



A report on the Summer Internship 2014 at
Beard Design

Snehal Patil

M. Des, Visual Communication
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Submitted to IDC, IIT Bombay
Industrial Design Centre, IIT Bombay



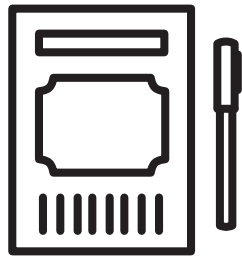
July 2, 2014

To whomsoever it may concern,

This is to state that Snehal Patil interned at Beard Design from May 2, 2014 to June 21, 2014.

A handwritten signature in blue ink, appearing to read 'Abhishek Sarda', with a horizontal line underneath the name.

**Abhishek Sarda
CEO, Beard Design**



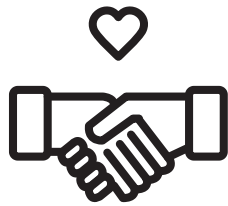
Declaration

The project 'Redesigning a Website' of Iconomic Meltdown event was carried out during my summer Internship program 2014 at Beard Design, Goa.

The undersign hereby declares that this is entirely an original work carried out during the span of the internship and has not been plagiarized in part or full from any source.

A handwritten signature in black ink, appearing to read 'Snehal' with a stylized flourish underneath.

Snehal Patil
Mumbai 6th July, 2014



Acknowledgement

I am thankful to the whole team of Beard Design. Abhisek Sarda (Proprietor of Beard Design) for giving me this project and guiding me through the internship. Inculcating in me the habit of coming up with varied options. Referring to various resources to our disposal.

My friends Ayesha Rana, Daisy Dutta, Emilie Fontaine, Umang Dethia and Viraj Soni for being my Villa family in Goa. Teaching me life and design in a broader aspect than any institution around.

Through this experience of staying at a different place altogether taught me small things in life which are never part of the curriculum.

Thank You IDC for giving me this opportunity to travel and to work with a design firm on a project.

Snehal Patil
6th July 2014



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Goals for the new website
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Concept 2
Conclusion



About the company

Beard Design helps emerging companies build sticky brands, create effective marketing communication and design web and mobile experiences that users love. They are a Specialized in Branding and Design Studio for Start-ups.

They are into various in-house projects which help cater the passion they have for small design ideas which are very interesting. They explore horizons and experiment with current trends and make new ones as well. Apart from there cliental work they have started Imposters, Iconomic meltdown, Houses of Goa etc. These projects prove to be a creative resource and dwelling for young designers who can come up with variety of ideas.

I was given a chance to work on User Interface of a website for Iconomic Meltdown event.

About the event

Iconomic Meltdown is a event organized by Team Beard Design. It is for enthusiastic Designers who are keen on Designing icons. Icons specially with Indian Aesthetics. This Event aims at creating a pool of icons free to download and use. This event helps designers with a platform to Design icons in Indian Scenario. It also provides with a collection of new age funky, Indian Icons.

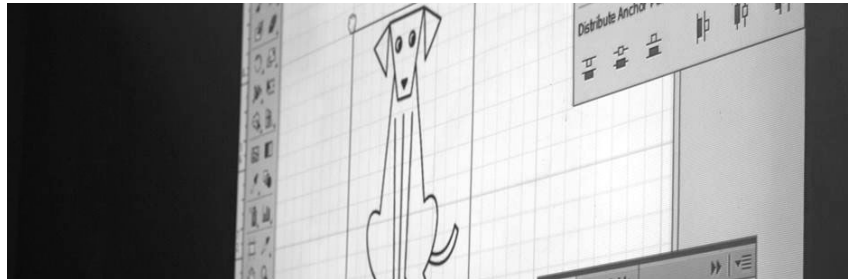
It is a very fun event because it functions a bit different than the usual events we see in India. This is a 24hour nonstop event. Designers are provided with place to work, Eateries and redbull. The event lasts for 24hours with a aim of coming with with as many icons possible by an individual.

This event also helps the iconographic Design community to come together and know each others work.

Previous events

Till now Iconomic Meltdown event has been organised in two cities- Mumbai and Goa. They aim at Bi-yearly event system. They are growing with each event. So they aim at reaching larger audience.





<< Images from the events. People working nonstop 24hours, doodling, digitizing, taking a nap.

This visual imagery help us get a overall picture about the event. These might help in restructuring the website. As the function of the website is very important and it lead from the content. The idealogy of the event plays a substantial part deciding on the look of the website.

Existing Website

User Interface

Current website is lacking movement. It is every monotonous. There is no action. There are only two gif actions on the current page. One in the Logo and the other on the Register button.

Visual Design

They have used this minimalist approach to the website. Grid based look. Icons in each informative box. Use of only 3 colours. Black, White and Yellow. Bold Type wherever necessary. Gotham Rounded typeface used for text as well as headings.

Language

Use of Pun throughout the website. As the name of the event is Iconic Meltdown thus this idea is continued throughout the website. Which follows like this Indian Economy, Iconic Tools, Iconic factors, Iconic Goal, Iconic planning Commission, Iconic Aid.

