WebFolio

HARRISON WATSON - MED3005M PROJECT 2 - TUTOR: JON HOLMES

Blog: http://hwatsonwebfolio.blogs.lincoln.ac.uk/

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HW

Harrison Watson

Webfolio Project

harrisonwatson.uk

Proposal

MED3005M Proposal Form - Digital Media

Name(s): Harry Watson

Date: 20th January 2017

Tutor(s): Jon Holmes, James Field, Clive McCarthy, Graham Cooper

Working title: Online CV/Portfolio

What is the intended idea/concept of the project?

My personal CV/Portfolio presented online in a way that is appealing for potential employers. I want the content on the site to showcase my abilities as well as the site itself. In addition to creating a standalone site I will also be creating new animated and live action content throughout the semester that will add to my portfolio of work

Proposal

and be implemented into the site in an interesting and eye catching way.

The main focus of the sites homepage will be a one to two-minute abstract animation match edited to a soundscape or song and using audio spectrum effects to produce an ever changing array of colors and shapes. Different to my previous work this will be totally abstract and follow no narrative or structure. This will feature on the homepage, opening the site and auto playing to grab the viewers' attention. Aside from this I will be creating some live action music videos using various digital media techniques.

Describe the intended audience:

The intended audience will be industry professionals and potential employers. For me personally this is most likely to be web design agencies, animation studios or film studios. As well as being for potential employers the site will also work as a place for me to store my work and add to this as I grow my portfolio.

How will this project extend your creative and technical skills?

During this project I will be using software that I haven't used before in adobe muse. I will look to create a unique and responsive website. Using assets created in Photoshop and Illustrator I will create a consistent brand and art style that expresses my personal creativity and preferences in a smart, sleek, responsive way.

Outline how the practical work will be carried out and the time-scales involved for each task. (If working in a group, please also indicate the division of labour):

Practical work will be taking place throughout the project, I will be learning Muse using online tutorials so I will be documenting my learning process throughout and using all the skills I gain to culminate into a final site. The research process will be ongoing throughout, as there will always be ways to improve and different things I can add to the site. The majority of my visual research will happen during the first couple of weeks, when I'm looking for inspiration for how I want the site to look, but as inspiration can be found anywhere the look of my site will be will evolve throughout.

Proposal

What other work (by animators, designers, film-makers, writers, digital media producers, etc.) is relevant to your project? (This work may either be relevant for its conceptual, inspirational or technical similarity):

In terms of actually designing my site, when learning muse, I will be relying heavily on online tutorials, predominantly sourced through the adobe website. With regard to getting inspiration for the look of my site, I haven't currently found any specific sites that I want to use elements from. This is something I'm going to be looking into during the first stages of the process. I will look at other portfolio sites and other sites that have videos hosted in amongst text. When looking for animation inspiration, my primary source is going to be YouTube videos, whether this be music videos, or simply videos featuring abstract visual FX.

List at least two critical texts that are relevant to your conceptual intentions:

Boulton, M. (2009) A practical guide to designing for the web. United Kingdom: Mark Boulton Design.

*Hay, S. (2013) Responsive design workflow. San Francisco, CA: New Riders.*

Any other information not covered previously:

Changes made to my proposal:

Following my first tutorial with Jon my plan for the site changed. I decided to attempt to portrary myself as more of a brand on the site, as opposed to simply being a standard online portfolio. The idea of portraying my personal evolution was really interesting to me and this was the direction I had hoped to take

Planning
Initial Ideas

Evolution

http://hwatsonwebfolio.blogs. lincoln.ac.uk/?p=91
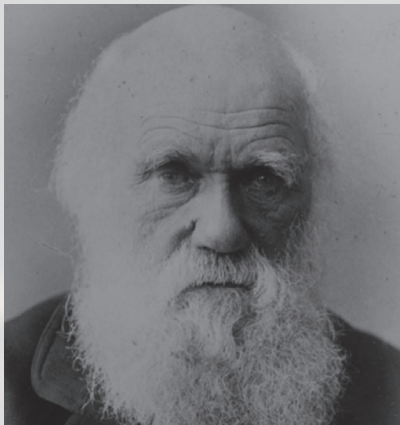
One of my first real concepts was to portray my own personal evolution, from birth to the point I'm at now. Using a Darwinistic style timeline I wanted to utilise horizontal parralax to animate my growth.

