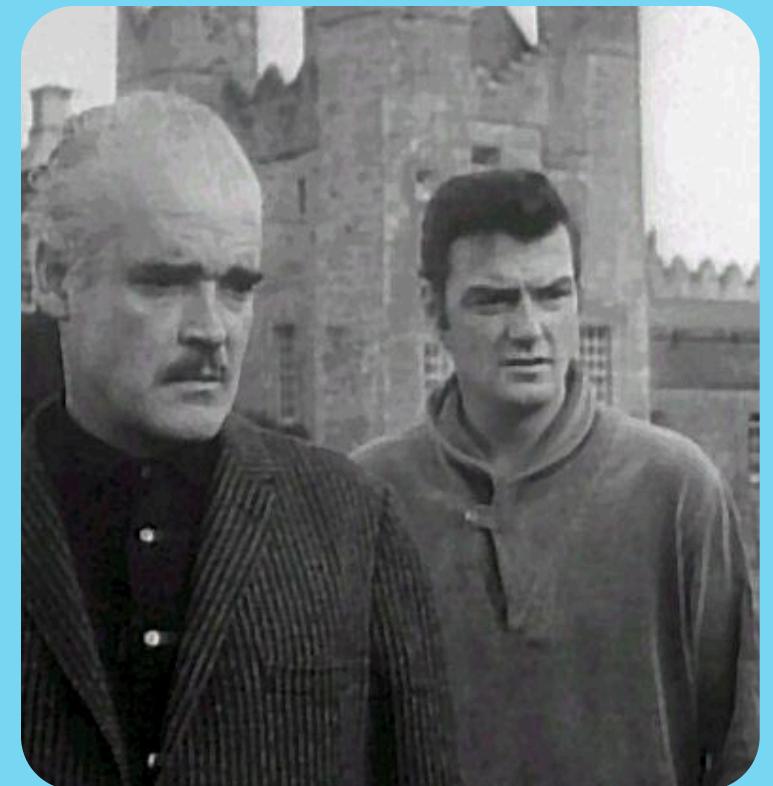


# SIFT



DSGN 372  
Sofia Choi  
Project 01  
Casestudy

# PROJECT BACKGROUND

1. Project Overview
2. Goals

# The Project: Digital Redesign for SIFF

**SIFF (Seattle International Film Festival)** was established in 1976 by Dan Ireland and Darryl MacDonald. Over the course of 50 years, it has grown into a Seattle institution with four year-round theaters and a film festival every spring. They host year-round screenings, film education programs, and partner with other local nonprofits to promote community-building through cinema.

**The problem:** SIFF's website is boring and outdated. For a dynamic, cultural institution dedicated to getting people excited about film, their digital resources do not excite the user or display an up-to-date understanding of visual trends.

# Goals

## Accessibility

SIFF as an organization that appeals to a diverse audience. Creating clear hierarchy and labeling systems ensures the site is accessible for individuals of different age-ranges and technological literacy levels.

## Organization

Currently the website is very disorganized. Dozens of pages are hidden in links across the site, and the navigation bar is cluttered with options. My redesign will streamline the experience of navigating the site.

## Style

The style of the website should reflect the history and content of the organization. By integrating the visual language of cinema, the new SIFF website will get users excited about independent cinema.

# PROJECT RESEARCH

1. Competition
2. Audience
3. User Personas
4. Inspiration
5. Strategy

# Competition

SIFF has three main competitors: **other film festivals, chain movie theaters, and online streaming.**

Local festivals include the Vancouver International Film Festival and Portland Film Festival. Larger film festivals include Toronto International Film Festival and Sundance. All these festivals occur at different points in the year.

Chain movie theaters include Regal and AMC. These directly challenge SIFF's year-round cinemas. While these theaters mostly show big-budget movies, SIFF focuses on smaller, independent cinema.

Online streaming companies include companies like HBO or Netflix. In recent years, SIFF has begun to host online movie streamings of certain films, usually in the weeks after the in-person festival closes.

# Target Audience

SIFF appeals to local cinema-lovers—people who are interested in seeing independent cinema and non-Blockbusters. This includes an established older audience of people, retirees who enjoy supporting local artistic communities. Additionally, there is a growing younger audience of viewers. This younger audience is often involved in online film communities, like Letterboxd. Across both audiences, there is an affinity for the creative, the existence of some disposable income, and a curiosity about other cultures.



# Kieran Runner

27 | Barista | Seattle



**“I love the transformative power of film—being transported to a new place, a new perspective”**

# Attributes

Kieran is a recent graduate with a degree in Sociology. He is a fiber artist in his free time, but loves exploring new mediums of work.

## Habits

- Logs movies on Letterboxd
  - Usually watches around two movies per week
  - Seeks out foreign and independent cinema

## Skills

- Digital native, technology is easy to navigate
  - Very sociable
  - Fluent in English and Spanish

# Painpoints

- Website is cluttered, difficult to find the tickets for the movies he wants to see
  - Design is dull & understated, doesn't make him excited to attend events



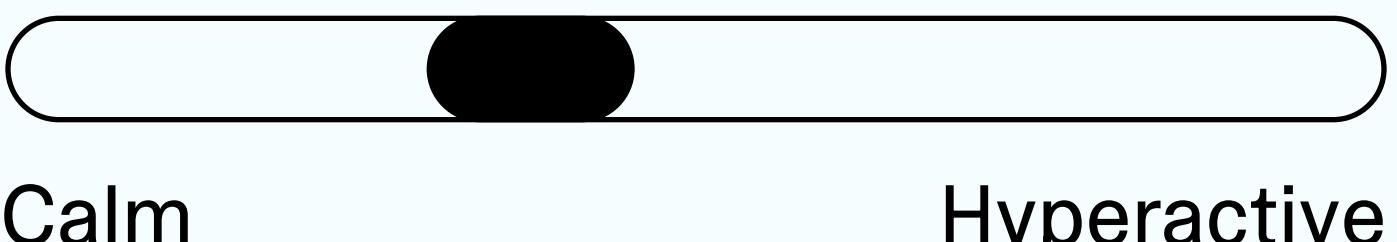
# Jean Stenson

57 | Materials Engineer | Seattle



Introvert

Extrovert



Calm

Hyperactive



Pragmatic

Creative

**"Watching films allows me to explore my creative side through the lens of different cultures and stories"**

## Attributes

Jean works at an engineering firm in Seattle, but is getting ready to retire in a few years. She has two sons in their early 20s.

## Habits

- Doesn't spend much time online, uses Facebook to keep in touch with family
- Donates money to local theatre
- Takes ceramic classes.