Colours



#FFE343



#000000

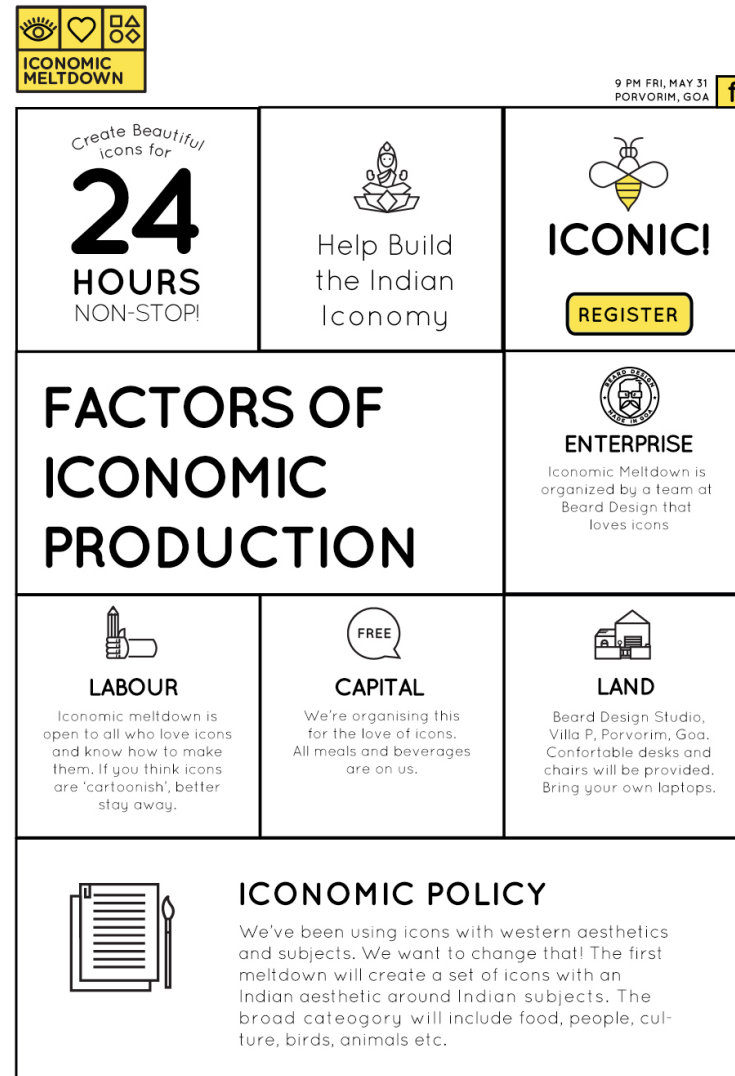
Font

Gotham Rounded Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890!

@#\$%^&*()_+~=[\]{}|;:',<.>/?



 ICONOMIC GOAL 500 high quality icons produced in 24 hours. These icons will be put on www.iconomy.in (still in progress). and will be available to download for free, forever to anyone who needs them.		
ICONOMIC PLANNING COMMISSION   		
 SNOOZE Mattress, & Couches available!	 GET WINGS Redbull, Coffee & Snacks on the house	 +91 9890926072 911@BeardDesign.in
ICONOMIC AID		
 	 	 
 	 	 

Problems with the Existing website

As we have seen the website lacks interest. it is just a static scroll. Which gives information. Beard Design being a young company it always looks forward to innovative ways to put forth their websites. using new technologies and coding.

The Icons which are used on the website are also very basic and lacks interest. More can be achieved in the fixed wireframe of colours and icons.

So i started the attempt of giving it a fresh look. Looking forward to use lots of parallax techniques as well as line art animation, Use of GIFS can also be done.

Content remains the same. Just the arrangement of information according to the importance will change. We can also alter the information if it is not necessary.

Most imporatntly Upcoming event should be highlighted in the new Design.

Allotment of space for Previous events should be designed. As this event is the on going cycle. Previous event will keep piling onn. We need the design to be scalable.

Goals for the new Website

Constraints

Logo remains the same. Though the use of colours in logo can be changed according to the visual design of the new layout.

More Contrast

In new design we should use color quite sparingly, and normally with a very defined purpose. For most part, color is associated with specific actions: hover states, primary and secondary buttons and controls. This way we can guarantee that our calls to action are very prominent and distinguishable from other surrounding elements.

Direct Manipulation

Whenever i look to decide between content (what users want to read, consume, and act upon) and chrome (actions, controls, and navigation), my answer is content should come first. As much as possible, i should allow users to directly act upon UI elements for further contextual actions and controls, and in the process considerably minimize the amount of links and chrome on a page. This website has very less call to action buttons.



Statistics of Previous events
What all will be provided.
Things participants should get.
How the event works?
Call for volunteers
Contact Email
Sponsors
About Beard Design

Visual Hierarchy

Visual hierarchy is critical to any graphic designer's work. I should use typography, color and area to provide users with a clear content order that respects white space and recurrently gives their eyes a place to rest. Overall, we want the implicit hierarchy of each page to be immediately perceived, in order to improve its message and legibility.

