

THE OZ BYSS

CALL OF

Outline

- 1. Abstract**
- 2. Plan Management**
- 3. Ideation**
- 4. REFLECT 1**
- 5. Visual Research**
- 6. Design Exploration**
- 7. Design Process**
- 8. User Interface + Interaction**
- 9. REFLECT 2**
- 10. Design Iteration**
- 11. Assets**
- 12. Prototype**
- 13. REFLECT 3**
- 14. Final: Layout**

Abstract

TEAM 1

Truong Nguyen Kieu My - s4037623

Nguyen Tran Thuong Huyen - s4026138

Nguyen Anh Tuyen - s3988779

Nguyen Bao Linh - s4043094

Do Bao Chau - s4023727

“Call of the Abyss” is a fictional underwater fundraising music concert, which is promoted through our self-made official websites in both desktop and mobile version.

Through this website, we aim to provide the users with information and opportunity not only to participate in this concert, but also contribute to a friendly eco-system through buying merchandise and tickets. Therefore, the concert can be held successfully and the profits can be used to conserve the ocean by planting corals. In addition, the visual identity we created for the website also help serve our event’s purpose.

The website was made as a project for the “Digital Media Studio 2: Collaboration” course, Bachelor of Design (Digital Media), RMIT University Vietnam. It was made using Adobe softwares and Figma.

Plan management

| | DESCRIPTION | WEEK 1 | | | | WEEK 2 | | | | | | WEEK 3 | | | | | | WEEK 4 | | | | |
|----|--|------------|---|---|---|------------|------------|------|----|------------|--------|------------|------|------------|--------|------------|------------|--------|--------|------------|----|----|
| | | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 1 | Layout - Option 1 | Light Blue | | | | | | | | | | | | | | | | | | | | |
| 2 | Character Design - Option 1 | Red | | | | | | | | | | | | | | | | | | | | |
| 3 | Layout - Option 2 | Yellow | | | | | | | | | | | | | | | | | | | | |
| 4 | Character Design - Option 2 | Cyan | | | | | | | | | | | | | | | | | | | | |
| 5 | Button, Ticket - Both options | Purple | | | | | | | | | | | | | | | | | | | | |
| 6 | Artstyle + Context refine | | | | | Yellow | | | | | Yellow | | | | | | | | Yellow | | | |
| 7 | Presentation | | | | | | | Cyan | | | | | Cyan | | | | | Cyan | | | | |
| 8 | Process Journal | | | | | | | | | Light Blue | | | | | | Light Blue | | | | | | |
| 9 | Layout plan + interaction | | | | | | Yellow | | | | | | | | | | | | | | | |
| 10 | Background (Including corals) | | | | | | Red | | | | | | Cyan | Light Blue | Red | | | | | | | |
| 11 | Character Design | | | | | | Cyan | | | | | | | | | | | | | | | |
| 12 | Some side assets (merch, tickets, map,...) | | | | | | Light Blue | | | | | | | | | | | | | Light Blue | | |
| 13 | Logo, icon, buttons | | | | | | Purple | | | | | Light Blue | Cyan | Purple | | | | | | Cyan | | |
| 14 | Typography | | | | | Light Blue | | | | | | | | | | | | | Yellow | | | |
| 15 | Animation | | | | | | | | | | | Yellow | | Light Blue | | | | | | | | |
| 16 | Desktop version | | | | | | Yellow | | | | | | Cyan | | Yellow | | Light Blue | | Yellow | | | |
| 17 | Mobile version | | | | | | Yellow | | | | | | | | | | | | | | | |
| 18 | Sighhh... | Yellow | | | | | | | | | | | | | | | | | | | | |

| MEMBER | COLOR |
|--------------------------|------------|
| Do Bao Chau | Light Blue |
| Truong Nguyen Kieu My | Yellow |
| Nguyen Anh Tuyen | Cyan |
| Nguyen Bao Linh | Purple |
| Nguyen Tran Thuong Huyen | Red |
| All | Yellow |

Ideation

Theme: Music Concert

Website's purpose:

- Sell ticket
- Provide information about the event

Option 1

Ocean Concert

Option 2

Capybara Band Concert

Ideation

Option 1: Ocean Concert

Description: An Imaginary Underwater concert

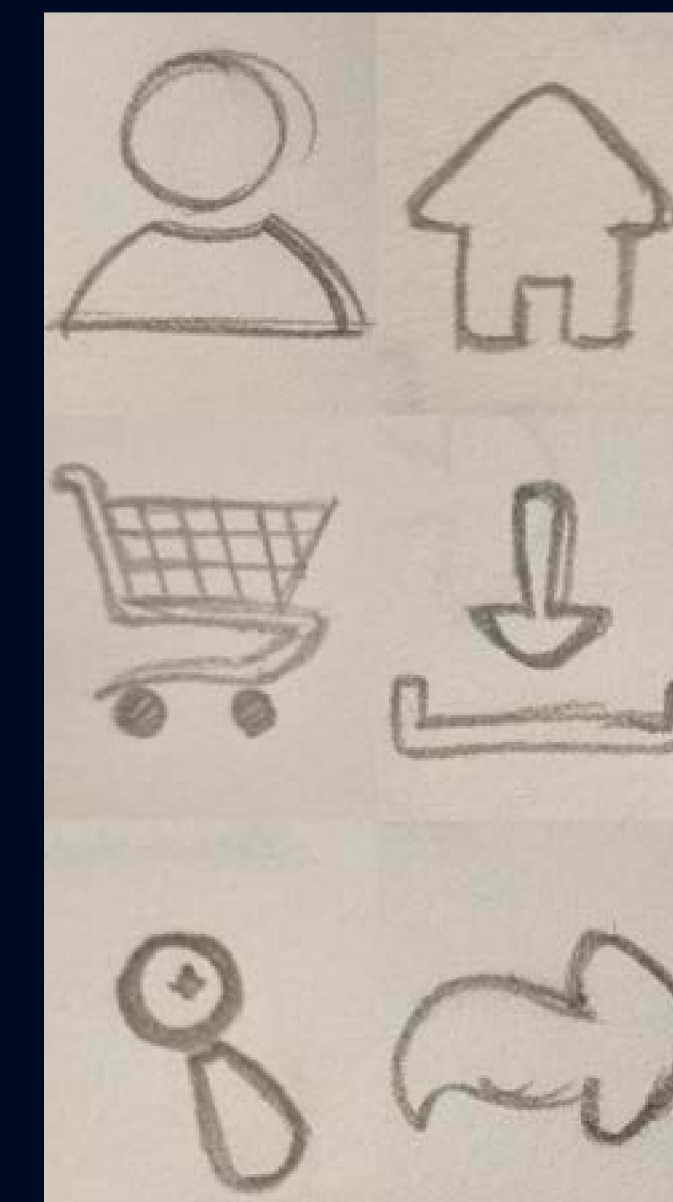
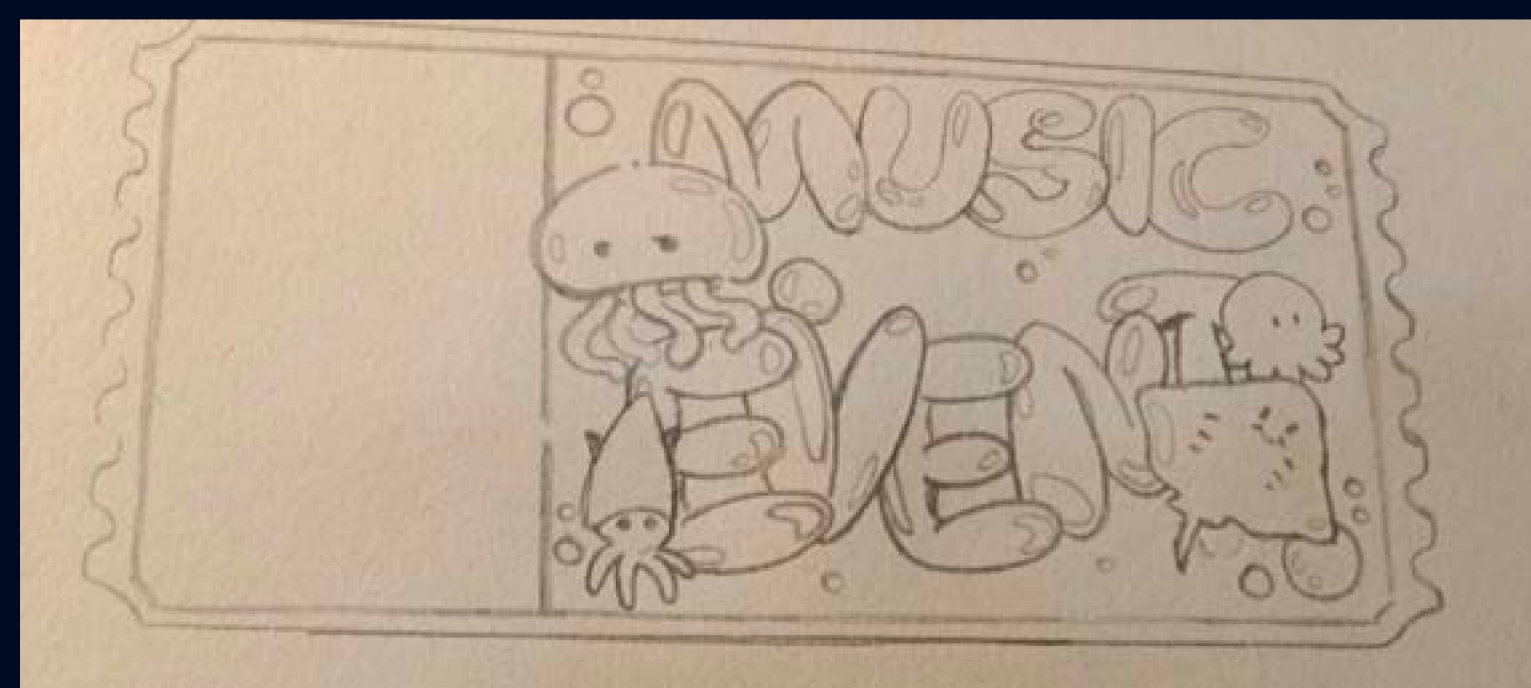
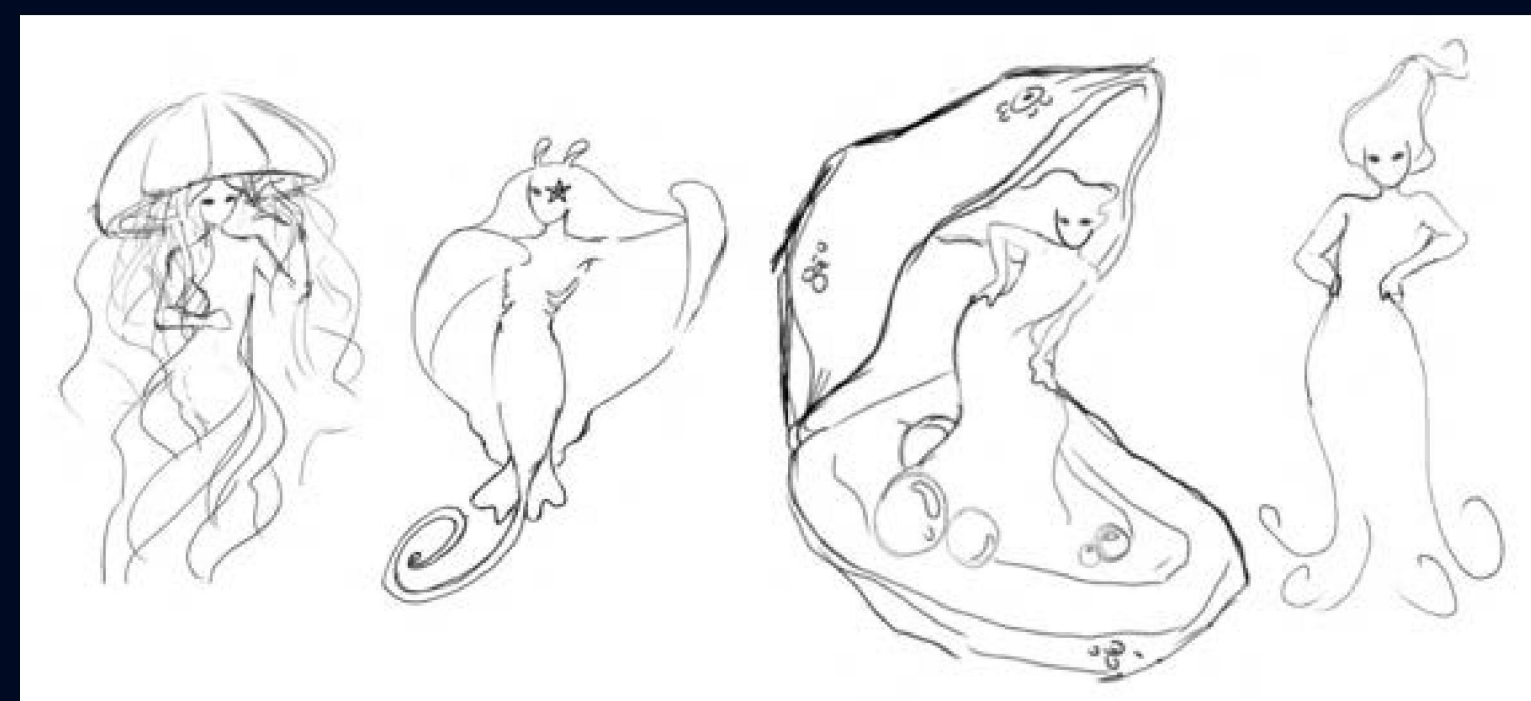
Feature:

- metallic text
- grain, gradient and glow

Moodboard:



Sketch:



Ideation

Option 1: Ocean Concert

Pros:

- interesting
- art style inspiration suits the theme

Cons:

- morality problems (force people and animals to entertain other animals)
- environmental problems (construction underwater)
- low feasibility (how can people hear underwater, etc...)
- lack of clarity (the purpose of the concert, the music genre, etc...)

