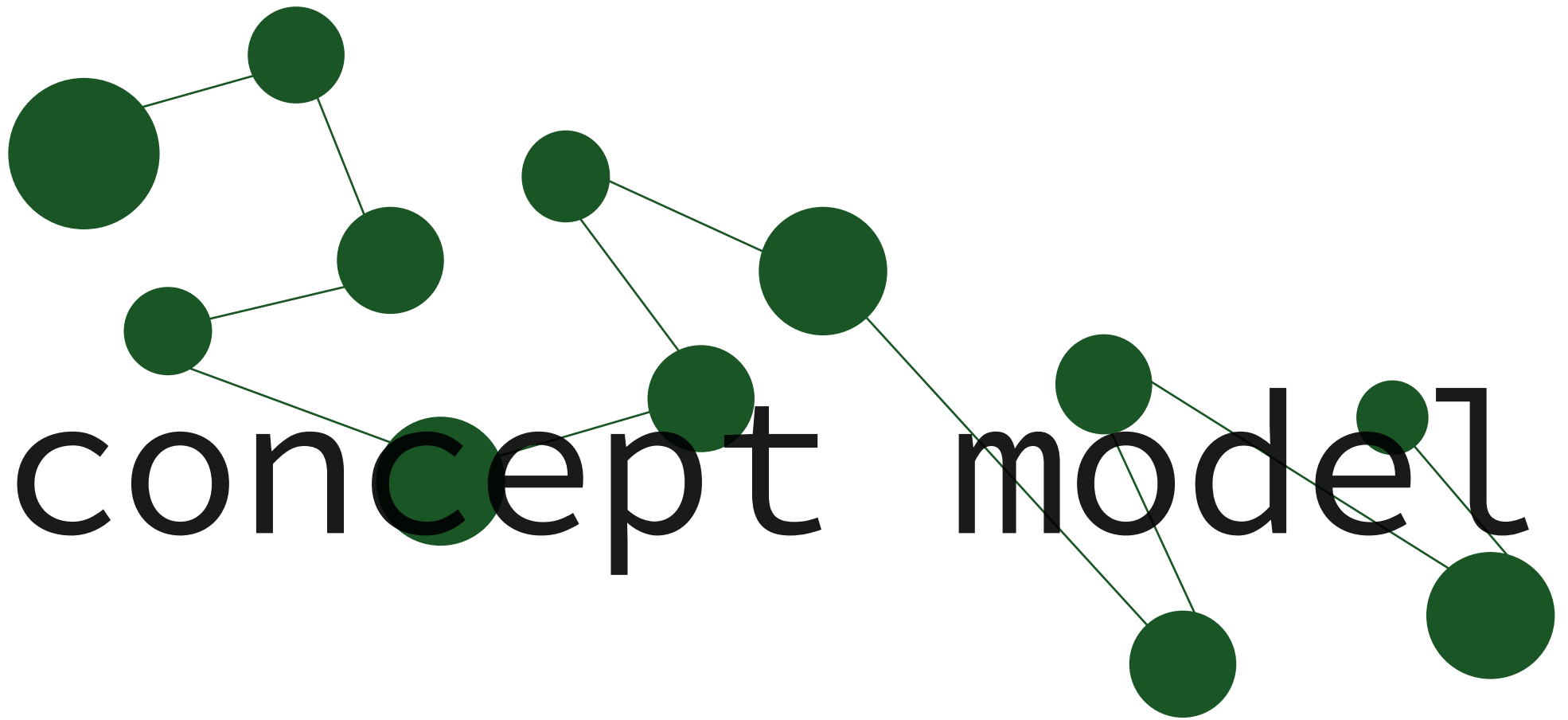


# lesser<

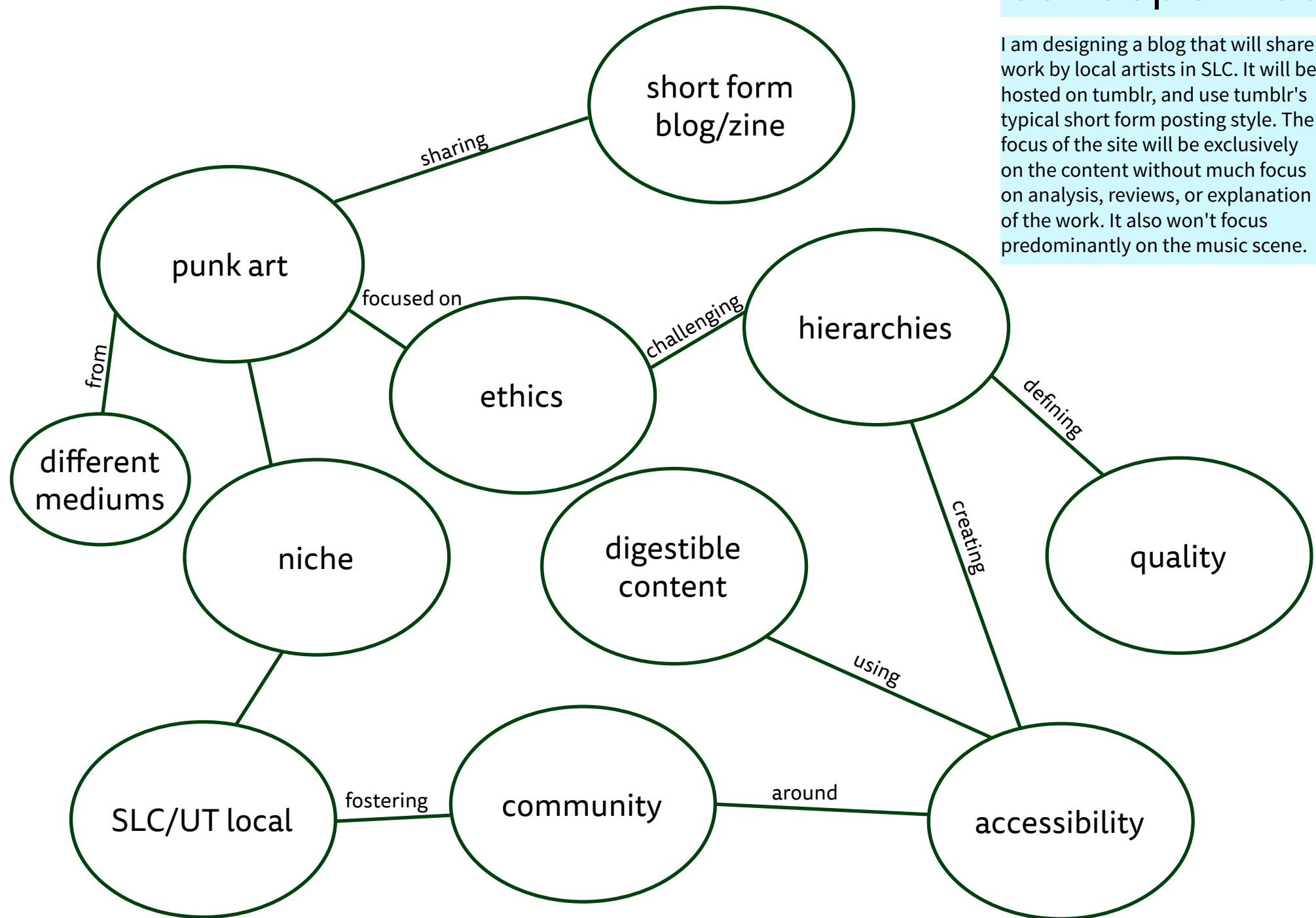
a webzine dedicated to underground art in Salt Lake City