Visual Recognition

We all know that humans are much better at recognizing things they have previously seen or experienced, than recalling them from memory. This is why i will have to introduce throughout the website the icons which are related or seen before hand by the users. This way i can comfort users with visual elements they are familiar with, whenever they want to continue where they left off.

Language of communication

Well the earlier site looks little indirect in the way of language maybe beacause of the pun used. The aim for the new website is to target the younger generations lingo. It can be sarcastic in approach or straight forward on the face information.

References collected

Collecting references for the website was a very important step. This made me aware of the current trends in the web design field. Websites such as justcreative, digitalwerk, creativebloq etc gave me insights such as-

SENSELESS SCROLLING

Users scroll with particular purpose – to see what's next on your site. They scroll for information. However, sometimes web developers are taken away by unbelievable scrolling effects, so the process loses its practical sense or even slows down the user, which is inadmissible in today's realities when everything is focused around quick content consumption.

ALWAYS RESPONSIVE

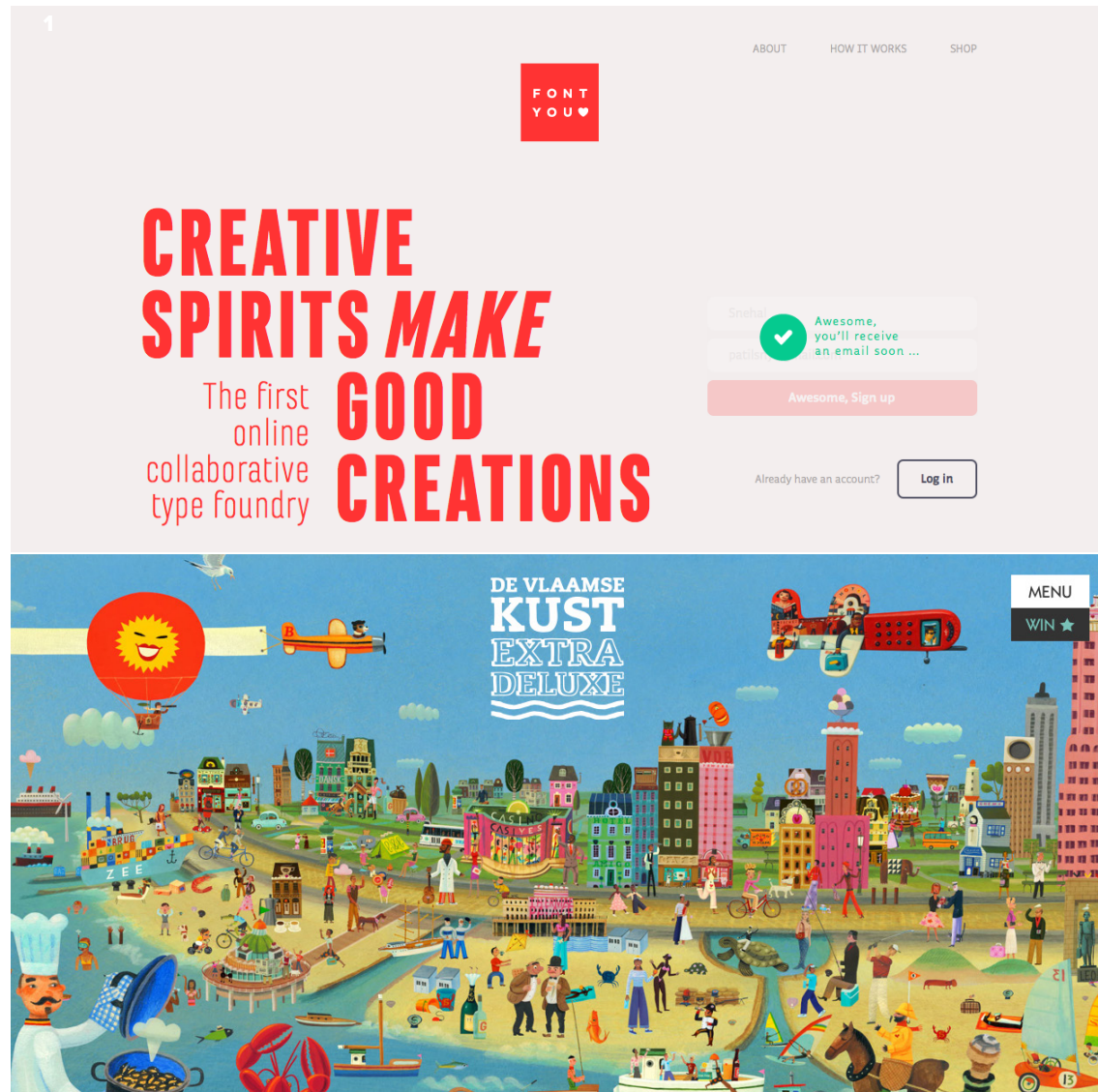
The general tendency to be entirely responsive across all mobile, tablet and desktop devices. Websites responsiveness is a must, on the contrary, it is a must have for most of the modern sites. Still, there always exist several exceptions from any common rule. Many great websites are not responsive because they simply don't need the feature.

