



I MAGINARY AUTHORS

READ THE AIR

MI349 - WEBSITE PROJECT - ALVA NGUYEN

Primary Goal

Develop an animated digital exhibition to showcase a collection of short stories I have written inspired by the perfume brand Imaginary Authors.

Specific Objectives

- Learn and integrate motion design using Rive, incorporating it into the website with JavaScript.
- Design the webpage to feature seven stories, ensuring an intuitive navigation experience for users.

TARGET USERS

DEMOGRAPHIC

16-24 yrs old. Residing in the U.S. 67% is Female. 50% Upper Secondary Education. 35% High Income.

PSYCHOGRAPHIC

Highly Connected & Social: Social Networks (98.9%), Chat/Messaging (94.8%), and Email (88.2%) usage

Entertainment-Centric: 95.5% watching any video on mobile.

Experience Seekers: motivated by travel (53.3%), fitness & exercise (50.5%), eating out (60.8%), and live events.

Creative & Curious: interested in Photography (48.5%), Books/Literature (47.9%), Fine Art (37%), and Urban/Modern Art (32.6%)

data by
GWI

DESIGN CONCEPT

**READ
THE
AIR**

INSPIRATION

Thơ Mưa Cao Nguyên

Trống trải chiều nay

Em ơi chiều nay trời tắt nắng
Bước bước-dài cho phố xá mau quên
Lỡ có hơi dài nên sai mất nhịp
Dội tiếng chân mình ngượng ngập trong quên!

Nơi cuối đường, ai xẽ dỗi má!
Tội con đường, dài lại quanh co!
Trước mặt, sau lưng, hai bên trái phải
Cũng vẫn là lần trống trải mà thôi!

Hát tuyệt vào bước chân hệt hăng
Gió rừng mình thổi nhớ bằng quơ
Chắc có gì vui ở nơi đầu đó
Gió bỏ đi
Gió đã xa
Em ơi!



Phụ bản Đình Cường

Mục lục

Thay lời tựa – Lưu Trọng Lư

1. Mưa <>
2. Cõi thu <>
3. Cõi thu 2 <>
4. Thu đi
5. Sợ khời
6. Giọt mưa
7. Tuyết rơi <>
8. Chơi tóc
9. Tiếng dương cầm <>
10. Mưa thì năm nay
11. Trống trải chiều nay
12. Hai chữ
13. Xuân đến?
14. Tập tễnh say
15. Biển chiều
16. Lá thu
17. Một chút nhìn nhau
18. Vắng ai
19. Tháng bảy và những ngày không
20. Mưa đêm <>
21. Chiều thu
22. Mưa 2 <>
23. Lá thu 2
24. Khổ
25. Giọt mưa 2
26. Hồ thu
27. Thu <>
28. Trống mưa
29. Hừng hờ
30. Một giấc mơ <>
31. Tóc với môi
32. Có bao giờ mây trắng mưa
33. Roberts Library, đêm từng đêm
34. Mờ phai <>
35. Vỡ vẩn
36. Tết đến rồi <>
37. Giấc trưa
38. Trưa Bolsa <>
39. Ở Niết Bàn <>

Đọc Thơ Mưa với bút – Lê Bá Đảng
Thư Đình Cường
Liên kết

Copyright © 1991–2019 Cao Nguyên.
Liên lạc: tscao Nguyen@gmail.com
Thiết kế web: Donny Trương

Báo Chí

Nỗi niềm xa vắng trong thơ Cao Nguyên – Du Tử Lê
Lưu Trọng Cao Nguyên, hậu duệ của nhà thơ Lưu Trọng Lư – Du Tử Lê
Lưu Trọng Cao Nguyên và Võ Tá Hân nói về thơ và phổ nhạc – Văn Lan

Nhạc

- Mưa – Võ Tá Hân <>
Tuyết rơi – Võ Tá Hân <>
Một giấc mơ – Võ Tá Hân <>
Thu – Võ Tá Hân <>
Giấc trưa – Võ Tá Hân <>
Một chút nhìn nhau – Võ Tá Hân <>
Trưa Bolsa – Võ Tá Hân <>
Mưa đêm – Võ Tá Hân <>
Sợ khời mùa đông – Võ Tá Hân <>
Ở Niết Bàn – Võ Tá Hân <>
Vấn vơ – Võ Tá Hân <>
Nửa giọt nước mắt – Võ Tá Hân <>
Hừng hờ – Võ Tá Hân <>
Tiếng dương cầm – Võ Tá Hân <>
Trống trải chiều nay – Võ Tá Hân <>
Biển chiều – Võ Tá Hân <>
Em, xin chờ mím cười – Nguyễn Bích <>
Cho muộn – Võ Tá Hân <>
25 năm – Võ Tá Hân <>
Lá rơi – Nguyễn Bích <>
Chỉ vì em – Võ Tá Hân <>
Mờ phai – Võ Tá Hân <>
Tuyết rơi vào nỗi nhớ – Nguyễn Bích <>
Khổ vì yêu – Nguyễn Bích <>
Chơi tóc – Nguyễn Bích <>

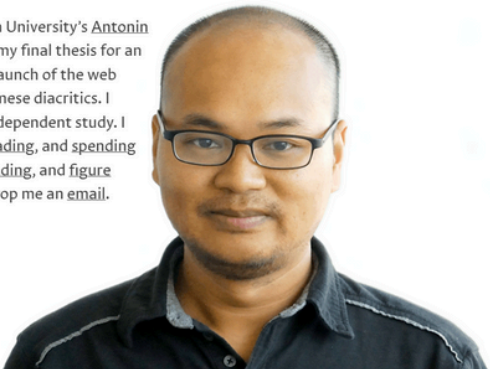
Donny Trương

Books Résumé Projects

Chào

I'm Director of Design and Web Services at George Mason University's Antonin Scalia Law School. I published *Vietnamese Typography* as my final thesis for an MA in graphic design at Mason's School of Art. Since the launch of the web book, I advise type designers around the world on Vietnamese diacritics. I also wrote *Professional Web Typography* for a graduate independent study. I design logos, graphics, and slideshows. I enjoy writing, reading, and spending time with my family. I love skiing, snowboarding, rollerblading, and figure skating. For more information, check out my [résumé](#) or drop me an email.

