

# SENDING OUT THE **SIGNAL**

case study

We were asked to design and code an interactive website narrating a story of our choice. The website was to be built using HTML and CSS.

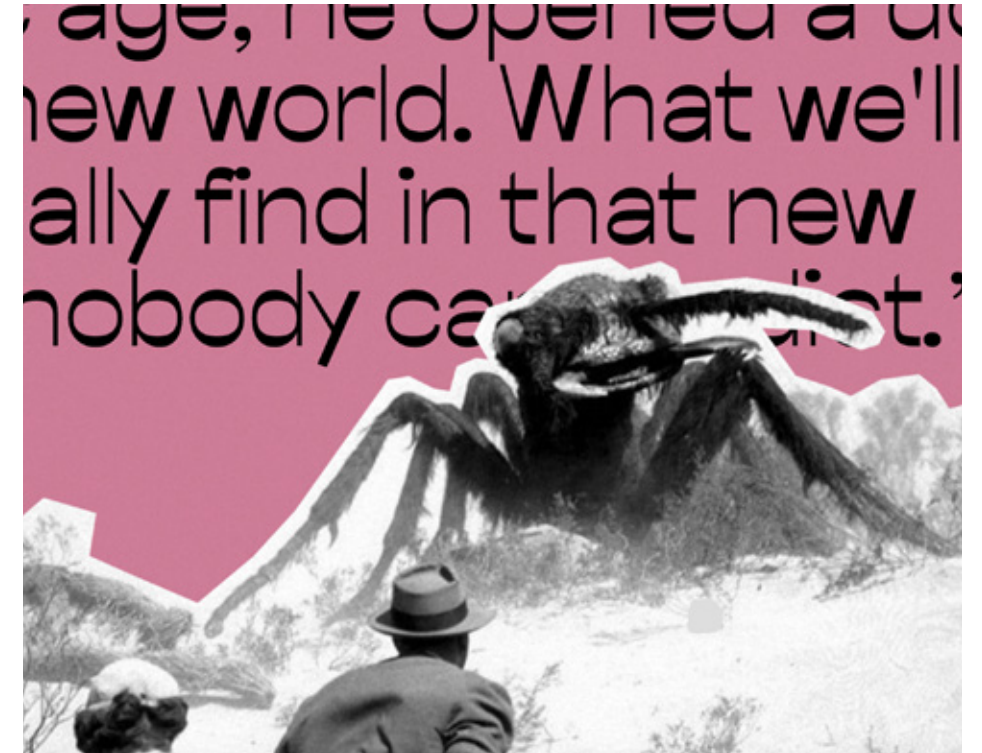
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I chose to base my website off a BOMB Magazine interview between artist Swoon and Katie Peyton.

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Looking into other interactive web design sites, I tried to find sites that relied heavily on the visual design and were fairly simple when it came to the coding aspect since I have limited experience. I found that bold colors and heavy emphasis on type as texture was a good way to achieve this.

I also knew that I wanted to use images of the artist's artwork as well as carry her collage style through to the design.



I chose to use an excerpt of a BOMB Magazine interview between artist Swoon and Katie Peyton; much of my concept is based on the back and forth conversational nature of interviews, so the questions were set to be very plain and direct, and the visual interest and design came through Swoon’s answers to the interviewer questions.

The two are discussing the concept of portraying Hope as an artist, so I wanted to expand on that blossoming of thought using images of Swoon’s artwork and engaging type treatment to keep hold of the reader.

Choosing to break up the text and spread it out gives the reader space to absorb and enjoy the response.

**Katie Peyton**

“... Politically engaged art is often dystopian. When we’re surrounded by artistic dystopias, a part of us starts getting used to it, and expecting it. Dystopian art reflects our madness and problematic narratives back to us; it draws attention to injustices we may be ignoring. But we need narratives of hope so we know what to ask for. We can only want what we can imagine.”

**Swoon**

“We can only want what we can imagine.” That’s so true.

