"VIRGIL"©

Welcome to the interactive site of Virgil Abloh's signature principles of design. We will explore Abloh's philosophies and pieces of his work that evoke these concepts.

who is virgil?

Born in Rockford, Illinois, Virgil Abloh was an artist, architect, engineer, creative director, industrial designer, fashion designer, musician, DJ, and philanthropist.

After earning a degree in civil engineering from the University of Wisconsin-Madison, he completed a Master's degree in architecture at the Illinois Institute of Technology (IIT), Chicago.

The Museum of Contemporary Art in Chicago presented a major traveling survey of Abloh's work in summer 2019— one of the highest attended exhibitions in the museum's history.

In 2019, Abloh was diagnosed with cardiac angiosarcoma, a type of cancer. Though he kept the diagnosis private, he died on November 28, 2021, at the age of 41 in Chicago.

Abloh was the Chief Creative Director and founder of Off-White™

Virgil Abloh™

4. A COMPROMISE BETWEEN 2 DISTINCT DISSIMILAR NOTIONS

Streetwear = Luxury

"Off-Whit[e]...
shorthand...
that I'm...
things, w[h]...
dissimila[r]...
same. It'[s]...
between I...
that's ho[w]...
is done...
measuring..."

"I'm not approaching this design as a shoe. I was just looking at it like an object. It's like I..."

[...]W IDEA BASED ON [...]ARTS HUMAN EMOTION, IRONY

[...] with Duchamp.
[...] Readymade–
[...]rtist over
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'Fountain' Marcel Duchamp, 1917

[...]f Court Leather Sneaker, Off-White™

[...] OFF THE BACKS OF MANY OTHER [...]AND ITERATIONS BEFORE US "

[...]H OR THE "QUOTES"

TAYLOR TRUONG
DSGN 360
WINTER 2023

BRIEF

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The objective of this project is to create an experiential website that tells a story of some sort. Things that must be considered are flow of content, visual design, expressive web typography, animated and interactive enhancements, and overall responsive nature. The goal is to create a unique viewing experience that is engaging yet functional.

ABOUT VIRGIL

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Virgil Abloh, a multidisiplinary fashion designer, was the founder of Off-White. As a fashion designer, Abloh broke all the rules and changed the luxury fashion game. His contributions to fashion and design through his creations will never be forgotten, but it's his legacy — to inspire every 17-year-old to dare to dream, to never wonder whether they are in the wrong place — that will live on. In 2019, Abloh was diagnosed with cardiac angiosarcoma, a type of cancer, though he kept the diagnosis private. He died on November 28, 2021, at the age of 41, in Chicago. I wanted to branch out on his legacy by highlighting his signature principles of design based on a talk he gave at Harvard in 2017.

REASON

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In all honesty, I had a hard time choosing what I wanted to do for this project. I was deliberating making a website about houseplants but I wanted to get out of my comfort zone design wise. Virgil Abloh was my second choice as he is a designer that has always stuck out to me. I decided for a storytelling website, I wanted to tell Virgil's story but in a way that was informative while speaking to his core. The talk he gave had a good structure and line of progression and I thought designing a website that spotlights his design, talks about his design, looks and breathes like his own work would be the most effective approach.

GOALS

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Interaction Goals

- Use CSS Animations to give the website a moving virtual-experience

- Incorporate Off-White inspired GIFs to create structure and flow

User Goals

- Inform users of Abloh's design principles in a web article format

- Keep users engaged with visual cues and moving graphics

- Leave users feeling inspired through content: Virgil Abloh's principles

STRATEGY

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Strategy Statement

To embody the serious and abstract quality of Virgil Abloh's principles of design, I will keep the overall aesthetic of the minimal and reflective off Off-White's existing brand identity.The Off-White aesthetic will be communicated through use of the same typefaces and graphic images tailored to the brand. Moving Off-White hazard line GIFs will be used to create content breaks. Transparent PNG images will float around the site to create a high-tech feel that also looks like it pre-exists in Virgil Abloh's language.The color palette will be simple, with a white webpage and black and orange accents.

