

'Transmedia 2018' Cohort Project

A More Detailed Document of
the Processes not Relating to
Programming/Building

Daniel Wilkins

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The Brief

“To organise an ‘End of Year Show’ which involves all cohorts that interests industries and attracts potential employers.”

My Role(s)

Overview

Within this project I had the task of creating the website for ‘Transmedia 2018’ with a few others but I also contributed to some of the design elements as well.

Initial Stages of the Project

Introduction/Overview

After being introduced to the project, I then produced a list of further ideas to what could be done for ‘Transmedia 2018’ which is evident below.

The Created List of Ideas

- Could move the show to a Saturday afternoon if everybody would be available
- Could have some sort of pop art theme (bright, bold and eye-catching)
- For 1st years, they could have a fun little game to interact with the school children e.g. something like snake or they could show some exciting work they have done (potentially the typography piece?)
- 1st years could 3D print a character from a film which is well known?
- Make sure everyone has a slide show of work ready or fully updated website to show to professionals
- At each stall, you could have a copy of the personal section in the year book but have the pictures of people who are at those stalls with their specialist subject/personal information
- For advertising in the town centre, you could have representatives who hand out information booklets to people before the event takes place to inform them of the show
- For the consistent dress code, everyone could buy a hoodie from the shop and have a certain colour for each year
- Could have meetings once every other week
- Make a Gantt chart for every team so everyone knows when each piece of work has to be completed by

I also undertook some research for what made an exhibition successful through the following link:

<http://www.unibox.co.uk/news-inspiration/what-makes-good-exhibition-stand>

Initial Branding Ideas to Assist the Branding Team

Collecting Research

Introduction/Overview

As part of the module, I produced some branding ideas to help the whole 'Transmedia 2018' team. First of all, after we had all agreed to choose a simplistic theme, I gathered several pieces of visual research to influence my ideas.

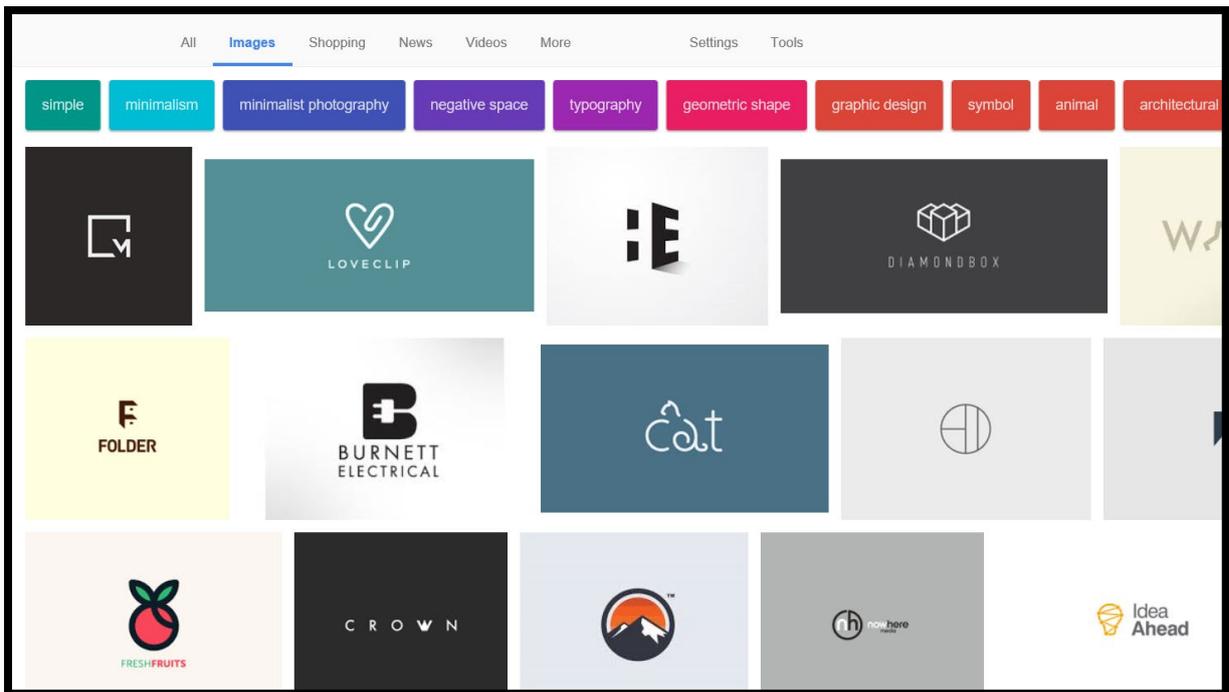
The Collected Research

Simplistic Design Approach

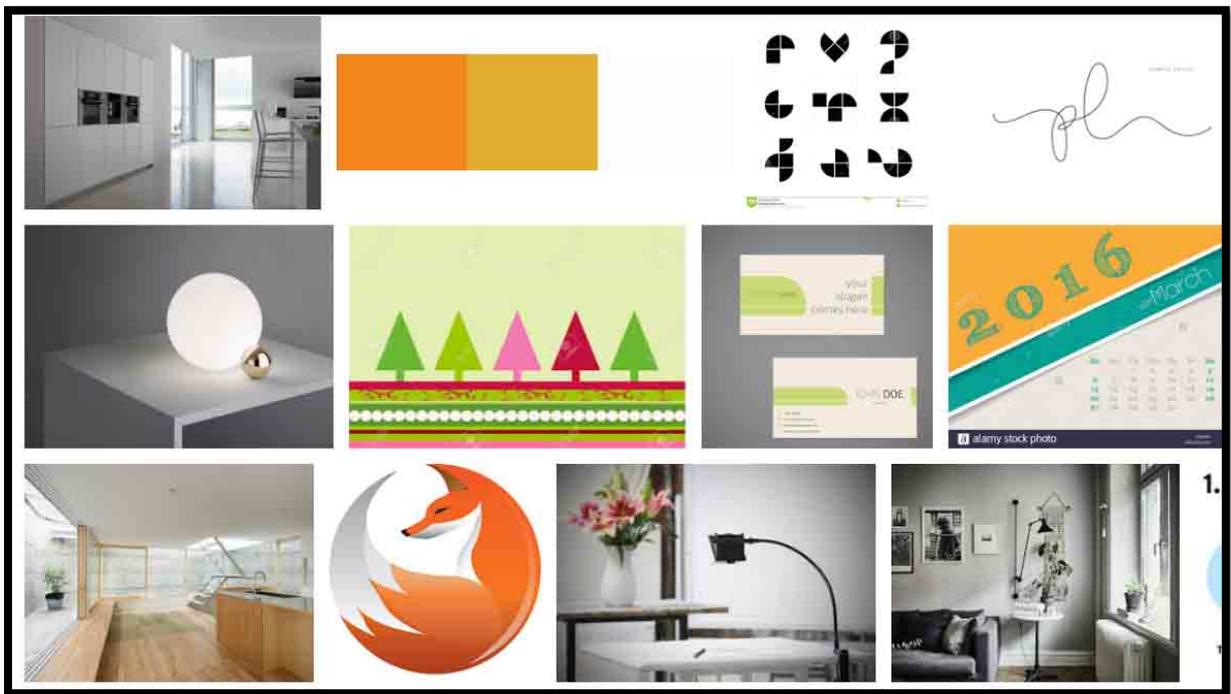
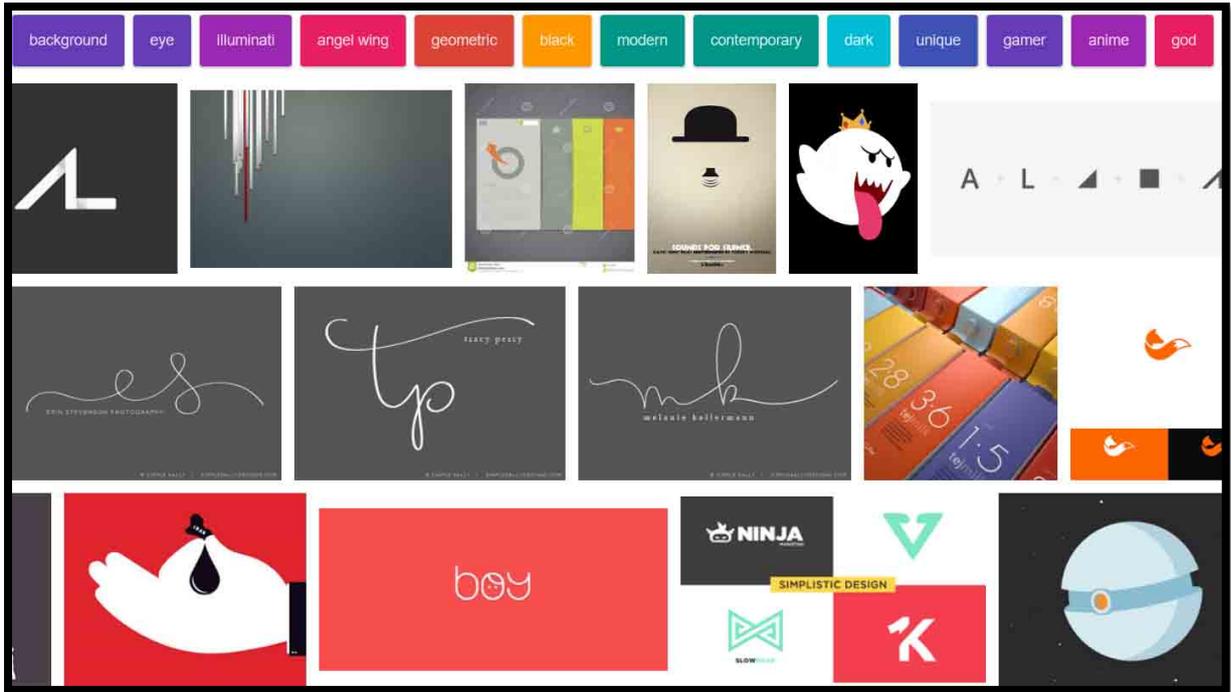
Introduction/Overview

With reference to the visual research collected below, I obtained knowledge that very few words were used as opposed to visuals which were relied on more. There were even visuals integrated into the words as can be seen with the first series of images, 'bird' and 'cat' being the most obvious.