**created by<**  
**Alex Powelson<**

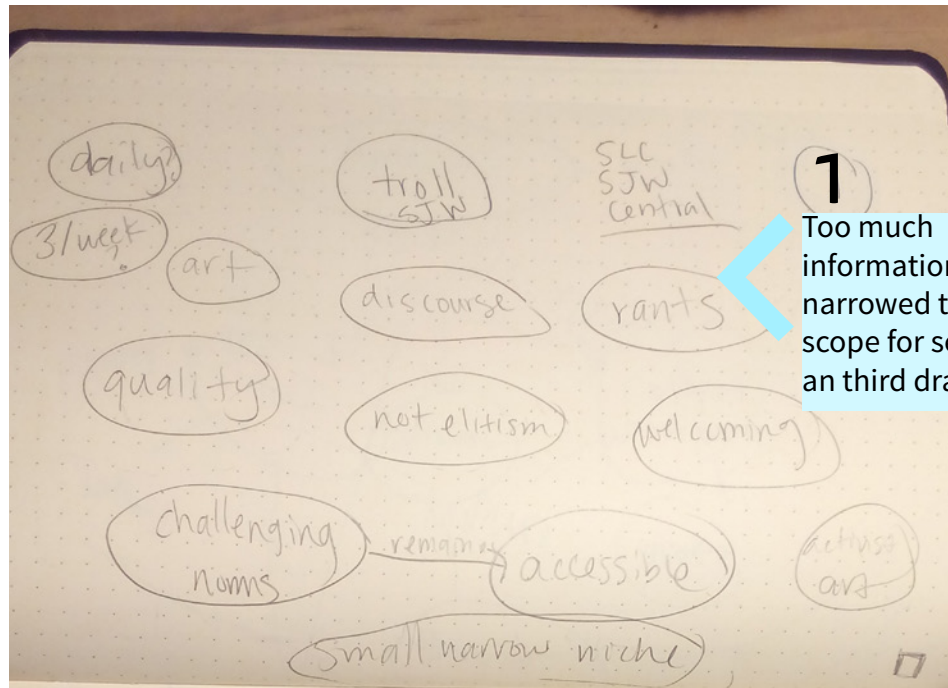


# Concept model

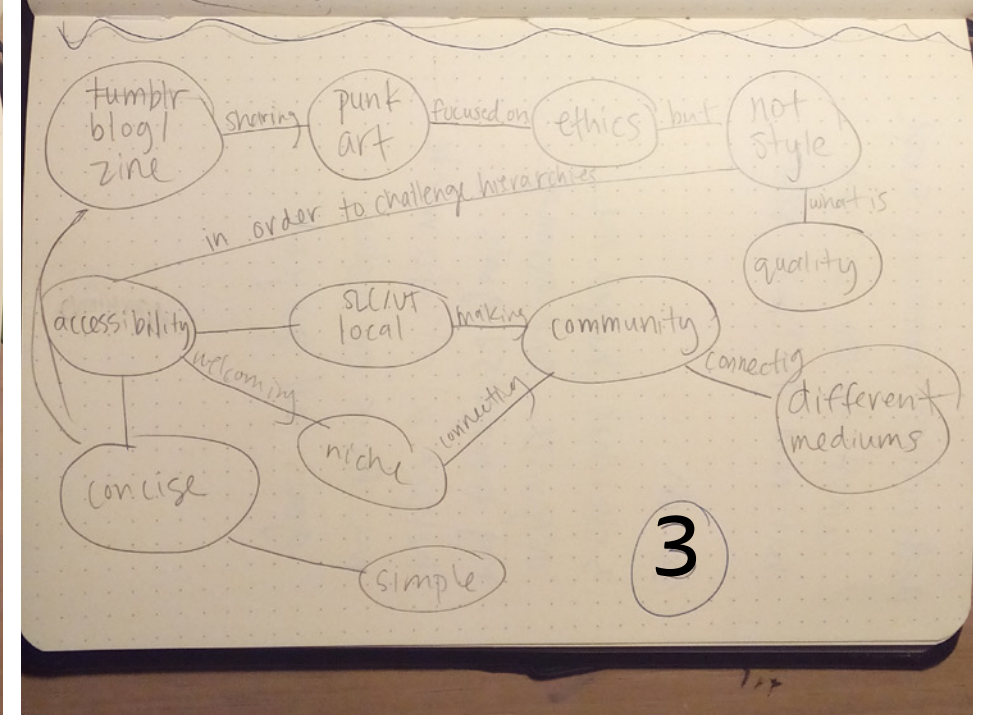
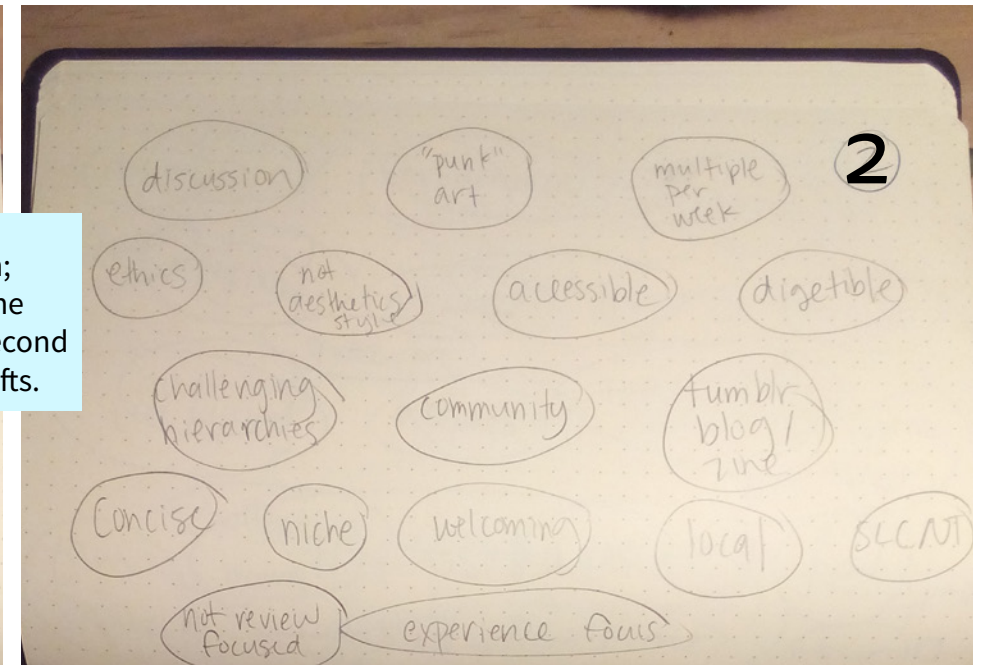
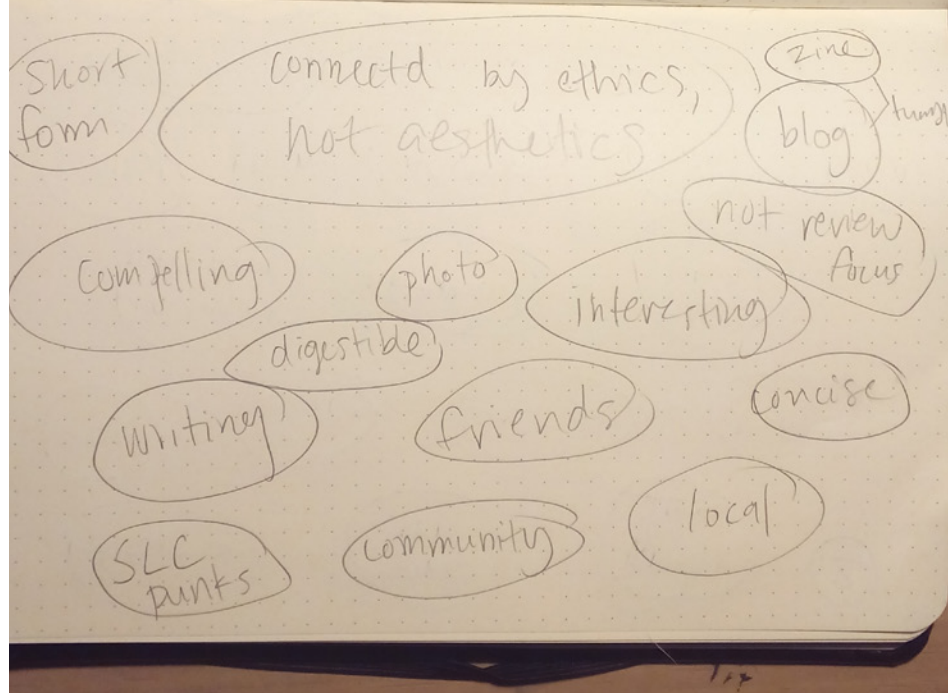
I am designing a blog that will share work by local artists in SLC. It will be hosted on tumblr, and use tumblr's typical short form posting style. The focus of the site will be exclusively on the content without much focus on analysis, reviews, or explanation of the work. It also won't focus predominantly on the music scene.



