

project1.typographic_storytelling

overview

Create a single-page, web-based storytelling experience where typography is used as a key element to convey the narrative. This project emphasizes the power of type in setting tone, emotion, and context in storytelling. The website should be a blend of typographic skill, creative layout, and narrative storytelling. Be creative. You can write your own stories, combine public domain works in a collage of texts, or even use letters and words to create visual shapes that contribute to the narrative. Typography can go beyond traditional text presentation. Explore how letters and words can form visual elements, adding another layer to their storytelling. Consider how layout choices, pacing of content, and use of visual breaks impact narrative flow. *Document + upload all process work to Medium.*

Content ideas: *A famous poem or public domain short story. A classic fairy tale reimaged. A personal narrative or memoir. A series of haikus or short poems. An excerpt from a famous speech or a historical document. An original short story. A series of related quotes forming a cohesive theme. A dramatic monologue or dialogue.*

phase I: concept and research

Narrative Selection. Choose a short story, poem, or narrative. Public domain works are recommended.

Storyboarding: Outline how the narrative will be presented typographically. Plan for variations in type to reflect different parts of the story.

Information Architecture. Develop a hand-drawn IA that outlines the content flow and user journey through the story.

User Persona. Craft a persona for your target audience to inform design decisions.

phase II: design

Mood Board. Create a mood board that captures the feel of the narrative through typography, color, and imagery.

Typographic Plan. Research typefaces that align with the tone and theme of your chosen narrative.

18 Thumbnail Sketches. Sketch the layout of the site, considering how users will interact with the narrative. (6 sets of desktop/tablet/mobile sketches)

2 Style Tiles. Include colors, type system hierarchy, imagery, descriptive words, and relevant visual elements.

Prototype / User Testing. Create one prototype using InvisionApp and have 3–5 users test. Record feedback via text editor or image of notes.

Homepage Mockups (desktop/tablet/mobile). Use preferred style tile for visual direction. Includes logo.

Wireframes. Create wireframes of your design, focusing on typography layout and user interaction points.

phase III: development

HTML/CSS. Build your storytelling site using HTML and CSS, ensuring the content is organized and semantically correct. • Focus on typographic treatment, ensuring that the layout reflects the story's progression. • 1 homepage with a minimum of 6 segments including a <header> that introduces the content's title and a <footer> that cites any referenced content accurately. • Set up a unique title tag for homepage. • Optimize & use alt tags for all images (appropriate file size, format, and image quality).

Interactivity. Implement simple interactive elements (such as hover effects) to enhance the narrative experience.

Content Integration. Include all narrative sections, ensuring a cohesive and engaging user journey.

Critique + Final Presentation. You must present your site and participate in providing feedback.

phase IV: deliverable

Export fully functional single-page website from Webflow and upload entire site to ftp.cassreese.com.

content resources

Project Gutenberg - gutenberg.org (over 70,000 free e-books)

Internet Archive - archive.org (free e-books)

The Public Domain Review - publicdomainreview.org (online journal w/ public domain works)

Poets.org - poets.org

Library of Congress - catalog.loc.gov (historical documents, books, and images)

inspiration

onpagelove.com/tag/storytelling

onpagelove.com/the-haircut

onpagelove.com/the-pitch

onpagelove.com/the-story-of-dovetail-and-afterpay

ernesthemingway.tilda.ws

van-gogh-life.tilda.ws

cats-louis.ru/en

paulfurey.com

chizzy.singula.teampistola.in

atlas-bespoke.com

omid.bio

ikilledacactus.com

ripeplanet.com

whereispoland.com

aftermetoo.com

react.gg

sbs.com.au/theboat

project1. rubric

Phase I: Concept & Research (10pts)

Narrative Selection and Storyboarding (50%)

Appropriateness and depth of the chosen story, poem, or narrative.

Effectiveness of the typographic presentation plan.

Information Architecture and User Persona (50%)

Quality of content flow and user journey planning.

Development of a persona to inform design decisions.

Phase II: Design Research (15pts)

Mood Board and Typographic Plan (20%)

Visual conceptualization of the narrative's mood.

Research and selection of typefaces.

18 Thumbnail Sketches (20%)

Layout ideas and initial design concepts for different devices.

2 Style Tiles and Wireframes (20%)

Cohesiveness of the visual style elements.

Planning of the typography layout and user interaction points.

Prototype / User Testing and Homepage Mockups (40%)

Prototype creation, user testing (3–5 users), document feedback, and feedback integration.

Initial and refined visual representation of the homepage.

Final Design (50pts)

Narrative and Typography (40%)

How typography enhances the story, including the use of various typefaces, sizes, and styles. Evaluates the content for quality, relevance, and readability, with a focus on typographic effectiveness in narrative delivery.

Visual Design and Layout (40%)

The aesthetic quality, including imagery and visual harmony. Evaluates layout for clear content organization and typographic hierarchy, and how these elements contribute to the user experience and storytelling. Use of color, its emotional impact, and visual contrast. Small design elements like button styles, hover effects, iconography, and brand elements like logos.

Responsiveness and User Experience (20%)

Responsiveness of typography and design across different devices.

Technical Development (20pts)

HTML/CSS Implementation in Webflow (80%)

Accurate development within Webflow, including a fully functional homepage with 6 sections including <header> and <footer>. Proficient and creative use of CSS for styling, including layout, typography, and responsiveness.

Functionality and Interactivity (10%)

Site functionality, including link integrity and hovers.

Technical Details (10%) Proper use of alt tags for images, descriptive and unique <title> tags, and optimized images (size, format, naming).

Critique and Presentation (5pts)

Critique Preparation and Participation (50%)

Final Presentation (50%): PDF Mockup for presentation.