

NEON

When designing a website my intention is to take the ethos of the physical environment and create a digital design realm synonymous with the brand.

The initial view and landing page of this website should be the same as entering the studio, where the user will be presented with the Foundry logo.

Considering the digital environment it is only natural that we animate the logo on load. - A 1.5 second animation of the SVG lighting up a trail, as if a neon light was being switched on in slow motion, with a crackle like when a fly hits a zapper.

The first animation is on a loop and is always behind the rest of the content. This is important because the logo animation can also act as page transition displaying fluidity to any slower loading pages.

This view is replaced with the next slide as seen below. The background image transitions as it depixels (seen in background image transition) and the content slides in from different angles like if the page is built in front of the users eyes.

This design's purpose is to create a holistic unity between the six brands associated with The Foundry.

Using contemporary digital design practices and new user interface trends I intend to represent each brands passion, energy and creativity on the homepage through a single image of each team at work.

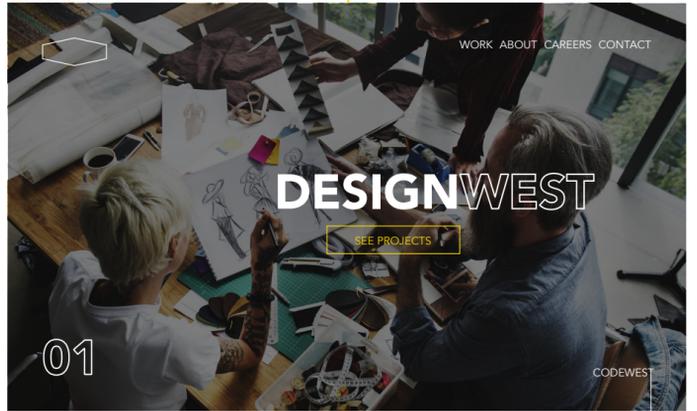
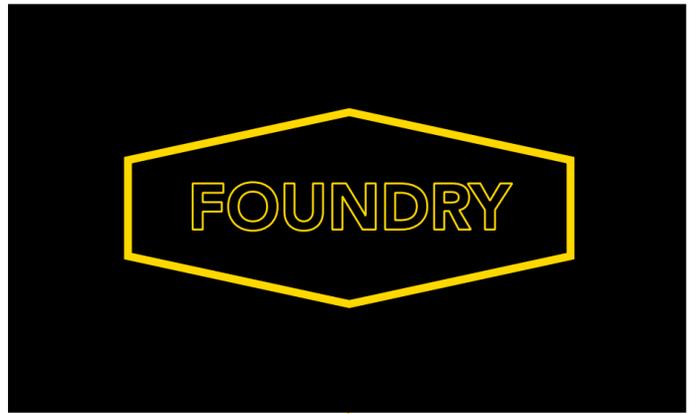
These secondary landing pages for each individual brand signify the collaboration of each work space.

Typeface

Avenir is a sans-serif typeface designed by Adrian Frutiger and released in 1988 by Linotype GmbH. The word avenir is French for "future". As the name suggests, the family takes inspiration from the geometric style of sans-serif typeface developed in the 1920s that took the circle as a basis, such as Erbar and Futura.

Colour

Warm, engaging factory yellow, as the main color. It exemplifies the warmth and nurturing quality of the sun, properties we as humans are naturally drawn to for reassurance. The intense hue is shocking and dramatic, perfect for a one colour pallet.

