

# **IMY 320: Group Design and Development Assignment**

## **Phase 1: Proposal**

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## Project summary

This design proposal aims to describe a website for a self-made content creation company that will serve as a general portfolio of the projects the company has worked on and to display these projects and information regarding the company in a clear and elegant way.

## Aims

- Use an interactive and user centred design.
- Create a design which makes use of integrated animations and uses a single page design.
- In keeping with the current trends of design, a website that will focus on the user's experience as well as displaying the companies projects in a creative way will be produced.
- Parallax techniques will be used in order to create a more visually enticing and enjoyable user experience. (KGN IT Solutions, 2014)

## Solution

- Website Details:

We shall create a website that does not feature a navigation bar at the top and is not focused on navigating between multiple different pages. Rather the website will be designed as a single, continuous page where the information that is desired by the user is brought into view as the users scrolls. In doing this we hope to create a more natural and elegant user experiences as well as a more convenient website to navigate as the information is displayed to the user in a logical order and clear manner. It comes with the added advantages that there are no page reloads and no extra waiting time.

Therefore this page will intensely rely on JavaScript.  
(Medium, 2016)

- Website Layout:

There will be three sections on the single page website:

The **first section** will display the name of the development company "Tapp Dev" which will be a SVG image allowing the words to be drawn up as the page is first loaded. Behind this name the enlarged logo of the company will be displayed (an abstract piece create by connected triangles). The logo will be clear and thus allowing for a slide show layer that sits behind the main background to display through the logo.

A slow blinking arrow (the colour fading in and out) will be centred at the bottom of the screen in order to indicate that one should scroll down in order to view more.

The **second section** will display all the projects that the company has worked on. It will have the buttons/icons along the top of the screen and below that a timeline of all the projects the company has worked on will be displayed, showing the beginning and end dates of each project as well as their names. The timeline will be a SVG image so that as this section of the website is reached the lines of the time line will be drawn out and the text for each line will fade in along with it.

The **third section** will display information about the team. This will be in two sub sections, the first being “Who are we ?” which details information by the company. This is followed by a section displaying the pictures and names of the team members.

### Second Section Specifics

- The space below the buttons/icons will be used to display the selected projects details, replacing the company project timeline.
- Upon clicking one of the buttons/icons for a specific project the space below will be extended, pushing everything that was below it further down (thus making more space). The space below will then rotate (if no current icon is selected or the new icon selected is to the right of the currently selected icon the rotation will be to the right otherwise it will rotate left) as if it was on the face of a cube and the new face that it rotates to will contain the newly selected projects details. Using CSS3 3D transformations we'll be able to 'create true 3D objects: prisms'([3dtransforms.desandro.com](http://3dtransforms.desandro.com), 2019)



