

# IMY 320 GDD - Phase 1

## Proposal and Concept

Area 51 Squad

güac

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# güac

This website will serve as a portfolio for our content creation company, güac, and will showcase five projects we have made. A game, a short film, a web application, lyrics videos and designs.

The overall look and feel will be very clean and have minimal themes, besides those taken from each project, to allow each project to exhibit it's own theme.

## Interaction with the website

### Overall Interaction

The key design features for our website as a whole, is a parallax effect and floating elements. X, Y and Z movement of each floating element on the page will be slightly affected by the cursor on the screen. We have decided to keep the effect isolated per section, and not include it on scrolling, as this can be straining on the user during page transitions.

Motivation: Given that the featured projects are vastly different and cover a wide range of art styles, we want the parallax effect to give the website depth, as though each project is presented as a space to explore and move in. Finding a middle ground where the parallax effect conveys this idea, but isn't overwhelming/straining is the key.

For transitions, we have decided on an animation sequence as follows;

- The floating elements in the current section will move out of view.
- Text will dissolve leaving the background clear.
- The background colour will change during this.
- Next section's text will reassemble.
- Next section's floating elements will move onto screen.

This sequence allows the user to scroll through sections while remaining on the same page as well as click between sections seamlessly.

Motivation: Inspired by modern web-trends, we want the website to be experienced as one entity as opposed to something that needs to be clicked through to explore.

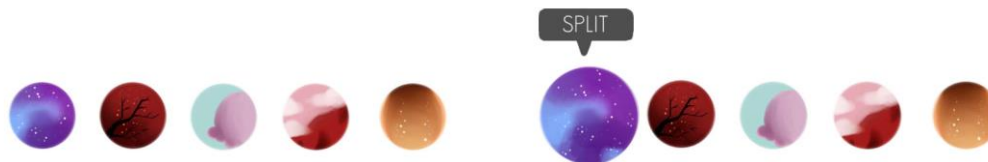
The cursor for the site is a small dot that will be a complementary colour to each of the colour palettes per section. When something can be clicked on the page, the dot turns into a hollow circle.

Motivation: Again, as inspired by modern web-development trends, the cursor should not break away from the overall theme of the website, but rather complement it. At the same time the cursor should not be distracting, thus we opted for a dot, which becomes hollow to show interaction and not break visibility of the interactive element.

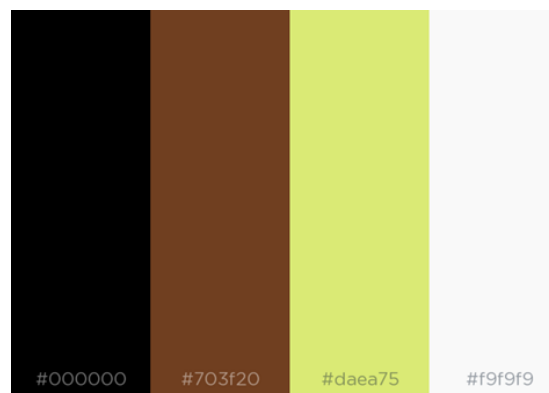
# Landing Page

## Interaction

The landing page is minimalistic. It only features the logo and slogan with a navbar composed of 5 dots. These dots will allude to the different projects via their animations and show the project name when hovered over. When on any project's section, a smaller non-distracting version of the navbar will be featured at the top of each page.



## Colour palette



Because our company's name is 'güac' (like guacamole) we have decided to use the colours of an avocado for our main palette: green and brown, as well as black and an off-white so as not to strain our users' eyes.

We chose the colour brown because it invokes feelings of wholesomeness, stability and peace [2], as well as a sense of organisation, reliability, security and safety [3].

We chose the colour green because it is understood to be the most relaxing and restful colour for viewing by the human eye [1]. It is a colour that promotes a sense of peace and tranquillity and helps to alleviate anxiety, depression, and nervousness [4].