**KP**

You could’ve easily begun your career from a place of cynicism. But your overall message is hopeful. We can do it better. This is better. As a socially engaged artist, how do you hang onto hope?

**Swoon**

The way that I personally maintain hope is to just keep fighting and keep working. I’m tackling this problem; I’m in this conversation; I’m building this thing. Early on, I knew that there were all these forces in the world, but I have picked one, and I’m on the team, and I’m just going to row. I know what my team is, and I just fucking row.

It becomes kind of a spiritual question.

You said I believe we are better. I’m trying to contact that within people, because it’s always there. In Buddhism, it’s the part that becomes enlightened, and that leads you to enlightenment. I really believe in that. I feel it in myself, and I feel it in each person—that capacity to become enlightened.

Interview transcript and information chunking

Where is that capacity? I think glimmers of it gather around a few places inside us. One of those places is our ability to feel wonder, and another is our ability to feel compassion. Even in the face of the worst.

I know sometimes that a more cynical approach would be perhaps more acceptable in the art world (and that is how I make my living). But choosing hope allows me to be in touch with myself and to not take a posture.

The other thing is: then you find your team. There are a lot of people who also want to choose humanity, compassion, hope. You’re sending out the signal.

**KP**

Last question. There’s a common criticism that artists don’t get out into the world enough, or if they do, they stay locked in a sort of arts-focused circle. What is your advice to artists who may feel locked away in their studios?

**Swoon**

My secret. I take myself, my drawings, and this little bundle of creative forces that is me, and I try to make a chemical reaction with the world.

The people that I’m working with here have a catch phrase: art ignites change. When you bring art into contact with the world, you can shake up an environment, and you can break up circumstances, and you can push things forward.

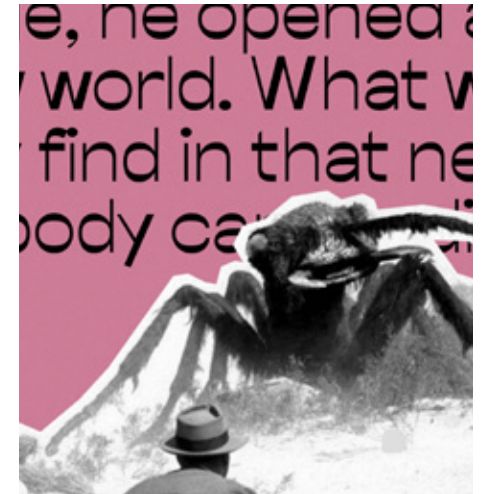
There are a thousand ways that people can bring their art in contact with the world. Mine are putting a wheatpaste up on the street, building a raft and crashing the Venice Biennale, building a home post-earthquake, working with people in Kensington in the middle of a crisis. In some way these things are actually all the same. People could be doing macramé

classes at nursing homes, or they could be making floats for the Mermaid Parade at Coney Island. My friend used to make books and discreetly stick them into the shelves at libraries and bookstores. Literally anything. Then that thing informs the next thing, and you listen back, always asking: Who’s it reaching? What does it mean to people? You take the molten, hot center of creative energy, and you weave it into some aspect of the world that is calling to you.



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I knew I wanted to rely heavily on Swoon's imagery to break up the text in my web design, and since she uses a lot of collage in her work I decided to carry that through my design.





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My target audience is young adult—adult aged people who are interested in fine art.

This person likely enjoys art and is interested in learning about artists, but is less inclined to commit to reading a full magazine interview.



## Talia Rial

**Age**  
24

**Occupation**  
Water Quality Analyst intern

**Location**  
Seattle, WA

### Interests

Talia likes to hike, ski and spend time outside. She has always loved making and enjoying art and wants to be more engaged in the art world, but doesn't have a ton of time or drive to dive down article rabbit holes and read long articles.

