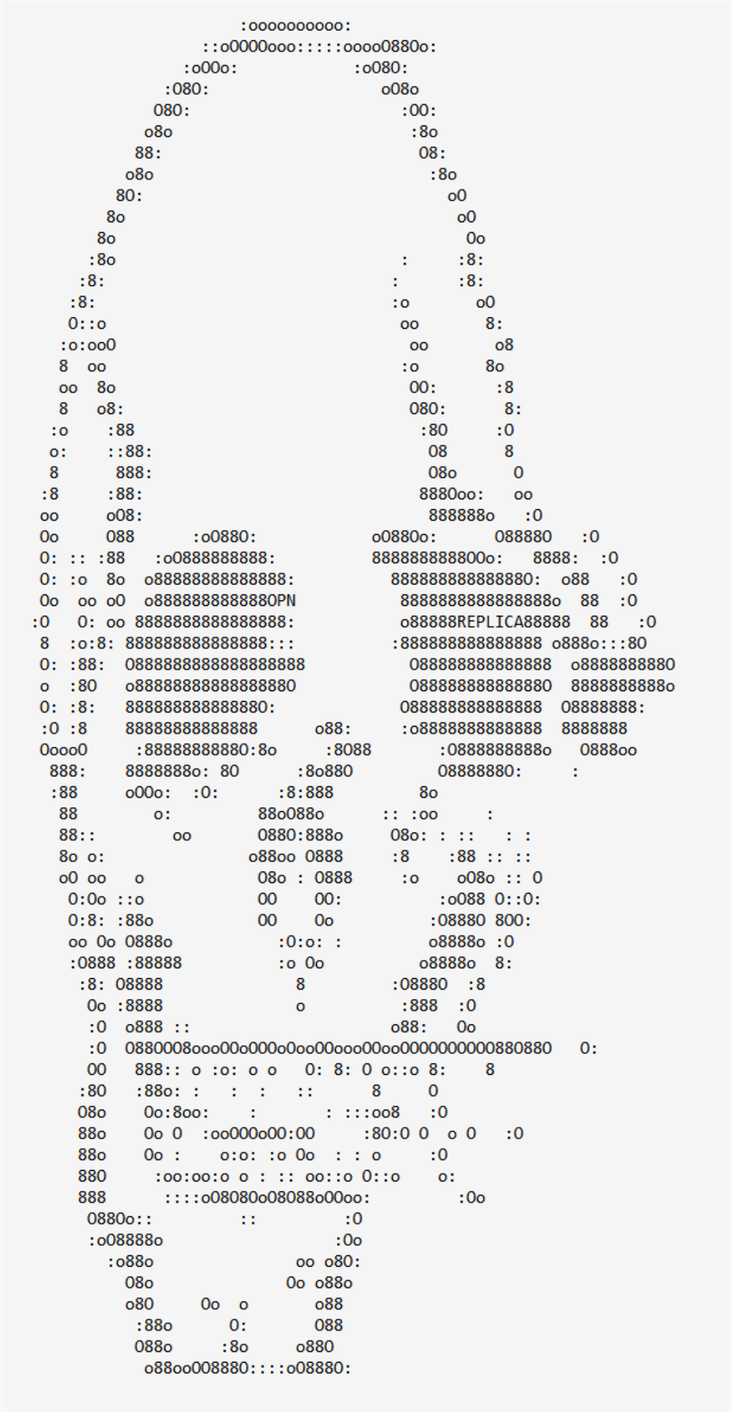


web technology landing page project

Christopher Keatinge – B00170101

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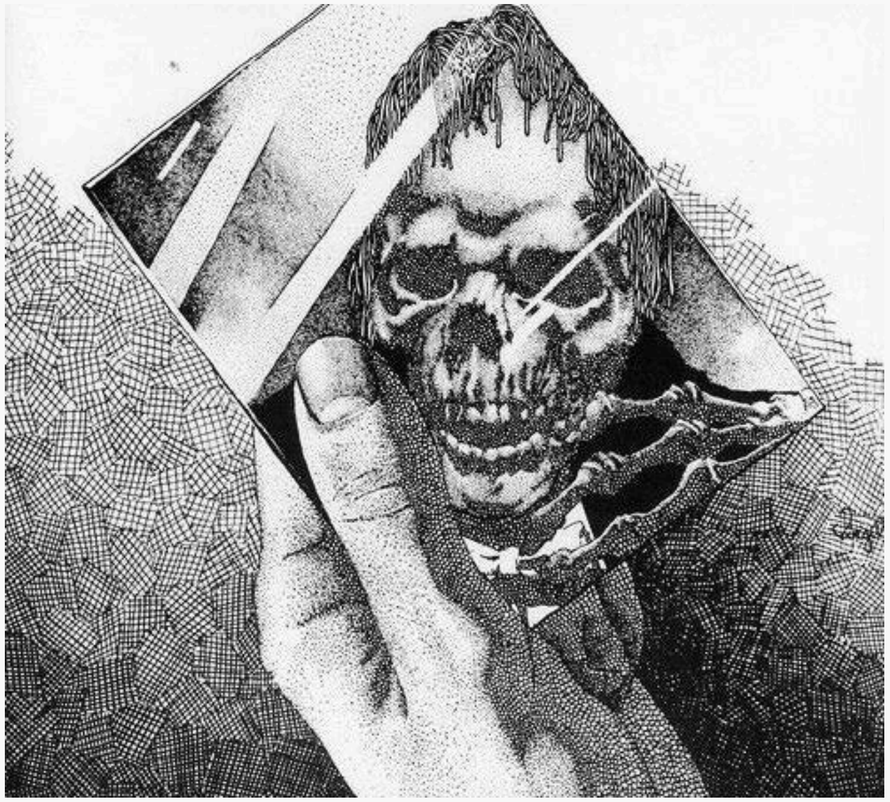


research

topic choice

research

I decided to base my landing page on an album launch. The album I chose to create it about is called “Replica” by Oneohtrix Point Never. I chose to base it on this album because it is one of my favourites, as well as the fact that I really like the visual direction used in the promotion, packaging and music videos for the album and think it could provide opportunities for interesting design choices.



content choices

research



Part of this project's brief is to create 8 separate sections on the landing page, 6 of which should fill the window while the other 2 can be smaller less important.

This is my current plan for what content will be displayed in the primary 6 sections:

- Home/hero section
- About the album+reviews and quotes
- Track list+music videos
- Streaming
- Merchandise (t shirts, physical release etc)
- Tour dates + locations

With the other 2 sections, we have the opportunity to do something more creative. Currently, I would like to include:

- Something interactive and live (music visualizer?)
- Gallery (extra art, lyrics etc)

what i want to learn

research

This project will be the first time I will actually be putting Javascript to use in a proper site, and I'm looking forward to finding out creative uses for it.

I'm also looking forward to trying out creative visuals and layouts for the site and trying to make something properly unique.

My plan is to focus on the visuals, create something in Illustrator and then seeing if I can translate that to an actual site.



visual inspiration

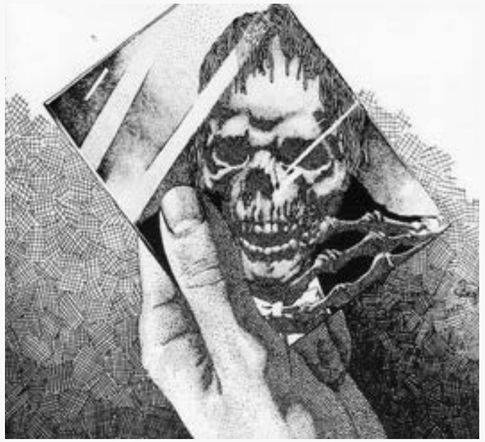
research

There is a number of places I plan on pulling visual inspiration from. The first is from the albums packaging itself. The front cover features an illustration by artist Virgil Finlay from a 1936 horror and fantasy magazine called “Weird Tales”.

The back cover features an ASCII art image of a skull as well as a track listing. Inside there are images of synths as well as lyrics and credits.

Both the albums imagery and music creates a cold, electronic feeling. The type and ASCII art takes inspiration from old computers and the main colours used are black and white.