Ideation

Option 2: Capybara Band Concert

Description: A Concert by Capybara Band for the animals in the jungle

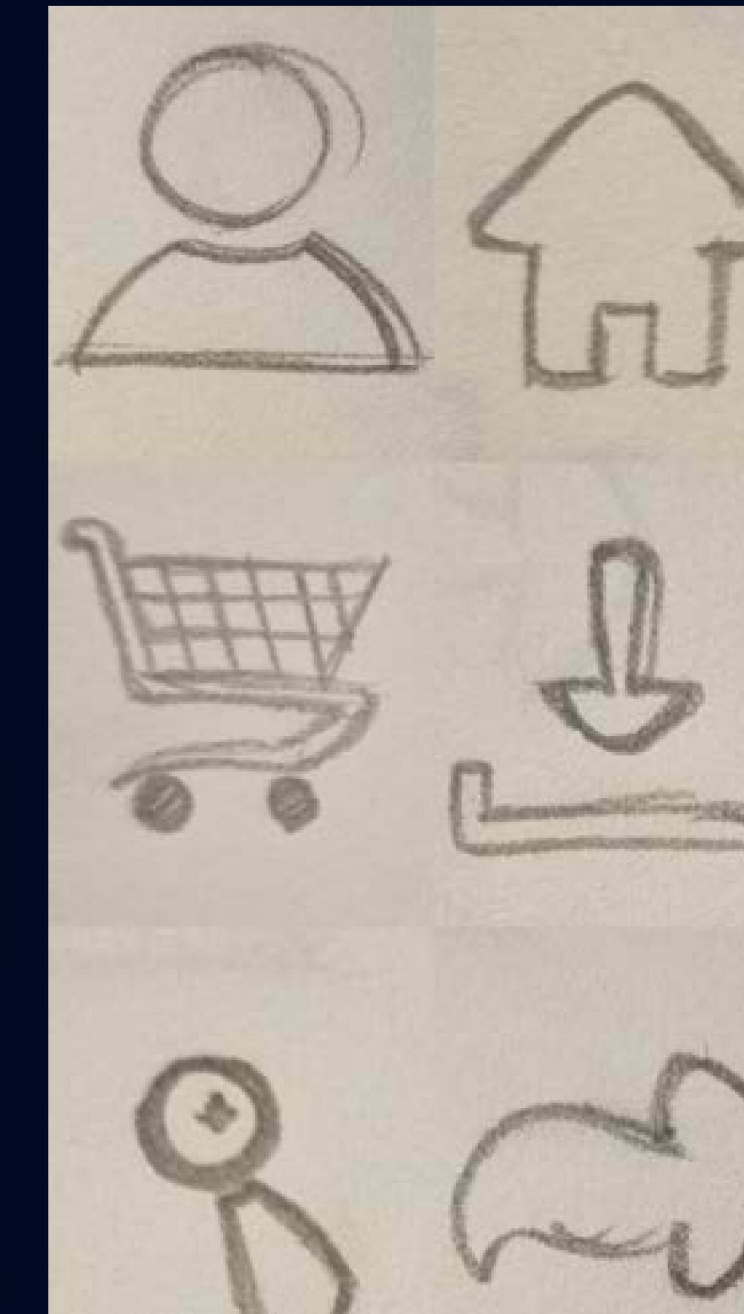
Feature:

- children's books' vibes
- friendly typography
- flat shading

Moodboard:



Sketch:



Pros:

- safe choice
- not many problems to consider

Cons:

- not as interesting

Ideation

=> **Decision:** Chose the first option since it was said to be interesting + it could be more unique, memorable + we believed we could solve all the problems raised.

Name: Call of the Abyss: An Underwater Concert

Description: An underwater fundraising concert

Target audience: People who love exploring the ocean (= 1000 people)

- Standard: 300 people/circle (250\$)

- VIP: 80 people/circle (500\$)

Music: Light instrumental AI-generated music (normal human hearing frequency sound) based on the low-frequency sound waves of marine animals' movements.

Purposes:

- Bring a unique and joyful underwater experience to the attendees.

- Make them acknowledge how amazing the ocean world is so they feel the need to conserve it. (The reason why the concert is held underwater)

- Use the profits from selling tickets to plant corals underwater.

Ideation

What is special:

- Special diving suits:
- They can hand-touching to communicate with each other.
- Take photos with a powerful watch and pop-up screen.
- Breathtaking audio quality
- Focus on what's saying
- Personalized spatial audio: Active noise cancellation
- Long battery life
- No animals are harmed since we won't force them to perform.

Message: *"Buying our concert ticket not only means having a unique experience to explore the ocean but also contributing to the restoration of marine ecosystems."*

Merchandise: CDs, Luminance bracelet, Hat

Activities:

- Performance length: 1h30
- Wear a suit + go down the sea (By submarine)
- Sightseeing while listening to music
- (VIP Benefits) Globe moving around permitted area and interacting with fish
- Phototime

Visual Research: Moodboard



Illustration inspiration:

- No stroke, round-shaped, gradient
- Have many patterns
- Clear highlight, glow

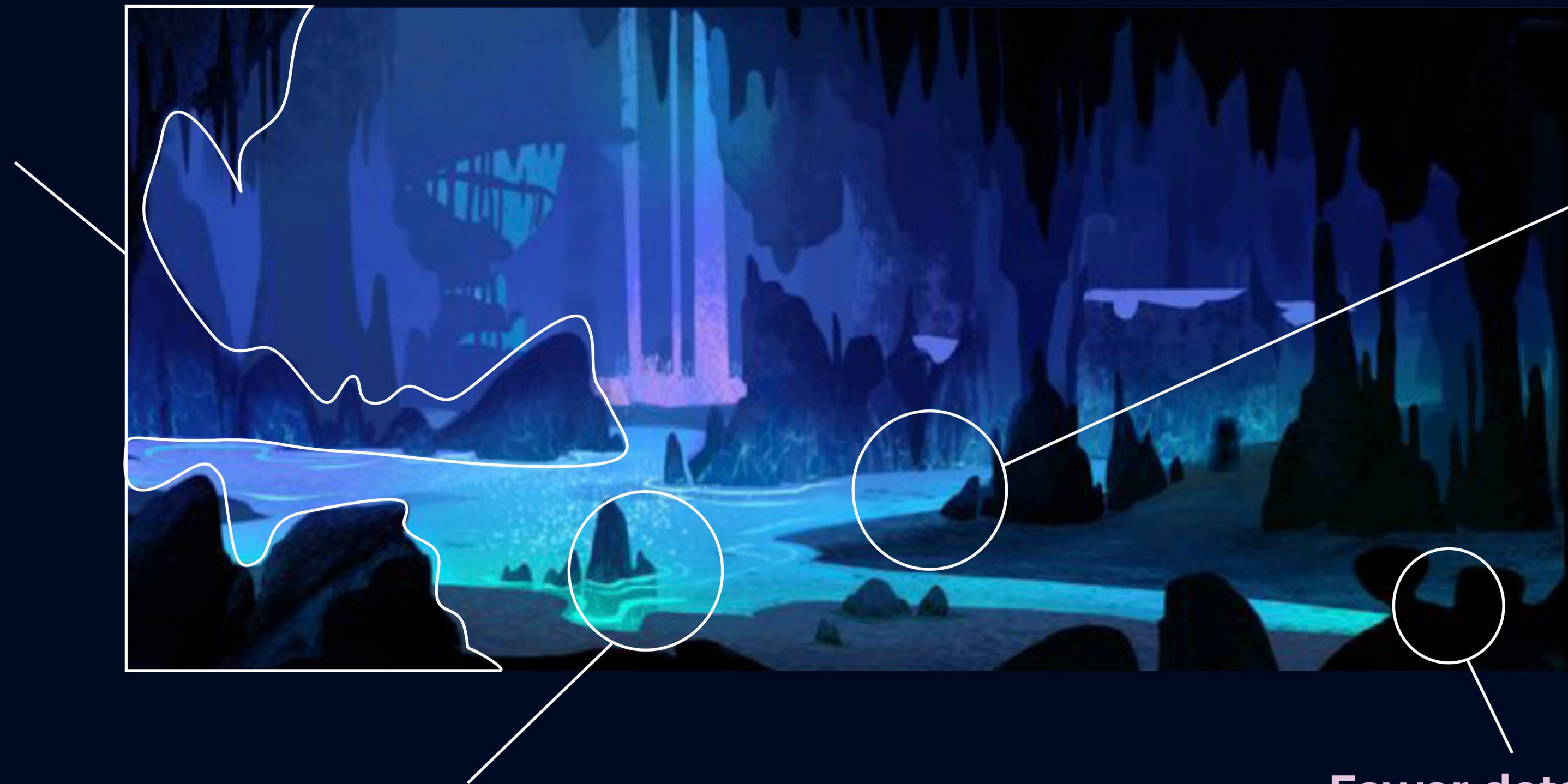
Background inspiration:

- No stroke, gradient
- Clear composition (foreground, middleground, background)
- Many "lights", glow

Visual Research: Background Case Study

Clear composition

=> Successful in creating the depth for the ocean theme.



Much contrast (Highlight and shadow) to create Form

=> Not suitable for web background because it will distract users from important things.

Gradient and glow

=> To portray how deep, soulful, surreal and dreamy the ocean is.

Fewer details

=> Allow viewers to focus on the focal point.

Visual Research: Character Case Study

What we can apply:

Round-shaped

=> Smooth, soft, suitable with the peaceful ocean theme.

Simple structure

=> Easy enough for users to recognize which kinds of marine creatures are



What we can not apply:

Many patterns and colors to make it stand out

=> Not necessary much in this situation, while the information and layout need more consideration.

Clear highlights and shadows => Not suitable here because it does not need to have much attention.

Visual Research: Key Visual

Similar with moodboard:

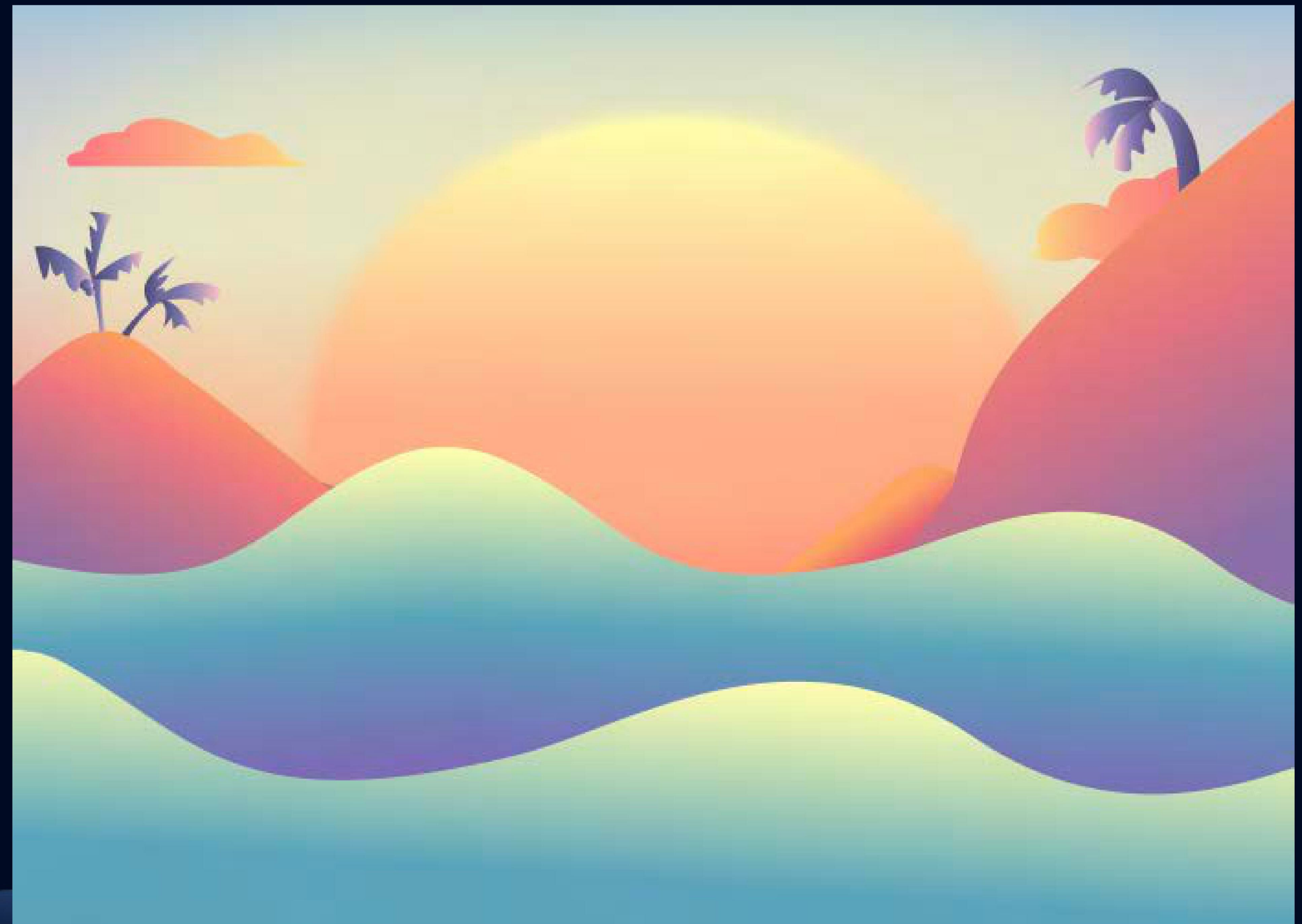
Clear composition (Foreground, middleground, background. Its sharpness will reduce from foreground to background)

