

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 An excerpt from a famous speech or a historical document.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.*

research and process

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

Storyboarding and Information Architecture: Using Adobe XD, develop a storyboard that visually outlines how the narrative will be presented. This should include variations in typography to reflect different parts of the story and a hand-drawn information architecture (IA) that maps the user journey through the content.

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

Mood Board. Create a mood board that captures the emotional and visual tone of the narrative, focusing on typography, color, and imagery.

Typography and 2 Style Tiles. Research and select typefaces that align with the narrative's tone and theme. Develop two style tiles that include your chosen colors, type hierarchy, imagery, descriptive words, and other relevant visual elements.

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

Prototype / User Testing. Build an interactive prototype in Adobe XD. Conduct user testing with 3-5 participants, gathering feedback to refine usability and design features. Document this feedback.

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.

technical 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.

deliverable and final submission

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

onepagelove.com/tag/storytelling

onepagelove.com/the-haircut

onepagelove.com/the-pitch

onepagelove.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

Research & Process (25pts)

Storyboarding and Information Architecture (3pts)

Development of a storyboard in Adobe XD that visually outlines the user journey and integrates information architecture effectively.

User Persona (3pts)

Creation of a detailed persona based on target audience research, effectively guiding design decisions.

Mood Board (3pts)

Creation of a mood board that effectively sets the visual and emotional tone using colors, typography, and imagery.

Thumbnail Sketches (2pts)

Layout ideas and initial design concepts for different devices.

2 Style Tiles (4pts)

Design of style tiles to establish a consistent visual style, focusing on typography and color schemes.

Wireframe (2pts)

Detailed wireframes that outline structural and interactive design elements, serving as a blueprint for development.

Prototype / User Testing (4pts)

Construction and iteration of an interactive prototype that includes user testing/feedback (3–5 users) to refine usability and design features.

Homepage Mockup Designs (4pts)

Design of initial and refined homepage mockups demonstrating the application of design research, user feedback, and showcasing polished visual and functional execution.

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.