These are all things I want to take inspiration from and implement in my site.













visual inspiration

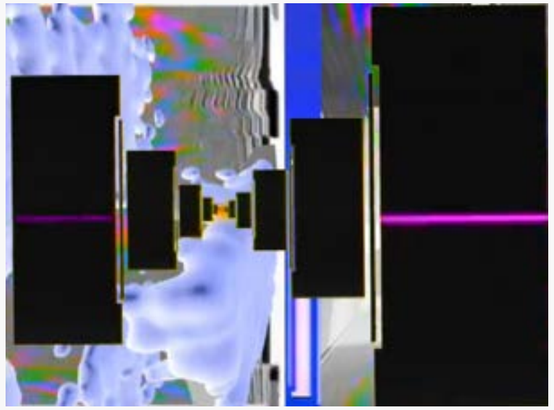
research

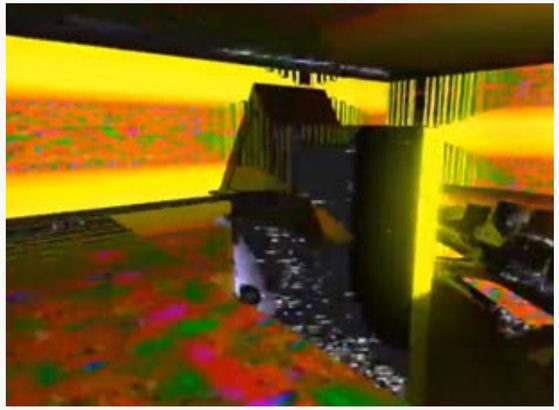












I also want to take inspiration from the album's music videos. Just like how the album samples old commercials and VHS videos, the music videos cut up and reinterpret old footage.

The fuzzy analog feel of the imagery combined with the beautiful synth work on the album creates the perfect eerie, nostalgic and melancholic feeling, that I would love to recreate on the site.

I also want to take inspiration from the artist Nate Boyce who has worked with Oneohtrix Point Never on many other occasions to create visuals for his music. His art consists of abstract 3D shapes and visual morphing and distorting. It perfectly compliments the feeling of the music and I would like to try to implement some sort of 3D element into my site using Javascript, even if its basic.

visual inspiration

research

The last place I looked for inspiration was other sites that had elements of design or interactivity I liked.

The first is worldaffairs.se. This is a site for the record label “World Affairs”. The site has a very simplistic design, using what looks like minimal CSS and focusing on the HTML basics. I really like this super minimal approach and its heavy use of tables.

Another site I like is blonded.co. It has a simple and clean layout, and a very interesting first impression.

The final site I looked at is Oneohtrix Point Never’s current site, pointnever.com. This site is currently promoting his most recent album “Tranquilizer” and I really like how it looks. It uses alot of hover, making the site interactive, and interesting to look around.