=> Proportion

Gradient and glow

=> Emphasis

Less details and simple structure like nature



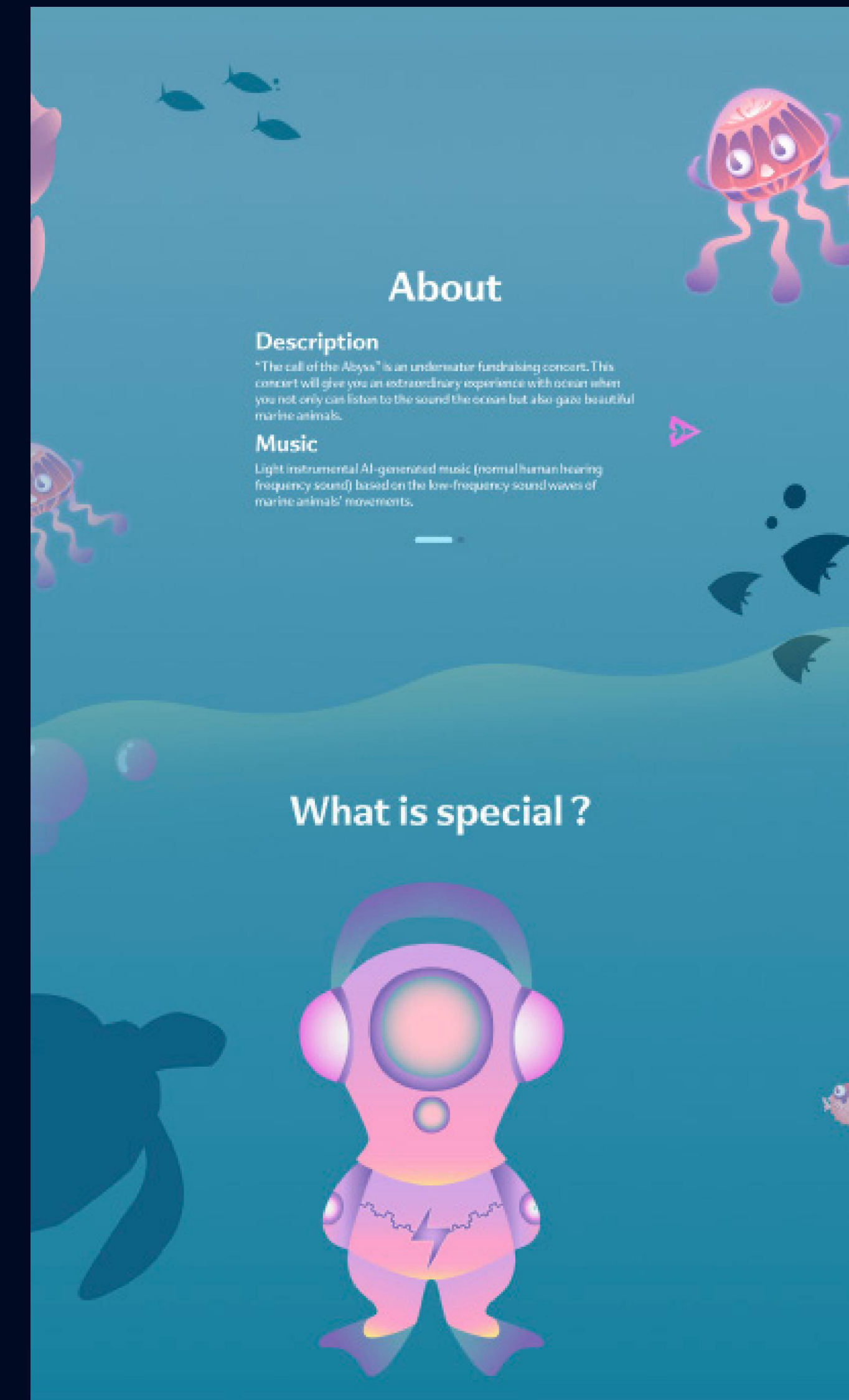
Visual Research: Key Visual

Different with moodboard:

Minimize the use of any highlight or clear shadow, clear composition => Unity.

Creatures and nature' opacity and patterns are reduced in order to make it blend into the background and do not disturb users from the main information.

[Background] A long gradient is created from the top to bottom => Unity



Design Exploration: Typography



1. First Attempt on Title

According to the initial idea, the title will have a chrome metallic texture and glow effect to deliver these characteristics:

- Fragile, reflective, fluoresce => Listeners' feeling when immersed into the amazing symphony of the great ocean
- A retrofuturistic vibe since we want to make it dreamy and modern here
- Elegant but fun
- Recognizable and eye-catching

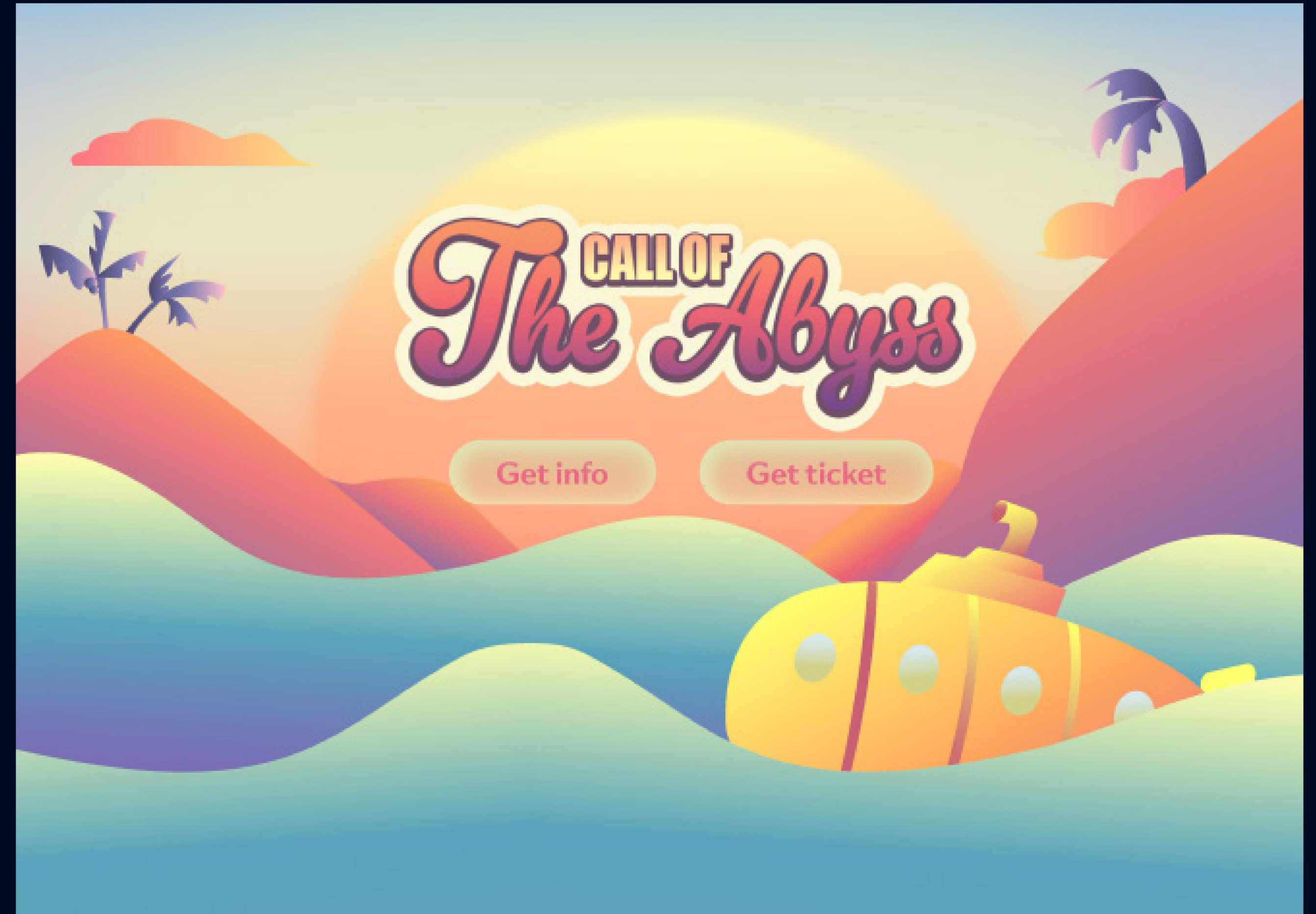
However, this design was abandoned since the metallic look is too edgy for our site and the font is too thin to properly accent the headline.



Design Exploration: Typography

2. Final Title

This design is a dynamic combination of Impact and Gelato Luxe typeface, it is thick enough to draw attention to the title, easy on the eyes, and has a cartoonish and energetic summer vibe that is appropriate for our site.



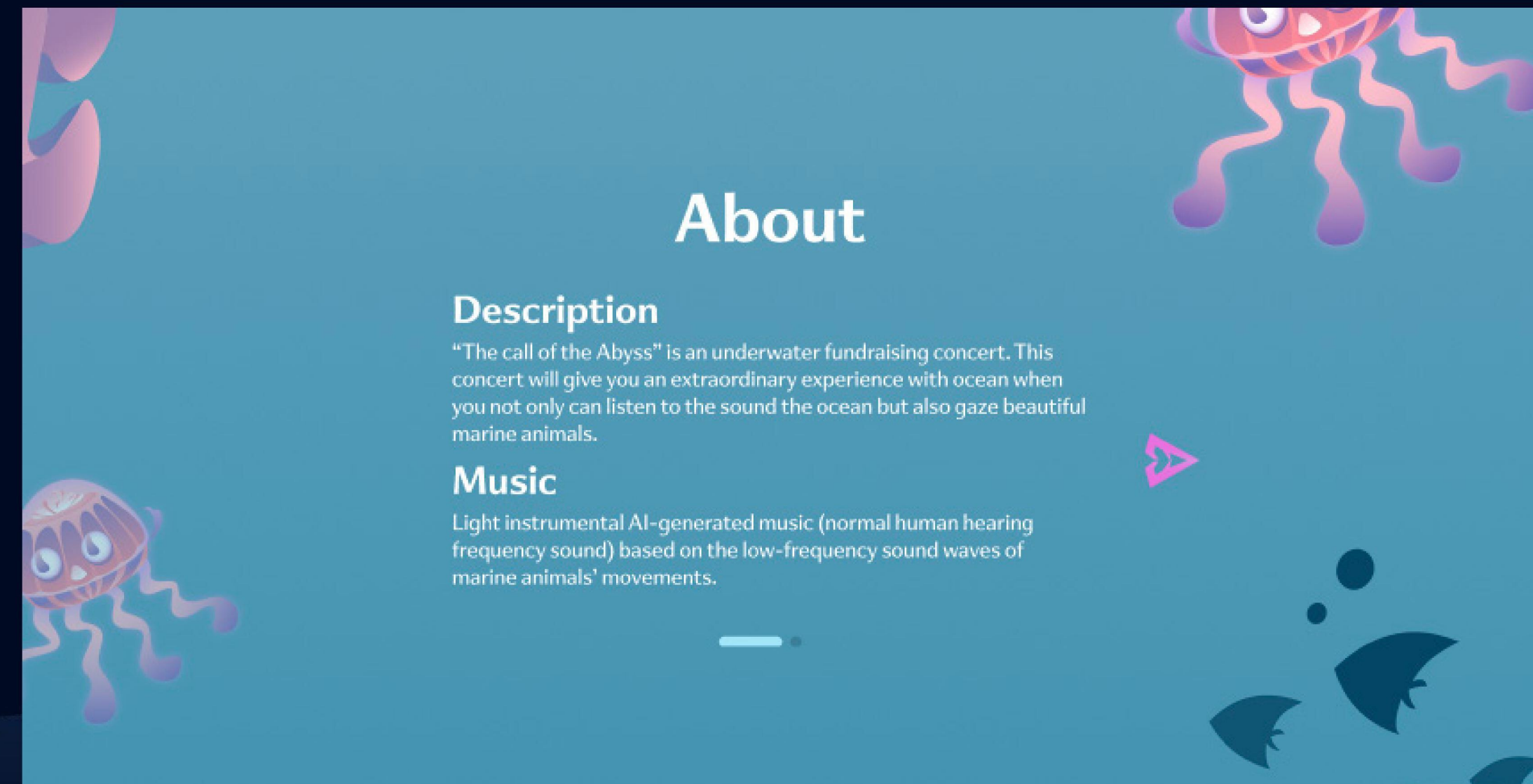
Design Exploration: Typography

3. Body font: SuperBlue

simple, elegant, and clean

SuperBlue

Lorem ipsum dolor sit amet consectetur. Ullamcorper id suspendisse lobortis ac risus mauris nibh phasellus blandit. Sed feugiat dui purus leo cursus faucibus amet quis.

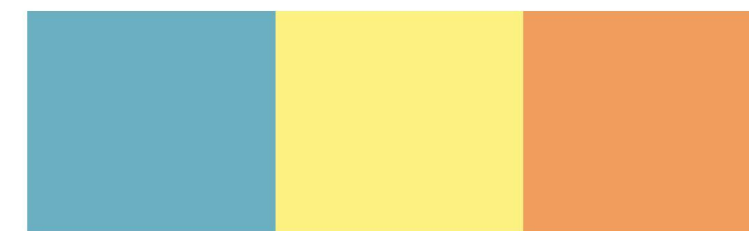


Design Exploration: Color

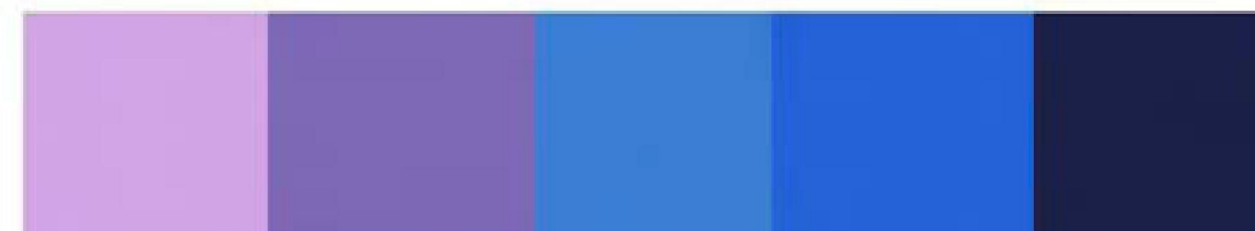
For the landing page, we decided bright colors are the primary color scheme. And in the following pages, where the background is underwater, we use blue as the main color with a gradient that grows progressively darker as we descend more.