Puzzle Shapes

http://hwatsonwebfolio.blogs.lincoln. ac.uk/?p=95

Relying heavily on the succesful implementation of parallax scroll effects I was intrigued to know just how far you could push it, the idea was to have a lot of shapes scrolling across the screen to form words/ shapes at different points like a puzzle.
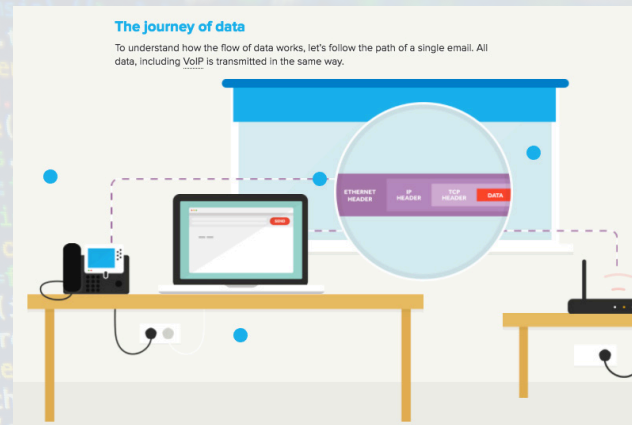
Open Head

http://hwatsonwebfolio.blogs. lincoln.ac.uk/?p=98
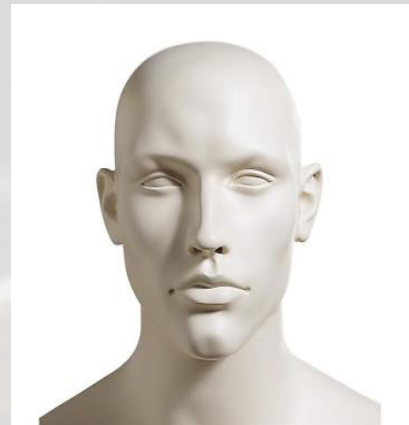
Simple but effective. User drags open top of users skull to reveal a brain with information in (links to pages etc). Could set a theme for the entire site and could be interpreted in many different ways.

Planning
Inspiration

AO Side Scrolling Site

http://ao.com/life/kitchen/kitchen-tips/wasteless/

What inspired me so much about this site is how simple it was. There weren't any supidly complex elements it was all on one flat plain, the user has things to interact with on their journey through the site but regardless of the simplicity it comes across as a very professional looking interactive site.

More Here:

http://hwatsonwebfolio.blogs.lincoln. ac.uk/?p=11

Akita Parallax Overload

http://akita.co.uk/movement-of-data/

This site is a joy to navigate. The animation throughout the site is smooth, the art style is fantastic and the way everything works together turns a website into an experience, Whilst this will be too complex to replicate the art style can act as a huge inspiration for me when it comes to creating my own assets.
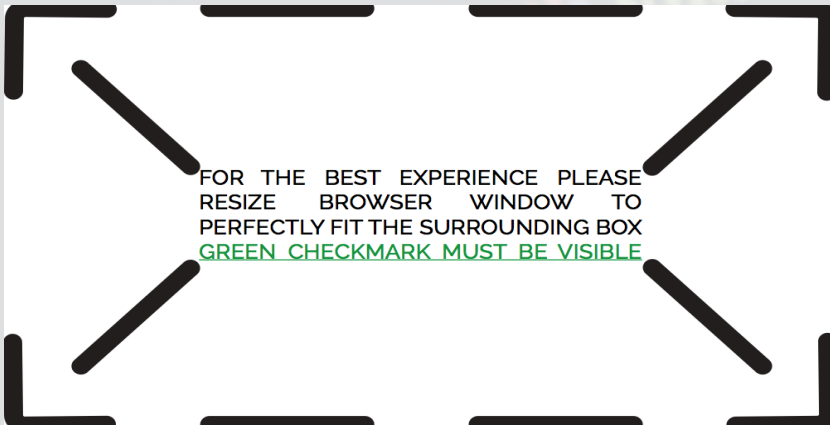
Planning

Time Management

http://hwatsonwebfolio.blogs.lincoln.ac.uk/?p=103

Using scholr, Jon and I were able to assign tasks for each week, so rather than having to set myself specific time-targets I could just complete the tasks in whatever time I saw fit.