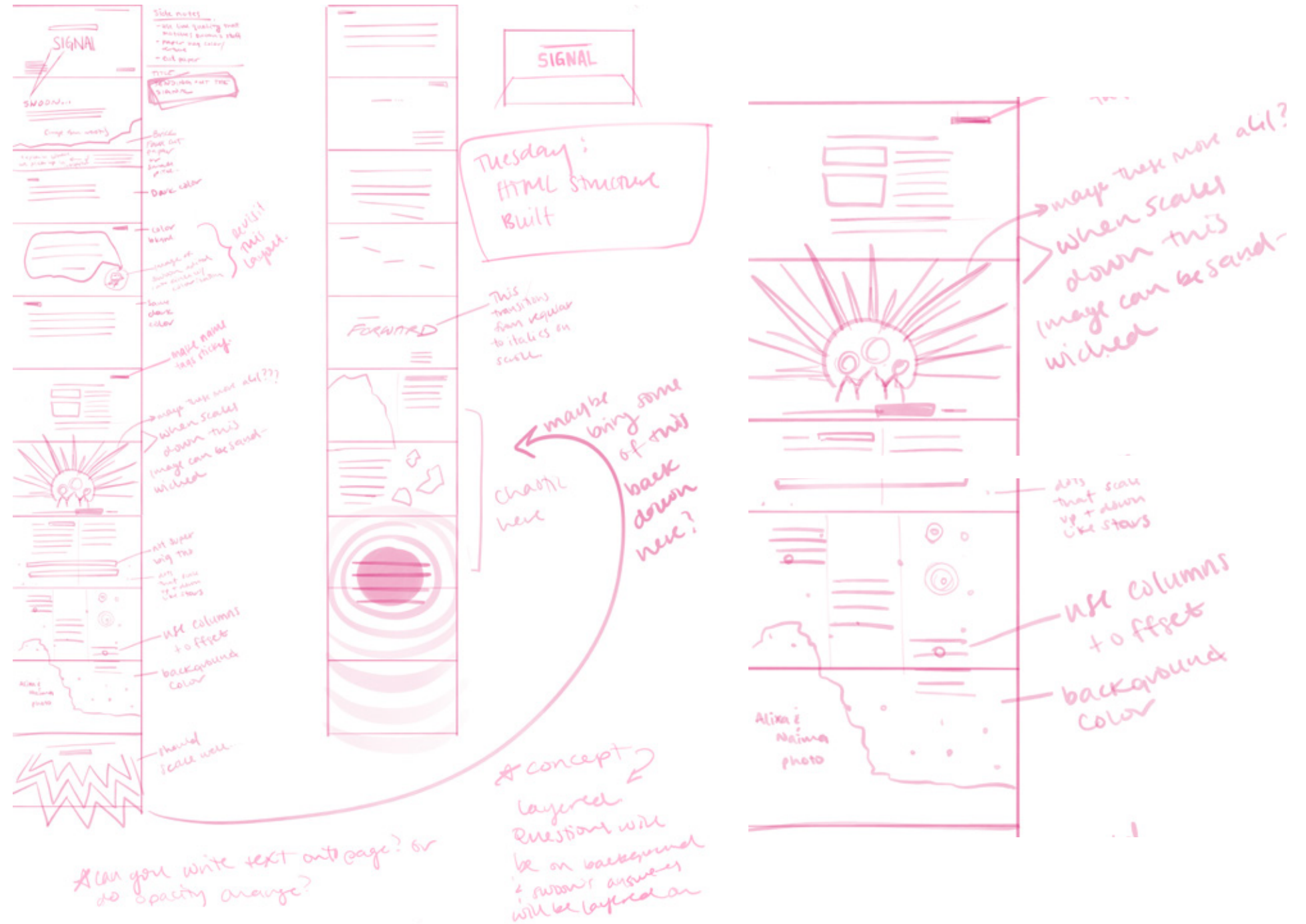
She gets excited about finding cool things on the internet and shares them with her friends for them to appreciate as well.

My goal with this website is to share a narrative that not many people would ordinarily see unless they were immersed in the world of this particular artist or followed BOMB Magazine.

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I want to engage the casual art-lover in an artists story in a way that provides an immersive experience.