1. BOLD TYPOGRAPHY

Huge words. You don't even need to strain your eyes to read the message.

2. ILLUSTRATIVE

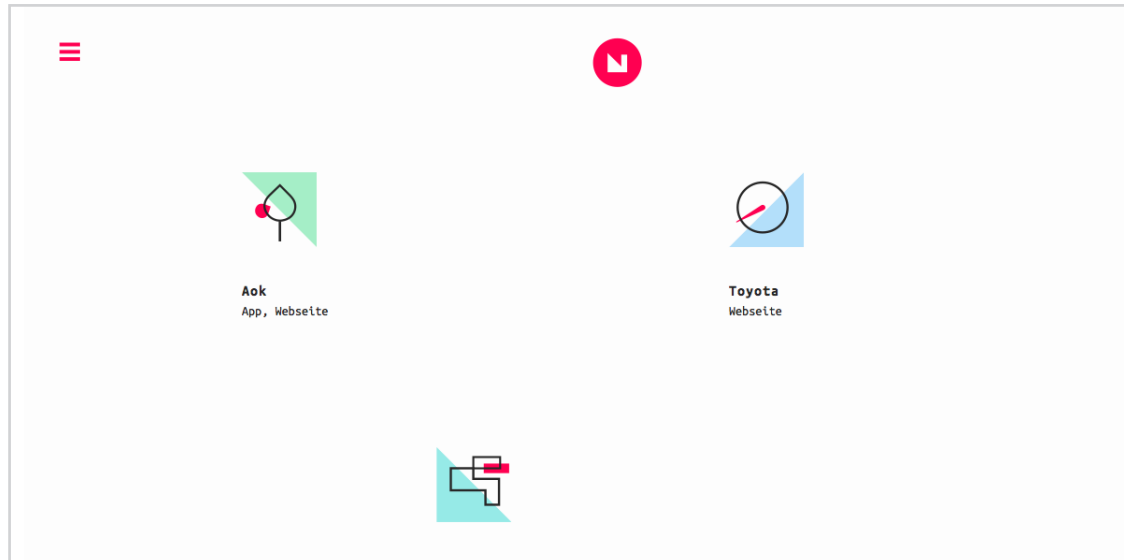
This gives the website a playful look.





3. BOLD TYPOGRAPHY & HIGH QUALITY PICTURES

Huge letters on the photographic background. There are series of Photographs running behind as a background. Which gives the homepage movement at the same time pictures speak thousand words than the text. That's the reason the Matter written in front in minimal and apt. The navigation bar on the left with a background colour same as the big text balances the overall layout.



4. WHIMSICAL LAYOUTS

Random placements of icons. But in a hierarchy. So that while reading you will automatically see the important bit first.

5. INTERACTIVE EXPLORING

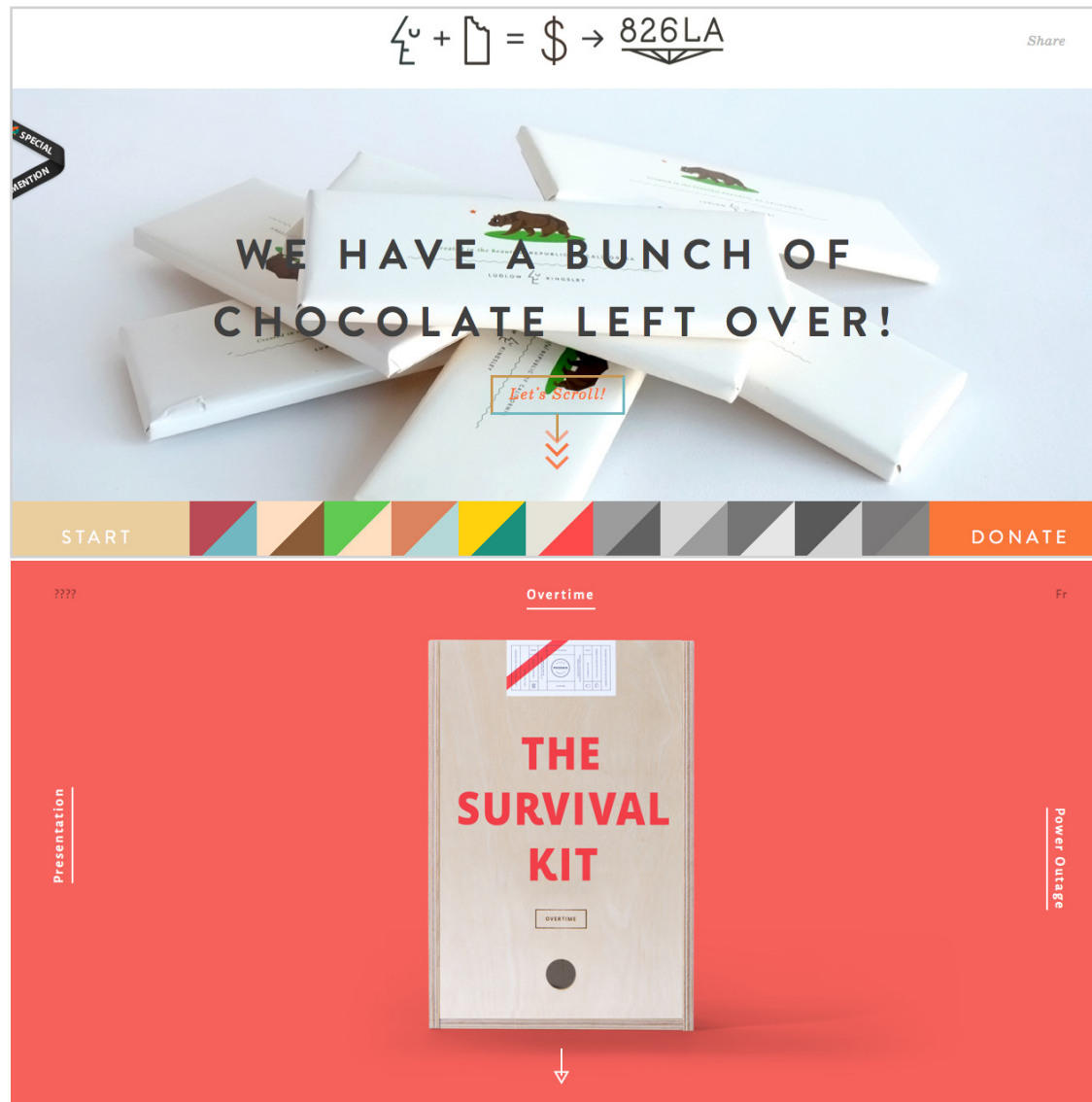
Carmen lets you into her apartment and you can see and touch her personal belongings to navigate the site. This is a very unusual navigation website.