FOR THE BEST EXPERIENCE PLEASE RESIZE BROWSER WINDOW TO PERFECTLY FIT THE SURROUNDING BOX GREEN CHECKMARK MUST BE VISIBLE

Asset List

http://hwatsonwebfolio.blogs.lincoln.ac.uk/?p=107

I created a large number of assets for this project. Using Illustrator I was able to create high quality vector graphics that look great on any platform due to the fact they dont pixelate.

Ideas Generation

http://hwatsonwebfolio.blogs.lincoln.ac.uk/?p=21
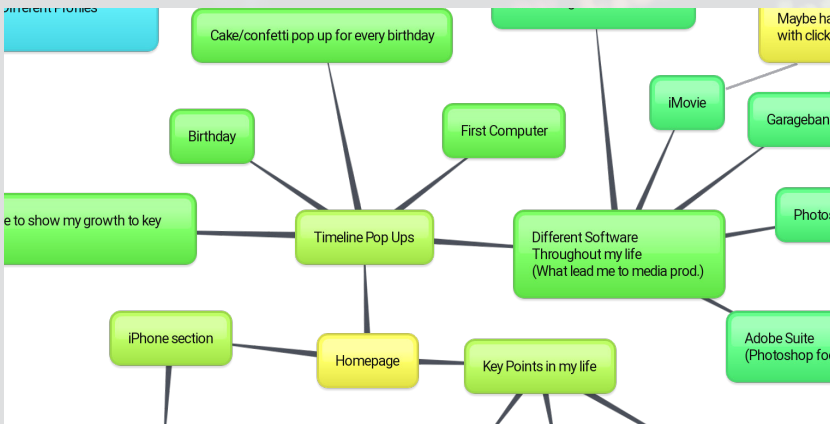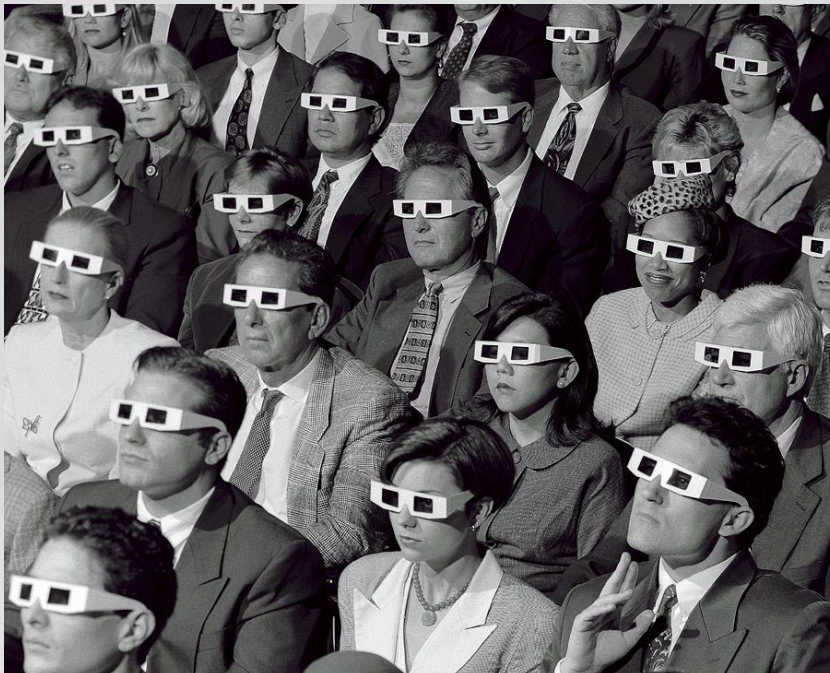
Just before starting the production process I needed to create some sort of flowchart to show the structure of my site, unable to do this I simply put every idea I had into a mindmap.

