PUI Assignment 8
Write-Up
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Part I - Intro

Japanese modern art and design plays an important role in the contemporary international arts community. Many people visit museums and research online to understand and get inspirations from Japanese arts when creating their own works, and I am one of them. Thus, the purpose of my website Ato, "Art" in Japanese, is to inform and inspire people by featuring outstanding Japanese art and design projects, as well as the artists and designers.

My website highlights many famous Japanese art and design projects, such as rebranding UNIQLO. Users can filter the projects by categories such as installation and branding on the landing page. Furthermore, users can both read about project and review high-quality photos of them within each project detail page. Similarly, there is a gallery of famous contemporary Japanese artists with their photos, descriptions and representative works. Users are able to get a good sense of the famous contemporary Japanese artists across disciplines, such as branding, photography and architecture, by going through the diverse artist gallery page.

Ato is engaging and interesting for multiple reasons. First, the visual language of the website is simple yet appealing, referencing back to the Japanese minimalism design principle. For instance, the video background of the landing page grabs user's attention at first sight. Similarly, the micro-interaction of content appearing upon user scrolling adds to the engagement.

The target audience is anyone who is interested in modern art and design in Japan, such as creative professionals and students, and people who look for design inspirations. Also, both English and Japanese descriptions are presented for featured projects, broadening the audience group since Japanese speakers could understand most of the website too.

Part II - Interactions

- On the landing page, users can filter and view the featured projects by 4 categories : All, Branding, Physical, and Installation.
  - interaction type implemented: filter
  - To reproduce: On landing page (featured projects page), click on each of the buttons labeled *All, Branding, Physical and Installation.* See how the resulting projects changes based on the filter.

- On the landing page, users can hover over the projects to see the project name with an overlay of the image thumbnail.
  - interaction type implemented: hover
  - To reproduce: On landing page (featured projects page), hover over each of the 6 square images.

- On the landing page, users can click on individual projects to open up a project detail page to read about the descriptions and view images.
  - interaction type implemented: click and open up new page
  - To reproduce: On landing page click on any square image.

- On the landing page and project detail pages, content such as the filter on landing page and images on project detail page are disclosed progressively via a subtle fade-in animation when users scroll down the page.
  - interaction type implemented: scrolling
  - To reproduce: On the landing page or any of the 6 project pages, scroll down the page to see more content fade in.

- On the landing page and project detail pages, users can click on the hamburger menu on the upper right to retrieve a full-screen navigation menu with dark overlay
  - interaction type implemented: click and reveal
  - To reproduce: On the landing page or one of the 6 project pages, click on the upper right hand side hamburger icon. Click the close bottom on upper right hand to close the menu overlay.

- On the "Featured Artists" page, users can click on any portrait of the artists reveal more information and pictures of the artist below.
  - interaction type implemented: click and reveal
  - To reproduce: On the "Featured Artists" page, click on any photo of the artist.

- On the footer section, users can type in their email to sign up for weekly news.
  - interaction type implemented: enter information and hit submit button

- To reproduce: On the bottom of the landing page, click on the email entry field, type in email and hit the submit button below.

- On all pages, users can click on the upper left logo to go back to the landing page
  - interaction type implemented: click
  - To reproduce: Click on the upper left logo "Ato" and be taken back to landing page

Part III - Tools

1. Isotope layout & filter library (https://isotope.metafizzy.co/)

- **Why**: I chose to use Isotope because it allows easy layout and filtering function with automatic transition animation. Items that match the selected filter will be shown. Items that do not match will be hidden.
- **How**: I used this library to achieve the sorting and filtering function of the image thumbnails on the landing page. By putting each featured design case into an "iso box" and giving each "iso box" labels of categories, I created the filter function. Users can click on one category and see only design cases that fall under that category. I also used imagesloaded.js to avoid image uploading issue of Isotope library (https://github.com/desandro/imagesloaded), according to the Isotope's documentation.
- Isotope adds to my website as it creates a dynamic interaction on the landing page where users can filter to see only the design cases that they are interested in. This feature will be more helpful if there is a large number of cases shown in the future. The filter names also give users a better sense of the characteristics of the featured design cases.

2. wow animation javascript (https://wowjs.uk/)

- **Why**: I chose to use this animation library because it reveals animation upon scrolling, which is in accordance with my design idea to disclose content progressively with smooth transition. Animation that fades in images and text within the project detail pages also makes the website more visually appealing overall.
- **How**: I use the wow.js through out my website from landing page, to each of the featured design case page as well as featured artist page. Specifically, I utilized "data-wow-delay" for many objects to delay the appearing of the items.
- To make the pages more visually interesting and disclose information progressively.

3. Bootstraps for responsive web (https://getbootstrap.com/docs/3.3/css/#overview)

- **Why**: As introduced in class, I find the bootstraps to be a relative simple and clear solution to responsive web design compared to other solutions that I researched on.

- **How**: Utilized the bootstrap css file and put appropriate content in to containers.

- To make my website display properly on different size of screens.

Part IV - Iterations on Assignment 7

I made many changes from assignment 7:

1. Instead of a single-page scroll down design with pop-up windows that only contain images, I changed the web information hierarchy to a more complex one. After the change, my website is divided into 2 main pages : Featured Designs and Featured Artists. From the Featured Designs page, users can go into the 6 project detail pages, where detailed description and plenty of high resolution images are contained.
2. I added in the footer section for each page to make the website more complete.
3. On the functionality side, I decided to add a filter on the Featured Designs page so that users can view all the design project thumbnails or view only the categories that they are interested in. This also increases interactivity.
4. A video background instead of the previous static image background. This change is more visually engaging for users, so that they are more likely to be attracted to learn the content of this informational tool.
5. I added animation effects of fading in the text and images upon scrolling throughout the website to make my website more engaging.

Part V - Challenges

Researching and deciding on which JS libraries to use was challenging as I realized there is a large number of libraries available. I spent a lot of time comparing similar libraries to see which one fits my design goals the most. In particular, I struggled with creating the filter function in javascript because the isotope library has some edge cases for all-image use case (my use case), and I needed to research on how other programmers deal with the issue and apply similar solution to my case.