The primary colors for animals are pink and purple, which highlight the character from the blue background.

Landing Page

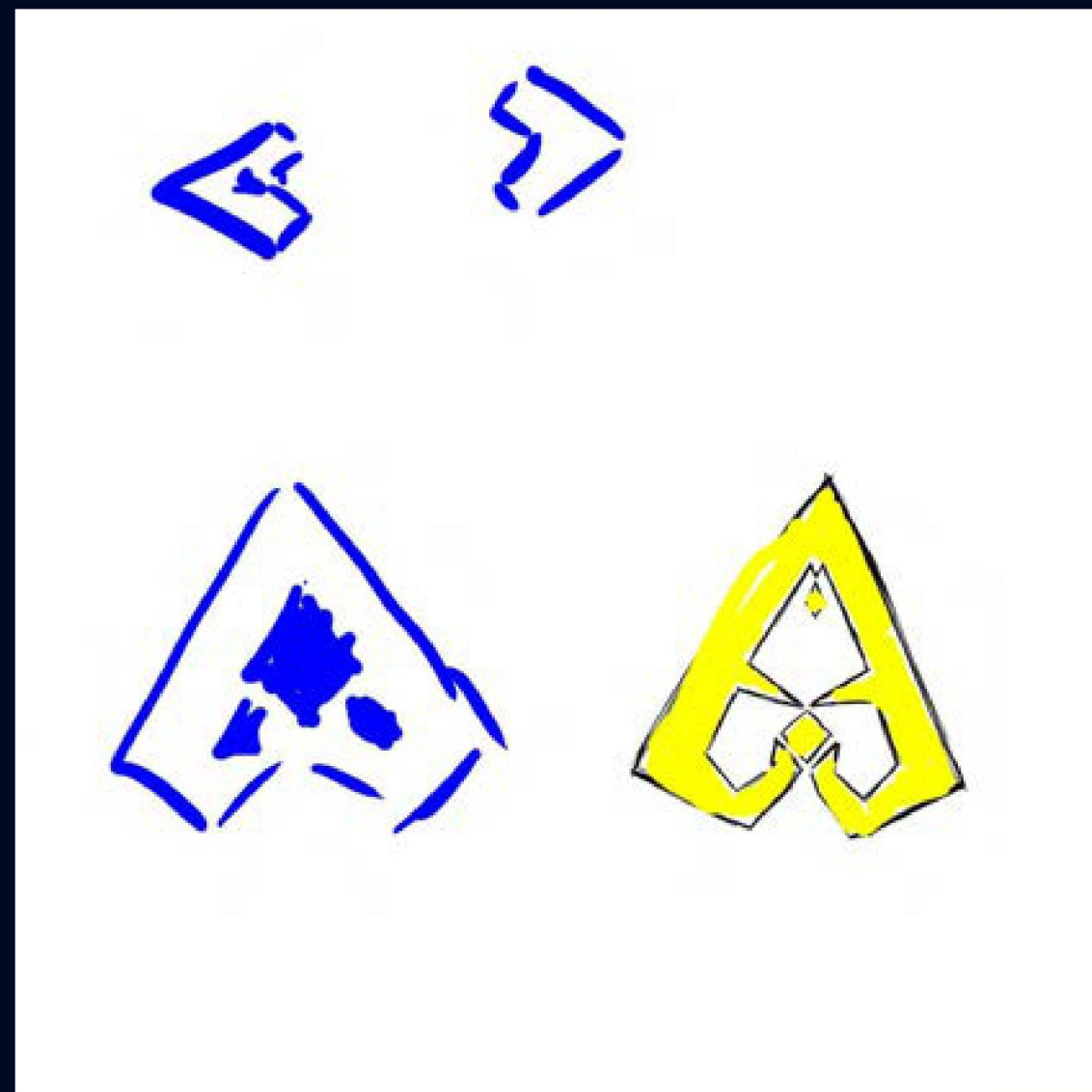


Other Pages



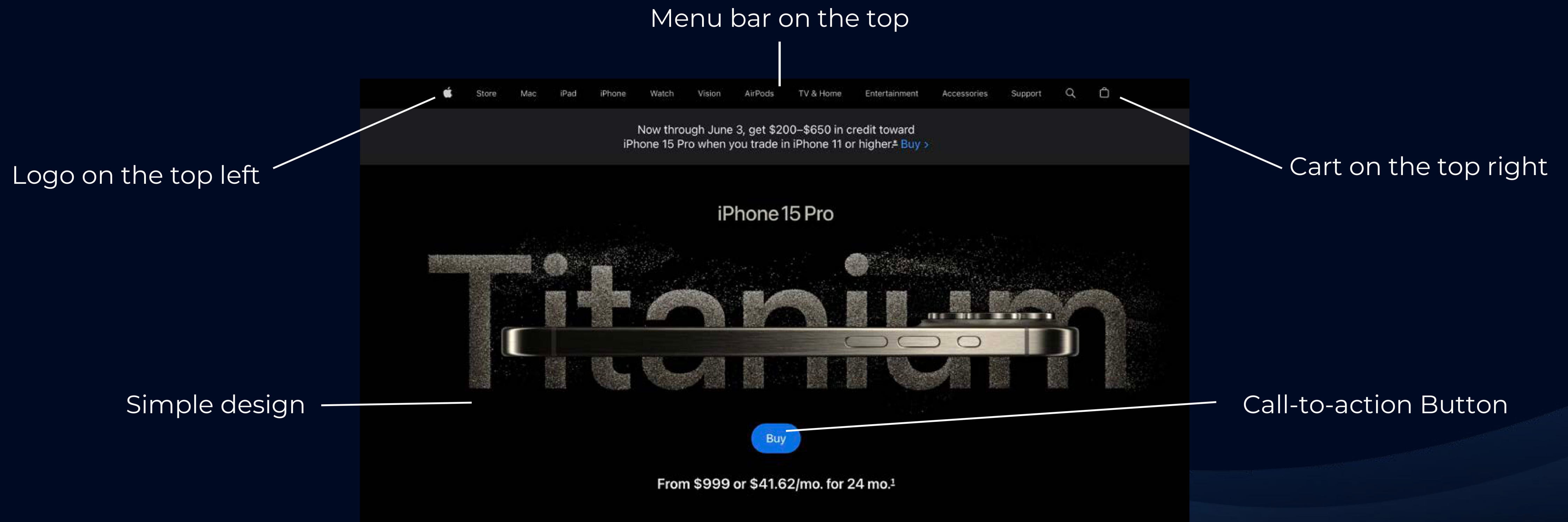
Design Exploration: Logo

Logo: inspired by stingrays and incorporating the letter A to represent for "Abyss"



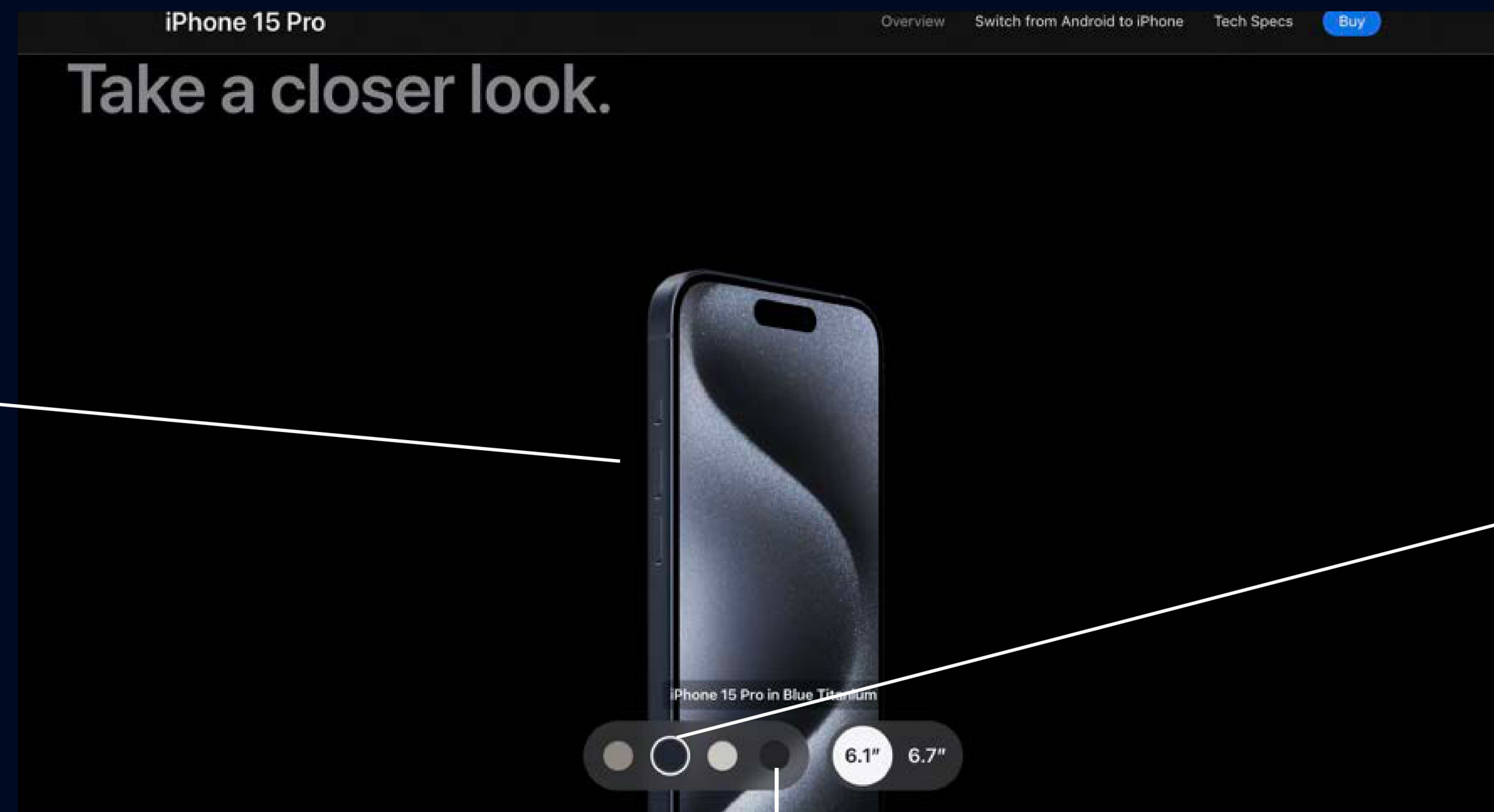
User Interface & Interaction

Inspiration: Apple official website



User Interface & Interaction

Inspiration: Apple official website



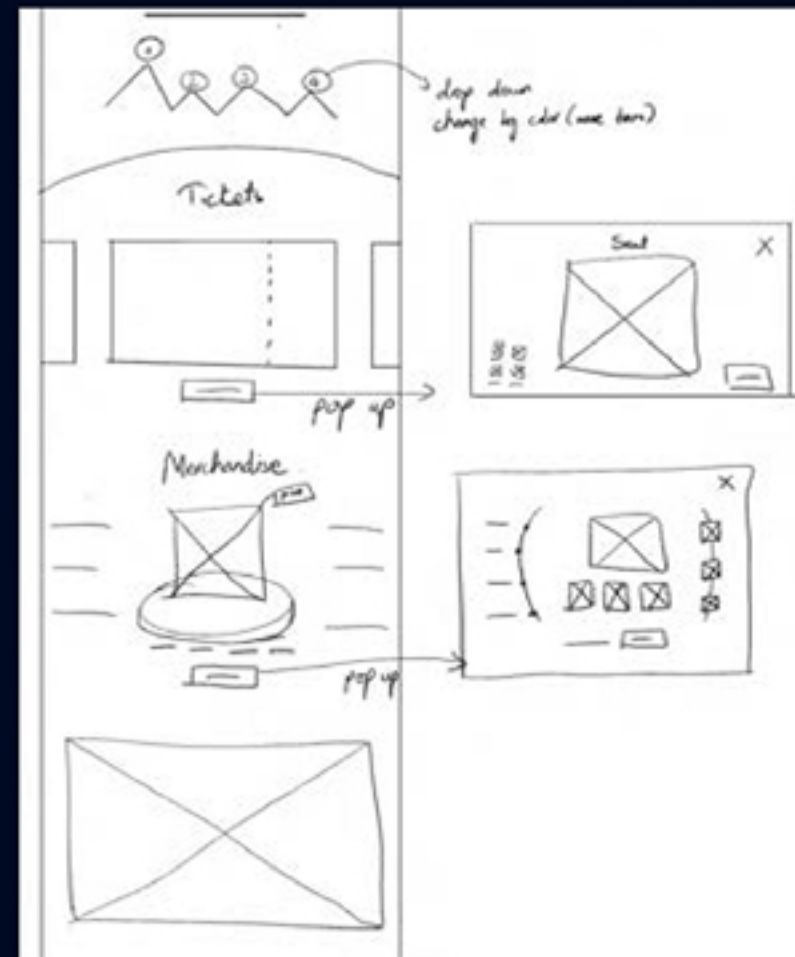
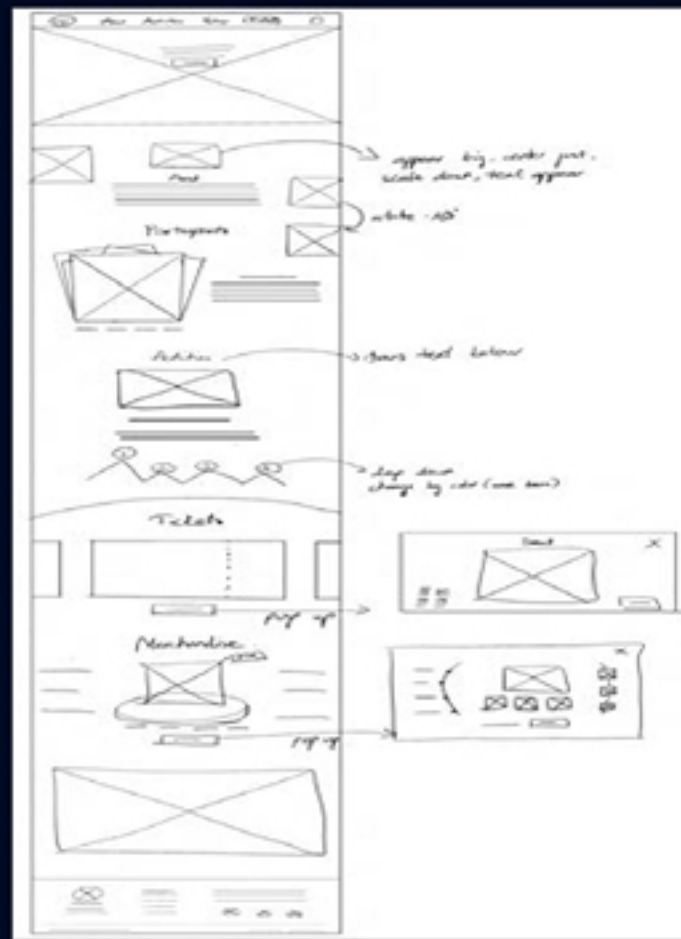
Product in the center