The Research



'Transmedia 2018' Cohort Project Processes in More Detail Document – Daniel Wilkins

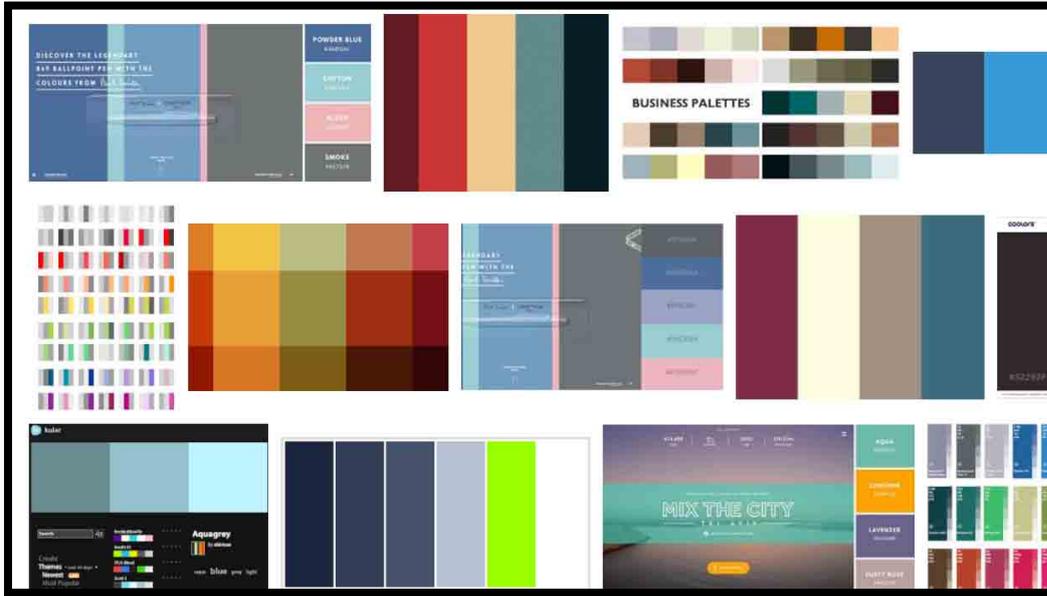


Professional Colour Palettes

Introduction/Overview

Furthermore to the previous work, I also believed it would have been valuable to view a broad range of colour palettes. So, to begin with, I viewed some professional colour palettes. I found that lighter tones of colours were used more with blue being used in a majority of them.

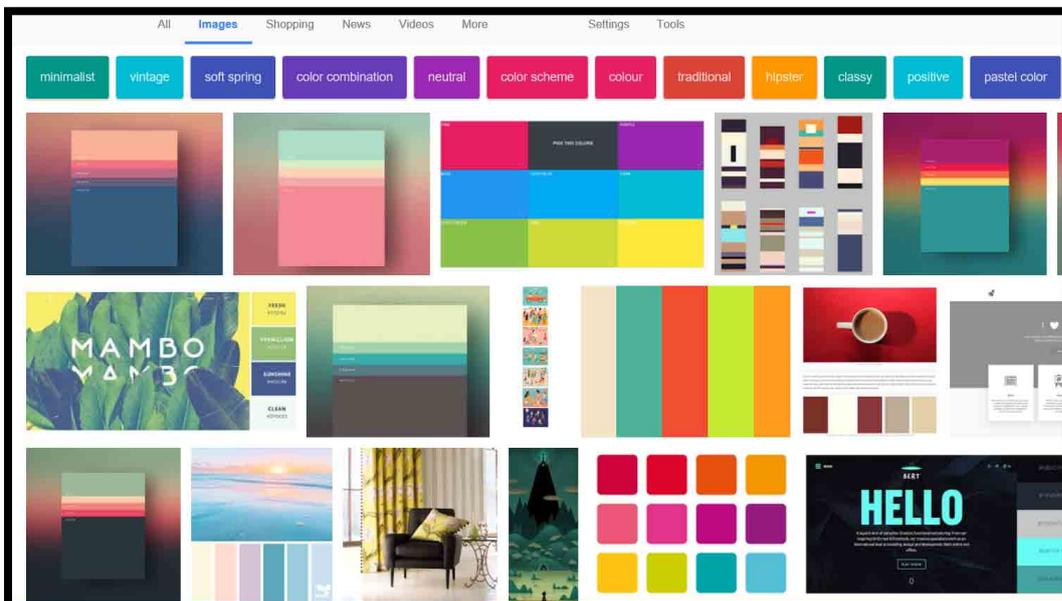
The Research



Simplistic Colour Palettes

Introduction/Overview

Later on, I conducted further research regarding colour palettes. However, this time I directed the research to accommodate the simplistic theme we had agreed on as a cohort. Again, I found that the colours were toned down and that they weren't bright vibrant colours. Furthermore, it was worth noting that more creative colours were used such as yellow and orange.

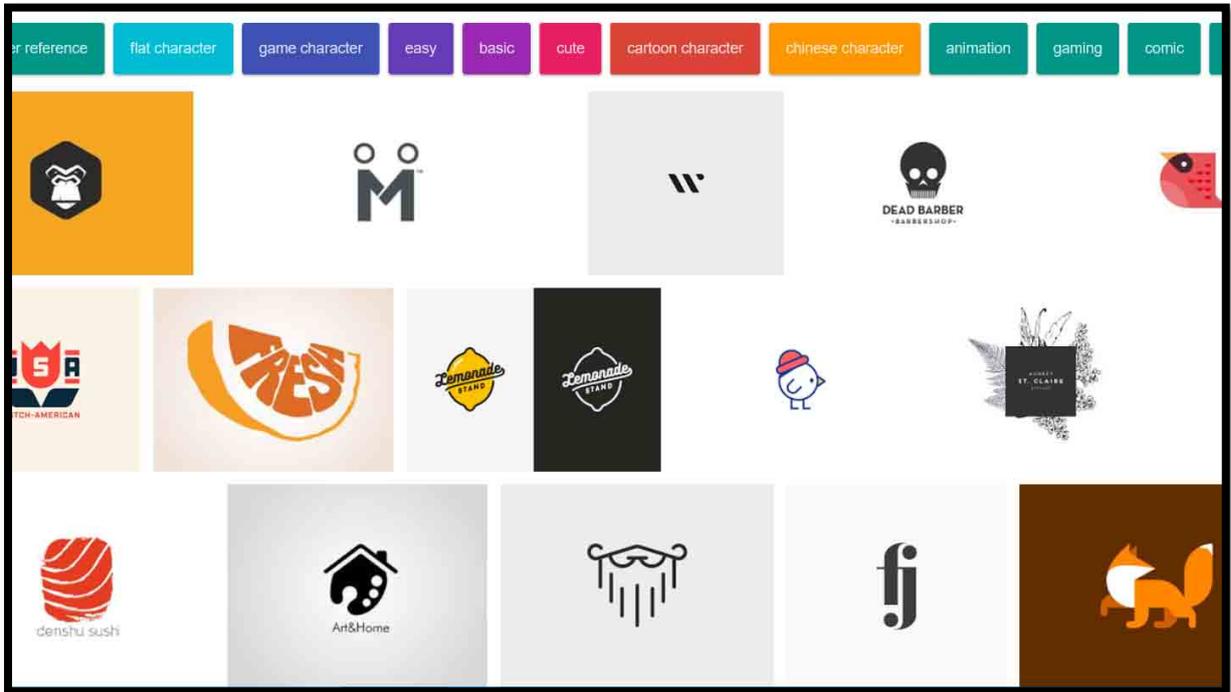


Simplistic Logo Characters

Introduction/Overview

As I would have been creating some logo ideas, I conducted some more research on the Internet about how simplistic logo characters would have looked as at first, I wanted to implement this type of technique into my ideas.

The Research



Fonts, Colours and Advertising

Colours

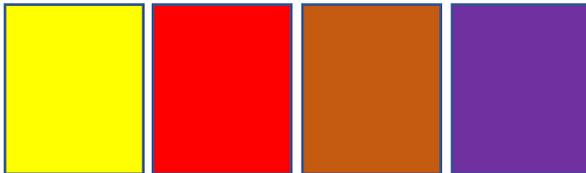
Introduction/Overview

As a result of research found on a couple of websites, I decided to make a colour palette as can be seen below. From one of the websites, I gained knowledge that blue related to high-tech, orange related to creativity, black related to power and white related to simplicity. I believed these to be colours that all either reflected the theme or our course. I did also produce another colour palette of colours which could have also been used, however, these were not chosen as they appeared to be too colourful or unappealing.

The Created Colour Palette



The Other Unappealing Colour Palette



(*The Logo Company, n.d.*)

Advertising

Introduction/Overview

I also contributed some research about exhibition stands to inspire the way in which we could have advertised our event.

The Collected Research



(OneFourDesign, n.d.)



(Signs4sa, n.d.)



(Floorstands.com, n.d.)

Fonts

Listing Fonts to Possibly Use

Introduction/Overview

With regards to the font research, I made a list of all possible fonts that could have been used, taking inspiration from a website which stated the best fonts to use in a resume.

Please Note: Some fonts below weren't available to display in this document.

The Listed Fonts (Kliever, 2015)

- Garamond
- **Gill Sans**
- Cambria
- Calibri
- Constantia
- Lato
- Arial
- Avenir
- Georgia
- Helvetica Neue

Logo Creation Process

Analysing the Best Way to Implement Simplicity

Introduction/Overview

Following on from the previous aspect, I then created a spider diagram analysing what was the most effective way of implementing simplicity and how this could have fitted into my initial designs.

The Analysis/Brainstorm of Ideas



Logo Character Ideas

Introduction/Overview

Another spider diagram was then created, including lots of logo character ideas based on the previous visual research.