## Font - Hero Light

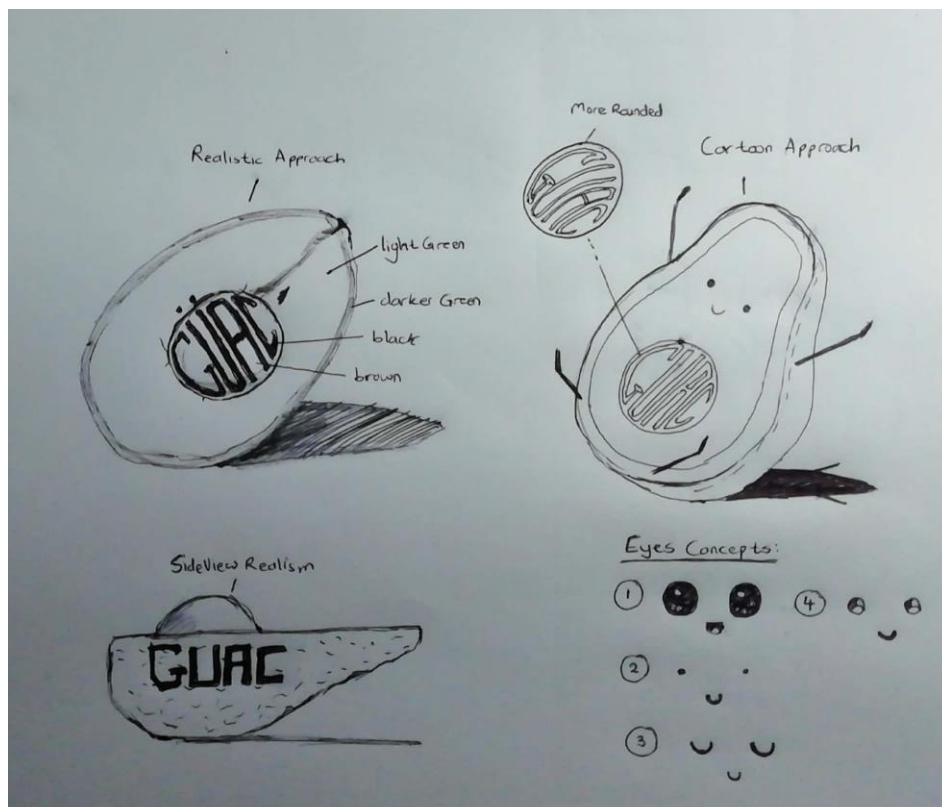
güac

\*note that Hero Light will also be used for any other text within the realms of the projects that isn't the title of the project.

We chose Hero Light because the font is simple and clean.

Because the projects that are to be showcased on our site are so different, we wanted a simple font that can tie them all together as still being a part of our website, and that would allow for the easy addition of other projects in the future.

## Logo concepts



# Game - Split

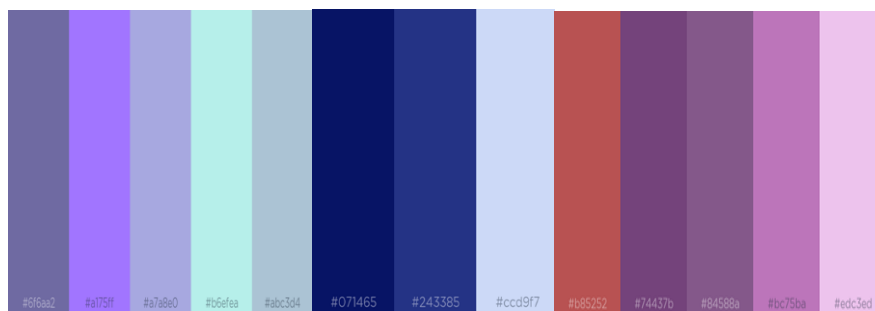
## Interaction

This page has floating space rocks as seen in the game. When hovering over one, the two characters will warp onto the rock into their respective sides as a nod to the game's mechanics.

## Wireframe



## Colour Palette



Font - Geosans

# SPLIT

Assets



# Horror film - The Friend Circle

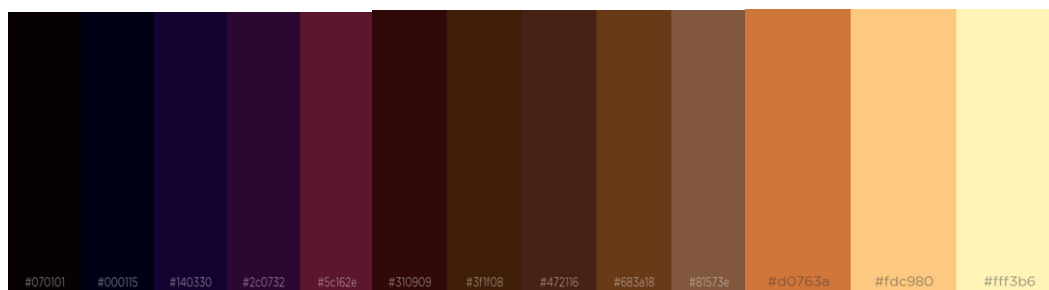
## Interaction

Clicking on the campfire will extinguish it, darkening the forest and starting the movie. Creepy eyes will peer out of the forest depending on the angle of the parallax effect. There will be an element that plays the trailer as well.