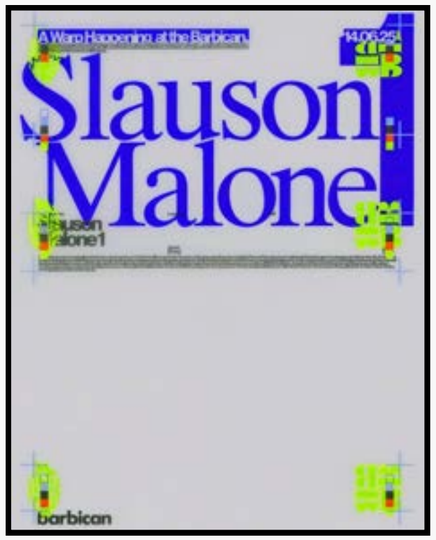




visual inspiration

Various Pinterest Images

research

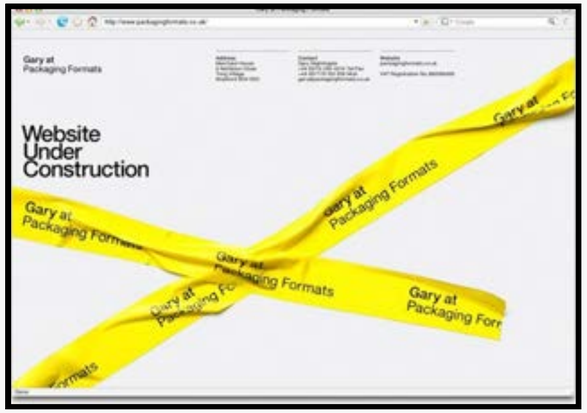


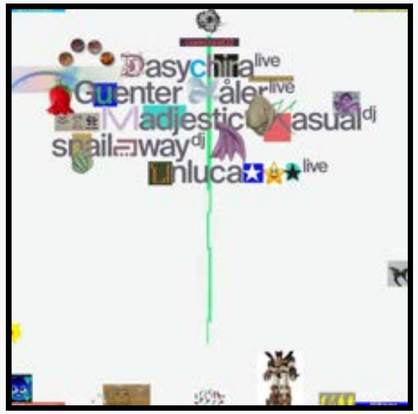




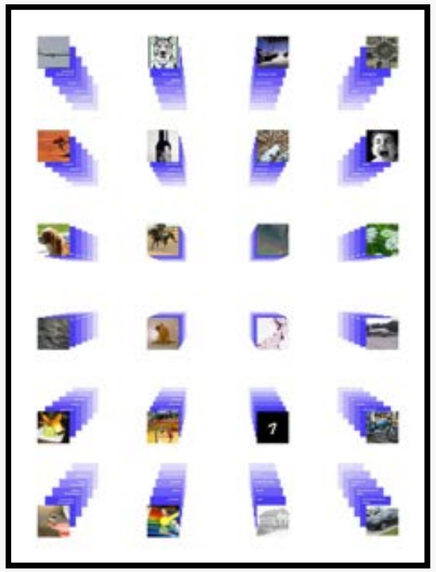










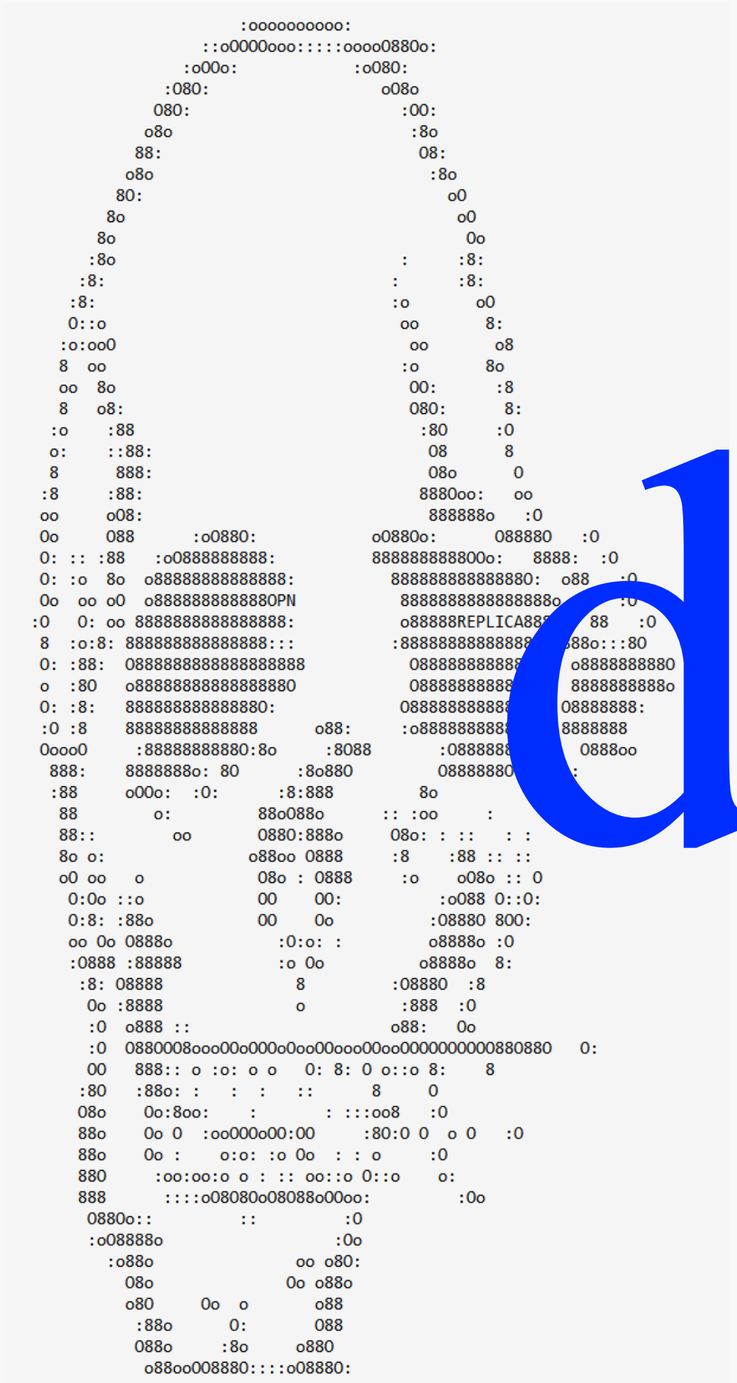












design

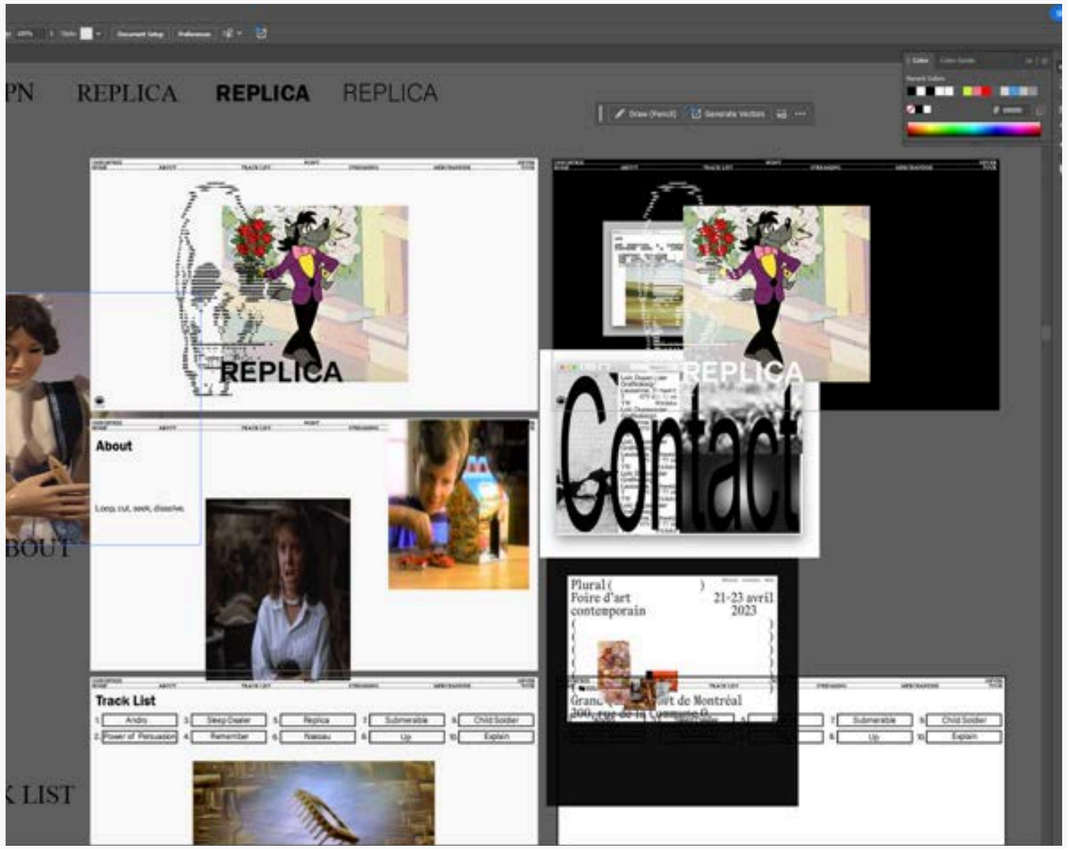
layout plan

design

To begin my planning, I decided to get an idea of the design and layout in Illustrator. I created a file with 8 webpage sized artbooks (but focused on the primary six). This is extremely helpful in getting a proper idea of what I want to do before jumping into the coding.

While I did aim to create a creative and unique design language and layout, I tried not to go too crazy, as I am much better at using Illustrator than I am CSS or Javascript and wanted to make sure I could actually create my plan.

At the same time, I definitely wanted to try new things with interactivity and visuals in the coding, but I left fleshing this part out till later when I could experiment when coding.



layout plan

design

While working on the layout, I figured out a general aesthetic that I wanted to go with throughout the website.

For fonts, I wanted to use Franklin Gothic Demi for headings, Times New Roman for the nav bar and maybe some flavour text, and Acumin Variable Concept for larger blocks of text.

For general imagery I want to use lots of gifs (which won't show properly in this PDF) as I love the compressed dithered look they have and feel that it really fits with the lofi, resampled and melancholic feeling of the album.



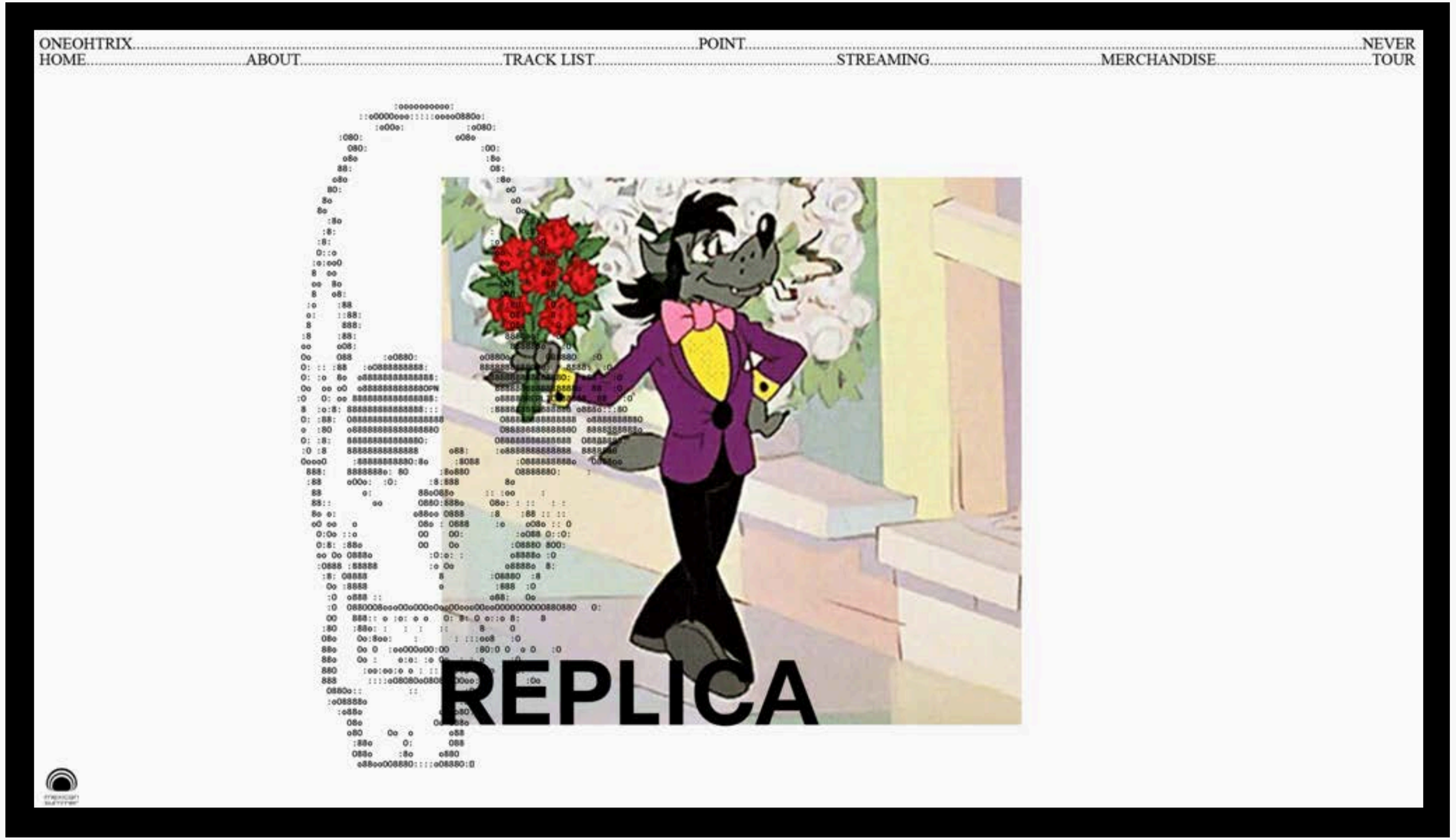


Replica OPN	**Franklin Gothic Demi**
Replica OPN	Times New Roman
Replica OPN	Acumin Variable Concept