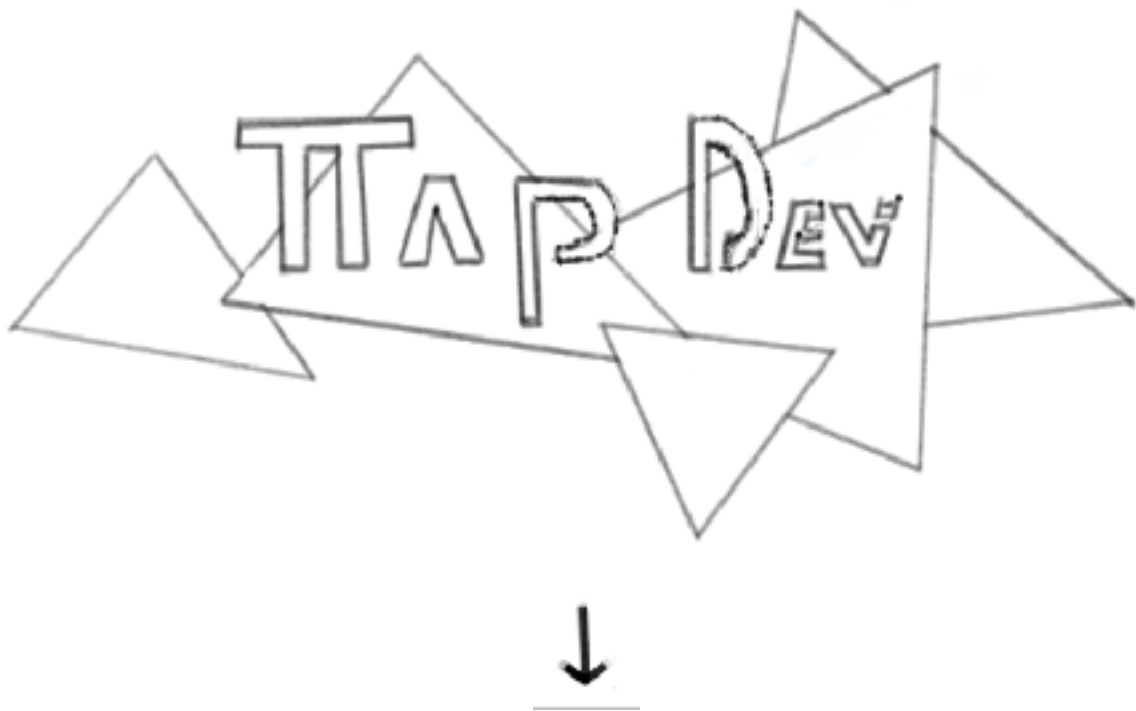
- When a button/icon is clicked it will grow in size slightly as well as its edges being highlighted with a glow.
- If an icon/button is deselected the details are rotated away and brings back the default “company project timeline” face and the length of the section shortens back.
- As a project’s face is reached (displaying the text and title of the project) the images and videos associated with it fade in as well as the specific project timeline associated with the project (it’s start date, end date and any other significant mile stones), which will also be a SVG image.
- The images will be disconnected from their background as one scrolls down or up the page the images will glide up and down and over each other at a different rate, but aligning clearly when fully viewing section 2. (<https://www.kgntechnologies.com/parallax-web-design-does-it-still-have-the-edge/>)

- User Experience:

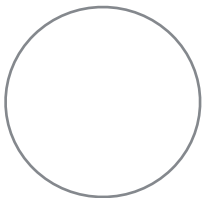
On this screen the user has the full view of the patterned white background and the services our company provides. It is on this screen that the user can explore the different projects TTAP Dev has embarked on. It is also the only screen that employs round shapes - the icons displaying the various projects- softening the view in contrast to general sharp and geometric shapes used.

Since this is the screen the user would spend most of their time on, the animations applied to it maintain a pivotal role in keeping the user mildly entertained while traversing through the our projects- the shrinking and expanding of the timeline, a rotating cube that switches to the relevant ‘side’ of the cube, glowing icons and parallax images.

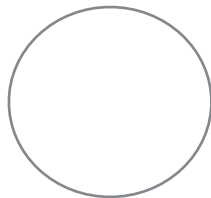
Website Illustrations( A dotted line represents the upper and lower boarder of the users screen):



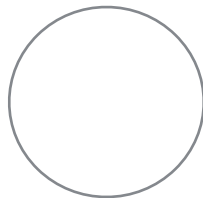
## — Our Projects



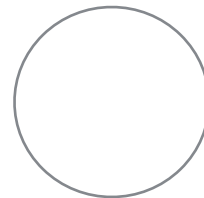
Film



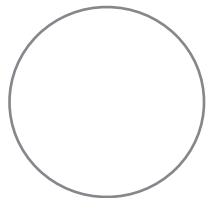
Game



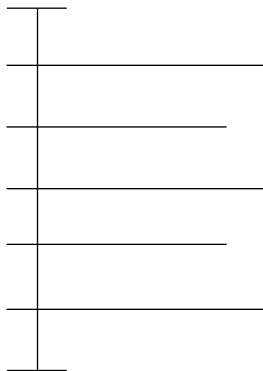
Web App



Project 1



Project 2



18 Jul 2019: Team Created

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## — Who are we ?

We are a self-made content creation company...