The Brainstorm of Logo Character Ideas



Initial Logo Ideas

Introduction/Overview

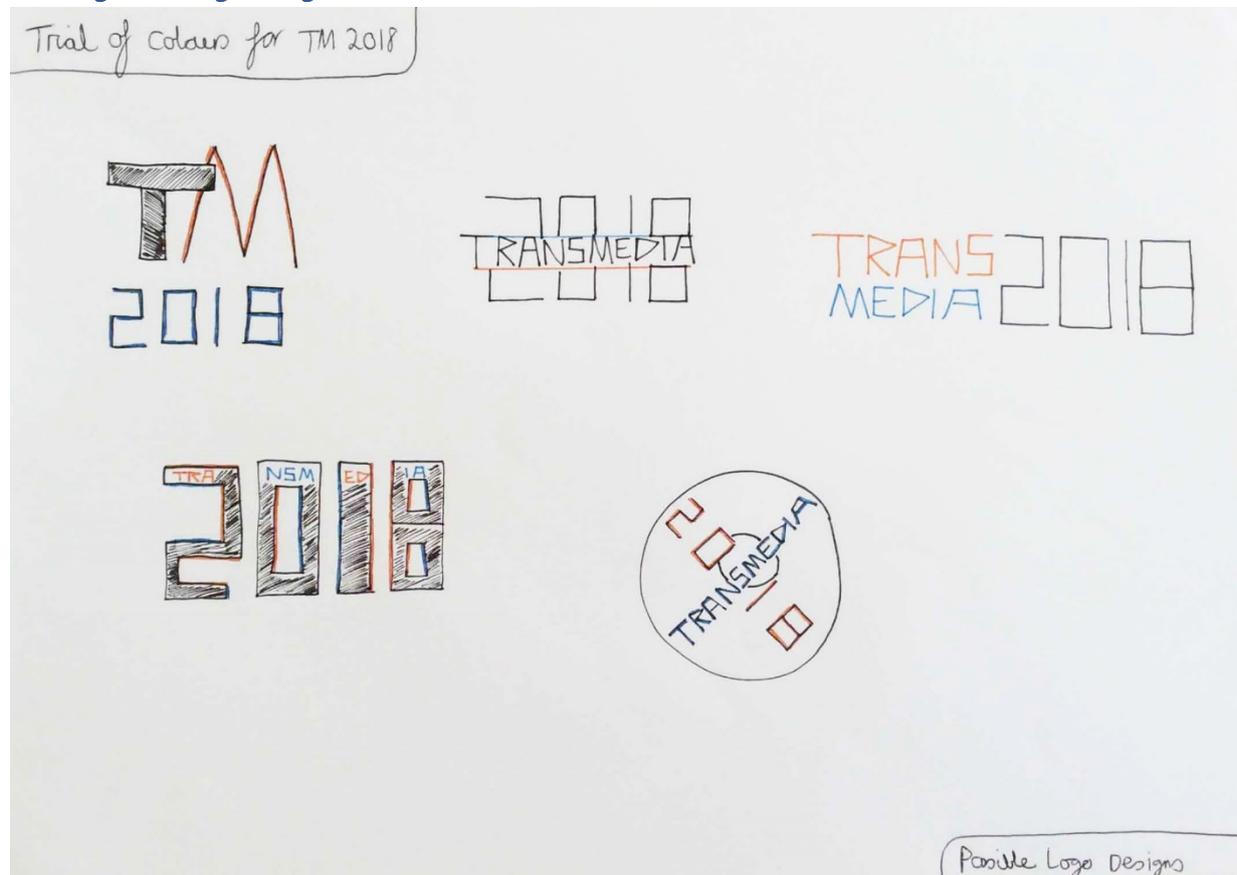
After all the research and ideas had been completed, I then started to draw some logo designs, experimenting with the first colour palette I had created (blue, orange, black and white).

This task helped myself to grasp an understanding of how I could have used the colours but also assisted myself in creating simplistic but effective logo ideas. The logo idea on the bottom right of the sketch below related to King Alfred as it was in the shape of his shield. This activity then inspired myself to create some more detailed logo ideas utilising 'Adobe Illustrator'.

I first designed some logos utilising a few of the fonts from the list created previously to attempt to see which ones worked better than others. I implemented blue and orange in 'Transmedia' and used black for '2018'. This approach was to make them simplistic but effective.

However, I also believed it would have been good to create a couple of logos which represented the university/King Alfred. The logo positioned on the left represented the silhouette of King Alfred's head with his crown and the logo positioned on the right represented his shield. All of my logo designs and branding ideas were shown to the 'Transmedia' group to contribute my input with concepts for the branding guidelines.

Drawing Some Logo Designs



Creating More Detailed Logo Designs in 'Adobe Illustrator'

Text-based Logo Ideas

Trans 2018 Trans
media media 2018

Trans 2018
media

Logo Ideas Relating to the University/King Alfred



(Google, n.d.)

Work Contributed to the 'Transmedia 2018' Website

Analysis of the Previous 'Transmedia 2017' Website

Introduction/Overview

With regards to the 'Transmedia 2018' website, I thought first of all it would have been a good idea to view the previous website and make a document which stated the positive and negative aspects as well as what could have been noted to implement into the website we would have been creating.

The Analysis

Good Elements

- Animation on logo when hovered over
- Big image on home page with the faded blue and big, clear white text
- Embedded map of where to find the venue
- There is a contact form
- Link placed on logo so that the user can return to the home page when on other pages
- Navigation bar is fixed so you don't have to scroll to the top to navigate
- There are links to social media ('Facebook', 'Twitter')
- Good on yearbook page when you click on somebody's picture, a box appears with information about them
- On the yearbook page, everyone is separated into different year groups
- Mobile responsive

Areas for Improvement

- The yearbook link is behind the logo which means you cannot click on it
- The links to the other pages are spaced out at different widths
- On the game page, there is a screenshot of the game but not much description of what it is about
- The top of the logo is cut off
- Maybe more content is needed in some sections (description, text, etc.)
- Animation for logo doesn't work in 'Internet Explorer'
- Some of the font types don't appear in 'Internet Explorer' but revert to 'Times New Roman' instead
- On the year book page, the images are slightly squished and everybody is close to everybody (separate each image with padding, etc.)

Aspects for our Website to consider

- Do cross browser testing/continuously test website
- Add quite a bit of description on each page, if possible, to provide the public with more insight into 'Transmedia 2018'
- Have link back to home page on logo
- Think about fixed navigation bar
- Include links to social media
- Make sure every page is consistent
- Ensure the links are clickable
- Make sure that everything appears fine and works well for responsive design
- Scale images to fit onto web pages

Wireframes

Desktop Wireframes

Introduction/Overview

As well as making a list related to the 'Transmedia 2017' website, I also thought it would have been beneficial to create some wireframes for how our website could have appeared on desktop devices first.

The Created Wireframes

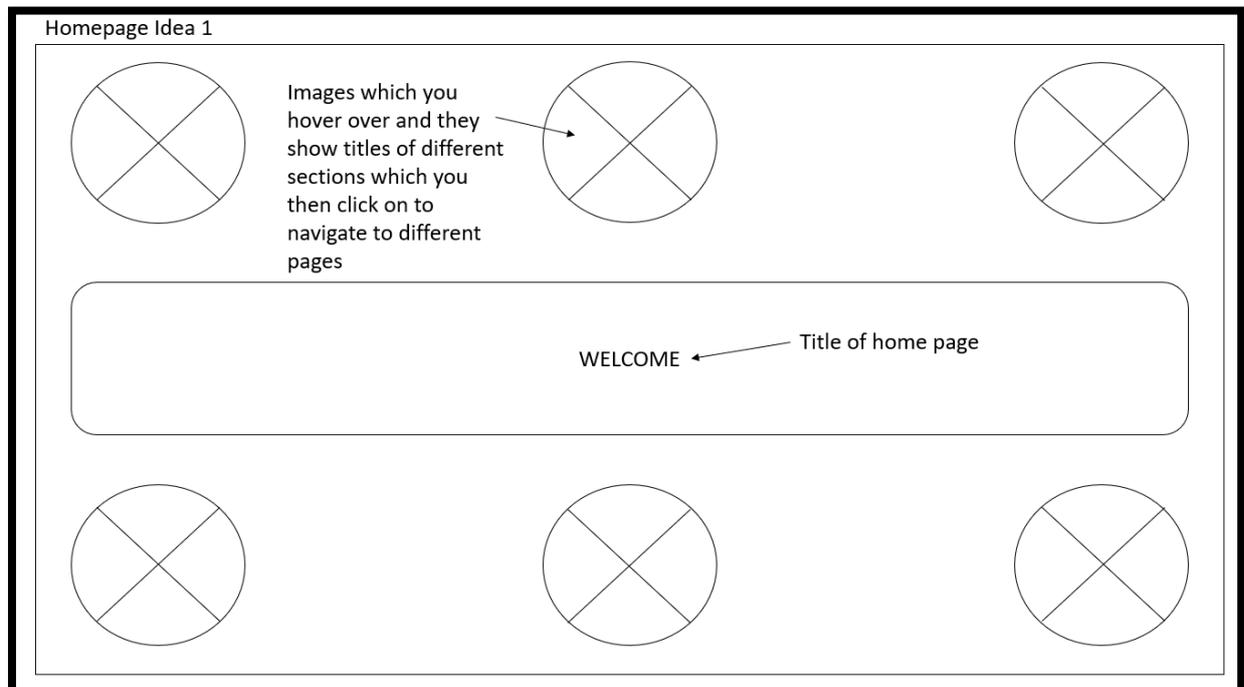
The Home Page

Idea 1

Introduction/Overview

This is the first idea I produced for the home page. There would have been a heading in the centre of the page with a welcome message to introduce the user to the website. There would have also been circular images which would have surrounded the header and these would have shown hyperlinks when hovered over, taking the user to different pages throughout the website.