## Concept model sketches



Too much information; narrowed the scope for second and third drafts.



personas





Background: Lily wants to get involved in the underground art community in Salt Lake, but doesn't really know how to. She is shy and doesn't get out to go to shows much, but wants to see other people's art who live in the same city so that she can try to get more involved.

**Primary  
social  
network**



# Lily Brown



introversion	←	extraversion
intuition	←	sensing
thinking	←	feeling
judging	←	perceiving
physical art	←	digital art

**Age:** 23

**Occupation:** Barista

**Hobbies:** Print making, drawing

**Interests:** Music, Art

**Motivations:** learning new DIY crafts, meeting other artists

**Frustrations:** doesn't know where to share her art

**Goals:** meet people, show her art

**Pain points:** doesn't like crowds, new to SLC



Background: Korey is an illustrator and comic artist who is already somewhat established in Salt Lake. They want to keep up on what other local artists are doing, but find the current "underground art" publications lacking because they want to see less focus on reviews.

**Primary  
social  
network** **t**

# Korey Young



introversion	←	extraversion
intuition	←	sensing
thinking	→	feeling
judging	→	perceiving
physical art	←	digital art

**Age:** 26

**Occupation:** Library assistant

**Hobbies:** Drawing, guitar, and going to shows

**Interests:** Fashion, selfies, online activism

**Motivations:** being exposed to new ideas

**Frustrations:** current publications don't appeal to them

**Goals:** connect with artists who have similar values

**Pain points:** boring art that doesn't challenge the viewer





Background: Val is in a couple of bands and is very active online. They post frequently on twitter and tumblr, and their art is all web-based. They want to share their art and their friends art with people, but right now, it's scattered across various platforms.

**Primary  
social  
network**



# Val Level



introversion	←	extraversion
intuition	→	sensing
thinking	←	feeling
judging	→	perceiving
physical art	→	digital art

**Age:** 21

**Occupation:** Customer Service at a call center

**Hobbies:** Playing drums, making electronic music

**Interests:** Web art

**Motivations:** creating and sharing art with friends

**Frustrations:** doesn't know many other local web artists

**Goals:** exposure of their work, seeing other's work

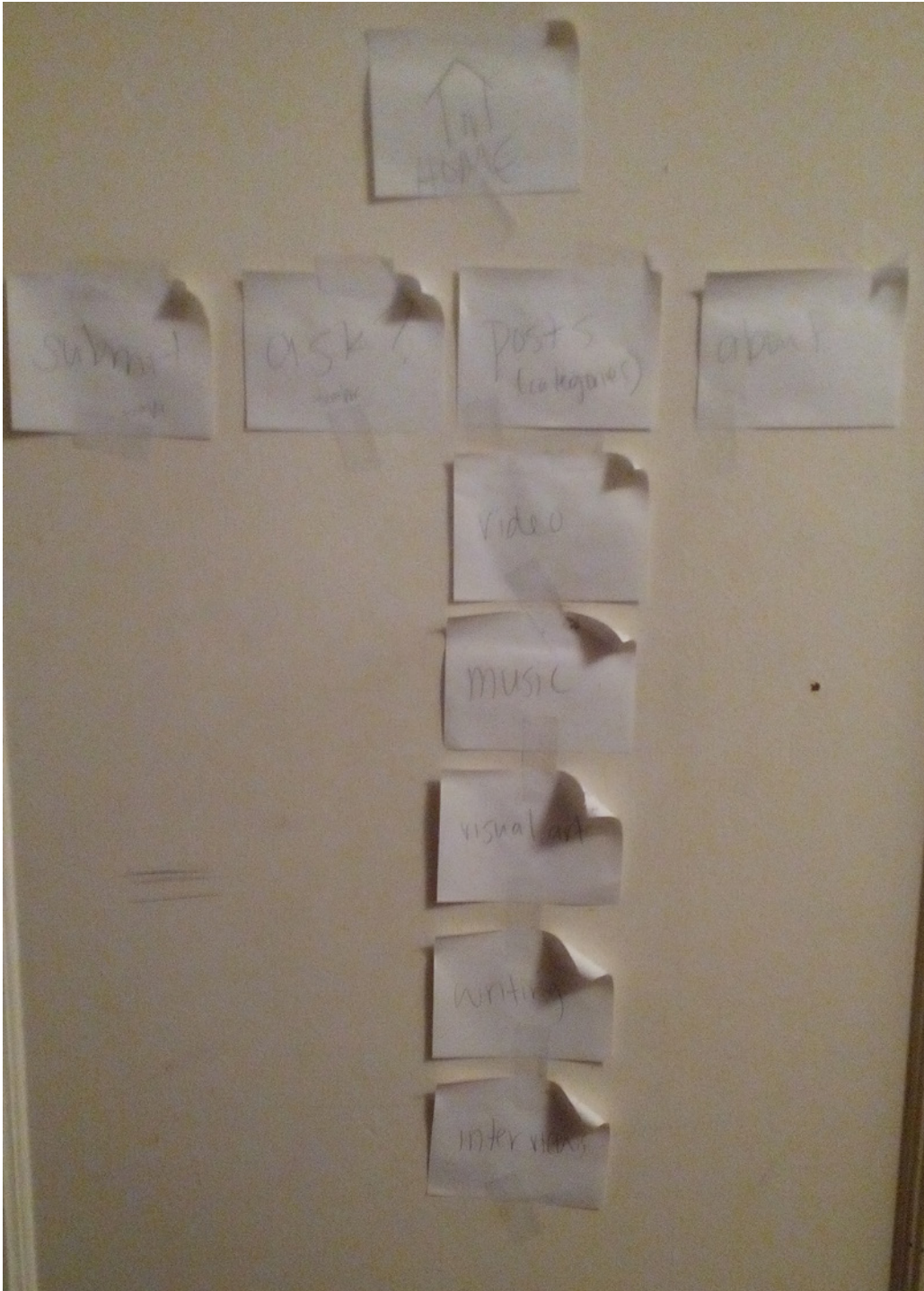
**Pain points:** no place to collect their art and friends' art