## Wireframe



## Colour Palette





Font - Open Sans

# THE FRIEND CIRCLE

Assets







Font - DK Lemon Yellow Sun

# THE STRAIGHT SCOOP ON ICE CREAM

Assets



# Lyric video - Heaven and Mama

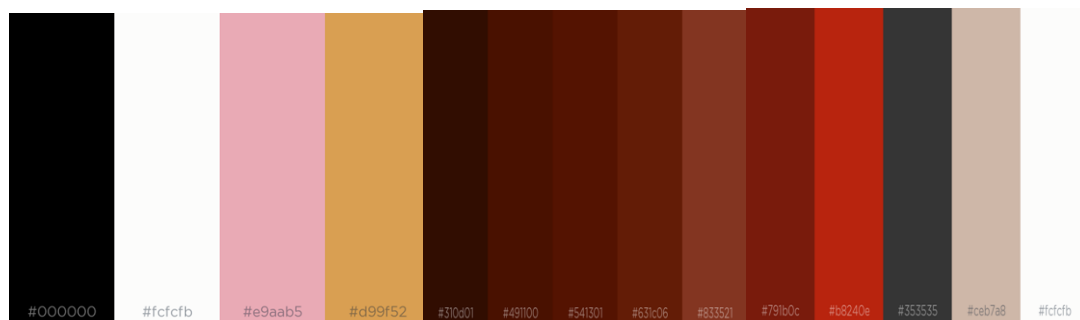
## Interaction

This page features two sides, left being Heaven and right being Hell. These two sides are directly connected to the two lyric videos, as Heaven is about themes of heaven/good, while Mama is about hell/evil. The page has two icons that can be clicked while the background shows the colours representing each side “fight” for dominance. Once an icon is clicked, the respective side takes over the other, presenting a page with a blurb and the clickable video.

## Wireframe



## Colour Palette



Font - Arial and Sardonyx

HEAVEN  
MAMA

Assets



# Logos and designs - Hopman Brewery

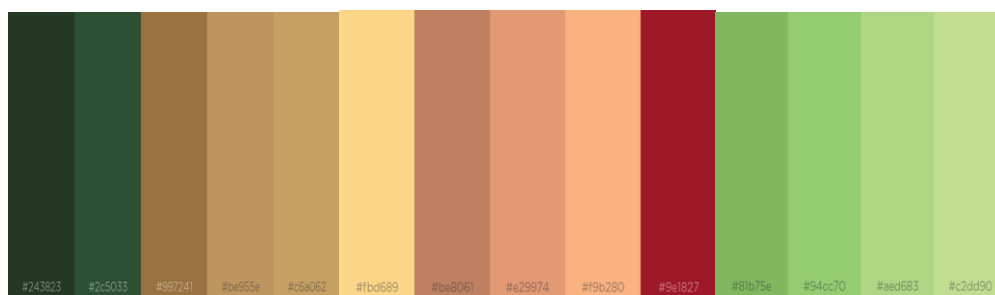
## Interaction

Given that there are several beer flavours for Hopman and each has its own design, we have decided to have the designs float around the brand's logo. These can be clickable beer bubbles or bottle caps. Clicking on one will open a pop up that shows the logo in detail alongside a blurb.

