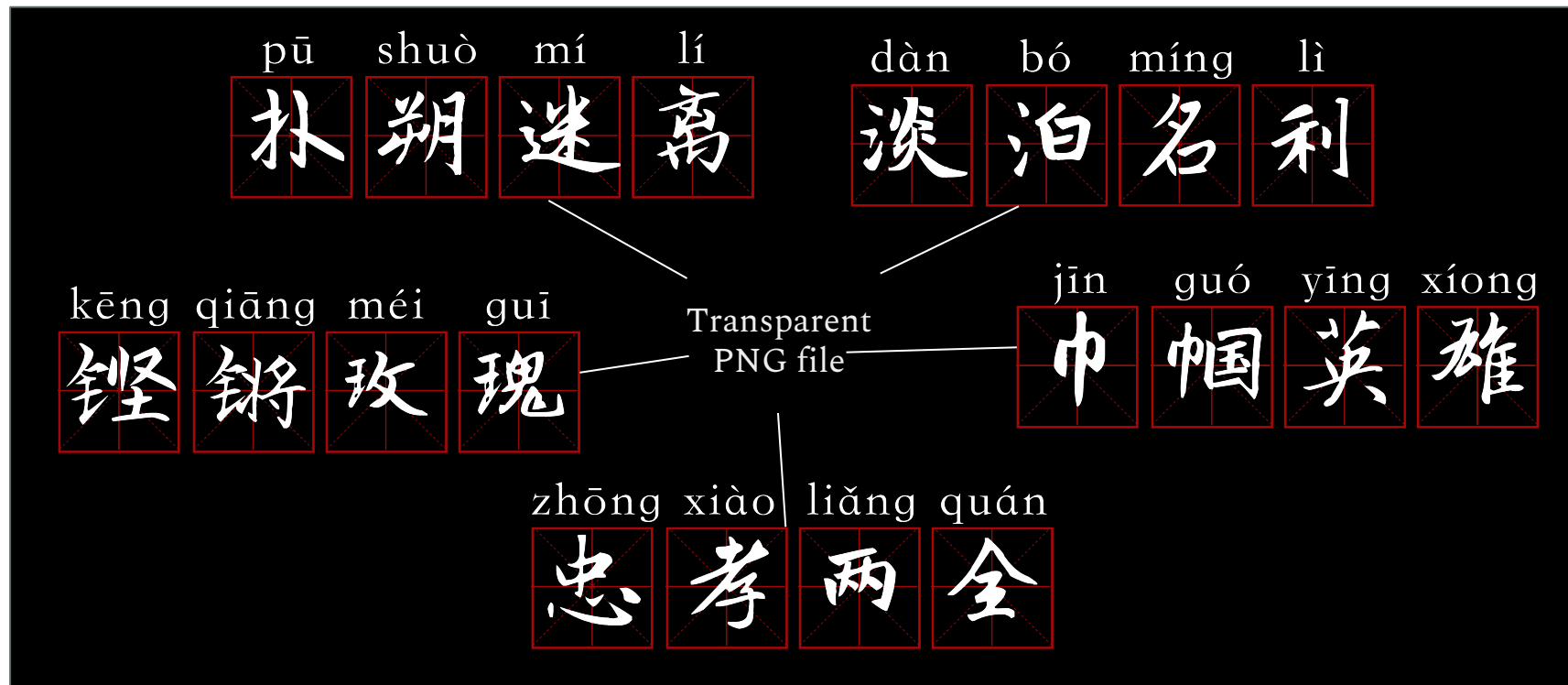
I chose my 3rd design.

A Index Page with Sub Web Pages.

I decided to use 5 Chinese ancient idioms to describe the values of Mulan. These idioms are also 5 sections of my storyline.



Sketches on Illustrator



Color Choices



#6D2525

MEANING:
“brave”
and
“loyal”



#472C49

MEANING:
“Calming”
and
“Ambitious”



#2D2C5C

MEANING:
“Noble”
and
“Proud”



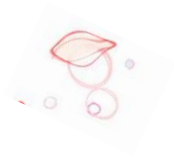
#14481A

MEANING:
“Honest”
and
“Austere”