post-it notes



# Post-it notes

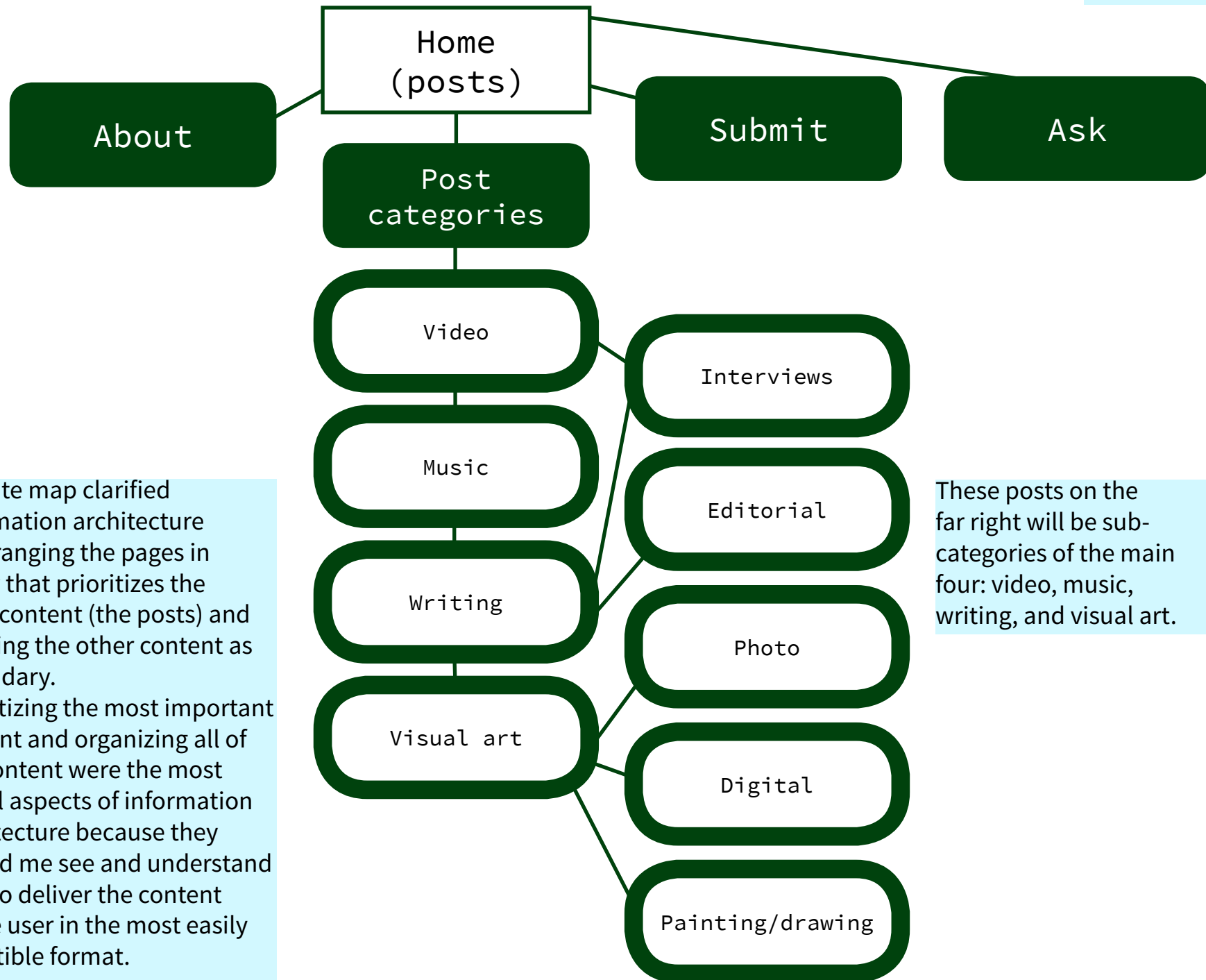


PostIt notes help turn ideas into more tangible sections or pages for a website that can be moved around and organized until the desired outcome is found. I started with a home page, and then created four sub-pages/sections beneath that: about, posts, submit, and ask. Below posts, I listed the types and categories of content that will be on the site: writing, video, music, interviews, and visual art. All of the posts will be on the home page, so the site doesn't go more than two levels deep. Using PostIt notes helped me separate different parts of the site to make it feel more organized.

site map



# Site map



The site map clarified information architecture by arranging the pages in a way that prioritizes the main content (the posts) and showing the other content as secondary. Prioritizing the most important content and organizing all of the content were the most useful aspects of information architecture because they helped me see and understand how to deliver the content to the user in the most easily digestible format.

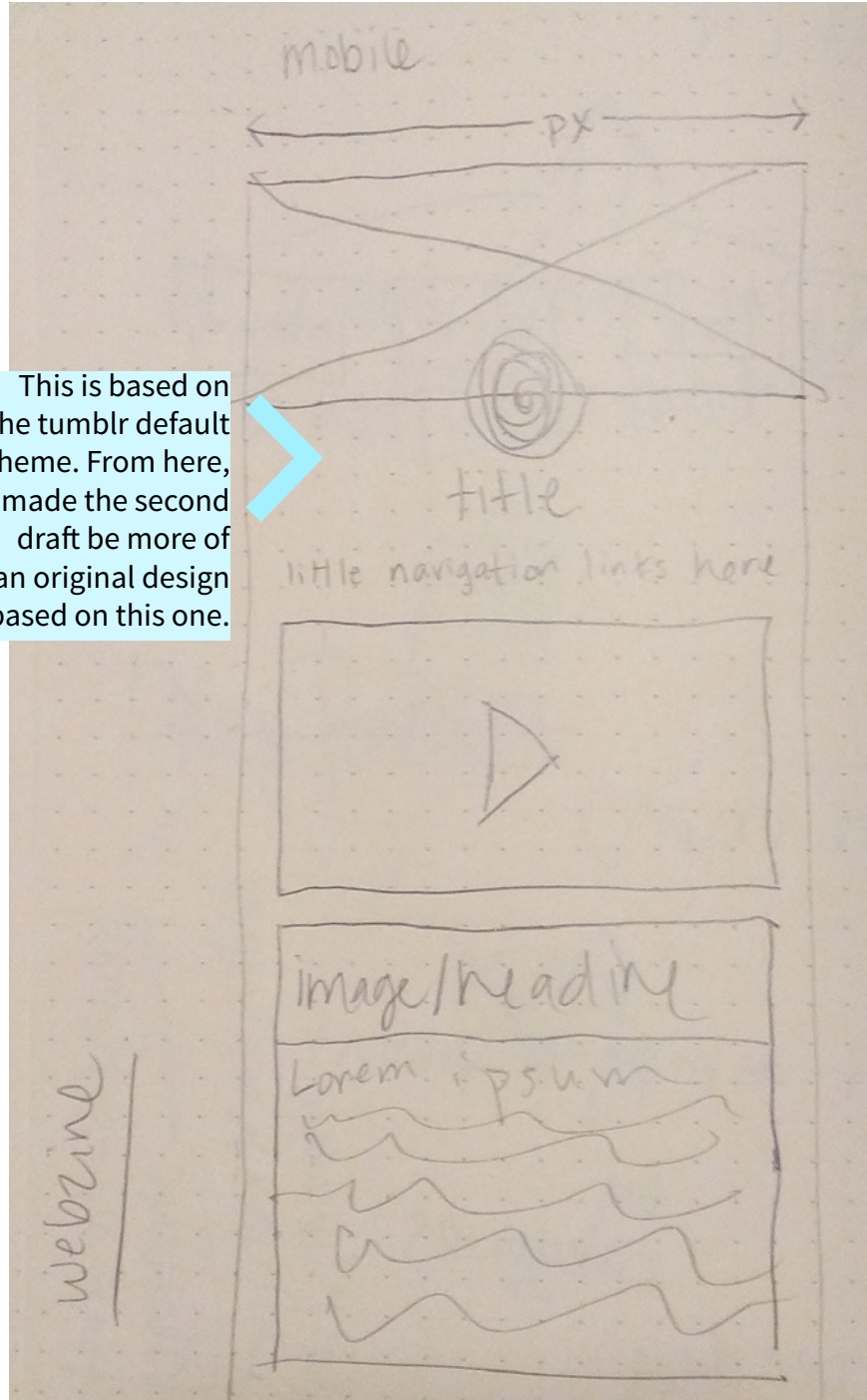
These posts on the far right will be sub-categories of the main four: video, music, writing, and visual art.