Design Principles



• The ways website format embrace traditional content such as literature and poems

• The role of typography in web design

• Minimalistic approach

FONT

PALATINO

Tufte's framework
alternative font good
for reading

Works with Vietnamese
letters as well

classic font makes it on-brand
with Imaginary Authors

COLOR PALETTE



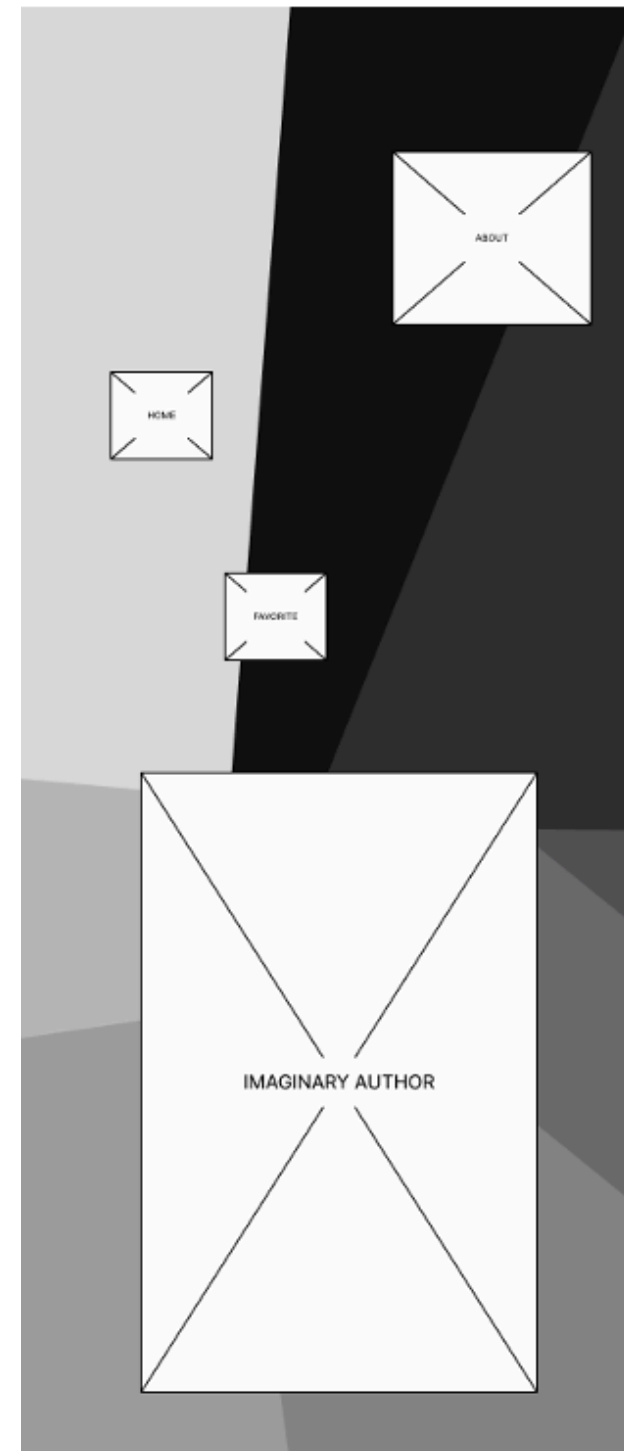
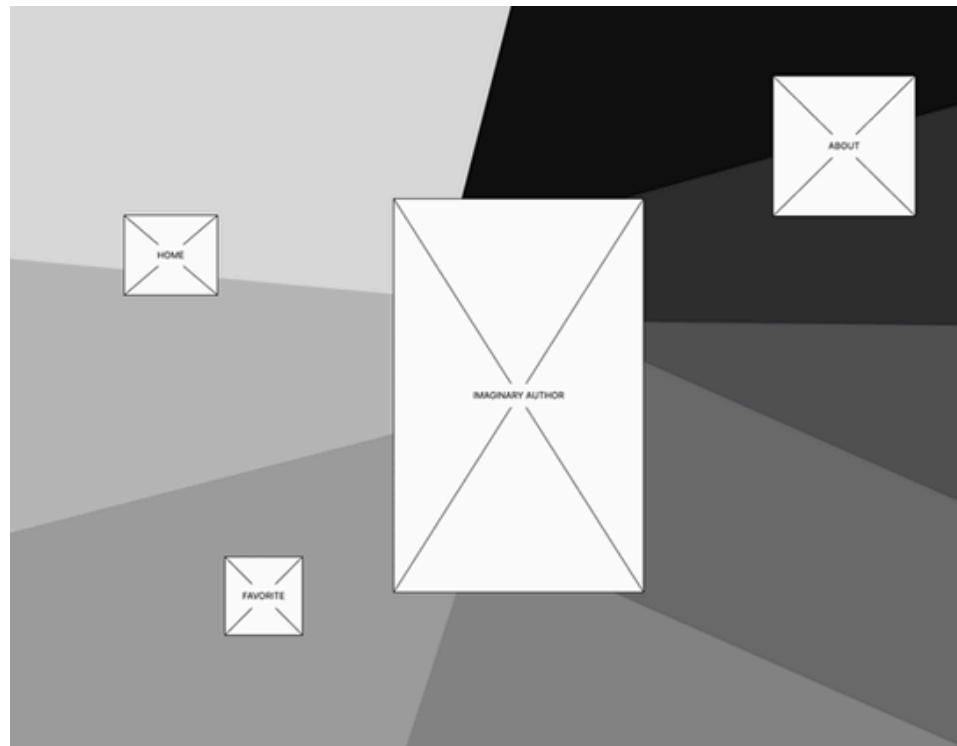
HEX: #EB088C



