

IXD304 - Narrative and Storytelling

Sherlock Holmes - Heroes & Villains

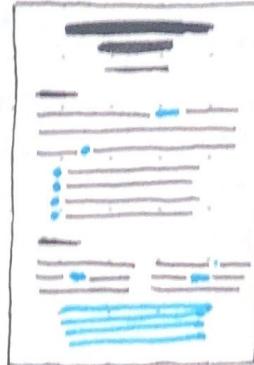
- brief → gather visual inspiration for a Sherlock Holmes website/digital publication
- can be website, comprehensive e-book
- can be illustrative/graphic - collect visual inspo for aesthetic

Inspiration

- Books
 - Film
 - TV
 - Pinterest
- } [colour scheme, Type, style/aesthetic]

Web-Friendly Content

- Highlighting content - makes key words/points easier to identify
- Meaningful sub-headings
- break down info - lists
- word count - more readable
- use blockquotes



Type

- Focus on body copy
- consider font size
- select a legible type
- use typographic scale - Fibonacci sequence
- consider type width - measure
- consider line height - leading
- consider font weight - iii

* Picking Typefaces *

- Inspiration

- Art Nouveau

- Heading Typefaces

- victoriana
- Rennie Macintosh
- ITC Rennie Macintosh
- Rennie Macintosh Glasgow
- Garamond
- RM Victoriana
- Old Standard

- Body text Typefaces

- Alegreya
- Alegreya Sans
- Maitree
- Merriweather
- Ubuntu
- Playfair Display
- Open Sans Condensed
- Slabo 27px
- Noto Sans JP
- Old Standard

* Typography *

- typography exists to honour content
- when choosing type - read the text before selecting type
- web design is 95% typography

- Web friendly content

- highlight keywords
- use meaningful sub-headings
- Embrace lists
- ↓ word count
- use blockquotes

A graphic showing two large, bold letters, 'A' and 'B'. The letters are primarily dark grey/black with a thick blue outline. The blue outline follows the contours of the letters, creating a stylized and modern appearance.

- Using & pairing typefaces

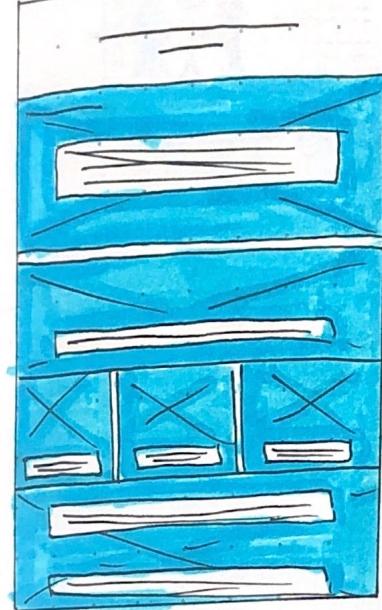
- combining serif / sans-serif type - use one 90% and the other 10%
- titles / subtitles → character
- body copy → subdued

* Typewolf, Typekit practise, Flexible Typesetting

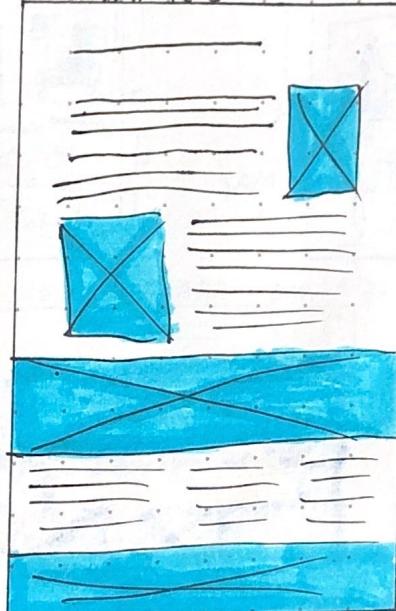
* Sections of 'Heroes & Villains' *

- **221b Baker Street** → The address & Sherlock Museum.
- **Home** → info. about Sherlock Holmes, books & adaptations
- **Measuring Mr. Holmes** → telling the story of SH through data (need to do)
- **On the Silver Screen** → about Sherlock Holmes movies
- **The cast of characters** → Heroes & villains
- **The small print** → citing resources