## Skills

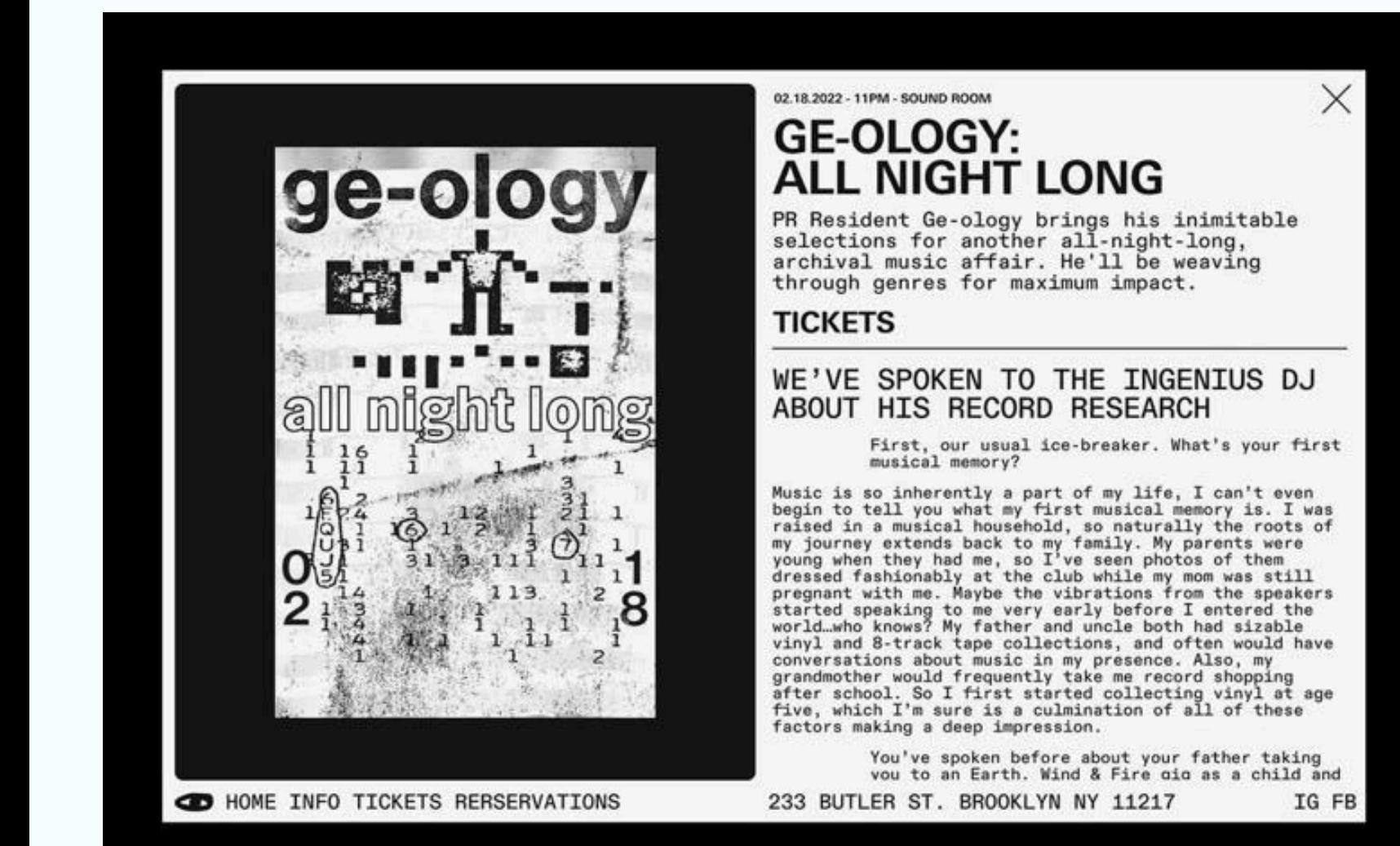
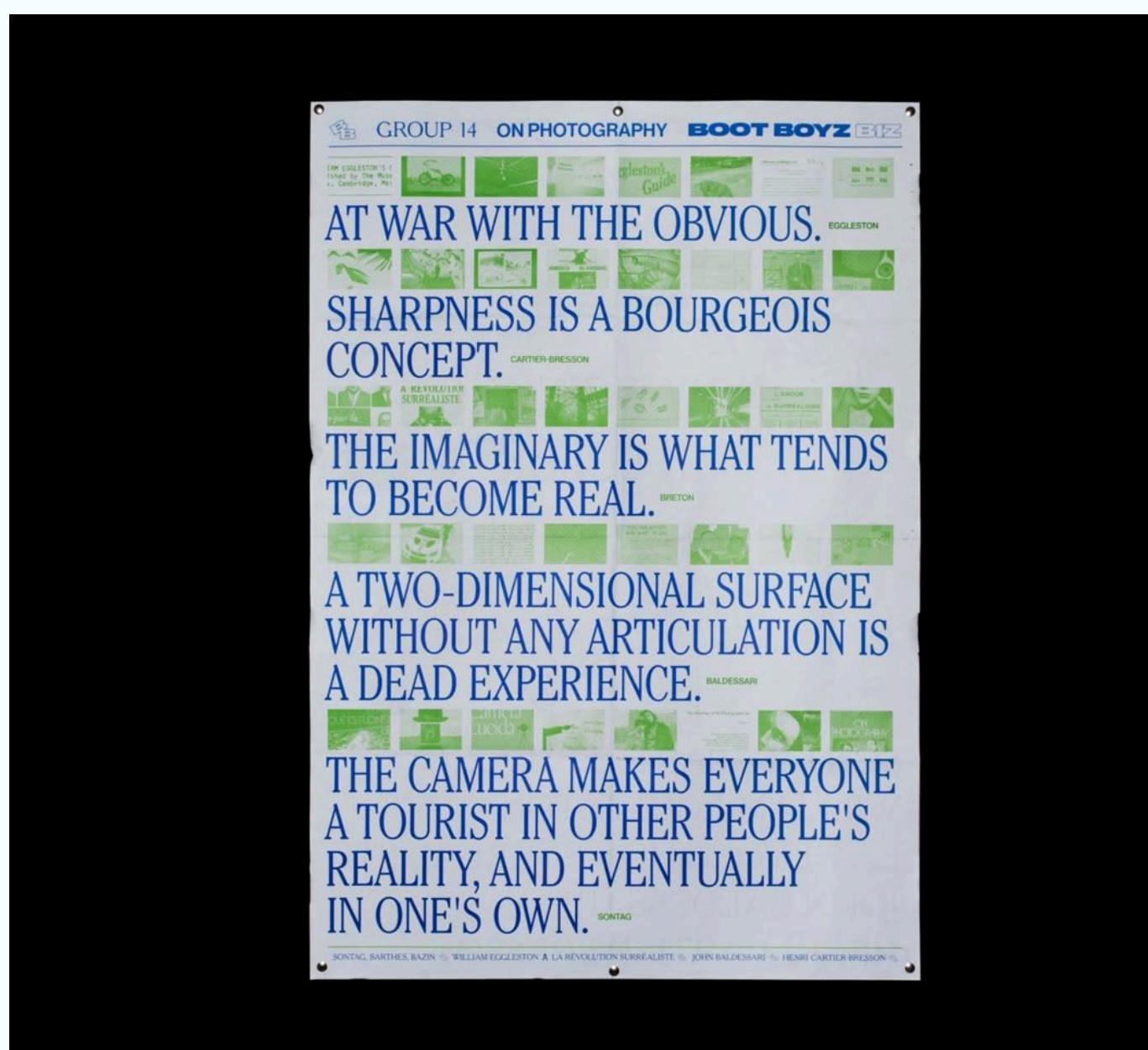
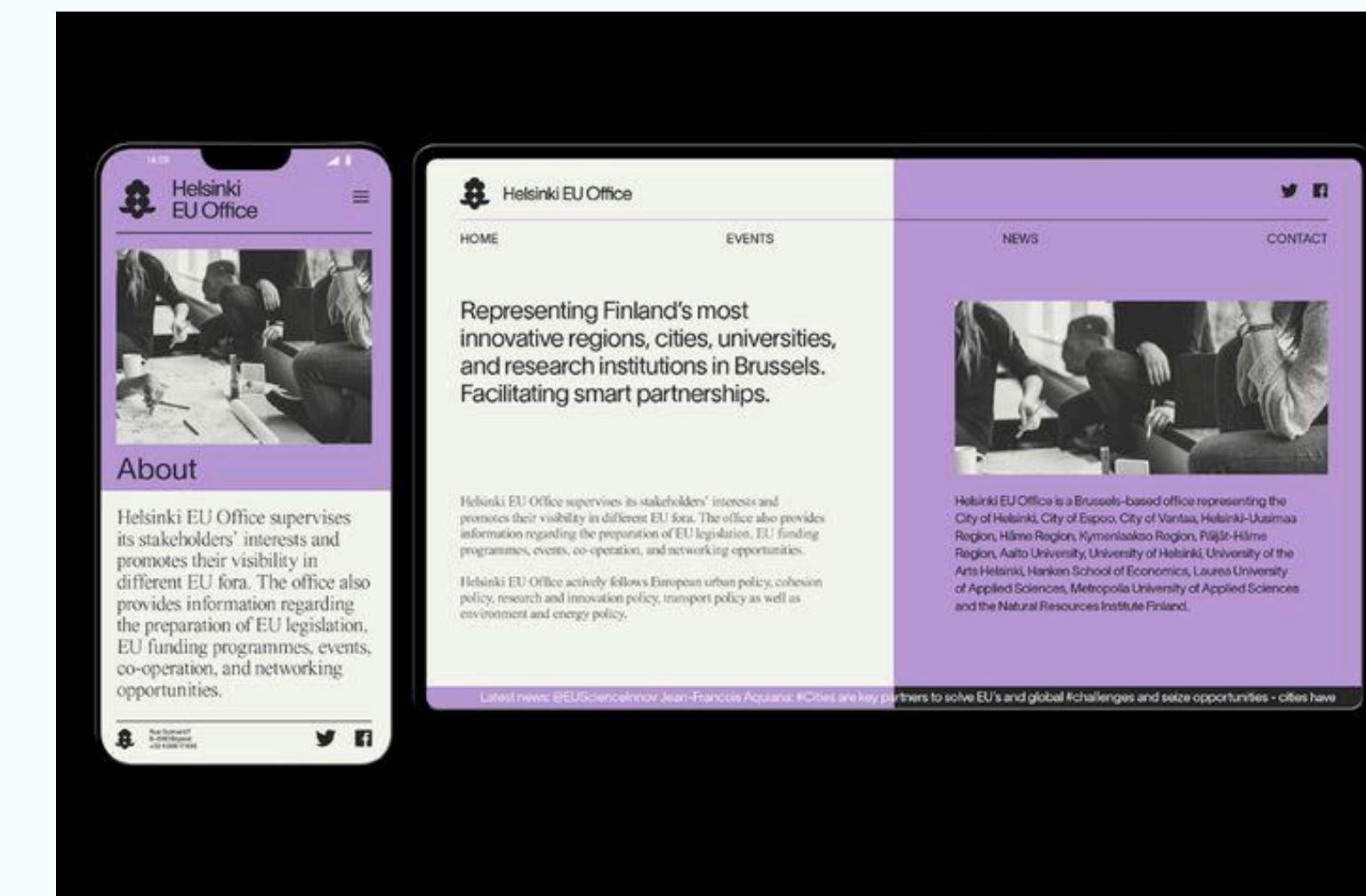
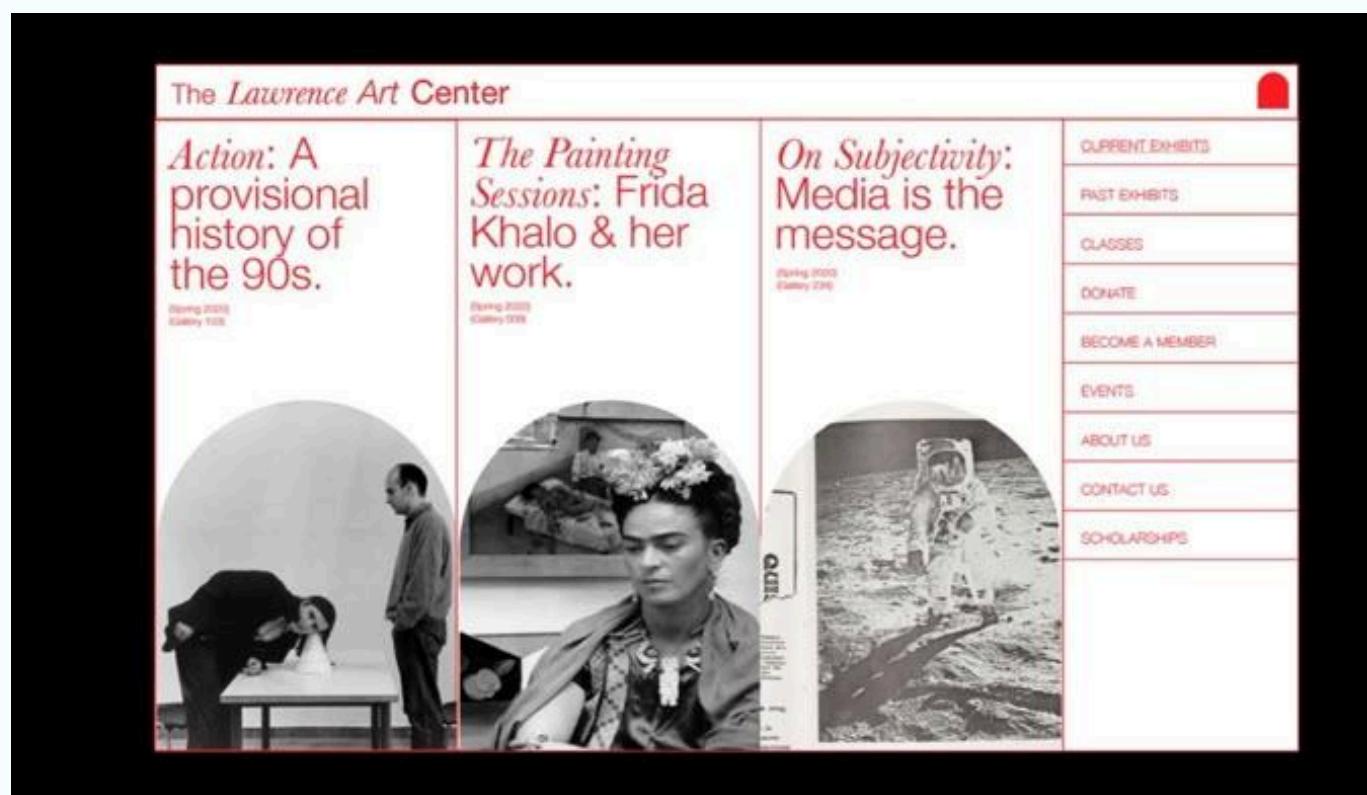
- Regularly interfaces with a team of engineers and clients
- Values research
- Detail-oriented

## Painpoints

- Overwhelming text and information makes it difficult to visually comprehend
- Navigation is bloated, Jean cannot easily access what she is looking for

## SIFF Redesign

## Inspiration



# Visual Style

## Structure & Media

The website will draw from brutalist web design, reflecting the familiar rectangle of the movie-screen and drawing on the 1960s-1970s European film wave that sparked an interest in international film among American audiences.