Audience

Target Audience

I don't have a specific target audience for my project. This is because I am targetting employers. A potential employer could be anyone from a 50 year old woman to a 25 year old man and because of this the site needs to be accessible and inclusive for all people. This is difficult but it can be achieved. The sites interface will need to be smart and sleek but simple and easy to use.

Budget

Materials Cost: 2 x Thinkstock Assets £8

Transport Cost: £0

Communication Expenses: £0

Muse Widget Cost: £20

Because this is a solo project with 90% self made assets the overall costs for the project are negligible.

Lightning Pitch

Pitch

My CV and Portfolio online in a format that is easy and enjoyable to digest. Presenting the boring, large amount of words that you find in a CV in an interactive creative way that intrigues and engages the user. As well as this all of the my work will be housed on the same site to prevent an employer from having to open a lot of links. The site scrolls from left to right using interactive buttons and there are different interactive elements throughout the site.

Development

Test 1

http://hwatsontest1. businesscatalyst.com/
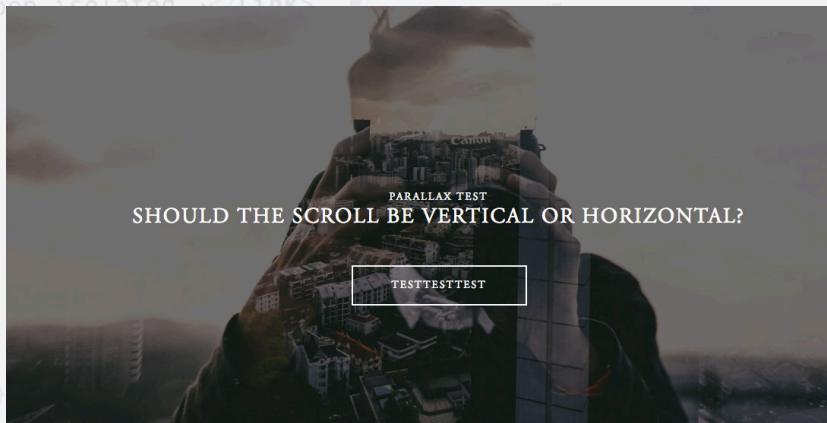
My first test was simply me following a tutorial that taught me how to use parralax. It also taught me how to use master slides to create constant menus in the header, and how to place copyright info in the footer.

Test 2

http://hwatsontest2. businesscatalyst.com/

My second Test was an exact clone of the first, but simply seeing whether or not the parallax scroll worked horizontally. This gave me the comparison I needed to be able to make a final decision.

Test 3

http://hwatsontest3. businesscatalyst.com/

My third test was a test of an early concept I had of having a landing page that linked to the side scrolling main section of the site. This was the first time I hadn't followed any sort of tutorial when making a website.

