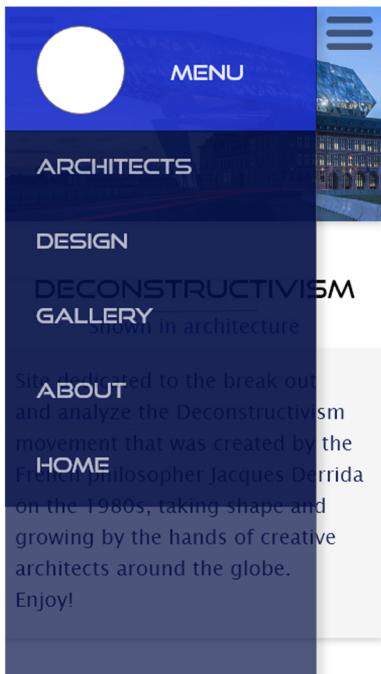


INTENTIONS



DECONSTRUCTIVISM

[Shown in architecture](#)

Site dedicated to the break out and analyze the Deconstructivism movement that was created by the French philosopher Jacques Derrida on the 1980s, taking shape and growing by the hands of creative architects around the globe.
Enjoy!



GALLERY

(This section will contain the images and their size information i.e. below)

Dancing house in Prague by FRANK GEHRY
(original size, 1148px W – 854px H, 72 dpi, 260KB) Here on 579px width – 431px height, 72dpi, 63.5KB



CCTV building in Beijing by REM KOOHLHAAS
(original size, 1200px W – 1556px H, 72dpi, 414KB) Here on small, 439px W – 569px H, 72dpi, 64.1KB

I have tried to make it simple, although it took a lot of work and it is still not looking the way I imagined due to my adobe software limitations: lack of knowledge.

Having in mind an architecture firm, which style is deconstructive, I wanted to show their work in an elegant way, since although the style is chaotic, it is at the same time calculated and organized. I wanted a professional look for a prestigious company.

The main menu should be all transparent, the menu icon should be below the hero images, to be seen and not confused with the image.

I am also not sure if I would keep as hero image the single pictures, or a collage with the black pen lines as background, giving some style.

The overall look for the mobile version should be simple, still elegant, and straight to the point, main colors being the pictures of the buildings, that is what I want the eyes to catch first.

I also wanted to add an arrow icon to all pages, to save the user to scroll all the way back to top, but did not manage to make it work on the prototype, therefore I removed it. – perhaps also a “home” shortcut icon on all pages would make it all user friendly.



I have used fill icons which I want to see as buttons, to KEA main page and my linkedIN profile. I will also add PDF links to my moodboard, first inspiration, and to this project document.



MOBILE WIREFRAME

CONCLUSION HOME PAGE

QUESTION

- Should it say "menu"? just lines
- colorful architectures Picture (see options live site)
- what perfect resolution for hero image to adapt better?
- full lines, or blocks are better/easier?
- up/home button on all pages (necessary?)

ANSWER

Grey frame (site position)

Grey text text text text text text

Blue (site nav) grey only

Blue Menu

- home
- architects
- design
- gallery
- about

Blue (site nav) grey only

Blue Men

- home
- archit
- desig
- galler
- about

QUESTION

- Should it cover all the screen?
- BUTTON → RIGHT or LEFT?

HOME PAGE

use portraits

① use sketches from next page slides (hero image)

② try to always keep images more size in contrast to light grey lines for text

architects

design

galler

about

Patricia

madboard link
email: ...@gmail.com

LinkedIn

Email

REA

IMAGE full color

text text text

design gallery

image assets typography

text text text

IMAGE

IMAGES → MAKE to fit 100% no margin
or
~~with~~ with coloule borders, lose in between texts?

④ add photo?