An emphasis on imagery from movies will excite users and nod to film as a visual medium.

## Typography

### **ABC Gravity**

Will be used for the main headings. Created by Dinamo, it's a punchy, bold font inspired by 1960s and 1970s fonts, drawing on SIFF's creation in 1976.

### ABC Camera

Will be used for all other text. Also by Dinamo, it is a neutral grotesque inspired by television fonts from the same 1960s-1970s period.

# Strategy

The strategy for this redesign is to emphasize three areas: **simplicity, hierarchy, and space.**

Addressing the clutter of the site, an emphasis on **simple** design with a couple fun elements added for excitement will create a compelling visual style that prioritizes content.

Use of large, bold type and clear page organization will result in improved **hierarchy**, making the site easier to navigate.

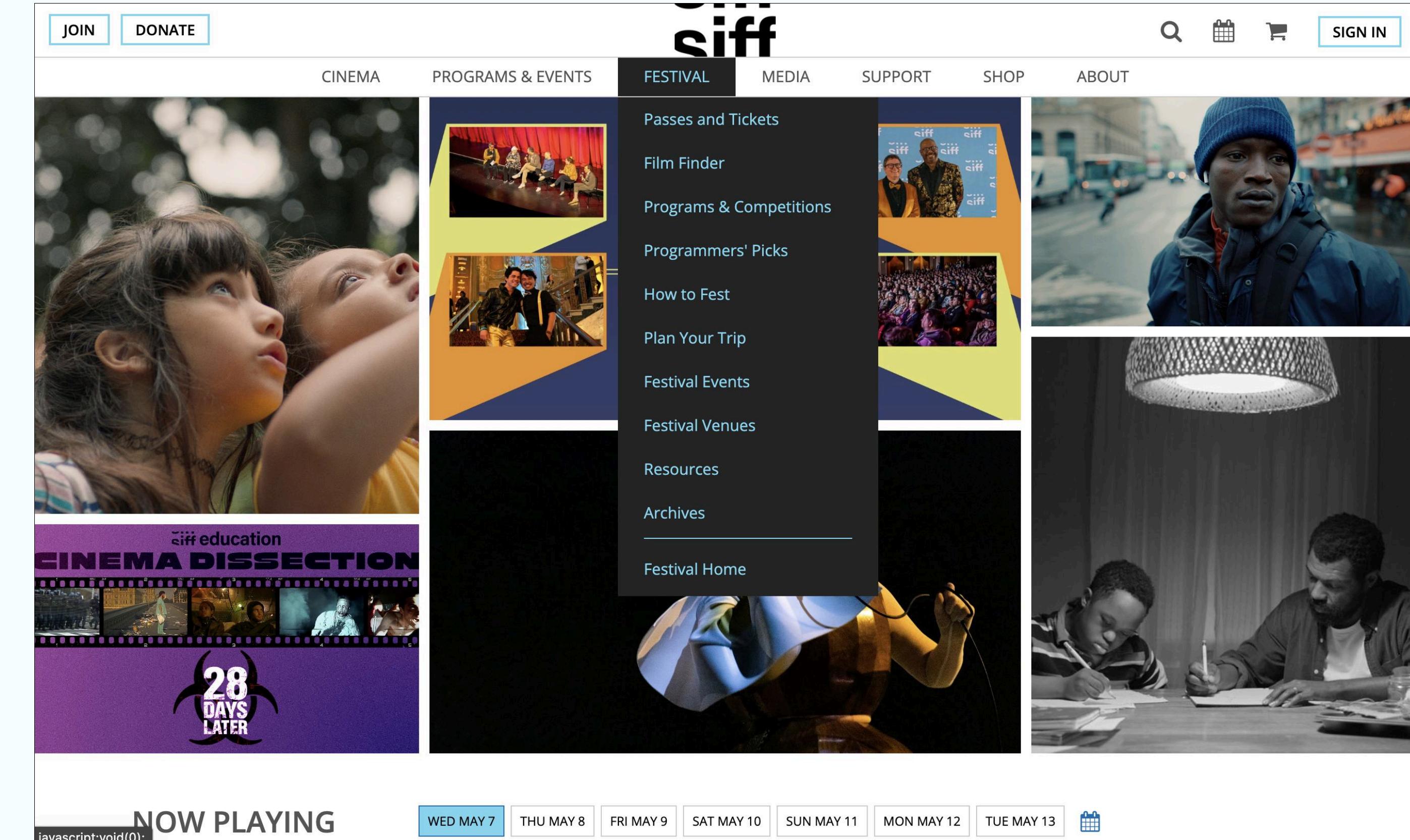
Built on a grid, **space** will be carefully allocated to create an organized visual experience.

# PROJECT EVOLUTION

1. Current site
2. Sitemap
3. Wireframes
4. Components
5. Feedback

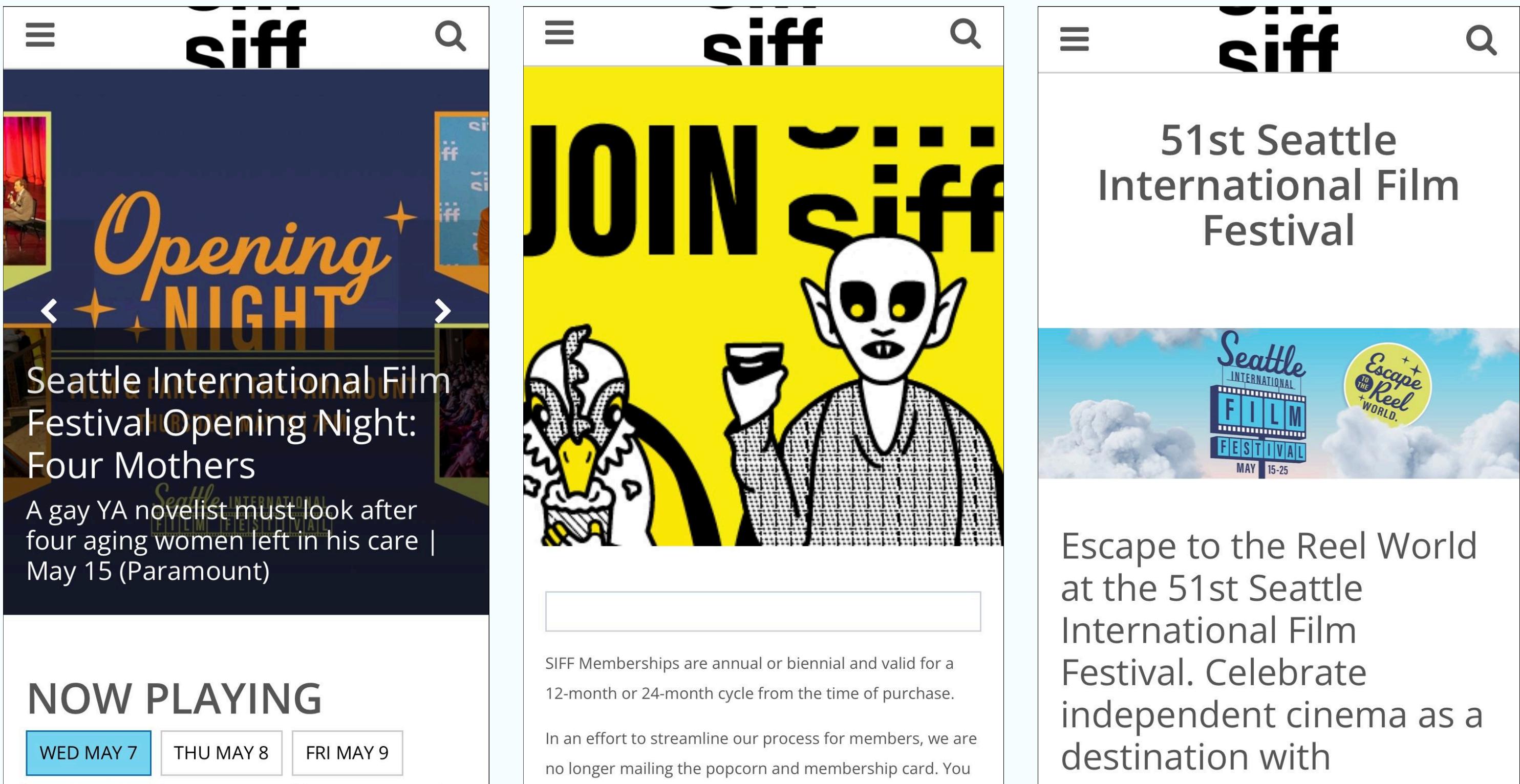
# Current Site (Web)

Every option under the navigation bar is cluttered with drop-down options. Overall, the webpage is not using space effectively. There is an attention-grabbing banner, but the information below is not interesting enough to visually compete. The typography is small and uninteresting. The design feels very corporate.