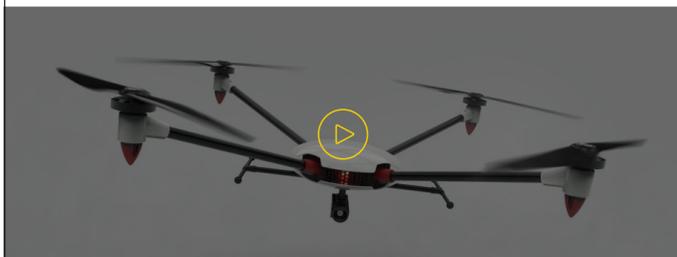


Design West is UWE's university based design consultancy, aiming to bring together collaborative projects with 3 key elements:

Industry with its Commercial insight and opportunities

University with its Knowledge, expertise and facilities

Student with their Passion, Energy and Creativity



The Albatross Drone

The 'Albatross' (nick-named for its large 'Wing Span') showcases some of the breadth of technical capability in electronics, software, systems, structures and product design across the University.

It pulls together staff and students from aerospace, robotics, and product design within UWE to deliver a drone with take-off weights right up to the current legal limit of 7kg. It is currently fitted with a tracking camera but is cable of carrying an array of tailored technologies being developed.

The project has been organised under UWE's EngWest and DesignWest enterprise studios as part of an ongoing collaboration.



WHERE ARE WE?

The Foundry
F Block, Frenchay Campus
University of West England
BS16 1QY
Bristol

OTHER SERVICES

EngWest
CodeWest
DesignWest
PlaceWest
PlayWest
Impulse Music

Designed by CodeWest

Background Image Transition

The transition takes 1.5 seconds, a nuance of Javascript showmanship without taking up too much of the users time.

The studios is creating the future utilising design, code and electronic engineering, it feels natural to use pixelated distortion as a segway to metaphorically symbolise our progression.

Each element with a higher z index value then the background image enters the page from the closest border too it (demonstrated above)

The purpose of the site building and dismantling of itself is to represent that in the Foundry we build and decipher objects and designs depending on the appropriate medium. A nod in the direction of the industrial design feel of the environment the work takes place.

Individual Pages

On each section on the landing page is a button labelled 'See Projects'. - These buttons take the user through to an individual page dedicated to the chosen studio.

The page is manipulated using Javascript and the transition is seamless as there is only one HTML document. The page title is positioned to the center of the header. The logo and menu change to yellow and the height of the background image is reduced by 10%.

Key pieces of information are underlined in yellow.

These pages will vary depending on the content but I would like to keep a modular grid patten with plenty of white space indicative of minimalist design.

Large photos speaking louder then a paragraph should be ubiquitous throughout the experience.

Film should be present where available.

Symmetry is what we see at a glance; based on the fact that there is no reason for any difference.

A consistent footer holding key information and links should be on every page. The inverted pallet signifies the end of the page, like how a painting has a frame. Like a painting the designers name is like a signature.

FACTORY

When designing a website my intention is to take the ethos of the physical environment and create a digital design realm synonymous with the brand.

This homepage is made of 4 dramatically different views which utilise an electric colour pallet, holistically flowing and creating an intrinsic narrative.

On-scroll using the magic of Javascript and SASS, I will be able to create a lock scroll effect, easing the user through the page as they scroll up or down.

An offset grid manipulates the users eyes to follow an unorthodox 'S' shape as they scroll down the page.

At the top of the page the user is presented with a large menu of options. The option selected is symbolised by displaying fill, where unselected options display as just the outline.

Each studio has its own photo layered behind the menu text. This changes when a tab is selected.

This website is a single page. The content changes depending on menu selection.

Department description

A secondary photograph and a description of the selected department is displayed in a contrasting section below the header/menu.

Project Carousel

Each portfolio will contain a selection of projects which the user can cycle through. Each slide will contain a title, a brief description, a photograph and a 'see more' button.



The arrow shown above signals which direction the user can click to cycle through to the next/previous project. (An inverted arrow is used in the footer to give the user a short-cut to the menu.)



Onclick of the see more button, the section is manipulated to show full details, images and videos of each project. The arrows are still shown as the user can also cycle through full projects.

