

# MANDATORY ASSIGNMENT 04: DESIGN HISTORY WEBSITE

## INTRODUCTION

When making the design for this website I have tried making it as simple and minimalistic as possible, yet still keeping a modern and interesting look and feel. It utilises a two column layout, and white space has closely been considered.

The purpose of the website is to display five different style periods from the 1950's to today. It should be easy to navigate, and relaxing for the eye, not have more elements or text than needed, and strong imagery.

### *Interpretation of Task*

I understood this assignment as having to design and build a website about the graphic design history from 1950 to today. How I did this was up to me, but I chose to do it from scratch with HTML and CSS. What I decided to do to create the content was also up to me, so I put quite a lot of time and thought into this to get a better end result.

### *Concept and Target Group*

The site's purpose is to gather information about the style periods Pop Art, International Typographic Style/Swiss Style, Psychedelic Movement, Graffiti and Street Art, and New Wave/Punk. It should teach people about these periods through text, visual elements, graphic designers from the periods, and parallel social events influencing the styles.

The target group are graphic design students in the age of 19-25. These are males and females, and will visit the site to learn about the design history. They are interested in graphic design, and may be designers already or still students only.

### *Message/Achieved Action*

What I wanted to achieve with this website was a user friendly, interactive, and visually appealing site that could easily teach people about the design history.

Website URL - The site has been uploaded to [monikarh.com/gdh](http://monikarh.com/gdh)

Layout/Design - I aimed on a minimalistic, timeless, clean and strong design.

Colour - In addition to black and white I have only used grey and a touch of red.

Typography - The fonts I decided to use on the site are the serif font Amiri, and the sans serif font Raleway, both Google web fonts.

Elements and Imagery - I have created several images to reflect and visualise the different style periods. These are all based on characteristics of each period. For elements I have created icons as a personal font that has been integrated in the CSS, and simple lines of 1px are used as extra visual elements.

## RESEARCH AND WORK PROCESS

I have looked at other websites for inspiration, I have watched a few videos on Lynda.com about web design, and I have researched sitemaps, wireframing, and front-end design for this assignment. In addition, of course, is the research on the style periods.

### *Research and Analysis*

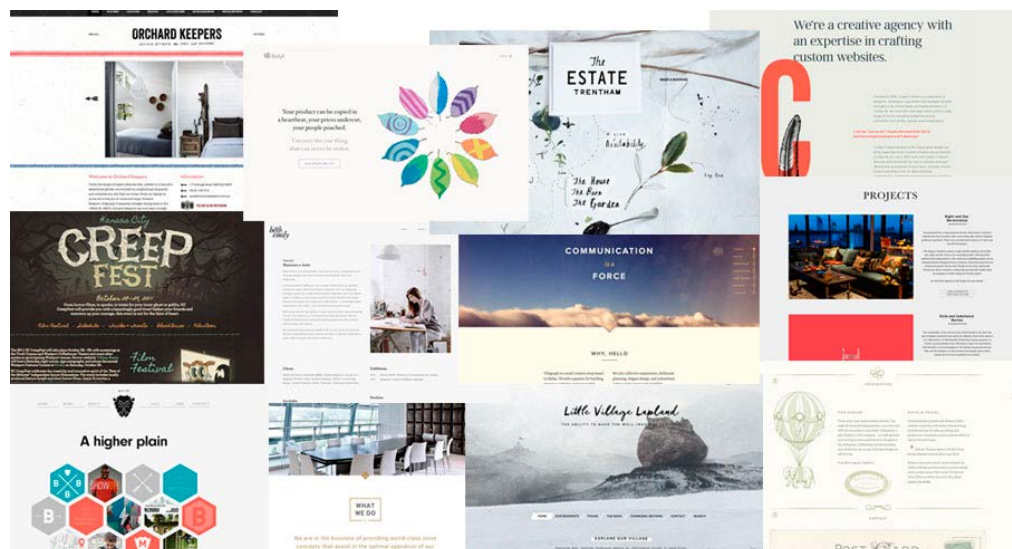
**Defining Concept** - The concept of the site is to gather relevant information about five periods/styles within Graphic Design from 1950 until today. These periods are Pop Art (1950-1970), International Typographic Style/Swiss Style (1950-late 1960), Psychedelic Movement (1960-mid 1970), Graffiti and Street Art (1970-), and New Wave/Punk (1970-mid 1980). Its purpose is to teach graphic design students about the style periods, through text and visual elements. The site should teach the visitors about 2-3 graphic designers active in the selected period, and also parallel social events that influenced the period. The website needs to have an interactive timeline.

It will consist of 8 pages: Home page (visual presentation of style periods), About page (about the website), Timeline page (interactive timeline), Pop Art, Swiss Style, Psychedelic Movement, Graffiti and Street Art, and New Wave/Punk pages (about each of the movements). Only the Home, About, and Timeline pages will be in the top menu; the actual style pages will show through a dropdown menu under Timeline, and the timeline on this page will also navigate the user to the different periods.

**Defining Target Group** - The target group are graphic design students. The majority of these will be young adults (19-25), and both males and females. They may of course also be adults of older age, who either wish to broaden their knowledge in a field they might already be working in, or just changing their direction of field. Since they are students they're currently in school, and are still in the process of finishing their education. Graphic Design will (hopefully) be one of their main interests, which means the design, look and feel of the website is even more vital to consider.

The website may be a source for the target group to learn about the history of graphic design. All information should therefore be easy to understand and comprehend, well descriptive, short and concise, and of course be correct.

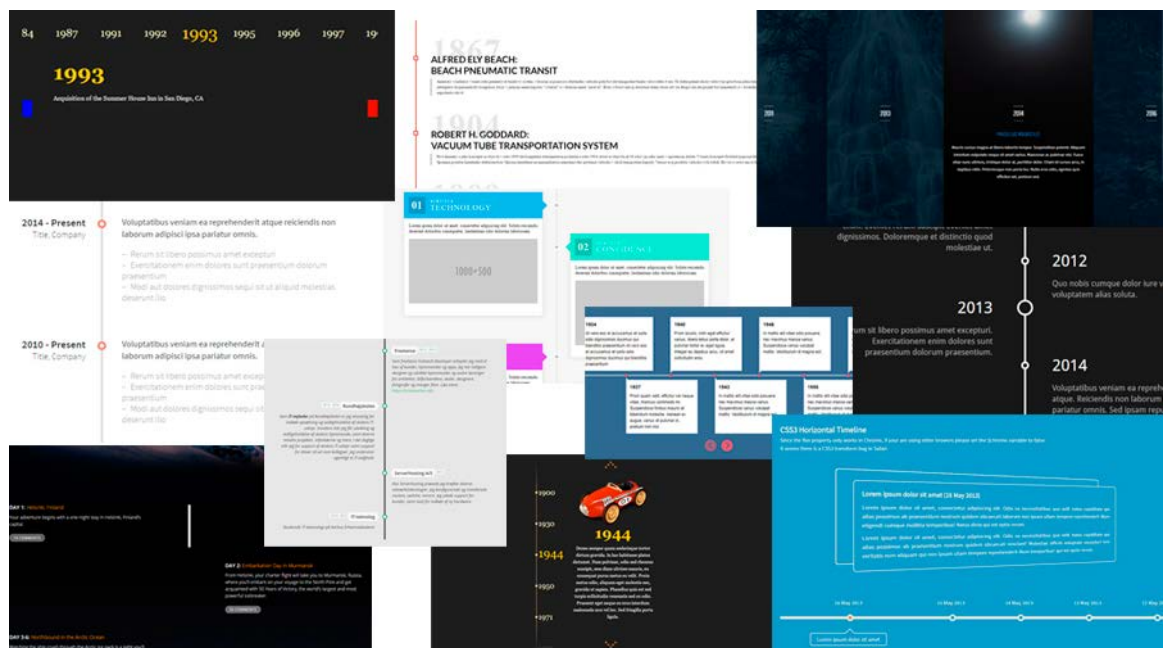
**Other Websites** - *The Best Designs* made researching good website designs easy.