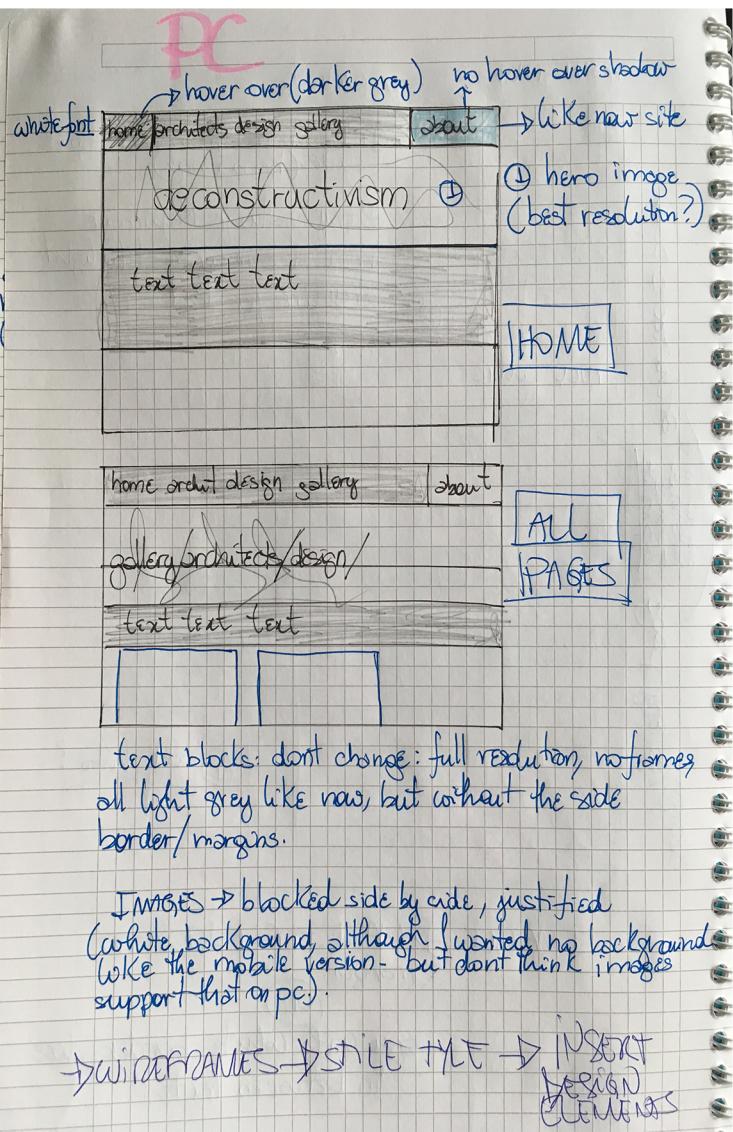
<https://xd.adobe.com/view/9ffced6b-1d3d-4ba6-7470-70b94f989bea-e9cd/?fullscreen>

The actual result looks a lot like my wireframes, difference are the colors on the menu, I have picked blue only, and the hero image, that I have decided to put one different for each page.

I also wanted the images to remain as big as possible, fitting the screen, but aligned once to left, once to right, like on the gallery page.

Originally the menu would be on top left, but I realized it was poluted with the hero image and hard to be seen, so I moved it under the images, on the left.

DESKTOP WIREFRAME



This was the saddest part. I made the desktop version last, only to realize it is way more easy to make than the mobile version, plus, I am happy with what I see for the first time.

I love how the transparency works on the toolbar and now I regret the crazy hero images for the mobile version.

Now I see it looks better and more chiq with beautiful images of single constructions as hero images, instead of a photoshop collage, which now I look back and its tacky and I am ashamed, plus donnot have time to change it.