The Actual Wireframe

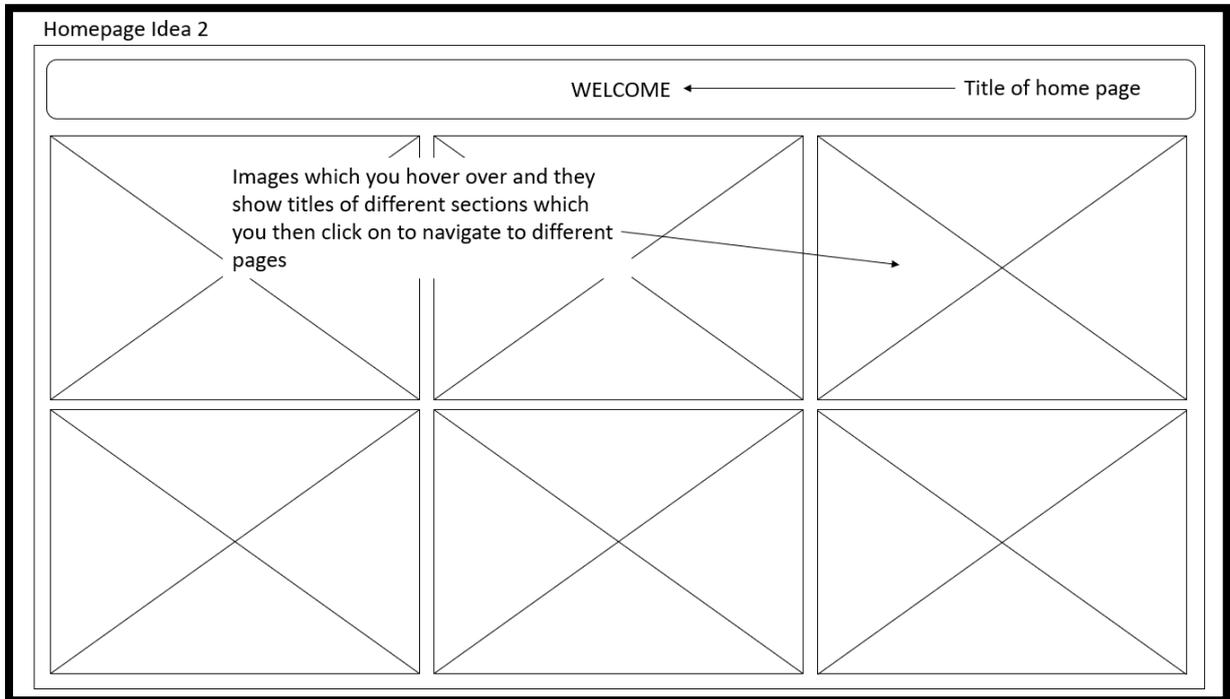


Idea 2

Introduction/Overview

The second idea for the home page was similar to the first with the fact that when the user would have hovered over the images, hyperlinks would have appeared which the user could have clicked on to have taken them to various different pages. However, with this idea, I moved the header above the images.

The Actual Wireframe

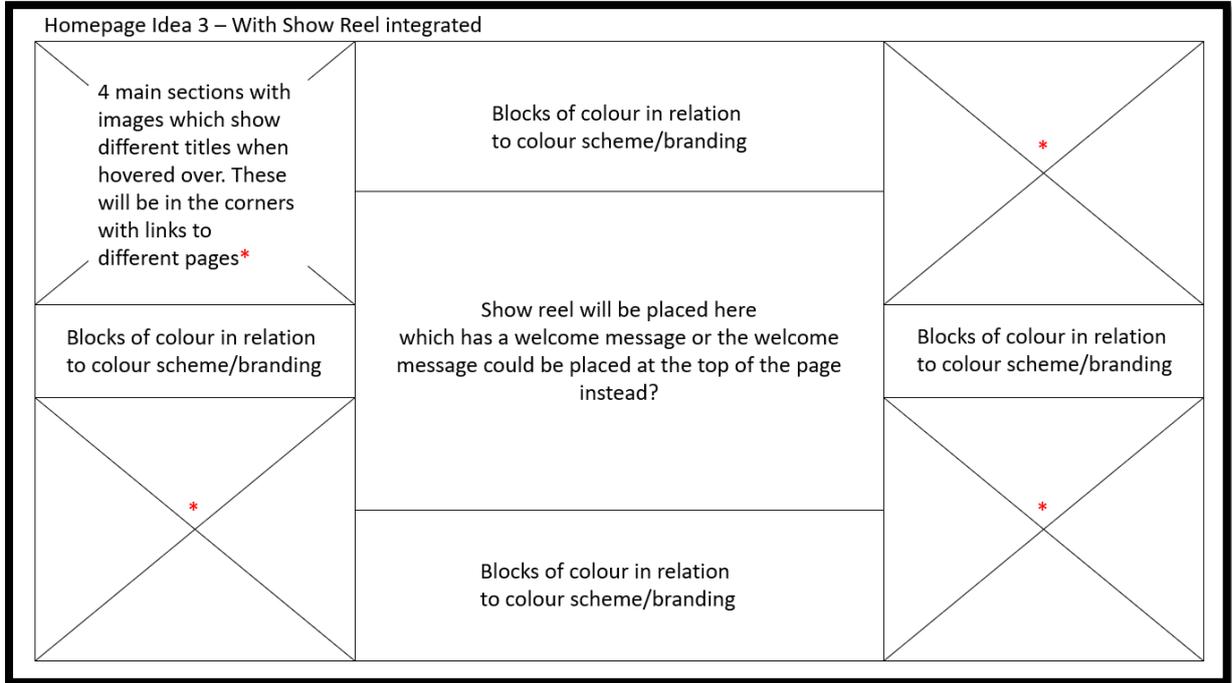


Idea 3

Introduction/Overview

The final idea I created for the home page was focusing on the show reel. I thought it would have been best to place the show reel in the centre of the page with images in each corner with the same concept being applied to them as in the first and second ideas. Additionally, I thought adding blocks of colour would have represented the brand and have shown our identity.

The Actual Wireframe



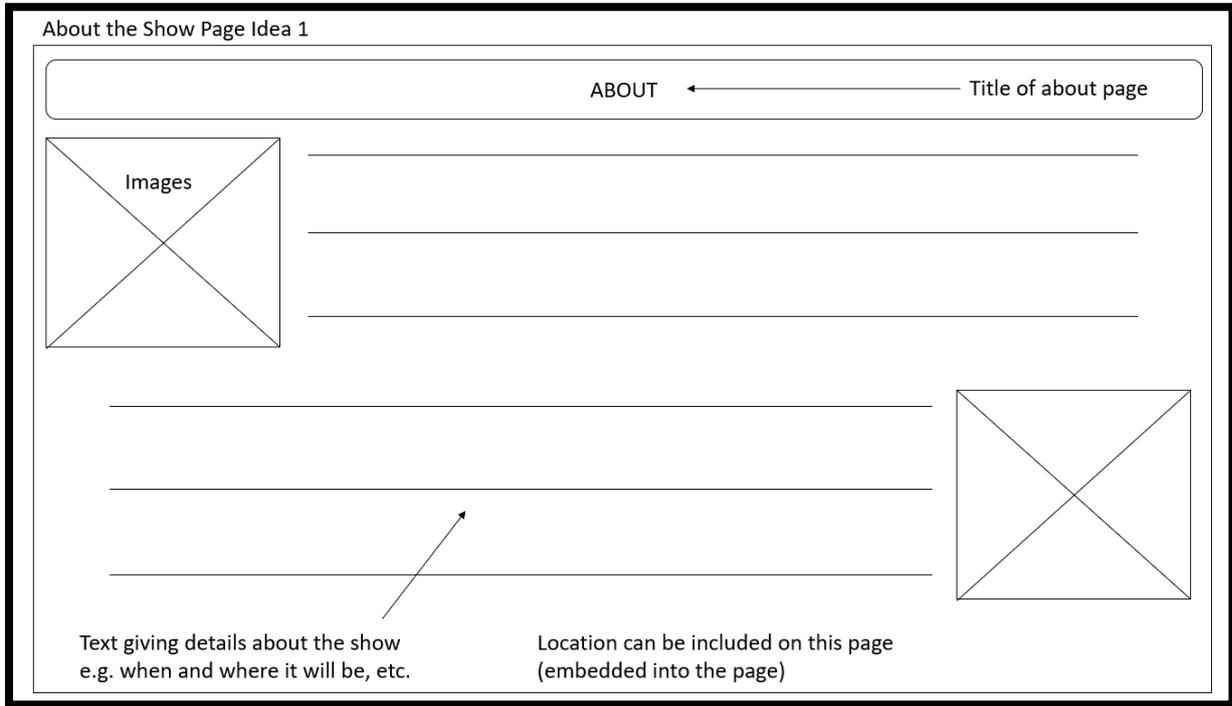
The About Page

Idea 1

Introduction/Overview

Following on from creating some ideas for the home page, I then applied my concentration to some ideas in relation to the about section of the website. The concept below had the title of the page at the top with the content placed beneath. The images would have been alternating between left and right as well as the text to allow for a break up of content.

The Actual Wireframe

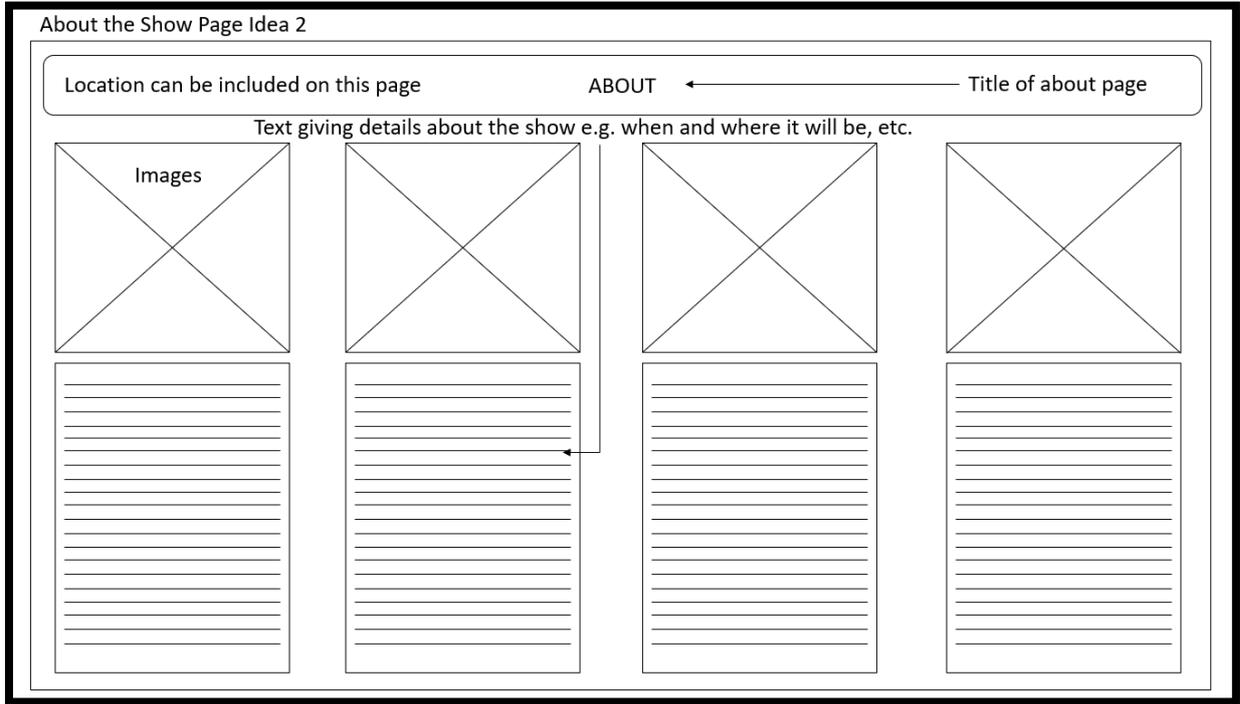


Idea 2

Introduction/Overview

Below is the second wireframe for the about section. Again, the title was placed at the top of the page with content placed beneath and this time it was arranged in a column format with the images at the top and the text underneath.