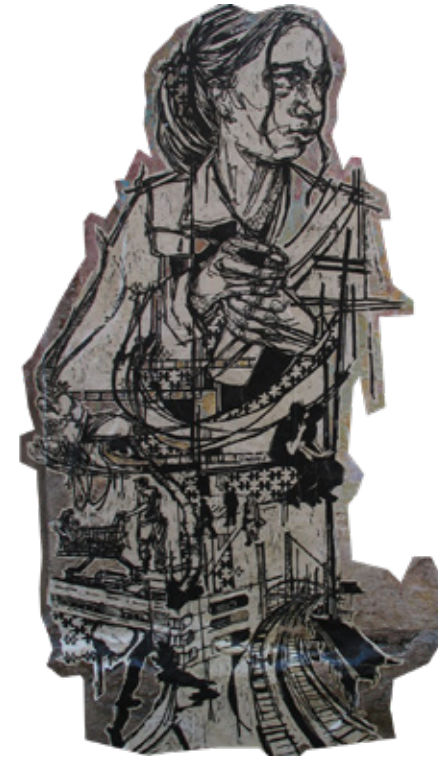
I planned out my website flow in procreate, sketching roughly each screen frame.





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In order to achieve the collaged look I was going for, I masked out images of several of Swoon's street artworks and collaged them with cutout shapes of brick and concrete walls to communicate the street aesthetic.



I conducted usability testing to gather feedback on the design and if it was achieving what I intended. A few people wrote feedback displayed to the right, others made comments on the cohesiveness of the type layout I had in the initial prototype saying that the chunks of paragraphs I had did not match the very visually engaging type treatment and hierarchy in above sections.

USABILITY TESTING

- 1. Determine what the website is about.
- 2. Create 3 tasks for the user to perform:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- 4. Allow the user to explore the website
- 5. Rate your experience below (3 is highest):

	RATING			COMMENTS
Site load time is reasonable	3	2	1	
Font size/spacing is easy to read	3	2	1	
flow makes sense logo is prominently placed	3	2	1	
Homepage is digestible in 5 seconds	3	2	1	
Clear path to important information	3	2	1	
Clear path to the "tasks"	3	2	1	
Main navigation is easily identifiable Content is understandable	3	2	1	
Navigation is clear and concise	3	2	1	
Navigation is consistent	3	2	1	
Major headings are clear & descriptive	3	2	1	
Styles + colors are consistent	3	2	1	
URLs and page titles are explanatory	3	2	1	
Overall website was easy to understand	3	2	1	
Website is error free on all viewports	3	2	1	

Ellist Fogarty

clean up edge

could make the slides slightly closer together  
good title slide

USABILITY TESTING

- 1. Determine what the website is about.
- 2. Create 3 tasks for the user to perform:

scroll through...