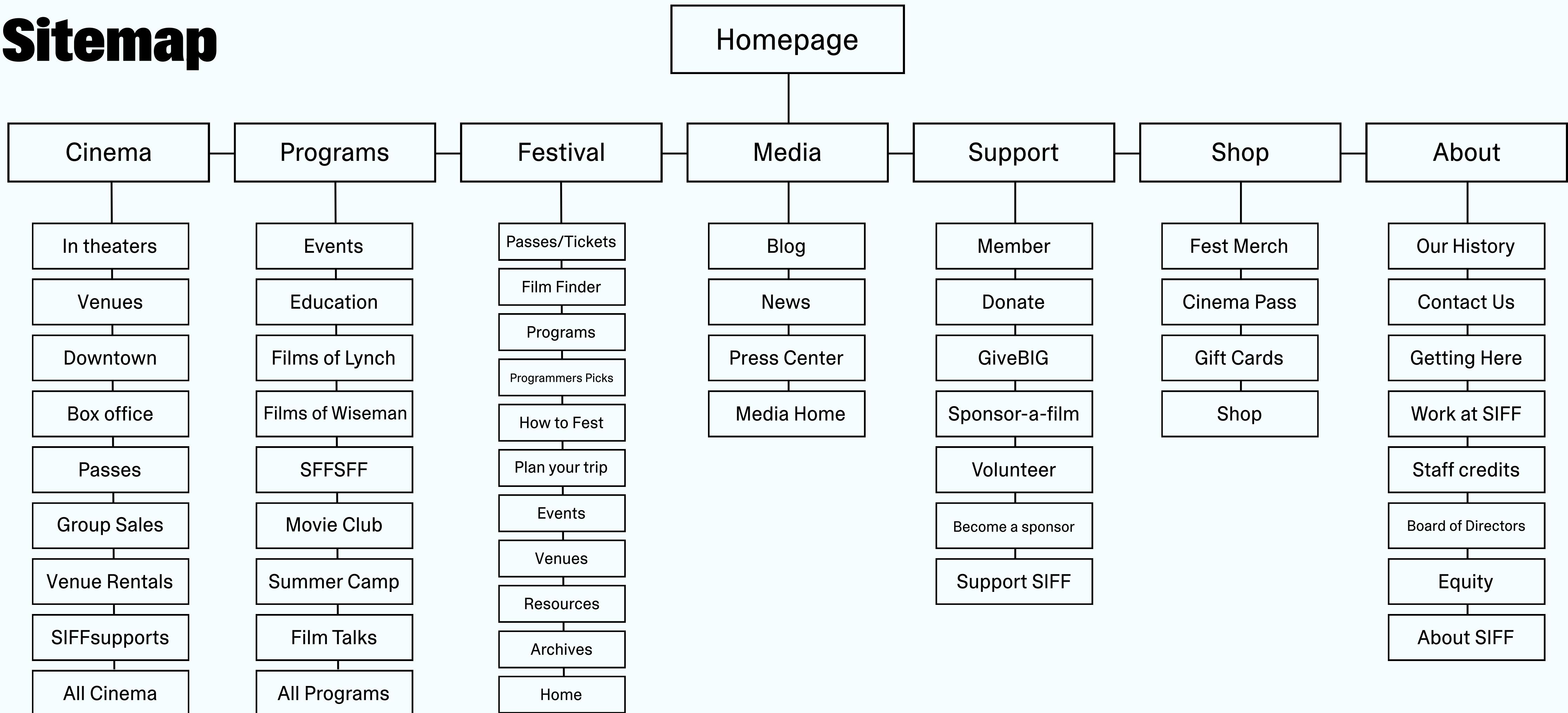


# Current Site (Mobile)

The mobile site has similar issues to the website. The typography on the mobile version gets very small in some places. When paired with the grey color, it feels like content that was meant to be ignored.



# Sitemap



# Wireframes: Homepage

The wireframe illustrates the SIFF homepage layout across three devices: a mobile phone, a tablet, and a desktop screen.

**Mobile Phone (Left):**

- Header:** SIFF logo, time (9:41), signal strength, battery.
- Title:** 2025 SEATTLE INTERNATIONAL FILM FESTIVAL.
- Text:** It's nearly time to pack your bags for the Seattle International Film Festival! Happening May 15-25, SIFF is presenting the best international and independent films. View our highlights, plan your festival experience, book your tickets, and get ready to escape to the Reel World with us!
- Section:** **HIGHLIGHTS** (with left and right arrows).
- Card:** COLOR BOOK (USA | 2025 | RYAN COOGLER | 137m). Description: Filmmaker David Fortune won the Directors to Watch Award at the 2025 Palm Springs International Film Festival for this black and white debut sensation, about a recently widowed Black father who just wants to take his young disabled son to his first professional baseball game. Director David Fortune and producer Kristen Uno scheduled to attend.
- Buttons:** BUY (in a box), INFO & TICKETS.

**Tablet (Middle):**

- Header:** SIFF logo, PLAN YOUR FEST menu (PROGRAMMER'S FILM FAVORITES, PROGRAMS & EVENTS, FILM FINDER).
- Section:** TICKETS & PASSES.
- Text:** Tickets for in-person and virtual screenings can be purchased online on each film's detail page or at any SIFF Cinema box office. Tickets will be also available at Festival venues the day of screenings; quantities may be limited. Purchase ticket packs, open and closing night deals, party invites, and festival passes below.
- Buttons:** BUY.
- Footer:** Links to Cinema Venues, Festival Support, Membership, Volunteer, About Us, Contact, Accessibility.

**Desktop (Right):**

- Header:** SIFF logo, search bar, menu icon.
- Section:** NOW PLAYING (repeating four times).
- Row 1:** SINNERS (USA | 2025 | RYAN COOGLER | 137m) at SIFF CINEMA DOWNTOWN. Showtimes: 11:00 AM, 4:00 PM, 7:30 PM.
- Row 2:** SINNERS (USA | 2025 | RYAN COOGLER | 137m) at SIFF CINEMA DOWNTOWN. Showtimes: 11:00 AM, 4:00 PM, 7:30 PM.
- Row 3:** SINNERS (USA | 2025 | RYAN COOGLER | 137m) at SIFF CINEMA DOWNTOWN. Showtimes: 11:00 AM, 4:00 PM, 7:30 PM.
- Row 4:** SINNERS (USA | 2025 | RYAN COOGLER | 137m) at SIFF CINEMA DOWNTOWN. Showtimes: 11:00 AM, 4:00 PM, 7:30 PM.
- Text:** ESCAPE TO REEL WORLD.

# Wireframes: Member Page



## COMMUNITY SUPPORT FUELS OUR MISSION

For nearly 50 years, SIFF has brought us together to discover films from around the world that enrich, entertain and connect us—and we can't do this without you! Find out how you can get involved in your local independent film center ↴

**MEMBERSHIP**

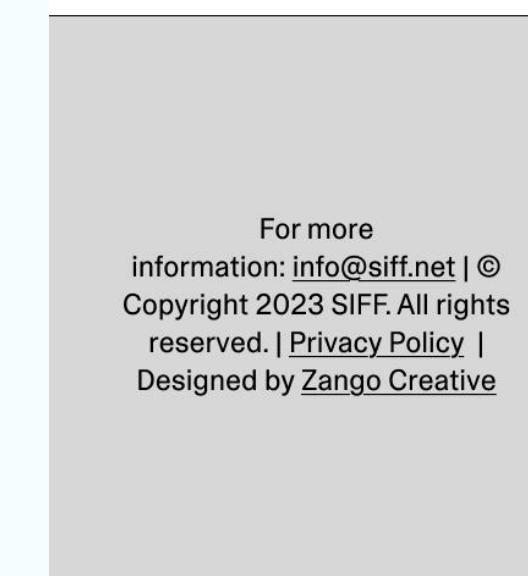
**DONATION**

**VOLUNTEER**

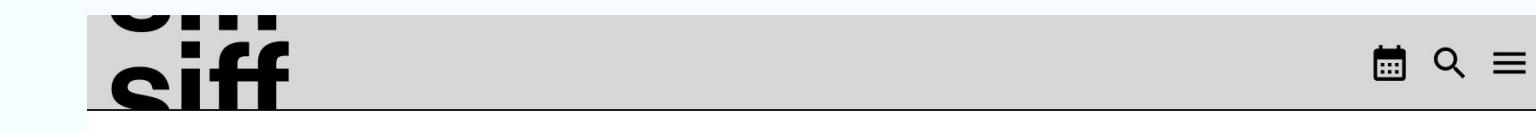


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For nearly 50 years, SIFF has brought us together to discover films from around the world that enrich, entertain and connect us—and we can't do this without you! Find out how you can get involved in your local independent film center ↴

**BECOME A MEMBER**

**MAKE A DONATION**

**VOLUNTEER**



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Festival  
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Cinema Venues  
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About Us  
Contact  
Accessibility

# Wireframes: Festival Page

The wireframe illustrates the SIFF Festival Page design, divided into two main sections: a mobile view on the left and a desktop view on the right.

**Mobile View (Left):**

- Header:** Shows the SIFF logo and a navigation bar with icons for search and menu.
- Section 1:** Features the text "SEATTLE INTERNATIONAL FILM FESTIVAL".
- Section 2:** Contains a paragraph about SIFF's mission and a "VISIT" button.
- Section 3:** Features a "NEVER MISS A FILM - JOIN OUR EMAIL COMMUNITY!" section with "SUBSCRIBE" and "INFO & TICKETS" buttons.
- Section 4:** Shows a "YOUR SUPPORT KEEPS CINEMA ALIVE" section with a "MEMBERSHIP" button.
- Section 5:** Displays movie information for "SINNERS" (USA | 2025 | RYAN COOGLER | 137m) at SIFF CINEMA DOWNTOWN, with showtimes at 11:00 AM, 4:00 PM, and 7:30 PM.
- Bottom:** Includes a navigation bar with arrows for "W PLAYING NOW" and the date "WED APR 30".

**Desktop View (Right):**

- Header:** Shows the SIFF logo and a navigation bar with icons for search and menu.
- Title:** "2025 SEATTLE INTERNATIONAL FILM FESTIVAL".
- Text:** A promotional message encouraging users to pack their bags for the festival, happening May 15-25, and to explore highlights, plan their experience, and book tickets.
- Section 1:** "HIGHLIGHTS" section featuring a movie card for "COLOR BOOK" (USA | 2025 | RYAN COOGLER | 137m). It includes a description of the film, mentioning that filmmaker David Fortune won the Directors to Watch Award at the 2025 Palm Springs International Film Festival, and notes that Director David Fortune and producer Kristen Uno are scheduled to attend. A "INFO & TICKETS" button is provided.
- Section 2:** "PLAN YOUR FEST" section.
- Sidebar:** A vertical sidebar on the right side of the desktop view lists categories: COLOR BOOK, SOUND VISIONS, SUMMER'S CAMERA, and CLOUD.