## Wireframe



## Colour Palette



Font - Geo Sans

# Hopman Brewery

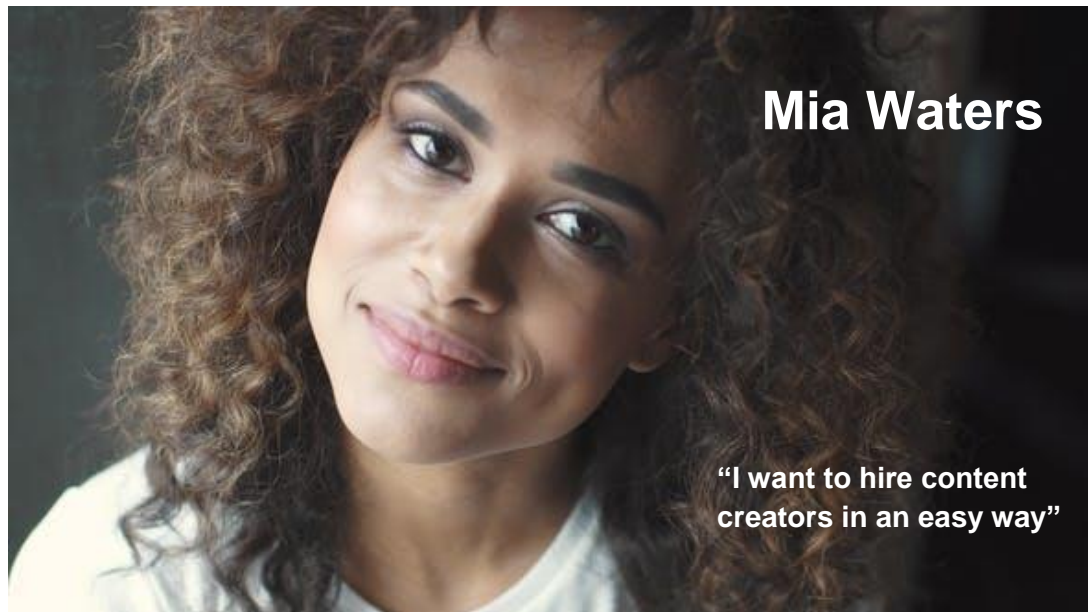
Assets



## Motivations for Project Fonts and Palettes

For each project, we have chosen the colours that occur within those projects as the colour palettes for each individual realm/project, as well as use the fonts that occur within the projects for their titles, as this sets projects apart from one another and makes the site more visually interesting.

# Personas



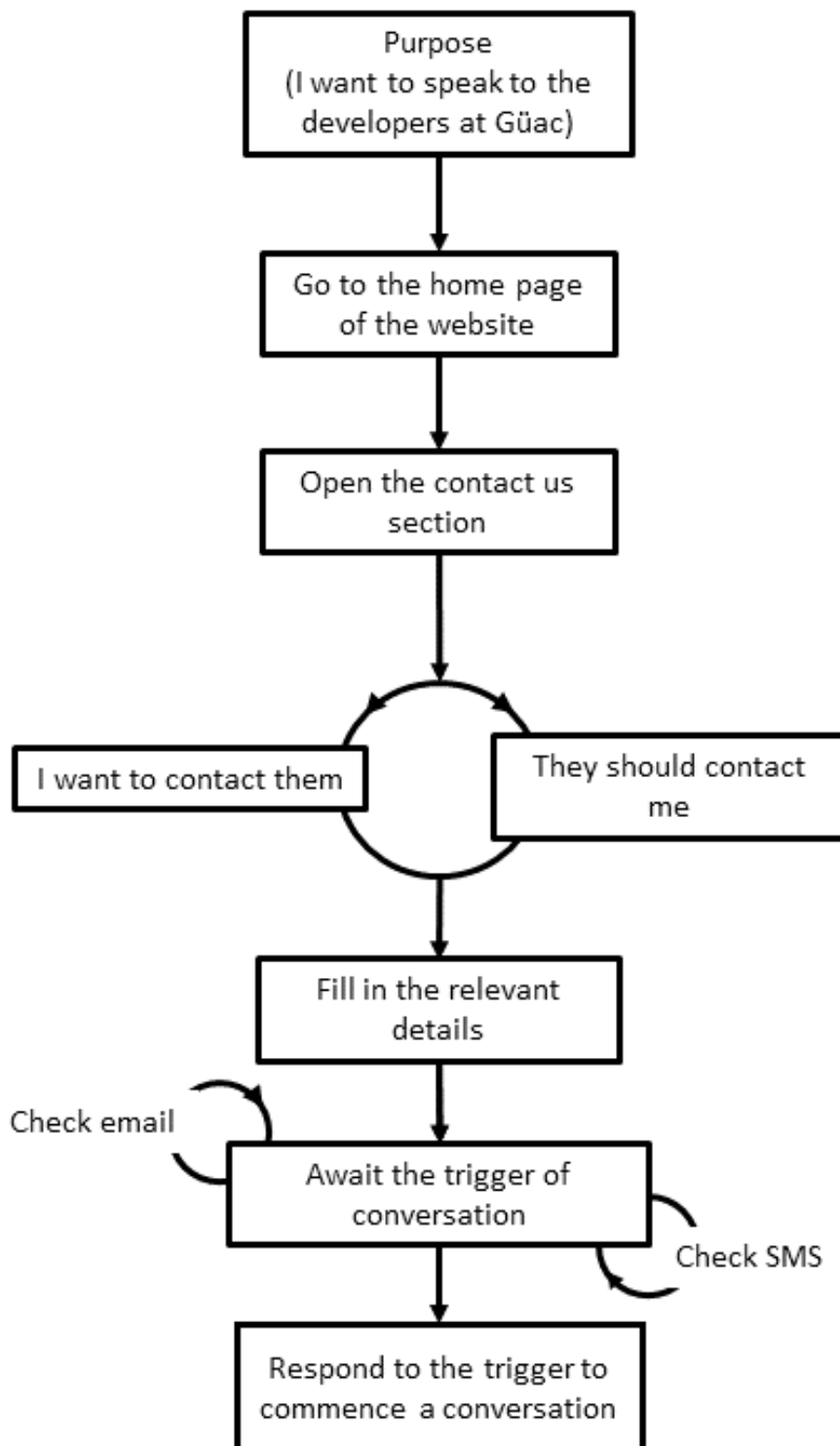
<b>Key goals</b> <ul style="list-style-type: none"><li>- Wants to find inspiration</li><li>- Wants to find good animators</li><li>- Wants to be able to contact project creators without having to do so in person</li></ul>	<b>Behaviours</b> <ul style="list-style-type: none"><li>- Impressed by good visuals</li><li>- Loves film trailers</li><li>- Uncomfortable meeting new people / socially anxious</li></ul>
<b>We must</b> <ul style="list-style-type: none"><li>- Provide clear differentiation between the projects on our site</li><li>- Allow for her to get in contact with project creators via email, social media, telephone etc.</li><li>- Make visuals clean, seamless, and eye-catching</li></ul>	<b>We must never</b> <ul style="list-style-type: none"><li>- Limit her options of projects</li><li>- Use boring or generic visuals</li><li>- Force her to speak to the developers directly</li></ul>