wireframes

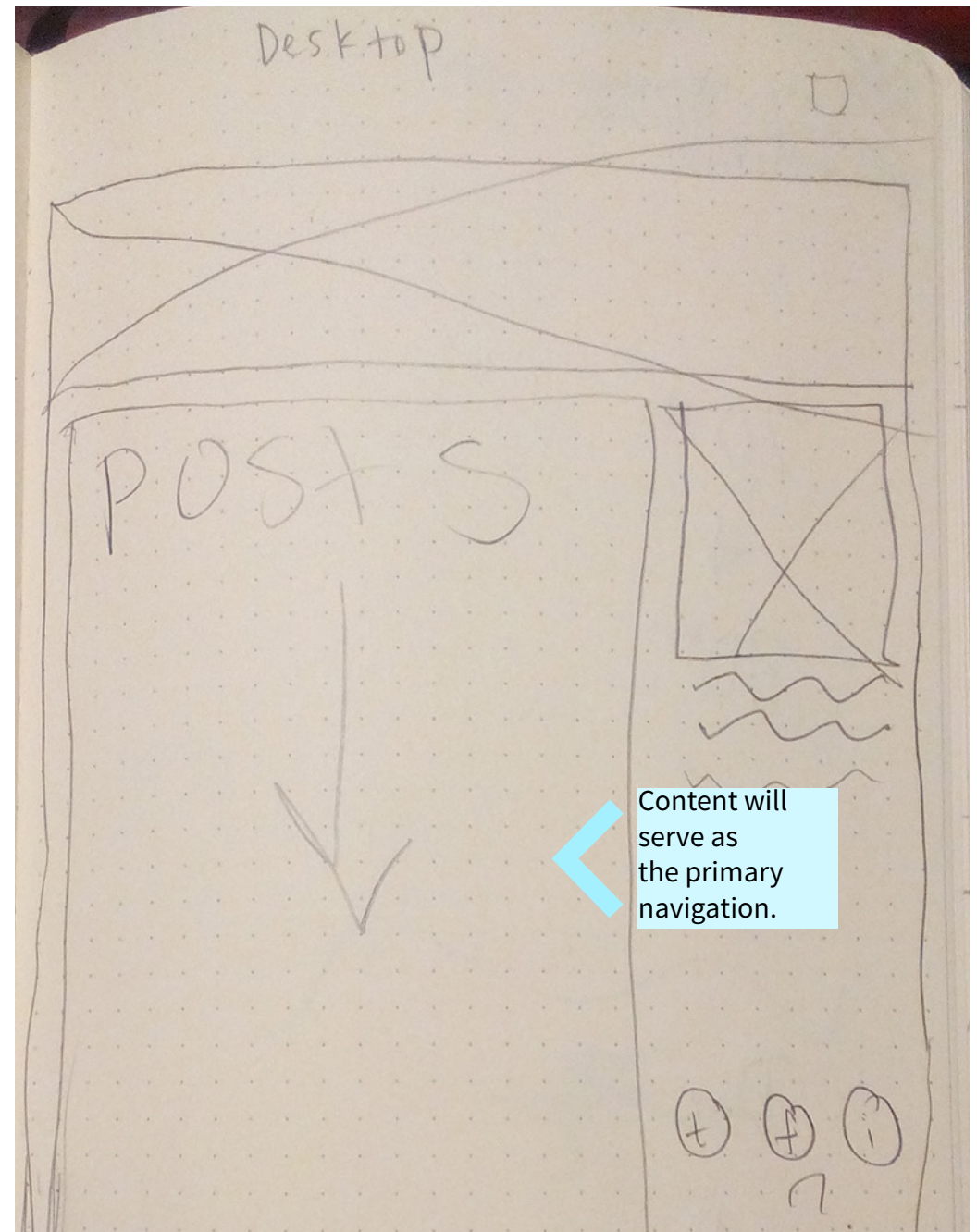




# First draft



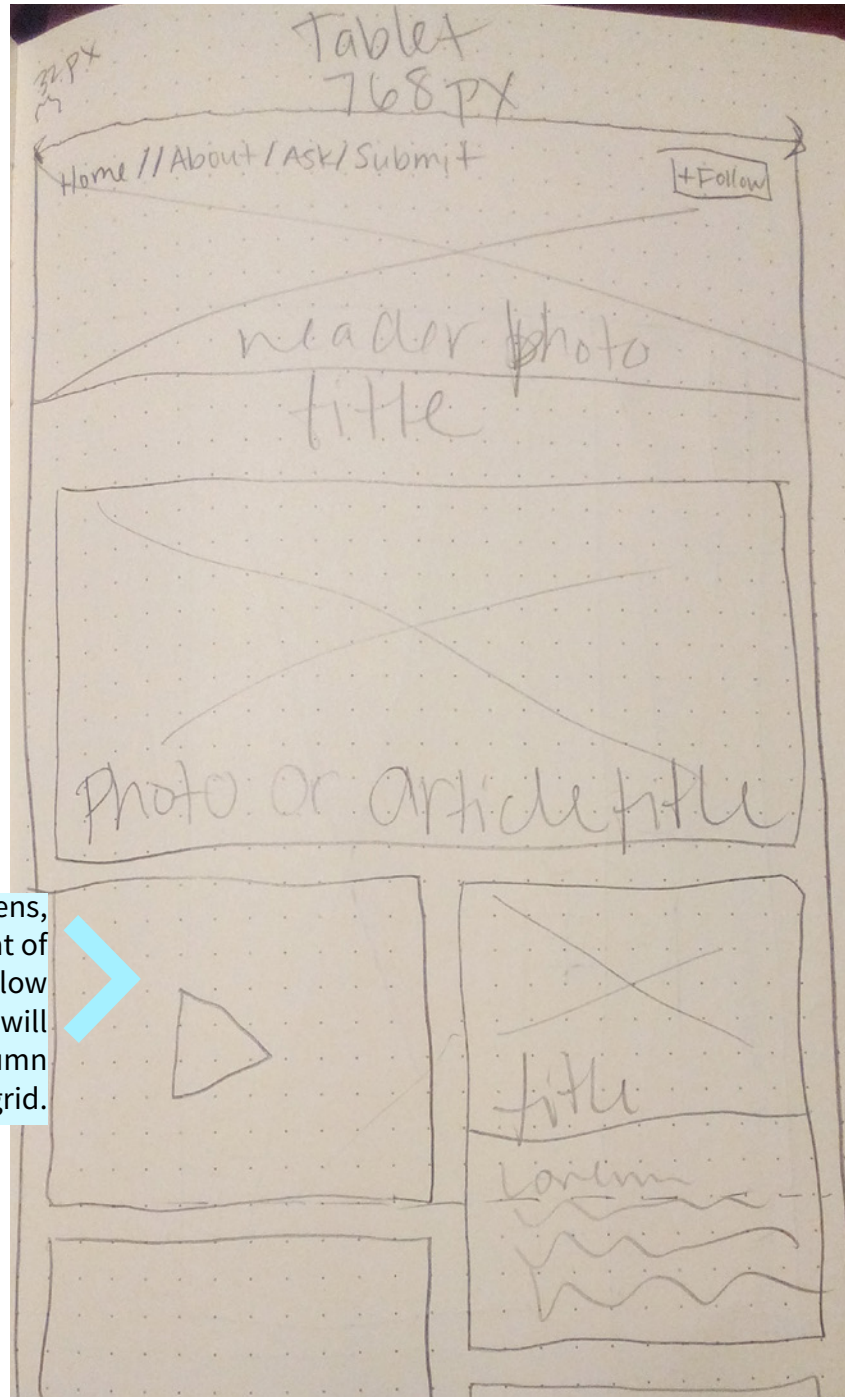
This is based on the tumblr default theme. From here, I made the second draft be more of an original design based on this one.



