Design Rationale:

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I chose to present the secrets from Vox in a manner that diverged from the embedding of twitter feeds and instagram feeds, and rather to try and craft a website that is not constrained by the preconceived branding that lies therein. So, boiling it down to it’s essence, I wanted to try to create a website that evoked a little bit of mystery and playfulness that would match the tone of the information provided.

In aiming for this certain mystery, I wanted to have a conceit of elements fading in and out, things that appear in plain sight that were not there before, much like a secret can alter your preconceived notions of your environment. Thus, as the words scroll past you and you drop down into what seems to be a blank page, hopefully the curious secret seeker would note that small question marks light up as they move the cursor around. Upon clicking, the secrets would appear as they found more questions marks. I chose to work with only the instagram images as they had a good and constant pairing of information and images, and the presentation of images with flipping cards to reveal the text secret would be the crux of my presentation, so I wanted a consistency across the medium. I’m sure twitter messages could be woven into the presentation, but I thought it would be good to remain simple in this regard. Expansion is always a possibility.

I also made the positioning of the invisible question marks random and will change upon each loading of the page, so in the event that you should not persist and find every secret or lose interest in hunting questions marks, perhaps the secrets you missed will be the first ones you click on upon your next visit.