- Keep Off-White's exisitng aesthetic

- Use Helvetica and IBM Plex Mono fonts from Google Fonts (Off-White's branding type)

- Make GIFs of Off-White inspired hazard lines and use CSS animations to make images float

INSPIRATION

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Virgil Abloh Foundation

I drew inspiration for the main aesthetic of the site from Virgil Abloh's official site. The site has transparent logos distributed along the screen. This inspired me to make the iamges transparent, giving it a very clean-cut, innovative look.
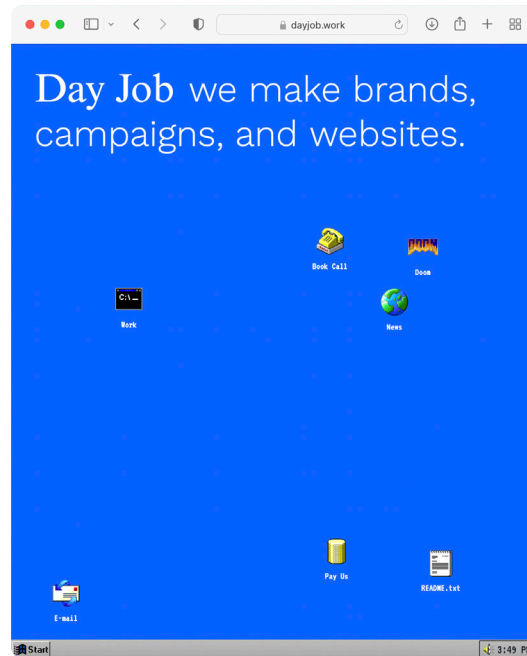
Day Job

Day Job is a design firm that has a retro look to their site. I really liked the old Windows aesthetic of this site and drew inspiration from the mix of old and new elements, such as their typeface contrasts with the images placed on the site.
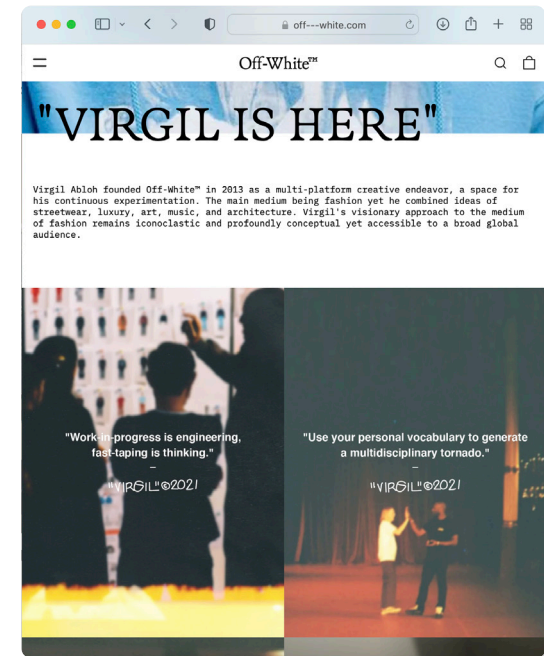
Off-White

Lastly, the Off-White website is the parent to my website's overall look. I took the typefaces directly off Off-White so that the brand identity shines through. I also took inspiration from the hierarchy and overall compositions from this webpage.

CONTENT

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Core Studio Public Lecture: Virgil Abloh, "Insert Complicated Title Here"

Harvard GSD
101K subscribers
Subscribe
👍 7K 👎
↗ Share
✂ Clip
...

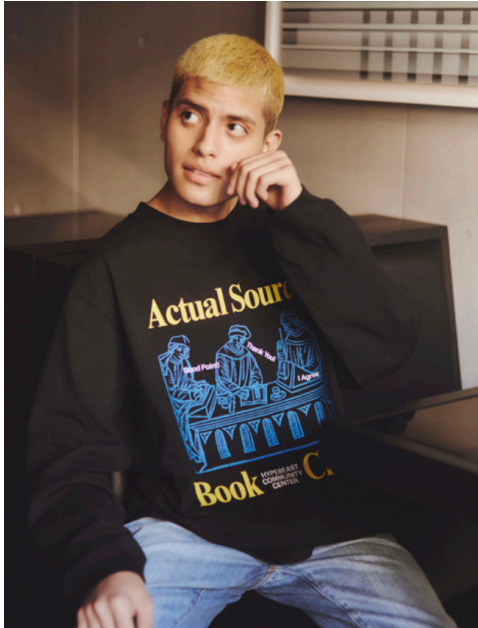**Harvard GSD Virgil Abloh Lecture**

The content of my site is directly sourced from this talk Virgil Abloh gave at Harvard. I essentially took a synthesis of the principles, exmaples, and important lessons Abloh walks through in this talk.