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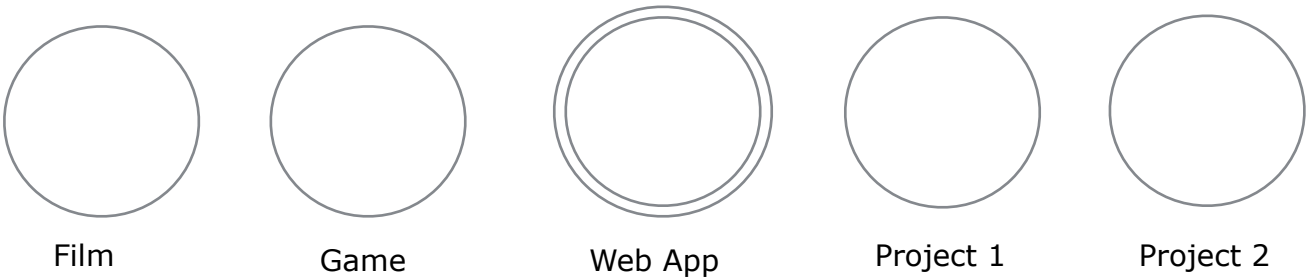
## — The Team

 <p>Image</p>	 <p>Image</p>	 <p>Image</p>	 <p>Image</p>
<p>Tshegofatso Manthata</p>	<p>Alexander Schmid</p>	<p>Tlou Lebelo</p>	<p>Percy Rapudi</p>

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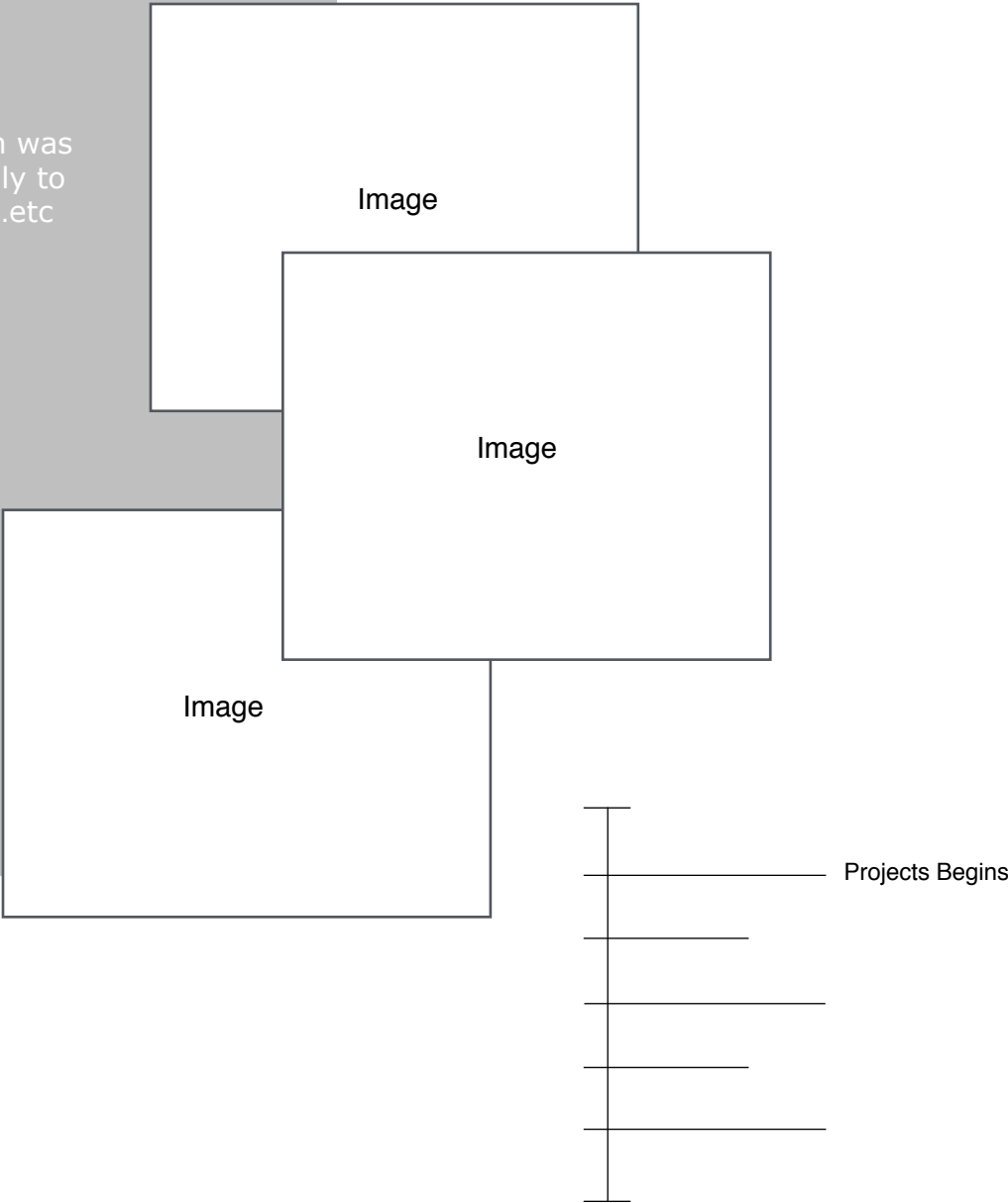
- The following illustration depict how segment 2 changes upon clicking an icon/button:

— **Our Projects**

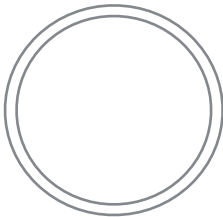


• **Web Application**

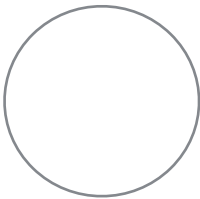
This web application was developed specifically to handle the issue of...etc



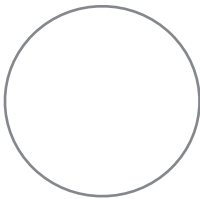
— **Our Projects**



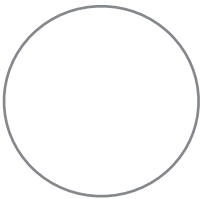
Film



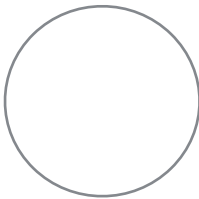
Game



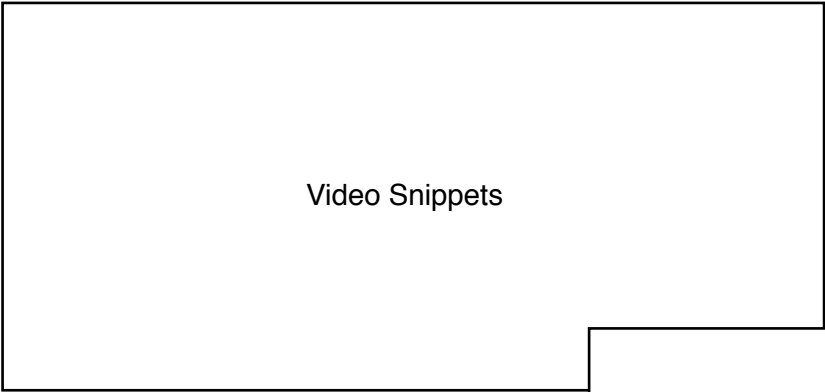
Web App



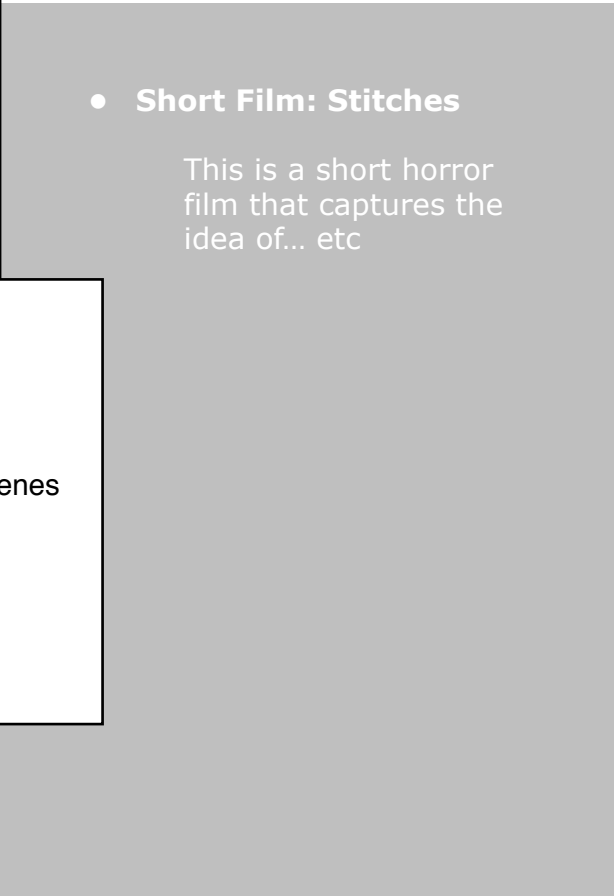
Project 1



Project 2



Video Snippets



- **Short Film: Stitches**

This is a short horror film that captures the idea of... etc



Projects Begins



Behind the scenes  
images

### **Overall theme and feel of the website-in regard to the user experience.**

Our website incorporates the use of themes and styles inspired by modernism and postmodernism, these include the combination brutalism, cubism and minimalism.

*"Embracing change and the present, Modernism encompasses the works of artists, thinkers, writers and designers who rebelled against late 19th century academic and historicist traditions, and confronted the new economic, social and political aspects of the emerging modern world."* -(Eyerys, 2019). In the current society of social awareness and inclusivity - (Faculty.georgetown.edu, 2019), we found that that the best way to achieve elegance, expand our target audience and to improve the overall user experience of prospective clients is to use these themes.



minimalism



cubism



brutalism

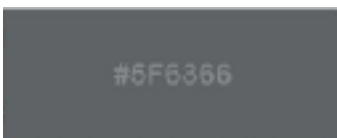


### **Overall Colour Schemes- in regards to the user experience.**

The website's will primarily comprise of four colours, namely dark grey, white, eggshell white and jelly-bean pink. these four *colours come together in this minimalist yet warm and inviting site. The burst of energetic colour throughout the design makes this site elegant and inviting at the same time*-(Visual Learning Center by Visme, 2019).

