

# 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 depicts (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.

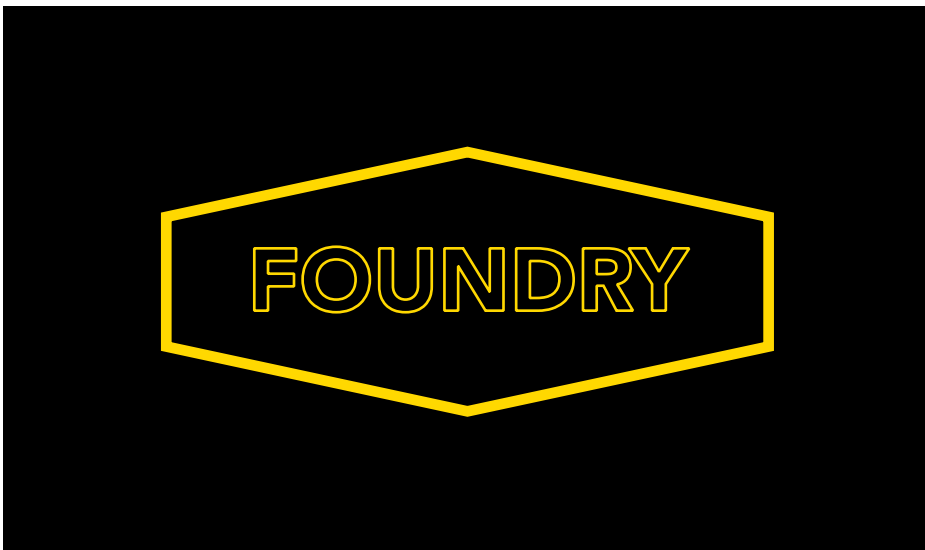
These secondary landing pages for each individual brand signify the collaboration of each work space.

### 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.



WORK ABOUT CAREERS CONTACT

DESIGNWEST

02

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.