USER PERSONA

"DOMINIC JONES"

24 years old
Model and Designer
50k/yr Income
Portland, OR

Motto:
"Feeling feels real."

Enjoyments:
Skating, learning about trends, photography, modeling.

Demands of Products:
Values high-end products, viewing things with ease,innnovation, trendy and modern.

Pain Points:
Outdated webpages, things that don't align with personal style

Brand Touch Points:
Learning more about Virgil Abloh in an efficient manner to maintain busy life

Media Use:
Macbook Pro and iPhone 10

MOODBOARD

Air Jordan x Off White 2 Retro
Low SP (White/Varsity Red-
Black)

Shoes
Sold out

DJ4375-106

PEN LOGO T-SHIRT (BUY)

Shirt
$55.00

CY9EN105TSWHT01

SK8BRAT T-SHIRT (BUY)

Shirt
$55.00

CY9EN106TSWHT01

SK8BRAT HOODIE (BUY)

HOODIE
$128.00

CY9EN106HDWHT01

PEN LOGO HOODIE (BUY)

$128.00

CY9EN105HDBLK01

Canary Yellow

Canary Yellow is one of Virgil Abloh's sub brands. All of my inspiration came from this site as it con-
tains pieces of Abloh's work that speaks directly to him. It also features designs straight from Off-White
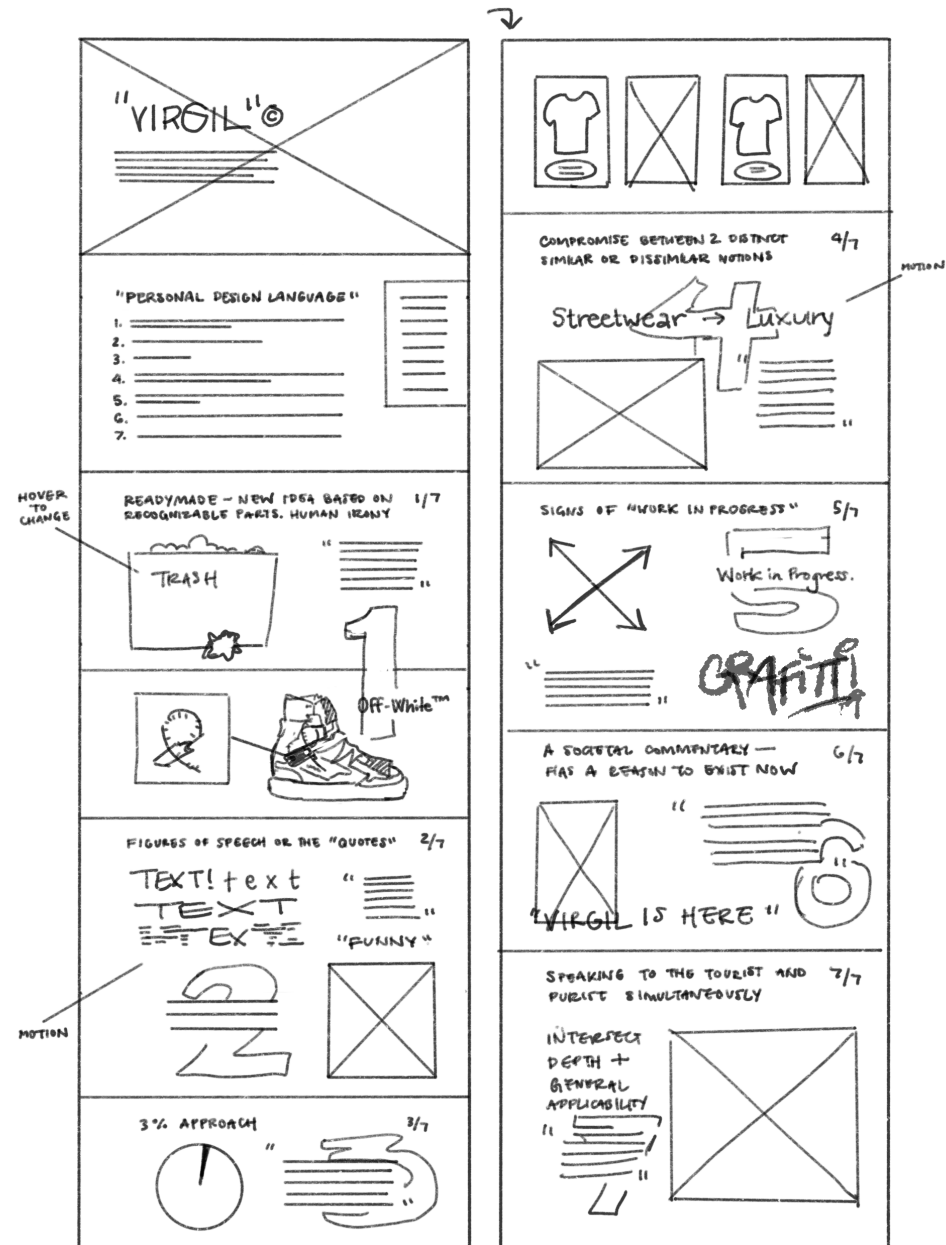but in a more emphasized way. I also took images from this site that correlate to his lecture.
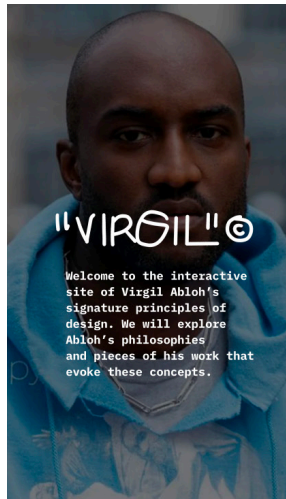
WIREFRAMES