Test 4

http://hwatsontest4.businesscatalyst.com/

This test provided me with some relatively large advancements from the previous. The landing page now had a smart graphic for the user to click and when they arrived on the site they could navigate the first few pages by pressing the grey boxes on the left and right of the screen. I was also experimenting with some widgets at this time, namely the Moveable content widget and a widget that changed the curors appearance, which I cut from the final site.
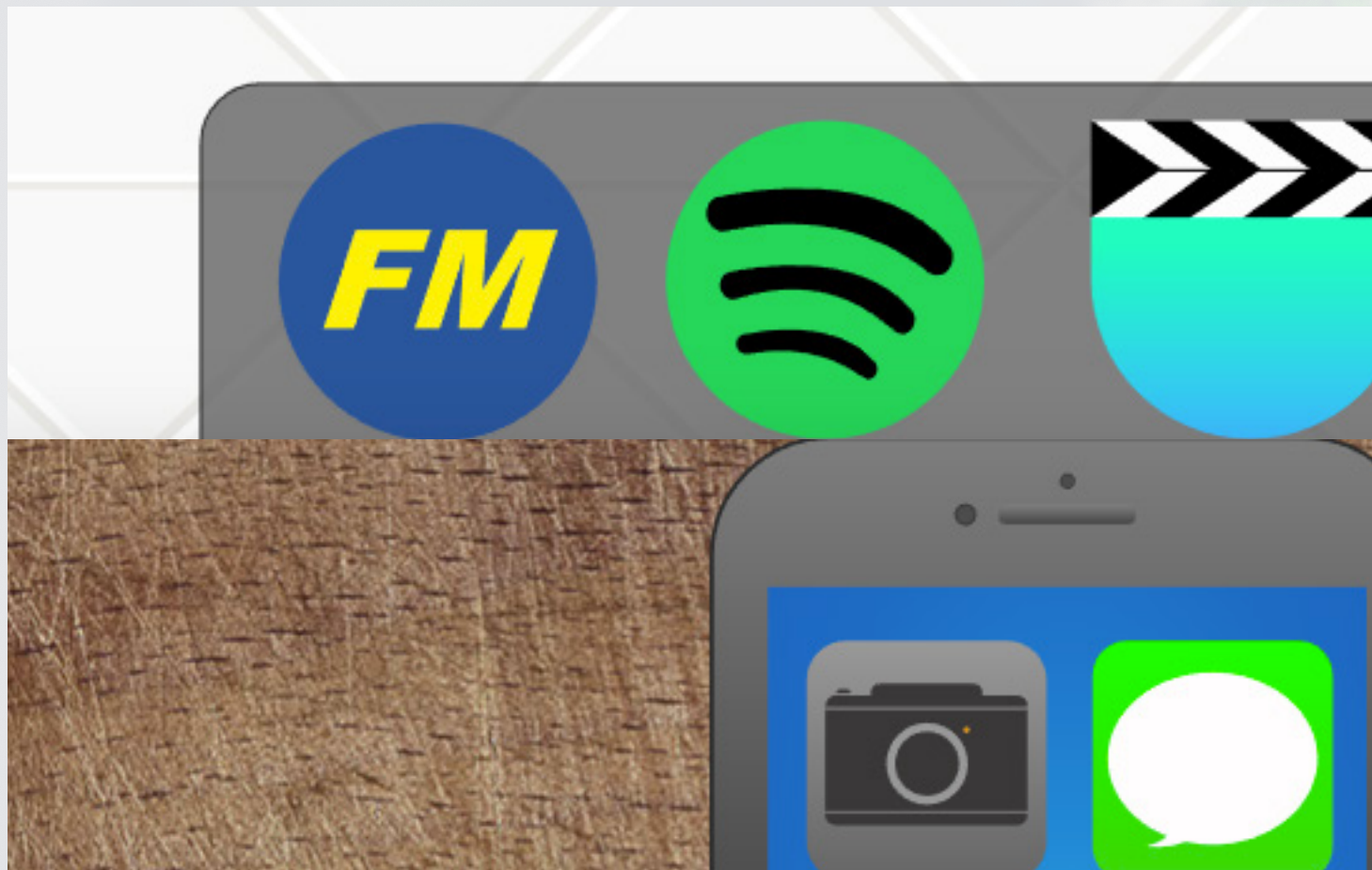
harrisonwatso

FOR THE BEST EXPERIEN
RESIZE BROWSER WIN

Test 5

http://hwatsontest5.business-catalyst.com/

Test 5 Showed a huge jump from the previous iteration. Inbetween 4 and 5 were some screen recordings that can be found here: http://hwatsonwebfolio.blogs.lincoln.ac.uk/?p=56

In test number 5 huge changes have been made. The landing screen concept has now been ditched in favour of a box prompt that tells the user to resize their window, showin a green tick when the width is just right. The iPhone screen is near finished, with just one more change to be made before the final site, Snake and Messages are both clickable and working on. The desktop background screen was added along with pop up windows for the Football Manager and Images Screens. Aswell as all this the large grey boxes were replaced with small black arrows.