Bright stroke around
chosen one

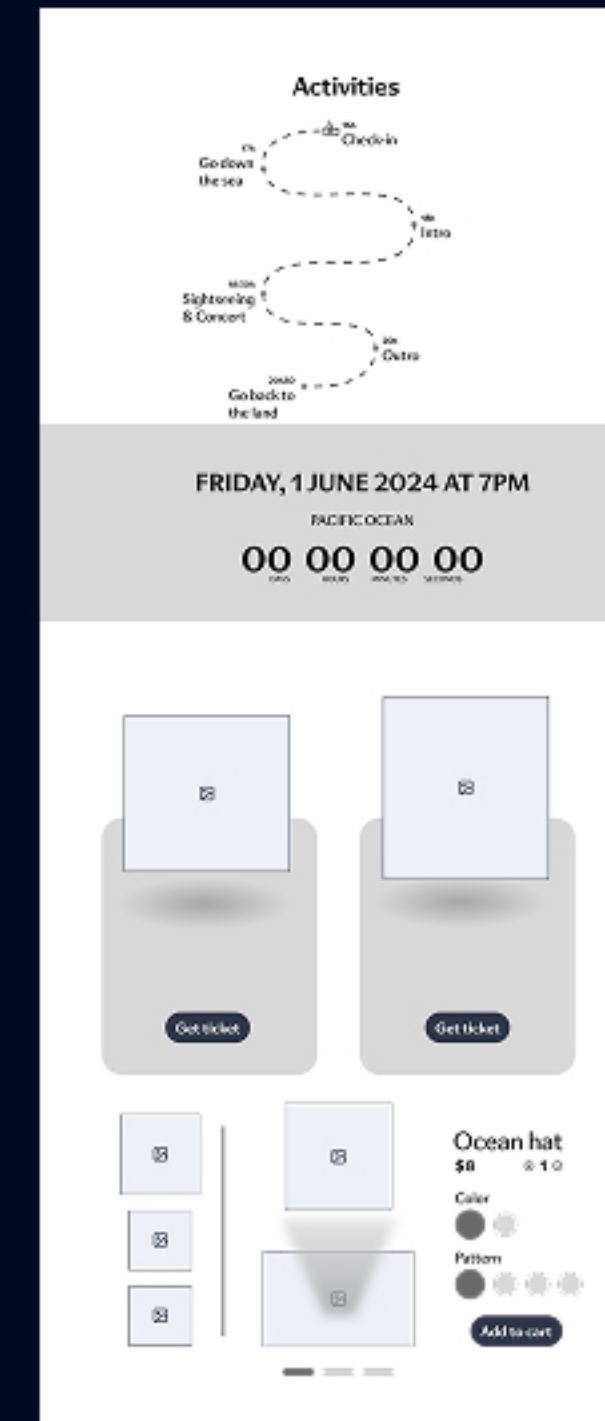
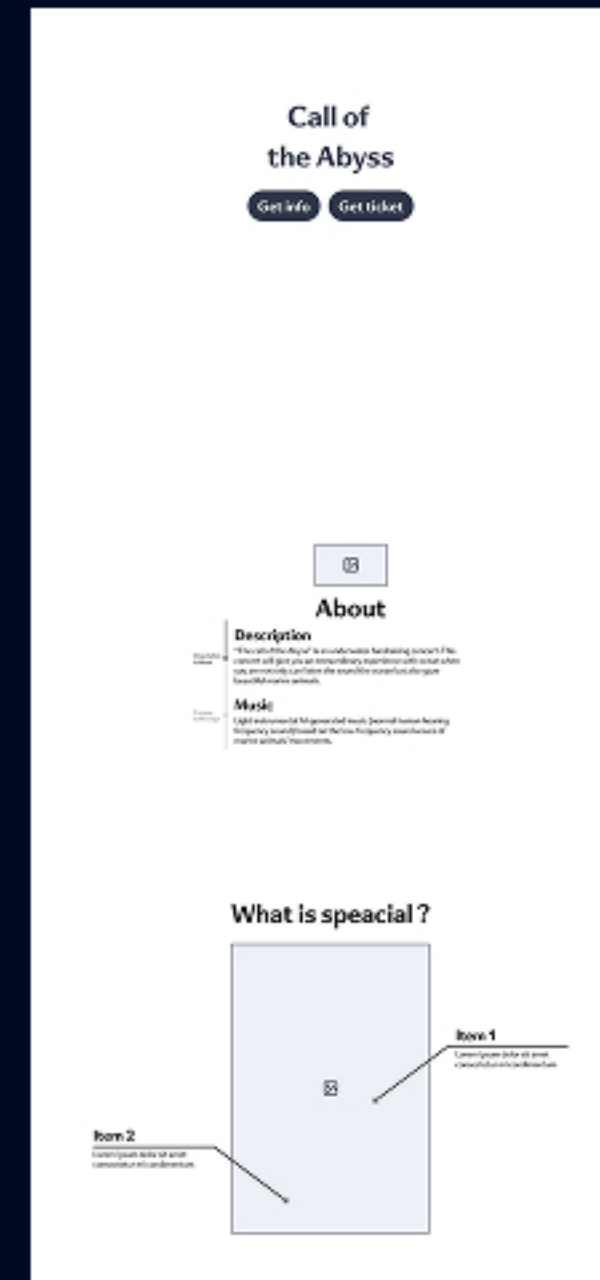
Circle represent product's variants