# Feedback

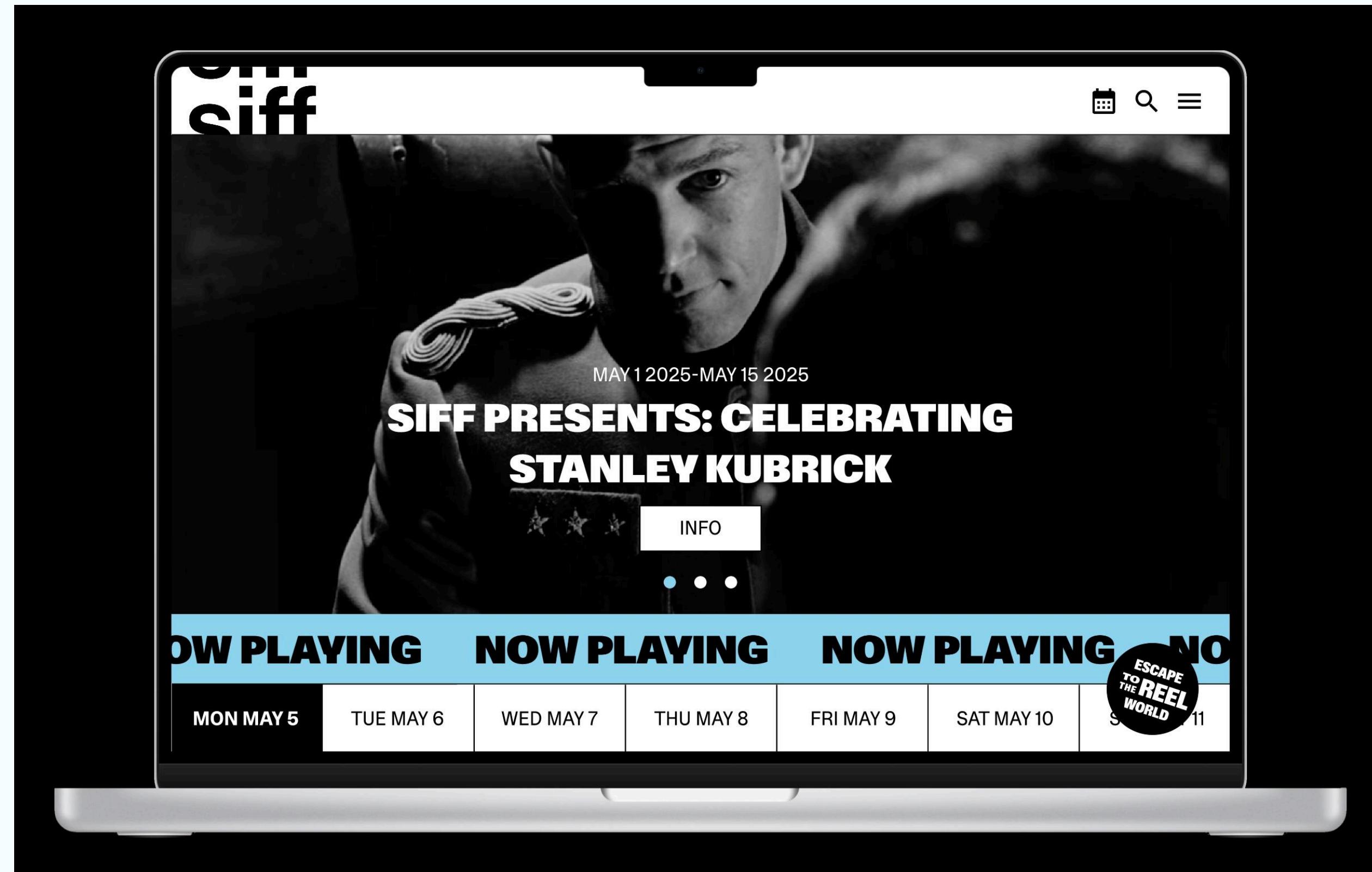
Overall, based on my wireframe prototype, users were receptive to the type and organization of the redesign. Places to be improve and be aware of:

- Use of negative space
- Implementation of color and image
- Make sure the content isn't overwhelming to the viewer

# PROJECT OUTCOME

1. Final Designs
2. Reflections

# Final Designs: Homepage Web



**SIFF PRESENTS: CELEBRATING STANLEY KUBRICK**

**NOW PLAYING**

MON MAY 5	TUE MAY 6	WED MAY 7	THU MAY 8	FRI MAY 9	SAT MAY 10	SUN MAY 11
A STAR IS BORN	DEMENTIA 13					
FEAR AND DESIRE	NIGHT OF THE LIVING DEAD					
THE STRANGER	CHARADE					

**SEATTLE INTERNATIONAL FILM FESTIVAL**

SIFF is a Seattle-based arts nonprofit dedicated to the creation of vibrant experiences and spaces that champion film discovery and arts education. Explore new worlds through our annual festival and four year-round cinemas.

**LATEST FROM US**

SPRING SCREENINGS & FRESH PRODUCTIONS	APOLLINE TRAORE ON AFRICAN FILMMAKING	SECRET FILM CLUB: HISTORY OF EXCLUSIVE SCREENINGS
NEWS   MAY 12025	INTERVIEW   APR 23 2025	BLOG   APR 21 2024

**NEVER MISS A FILM—JOIN OUR EMAIL COMMUNITY**

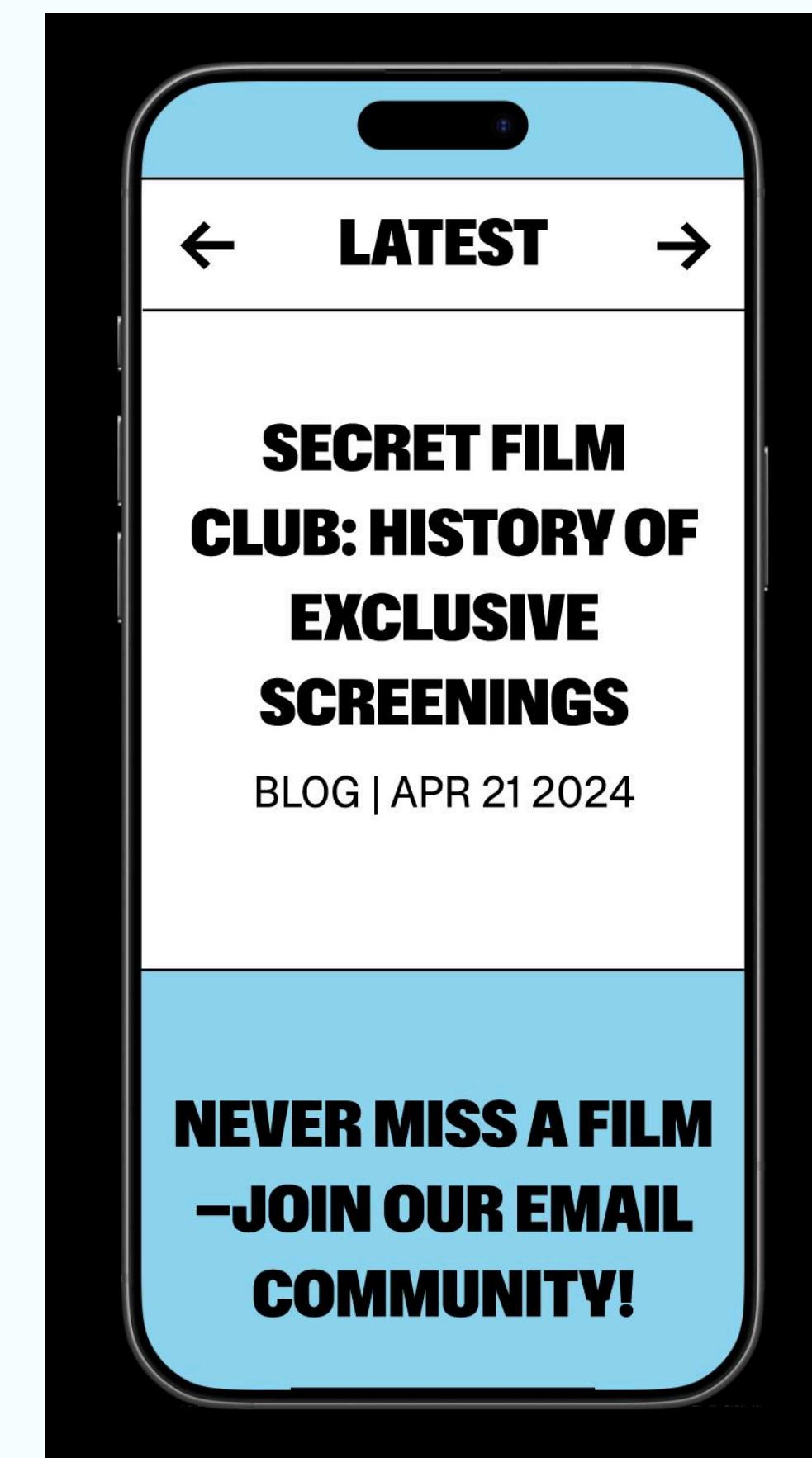
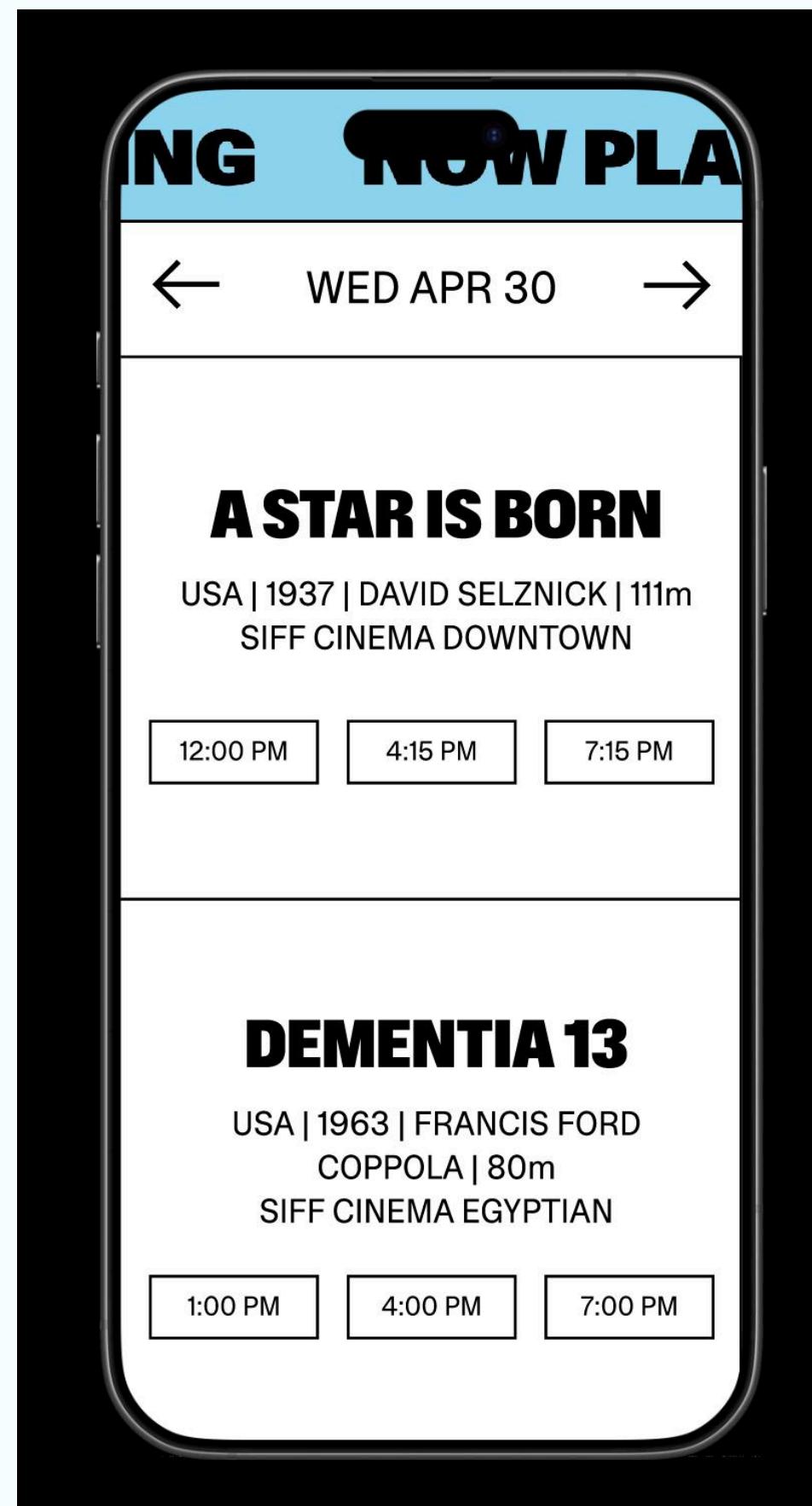
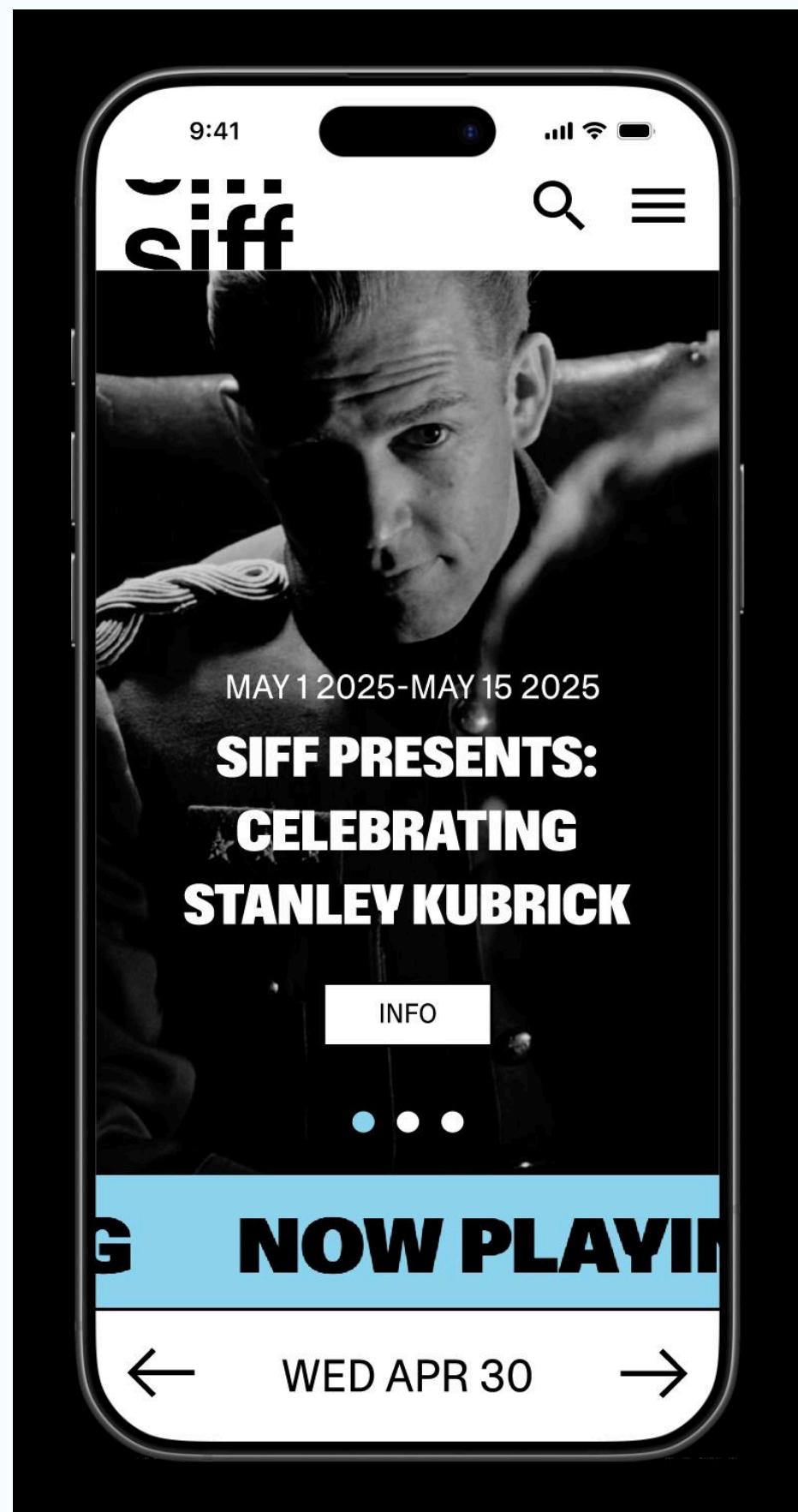
**YOUR SUPPORT KEEPS CINEMA ALIVE**