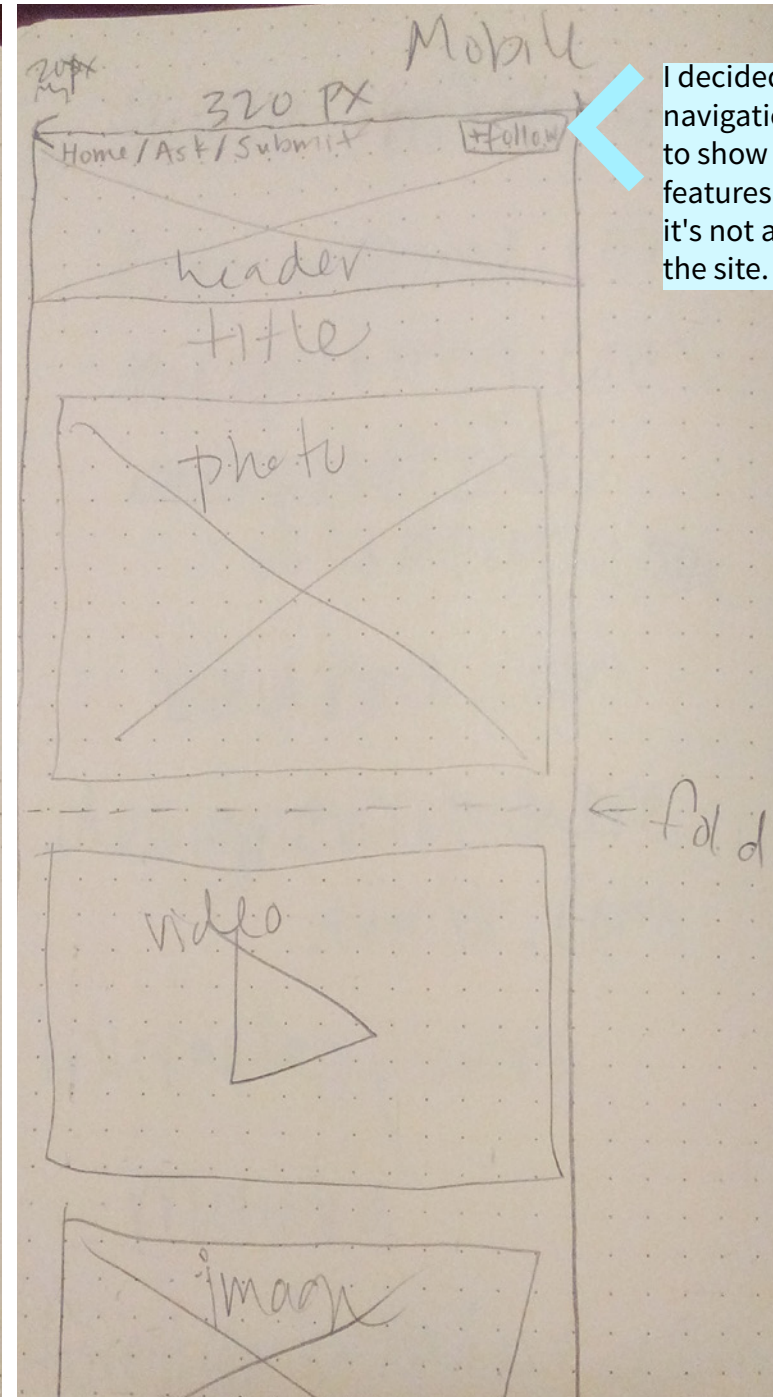
Content will serve as the primary navigation.



# Second draft [tablet/mobile]



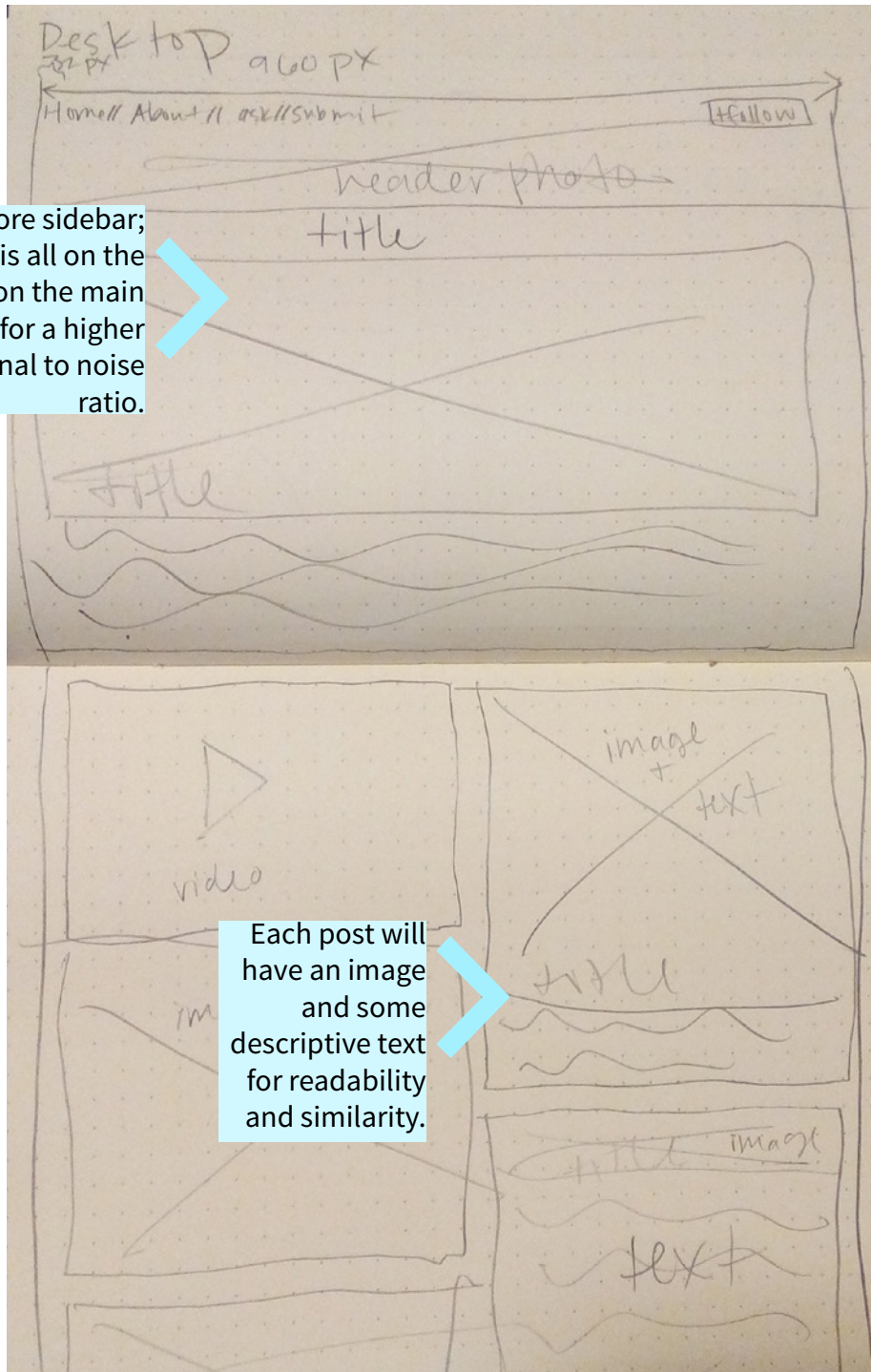
For larger screens, the format of everything below the first post will be a two column grid.



I decided to add some navigation to the top, to show the other features of the site, but it's not a focal point of the site.

# Second draft [desktop]

No more sidebar; focus is all on the posts on the main page for a higher signal to noise ratio.