<p><b>Key goals</b></p> <ul style="list-style-type: none"><li>- Wants to see some cool projects</li><li>- Wants to know who created the projects</li><li>- Wants to avoid reading too much</li></ul>	<p><b>Behaviours</b></p> <ul style="list-style-type: none"><li>- Gets tired reading too much information</li><li>- Gets excited when he sees something uncommon</li><li>- Likes to click buttons</li></ul>
<p><b>We must</b></p> <ul style="list-style-type: none"><li>- Have a simple way of showing who created the projects</li><li>- Have buttons provide good feedback</li><li>- Make headings self-describing</li></ul>	<p><b>We must never</b></p> <ul style="list-style-type: none"><li>- Overcomplicate the descriptions</li><li>- Show something generic</li><li>- Break the user away from the projects</li></ul>

## Task Model



# Hosting Platforms

Here are a couple of free web hosting platforms that could be used:

(1.) WordPress.com

**Storage:** 3GB

**Domain:** WordPress.com

**Bandwidth:** 3GB

**Email:** Yes

**Website Builder/Design:** Hundreds of mobile friendly themes and customizations.

(2.) Weebly.com

**Storage:** 500MB

**Domain:** Weebly.com subdomain

**Bandwidth:** Unlimited

**Email:** No

**Website Builder/Design:** Free templates; can edit via HTML, CSS, or drag-and-drop

(3.) Bravenet.com

**Storage:** 500MB

**Domain:** Free Bravenet subdomain

**Bandwidth:** 1 GB

**Email:** Unlocked with paid upgrades

**Website Builder/Design:** Free drag-and-drop website builder

(4.) x10Hosting.com

**Storage:** 1GB

**Domain:** 2 add-on domains, 1 parked domain, and 2 subdomains

**Bandwidth:** Unlimited

**Email:** 3 free accounts

**Website Builder/Design:** Website builder with more than 150 templates; other programs available via cPanel installations

(5.) Wix.com

**Storage:** 500MB

**Domain:** Wix.com subdomain

**Bandwidth:** 500MB

**Email:** Yes

**Website Builder/Design:** Drag-and-drop editor with lots of templates and apps

# Libraries

To achieve the right look and feel for our website, we will be using libraries such as:

- (1.)Bootstrap
- (2.)jQuery
- (3.)Foundation
- (4.)animate.css
- (5.)Ratchet

## References:

### Interaction:

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