Web 1920 - 1



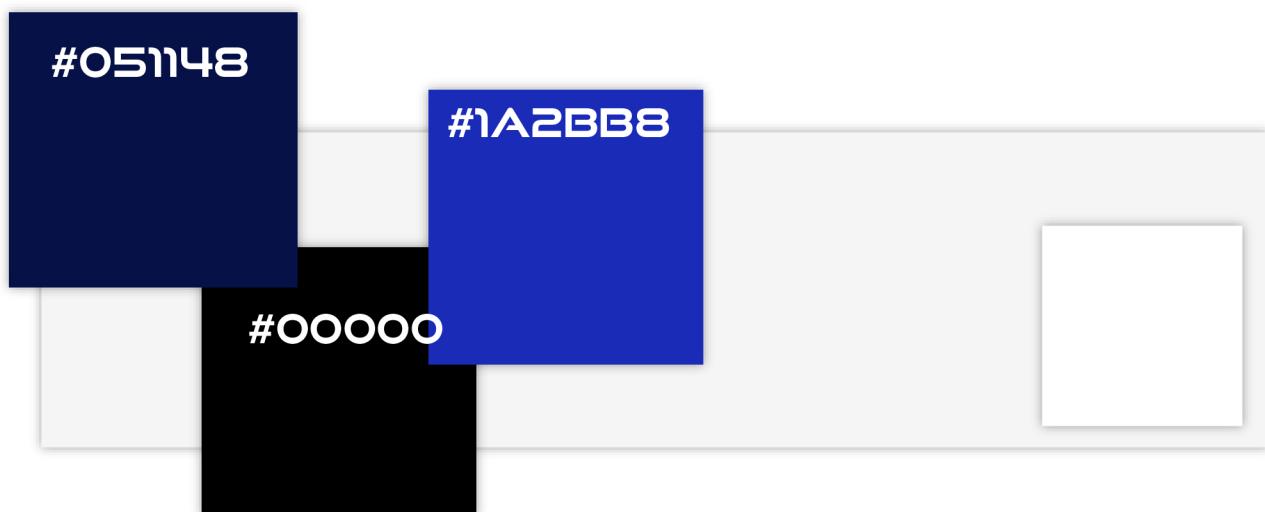
Site dedicated to the break out and analyze the Deconstructivism movement that was created by the

French philosopher Jacques Derrida on the 1980s, taking shape and growing by the hands of creative architects around the globe.

Enjoy!

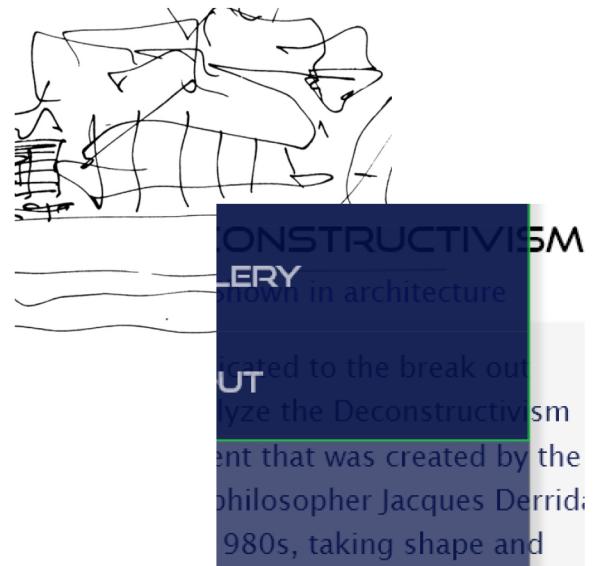


STYLE



Colors: blues, black, grey and white creating a strong, professional look for a firm website.

Textures: lots of transparency, in order to harmonize and soften the perplexing constructions seen in pictures, building an elegant office show room; Pen lines seen on sketches are partial backgrounds, representing abilities and talents architects first show in



TYPOGRAPHY:

Good Times, regular, from adobe cloud fonts database was chosen for main titles because it brings a lot of curves and lines seen on buildings and constructions.

Lucida Sans Unicode was used for regular text, better user interface on all devices.