Design Process

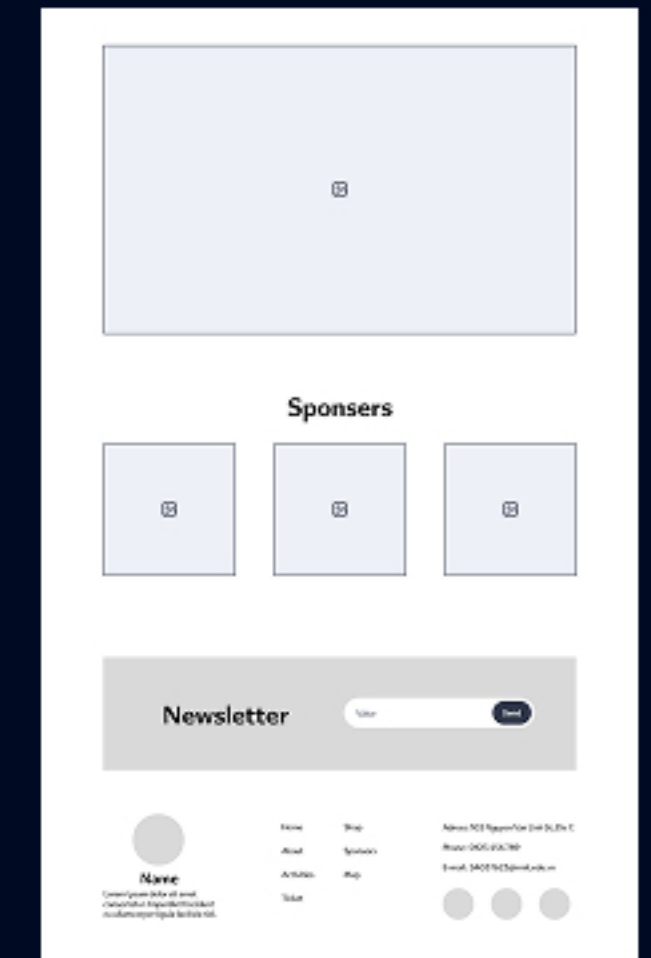
DESKTOP LAYOUT



Low Fidelity

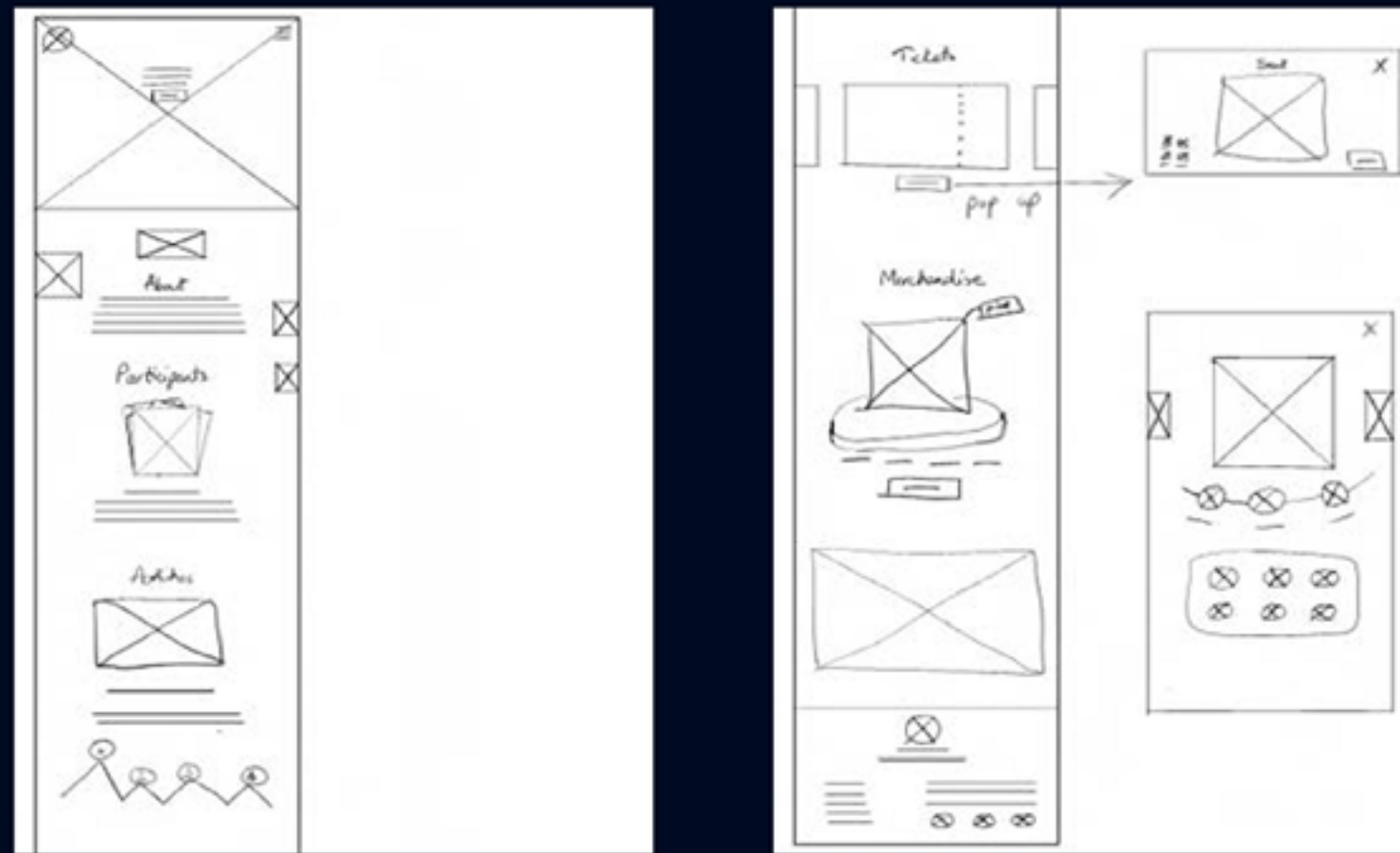


Mid Fidelity

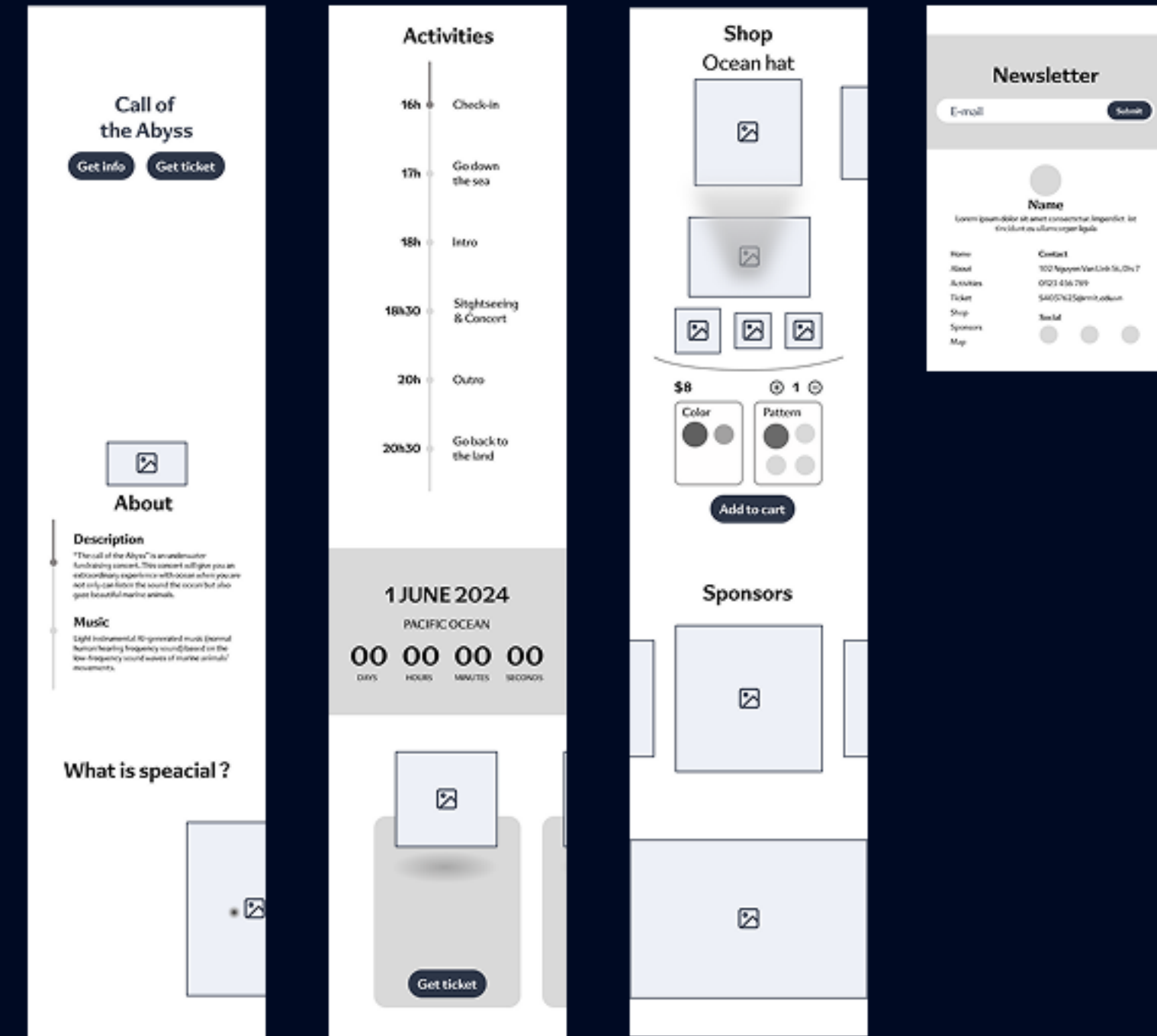


Design Process

MOBILE LAYOUT



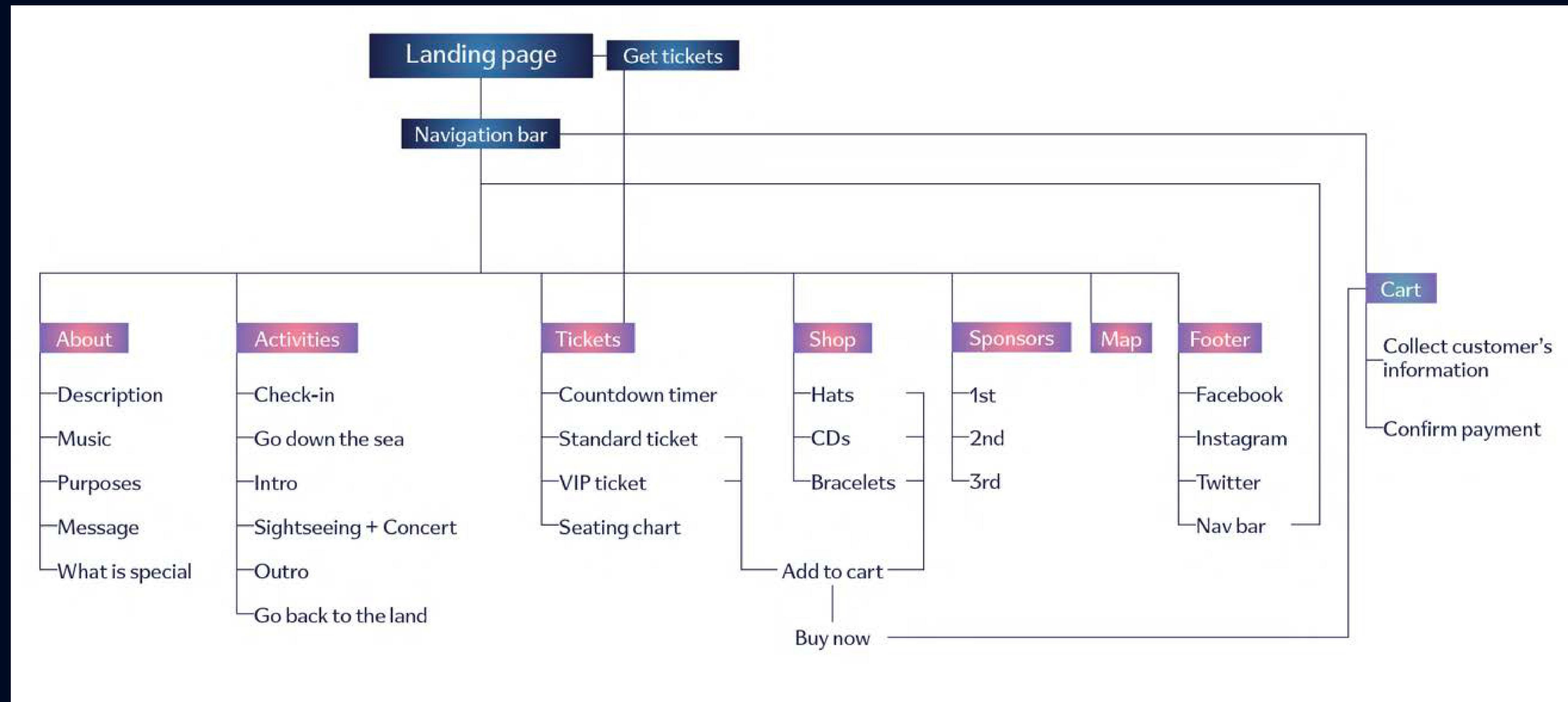
Low Fidelity



Mid Fidelity

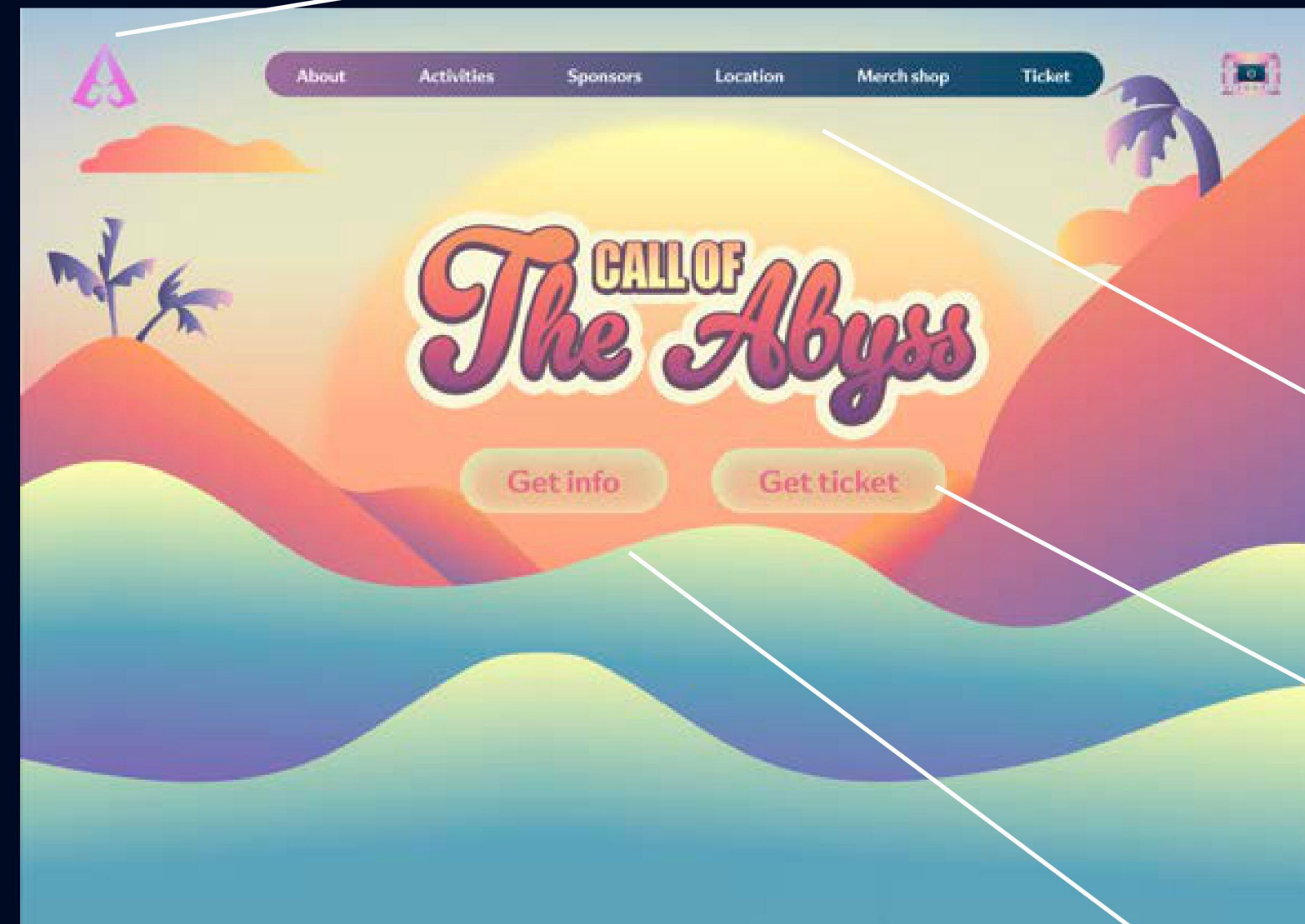
User Interface & Interaction

OUR WEBSITE INFORMATION ARCHITECTURE:



User Interface & Interaction

OUR WEBSITE:



The logo is used to turn back to landing

Cart in the shape of a treasure chest with number of products added

Fixed navigations that appear throughout the page

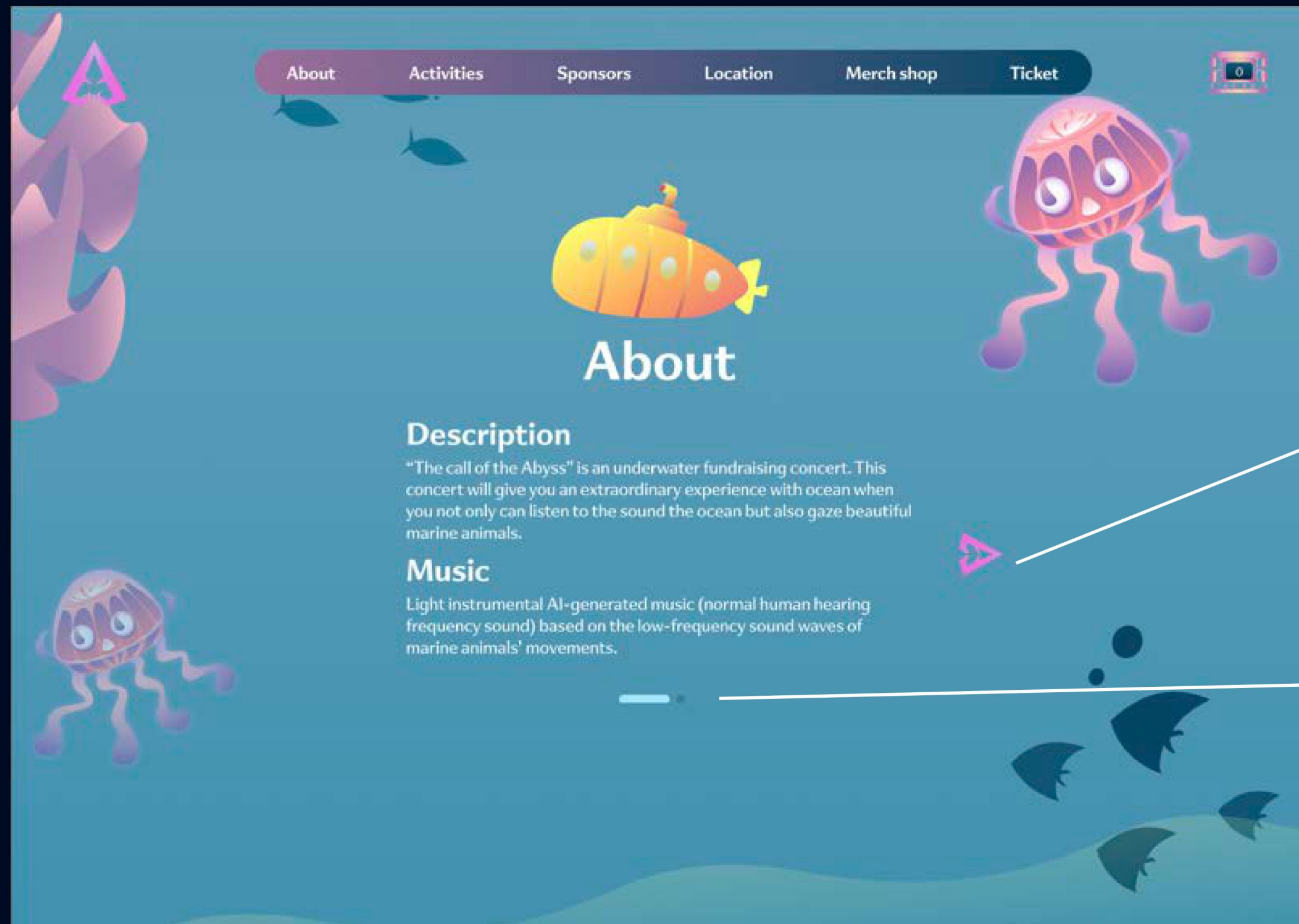
Radial gradient button for more appealing effect