Some of my favourite sites were *The Estate Trentham*, *Beth Emily* and *Beliyf*. The two latter were my main inspiration for the final website. I loved the simplicity of these sites. Contrasts are used well, the focus is always easy to spot, and the navigations work very well. I was quickly inspired by the two sites, as I found them to perfectly fit the desired mood.

Interactive Timelines - Free Frontend has gathered several *timelines mainly relying on CSS*, so I checked this out. Since we haven't learnt much about JavaScript, I didn't feel I would be a strong enough developer to create a timeline I would be happy with if using JS - instead I wanted to see what my options were using only CSS and HTML. However, I did see that even some of these would need some JavaScript coding.

In addition to showing me what could be done with CSS and HTML (and also providing codes) this was also great research for different ways to present a timeline or interactive list. Looking at these thus helped when I started thinking on ideas for this part of the site.



Design - The overall look and feel of the website should have similarities to tie the pages together. In addition to this, each page presenting a certain movement should somehow be a quick representation of the period visually. This may be done through either font choices, colours, layout, or products/images. However it is important to remember that all pages need to follow some sort of a red thread.

The goal is to make the viewers trust the site to provide correct and resourceful information, and to actually teach them about the design periods.

Sitemap - *Graphic Design School* explains that “careful planning will save you considerable time”, and thus “your first step should be to plan your site out in a sitemap. The main purpose of this is to carefully plan out the site’s architecture,” and such a map will suggest what the “website sections, main subsections, and navigation routes between pages” (154) will be.

Home (index.html)

Quick welcome to site/short description of site. Slideshow or other presentation of the movements (clickable links directly to the timeline or specific styles)

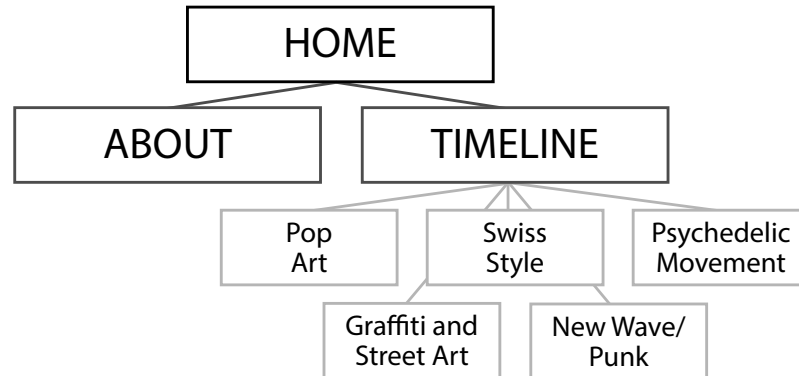
About (about.html)

More descriptive about the site. Why was it created, and what can the user expect to find

Timeline (timeline.html)

Photographic description of the movements quickly presented in an interactive timeline/ list OR a more thorough timeline which lets the viewer click and open the different styles on the current page (not individual pages)

Pop Art / Swiss Style / Psychedelic Movement / Graffiti and Street Art / New Wave and Punk  
Information about the period/style (description, characteristics, 2-3 artists, social events), and visual examples



Briefing Form - I chose to fill in the briefing form I've set up, to gather more information.

**What kind of visitors are you expecting on your site?**

Graphic Design students, both males and females. People who have a fairly good understanding of technology and interactivity, those looking for information about the history of graphic design

**What actions do you want your visitors to take on the site?**

Learn about graphic design in an historical context, some interacting needed to get the information (e.g. clicking elements or buttons). Mainly navigating, reading and clicking

**How many pages do you want?**

Home, About, Timeline, 5 Styles = 8 pages

**What do you want to be the first thing the viewers see on the site?**

A quick idea of what to expect from the site (an image or more to visualise)

**What features should be used on the site?**

Interactive timeline/list, slideshow or other way of displaying the periods on the Home page

**Do you have any colour preferences? What should the look and feel of the website be?**

The website itself should be pretty timeless, clean, and bright. It should have a quite sophisticated look and feel. Minimalism is key for the site's core structure. The images/products to represent the styles and the timeline/list should be the focal points, and what primarily catches the viewers' attention

**What is the most important part of the website for you?**

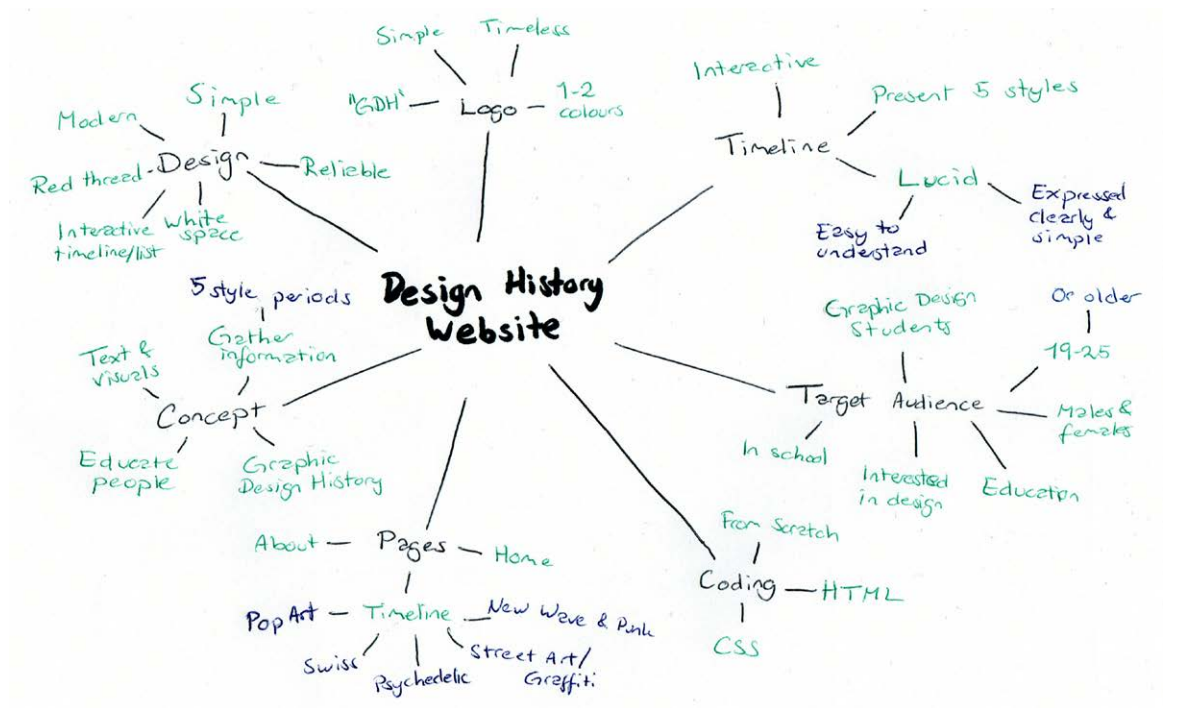
A well structured timeline. This should be easy to navigate, and quick to load. All information and visual elements need to be relevant, descriptive, correct, and easy to understand