HEX: #011F56

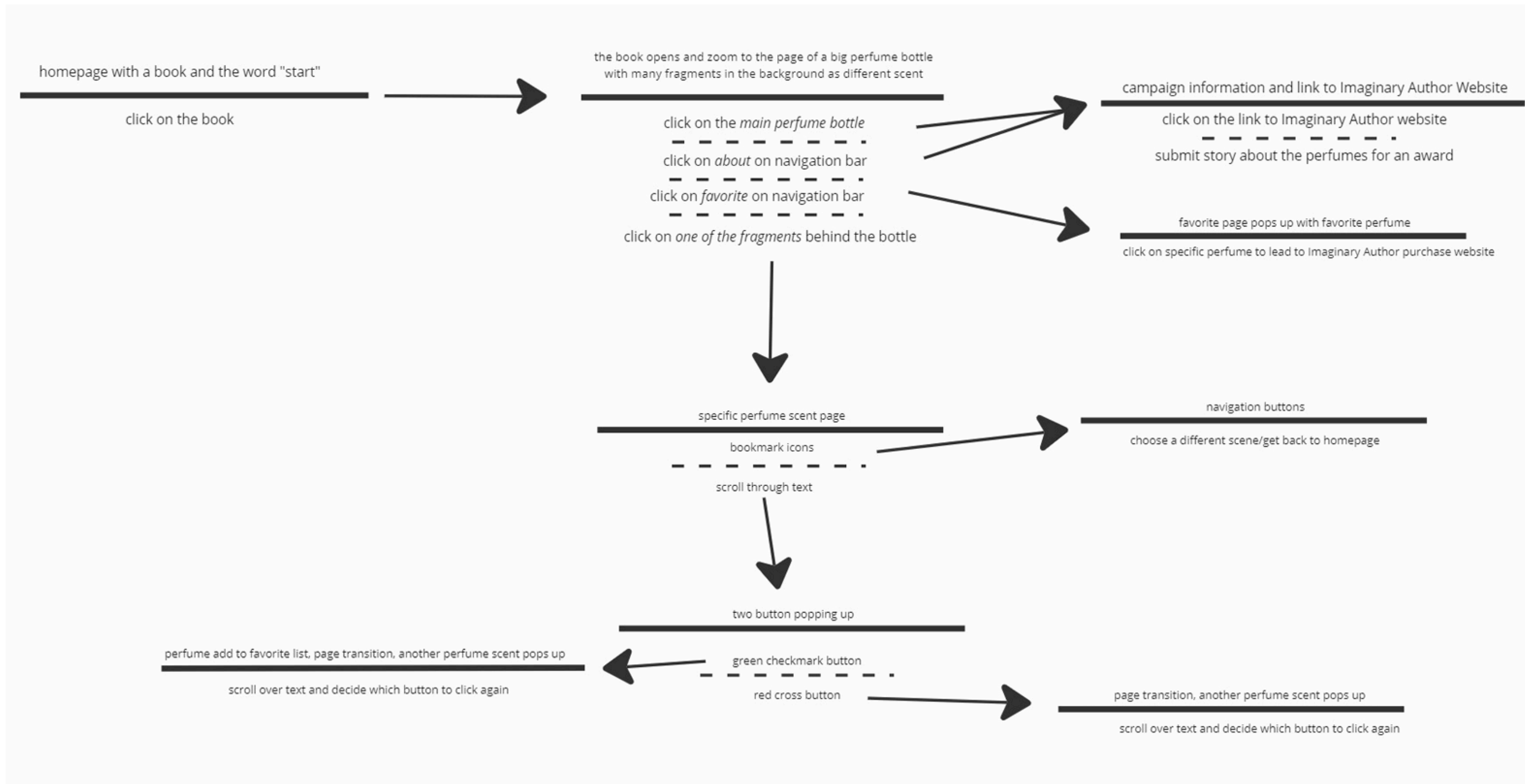
- Two primary colors to maintain brand cohesion with the color choices
- Secondary colors contain vintage touch
- Provoke mysterious feeling and the need of exploring the stories

COMPOSITION #1



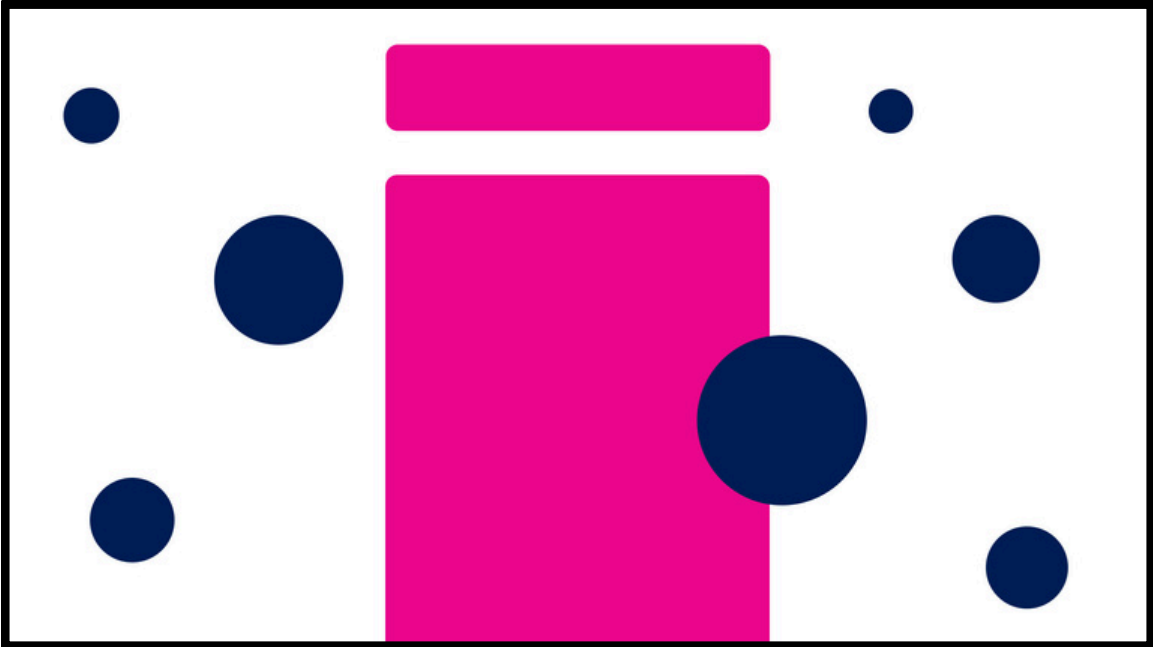
- Perfume bottle as the main component
- Air particle as the bubbles to navigate users in the webpage