Ideas Development

All Alternative Development Writing Can be Found Here:

http://hwatsonwebfolio.blogs.lincoln.ac.uk/tag/development/

Throughout the course of the testing phase my ideas grew and evolved a lot. Experimenting with a lot of different widgets taught me a lot of diffferent things. Initially I was really excited to be able to use the cursor changing widget as I thought that could go quite a long way to engaging the viewer as they would see something out of the ordinary when theuy realised their cursor was completely different. However after deliberating over what the site was going to be like I decided against it. The only times I had ever been on a site and the mouse had changed was when I was a lot younger and used to play online games on my computer. I didn't want to replicate that tacky sort've feel, especially when the rest of my site looked the way it did. The majority of the developments did come in the way of unwanted widgets. The main one being Audio triggers throughout the site. This was something that Jon and I had discussed at great length and I had even purchased a widget to use on the site. I was never 100% sure on if I liked the idea or not and after consulting with my peers I decided against the idea. I had wasted almost 2 weeks by this point but the experimetnation was a good learning experience and getting feedback from my friends was really helpful.

Individual Reflection

When I began this project my idea was simple, make my CV more than just a CV, and create something that will allow me to stand out from my peers when it comes to applying for jobs. I wanted to do this online, as this was obviously the most relevant platform for the types of jobs I would be looking at and applying for. Having not touched HTML coding in over 2 years there was more chance of me jumping off a cliff than trying to learn how to code amazingly in 15 weeks. My options were limited, but limitless. They were limited in the sense that it was a case of using Word Press, or Adobe Muse and they were limitless in the way that it was possible to do so much with both of these platforms. What sealed the deal for me and really made me make my mind up was when I was doing my first pieces of research, I was looking into innovative web design and I came across various side scrolling websites, utilising things like par-allax and telling stories through varying levels of interactivity on the site. When I saw this I knew that Muse was going to be my weapon of choice, now whether that weapon would be a machete or a plastic spoon remained to be seen, but being familiar with Ado-be's products and having briefly used Muse in the past I had some level of faith that I would be able to get to grips with the software and create something I could be proud of.

I started from the bottom, fol-lowing YouTube tutorials using tutorial packs downloaded from various websites. The first web-site I created was so bad I have never been so embarrassed of something in my life, but it was necessary, it set the building blocks that I would need to push onto something more advanced. The first things I learned were simple things like how to set up pages, state changes and hyper-linking. All things that are a given

Individual Reflection

on every quarter decent website nowadays, but things that make a huge impact on user experience nonetheless. Following from the most basic tutorial I stepped it up a notch and started to play around with parallax, at first glance I thought I was reading another language and me 'playing around' with the scroll effects tab caused my entire browser to have a meltdown whilst previewing. I then figured it was probably best to stick to tutorials and so set about following a tutorial on YouTube. This again was simple, but I learned how to use Master Pages to create menus, and how to add simple scroll effects that look professional and smart when applied to the right elements. From here I felt I was ready to start creating my own site.

Prior to making the site I had only been working in a vertical format so shifting from this to horizontal was never going to be easy. This was made a thousand times harder when I learnt that Muse doesn't give you any kind of vertical breakpoints. This meant that for my site to work, and appear in the correct format the browser

window would need to be scaled to exactly the right size. This was possible. I had a brainwave and thought "I'll make a pop up window that the user clicks on and bingo, perfectly scaled window without the user having to do anything". Now in theory that works perfectly and everything is fine, of course in practice it is far from that, I made the pop up window and it worked an absolute dream. I then began creating the main section of the site, on a different page in Muse. On this main section I wanted to utilise pop-ups further. So the user could click on an app and a window would appear to simulate the app really opening. Little did I know that opening a pop-up link, from inside a pop-up link can cause such a massive inception that Christopher Nolan himself would be jealous of its plot holes. All jokes aside the newly clicked link used the formerly created window as it's home, rather than being a pop up window it simply acted like a normal window, which of course was not an option as I needed the narrative section of the site to remain open at all times. So at this point there were three choices; 1. Create some sort of prompt box that forces user to

resize their browser window by hand to the perfect size. 2. Scrap the horizontal scroll idea and create a vertical scrolling site. 3. Leave University and never come back. After a lot of deliberating and discussing with Jon I decided that option 1 was the best solution. As I had worked too hard on the horizontal scroll idea up until this point it would be a shame to scrap it and go with something more generic that won't stand out as much.