**Which devices will the visitors be using?**

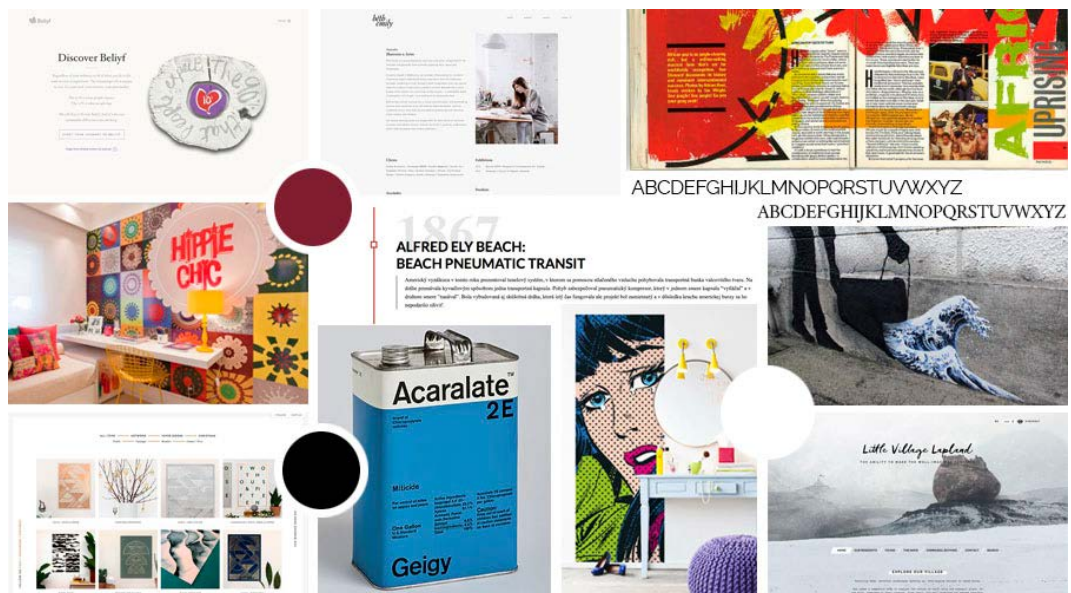
The audience may use computers, tablets and/or mobile phones to visit the site, which means it is important to make the site responsive

Content - From here I began gathering relevant information about the different time periods. This took quite a lot of time, as I wanted to explain the styles in general, and also find relevant characteristics, artists, and social events that somehow affected the different periods and artists of the time. While doing this research I also made my own designs to further reflect and describe the periods. This will help the viewers better understand the styles, and also made me learn a lot more than by reading and writing only.

Mind Map - My mind map is fairly straight forward, with everything based on the topics Design, Logo, Timeline, Target Audience, Coding, Pages, and Concept. This helped me gather all my ideas, and getting a clearer idea of what I wanted the website to be like.



Moodboard - Having a moodboard will help make aesthetic choices that promote the site and attracting the target market. It will also ensure consistency is kept, if one follows the colour, fonts, and everything else placed on this moodboard. I knew I wanted this site to be simple, clean, modern, and sort of timeless. So these were my basic thoughts when putting together the moodboard. I also included some inspiration for the different style periods.

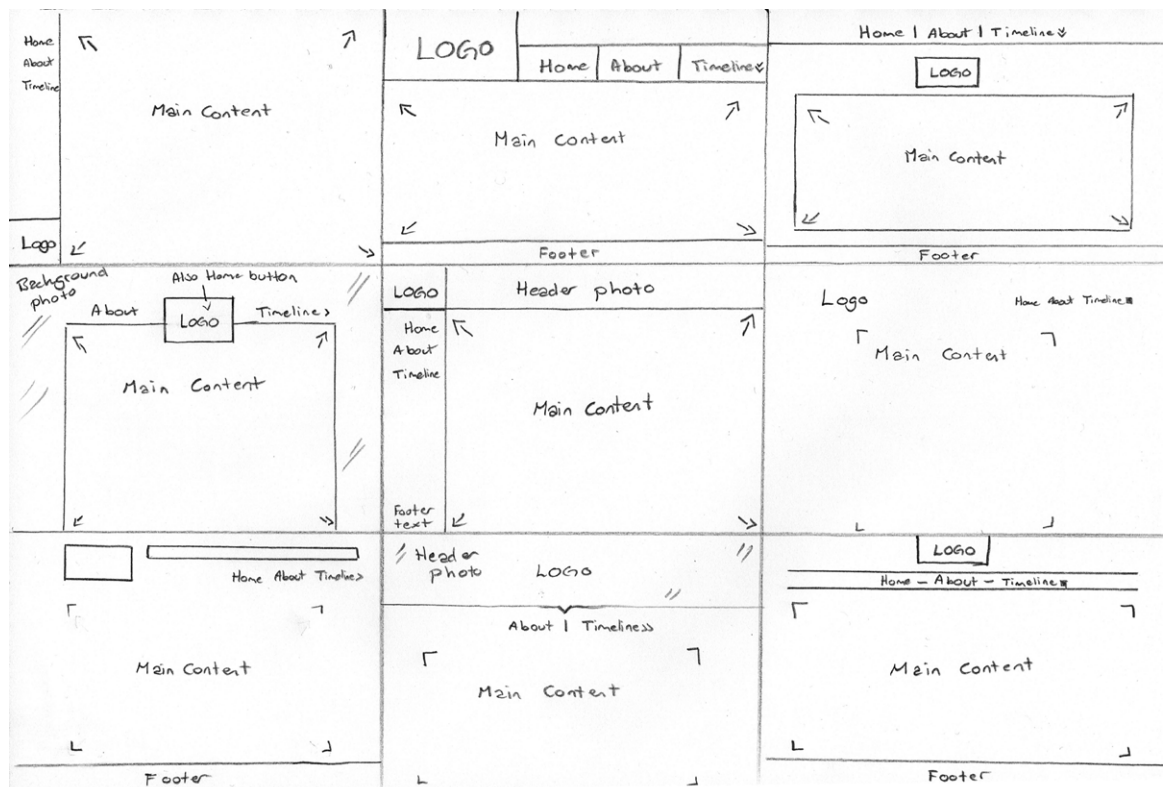


## Coming Up With Ideas

Based on websites I saw in my research, I tried out a few layout ideas in the first process.

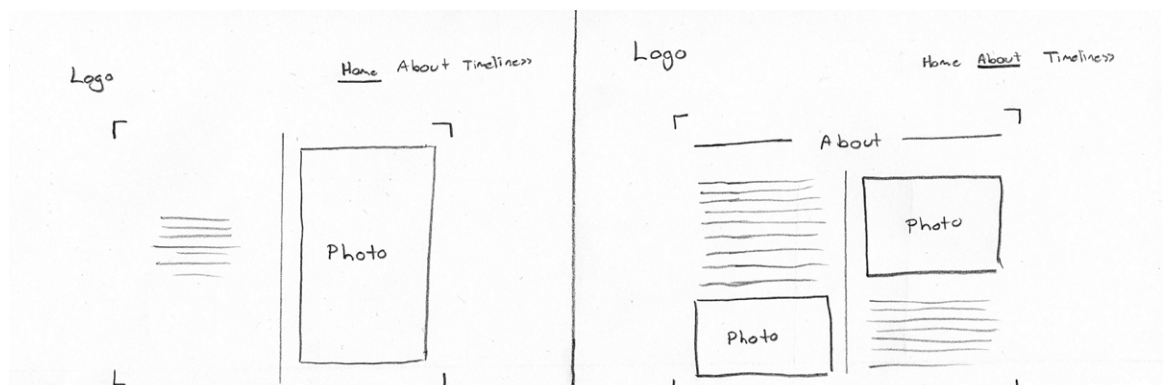
Sketches - Since I prefer doing my initial sketches by hand, this is what I did this time as well. As one can see here, I have tried a few different placements for the menu bar and the logo; mostly with a horizontal menu bar, but also vertical.