Instagram Facebook LinkedIn Letterboxd Twitter Flickr Blavity YouTube

Cinema Venues Festival Support Membership Volunteer About Us Contact Accessibility

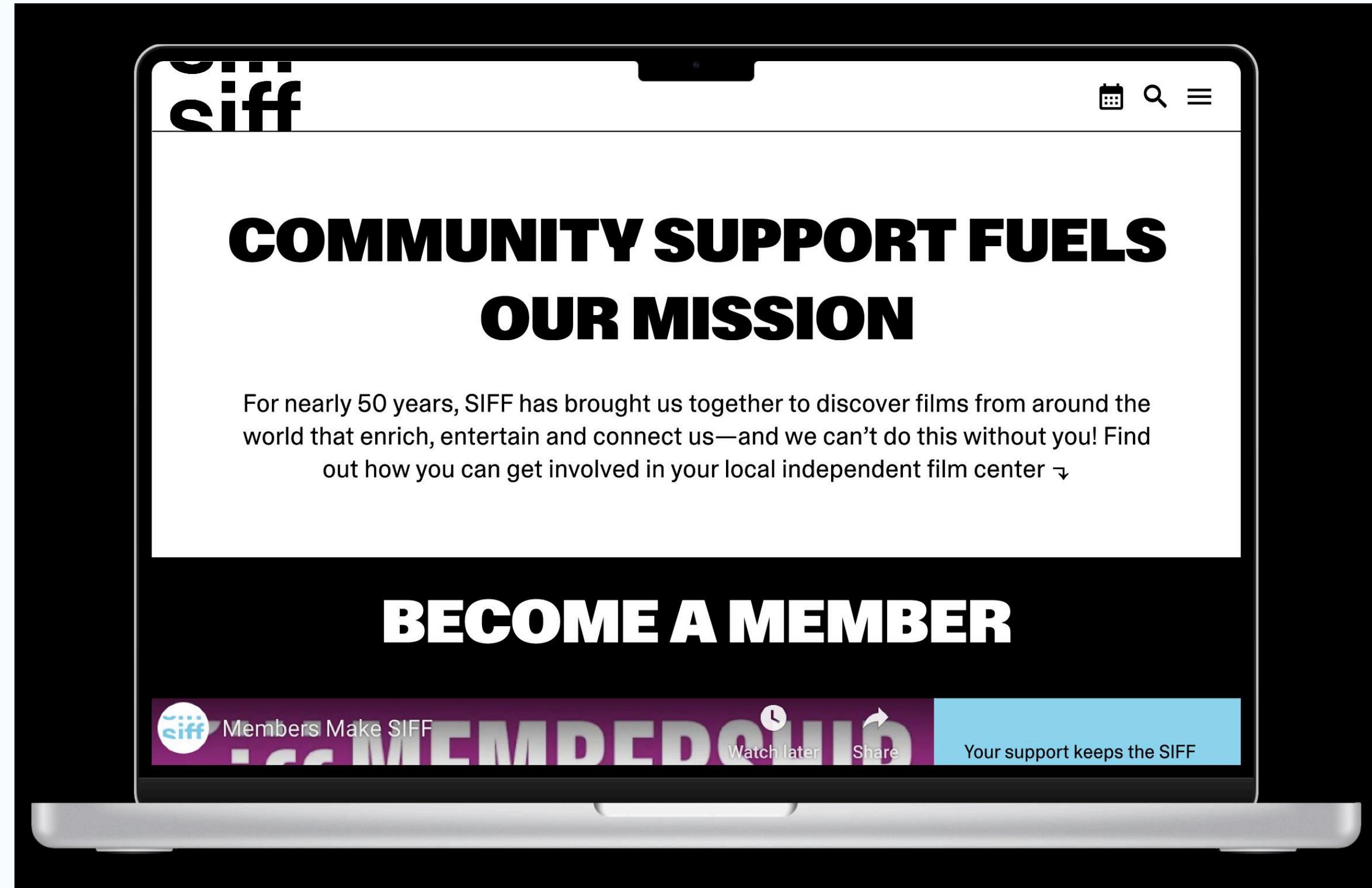
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# Final Designs: Homepage Mobile



The final mobile design of the SIFF homepage. The top navigation bar is light blue with the 'siff' logo, search icon, and menu icon. The main content area has a dark blue background. On the left, there's a sidebar with a large image of a man's face, the text 'SIFF PRESENTS: CELEBRATING STANLEY KUBRICK', and a 'INFO' button. The main content area shows a 'NOW PLAYING' section for 'A STAR IS BORN' (USA | 1937 | DAVID SELZNICK | 111m, SIFF CINEMA DOWNTOWN) with showtimes '12:00 PM', '4:15 PM', '7:15 PM'. Below this is another 'NOW PLAYING' section for 'DEMENTIA 13' (USA | 1963 | FRANCIS FORD COPPOLA | 80m, SIFF CINEMA EGYPTIAN) with showtimes '1:00 PM', '4:00 PM', '7:00 PM'. To the right, there's a sidebar with a light blue header containing the text 'SEATTLE INTERNATIONAL FILM FESTIVAL', a description of SIFF's mission, and a 'VISIT' button. The bottom of the page features a large 'siff' logo and links to 'Cinema Venues', 'Instagram', 'Facebook', 'Festival', 'Support', 'Membership', 'Volunteer', and 'About Us'.