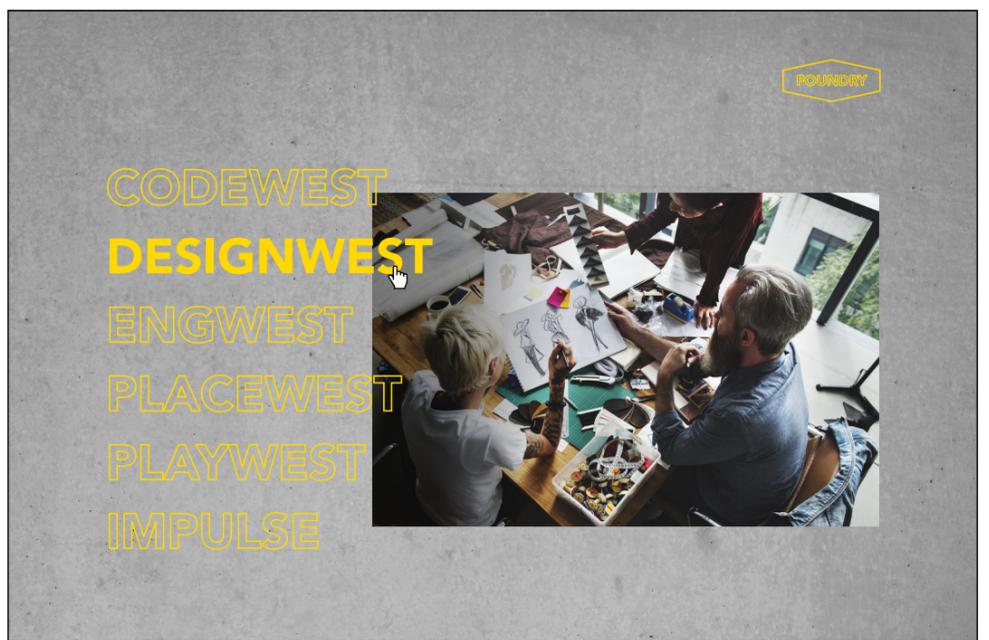


Sharkskin - A classic midtone grey perfect for extenuating lighter hues. Understating the body text and flowing with the concrete.

Absolute White - Onscreen design is a medium where we can display the brightest hue possible. White is inviting to the eyes and stimulates the user.

Factory yellow - Exemplifies the warmth and nurturing quality of the sun, properties we as humans are naturally drawn to for reassurance.

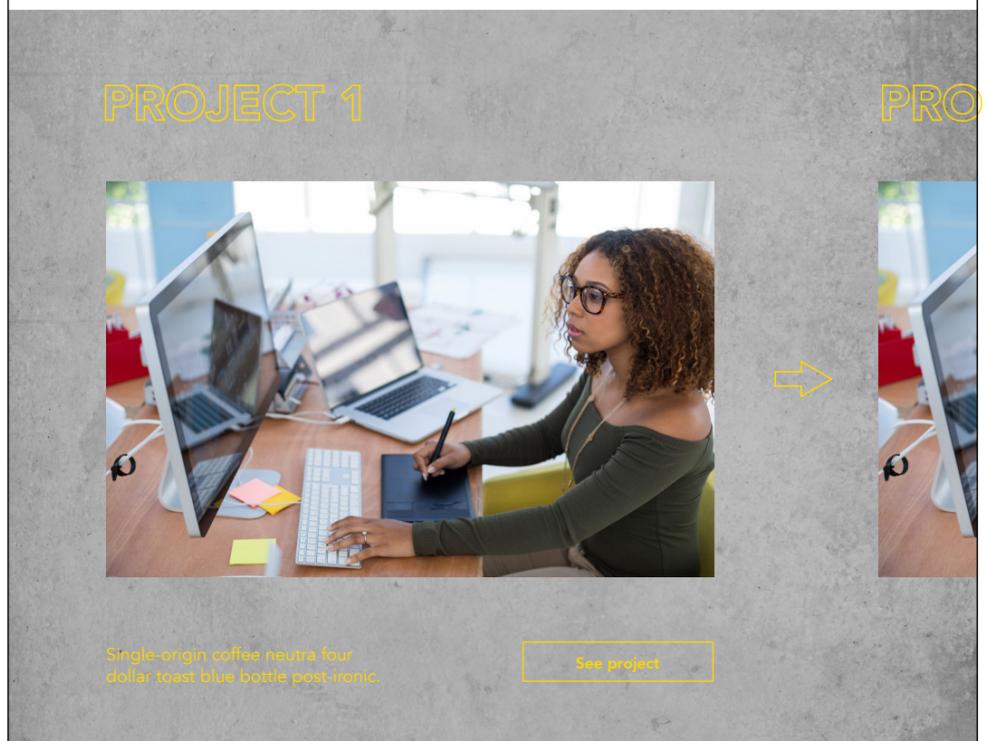
Concrete - Taking an urban texture and using it as part of design can make a digital piece feel like it is real. Adding an industrial atmosphere indicative of the Foundry.