The Actual Wireframe

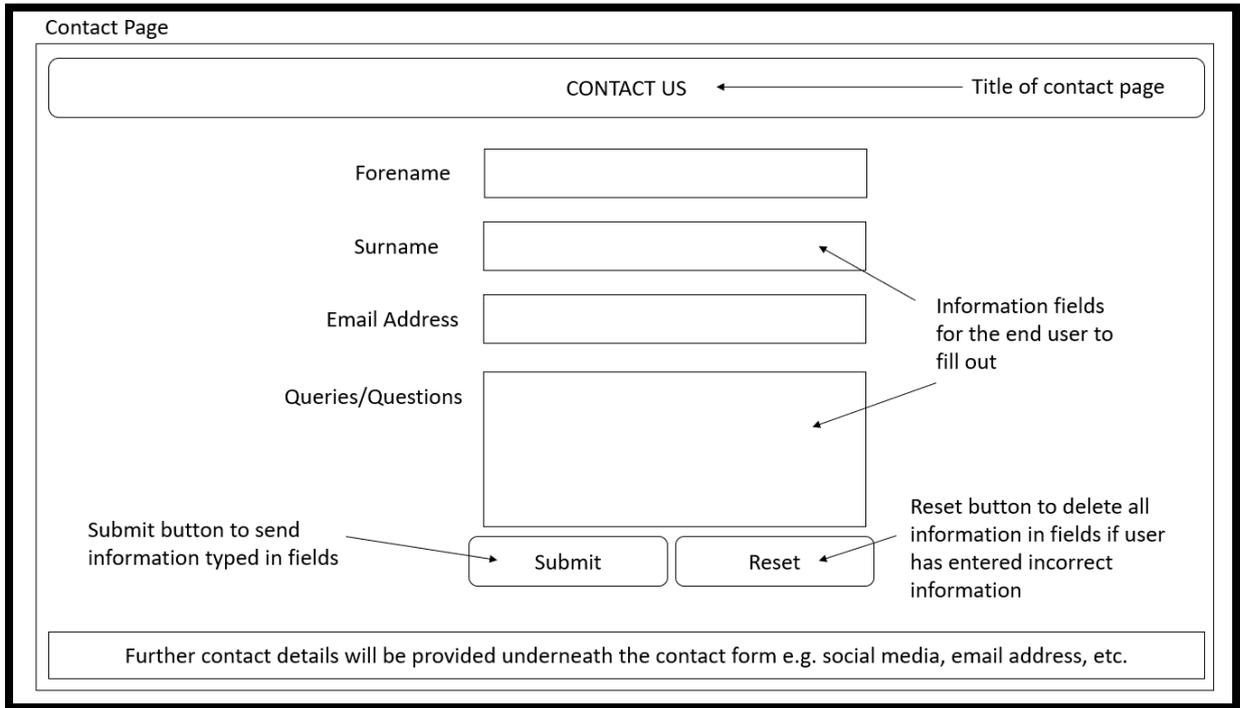


The Contact Page Idea

Introduction/Overview

My wireframe for the contact page was to have a title placed at the top with a contact form underneath. Further to this, additional contact details would have been inserted below the contact form such as social media links and email addresses/telephone numbers.

The Actual Wireframe

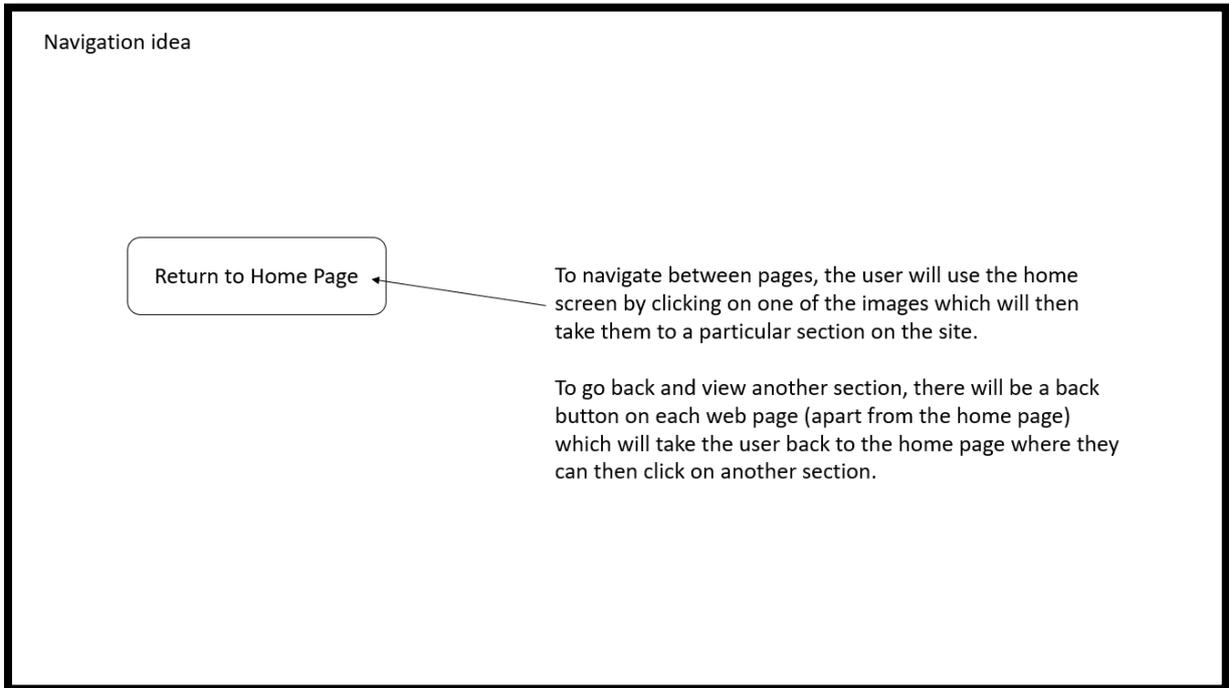


The Navigation Concept Idea

Introduction/Overview

This was the navigation idea I conjured up and because the links were pictures on the home screen I thought it would have been best to have included a back to home screen/return to home on each page.

The Actual Idea



Mobile Wireframes

Introduction/Overview

As well as creating some wireframes for how the website could have appeared on a desktop, I also created some mobile wireframes based on other wireframes that had been chosen for the website. These can be viewed below.

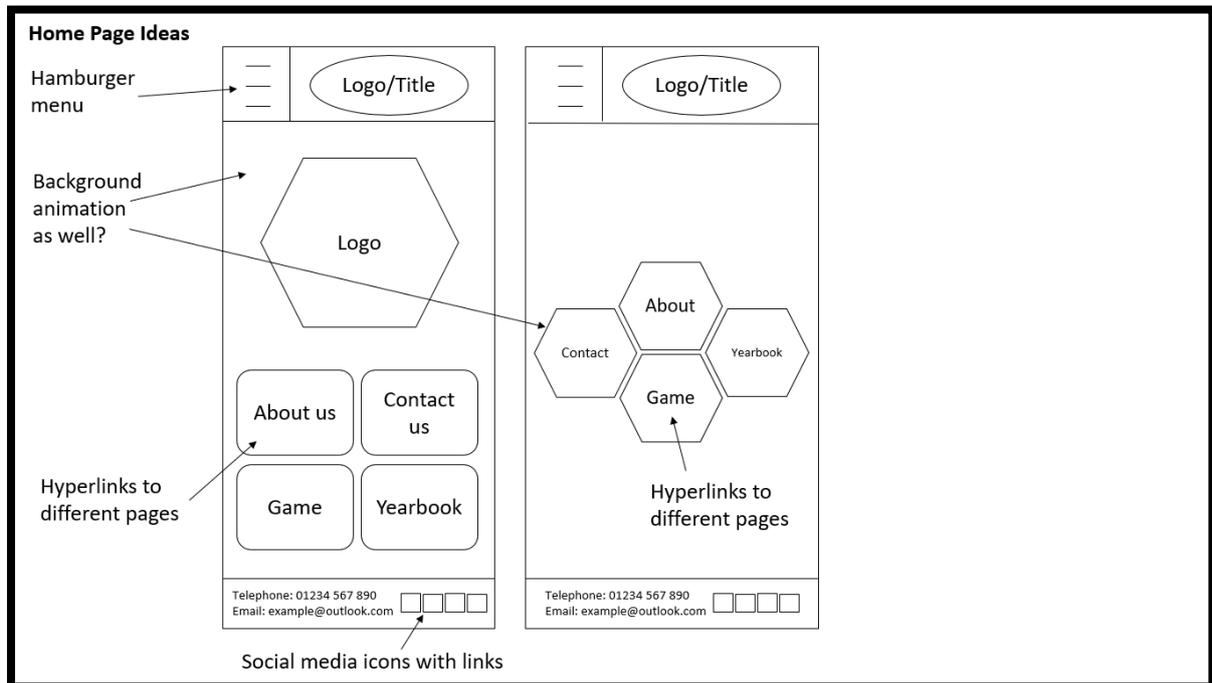
The Created Wireframes

The Home Page Ideas

Introduction/Overview

The hamburger menu would have been placed in the top left-hand corner of the screen with the logo or title alongside it. The first home page idea I produced was to have a bigger version of the logo placed as the main focal point of the page with the navigation placed below whereas with the second idea I thought the navigation could have been placed as the focal point of the page with an animation or something else occurring in the background. It is also worth noting that the footer would have included the contact details as well as social media icons which would have linked to the different social media websites.