6. CONTENT FIRST

2014 web designs have become even more content centered. No distracting elements – focus all your efforts on better content presentation. This website encourages the users to explore further with the help of simple, yet uncommon box navigation.





3.BOLD TYPOGRAPHY & HIGH QUALITY PICTURES

Huge letters on the photographic background. There are series of Photographs running behind as a background. Which gives the homepage movement at the same time pictures speak thousand words than the text. That's the reason the Matter written in front in minimal and apt. The navigation bar on the left with a background colour same as the big text balances the overall layout.

8. UP DOWN LEFT RIGHT SCROLL

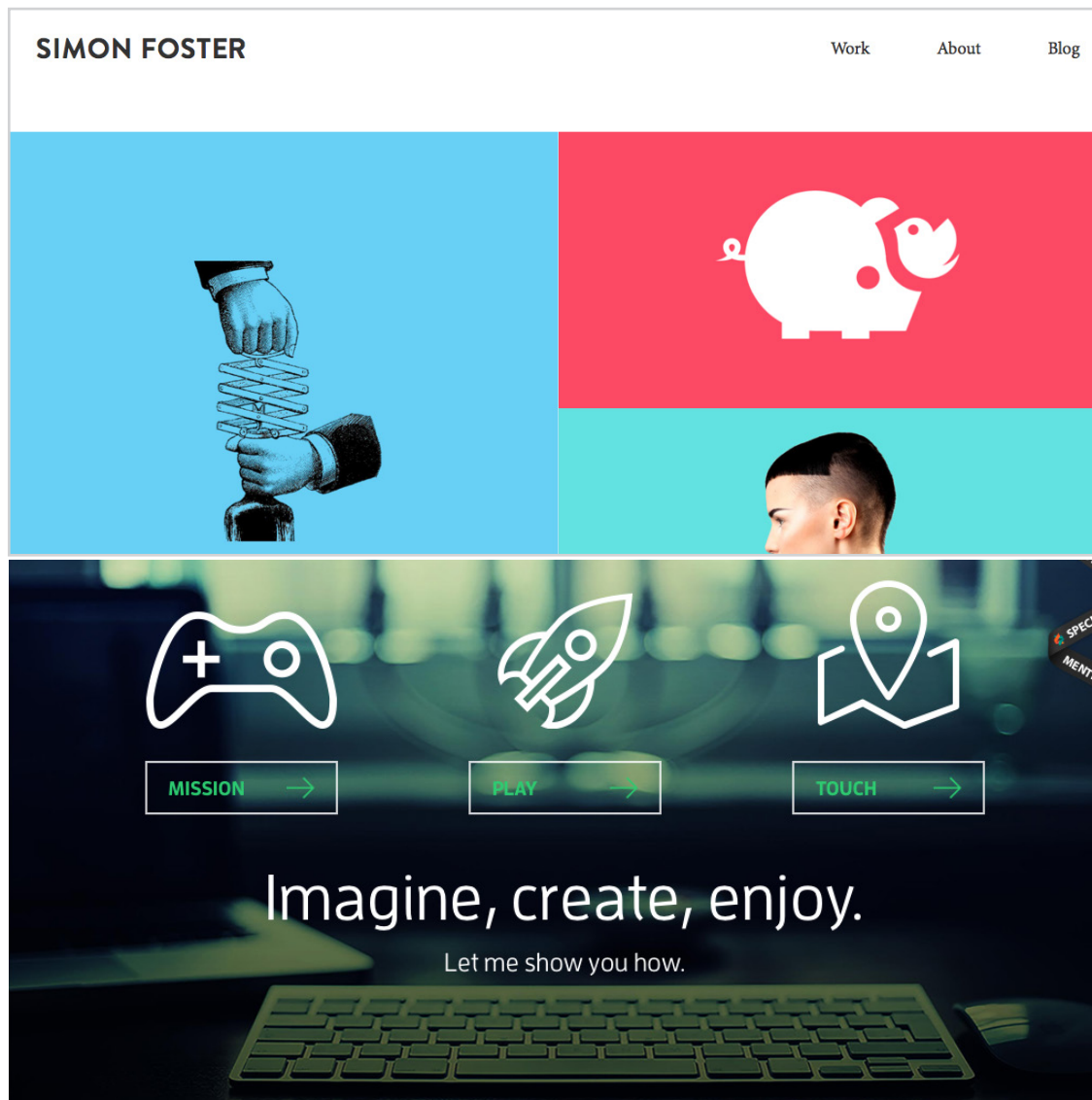
Advertising agencies frequently deal with little disasters that, more often than not, could be avoided or at least contained. Overtime, a power outage or a surprise presentation... Which is why Phoenix, the Creative Studio, decided to create a collection of survival kits to help agencies get through these kinds of situations. We can also help you with your design, marketing and web development needs. I guess you could say that we are the survival kit to making your projects successful.