Users can click at the 2 button to move down to the wanted section



User Interface & Interaction

OUR WEBSITE:

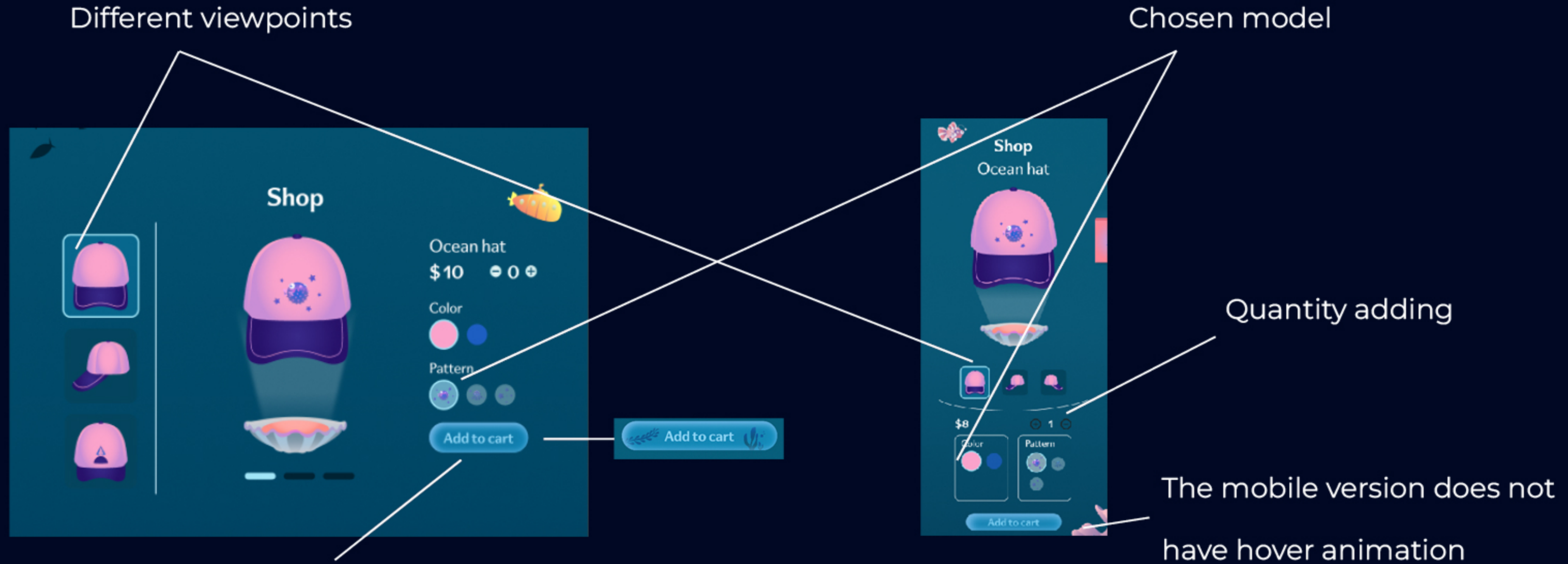


We use logo instead of normal arrow

Signify that users can move to the next section

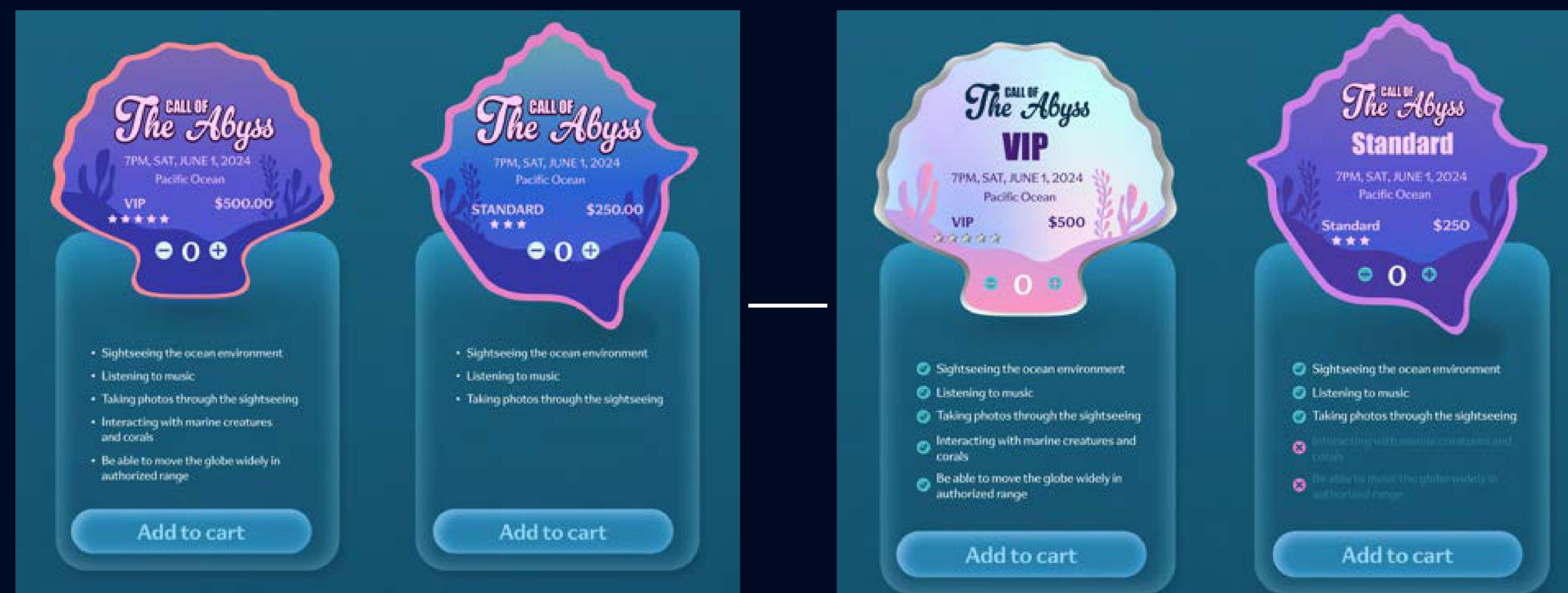
User Interface & Interaction

OUR WEBSITE:



This button have special animation when hovering or clicking

Design Iteration



Problem: The VIP and Standard tickets share the same visual weight. Important information aren't highlighted. The ticket description information is less visually appealing.

Solution: Change color. Increase the size and adjust the arrangement of important information. Add icons and change the opacity of benefit information

Design Iteration

Problem: There aren't any signs to indicate the total number of slides in the About section

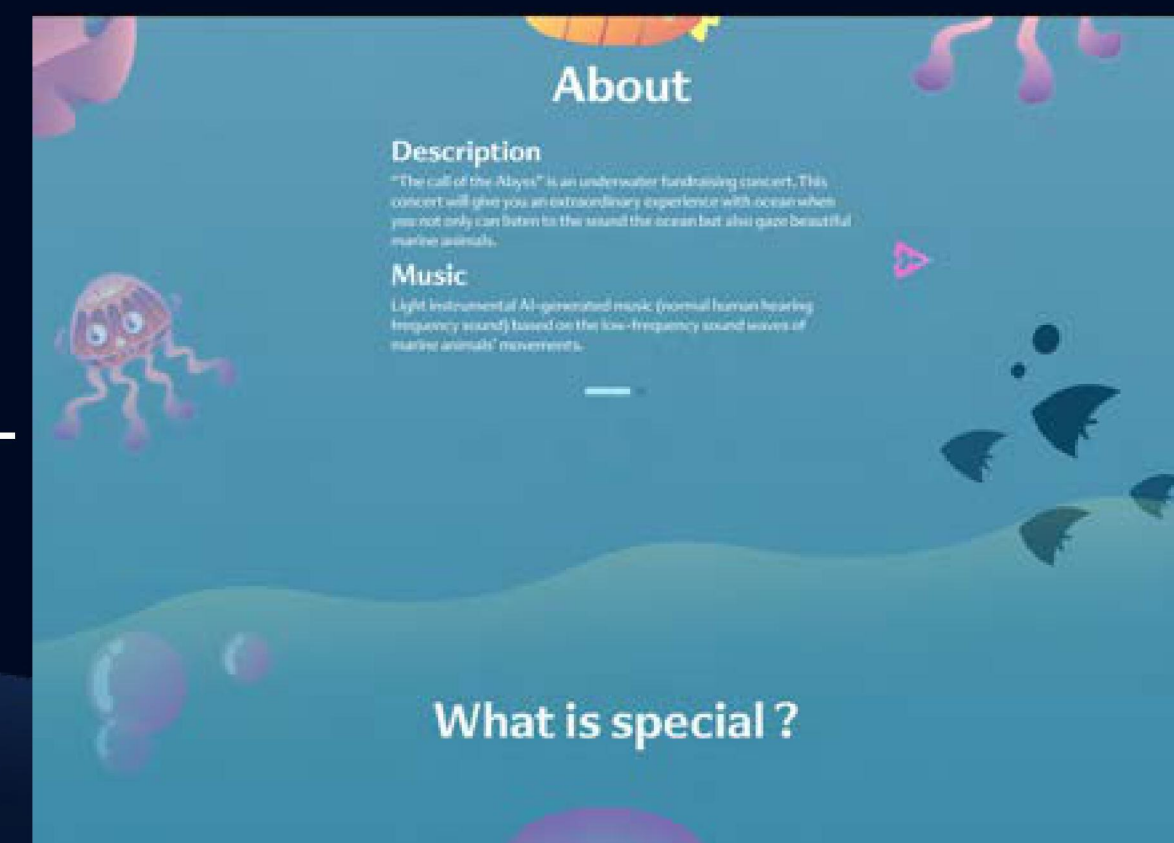
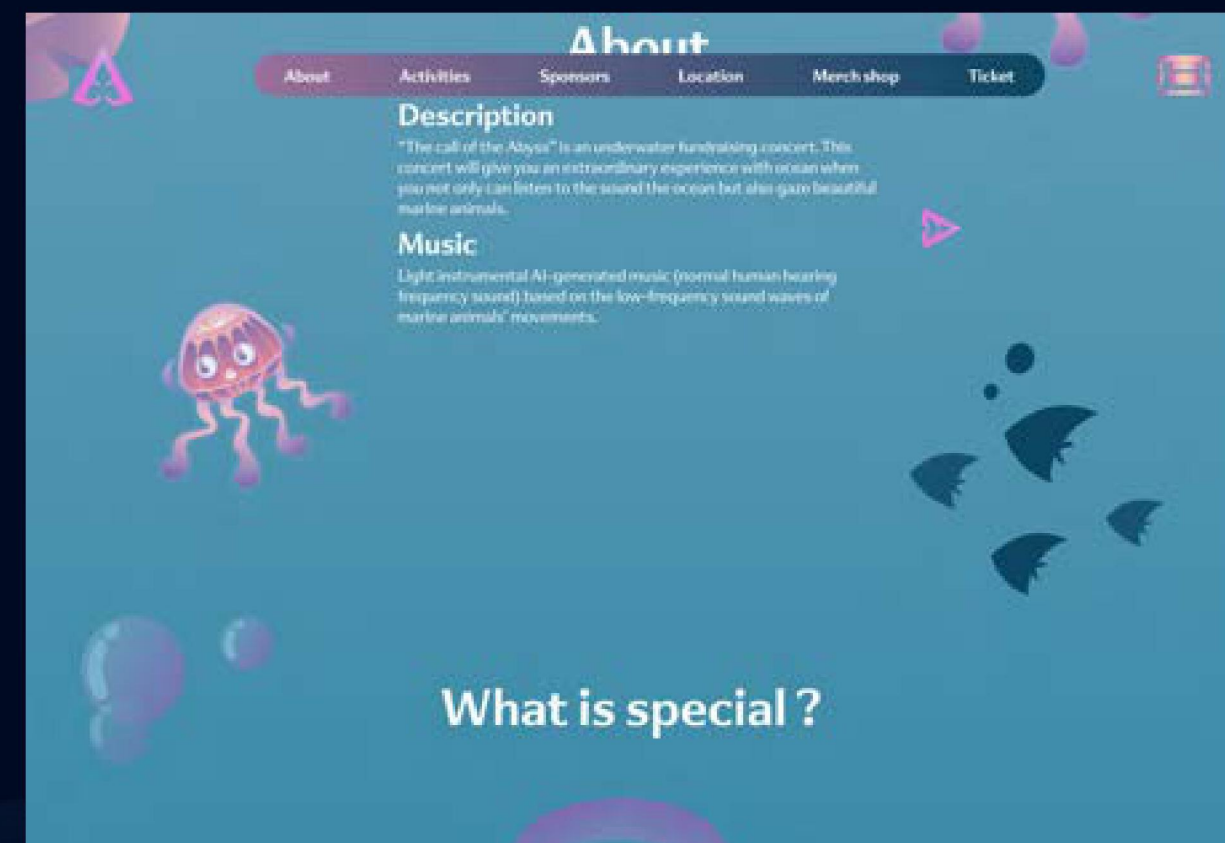
=> confused the users

Solution: Add dots under the paragraph

Problem: No signs indicate to the users that they are moving to another section.

=> confused the users when a lot of information is displayed close to each other.

