Will Guldin
Multimedia Planning and Design
Site Statement

The short version: This website's mission is to aggregate and present, in a compelling and intuitive way, the best journalism on the True/False Film Fest produced by the Columbia Missourian and Vox Magazine.

The longer version: Going in, my idea for this site was for it to be the definitive weekend companion for those interested in the festival. Instead of having to search several different outlets (the Missourian, VoxTalk, Vox Magazine), my idea was to put all of this journalism in one place. It was strange designing this site after the festival had ended, but I decided to design it as if the wrap up would be the last post of the weekend.

In some ways, I wish we would've had more content to play with, but the limited number of stories let me create a narrative for the weekend. My design allows the reader to reach this content from the home page, and the navigation bar on the left-hand side of the page also allows the reader to reach different stories. More chunked-out content is tied to the navigation bar that stretches across the top.

If we had more stories, I likely would've tried to integrate more aggregation features, such as the rebel mouse page the Missourian used for the weekend.

Design decisions: I wanted the site to reflect the festival, but not be tied too closely to it (so that it appears independent from the festival itself). This year, True/False was using a blue color scheme, so I felt OK going with the red. A sans-serif typeface also made the most sense, so I went with Avenir for a contemporary look. I tried to consistently work in similar elements throughout the site, too, such as the red shading on links and the red, right-facing hashmark lines. By using large photos and bold headlines, it creates a strong design for the site.

The inspiration: The story page for this website was heavily inspired by The Verge, especially the navigation bar. I think that's a great way to lead a reader through a feature. I also admire the way The Verge treats photos. They run them large, even within text. I took a similar approach. This was also inspired a bit by Huffington Post, but I really don't like what they do, so I tried not to think about that connection too much. Finally, the link approach (red shading) was inspired by the NY Times' snowfall project.