USER FLOW #1

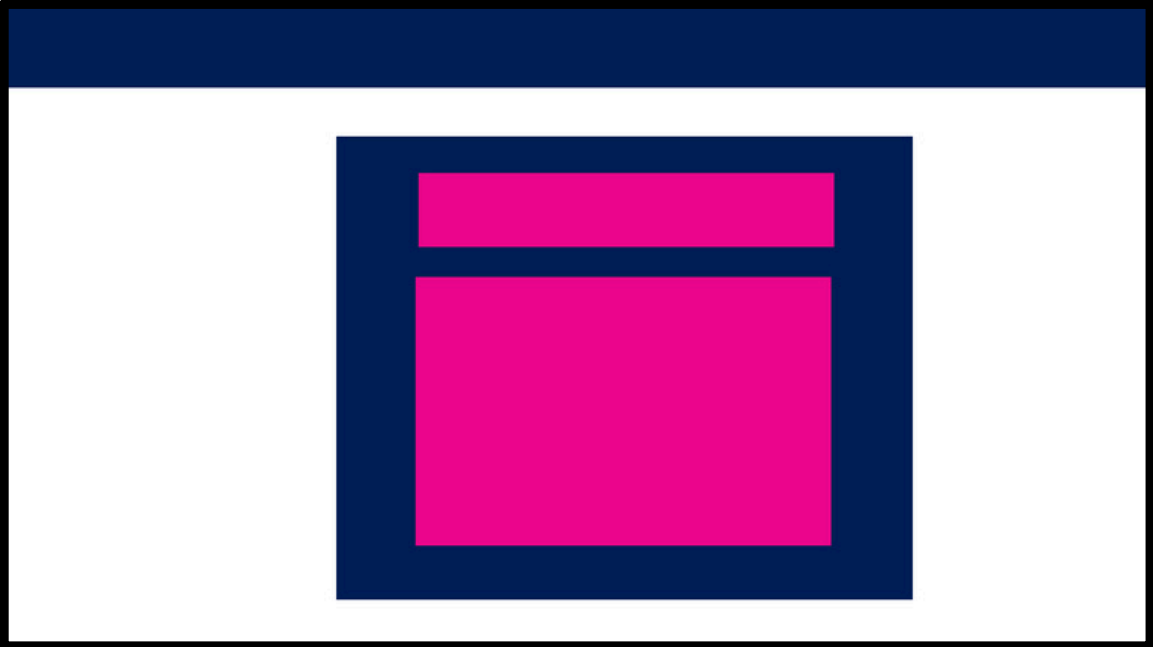


- Users' flow when access the webpage
- Too much actions and tasks to perform