layout plan

HOME

design



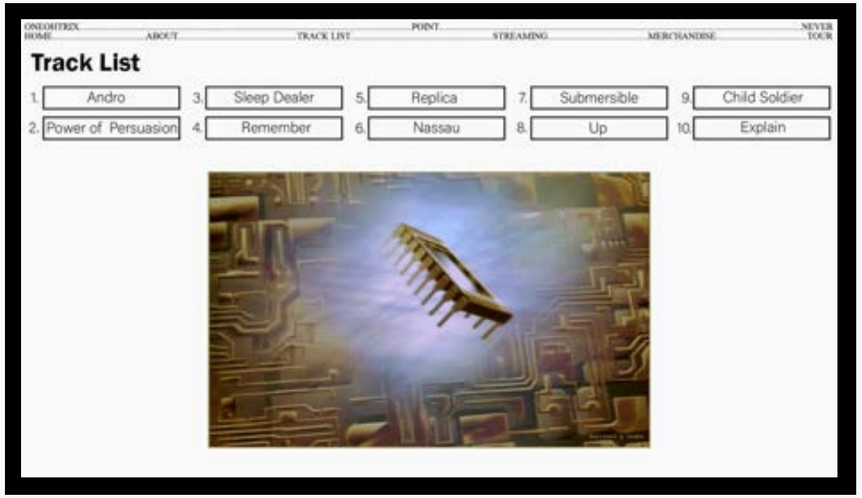
layout plan

design

About



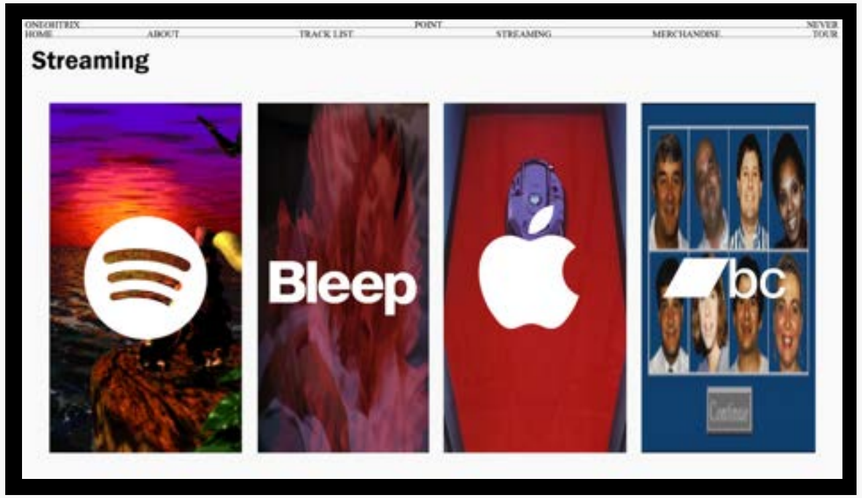
Track List



Track list hover



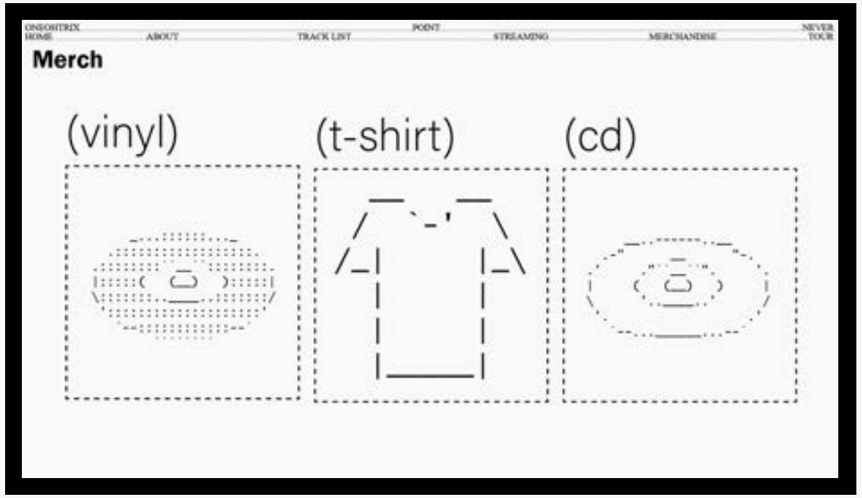
Streaming



layout plan

design

Merch



Merch (hover)



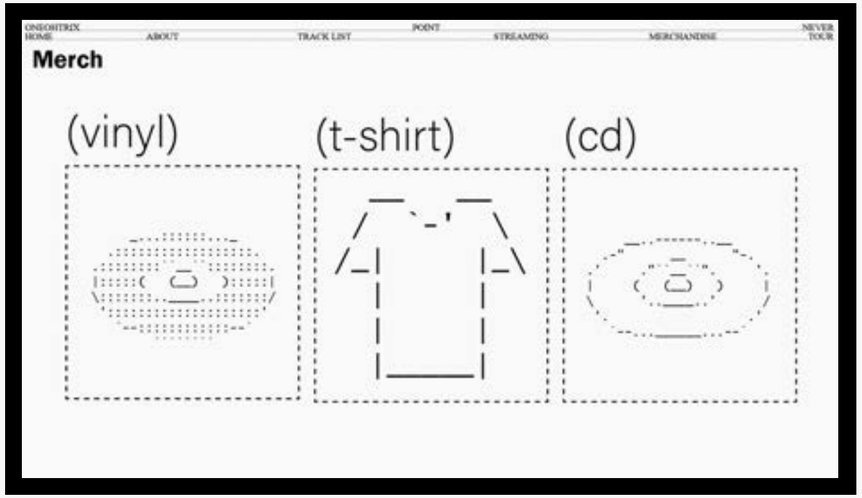
Tour



layout plan

design

Merch



Merch (hover)



Tour





build

home

build

The home page is made up of the navigation bar and a big visual. The main visual is a gif and the title of the album “Replica” slightly overlayed over it, aswell as a big piece of ascii art of a skull, which is seen on the back of the album. I recreated the ascii art by just using the album art as reference and retyping it into a text document.

My idea for this page was to have the big ascii skull get “typed” in, in some sort of animation like an old computer terminal. To do this I at first used a premade library called Typed.js, which was convenient but the top line was misaligned which I couldn’t figure out how to fix and it had a very limited typing speed.

Eventually I decided to find an alternative and instead used a tutorial on W3 Schools. This was however still slower than I wanted so I figured out how to write a while loop that can skip the blank spaces, and just type the actual characters.



One thing I found quite difficult was to layer things on top of each other. Doing something like this in Illustrator is so easy, but recreating in code takes much more effort



about





build

The about page has a heading, some descriptive text on the left, a 3d model of a floppy disk on the right and a scrolling banner underneath it all.

The heading and text are self explanatory. The 3D model uses a library called “Model Viewer”. This library lets you load 3d models on webpages and lets the user rotate around it and look at it. This is a fun, interactive element but there is one problem with it. The library requires a web server to be used. This means that when opening up the index file directly on your computer, nothing will be shown in that space. It can be viewed just fine through the Phoenix Code preview because it runs a local server for you, so if possible, view it through the preview or the github link on page 32.

The scrolling banner is made up of an image I made in Photoshop with company logos and review scores for the album. I followed a tutorial on Youtube (see references) to help make it scroll infinitely and look seamless.