# Final Designs: Member Page Web



**siiff**

**COMMUNITY SUPPORT FUELS OUR MISSION**

For nearly 50 years, SIFF has brought us together to discover films from around the world that enrich, entertain and connect us—and we can't do this without you! Find out how you can get involved in your local independent film center ↴

**BECOME A MEMBER**

**siiff** Members Make SIFF alive and thriving. From members-only programming at our unique cinemas, generating thought-provoking programming, and producing the Seattle International Film Festival, our members make everything we do possible!

**MEMBERSHIP BENEFITS**

- Get \$6 off all regularly priced screenings at SIFF Cinema Egyptian, SIFF Cinema Uptown, and SIFF Film Center, plus \$3 off regularly priced screenings at SIFF Cinema Downtown, Seattle International Film Festival, Noir City, and SIFF DocFest. Members also enjoy discounts on all SIFF passes, ticket packages, events, Film Talks, camps, venue rentals, and more!
- Exclusive invites to member-only free screenings, admission to the annual Seattle International Film Festival Member Night, and member exclusive events during Member Appreciation Month.
- Popcorn - Members receive 5 complimentary medium popcorns per year.
- Pre-sale access on Seattle International Film Festival passes, packages, and tickets.
- Satisfaction knowing they are supporting SIFF's important mission. SIFF membership is partially tax-deductible!
- Reciprocal benefits with several local businesses and nonprofit organizations.

**ANNUAL MEMBERSHIP TIERS**

SIFF MEMBERSHIP \$75.00	PURCHASE
STUDENT MEMBERSHIP \$45.00	PURCHASE
SENIOR MEMBERSHIP \$45.00	PURCHASE

**MAKE A DONATION**

**VOLUNTEER**

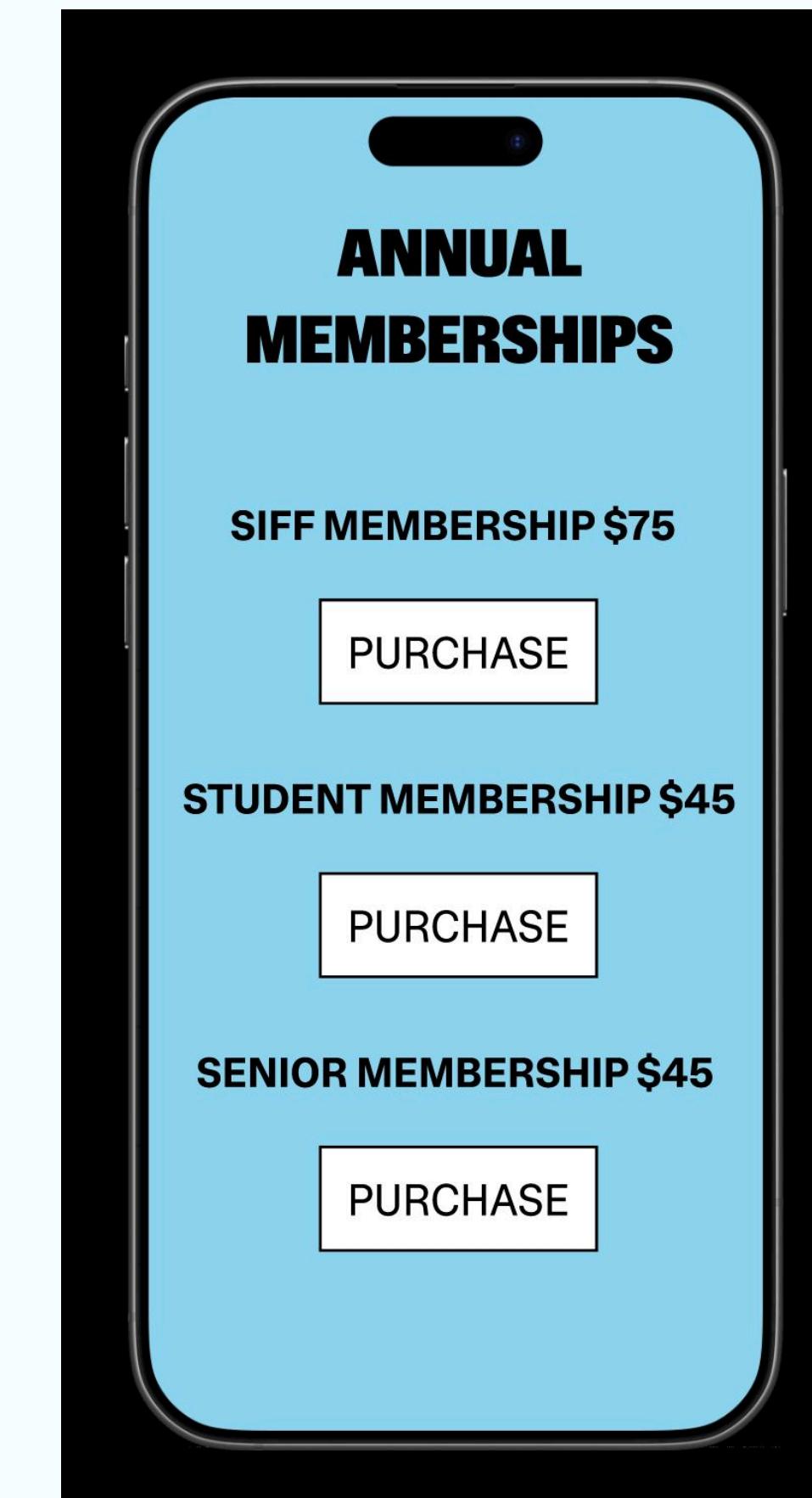
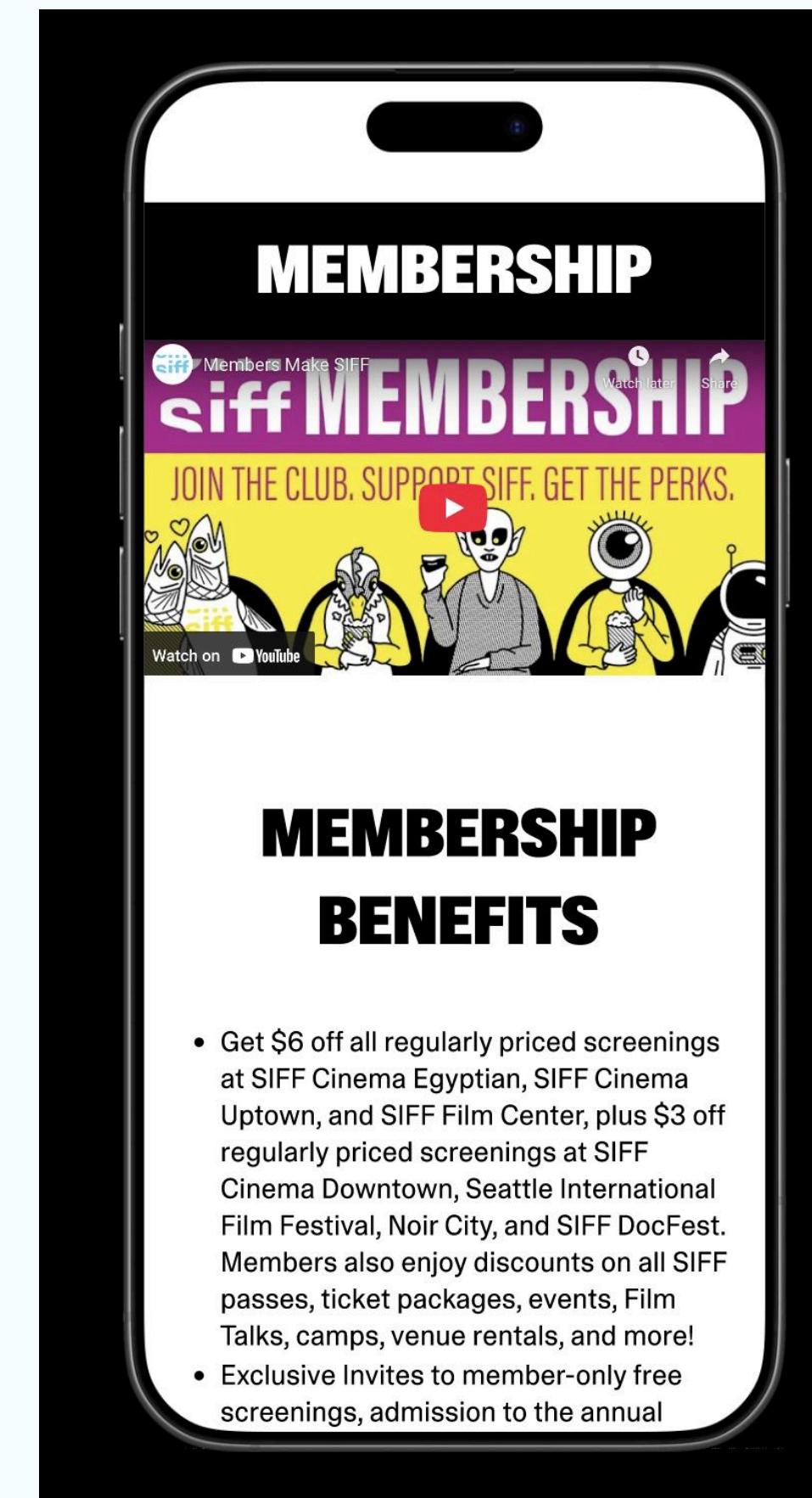
**siiff**

Instagram  
Facebook  
LinkedIn  
Letterboxd  
Twitter  
Flickr  
Bluesky  
Youtube

Cinema Venues  
Festival Support  
Membership  
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Accessibility

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# Final Designs: Member Page Mobile



9:41

**siff** ≡

**ANNUAL MEMBERSHIPS**

**COMMUNITY SUPPORT FUELS OUR MISSION**

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**MEMBERSHIP BENEFITS**

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- Exclusive Invites to member-only free screenings, admission to the annual