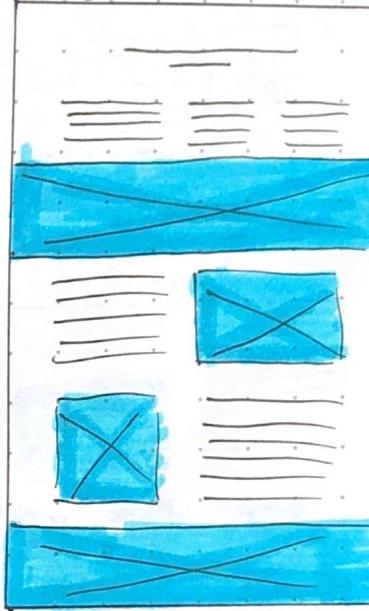
221 BAKER ST - GRAPHIC NOVEL



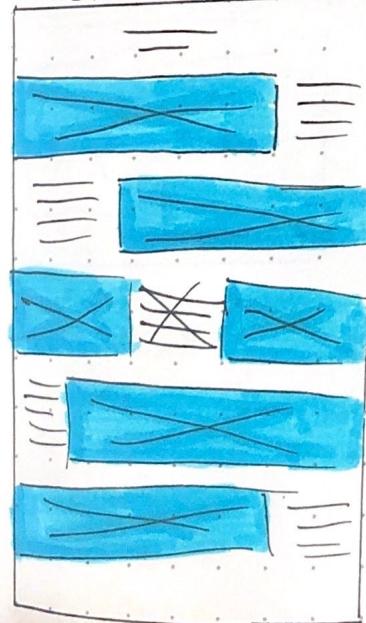
221 BAKER ST - WEB LAYOUT 1



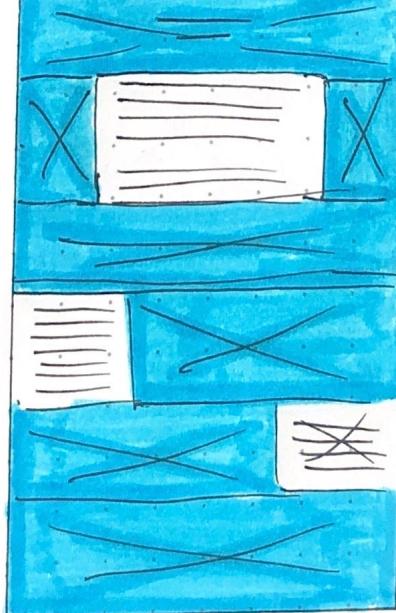
221 BAKER ST LAYOUT 2



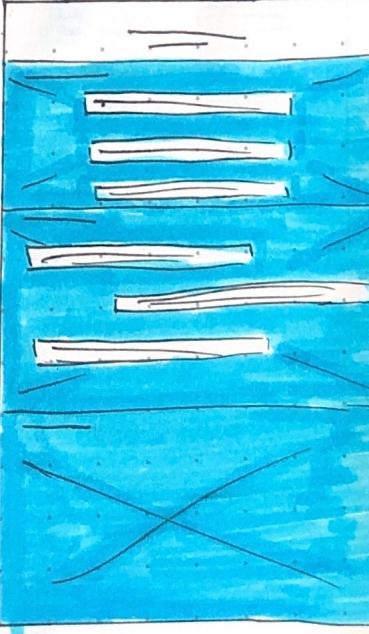
221 BAKER ST LINEAR LAYOUT



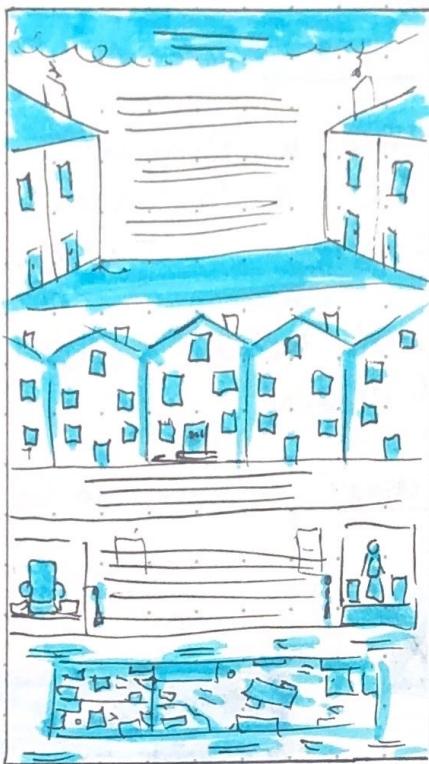
221 BAKER ST - FULLY ILLUSTRATED



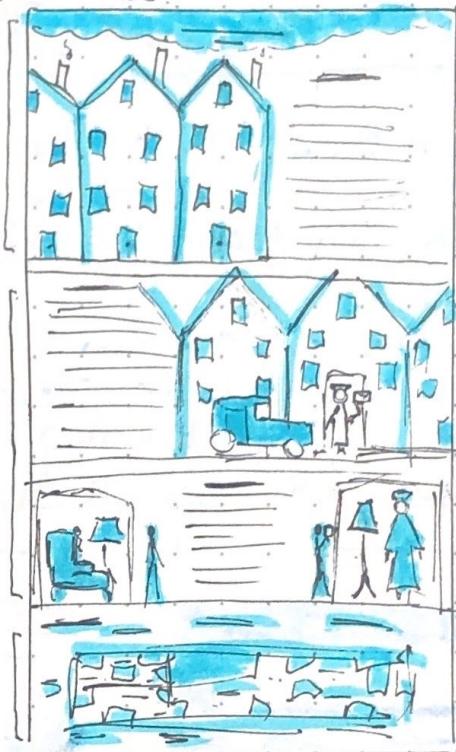
221 BAKER ST TEXT BOXES



221 BAKER ST-SKETCHES



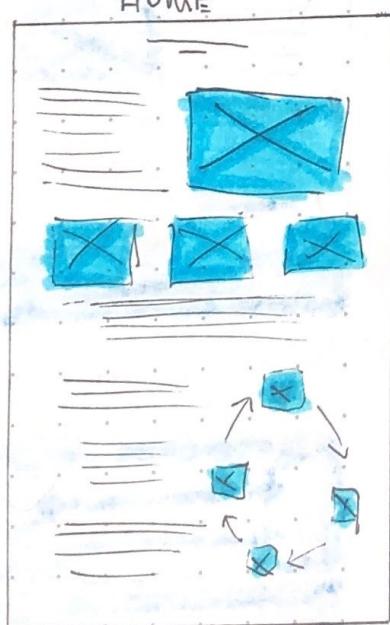
Address



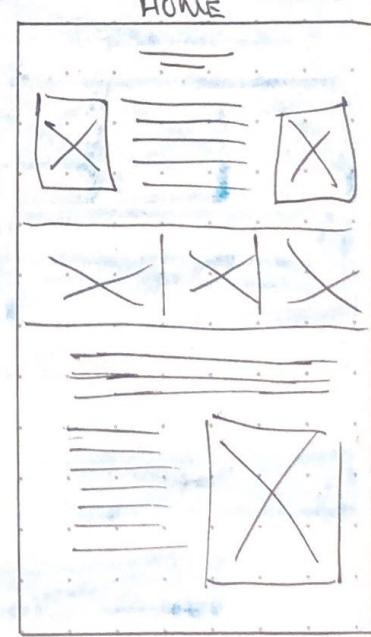
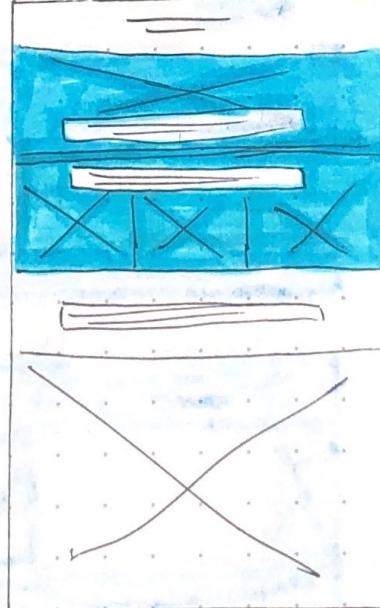
Museum