\_\_\_\_\_

\_\_\_\_\_

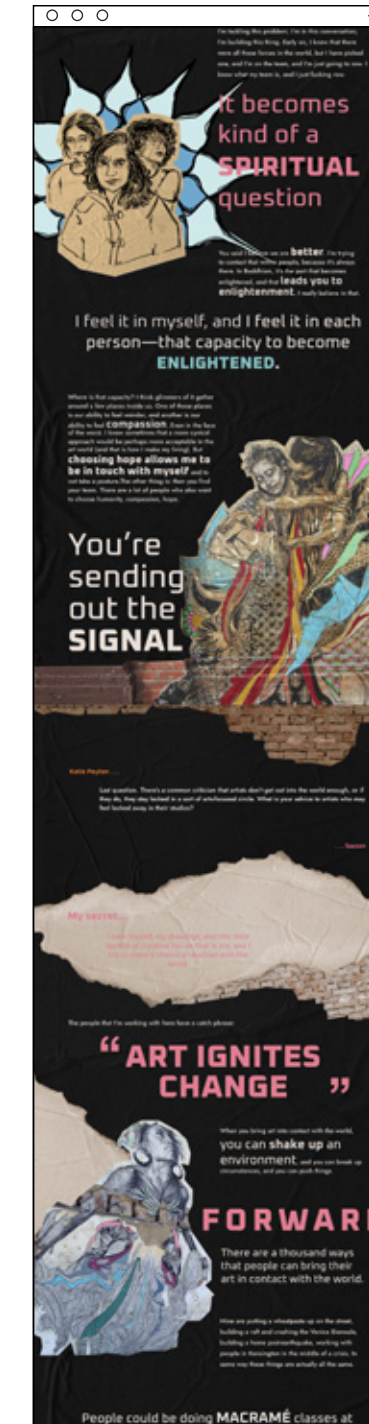
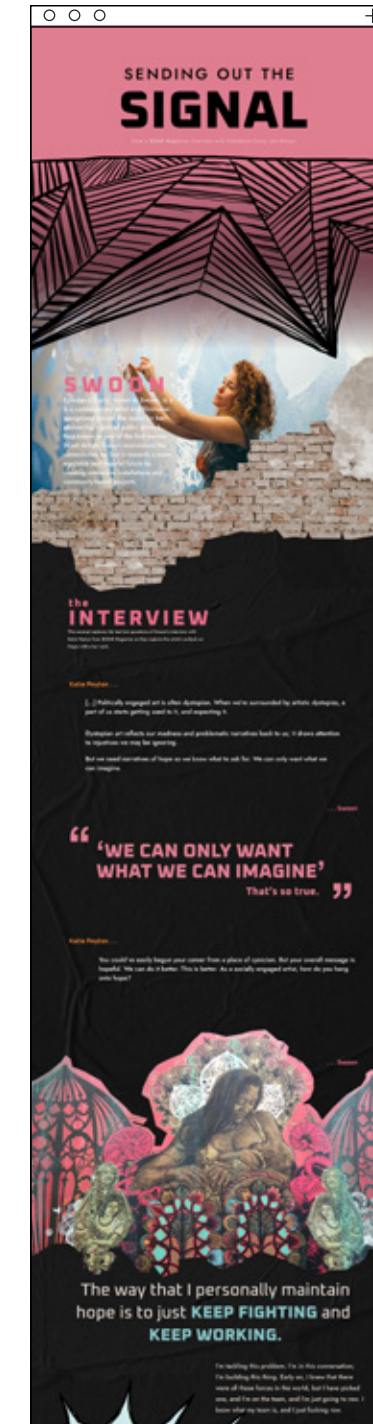
- 4. Allow the user to explore the website
- 5. Rate your experience below (3 is highest):

	RATING			COMMENTS
Site load time is reasonable	3	2	1	
Font size/spacing is easy to read	3	2	1	
Logo is prominently placed	3	2	1	
Homepage is digestible in 5 seconds	3	2	1	
Clear path to important information	3	2	1	
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So Fast!!!  
cool font + actually  
Logo?  
Very digestible!  
Killing it  
More tasks!  
I found the front  
page easy  
Not much to navigate  
V V  
Hell yes great intro  
Im sure they will  
be  
Love the url  
I think I get it  
Perfection (so far)