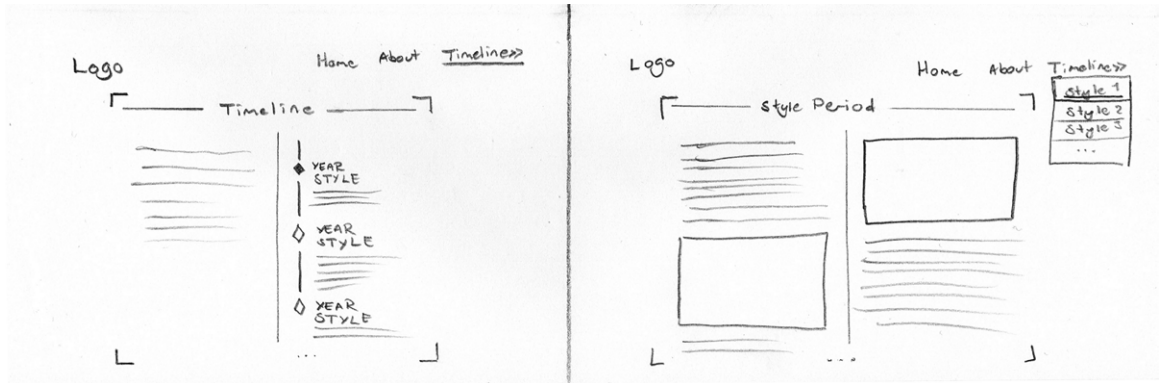
I did, however, quickly realise that I prefer a horizontal menu, as this is what we usually see when entering a website, and thus kind of expect to see. This way I also feel there is more room for the actual content below. I also like having the logo towards the top of the screen, since this should be one of the first things people see when entering the site. This helps establishing who's website it is, and also gives an idea of what to expect from the site.



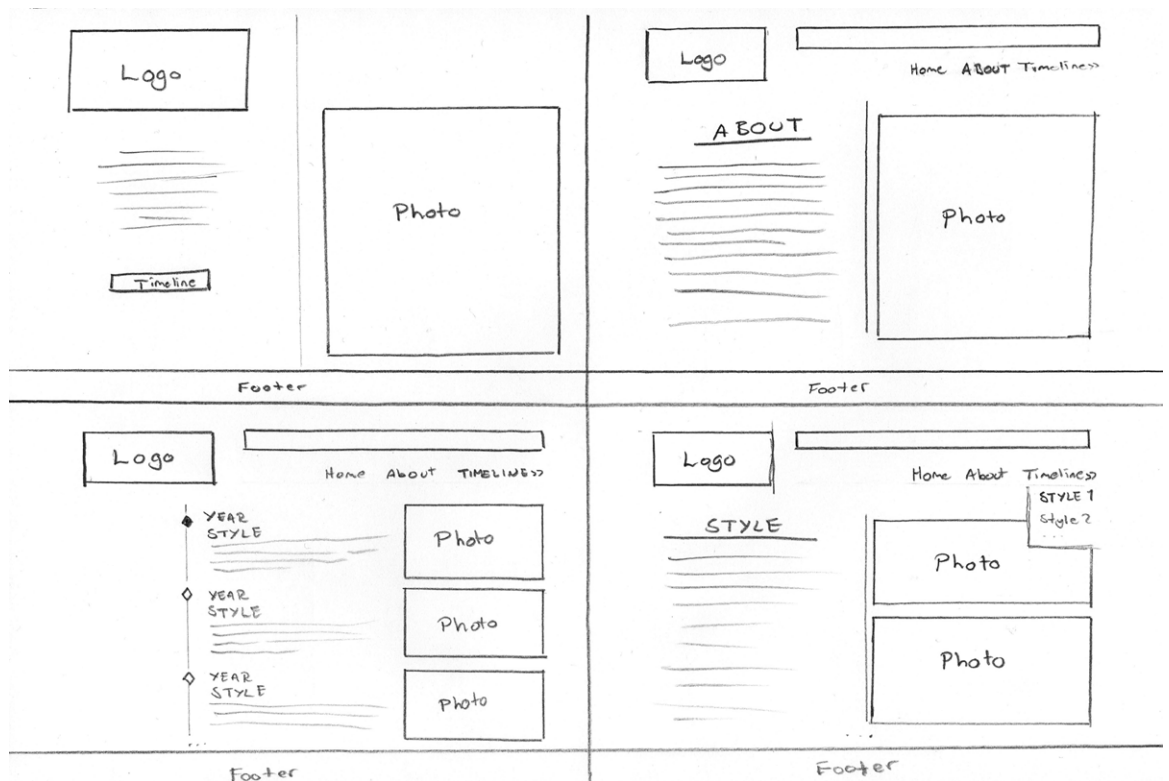
I then chose two of my favourite ideas from these sketches, and tried out the layout for all pages I need to make (with one layout that would be used for all style periods).