People think they hate computers, they really hate bad programmers.

Paleo taxidermy banjo fanny pack you probably haven't heard of them, umami normcore kale chips gentrify godard tacos salvia disrupt.

Single-origin coffee neutra four dollar toast converse blue bottle post-ironic.



Footer

Inverted with an extremely shocking background colour acting as an ostentatious pair of shoes for a somewhat subtle outfit. The footer leaves the user with no avoidance.

It supplies crucial information of where the Foundry and the associated services is and can be found.

A button labelled 'Back to the top' takes the user gracefully back to the top of the page where they can interact with the menu.

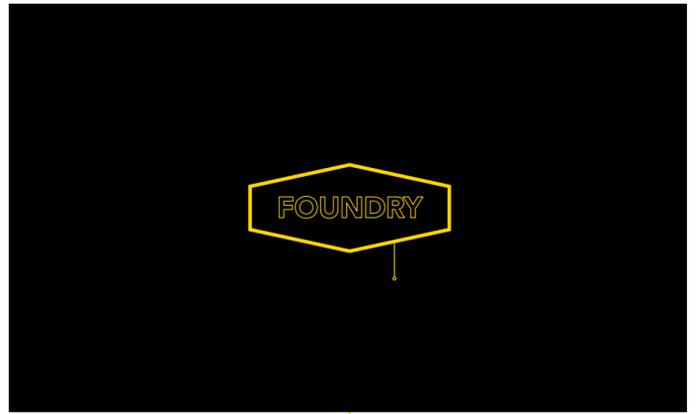
LAMP

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The initial view and landing page of this website should be the same as entering the studio, where the user will be presented with the Foundry logo.

The user is encouraged to interact with the logo as there is a pull style light switch which sways. On click of the light switch the logo dims like a light bulb being turned off.

On click this view is replaced with the next slide as seen to the right. Emerging from the darkness in highly contrasting white on the black background, and the ostentatiously dramatic typeface; Avenir Black is a menu of each studio within The Foundry.



I hover closer to the clouds than to the ground.

Each title is a button - On hover white is replaced with factory yellow to signify to the user that this link can be clicked.

While hovering over the link the plain black background is replaced with footage of students/employees working their craft.

The user can click on the link taking them to an individual page dedicated to each studio.



Engwest is UWE's university based engineering consultancy, aiming to bring together collaborative projects with 3 key elements...

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The Albatross Drone

Freedom Project X The Albatross Drone Lucid Forage App Thinking In Type

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During the transition to the departments specific page the background video continues to play but the size of the divider is reduced to 80% of the variable screen height. The title text is centred and additional content is made visible under the header section.

A short paragraph and information about the department has a dual column row outlining exactly what they do.

The Projects

The main section of this page is for the departments projects loaded in a modular grid layout.

To head each project a yellow row contains a gargantuan header title in Avenir Black and buttons which load alternative projects.

On-click of the projects the main section content is replaced appropriately. The division of text and image modulate the projects.

These blocks are a good demonstration of how additional blocks and information could be added at any point with a consistent theme.

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