

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 bellow 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.)

See project

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 #638488	Absolute White #ffff	Factory Yellow #ffeb00	Concrete #d9d9d9

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.



Footer
Inverted with an extremely shocking background colour acting as an ostentatious pair of shoes for a some what 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.