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During the early sketching phase, I focused on different ways I could play with negative space and how text can be broken up. I also began thinking about possible scale relationships because I wanted dramatic contrast between big and small elements.

Later in the process, I was able to create tight wireframes that establish the position of elements on a 12-column grid. This is also where I determined the general grouping of elements, which later translate into containers and divs for the coding portion of the project.

EARLY PROTOTYPE

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Virgil Abloh™

**Core Studio Public Lecture:
Virgil Abloh, "Insert
Complicated Title Here"
Harvard — October 26th, 2017**

**OFF WHITE c/o VIRGIL ABLOH™
defining the grey area between black
and white as the color Off-White™**

"PERSONAL DESIGN LANGUAGE"

1. READYMADE - NEW IDEA BASED ON RECOGNIZABLE PARTS HUMAN EMOTION, IRONY
2. "FIGURES OF SPEECH" OR THE "QUOTES"
3. 3% APPROACH
4. A COMPROMISE BETWEEN 2 DISTINCT SIMILAR OR DISSIMILAR NOTIONS
5. SIGNS OF "WORK IN PROCESS" - AGAIN HUMAN INTERACTION
6. A SOCIETAL COMMENTARY - HAS A REASON TO EXIST NOW
7. SPEAKING TO THE TOURIST & PURIST SIMULTANEOUSLY

"Your career will be like an
up-hill battle. But more
likely, there are all these
shortcuts you can take. This
is about all of the shortcuts
that I've learned along the
way."

1. **READYMADE - NEW IDEA BASED ON RECOGNIZABLE PARTS HUMAN EMOTION, IRONY**

"I'm super obsessed with
Duchamp. Super obsessed with
Readymade— this idea that an
artist over thought the
game, understood the
parameters, and provided
something provocative that
became a launch pad for
other forms of art."

'Fountain' Marcel Duchamp, 1917

3.0 Off Court Leather Sneaker, Off-White™

" WE EXIST OFF THE BACKS
OF MANY OTHER
THINGS AND ITERATIONS
BEFORE US "

Strategy Statement

I began building out my proto-
type on Figma. I decided to start
mobile first to get a smaller
scope of how I wanted information
to flow. In this stage is when I
decided to add the cross sec-
tions with the hazard line GIFs.
I had the idea of including them
throughout the site but only dis-
tinguised their language when I
finally started putting informa-
tion down.