The Actual Wireframes



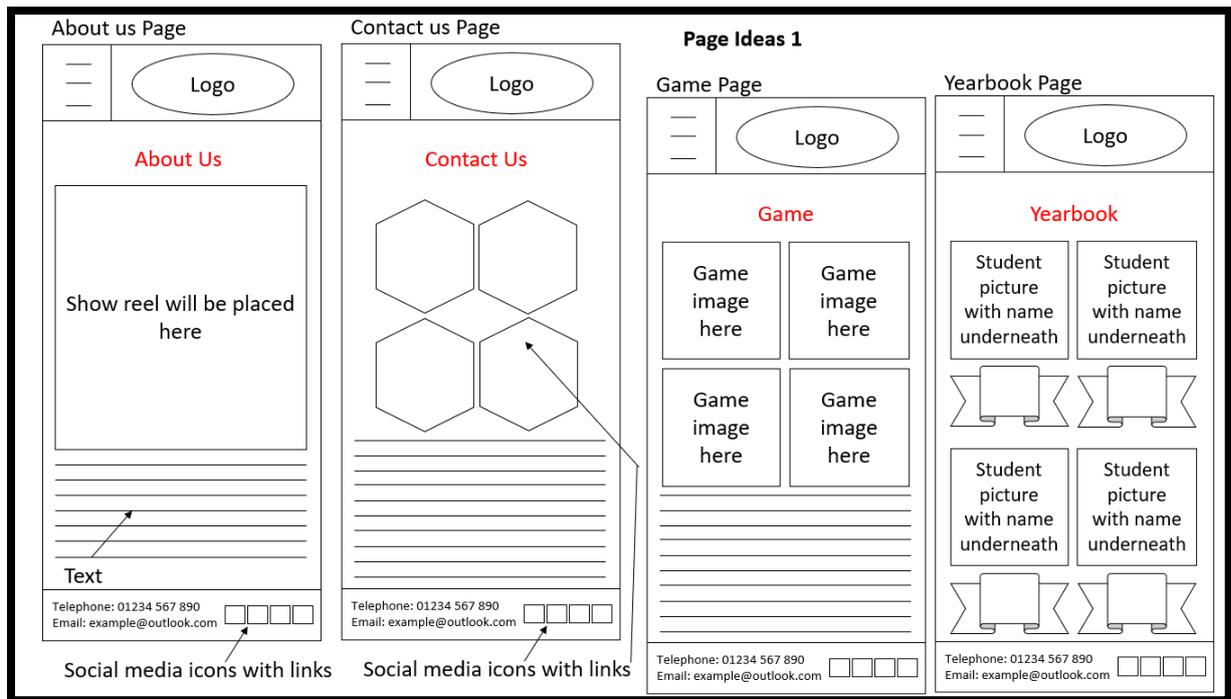
Some of the Other Pages Ideas

Set 1

Introduction/Overview

Following on from the wireframes for the home page, I then produced some more for the other aspects of the website. The about us page would have had the show reel positioned at the top of the page with further information below. The contact us page would have had links to social media placed at the top of the page with further information beneath. With relation to the game page, images of development of the game would have been again placed at the top of the page with more information about the game in the form of text below. Finally, the yearbook page would have included the students' pictures with their names placed underneath.

The Actual Wireframes

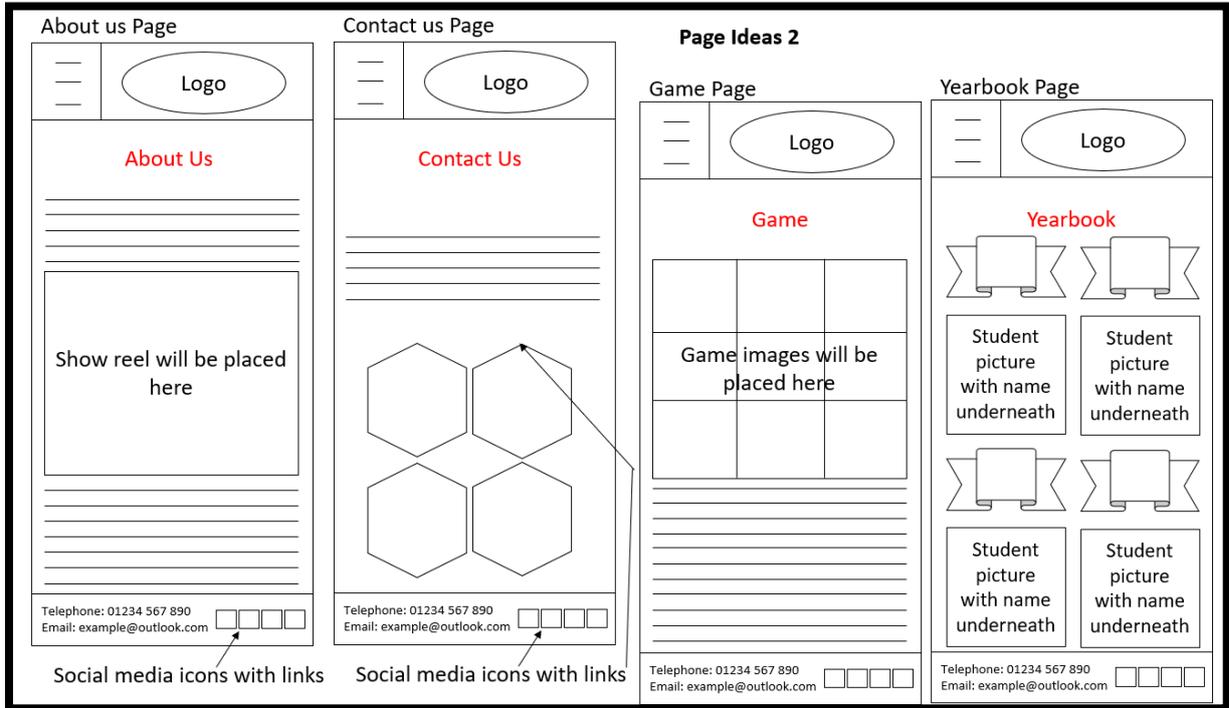


Set 2

Introduction/Overview

For the main purpose of exploring different ideas, I created some more wireframes for each of the individual pages of the website. The about page this time would have included the show reel placed in-between text, the social media icons would have been underneath some text for the contact us page, there would have been a collage of images for the game page relating to the development of the game with further information below and with regards to the yearbook page, the names would have been positioned above the pictures instead.

The Actual Wireframes

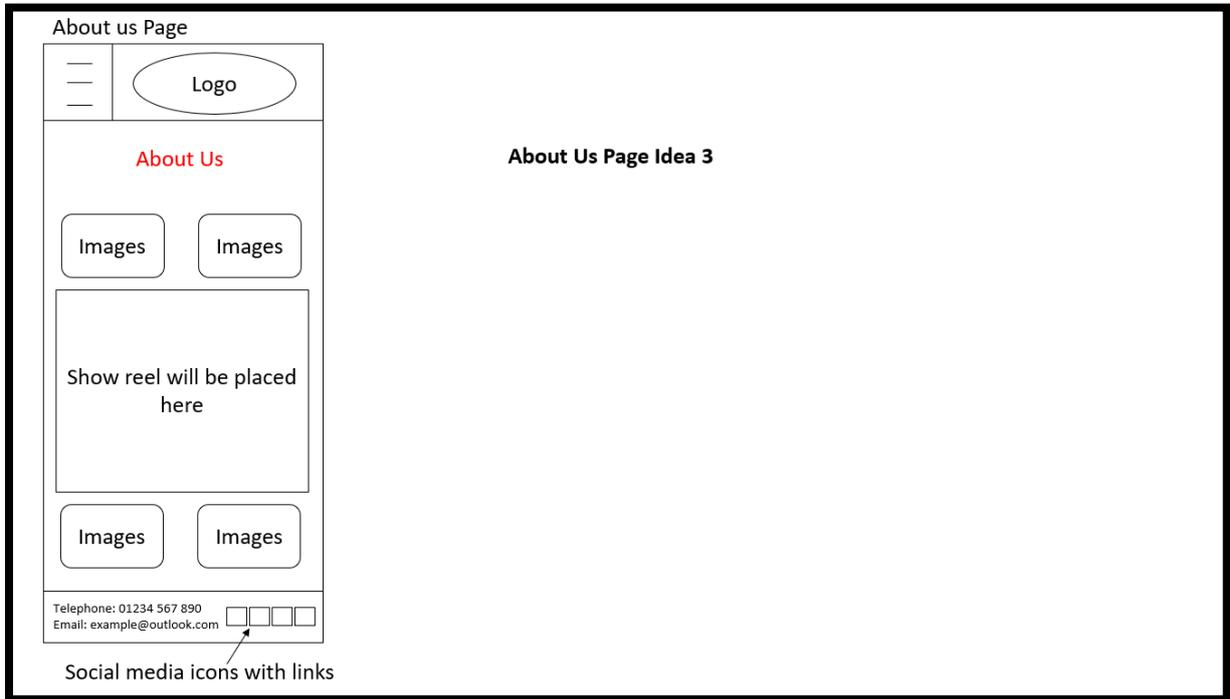


Another Idea for the About Page

Introduction/Overview

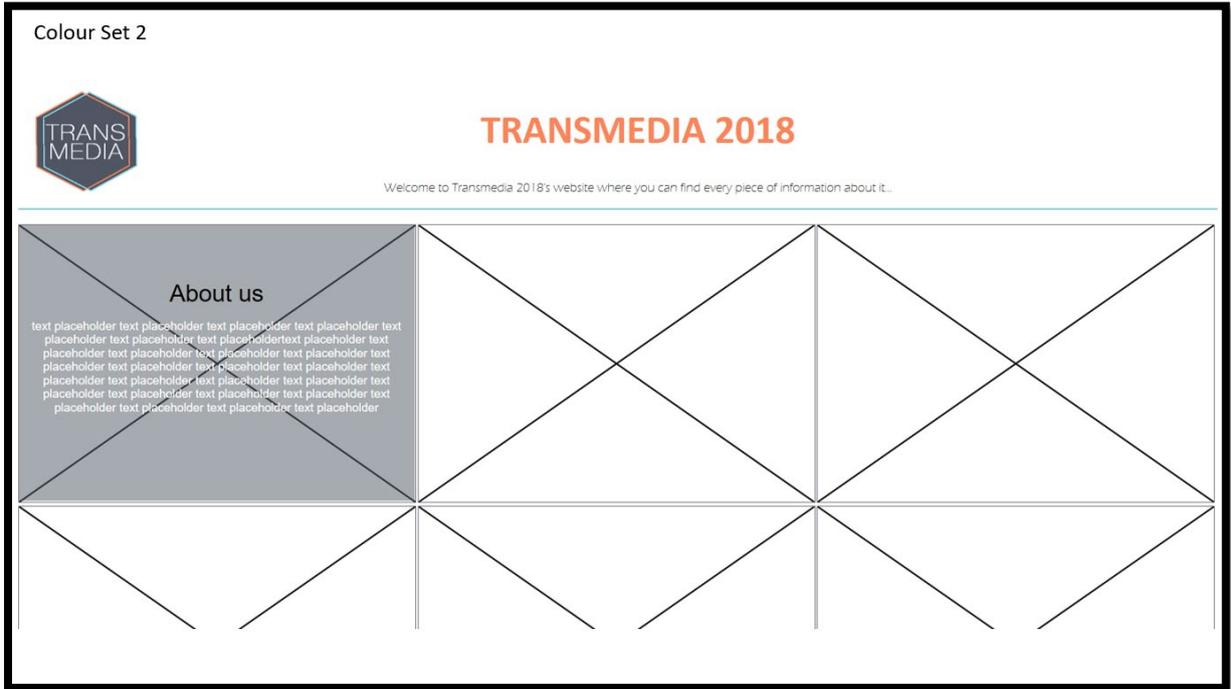
The final thing to add regarding mobile wireframes is that I created a third and final design and this time I thought it would have been good to have included the show reel placed centrally with images surrounding it, hence providing a more visual approach.

