

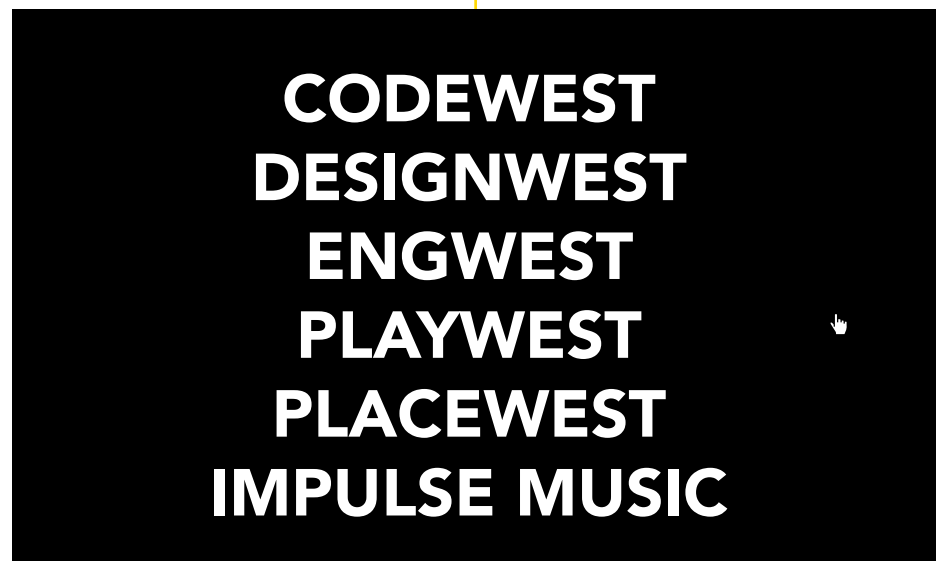
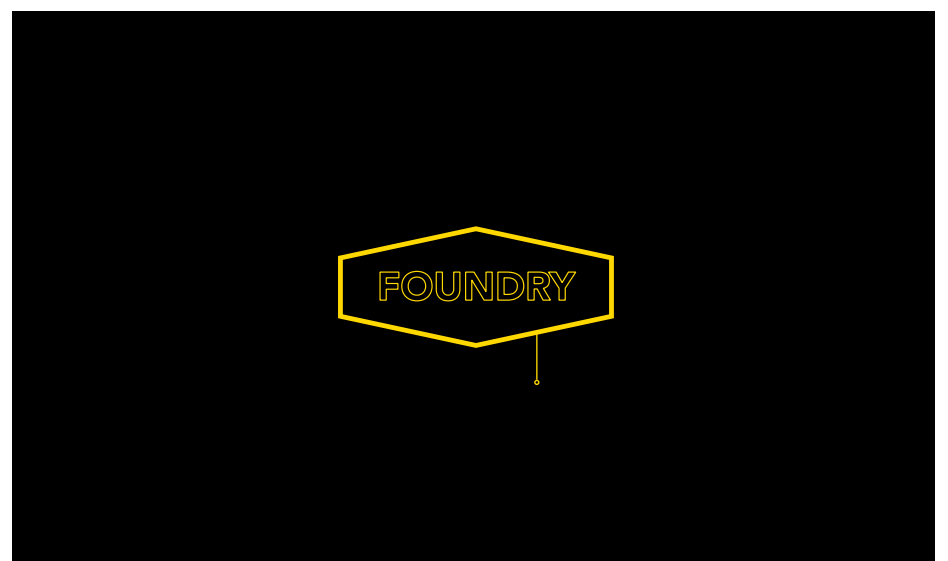
LAMP

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.

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.



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.

Engwest is UWE's university based engineering 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 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.

The Albatross Drone

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

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 to 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

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.