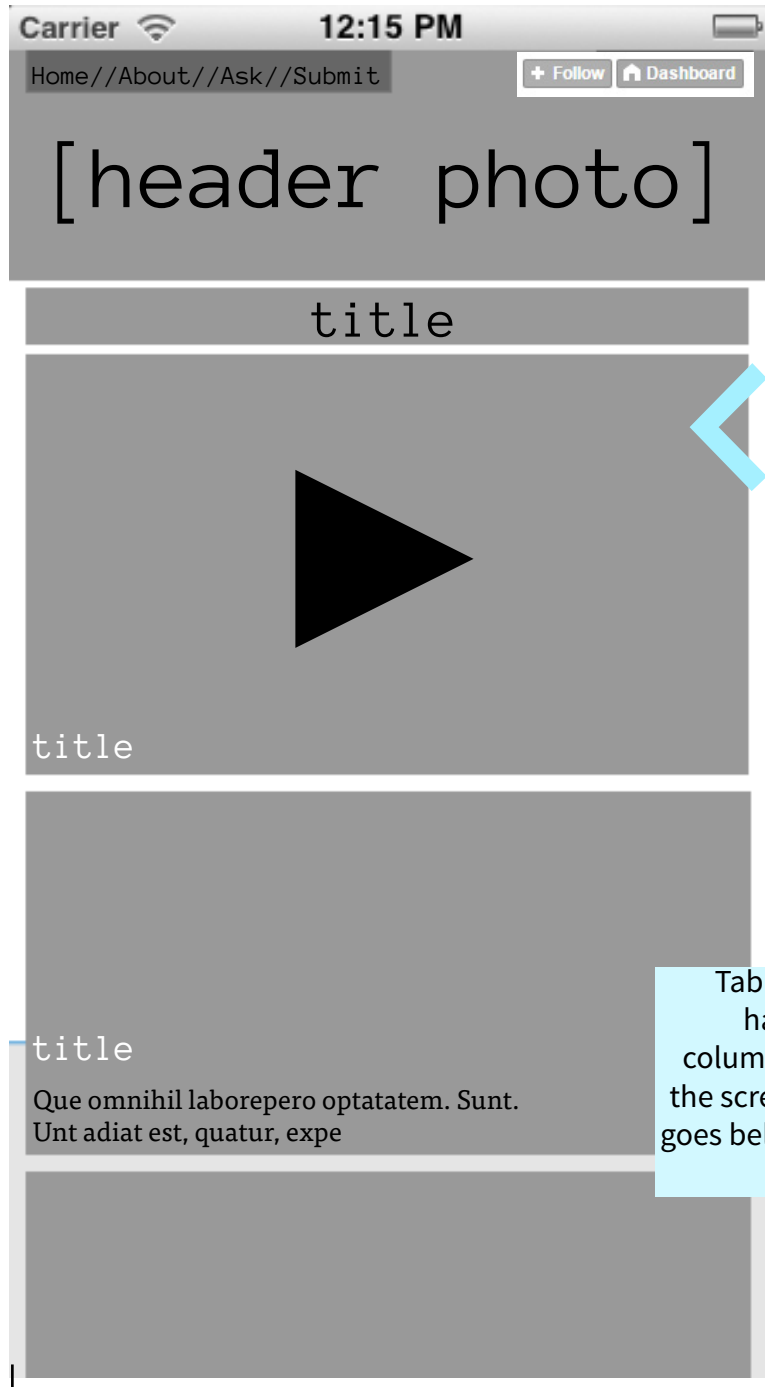
Each post will have an image and some descriptive text for readability and similarity.

The sketching process made me reevaluate where I should place the navigation and about sections of my site. Originally, I had thought to include a sidebar for information, but after looking at the sketch, I decided that I wanted the landing page to be more focused on content and not have a site description on the home page. I also decided on putting the navigation in the top corner and out of the way, because it's not likely to be used as much with a site that is focused on content.

My first draft sketches were mostly based on other webzines that I have seen, and the default tumblr mobile design. I decided to alter that slightly so that it would still feel like it was on tumblr, but make it also stand out as a site that can stand on it's own for people who don't use tumblr.

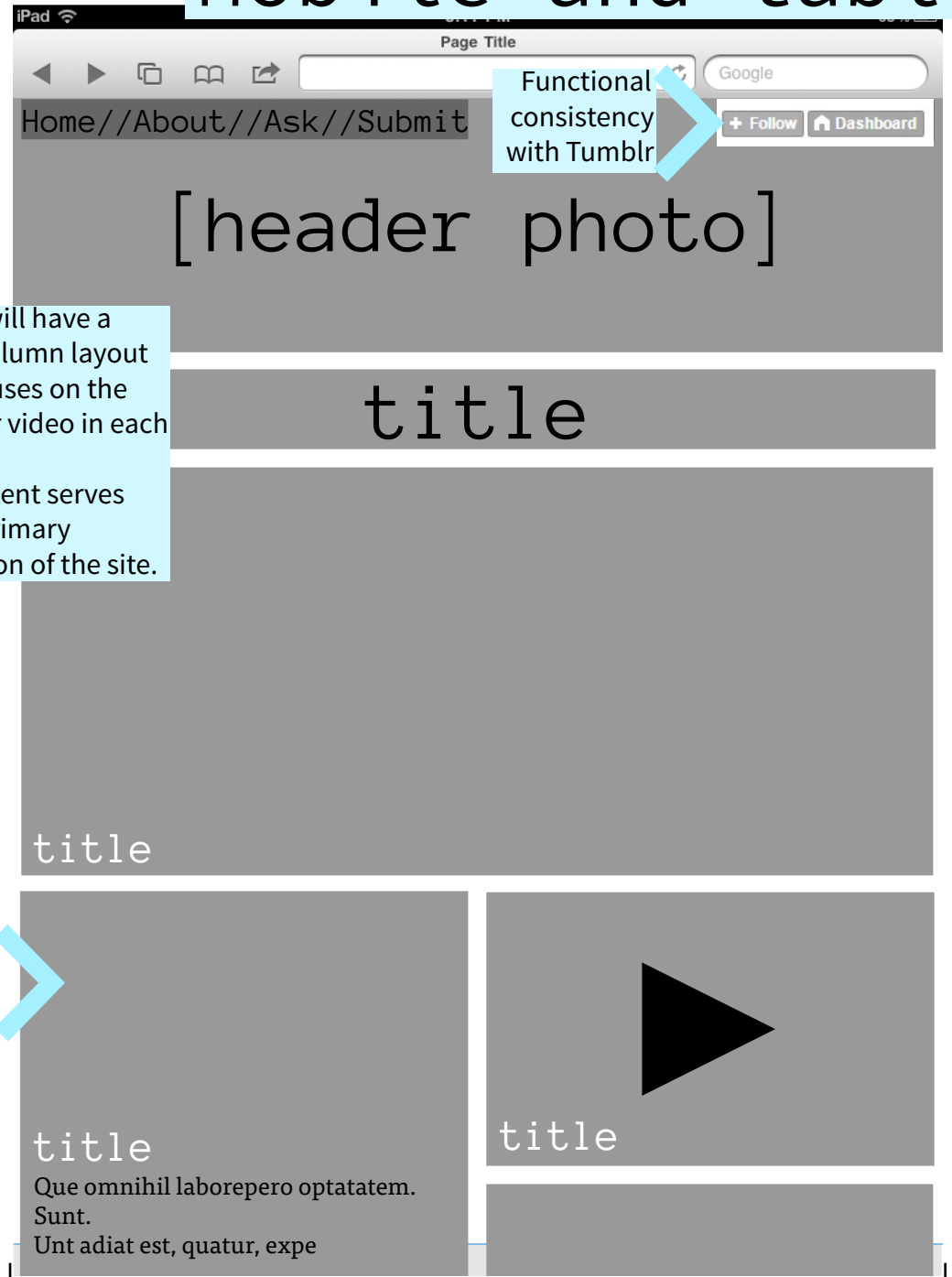
I think responsive design should begin at the sketching phase, because I know that I have a difficult time knowing where to start when I am trying to design on a computer. With sketching, I can make as many bad drafts as I want to, and then from there I can go and see if they work on a computer. It is easier for me to sketch out a few things than it is to try and make a rough draft of a design digitally. Initially, I had problems with deciding how to make changes to the default tumblr themes to make them still feel short, simple, and focused on content, which is what tumblr is good for, but also unique and memorable. I overcame them by trying to do a couple of different sketches and also by looking at other examples of sites that I like.