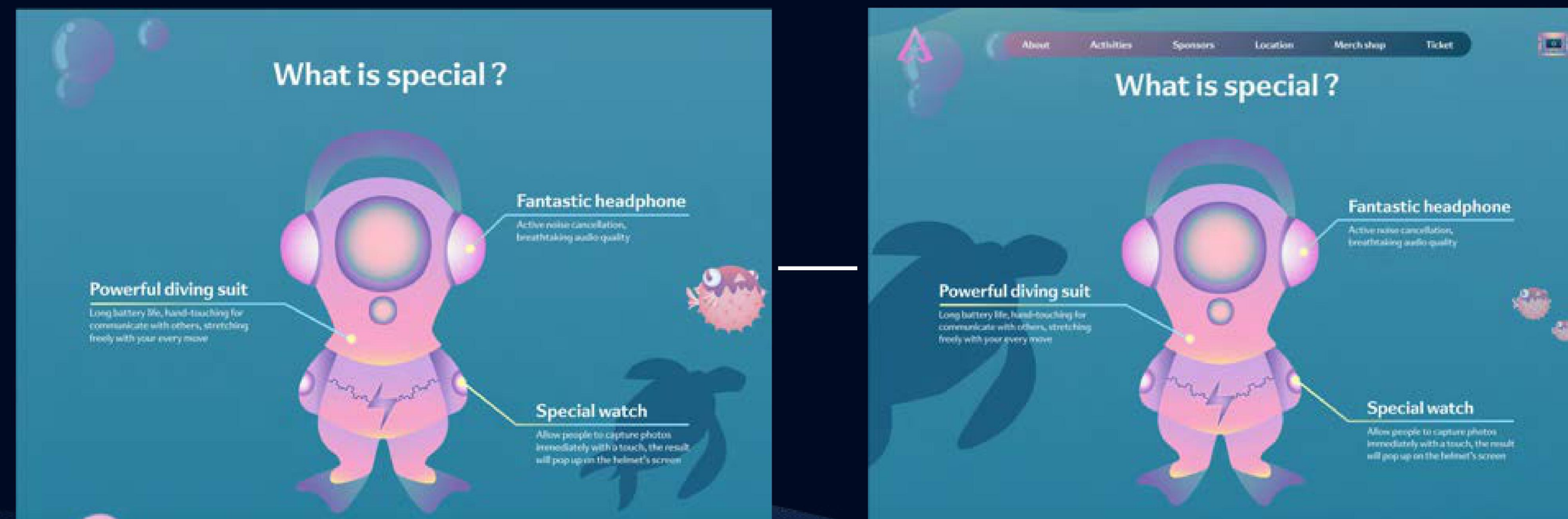
Solution: Add small wave between sections to divide the page



Design Iteration

Problem: The focal point of this section is deviated to the right since there are two information boxes and 2 marine creatures on the right side compared to an information box on the left.

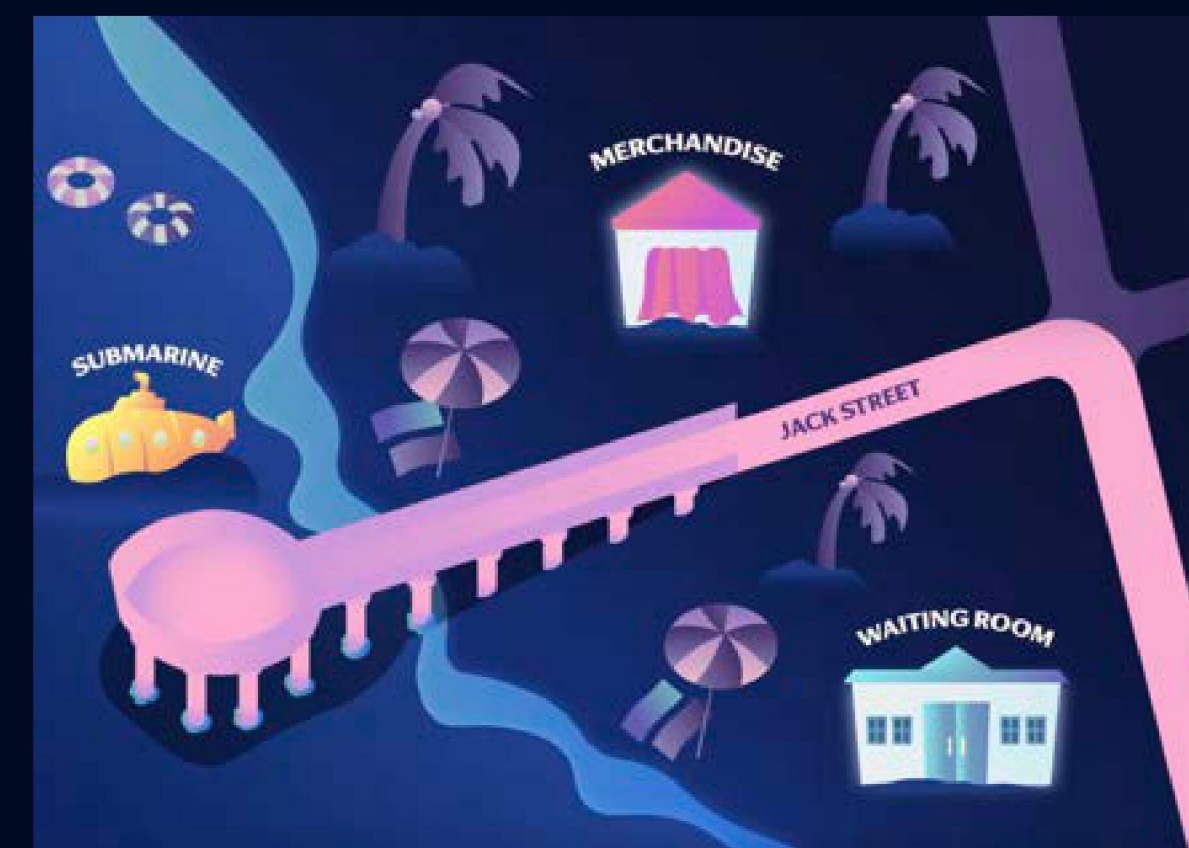
Solution: Move 2 marine creatures to the left, and adjust their opacity to move the focal point to the information.



Design Iteration

Problem: The location map lack interaction and animation

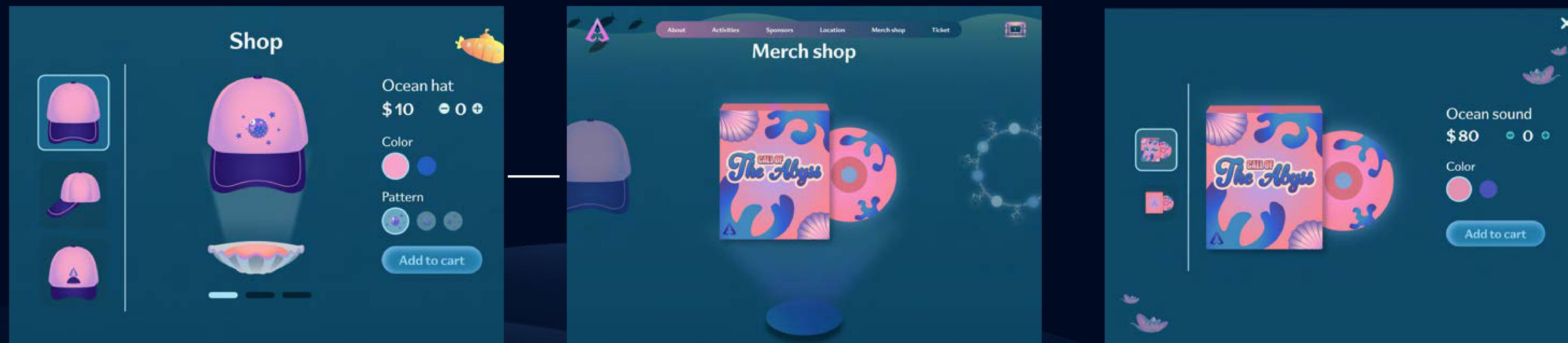
Solution: Animate the main path + houses + submarine



Design Iteration

Problem 5: The visual hierarchy is not clear when the size of the product's image, thumbnail, and shell are slightly different => distracts the user's focus. The dots below the product's image are small => confusing the users about their function.

Solution: Increase the size of the product's image to turn it into the focal point and decrease the size of other elements. Create a section to showcase merchandise and users will click on it to purchase

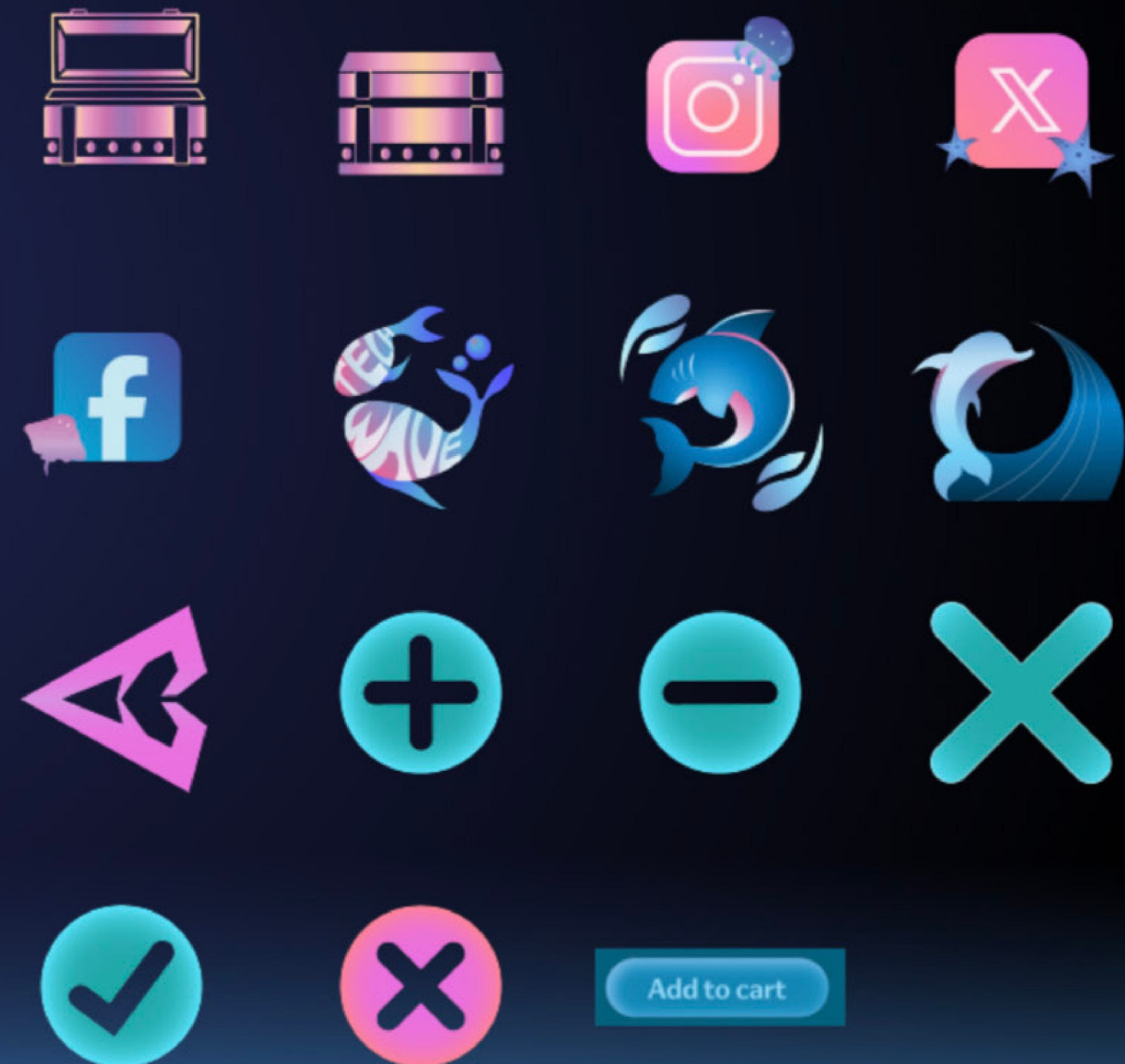


Assets

Side Assets

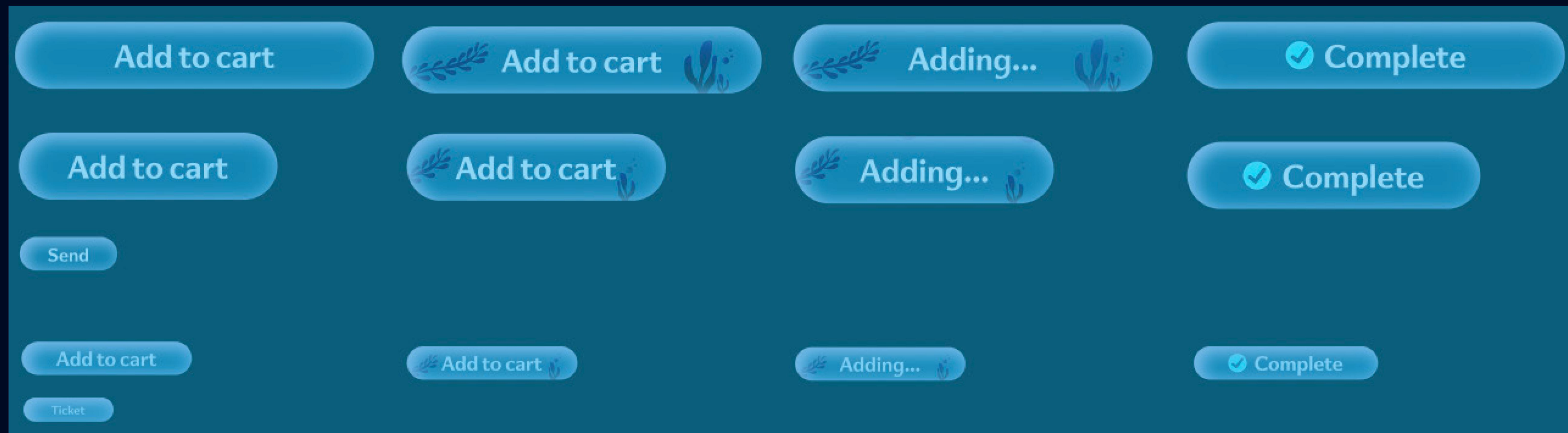


Buttons



Assets

Buttons



FINAL