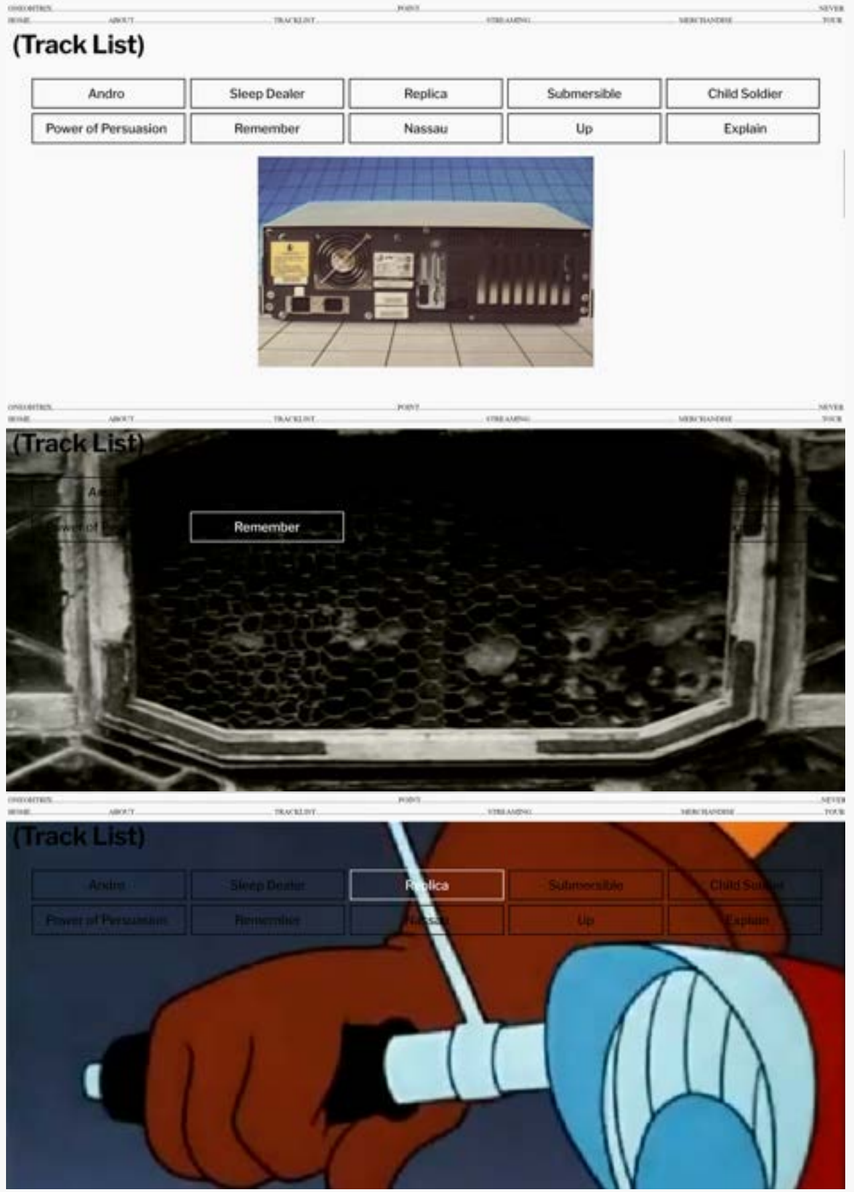
track list

build

For the tracklist page I created a table with the titles of the album's ten songs. Below the table, I made a gif out of a number of images from a collection I found on Internet Archive (referenced later).

What I wanted to do was make it so when the user hovers over one of the song titles, the gif would disappear and the background would become a music video, with audio. This required Javascript, so I made a script, titled bgVideo in my files. Each cell of the table has a video assigned to it, and the Javascript allows me to make the video play in the background when the cell is hovered over, with audio which was important to me.

I also wanted to make the headings and the entire table white on hover, but I couldn't get it to work at the same time as the video playing. I think it still looks good but I would have liked to get that to work.



merchandise

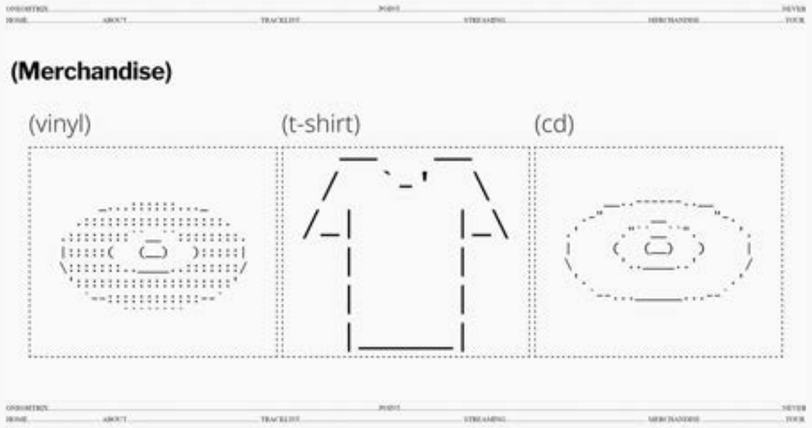
build

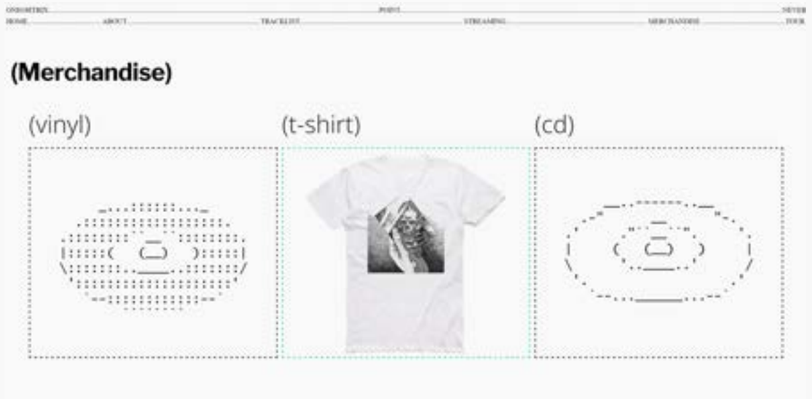
The merchandise page is another simple one, made up of another table. It is just three cells, with images of ascii art of the things being sold (vinyl, t shirt, cd). When these are hovered over, the images turn into images of the actual products.

For the image of the vinyl, I had to combine multiple images from the internet as I couldn't find a good quality one that already existed.

I also put the ascii art in as images instead of actual text because that made it easier to line it up with the real product.

The last thing I did was add a colorful pulse to the border on hover, just to make the interaction a little more interesting.

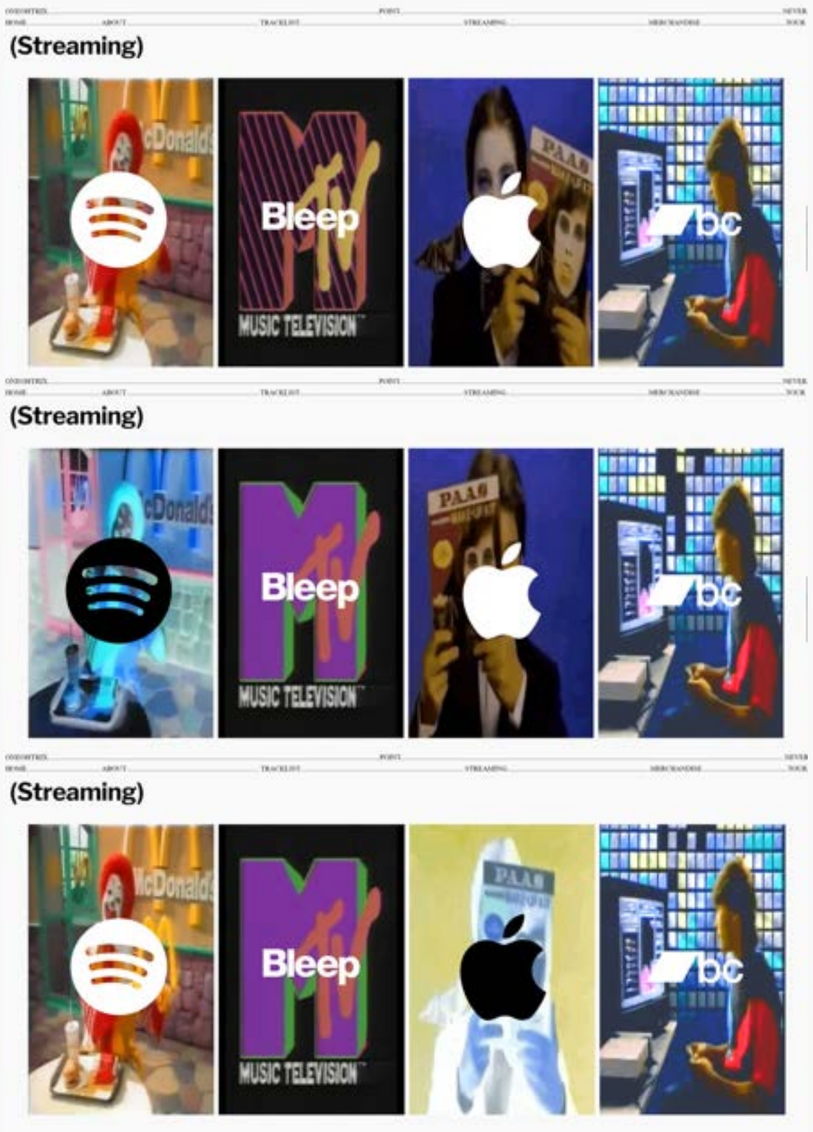






streaming

build



The streaming page is very simple, being made up of just a table with four cells, one for each streaming source. The backgrounds of each cell is a gif and inside of the cells is an image of the logos of the streaming service.