THE QUICK BROWN FOX

Good Times

Typodermic
15 fonts



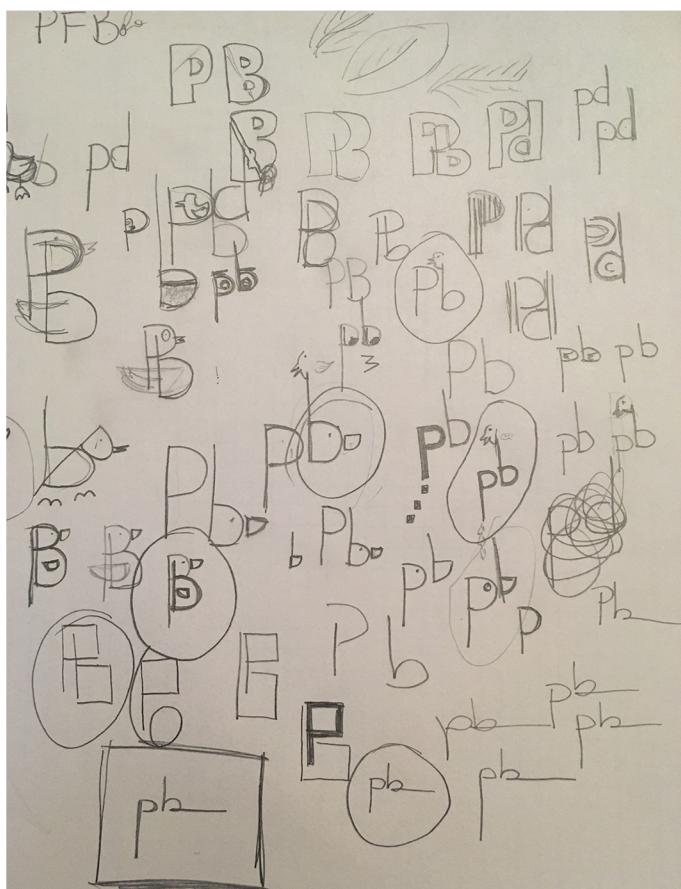
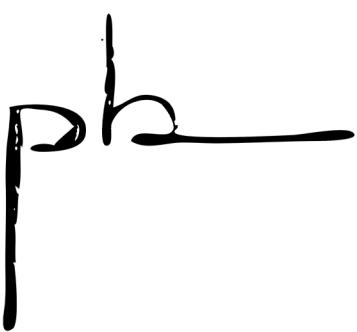
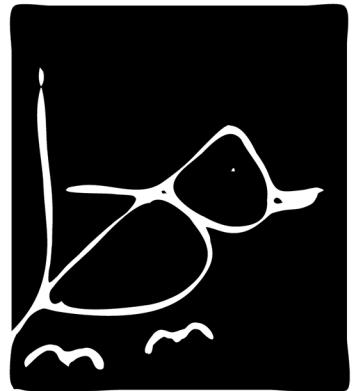
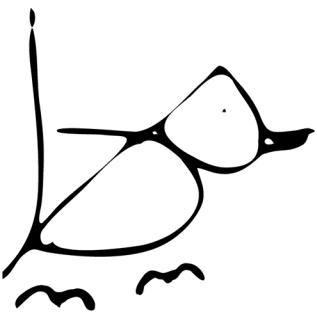
14 fonts active



LOGO

I have not decided which logo to for yet, I need more time and software knowledge to verify all possibilities.

I like the both, and like the pen trace, but have a tendency to work with the duck, although the second one looks more professional.



ORIGINAL SKETCHES

COMPOSITION ANALYSIS

ASYMMETRY is the key word for this project.

Folowing the buildings, the projects and the architectural style overall. I wanted to make a composition that was just like the constructions, fragmented, distorted, different from the common sense, but all calculated to have a final harmonious result.

I.E. the main texts are fixed while subtitles and small texts come outside of the background text.

Same happens to the pictures, that sometimes align to right, sometimes to left side.