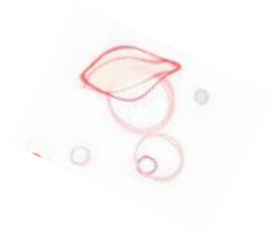


#815A37

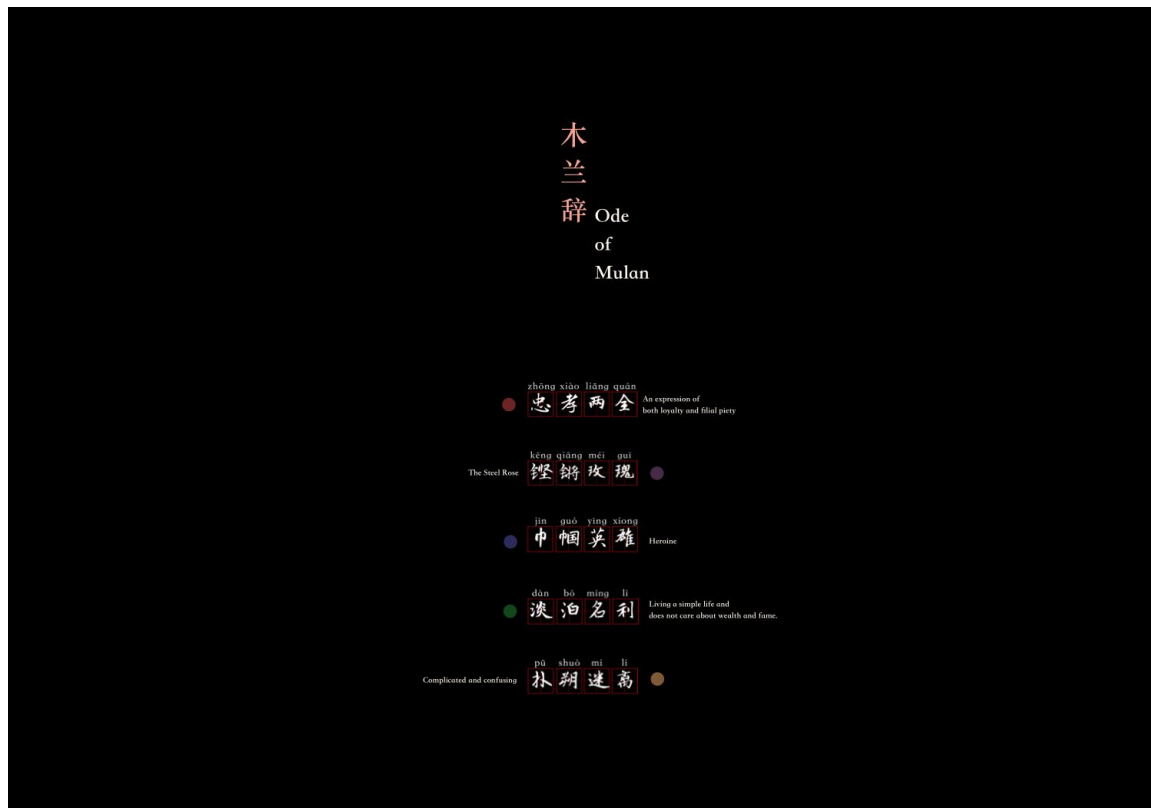
MEANING:
“Mysterious”
and
“Surprising”



Initial Sketches on SKETCHES



Sketches on SKETCHES - index.html



Sketches on SKETCHES - page 1



Sketches on SKETCHES - page 2



Sketches on SKETCHES - page 3

724876

She goes ten thousand miles on the business of war, She
crosses passes and mountains like flying.

万里赴戎机，
关山度若飞。

jīn guó yīng xióng
巾 帼 英 雄

朔气传金柝，寒光照铁衣。

Northern gusts carry the rattle of army pots, Chilly light shines on iron armor.

将军百战死，壮士十年归。

Generals die in a hundred battles, Stout soldiers return after ten years.



Sketches on SKETCHES - page 4

On her return she sees the Son of Heaven, The Son of Heaven sits in the Splendid Hall.

归来见天子，天子坐明堂。

策勋十二转，赏赐百千强。

He gives out promotions in twelve ranks,
And prizes of a hundred thousand and more.

dàn bó míng lì
淡 泊 名 利

可汗问所欲，

The Khan asks her what she desires.

木兰不用尚书郎，



愿借明驼千里足，
送儿还故乡。

I wish to ride a swift mount
To take me back to my home.

Sketches on SKETCHES - page 5

When Father and Mother

hear Daughter is coming minister's post,
They go outside the wall to meet her, leaning on each other.

爷娘闻女来，出郭相扶将；

开我东阁门，坐我西阁床。

脱我战时袍，著我旧时裳。

当窗理云鬓，对镜贴花黄。

"I open the door to my east chamber, I sit on my
couch in the west room, I take off my wartime
gown And put on my old-time clothes." Facing
the window she fixes her cloudlike hair, Hanging
up a mirror she dabs on yellow flower powder.

雄兔脚扑朔，雌兔眼迷离。

The he - hare's feet go hop and skip,

The she - hare's eyes are muddled and fuddled.

When Elder Sister

hears Younger Sister is coming, She fixes her rouge, facing the door.

阿姊闻妹来，当户理红妆；

pū shuò mí lí
扑朔迷离

同行十二年，
不知木兰是女郎。

Traveling together for twelve years,
They didn't know Mulan was a girl.