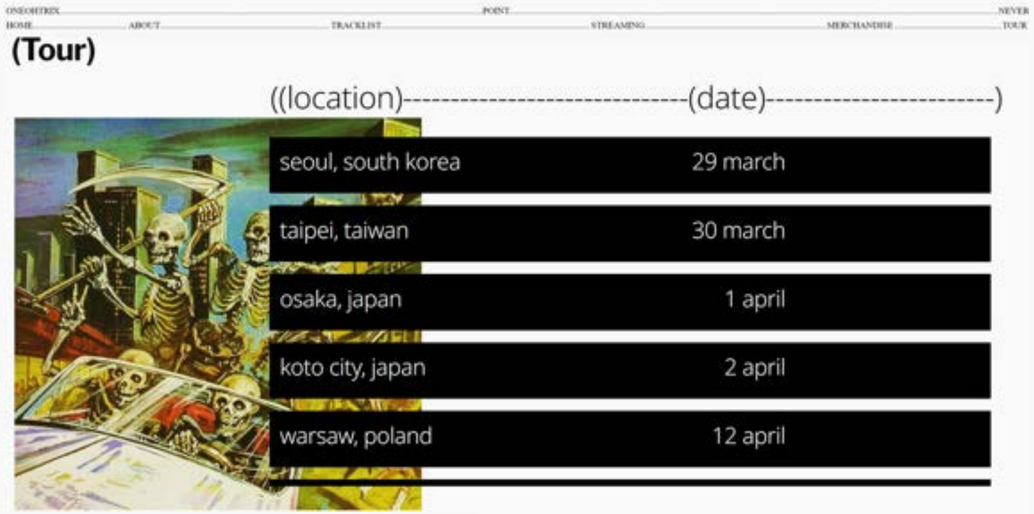
I had to edit some of the logos in Photoshop to make them white PNGs, which I also had to do with many other assets on the page.

To make the page a little more interesting, I made it so when the cells are hovered over, the colours of the background and logo are inverted. The logos also grows slightly on hover.

The logos link to the streaming pages when clicked aswell.

tour

build







For the tour page there is two main elements. There is the large image in the back on the left and then there are the locations and dates on the right.

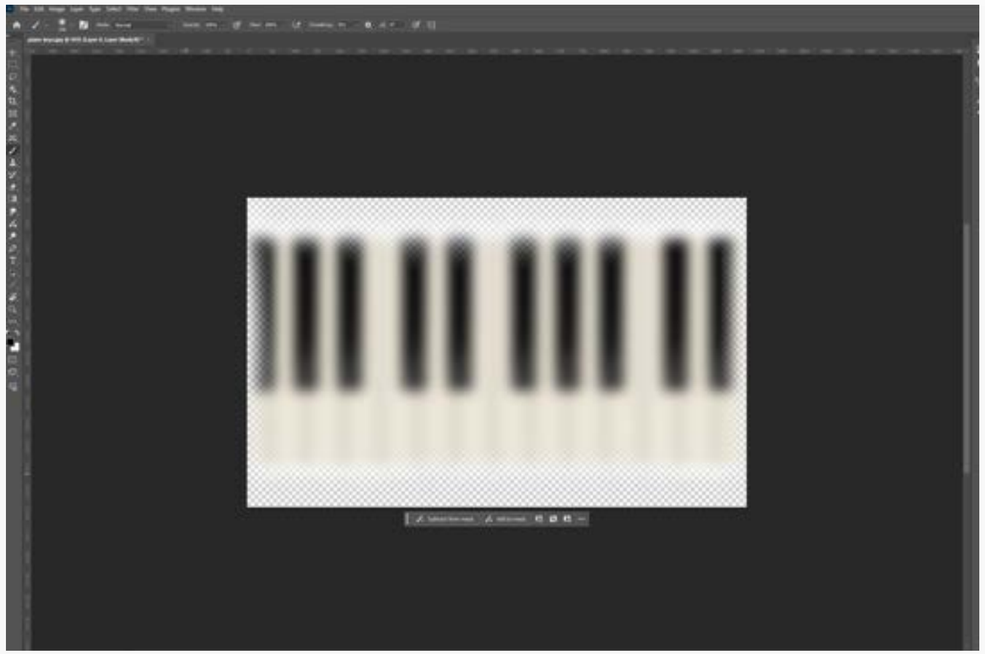
To make the list of dates, I used a CSS grid with 2 columns. The locations and dates are loaded into the list dynamically using Handlebars, from an array in a Javascript file, so dates can easily be removed or added.

I also made it so the list can be scrolled through within the page using overflow, so I can have plenty of dates without taking up a ton of space.

bonus #1

build





One bonus I added is an animated image of a piano.

I edited the image in Photoshop first to cut out the keys and give it a blur effect.

The animation I added is very simple, and is just a looping blur and scale effect. It gives the image an almost optical illusion effect if you look at it long enough

bonus #2

build



The other bonus I added was a section at the bottom with some more interaction. It has a large banner with text, a 3D model of a synth and a footer.

For the banner, I followed a tutorial (in references) to change states on click in Javascript, every time the user clicks on the banner, the font and background color change.

The 3D model uses the same model viewer I used earlier in the project.

The very bottom of the page is just a simple footer and a piece of fun ascii art.



deliver

screenshots

deliver

1.



2.



3.



4.



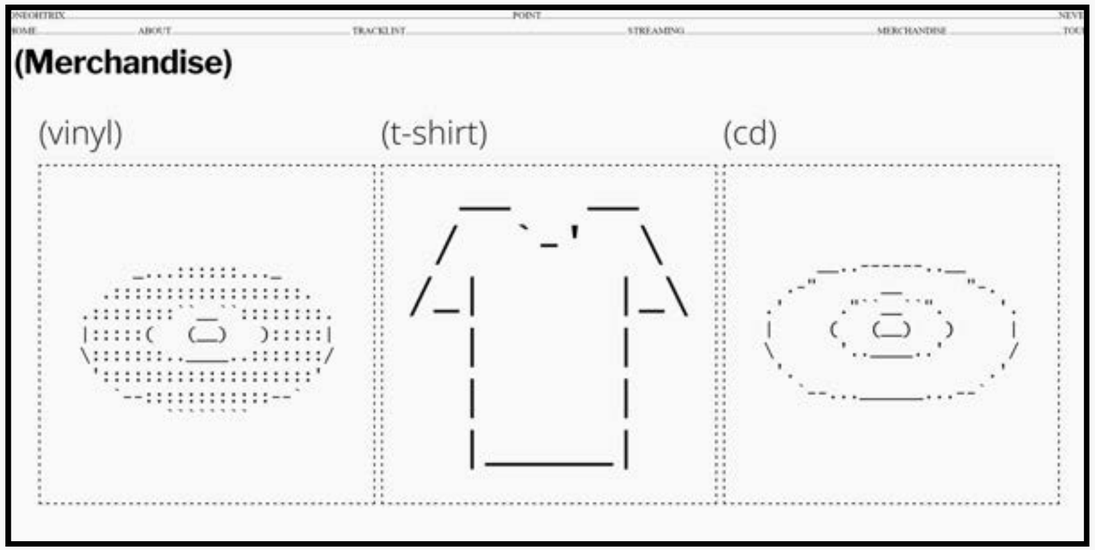
screenshots

deliver

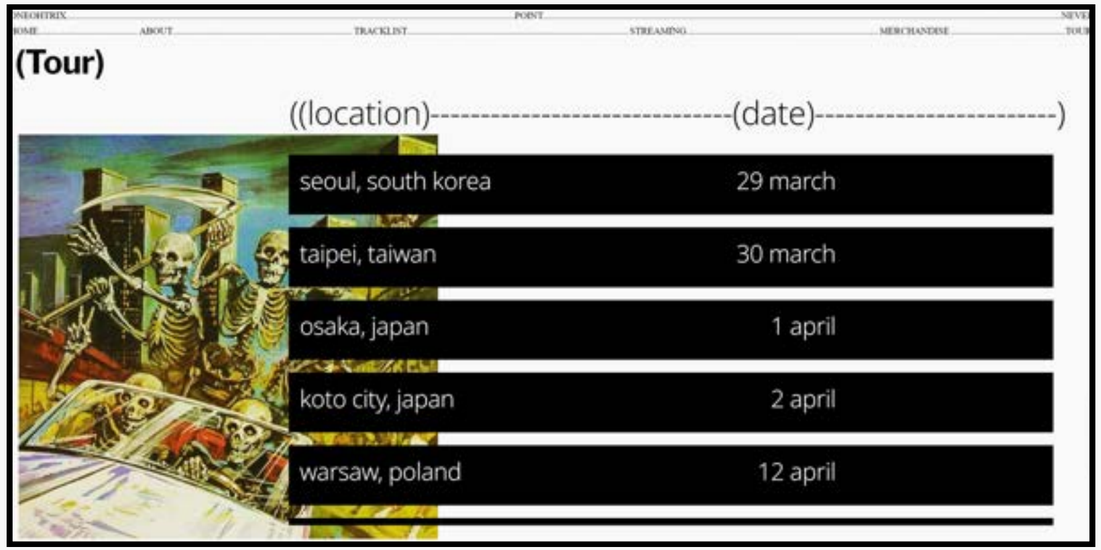
5.