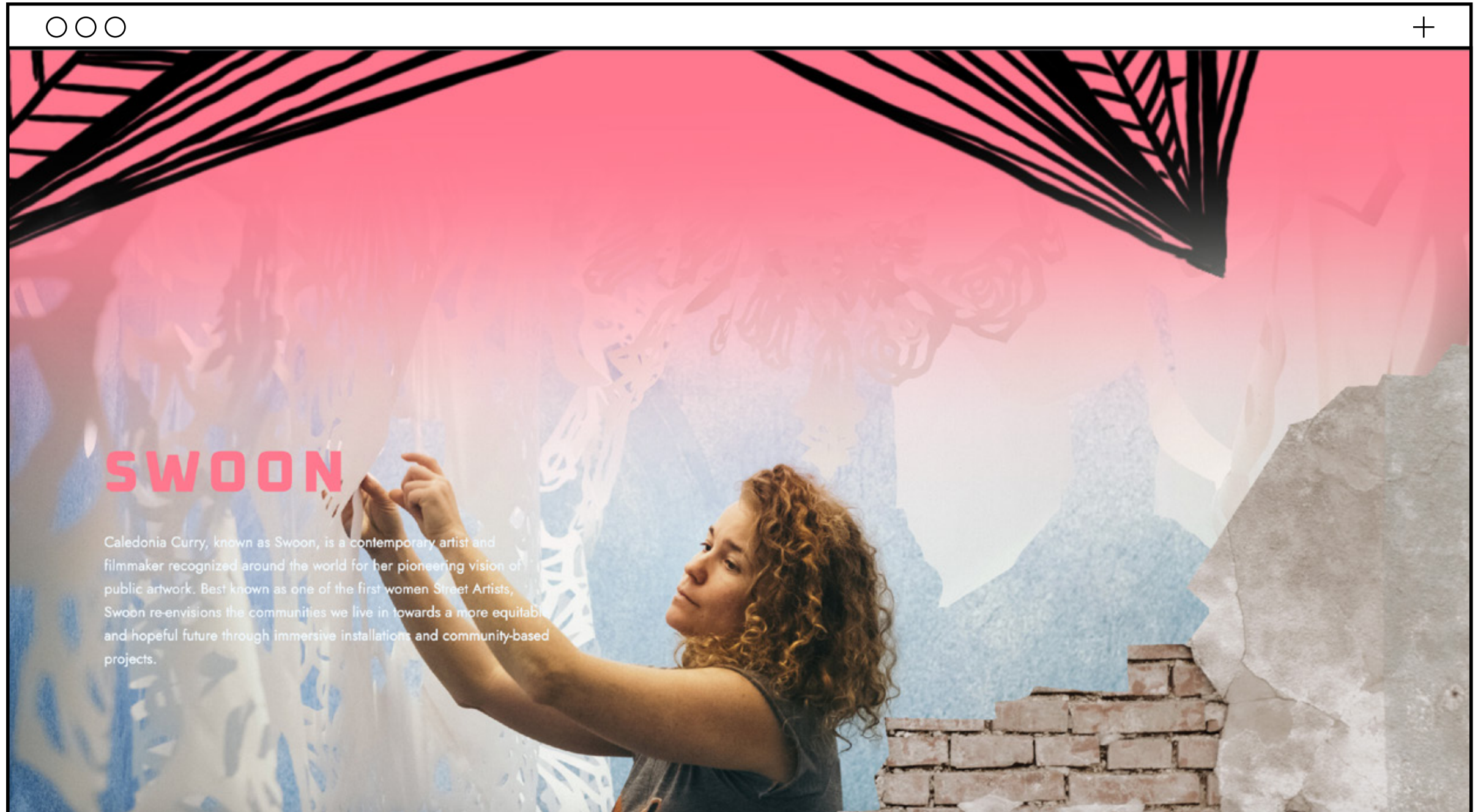
After looking at my feedback, I went back to the prototype and adjusted the type to make it feel more dynamic.





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[Link to Website](#)



## SWOON

Caledonia Curry, known as Swoon, is a contemporary artist and filmmaker recognized around the world for her pioneering vision of public artwork. Best known as one of the first women Street Artists, Swoon re-envision the communities we live in towards a more equitable and hopeful future through immersive installations and community-based projects.

The way that I personally maintain hope is to  
just **KEEP FIGHTING** and **KEEP WORKING.**

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It becomes  
kind of a  
**SPIRITUAL**





# I feel it in myself, and I feel it in each person—that capacity to become **ENLIGHTENED.**

Where is that capacity? I think glimmers of it gather around a few places inside us. One of those places is our ability to feel wonder, and another is our ability to feel **COMPASSION**. Even in the face of the worst. I know sometimes that a more cynical approach would be perhaps more acceptable in the art world (and that is how I make my living). But **CHOOSING HOPE ALLOWS ME TO BE IN TOUCH WITH MYSELF** and to not take a posture. The other thing is: then you find your team. There are a lot of people who also want to choose humanity, compassion, hope.





**THANK YOU**