Gallery

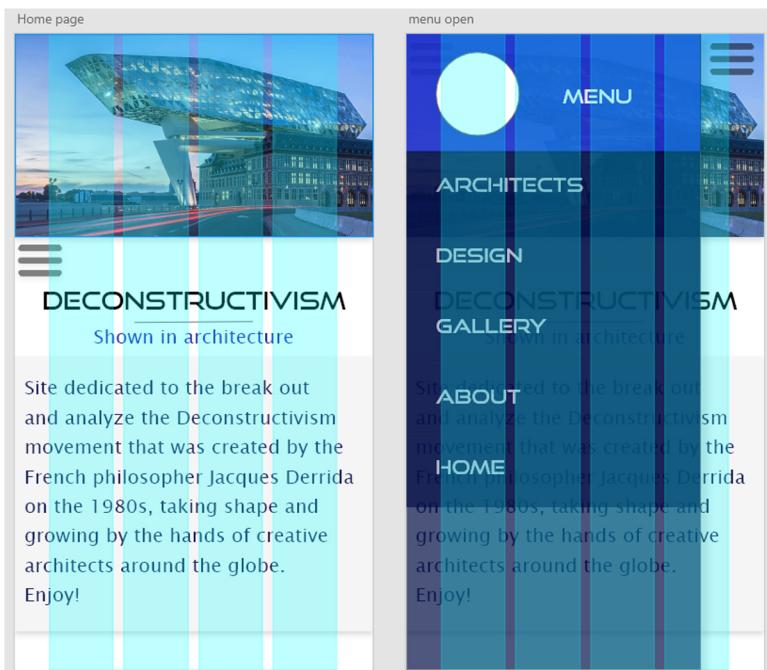
GALLERY

(This section will contain the images and their size information i.e. below)

Dancing house in Prague by FRANK GEHRY
(original size, 1148px W – 854px H, 72 dpi, 260KB) Here on 579px width – 431px height, 72dpi, 63.5KB

CCTV building in Beijing by REM KOOLHAAS
(original size, 1200px W – 1556px H, 72dpi, 414KB) Here on small 439px W – 569px H

Although asymmetrical, the elements still combine, since for example the main texts are always justified, using all the space, so is their text box, Menu options aligned to the left, titles are centralized.



There is PROXIMITY on all content categories. I have created more options in the menu in order to compile similar topics. I.E. the gallery will bring pictures and image description, and Architects wil show the names and their creations. That way I dont have to cluter one section with detailed information that can be found on a specific option if the user wants to.

Also, the grey boxes are only asymmetric when used as description (architects name and image assets). Therefore, symmetry within the asymetrical can be seen.

USABILITY TEST

<https://xd.adobe.com/view/9ffced6b-1d3d-4ba6-7470-70b94f989bea-e9cd/?fullscreen>

1. What site is this?

Architecture site applied in modern constructions. It was a clear result that I got from everybody. Everyone was able to say it was a page dedicated to architecture.

2. What page am I on?

I got clear answers about what the main content of the pages was, but one person complained that I didn't have the scroll to top option, so should either reduce content or create a new category.

3. What are the main sections?

design, gallery about, home – everybody understood the concept, but also everybody noticed that I did not know how to make the entire menu transparent, so it ended up a bit weird.

4. What navigation options do I have here?

Everyone missed the Search option, that is something I have to implement .

5. Where am I in the scheme of things?

2 Users got lost on the Gallery page and told me the description should come after. also, since it all looks the same, if I add more images it will be confusing to find out where subtitle belongs to.

6. How can I search?

There is no search bar and I was recommended to add one in order to find the data. I.E., if someone wants to look for a specific designer or picture, will have to navigate on all pages until he finds the content

LOGO: all users agreed on the Duck logo not being obvious (two letters) and they said the pb only looks more clean and professional. So I guess I will have to work on it and say goodbye to the duck :(