Because our website will essentially comprise of one continuous "page" the transitions between the different screens will form a gradient effect, starting off from the dark grey then transitioning to a patterned with grey accents and finally a light, eggshell white at the bottom of the page. Keeping with our aim of elegance, CSS3 gradient overlay animations will be used at the bottom of the screen (PC screen) while the user is scrolling down the page to change to different screens. This is to make the transitions to different backgrounds of the website seamless and enhance the ombre effect.

Dark grey:





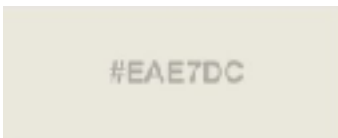
Dark grey is mainly used as the background for the top of the website (the first screen). It creates depth and masculine mood, “dark greys are masculine in nature”- (Project, Bourn and Bourn, 2019). This contrasts with the more feminine eggshell white.

Patterned white:



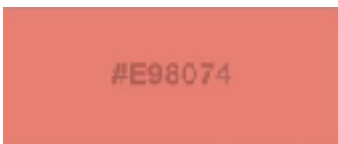
The patterned white is used as the main background of the middle section of the website (the second screen). The background makes use of geometric shapes and lines to enhance the modernistic theme of the website while also incorporating greys in its patterns. This screen serves as a transition between the bold and masculine dark grey and the light and feminine eggshell white because it is neutral.

Eggshell white:



Eggshell white will be the main colour used at the bottom section of the website (the third screen). It introduces a feminine- (Project, Bourn and Bourn, 2019) aspect to the website making the overall feel of the website inclusive and relatable to a wider range of users.

Jelly-bean pink:



Jelly-bean pink will be used as an ascent colour that will recur throughout website. Its bold and vibrant, introducing an aspect of warmth to the website while maintaining elegance.

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