双兔傍地走，安能辨我是雄雌？

Two hares running side by side close to the ground, How can they tell if I am he or she?"

小弟闻姊来，磨刀霍霍向猪羊。

When Little Brother

hears Elder Sister is coming,
He whets the knife, quick quick, for pig and sheep.

出门看火伴，火伴皆惊惶。

She goes out the door and sees her comrades.
Her comrades are all amazed and perplexed.



Ustest + Class Feedback:

1. **Text Sizes** (readability);
2. **Hover Animations** (which is better for applying translations and giving users interests + work on mobile as well);
3. **Navigation Buttons** (where to put them)

Practical Solutions:

1. Making characters **bigger**;
2. Choosing a **smooth (fade in)** hover animations with a “**help cursor**”;
3. Keep the buttons on the **Same positions** in every sub page.

WHAT

HOW

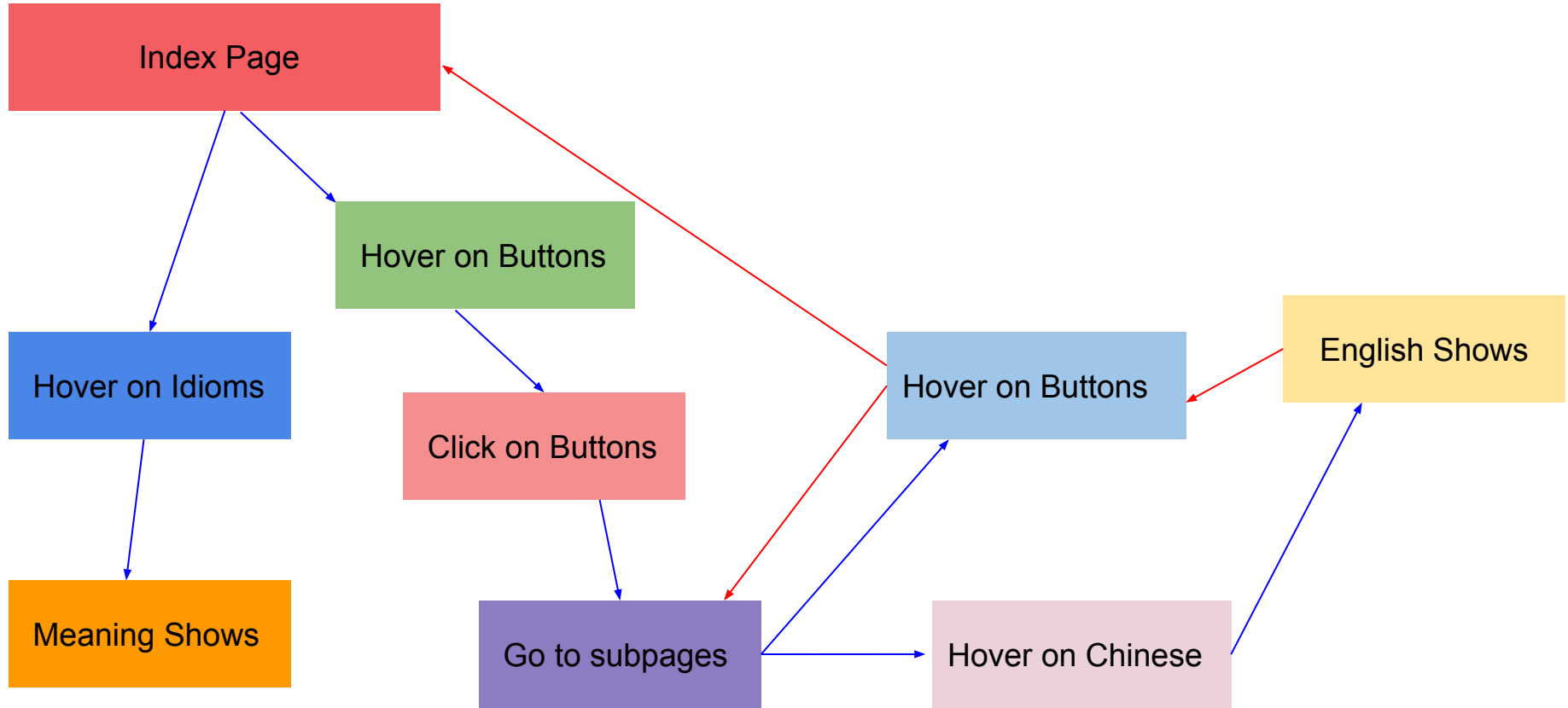
WHO are my target users?

WHO are my target users?

People who could speak English and interest in learning Chinese;
Younger generations (students) who like to use interactive
features and watch animations

User Flow





Thank You :)