The Actual Wireframe

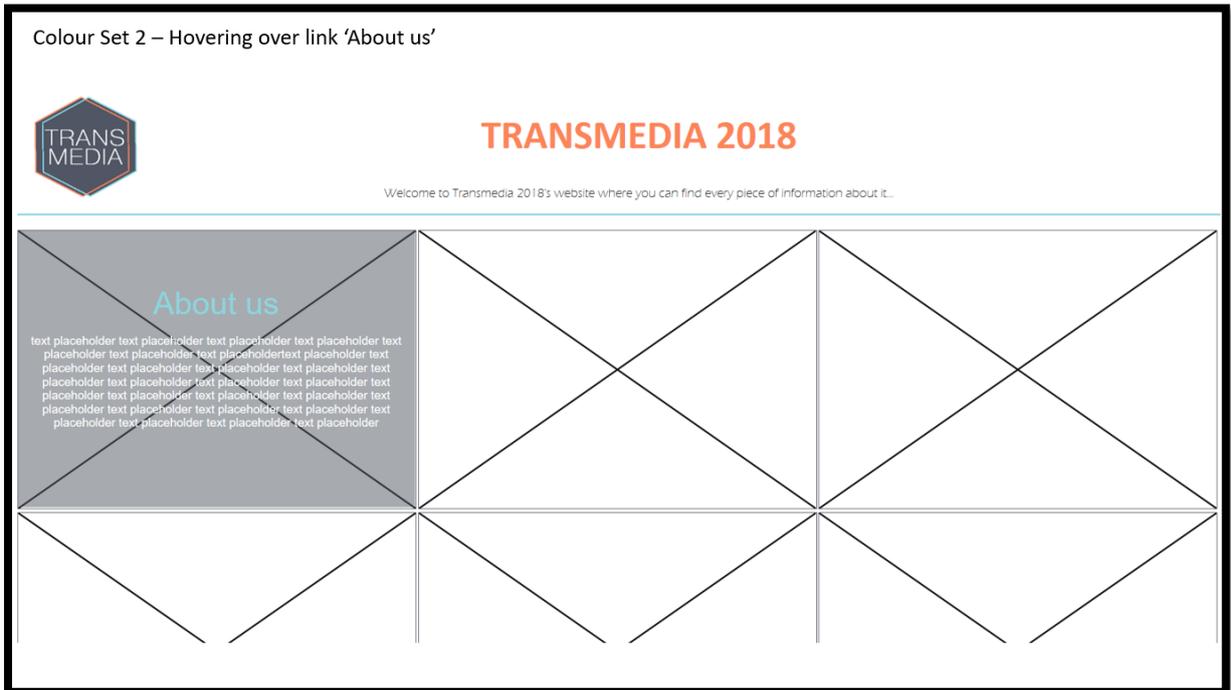


Colour Combination Set 2

Before Hovering over the 'About Us' Link

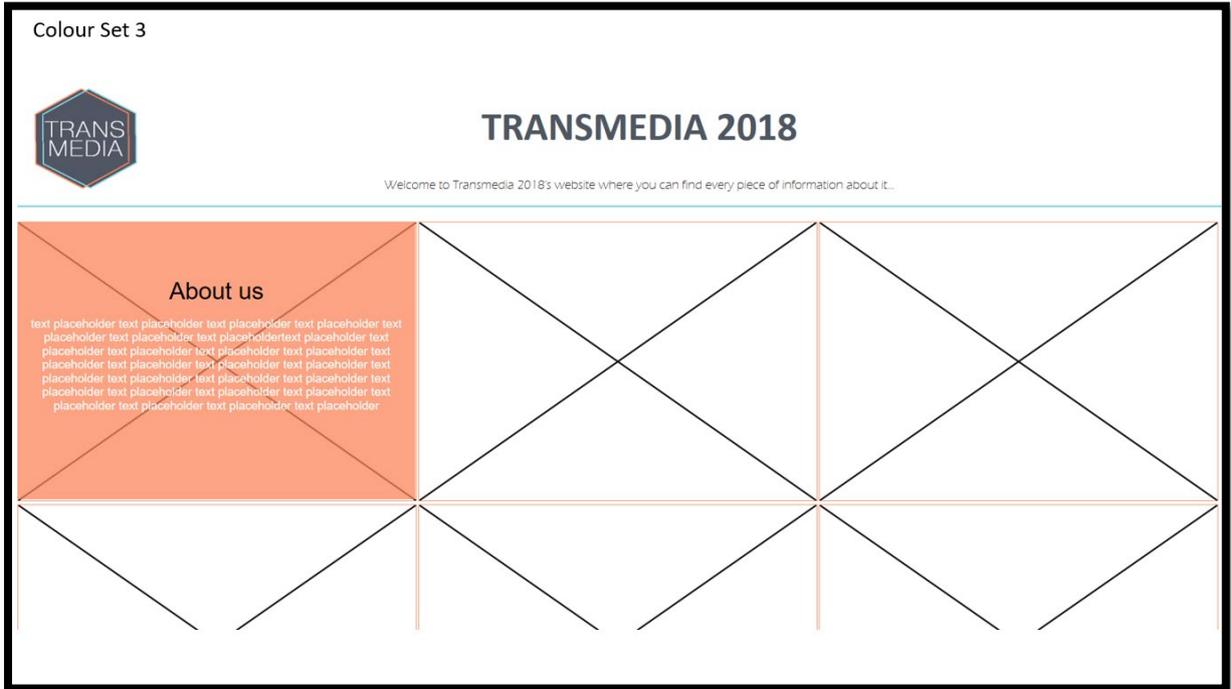


After Hovering over the 'About Us' Link

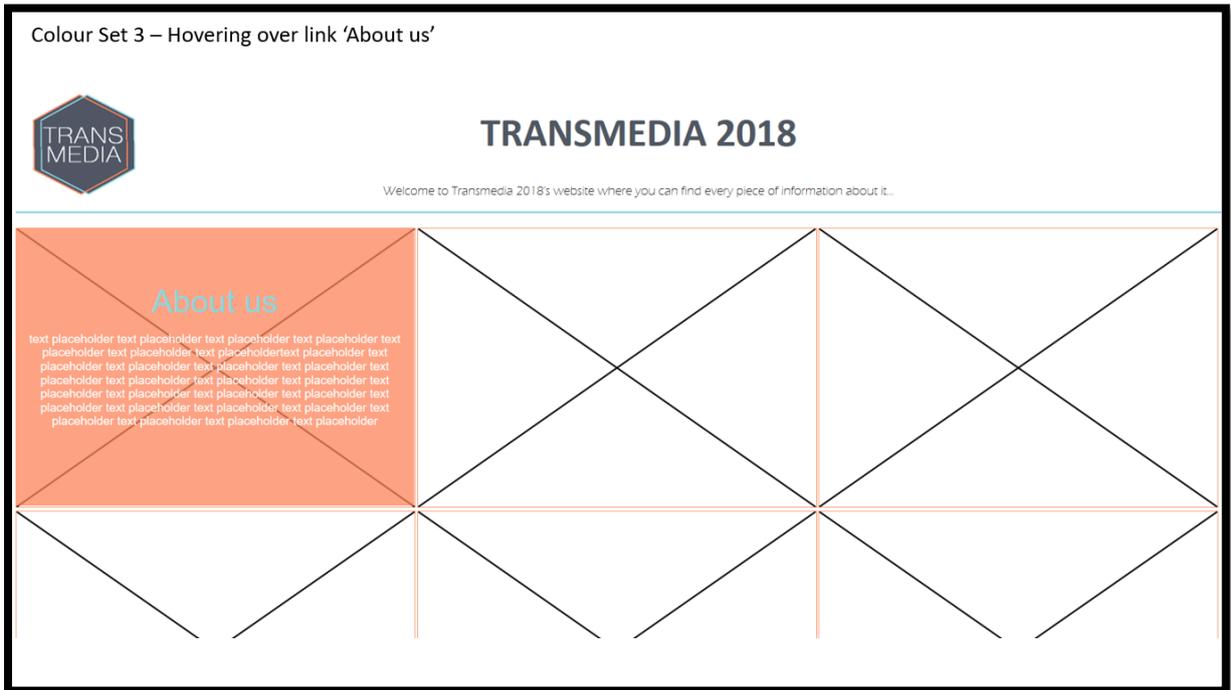


Colour Combination Set 3

Before Hovering over the 'About Us' Link



After Hovering over the 'About Us' Link



The Code for the Colour Combination Ideas

The 'HTML' Code for the Web Page

```
<!DOCTYPE html>
<html lang="en">
<head>
  <title>Skeleton Home Page</title>
  <link rel="stylesheet" href="skeleton.css">
</head>
<body>
  <div id="banner">
    <div id="logo_container"></div>
    <h1>TRANSMEDIA 2018</h1>
    <p>Welcome to Transmedia 2018's website where you can find every piece of information about it...</p>
  </div>
  <br>
  <div id="main_section">
    <div class="container"> <!--w3schools-->
      <div class="effect_overlay">
        <div class="text"><a href="#" class="picture_links">About us</a></div>
        <p class="overlay_text2">text placeholder text placeholder</p>
      </div>
    </div>
    <div class="container">
      <div class="effect_overlay">
        <div class="text"><a href="#" class="picture_links">Blank</a></div>
        <p class="overlay_text2">text placeholder text placeholder</p>
      </div>
    </div>
    <div class="container">
      <div class="effect_overlay">
        <div class="text"><a href="#" class="picture_links">Blank</a></div>
        <p class="overlay_text2">text placeholder text placeholder</p>
      </div>
    </div>
    <div class="container">
      <div class="effect_overlay">
        <div class="text"><a href="#" class="picture_links">Blank</a></div>
        <p class="overlay_text2">text placeholder text placeholder</p>
      </div>
    </div>
    <div class="container" id="padding_container">
      <div class="effect_overlay">
        <div class="text"><a href="#" class="picture_links">Blank</a></div>
        <p class="overlay_text2">text placeholder text placeholder</p>
      </div>
    </div>
    <div class="container">
      <div class="effect_overlay">
        <div class="text"><a href="#" class="picture_links">Blank</a></div>
        <p class="overlay_text2">text placeholder text placeholder</p>
      </div>
    </div>
  </div>
</body>
</html>
```

The 'CSS' Code for the Web Page

Introduction/Overview

With regards to the 'CSS' code, the appearance was altered each time to experiment with different colours.