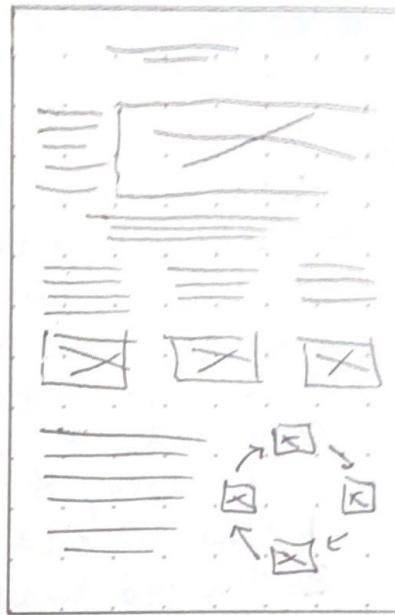
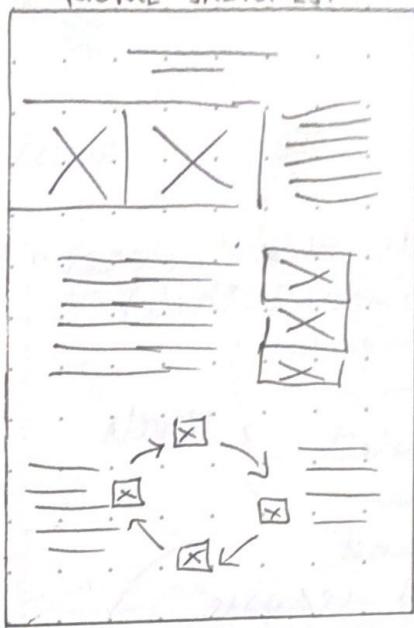
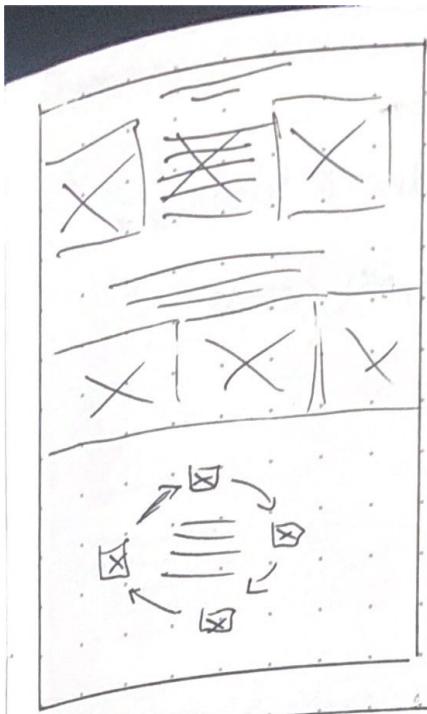
Map

HOME



HOME → GRAPHIC NOVEL

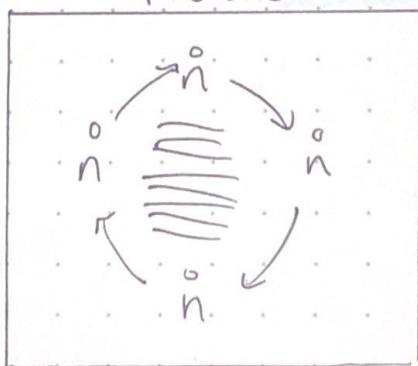
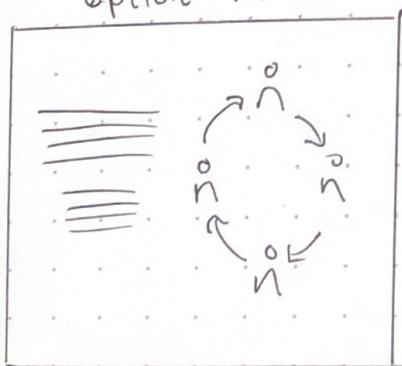