# Mobile and tablet



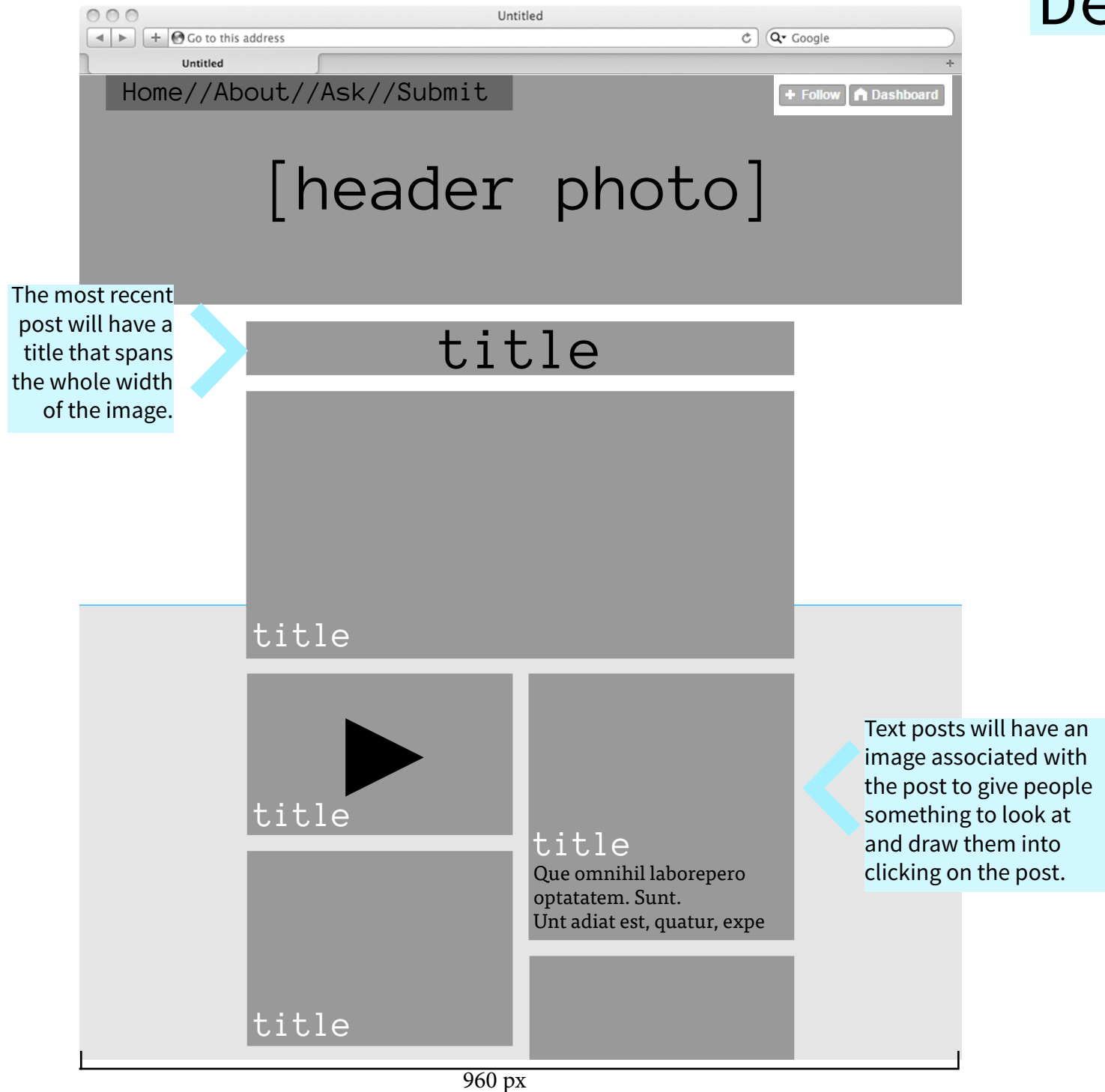
320 px

Mobile will have a single column layout that focuses on the image or video in each post. The content serves as the primary navigation of the site.



768 px

Functional consistency with Tumblr



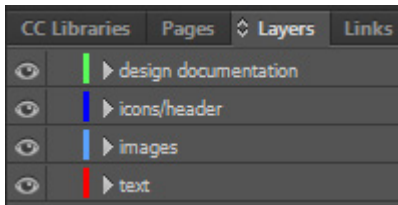
surface comps





## Header, nav, & title font: Source Code Pro (OTF)

## Body text: Source Sans Pro



Surface comps lay out exactly what the final product will look like. They take the functionality of the site, based on the wireframes, and turn it into a reality. With surface comps, the focus is on the aesthetic functionality and practicality of the site. In creating a surface comp, I went from having a color palette of 5 shades of green to just sticking with 3 shades of green to prevent it from looking too busy. Seeing the content laid out more completely than I did with wireframes, I re-evaluated how much text I want associated with each post. I decided to not focus on having headlines for every post, and to just have headlines for text-heavy posts. This fits in with the functionality of tumblr, and it works with my desire to focus explicitly on the content of the site. With something like a video or a photo post, I can present that information without a headline, and if necessary, include a description after the main content.

I am using a dark green as the headline color and lighter shades of the same green as the accent colors. This prevents the colors from distracting from any content on the site. If I need to differentiate between different text styles at all, I can use varying shades of dark gray to give more separation, but I don't want to incorporate too much color into the text portion of the site aside from the header text.

Between designing my wireframe and the final surface comp, I came up with a name for the site: lesser. After this, I decided to use the < symbol as the iconography of the site because of it's association as the "lesser than" symbol and because it's very simple and basic. It also reinforces this being an online only publication because of it's use in HTML and other web and programming languages.

HEX #  
00420D

HEX #  
4E7B55

HEX #  
82A185



Font:  
internal  
consistency

# lesser

a webzine dedicated to underground art in Salt Lake City



## Goth Prom photo gallery

#lesser pics  
12/7/15



The most recent post will be the full width of the grid that contains posts. Maximum width of the grid is 700 px. This keeps the posts from becoming overwhelming, because a wide grid of posts can sometimes make it difficult to choose what to click. It limits the content that is shown, utilizing Hick's law.

Tags:  
external  
consistency

The two columns are 40% of the maximum width, with the remaining 20% of the width in between columns.



## City of Dis Survivor Series III

#lesser vids #lesser shows  
12/7/15



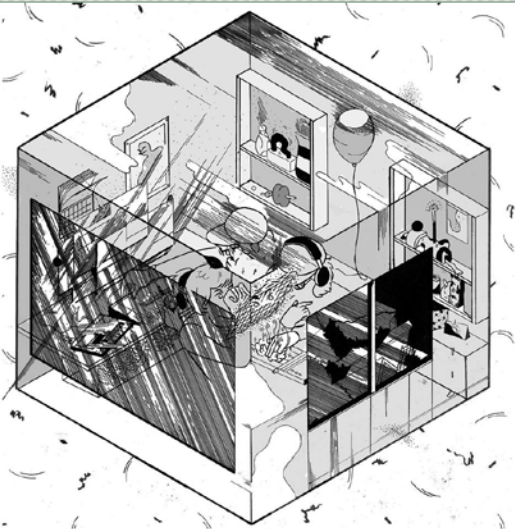
## Text post

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#lesser vids #lesser shows  
12/7/15



#lesser tracks  
12/7/15



Album cover by [Korey Daniel Martin](#)

#lesser visuals  
12/7/15





Navigation will be fixed at the top of the page on all screens, because as a blog, most people won't really use the navigation. It does not need to be accessed by most people, but it's always there in case someone does want additional information.

home < about < tags < ask < submit <

+ Follow Dashboard

# lesser<

a webzine dedicated to underground art in Salt Lake City



## Goth Prom photo gallery

#lesser pics  
12/7/15

... <

The option and heart buttons are inspired by tumblr's default icons, but I made the heart have corners to show similarity to the < symbol.



## City of Dis Survivor Series III

#lesser vids #lesser shows  
12/7/15

... <

## Text post

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#lesser vids #lesser shows  
12/7/15

... <

Audio posts have a bar to show how long the track is and where you are in the track.



#lesser tracks  
12/7/15

... <



Album cover by [Korey Daniel Martin](#)

#lesser visuals  
12/7/15

... <




home < about < tags < ask < submit <

+ Follow

Dashboard

less<




Goth Prom photo gallery

#lesser pics12/7/15

...♥

Windex Vs. American Snot 11-29-2015




City of Dis Survivor Series III

#lesser vids #lesser shows12/7/15

...♥

▶

"Unhappy"by Angel Magic



#lesser tracks12/7/15

...♥

Text post

Nequam dis milloratum assum la dolum ea pe lanisi utatumquae ipsuntio ea acia doloribus-  
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#lesser vids #lesser shows12/7/15

...♥

These tags will be used to categorize every post, and there will be a "tags" page that allows people to look at all video, photo, audio, or text posts.

The width shown here is 320 px for mobile.

For screens smaller than 700 px, the blog will resize to a single column.