COMPOSITION #2



Home Page

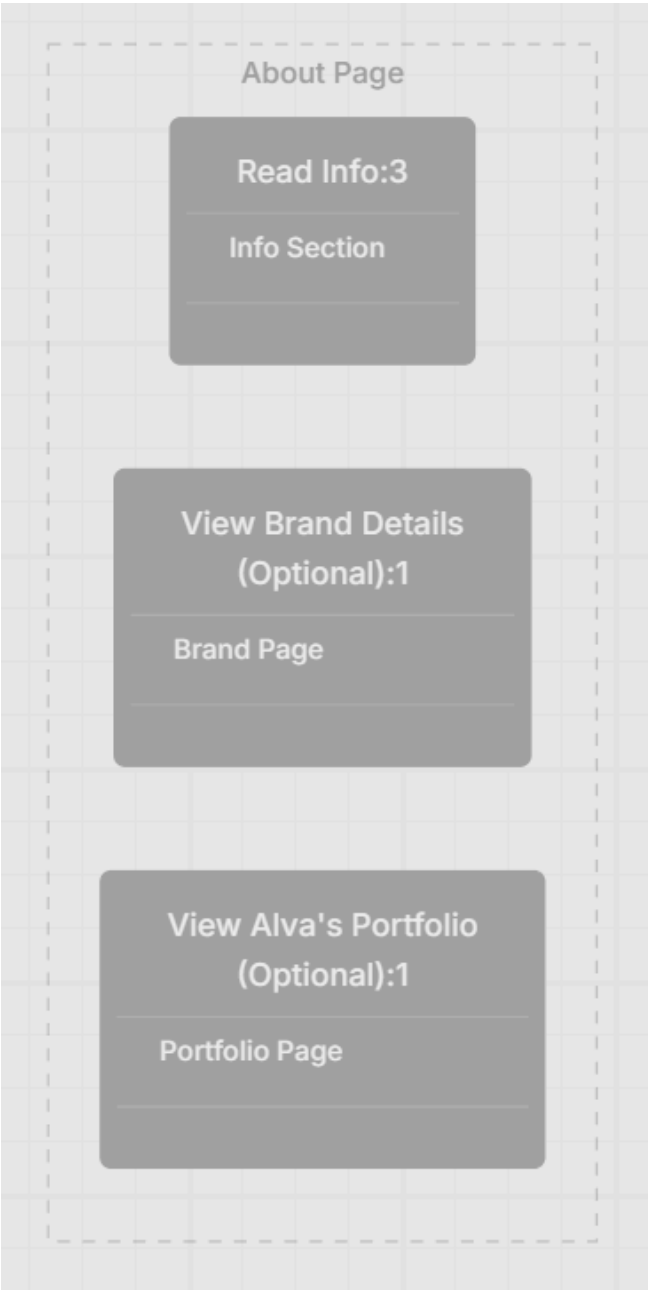
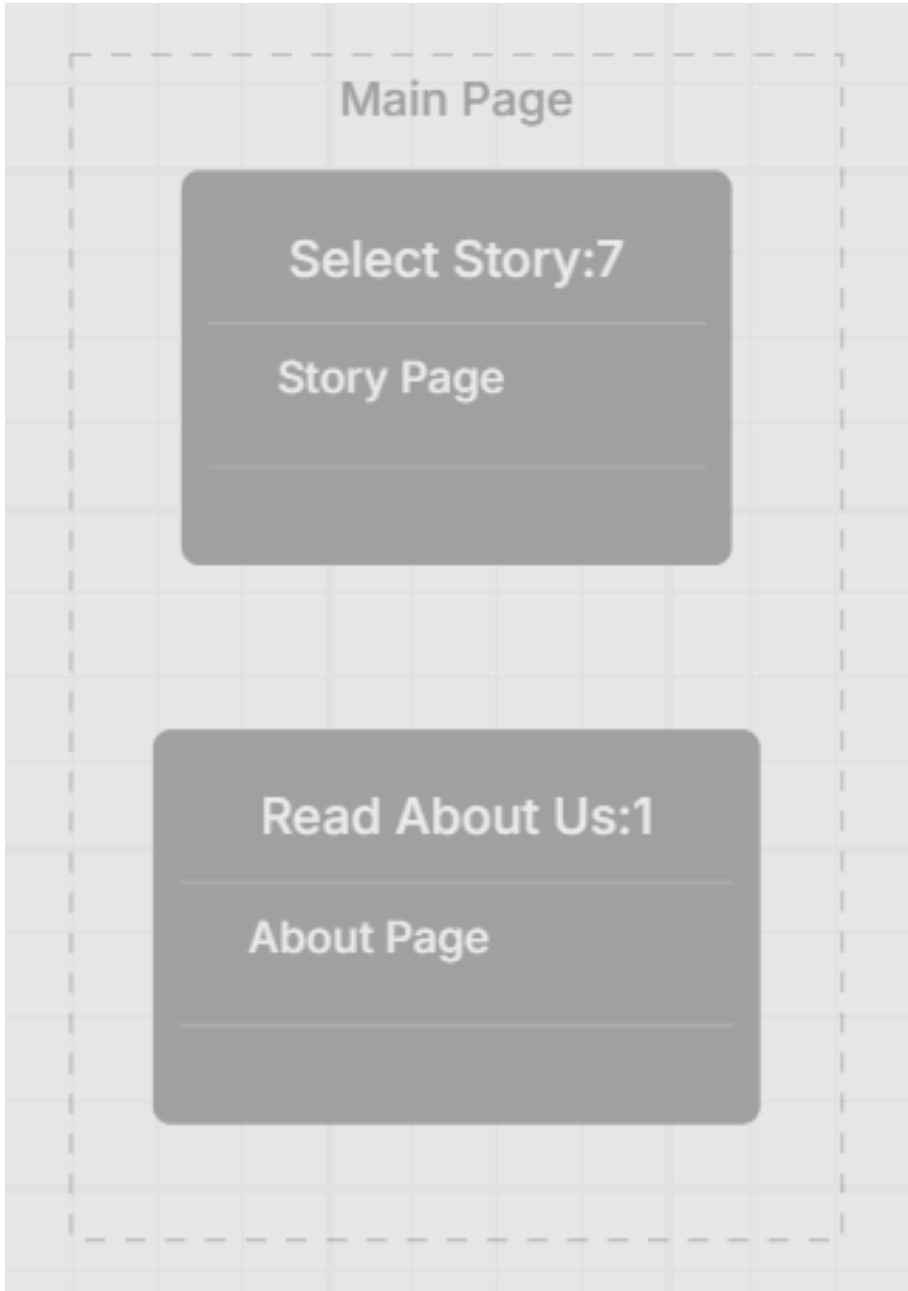