Sir ACD /
Sherlock

re-adaptation

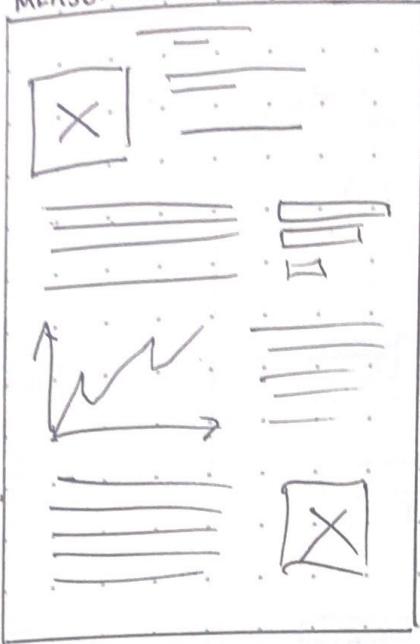
cycle



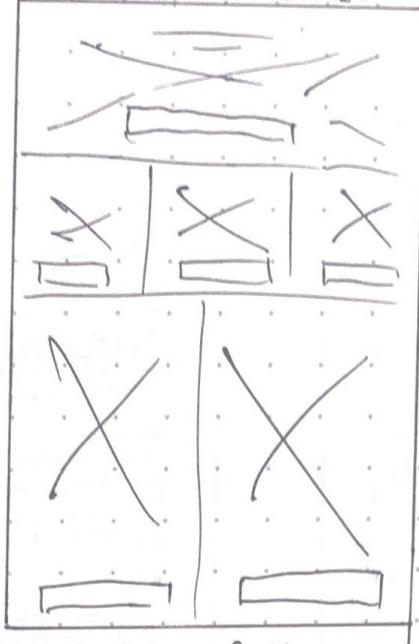
*Measuring Mr Holmes *

- Most filmed fictional character across film & television → 293 entries
- ~~9 books~~ ^{canon} → 4 novels, 56 short stories → 103,071 words
- rating of books (Randall Stock)
 - 1. Hound of the Baskervilles.
 - 2. The Sign of the Four.
 - 3. A Study in Scarlet.
 - 4. The Valley of Fear.
 - 5. "The Speckled Band"
 - 6. "The Red-Headed League"
 - 7. "A Scandal in Bohemia"
 - 8. "Silver Blaze"
 - 9. "The Blue Carbuncle"
 - 10. "The Musgrave Ritual"
 - 11. "The Final Problem"
 - 12. "The Empty House"
 - 13. "The Dancing Men"
 - 14. "The Six Napoleons"
 - 15. "The Bruce-Partington Plans"
 - 16. "The Man with the Twisted Lip"
- top 3 books ^{on sherlock holmes} (Michael Dirda)
 - 1. A Study in Scarlet.
 - 2. The Complete Sherlock Holmes.
 - 3. The Hound of the Baskervilles.
- 4. The Lost World.
- 5. Arthur Conan Doyle (D. Stashower & C. Foley & J. Lellenburg)
- He was a swordsman, boxer, violinist and master of deduction.