### Wireframe 1

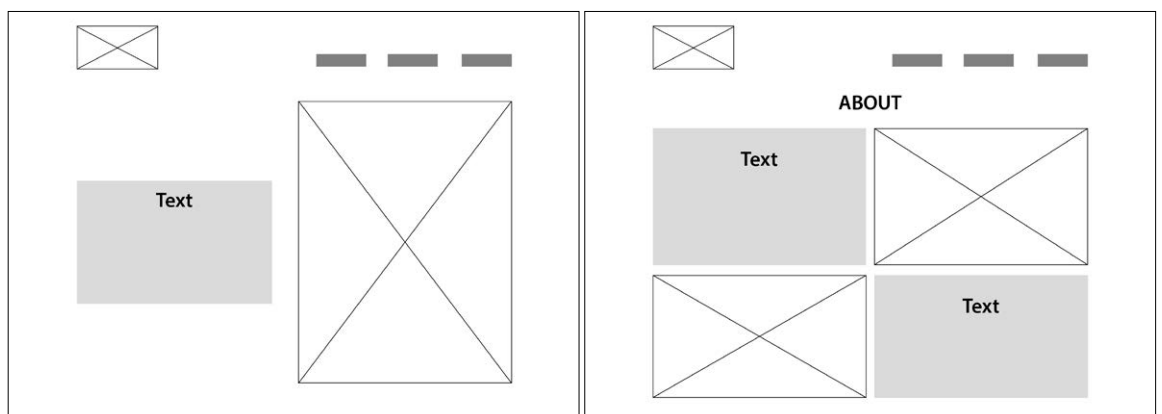


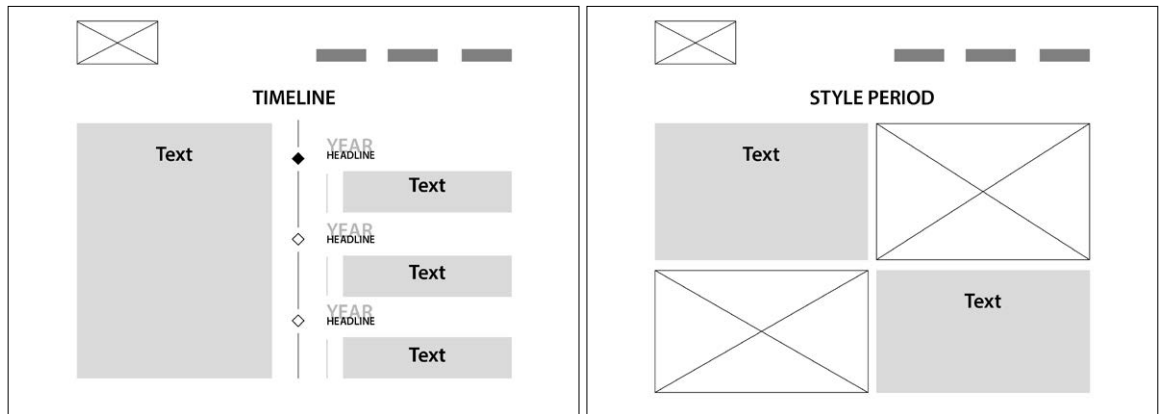


## Wireframe 2



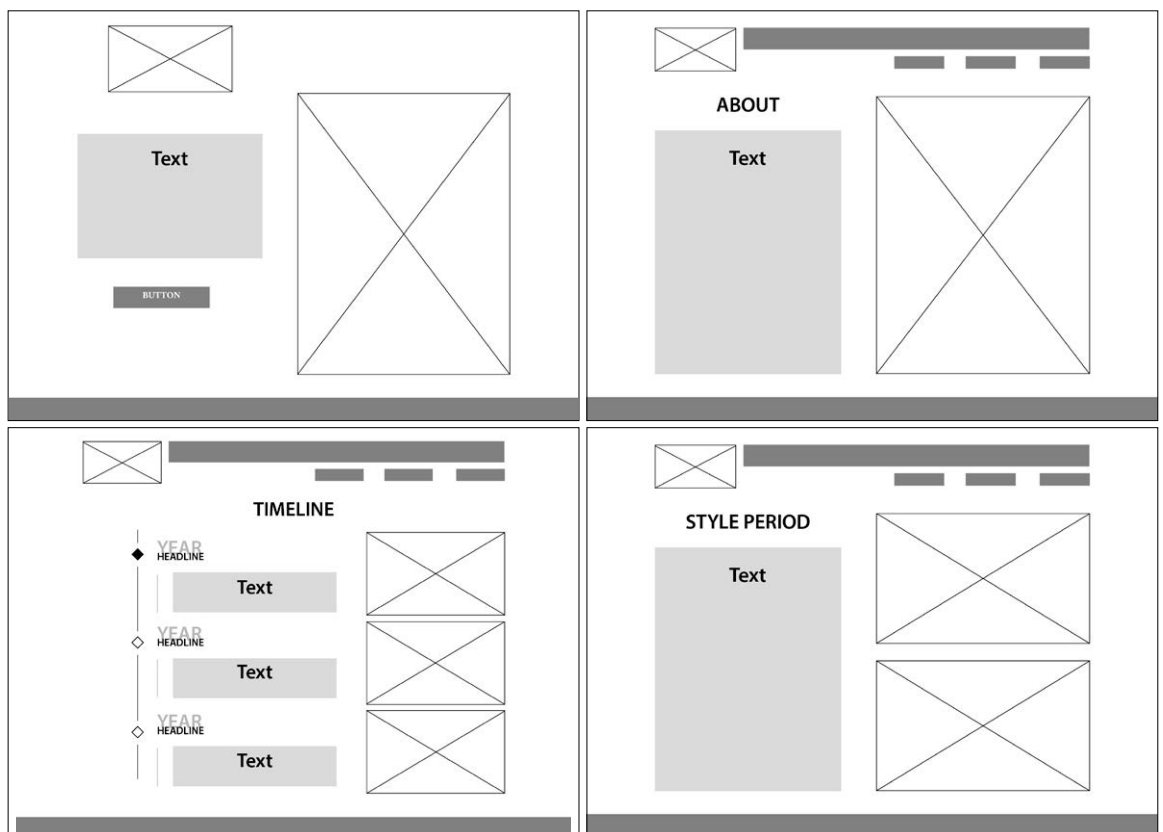
Digital Sketches/Wireframes - I further brought these two ideas with me into InDesign to see what they would look like on screen. The purpose of a wireframe, as explained by Sue Jenkins in *Designing Websites from Photoshop to DreamWeaver* is “to determine the organization and placement of webpage elements, including branding, navigation, header, footer, and main content.”





I kind of liked the first idea because it was very minimalistic, and definitely managed to keep the focus on the style period and other content of the website. A fault I found with this however, was that I didn't like the photos and text jumping back and forth between each of the columns. I also saw that it was important to include a footer if going with this idea, since it felt like something was missing to finish off the page properly. Besides, I found it to be almost too minimalistic; not enough was going on.

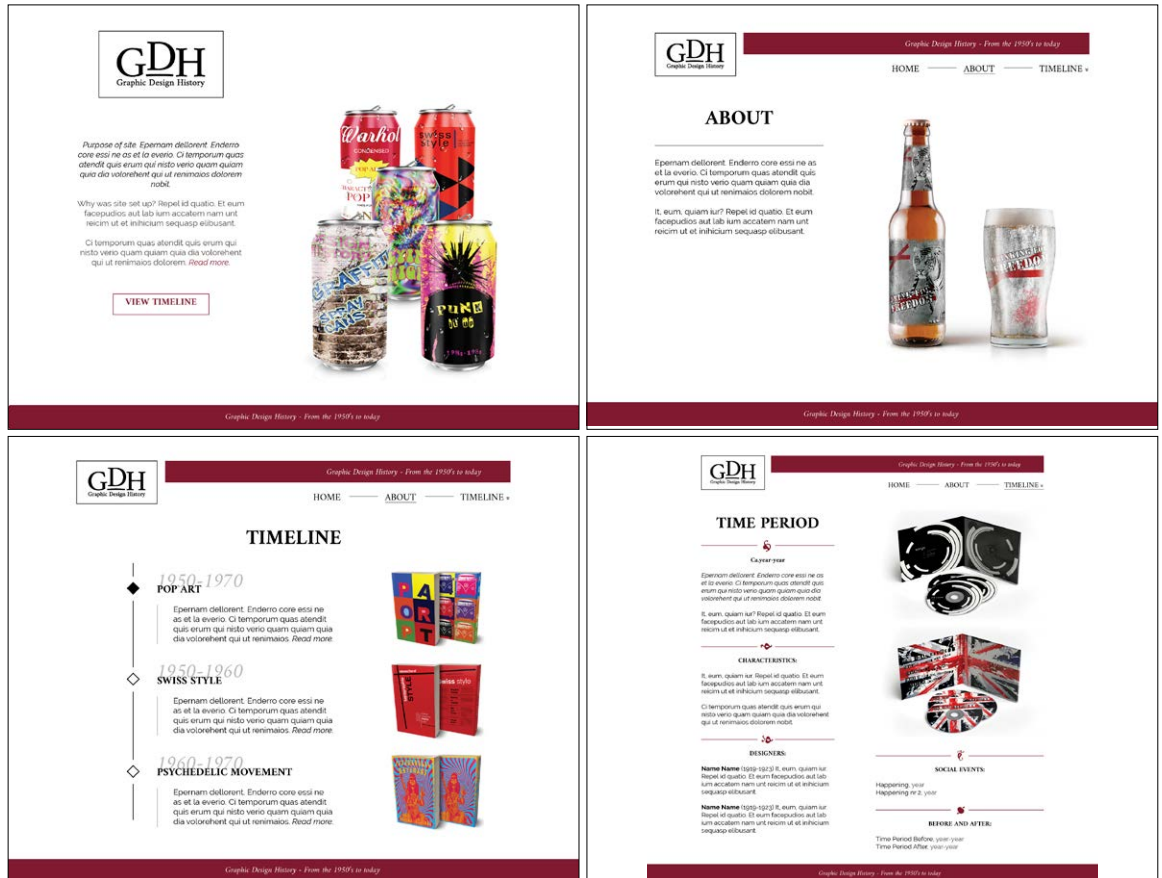
To make white space work it is important not to have too little, nor too much. I think this idea had almost too little, so I figured the other idea might have a better chance of working.



The second wireframe idea is therefore the idea I ended up working with. In some ways it is a little similar to the first layout, but with this I always had photos on one side of the column, and text on the other. This felt a lot more tidy and more in line with the design and look I wanted. I also liked not having the navigation menu on the home page, since it made it look very neat and simple. This idea worked better with the white space as well, since there was some more going on while still not being too much.



Mockup - Inserting photos, text, and adding colours to my chosen wireframe, I made a mockup in Photoshop that would even better visualise the site.