About Page



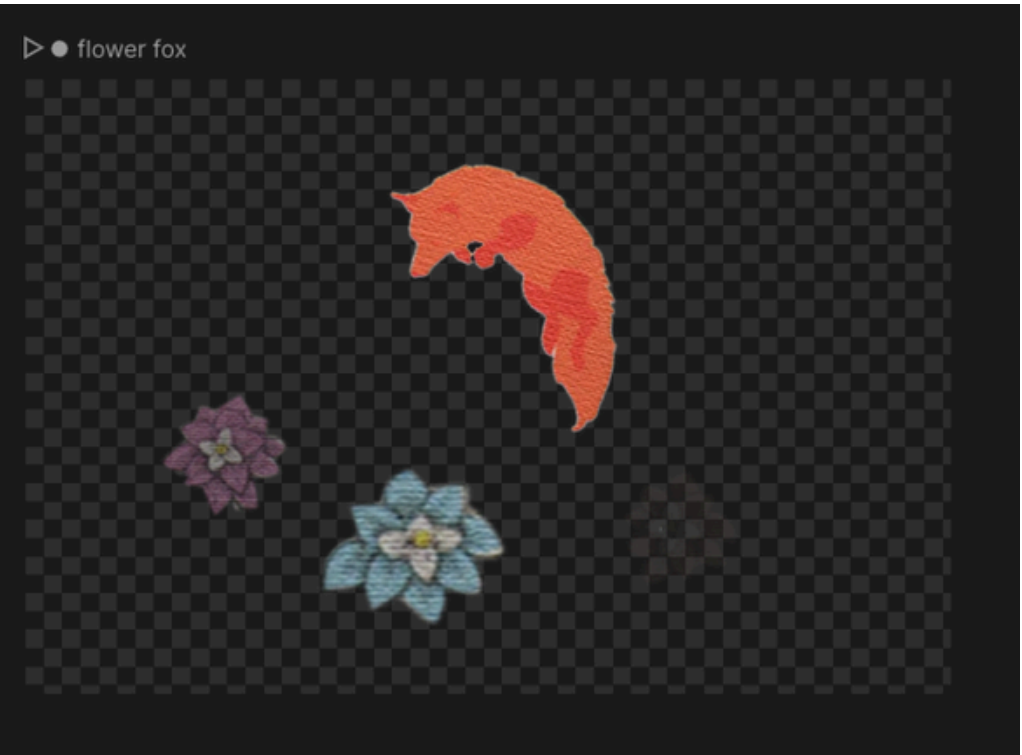
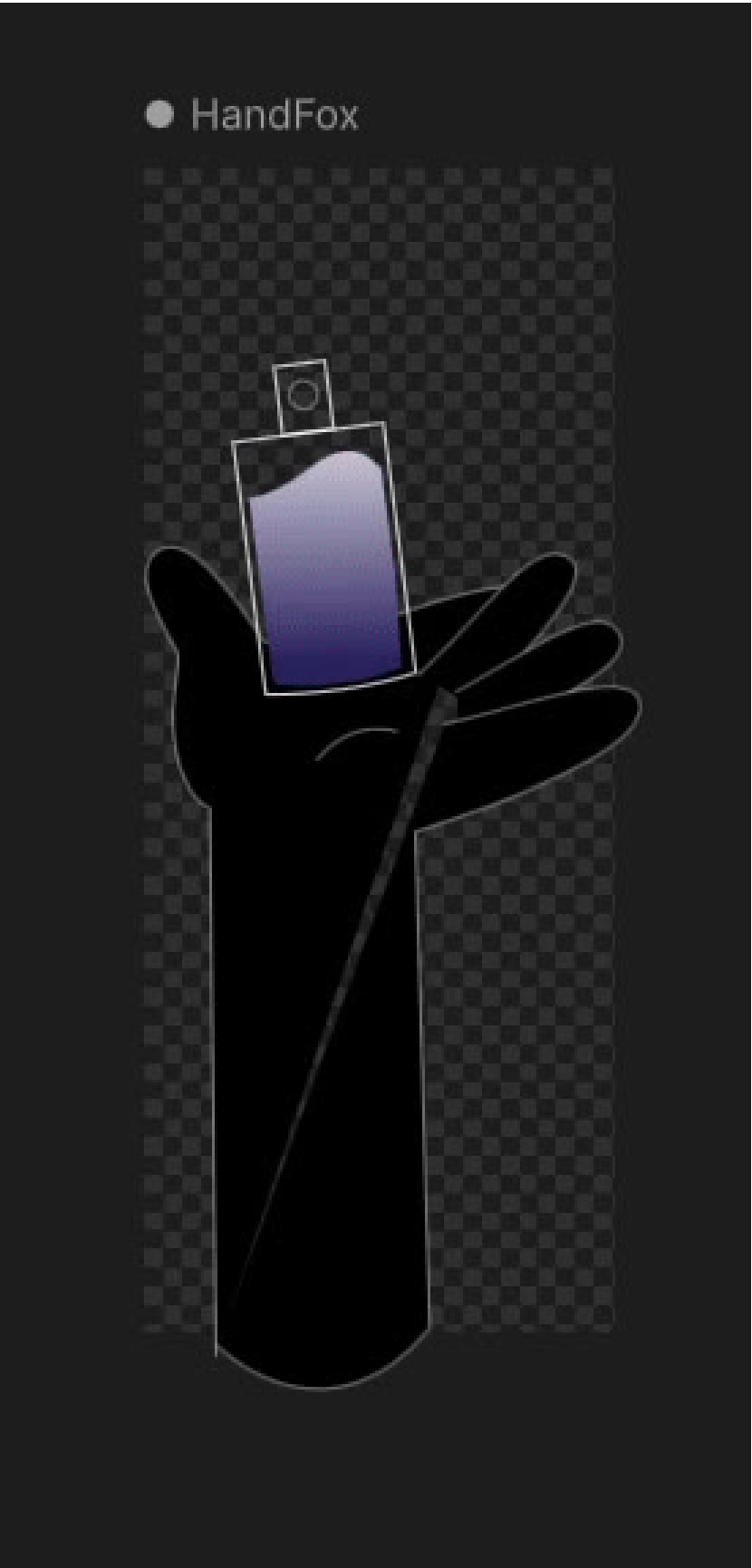