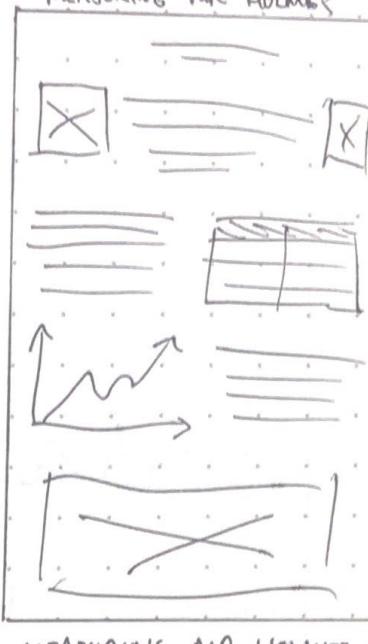
MEASURING MR HOLMES



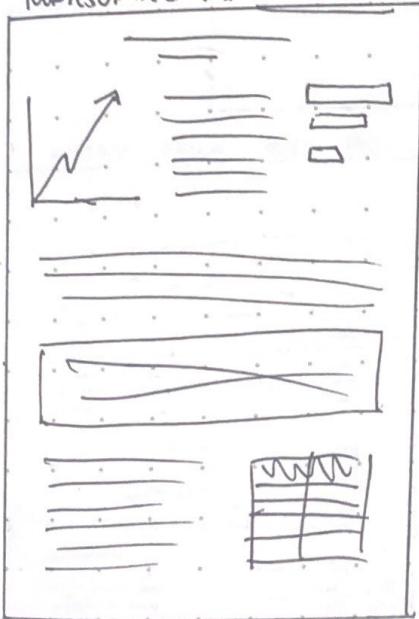
MEASURING MR HOLMES



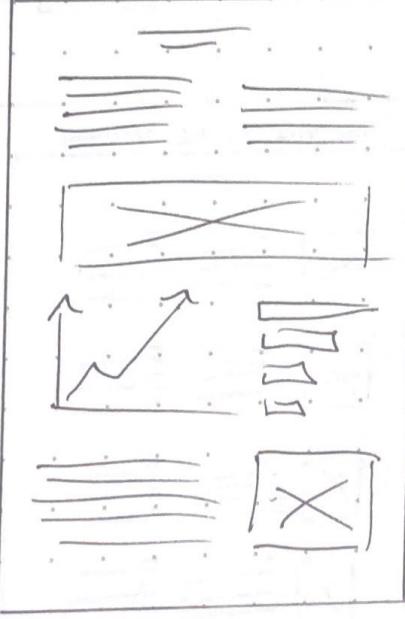
MEASURING MR HOLMES



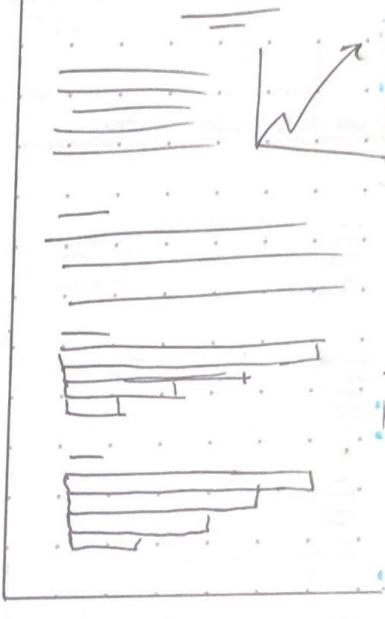
MEASURING MR HOLMES



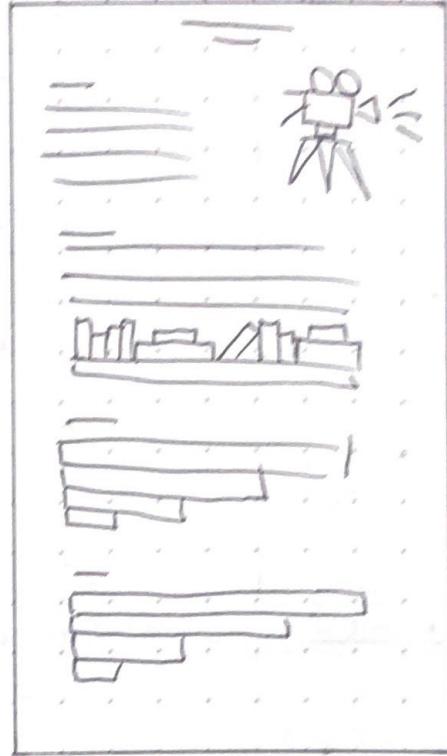
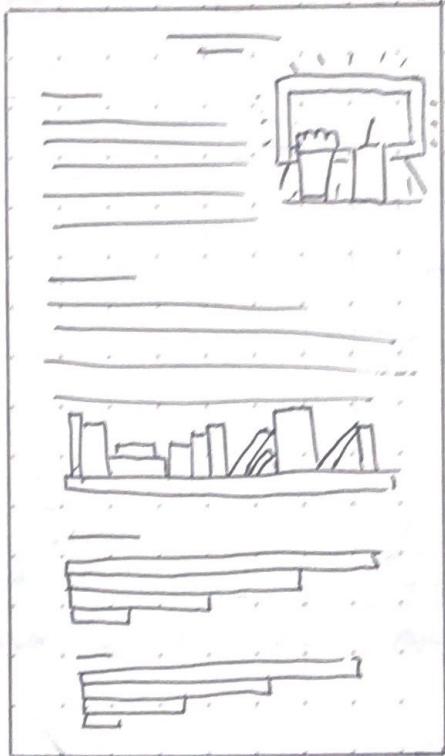
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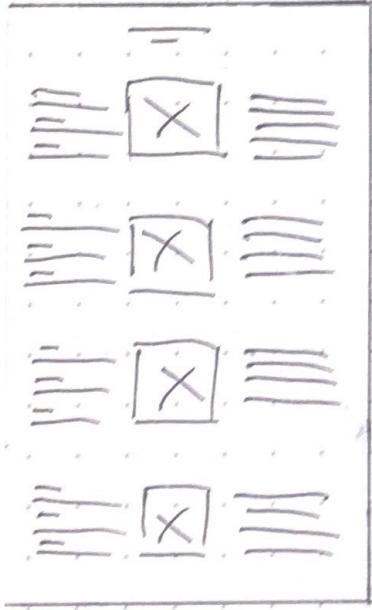
MEASURING MR HOLMES



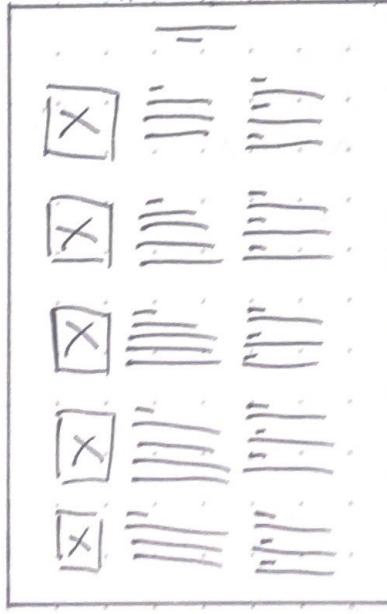
MEASURING MR. HOLMES - SKETCHES



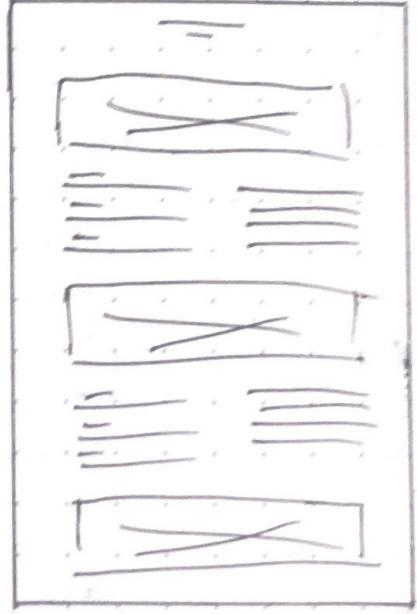
ON THE SILVER SCREEN

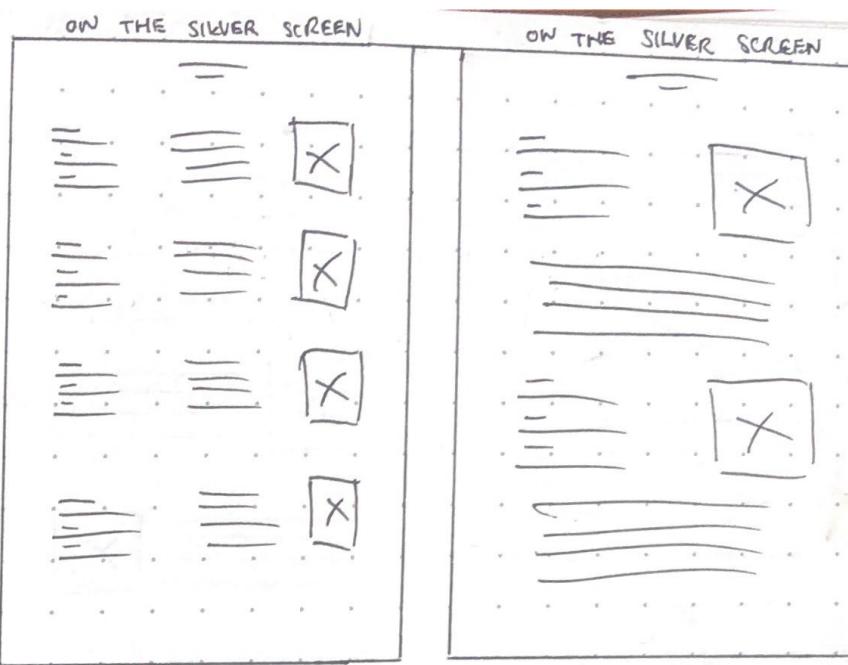
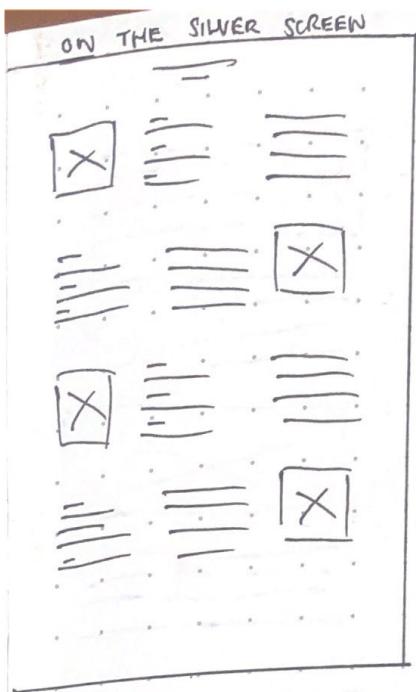