Logo and Images - For the website I have also created a logo. When thinking of this logo, I wanted it to be simple, timeless, and use 1-2 colours.



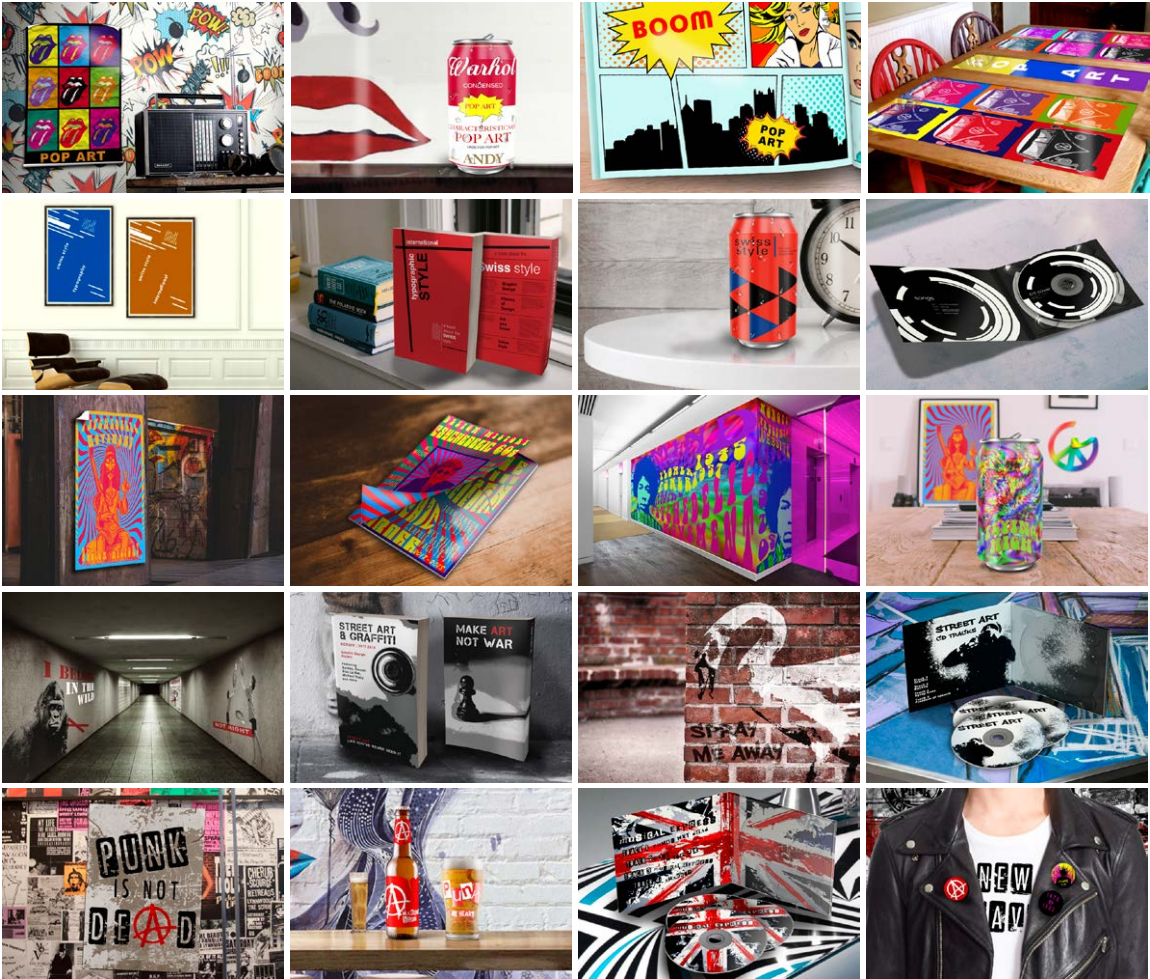
Since "Graphic Design History" is quite long, I also needed a shorter version of this, and decided to use GDH as the "icon" part, and placing the whole text below. The line on which the D is placed, is based on the baseline of the H.



# G D H

Graphic Design History

In addition to this I have as mentioned earlier made my own designs for each style period.



I'm really glad I did this, since it helped visualise each style period. I didn't want to use designs already made because the assignment brief said all text and content must be self produced.

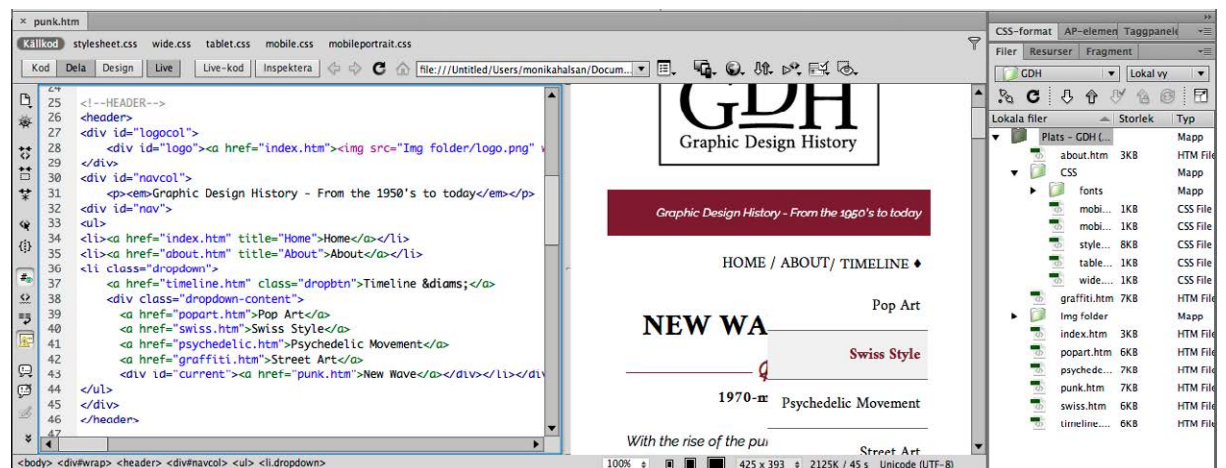
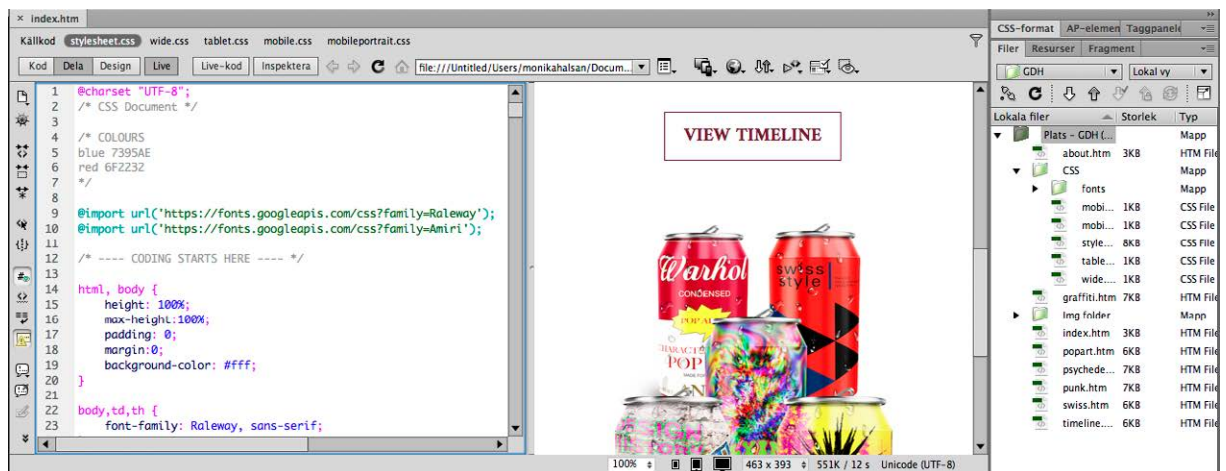
## CODING

### *Coding the site*

The assignment brief did not say whether or not we had to code the site from scratch, or if a child theme in WordPress was fine. But I decided pretty much straight away that I wanted to build the site from scratch, using HTML and CSS. I think this gives me more flexibility, and I figured less coding may be needed in the CSS since I didn't have to overwrite the existing CSS from the parent theme. Since this is also not for a real client and the site won't have to be updated much in the future, I saw this assignment as good practice to learn more about coding. From the beginning I also made sure to have a good system and order in my folders. This makes it easier to navigate when building the site.