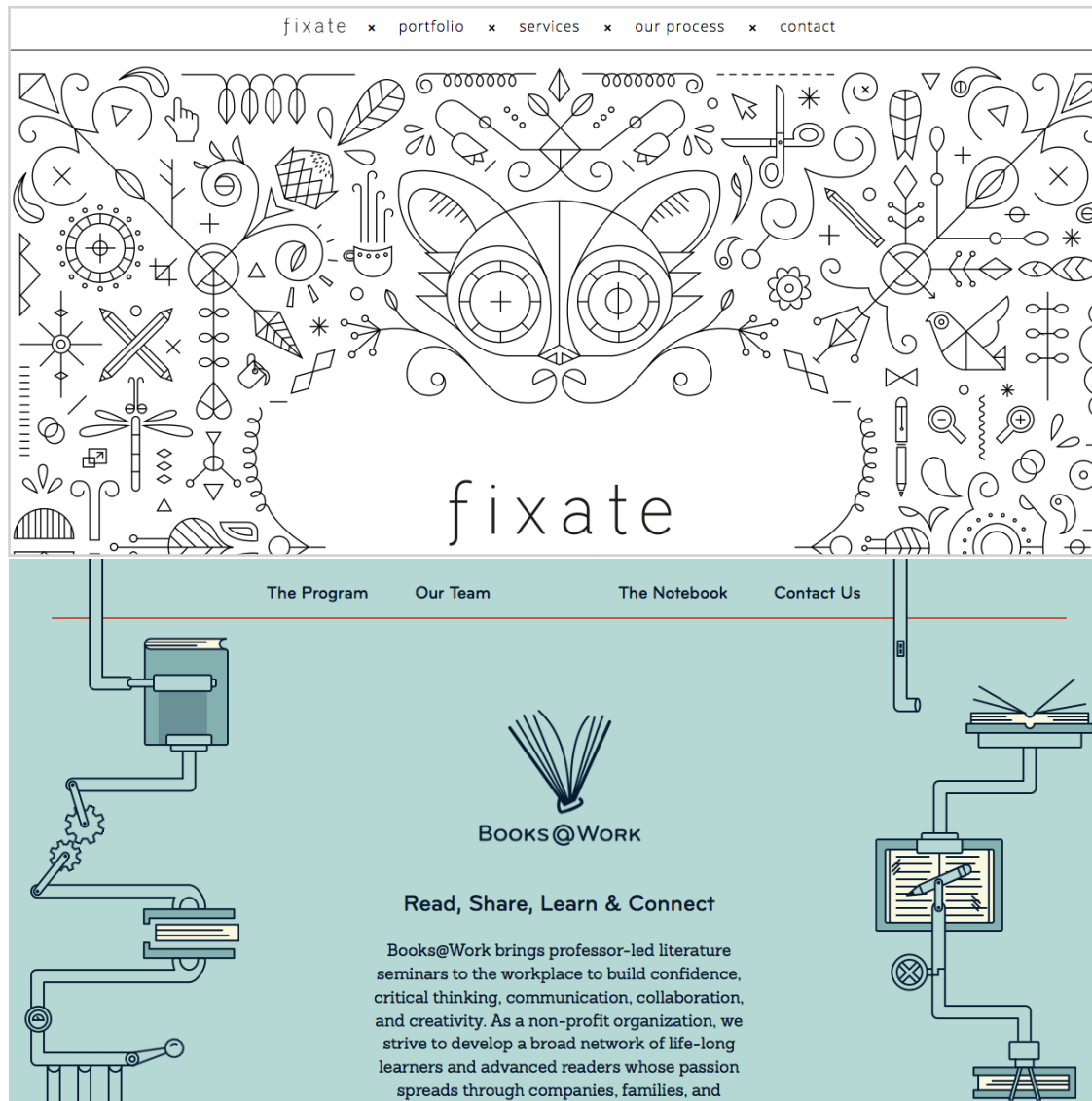
9. BIG CONTENT BLOCKS

It's not a big secret that people perceive and process information delivered with the help of graphic aids (like tables, schemes, diagrams) easier. Big content blocks are great both for responsive web design and storytelling. They focus readers' attention on one statement at a time. When combined with bold web fonts, lots of whitespace, separated with colors, matched with pictures big content blocks become even more powerful.