**PURCHASE**

**ANNUAL MEMBERSHIPS**

**SIFF MEMBERSHIP \$75**

**PURCHASE**

**STUDENT MEMBERSHIP \$45**

**PURCHASE**

**SENIOR MEMBERSHIP \$45**

**PURCHASE**

**MEMBERSHIP**

**MEMBERSHIP BENEFITS**

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**PURCHASE**

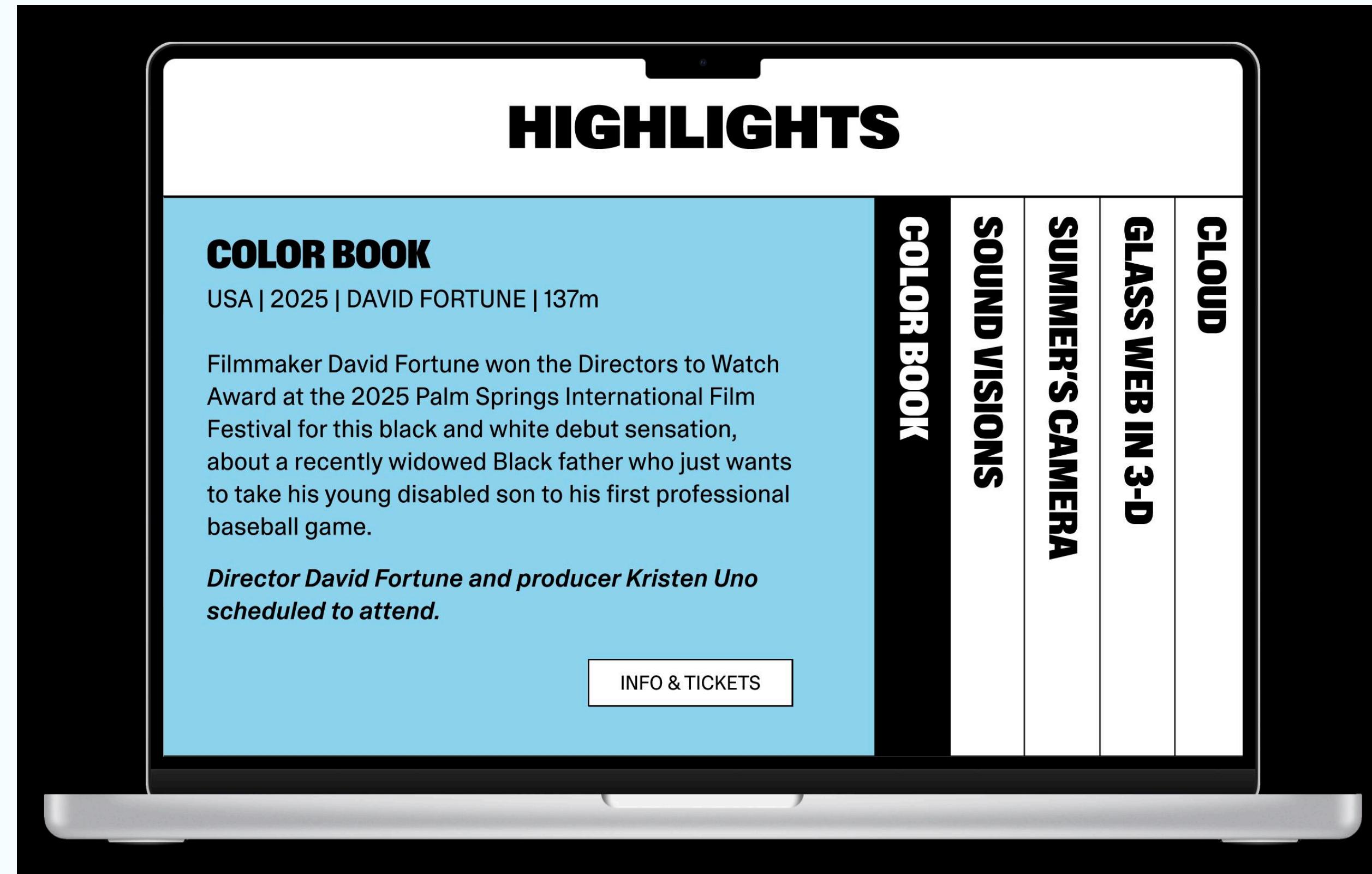
**PURCHASE**

**PURCHASE**

**Cinema Venues** **Instagram**  
**Festival** **Facebook**  
**Support** **Linkedin**  
**Membership** **Letterboxd**  
**Volunteer** **Twitter**  
**About Us** **Flickr**  
**Contact** **Bluesky**  
**Accessibility** **Youtube**

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# Final Designs: Festival Page Web



**siff**

2025  
SEATTLE INTERNATIONAL FILM FESTIVAL

It's nearly time to pack your bags for the Seattle International Film Festival! Happening May 15-25, SIFF is presenting the best international and independent films. View our highlights, plan your festival experience, book your tickets, and get ready to escape to the Reel World with us!

---

**HIGHLIGHTS**

<b>COLOR BOOK</b> USA   2025   DAVID FORTUNE   137m  Filmmaker David Fortune won the Directors to Watch Award at the 2025 Palm Springs International Film Festival for this black and white debut sensation, about a recently widowed Black father who just wants to take his young disabled son to his first professional baseball game.  <i>Director David Fortune and producer Kristen Uno scheduled to attend.</i>	<b>INFO &amp; TICKETS</b>
<b>CLOUD</b>	
<b>GLASS WEB IN 3-D</b>	
<b>SUMMER'S CAMERA</b>	
<b>SOUND VISIONS</b>	
<b>CLOUD</b>	

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**PLAN YOUR FEST**

<b>PROGRAMMER'S FAVORITES</b>	<b>PROGRAMS &amp; EVENTS</b>	<b>FILM FINDER</b>
-------------------------------	------------------------------	--------------------

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**TICKETS & PASSES**

Tickets for in-person and virtual screenings can be purchased online on each film's detail page or at any SIFF Cinema box office. Tickets will be also available at Festival venues the day of screenings; quantities may be limited. Purchase ticket packs, open and closing night deals, party invites, and festival passes below.

**PURCHASE**

---

**OUR SPONSORS**

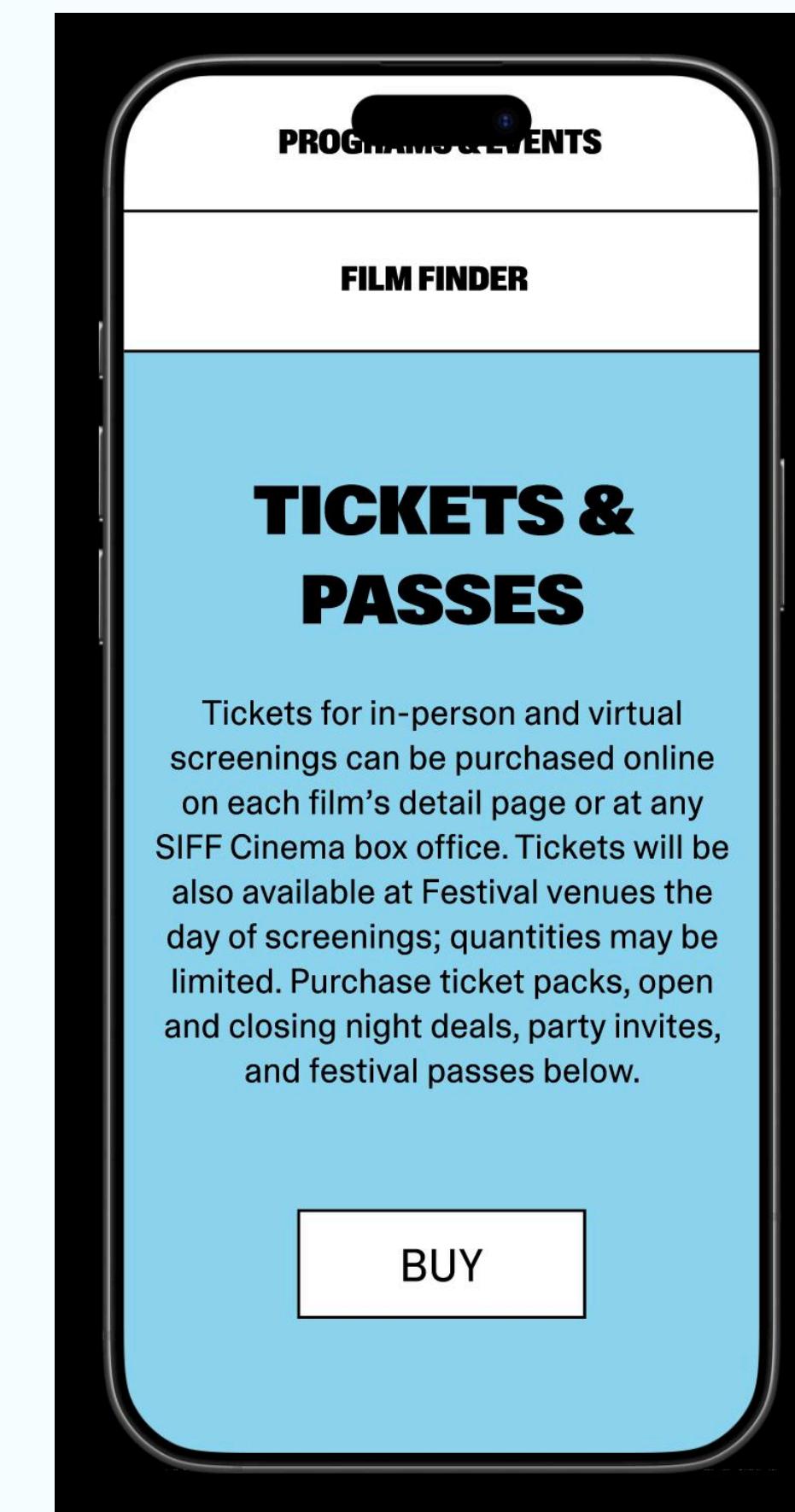
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**siff**

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# Final Designs: Festival Page Mobile



**SIFF**

9:41

2025  
SEATTLE  
INTERNATIONAL  
FILM FESTIVAL

TICKETS & PASSES

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BUY

OUR SPONSORS

COLOR BOOK

USA | 2025 | DAVID FORTUNE | 137m

Filmmaker David Fortune won the Directors to Watch Award at the 2025 Palm Springs International Film Festival for this black and white debut sensation, about a recently widowed Black father who just wants to take his young disabled son to his first professional baseball game.

Director David Fortune and producer Kristen Uno scheduled to attend.

INFO & TICKETS

PLAN YOUR FEST

PROGRAMMER'S FILM FAVORITES

PROGRAMS & EVENTS

FILM FINDER

TICKETS & PASSES

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# Reflections

Through this project, I strengthened my design consistency, attention to detail, and practical Figma skills. Simultaneously developing both web and mobile interfaces challenged me to consider how similar interactions would evolve for different screen sizes, such as horizontal menus becoming vertical. Focusing on building a design according to a grid forced me to be very intentional about the alignment and scale of objects. Overall, I feel more confident building a designing both web and mobile prototypes in Figma.