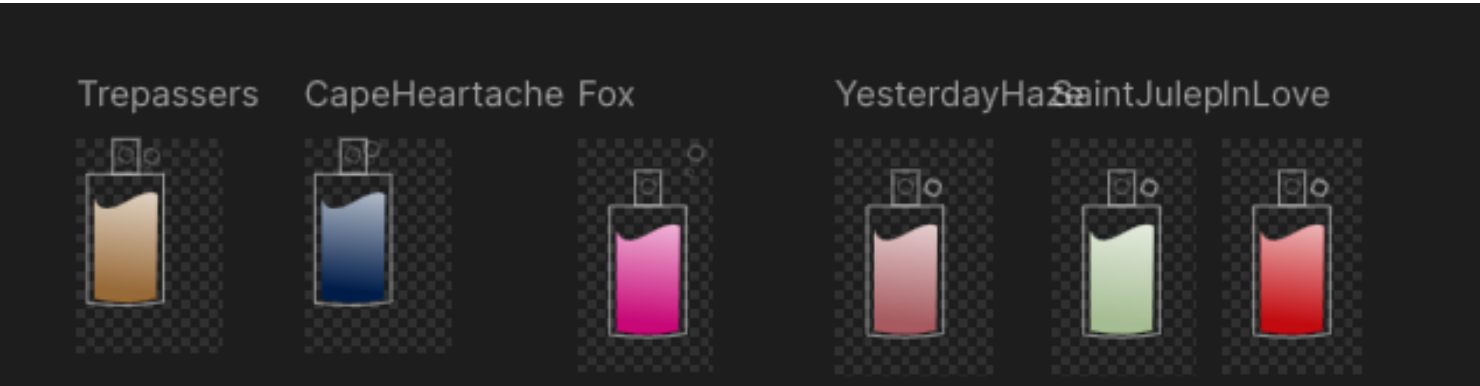
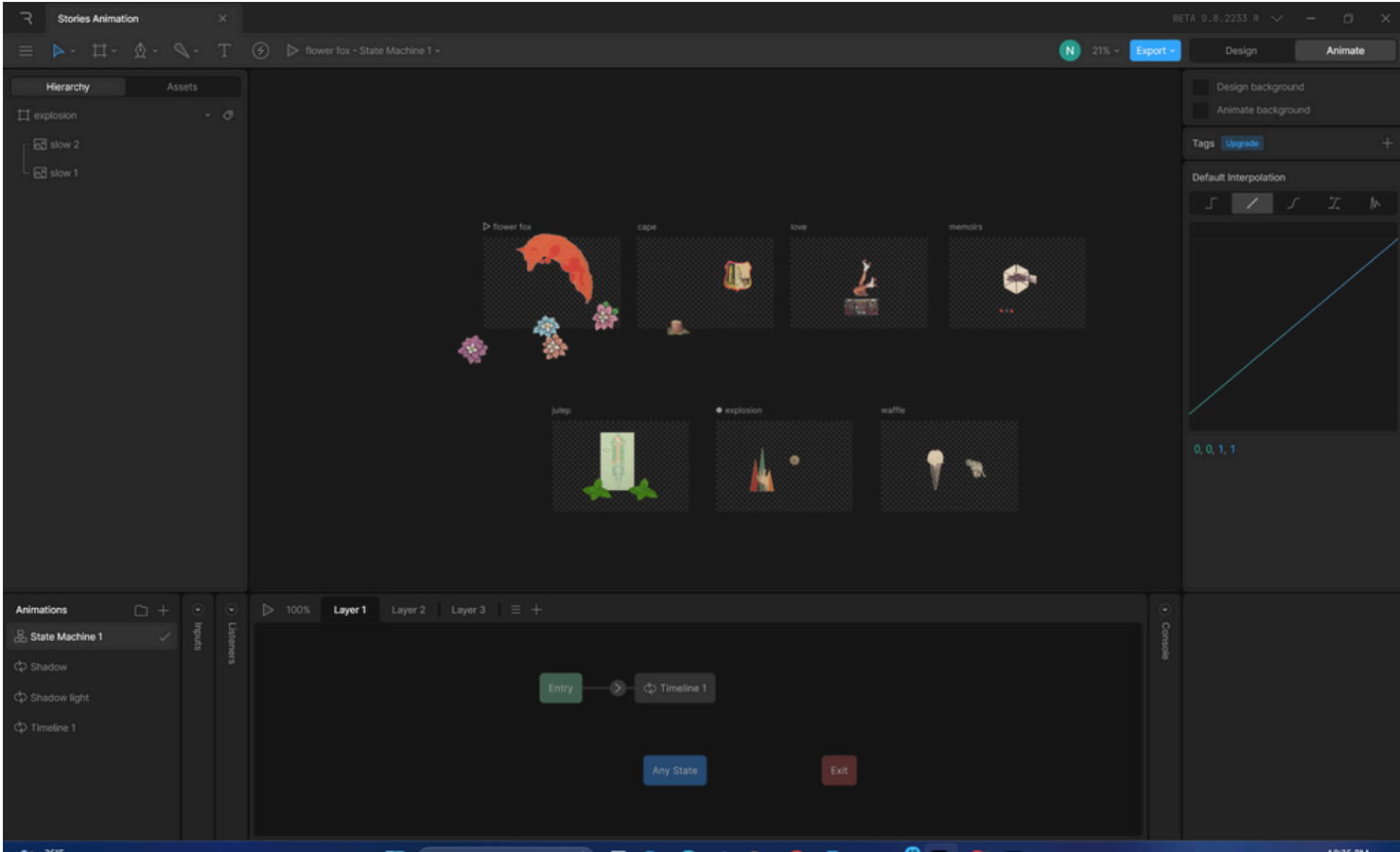
Story Page