10. MINIMAL ICONS

Neat, minimal icons perfectly fit into clean, flat web designs but also help bring together a page in an easily digestible visual manner.





11. MINIMAL ILLUSTRATIONS

An SVG-based, responsive agency website with a minimal user interface. Each page has custom illustration with a unique, ornamental header. Colour usage is kept to an absolute minimum.

12. PARALLAX SCROLLING

2014 will see even more bold experiments and innovation with parallax scrolling. Scroll the site below and see its fantastic effects with your own eyes!

Concept 1

DRAFT 1

Homepage

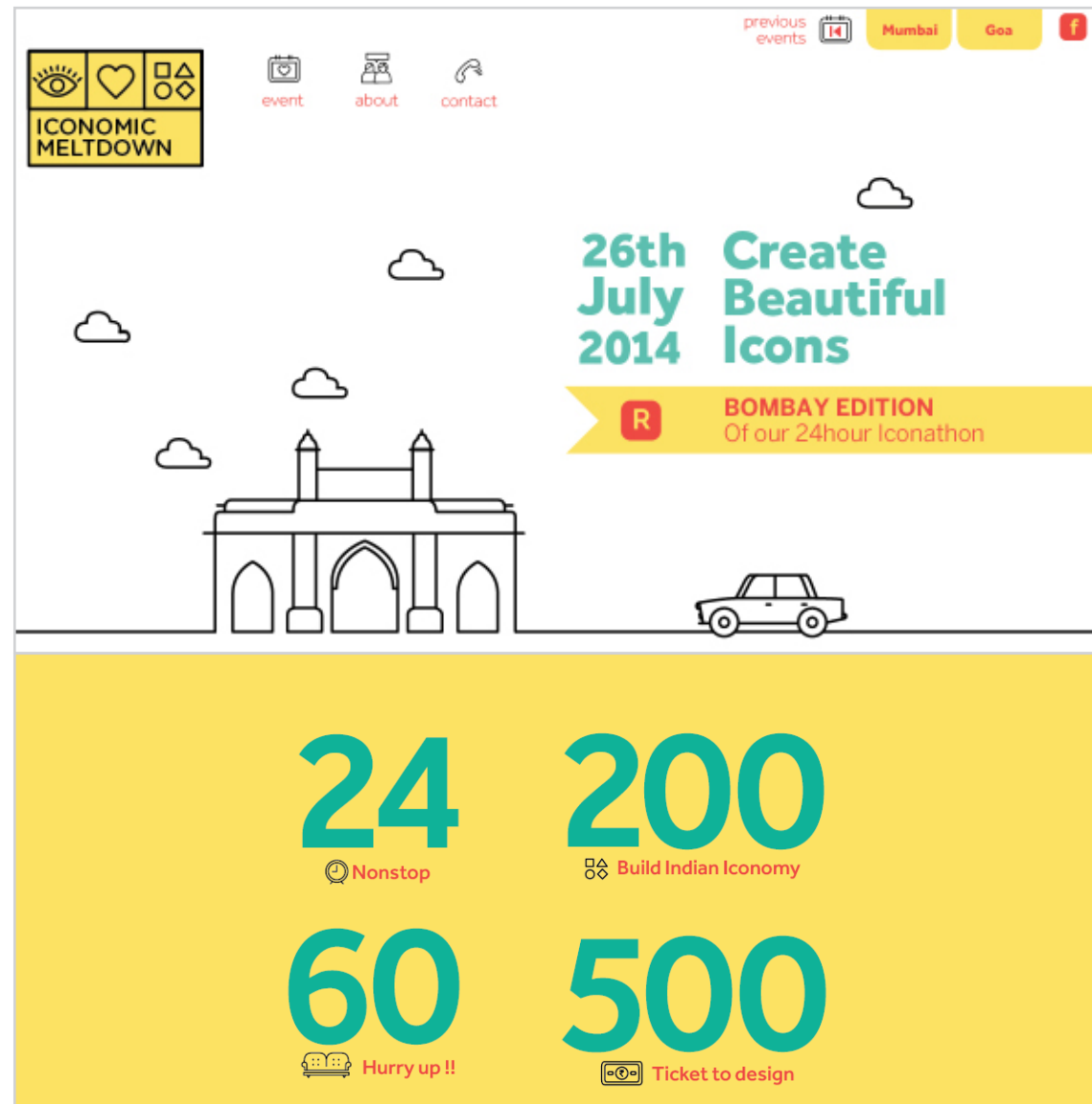
The Most important part of this homepage was to inform the users the date and location of the event. that is of prime importance. So inorder to highlight this information. the most iconic part of the content which is where is the event happening? Mumbai so gateway of India line illustration came into picture with a simple information headers.