In this prototype, I had the an-
gles be more dramatic, but didn't
know how well I could implement
that later on.

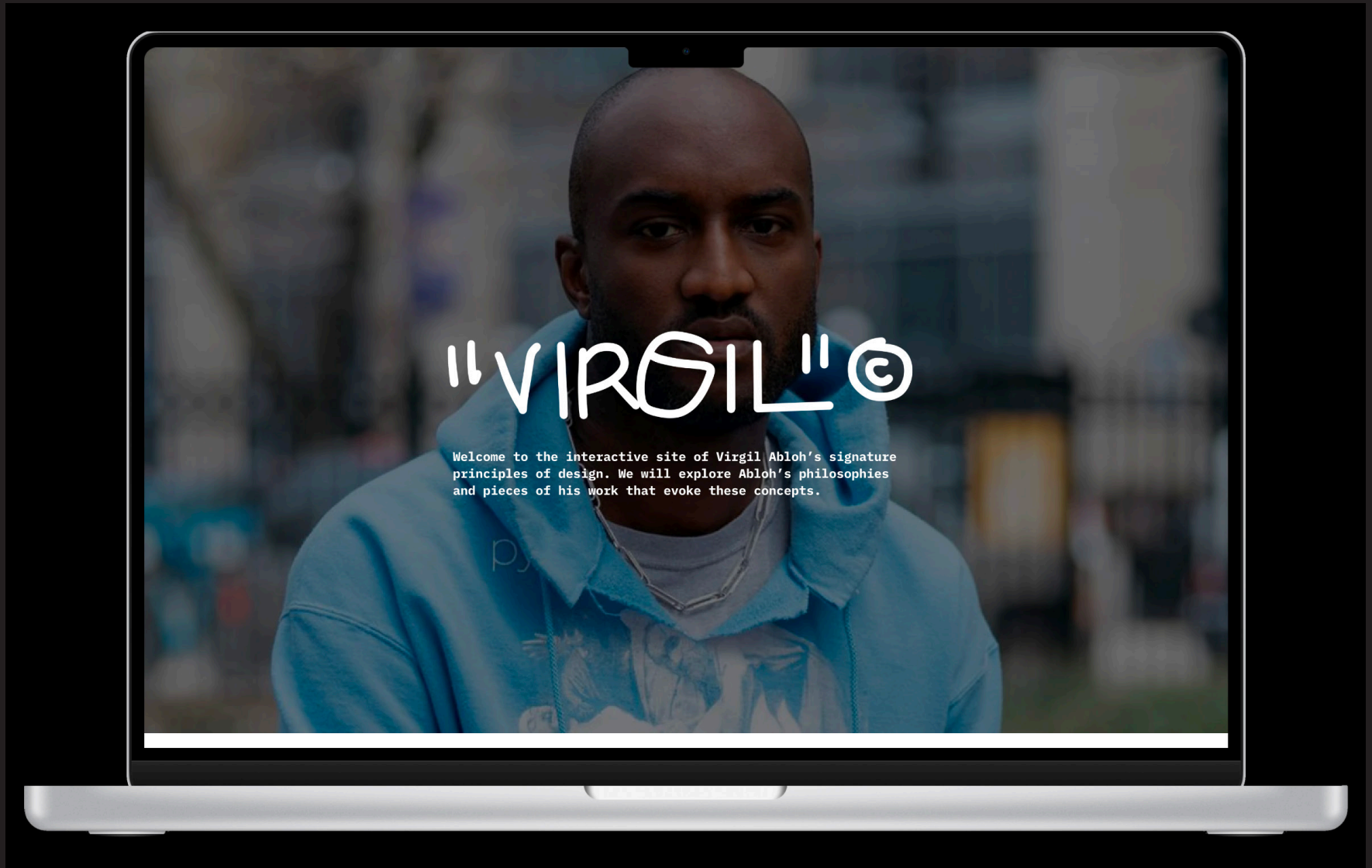# REFINEMENTS

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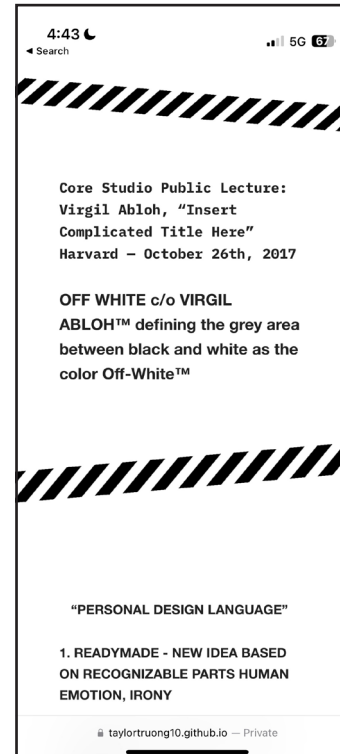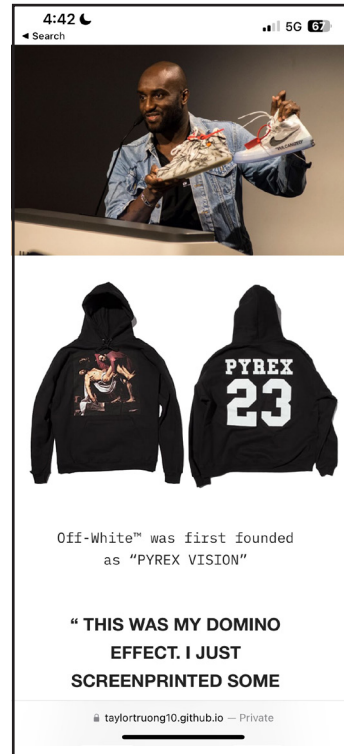
Removed Elements

I decided to remove the black backgrounds to make implementing the prototype to code more concievable. I still maintained my original design but had to cut out a lot of what I had intially planned.

Canary Yellow™ - Figures Of Speech T-Shirts

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" WE EXIST OFF THE BACKS OF MANY OTHER THINGS AND ITERATIONS BEFORE US."

2. "FIGURES OF SPEECH" OR THE "QUOTES"

"It's basically humor. To insert humanity into conversations— You open up when you laugh. It's just us being ironic. Normcore X-Hole, that whole rationale— It's the halo we're in. My way of doing that and trying to be the most Duchamp version of ironic is speaking in quotes."

"FIGURES OF SPEECH"

"IT ALLOWS ME TO SAY TWO THINGS AT THE SAME TIME, OR BE FIGURATIVE AND SORT OF PRECISE."

Canary Yellow" - Figures of Speech T-Shirts

3. 3% APPROACH

3% CHANGE

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4. A COMPROMISE BETWEEN 2 DISTINCT SIMILAR OR DISSIMILAR NOTIONS

Streetwear = Luxury