Before starting the coding I sat down with a printed example of my mockup and wrote down what different classes and id's I would need to achieve the different styles. This included all headings for example and made me see what would separate the different ones - but also what made them equal, so I for example could gather several styles on certain things as shown below:

```
h1, h2, h3, h4, h5, h6 {
  font-family: 'Amiri', serif;
}
```



## Technical

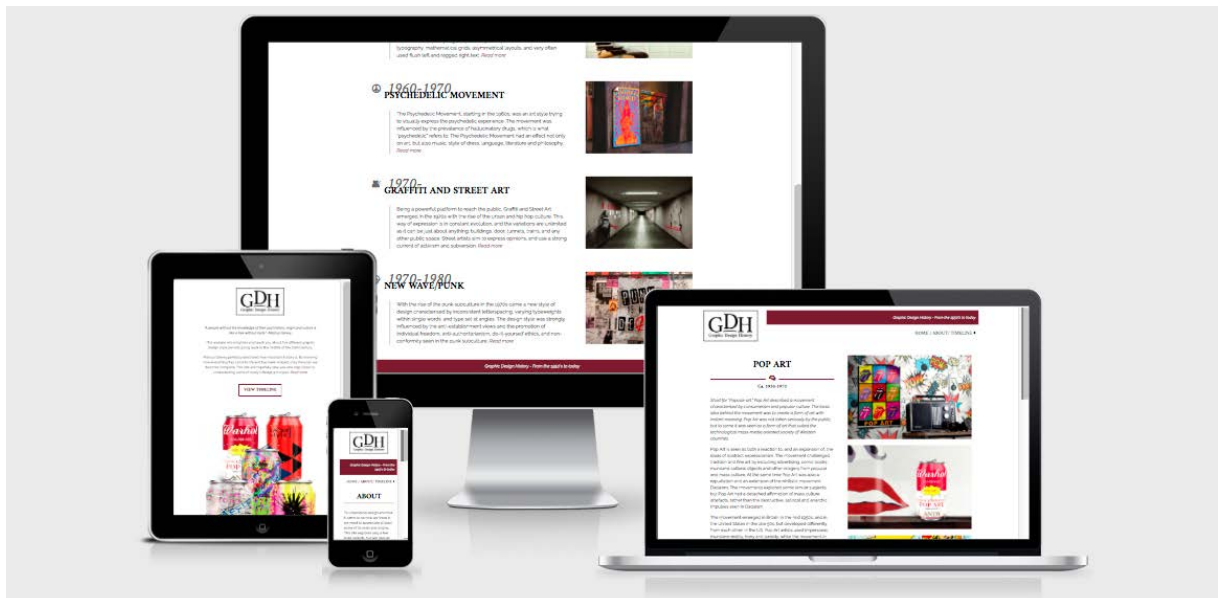
On the timeline I have made the content of each style period inside an id called “timelinebox” - when the user hovers the different boxes, the colour of the year and icon go red, with the style “-webkit-transition: all .3s ease-in-out;” added to it for a smoother transition. I think this gave the timeline a more of an interactive feeling, and just made it a little more exciting.

To create my own icons for the lines on the timeline I used *Fontastic*. This let me make my own icon font, and integrate this font into my CSS so I could easily change colours, sizes etc. as I needed - this was also the only way I could think of to place the icons in the centre of the lines. So in Illustrator I drew some simple icons that described the different style periods as well as the topics on each of the styles.



Since the design should also be responsive, most of my sizes have been set to % rather than px. This alone will make the website look a lot better when used on multiple screens and resolutions. In addition I have separate CSS files for mobile phone and tablet use. These make sure the menu doesn't disappear into nothing, nor is on top/in front of the main content, the columns don't get too narrow, and that everything just adapts to the screen size. On mobile and tablet the text is no longer next to the photos, and the photos rather take up the whole width of the content, as this looks more appealing on these screens.

Using *What Is My Screen Resolution's Multi Screen Test*, I have tested that the website looks good and correct on different devices, as well as asking a few friends and checking on multiple computers/browsers, tablets and mobile phones. Below is the site tested on *Am I Responsive?*.



## Uploading the site

Since I have uploaded my own sites to my hosting company One.com quite a few times now, this process was quick and without issues. So the website was uploaded to my host, and is available to view on <http://monikarh.com/gdh/>.

## DESIGN CHOICES

### *Style/Genre*

My goal was to create a simple, modern, and timeless website. Its focus should be on visualising the style periods through product photos, and I wanted to use white space as an advantage. I believe I have accomplished this by using the chosen colours, fonts, and layout I have. The website should give the visitors the impression of being reliable, easy to navigate, and modern. The little touch of red makes it warmer, and really binds the content together.

### *Layout/Design*

The actual layout is consistent over all pages except the home page. The home page differs as it doesn't have the navigation menu, and the logo is larger. I wasn't sure if this would be smart at first since people are used to using the menu, but from the home page it's easy to go straight to both the about page and the timeline. So I think this works great, and my teacher agreed.

The other pages however, follow the same layout. On these pages I've made the logo smaller, moved it further left, and added the navigation bar with a short description on top. The main content is placed in two columns below, and the footer follows at the bottom. This makes it easy for the visitors to navigate, and to get a good overview of the site quickly. The timeline differs slightly though, as the columns' widths change a little, but it's still using the two column layout.

### *Typography*

I straight away decided to use web fonts. So on Google's web fonts I started looking for both a sans, and a sans serif font. As Nigel French says in his video *InDesign: Typography*, combining a sans serif with a serif font "gives us contrast, and contrast is a very important factor when combining typefaces."

The serif font I found is called Amiri. This is also the font used in the logo, so this ensures some consistency between the design and identity. *Google Fonts* describes Amiri as "a classical Arabic typeface in Naskh style for typesetting books and other running text." It was designed by Khaled Hosny and Sebastian Kosch. Amiri, 12pt:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !"#%&/()=?

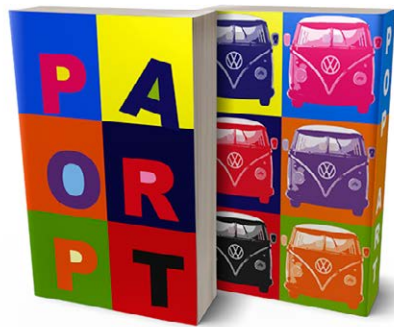
When thinking of a sans serif font to use, *Raleway* quickly came to mind. And funnily enough I later saw that it was listed as a popular pairing with Amiri on its Google site. *Raleway* is a font I have used several times before as it comes across as quite modern and elegant, and especially the W's make it easy to recognize. It was initially designed by Matt McInerney, and later expanded to a larger family by Pablo Impallari and Rodrigo Fuenzalida. *Raleway*, 12pt:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !"#%&/()=?

### *Imagery*

All images have been created in Photoshop. I have found many mockups on *Mockup World*, and since I wasn't going to use this for anything else than just placing it on the website I simply made the designs within these mockup files. When making these designs and layouts I went online to find inspiration on Google photos - some, such as the Andy Warhol can, take a lot of inspiration from already existing designs, while some are more different. Most of my reference photos for the designs are attached to the pinterest moodboard listed under "Sources and References."