The Actual Code

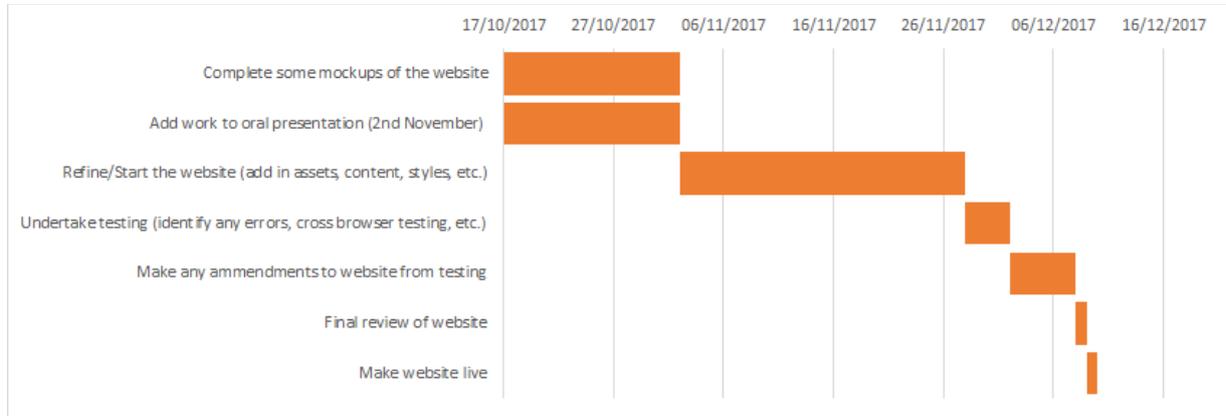
```
1  #banner{
2    background-color: none;
3    width: 100%;
4    height: 150px;
5    text-align: center;
6    border-bottom: 2px solid #8dd5de;
7  }
8
9  #banner h1{
10   padding-top: 20px;
11   font-size: 50px;
12   font-family: Calibri;
13   color: #4f5762;
14   padding-right: 100px;
15 }
16
17 #skeleton_logo{
18   width: 130px;
19   height: 130px;
20   float: left;
21   padding-left: 20px;
22 }
23
24 #logo_container{
25   width: 150px;
26   height: 150px;
27   background-color: none;
28   display: inline-block;
29   float: left;
30 }
31
32 #banner p{
33   font-family: Eras Light ITC;
34   padding-right: 100px;
35 }
36
37 #main_section {
38   width: 100%;
39   height: 710px;
40   padding-top: 0px;
41   background-color: none;
42   border: none;
43 }
44
45 #main_section2{
46   width: 100%;
47   height: 728px;
48   background-color: none;
49   border: 1px solid black;
50 }
51
52 #main_section2 h1{
53   padding-top: 70px;
54   font-family: arial;
55   color: black;
56   text-align: center;
57 }
58
59 .home_images2{
60   width: 300px;
61   height: 250px;
62   border: 1px solid black;
63   display: inline-block;
64   border-radius: 200px;
65 }
66
67 .img_container{
68   width: 1100px;
69   height: 260px;
70   background-color: none;
71   position: relative;
72   left: 15%;
73   top: 6%;
74 }
75
76 .img_container2{
77   width: 1100px;
78   height: 260px;
79   background-color: none;
80   position: relative;
81   left: 15%;
82   top: 4%;
83 }
84
85 .home_images{
86   width: 498px;
87   height: 350px;
88   border: 1px solid #fc8559;
89   display: inline-block;
90   padding-left: 0px;
91 }
92
93
94
95 .container{
96   position: relative;
97   display: inline-block;
98   width: 498px;
99   height: 350px;
100 }
101
102 .effect_overlay {
103   position: absolute;
104   top: 0px;
105   bottom: 0;
106   left: 0px;
107   right: 0;
108   height: 100%;
109   width: 498px;
110   opacity: 0;
111   transition: 0.5s ease;
112   background-color: rgba(252, 133, 89, 0.75);
113 }
114
115 .container:hover .effect_overlay {
116   opacity: 1;
117 }
118
119 .picture_links{
120   text-decoration: none;
121   color: black;
122   transition: 0.5s;
123 }
124
125 .picture_links:hover{
126   font-size: 40px;
127   transition: 0.5s;
128   color: #8dd5de;
129 }
130
131 .text{
132   padding-top: 70px;
133   text-align: center;
134   font-size: 30px;
135   font-family: Arial;
136 }
137
138 .overlay_text2{
139   text-align: center;
140   font-size: 15px;
141   font-family: arial;
142   color: white;
143 }
```

Gantt Chart for the Website Team

Introduction/Overview

I also produced a Gantt chart for myself and the other members of the website team so that we would have had a timeline to follow throughout the creation of the website.

The Actual Gantt Chart

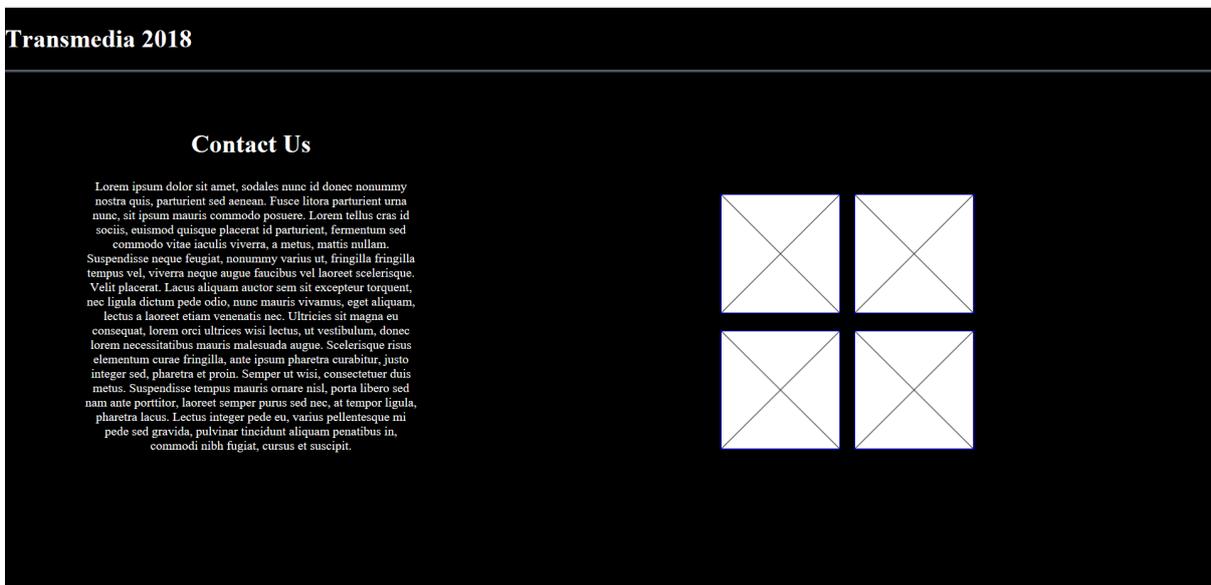


The 'CSS' Code for the Web Page (Some Styles Were Also Used on the Other Pages Also)

```
115 /*About Page*/ /*Dan Code Start*/
116 .show_reel{ /*This is the div for the show reel*/
117     background-color: none;
118     padding-top: 100px;
119     padding-left: 200px;
120 }
121
122 .temporary_placeholder_images{ /*This will be changed when assets are received*/
123     width: 450px;
124     height: 350px;
125     padding-top: 0px;
126     padding-left: 0px;
127 }
128
129 .sub_header{
130     background-color: none;
131     text-align: center;
132     padding-left: 100px;
133     padding-right: 100px;
134 }
135
136 .main_content{
137     background-color:;
138     text-align: center;
139 }
140 .main_content p{
141     padding-left: 50px;
142     padding-right: 50px;
143 }
```

The Contact Us Page

The Outcome



The 'CSS' Code for the Web Page (Some of the 'CSS' Code was Shown Previously)

```
152
153 /*Yearbook Page*/
154
155 .yearbook_people{ /*Div around the students images and names*/
156     padding-left: 110px;
157     background-color: none;
158 }
159
160 .yearbook_images{ /*Pictures of students*/
161     width: 150px;
162     height: 150px;
163     border: 1px solid red;
164 }
165
166 .yearbook_images_names{ /*Images under the main images which will contain the names of students*/
167     width: 150px;
168     height: 50px;
169     border: 1px solid red;
170 }
171
```

Conclusion/Content for Website

Introduction/Overview

After contributing all of the previous work, I then started to create some written content for the website which was still currently undergoing at the time as was the project which would have been finished during the Christmas break as well as during the following semester. From my understanding the website would have been improved over the Christmas break as well with my help.

Please Note: Unfortunately, I have not been able to include a link to the outcome at this stage. Despite this, snippets of the final website will be viewable in the 'Y2S2 PROCESSES' section of the page for this project on my personal website.

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