COMPONENTS

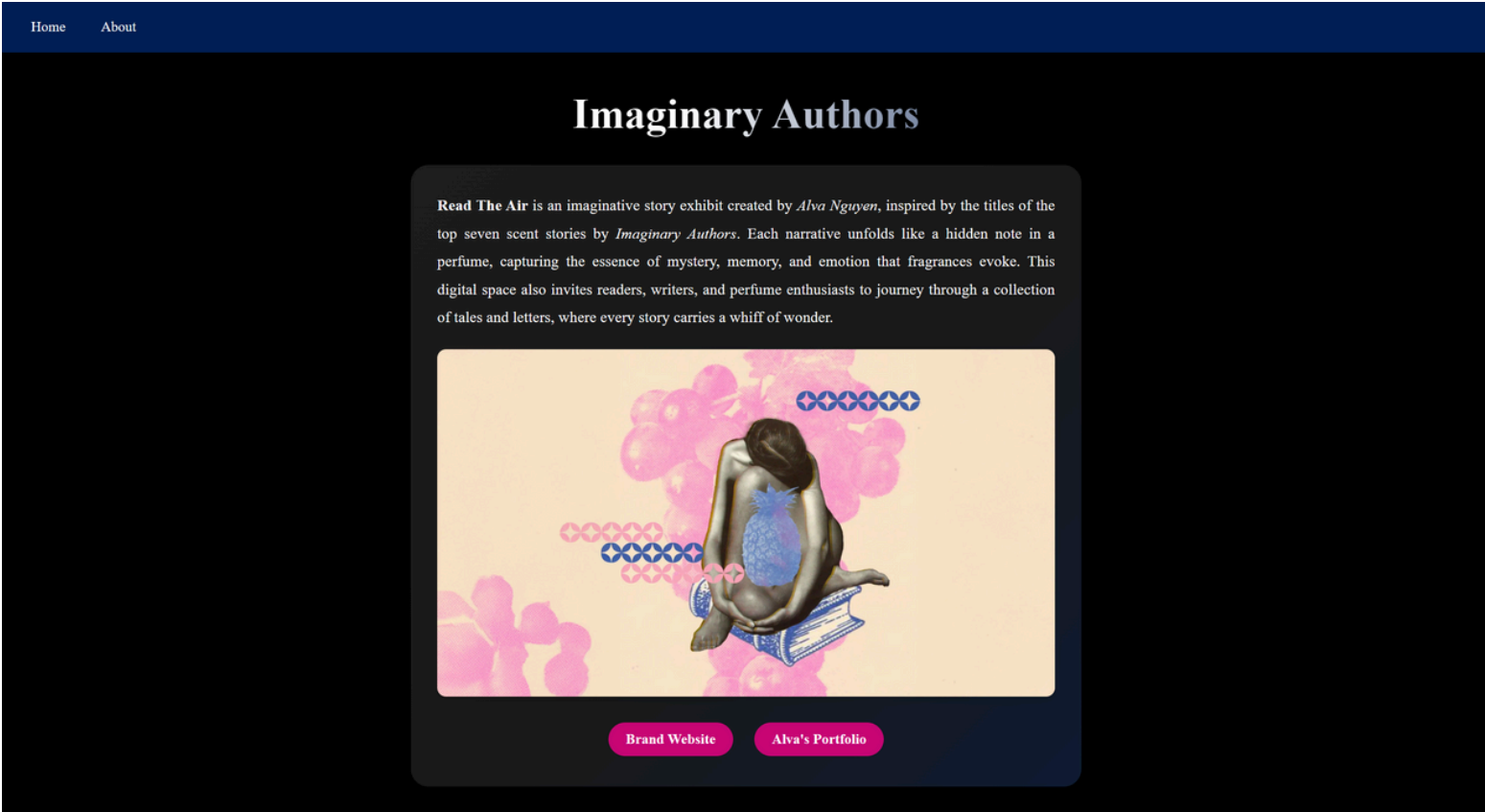


main page > about > stories

RIVE ANIMATION



FINAL



CHALLENGES

Using a State Machine for Animations with Limited Resources

- Challenge: Learn and apply state machine principles to establish conditions for animations, ensuring smooth transitions and interactions. Embed the resulting code effectively into the website, despite limited resources due to Rive's nascent community.
- Plan:
 - Explore Rive's official documentation and video tutorials.
 - Experiment with Rive's example projects to understand state machine workflows.
 - Research broader animation state machine concepts from other tools (e.g., Unity, CSS animations) for transferable insights.
 - Engage with online forums or communities that explore animation tools.

Managing Multi-Page HTML Content

- Challenge: Maintain and organize eight HTML pages, ensuring consistency in design and smooth navigation for the presentation of all short stories.
- Plan:
 - Use a consistent CSS stylesheet to standardize styles across all pages.
 - Optimize navigation with a reusable navigation bar and footer.
 - Implement a lightweight CMS structure if updates are frequent (e.g., Jekyll or Eleventy).
 - Test for responsiveness and performance on different devices.

Designing a Minimalist Layout with a "Wow" Factor

- Challenge: Achieve a balance between simplicity and visual impact, creating a clean, minimalist design that still captivates users.
- Plan:
 - Incorporate subtle animations or micro-interactions (e.g., hover effects, smooth transitions).
 - Use bold typography or unique layouts to create focal points.
 - Explore glassmorphism, neumorphism, or parallax scrolling effects sparingly to enhance visual appeal.
 - Ensure the design aligns with the content theme to create an immersive experience.

IMPROVEMENTS

Creating My Own CSS Framework Instead of Using Tufte CSS

- I realized relying on Tufte CSS limits my ability to fully customize the design and make it feel unique. By coding my own CSS framework, I can tailor every detail—like spacing, typography, and layouts—to match the minimalist yet "wow"-worthy aesthetic I want. It's more work upfront, but I know this will give me complete creative freedom and control over the look and feel of my project.

Refining Animations for a Polished Look

- The current animations work, but they feel a little rough and inconsistent. I want to refine them so everything feels seamless and intentional. Using Rive's state machine, I can make the animations more dynamic, responsive to user actions, and cohesive across the site. This is key to making my project stand out and keeping users engaged without overloading them.

Improving the Layout for Mobile Users

- Mobile is a priority for me since so many people access content that way. Right now, the layout works, but it doesn't feel as polished on smaller screens. I want to refine it to make sure everything is clean, readable, and easy to navigate, while still maintaining that minimalist design and "wow" factor. I'll adjust the typography, spacing, and interactions to ensure it's just as impressive on a phone as it is on a desktop.



I MAGINARY AUTHORS

WHERE THE LETTERS WEAR THEIR FRAGRANCES