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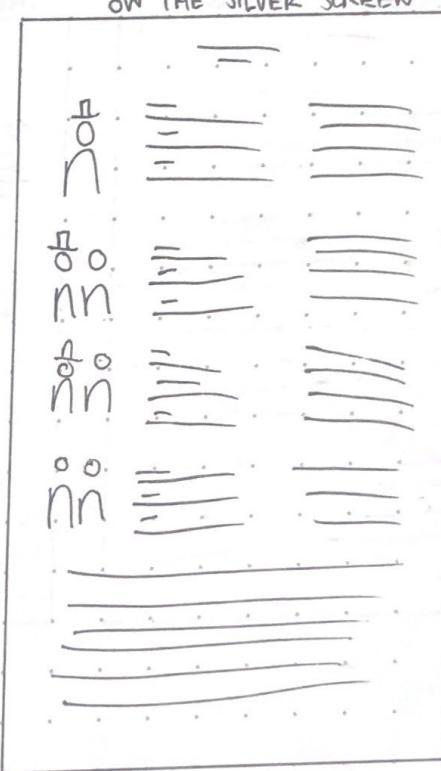
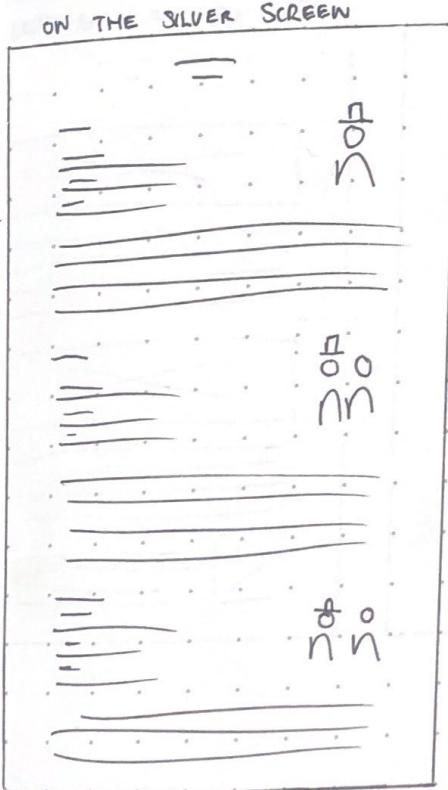


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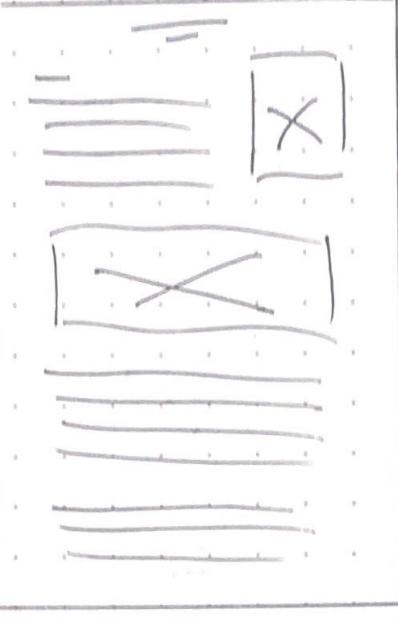




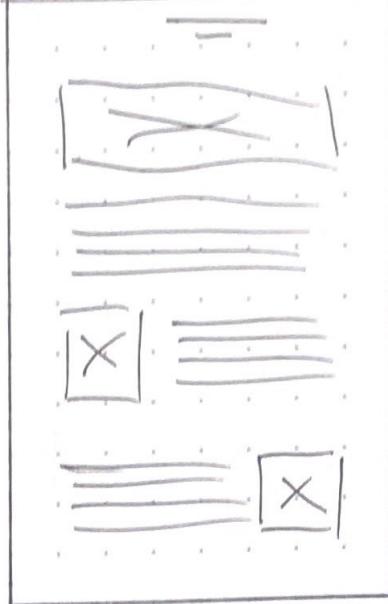
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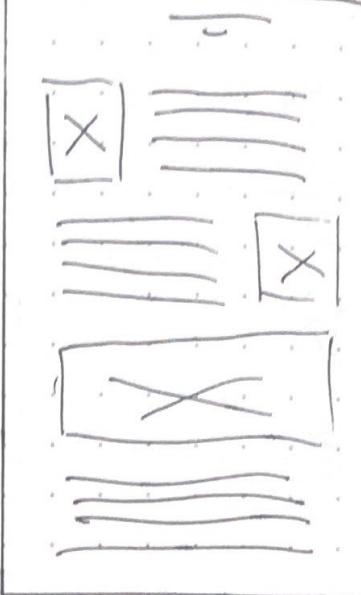
THE CAST OF CHARACTERS