6.



7.

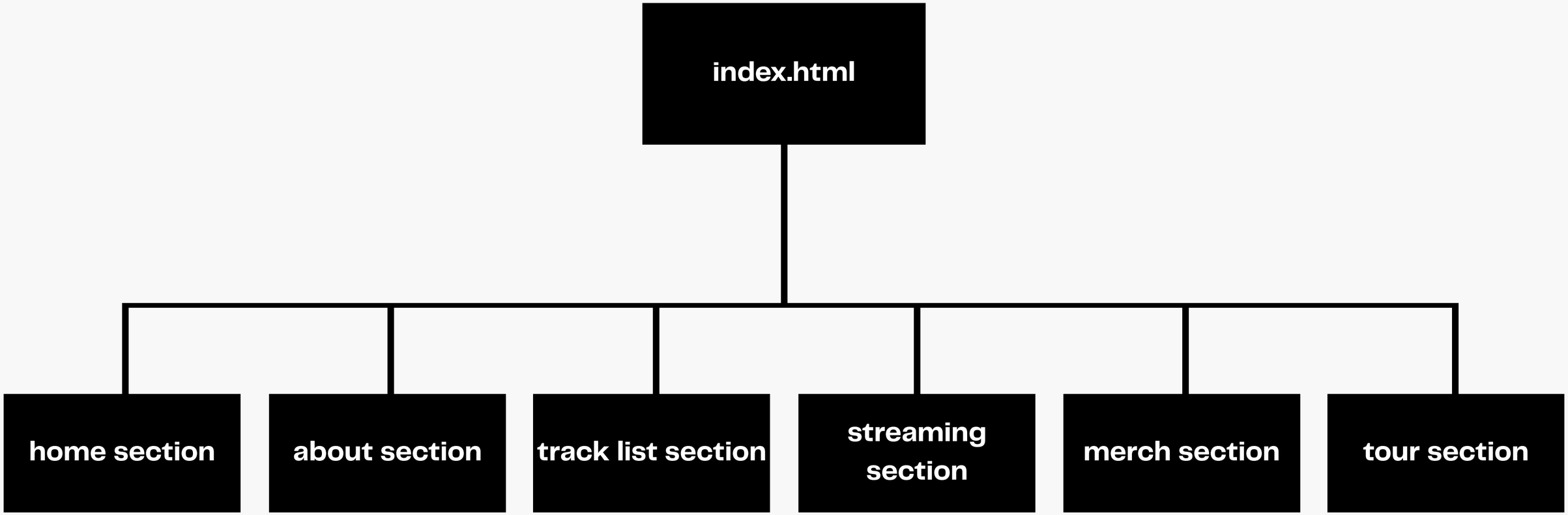


8.