"Off-White— It's basically a shorthand pseudonym to remind me that I'm always just comparing two things, whether they're super dissimilar or they're actually the same. It's my shorthand to say, between luxury and streetwear, that's how I can decide if a piece is done. It's my internal measuring stick."

"I'm not approaching this design as a shoe. I was just looking at it like an object. It's like I took it off the shelf and drew on it and put it back— Don't be too precious. You can decide to wear it as a shoe."

Off-White" was first founded as "PYREX VISION"

" THIS WAS MY DOMINO EFFECT. I JUST SCREENPRINTED SOME HOODIES FROM A BOOK AND POEM I LIKED— THAT'S WHY I'M STANDING HERE. IT'S STREETWEAR AS LUXURY."

5. SIGNS OF "WORK IN PROCESS" - AGAIN HUMAN INTERACTION

"I love work in progress. It's a humanity thing. Once I realized that it's okay to not be a perfectionist, all of the sudden, I can make a million things at once and go to sleep at night."

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* CSS Animations are not visible

CHALLENGES

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I think the biggest challenge was coding without a doubt. With the limited abilities of my beginner skillset, learning to format things with Skeleton was really tough.

REFLECTION

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Overall, this project was a very rewarding time spent. I feel like my capabilities as UX Designer were challenged and the amount of knowledge I've gained is invaluable.