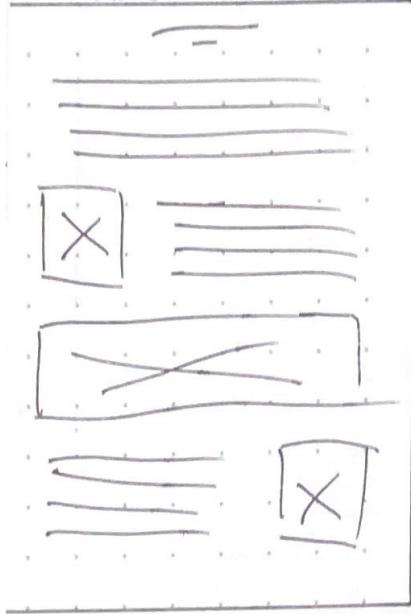
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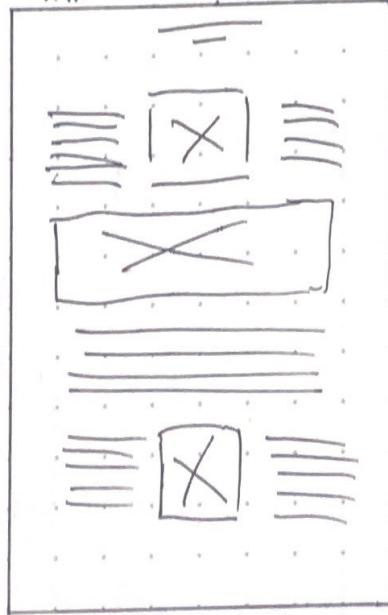
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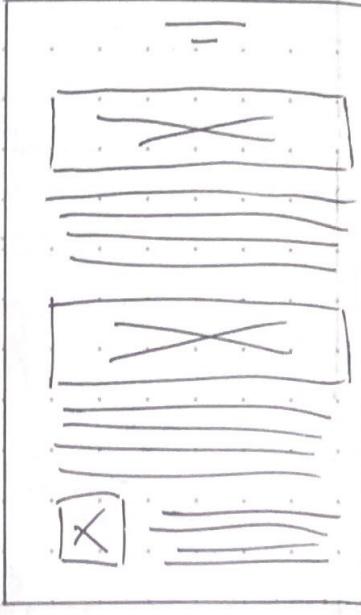
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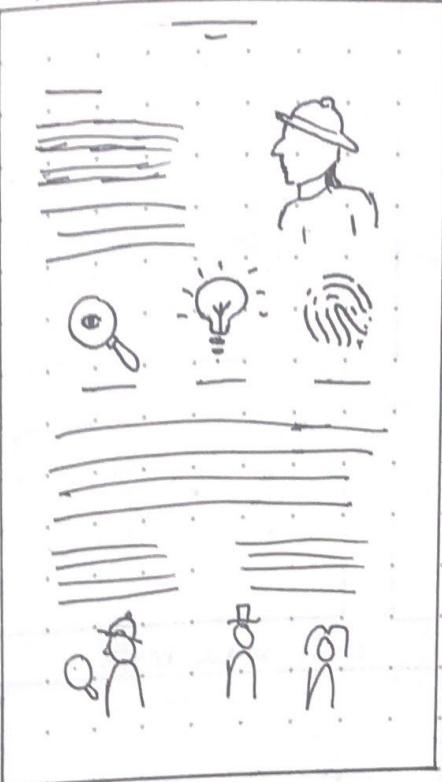
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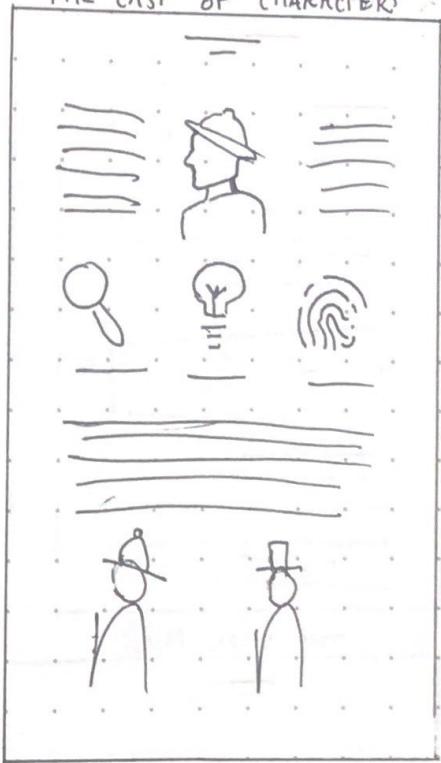
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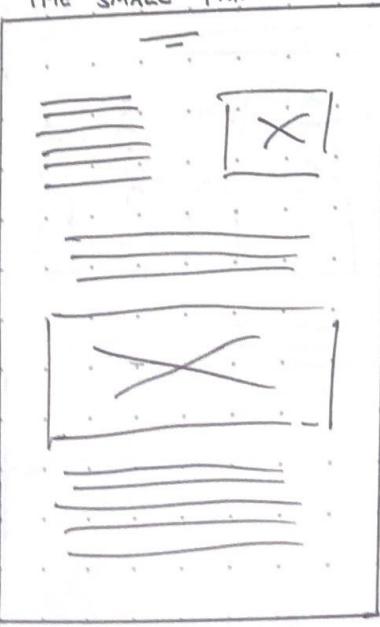
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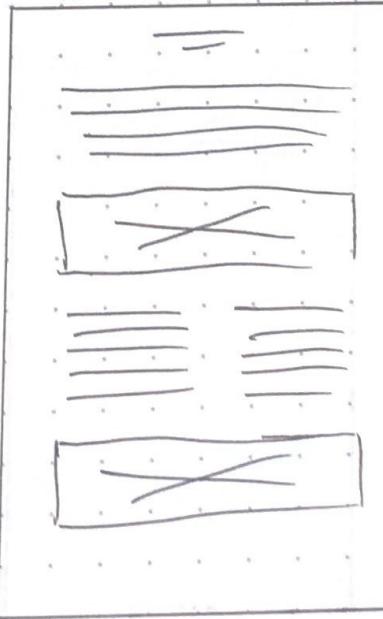
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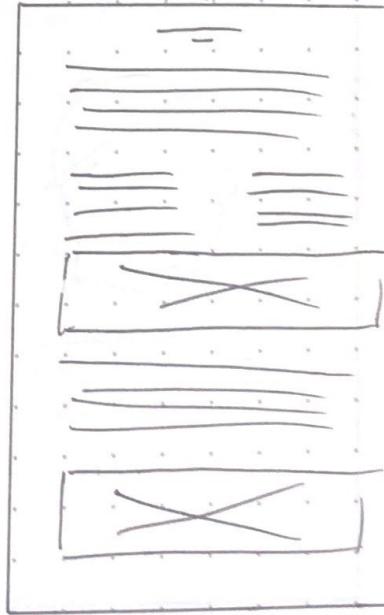
THE SMALL PRINT