I created a simple box prompt with Tick and Cross Markers to let the user know when their browser was the correct size. I did this using 3 breakpoints, one in the green tick zone, and one on each side of this. The only downside to this was again due to Muse's lack of vertical breakpoints, it meant that the prompt only adapts when the user's browser width changes, not the height. Following from this I continued adding various elements to my site, I did some research into the amount of time users tend to spend on sites, and because of this I decided to have 3 main pages, and on these pages have various pop

Individual Reflection

ups and sub-pages, this way I'm not bombarding the user with a huge site, but giving them a small site with added extras. I wanted each page to illustrate a different part of our everyday lives in a world ruled by technology and the Internet. Deciding on what could show this wasn't difficult and I decided on a Mobile Phone, a Computer Desktop and a Web browser. On the Mobile phone were mobile apps and playable games. On the Desktop was a dock with 4 applications. And in the Web Browser were social media links. Me saying that makes it sound so simple, but it was far from it. As I was using third party widgets that all conflicted with one another it was not easy, but after experimenting (trying everything under the sun) I managed to finally get everything to work. Then adding a few extras like contact forms and file downloads the site was complete. I upgraded my domain to allow for FTP and then used Muse's built in File Transfer Protocol to upload the site.

I now feel confident in software that was near alien to me at the start of the year. In hindsight, cre-ating a horizontal site wasn't the greatest decision I've ever made and it definitely halted my prog-ress at times. I have thought a lot about whether it is really worth it to have something that stands out from the crowd and there are defi-nitely pros and cons. The pros be-ing the aforementioned, it stands out. If you had 100 circles and 99 of them were perfect but one wasn't, you wouldn't remember one of the 99, you would remem-ber the one that stood out. The same can be applied to my site, whilst it might not be as perfectly smooth as it's vertically scrolling equivalent it sets itself apart from the rest. The cons to this are that it did make life a million times harder. If I were to of had those extra bits of time that I spent wast-ing trying to fix horizontal related problems I could've been adding more to my site. As well as this it meant that I had to make things more difficult for the user, whilst resizing your browser may seem like something tiny that anyone can do, anything that isn't spoon-fed to a web user is going to im-mediately put them off. This was the main reason why I was so des-perate to find a solution because I knew that I would likely be put off by a website that was immediately making me do something before I had even arrived.

With regard to the module out-comes I believe I have achieved them all to varying degrees, throughout the process my ideas have been at the forefront of the content I am making. With previ-ous projects I have sometimes struggled with getting my ideas out from my head into my plan-ning work. Often-just pressing on and getting from A to Z miss-ing out everything in between. I tried to take a different approach this time round, documenting my process as much as possible and blogging whenever necessary. The level of knowledge I have gained in Muse throughout the process is staggering (even if I do say so myself) to go from someone that doesn't know a single thing about Muse to being able to confidently create the site I did, using third party widgets to support my own work as well as using illustrator to create web friendly assets. Innovation was what drove the whole project. My discussions with Jon were always very helpful and pushed me to try new things and

Individual Reflection

push the boat out, as this is what will get you noticed, rather than staying silent it will always be better to take risks and try new innovative things even if they might not always work out. Doing this project has taught me that. My work hasn't really been created for a specific audience, as the only person I can think that I would want to see it is an employer. But it's impossible to label every employer as one stereotype or age range. Because of this my site is very inclusive and accessible. The simplicity doesn't detract from the site and any references that may be lost on people are applied so bluntly that it is impossible to miss them.

A major downside to this project is that I don't really feel it is suitable for distribution on a public platform such as The Degree Show. The nature of the project doesn't lend itself well to being in a public space, as it is something I would want to show potential employers that they could view and experience alone. Because of this it isn't really the type of project that can be marketed or distributed.

Meet the Team!

Harrison Watson

Position: All of them

```
typeof b?e.to(b)
this.keydown=this.interval
this.sliding=this.interval
a.proxy(this.pause,
a.proxy(this.prototype.keydown,this),c.prototype
a.preventDefault().keydown,this).on("mu
interval(a.proxy(this.next,this),interval&&
.proxy(this.options.interval,this.$active)
$items.index(a||this.$items.$active)
return b>this.$items.length-1
return b||!this.paused.interval!
this.cycle(!this.paused.interval!0
c.prototype.prev.function(b,c){var
prototype.to.function(b,c){var
right":h="next"
"active").trigger
```