information architecture

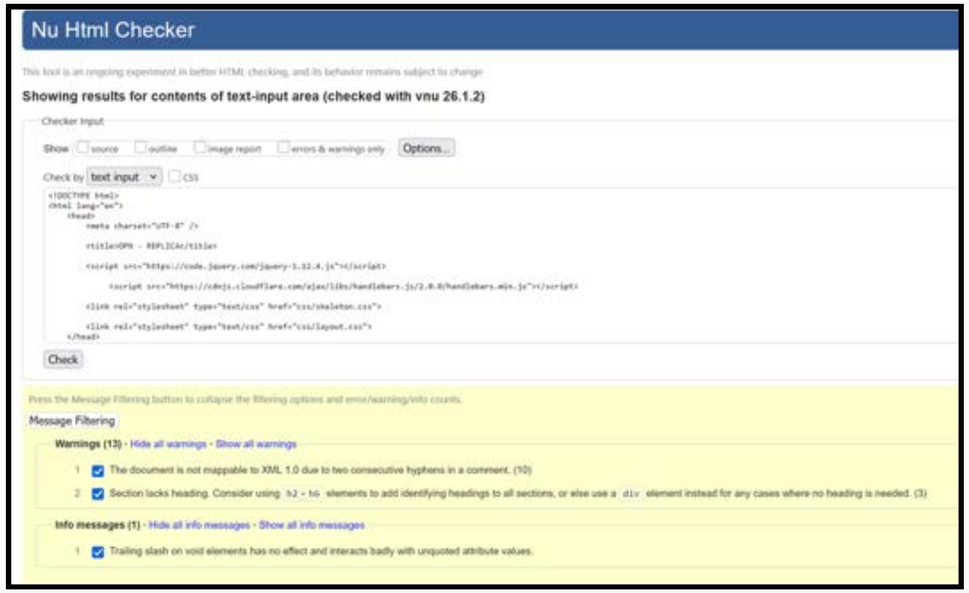
deliver



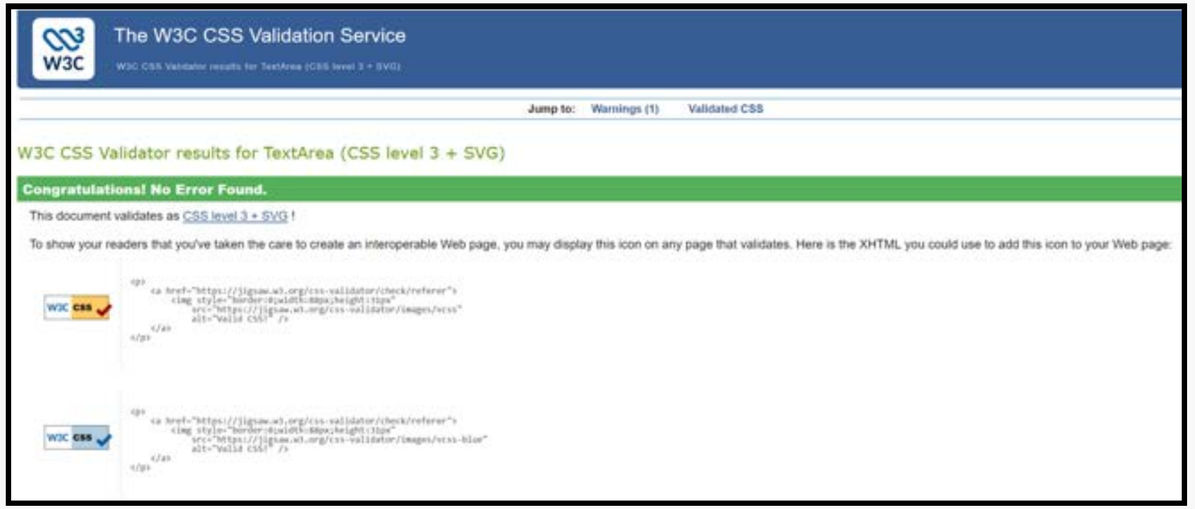
validation

deliver

html

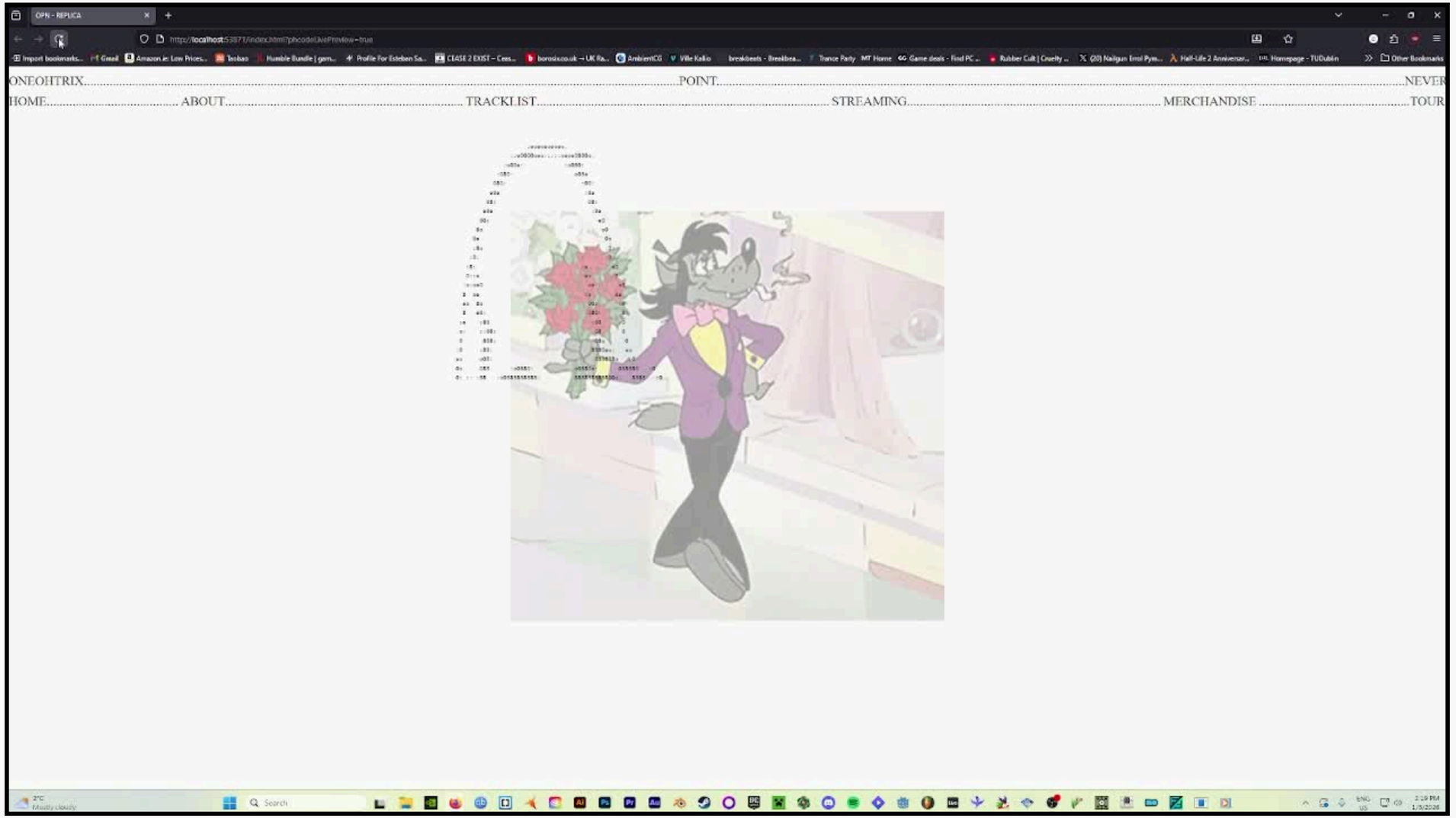


css



video preview+link

deliver



https://liquidfat.github.io/OPN---REPLICA-SITE/

reflection

I really enjoyed working on this project. My favourite part is definitely the designing and making the visuals of the site but I do enjoy the coding too, at least when things are working as expected.

When it comes to coding I think I have to stick to the pre-established rules closer, and from when I begin. I find that as I add more code, I create problems for myself and then solve those problems using convoluted workarounds which can then create more problems later, instead of just looking up how to solve the problem correctly.

I also think I have to get to know the basics of Javascript better. With coding, I will look up how to do the specific thing I want to do, but often not fully understand what it is I'm doing.

Even with these things in mind, I'm still very happy with how my site turned out. I really like websites as a medium of art, and how you can combine elements of design and interaction and much much more, and I'm looking forward to working on more in the future, but I definitely still have work to do.

references

Images

- **Packaging and vinyl+cd** – https://www.discogs.com/release/3229000-Oneohtrix-Point-Never-Replica
  – https://www.discogs.com/release/3258552-Oneohtrix-Point-Never-Replica
- **T shirt** – https://opn.terrible.group/products/replika-tee-white
- **Blank Vinyl** – https://as1.ftcdn.net/v2/jpg/05/36/00/84/1000_F_536008408_uiluoa1qwTqyggbytfXSKsZYlbM2sFGq.webp
- **Ascii art** – https://asciiart.website/art/5973
  – https://www.asciiart.eu/clothing-and-accessories/shirts
- **BBC logo** – https://upload.wikimedia.org/wikipedia/commons/6/65/BBC_logo_%281997-2021%29.svg
- **Pitchfork logo** – https://upload.wikimedia.org/wikipedia/commons/thumb/7/76/Pitchfork_logo.svg/1024px-Pitchfork_logo.svg.png
- **Spotify logo** – https://upload.wikimedia.org/wikipedia/commons/thumb/1/19/Spotify_logo_without_text.svg/2048px-Spotify_logo_without_text.svg.png
- **Bleep logo** – https://upload.wikimedia.org/wikipedia/commons/thumb/e/e4/Bleep-logo.png/960px-Bleep-logo.png?20170531100148

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Images

- Packaging and vinyl+cd – https://www.discogs.com/release/3229000-Oneohtrix-Point-Never-Replica – https://www.discogs.com/release/3258552-Oneohtrix-Point-Never-Replica
- Apple logo – https://www.freeiconspng.com/uploads/apple-icon-4.png
- Bandcamp logo – https://s4.bcbits.com/vite/corp-pages/client/v1/en/assets/bandcamp-button-square-whiteblack-512-Cy5V6nDA.png
- Tour image (skeletons) – https://i.pinimg.com/736x/45/f0/b9/45f0b94fb80d2151797ab50e3176c576.jpg
- Home gif – https://i.pinimg.com/originals/72/14/de/7214de60426c2ea84d5e757da8e9b871.gif
- Windows 95 cursor – https://www.vhv.rs/dpng/d/439-4393403_vaporwave-vector-windows-95-vector-free-windows-95.png
- Collection of gif images – https://archive.org/details/GifImages2
- Mcdonald's gif (spotify) – https://media0.giphy.com/media/v1.Y2lkPTZjMDliOTUyYnJ0anhrM3Vjcjg0a294cWVqY3c0ZWdoMTF2bHU4aXluMXRsYmU5cCZlcD12MV9naWZzX3NlYXJjaCZjdD1n/cUL8VfDV8roZi/giphy-downsized.gif
- MTV gif (bleep) – https://media1.tenor.com/m/uGSGIbi12vUAAAAC/mtv-80s.gif
- Vampire gif (apple music) – https://media1.tenor.com/m/qN-3LQcnT1sAAAAd/paas-vampire.gif

references

Images

- Tetris gif (bandcamp) – https://media1.tenor.com/m/sPIzDVeSo2cAAAAC/nintendo-nes.gif
- Album of the year logo – https://commons.wikimedia.org/wiki/File:Albumoftheyear2.png
- OPN logo – https://i1.sndcdn.com/avatars-000623588499-m6vh94-t240x240.jpg
- Windows 95 Pointer – https://www.hiclipart.com/free-transparent-background-png-clipart-gqpub
- Piano Keys – https://i.pinimg.com/1200x/a3/7b/0d/a37b0d072760e4c2404f93d26894a005.jpg

references

Videos

- **Child Soldier** – https://www.youtube.com/watch?v=Xoq9g7GdKAM&list=PLh2yMEb_E8hOJn81KGLjEQavl8G-NED3W&index=2
- **Replica** – https://www.youtube.com/watch?v=WEGp4YQP_Ck&list=PLh2yMEb_E8hOJn81KGLjEQavl8G-NED3W&index=3
- **Remember** – https://www.youtube.com/watch?v=oySVgDe8q2Q&list=PLh2yMEb_E8hOJn81KGLjEQavl8G-NED3W&index=1
- **Andro** – https://media1.tenor.com/m/A7VcTiUqnNMAAAAd/the-plague-dogs.gif
- **Submersible** – https://www.youtube.com/watch?v=zf3cU41g3gc
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