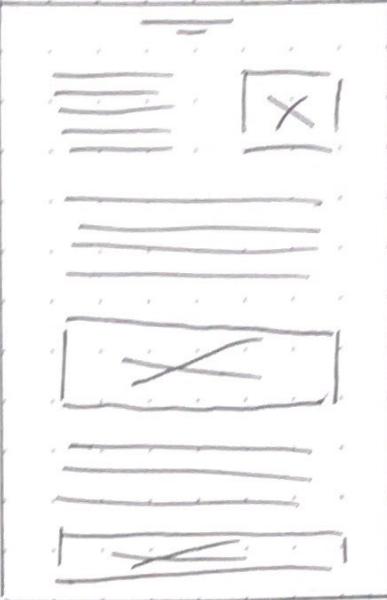
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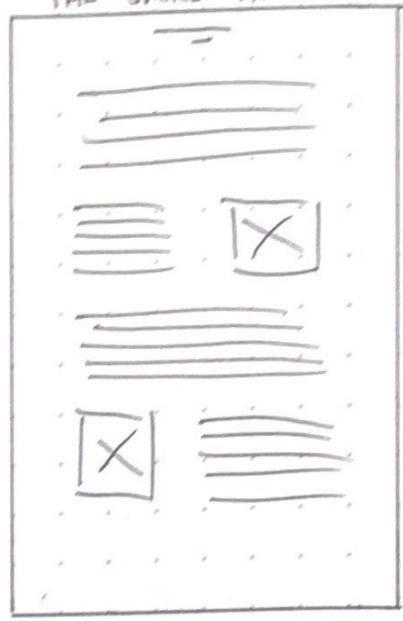
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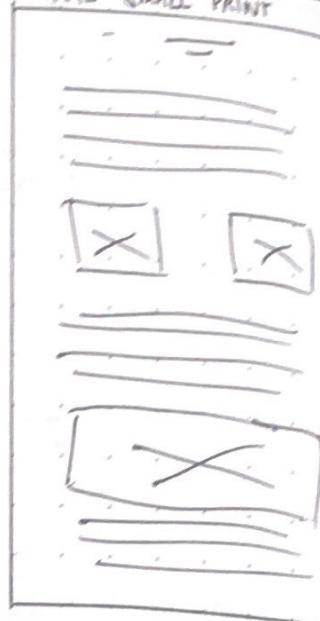
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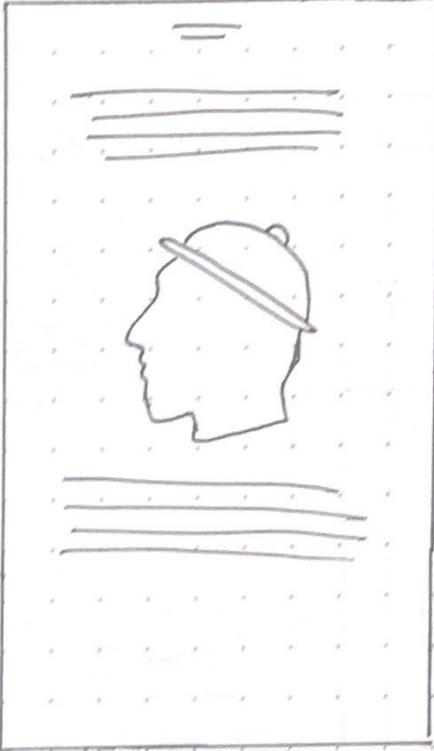
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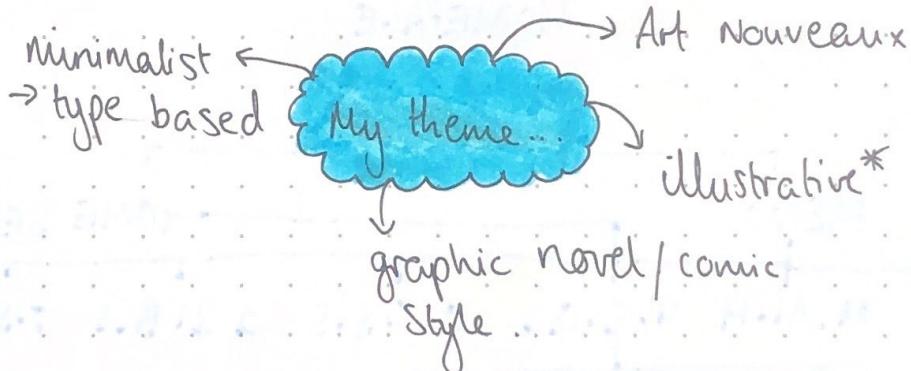
THE SMALL PRINT



* Chosen Typography *

- Main type - Playfair display (all caps)
- Secondary type - Josephin Slab (all caps)
- body type - Josephin Sans

* What am I going to make? *



* Icons required → e-book *

- Next page →
- Previous page ←
- home page / menu ⌂ ≡
- collapsable menu ▷ △



* Feedback session *

- Main points...

- darken blue colour
- Space text out more
- clever navigation
- * Make product for ifad → too small for iPhone
- Could add a bookmark option & close menu icon



* User Flow - Sherlock Holmes Project *