I had originally planned to use the mockups as they came, but later decided to go a different way and sort of place the products in an environment. The reason I changed this was that when placing them in the website there ended up being way too much white space in my opinion, and it got too “simple”. Below are a couple examples of this change:



### Colours

Apart from the images which come in many, many colours, the colour palette of the site uses only four colours. Black and white obviously create contrast, so the background is white and text is black most of the time. This ensures the best readability. The only exception is some of the text on the home page, and the year on the timeline. The year is in grey, behind the black style period name - and these had to differ to not disappear into each other. Finally is the little touch of red, bringing in some more colour for visual interest.

Black	White	<table border="0"> <tr> <td>RGB</td> <td>CMYK</td> </tr> <tr> <td>R: 102</td> <td>C: 0 %</td> </tr> <tr> <td>G: 102</td> <td>M: 0 %</td> </tr> <tr> <td>B: 102</td> <td>Y: 0 %</td> </tr> <tr> <td></td> <td>K: 60 %</td> </tr> <tr> <td>Web</td> <td></td> </tr> <tr> <td>#666666</td> <td></td> </tr> </table>	RGB	CMYK	R: 102	C: 0 %	G: 102	M: 0 %	B: 102	Y: 0 %		K: 60 %	Web		#666666		<table border="0"> <tr> <td>RGB</td> <td>CMYK</td> </tr> <tr> <td>R: 111</td> <td>C: 31 %</td> </tr> <tr> <td>G: 34</td> <td>M: 97 %</td> </tr> <tr> <td>B: 50</td> <td>Y: 74 %</td> </tr> <tr> <td></td> <td>K: 34 %</td> </tr> <tr> <td>Web</td> <td></td> </tr> <tr> <td>#6F2232</td> <td></td> </tr> </table>	RGB	CMYK	R: 111	C: 31 %	G: 34	M: 97 %	B: 50	Y: 74 %		K: 34 %	Web		#6F2232	
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I think these colours are enough; this way we keep the focus on the content and style periods.

### Elements

I have tried keeping elements to a minimum to create the minimalistic look I wanted. Since there are so many images I figured many elements were not needed. What I do have though, are mainly lines and those icons I used to create my own font. Apart from these, it is the images that make up for most of the elements on the site. The coloured bar above the navigation menu ties well in with the footer and may in one way be seen as elements as well.



I believe adding more elements soon would have made the site too busy.

## SELF EVALUATION

### *Reflection Around Finished Product*

The website I have designed is one I'm very happy with. I think I managed to create exactly that mood I was aiming for, and in my opinion this is a site people can easily interact with, and learn about the different style periods from. The overall design with its elements, imagery, colours and typography looks good, and should manage to engage people.

I believe I through my research and planning managed to plan out the site well before starting the coding. This got rid of most of the technical issues I could have run into, and let me plan out classes and id's well from the start. All of this has made my coding process a lot easier - and thus a lot more fun as well. Google has been one of my best friends when coding, as people have discussed HTML and CSS codes before me on countless forums and threads, as well as videos.

### *Development and Process*

The design is in many ways very similar to what I first had in mind from some of my sketches. The changes I have made since then have only improved my design, both in terms of the visual design, and also the technical issues. What has been my biggest challenge probably is to keep it as simple as possible, whilst also making it visually interesting. I have had to consider what elements and images would draw the attention of the viewer, and have had to work around that. This is something I feel I eventually managed to do with the design as it is.

I think this assignment has been very interesting and fun to work on. It was a quite open assignment where I was able to decide a little myself what I actually made (content), and that is something I think has been very fun. Making all the imagery myself was both challenging and fun as well as a good way for me to learn more about the characteristics of each style, so I'm really glad I decided to do it this way.

## SOURCES AND REFERENCES

*GDH Website*

<http://www.monikarh.com/gdh/>

*Monika RH Design - Mandatory Assignment 04: Design History Website*

<https://monikarhdesign.wordpress.com/category/ma-04-design-history-website/>

*Moodboard and Reference Photos*

<https://www.pinterest.co.uk/moonierh/design-history-website/>

*Graphic Design School: A Foundation Course for Graphic Designers Working in Print, Moving Image and Digital Media.* David Dabner, Sheena Calvert and Anoki Casey. Unit Seven, Web Design Basics (Page 154).

*The Smashing Book 2.* Matt Ward, Alexander Charchar, Francisco Inchauste, Mike Rundle, Janko Jovanovic, Christian Heilmann, Vivien Anaylan, Christoph Kolb, Susan Weinschenk and Steven Bradley. The Principles of Great Graphic Design. Sketching, Wireframing and Prototyping. Red Flags (Warning Signs in Web Development). The Future of Web Typography. When They Click: Psychology of Web Design and User Behaviour.

*The Best Designs - Web Design Inspiration*

<https://www.thebestdesigns.com>

*51 CSS Timelines | Free Frontend*  
<http://freefrontend.com/css-timelines/>

*Create Your Icon Font in Seconds | Free Icon Font Generator*  
<http://fontastic.me>

*Test Your Website At Different Screen Resolutions: Multi Screen Test*  
<http://whatismyscreenresolution.net/multi-screen-test>

*Amiri - Google Fonts*  
<https://fonts.google.com/specimen/Amiri>

*Raleway - Google Fonts*  
<https://fonts.google.com/specimen/Raleway>

*Mockup World | The Best Free Mockups from the Web*  
<https://www.mockupworld.co>

### ***Noroff Tutorials***

*Introduction to Web Design, Week 17, Noroff*  
<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk1/GRA105/week17/>

*Web Design Process 1: Planning, Week 18, Noroff*  
<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk1/GRA105/week18/>

*Web Design Process 2: Designing for Web (Part 1), Week 19, Noroff*  
<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk1/GRA105/week19/>

*Web Design Process 2: Designing for Web (Part 2), Week 20, Noroff*  
<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk1/GRA105/week20/>

*Graphic Design History, Week 3, Noroff*  
<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk2/GRA201/week03-2016/>

*Design History and Styles, Week 27, Noroff*  
<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk2/GRA206/week27-2016/>

*Design History and Styles Part 2 and 3, Week 28, Noroff*  
<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk2/GRA206/week28-2016/>

*Screen Based Design 2: Introduction, Week 29, Noroff*  
<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk2/GRA208/week29-2016/>

*Websites and Business Strategies Part 1, Week 30, Noroff*  
<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk2/GRA208/week30-2016/>

*Websites and Business Strategies Part 2, Week 31, Noroff*  
<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk2/GRA208/week31-2016/>



## ***Lynda.com Tutorials***

*Designing Websites from Photoshop to DreamWeaver, by Sue Jenkins*

<https://www.lynda.com/Dreamweaver-tutorials/Designing-Websites-from-Photo-shop-Dreamweaver/516577-2.html>

*InDesign: Typography (2012), by Nigel French*

<http://www.lynda.com/InDesign-tutorials/InDesign-Typography/101959-2.html>

*Introduction to Web Design and Development, by James Williamson*

<https://www.lynda.com/Web-Design-tutorials/Web-Design-Fundamentals/177837-2.html>

*DreamWeaver CS6 Essential Training, by James Williamson*

<https://www.lynda.com/Dreamweaver-tutorials/Dreamweaver-CS6-Essential-Training/97613-2.html>

*HTML Essential Training, by James Williamson*

<https://www.lynda.com/Web-Development-tutorials/HTML-Essential-Training/170427-2.html>

*Learning CSS, by James Williamson*

<https://www.lynda.com/CSS-tutorials/CSS-Fundamentals/417645-2.html>

*Learning Responsive Design, by James Williamson*

<https://www.lynda.com/Web-Responsive-Design-tutorials/Responsive-Design-Fundamentals/104969-2.html>