Line Art animation technique was freezed for the homepage of the Website. So that the gateway of India structure can be animated once the web-site is loaded and after that the text appears.

The car does a movement and reaches the edge of the building.

Statistics

2nd important information was to explain the event. Give a rough statistics about the event. So that the user gets a gist while he/ she is still scrolling the page.





LIST OF THINGS PROVIDED

It is very essential to give this information. It is the selling point of the event. It should be portrayed in a very attractive manner.

LIST OF THINGS TO GET

Without these things none of the designers will be able to work in the event. So this information has to be put in a very straightforward way.

INDIAN ICONS

The event focuses on making indian set of icons. Icons which will capture the essence of Indian visual culture. It need not be only traditional indian icons but also the daily behavioural icons.

DRAFT 2

HOMEPAGE

Layout of the text has been changed for better readability.

REGISTER BUTTON

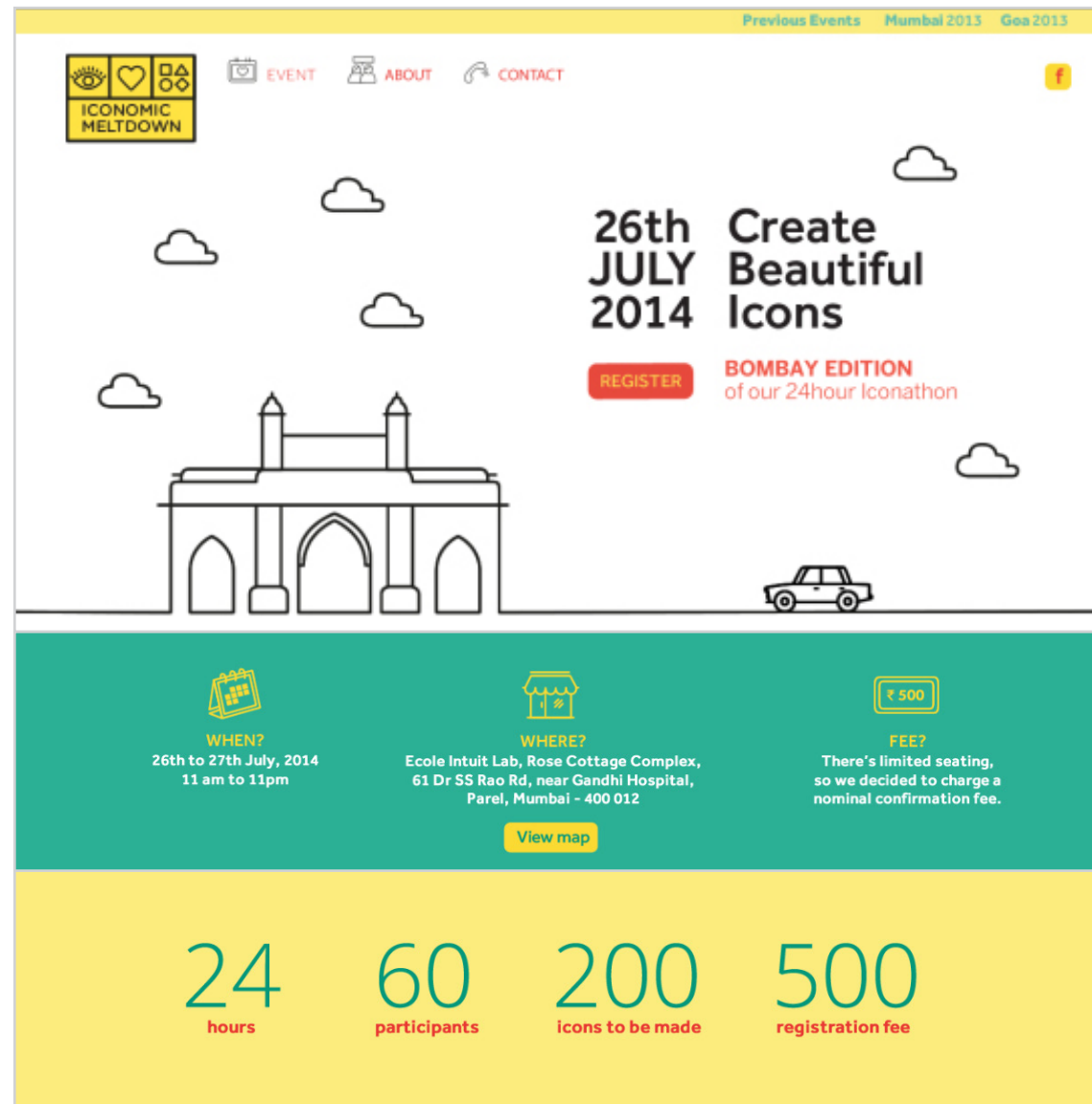
Study over how the button should be designed so that it looks like a button and it is easier for the user to note it down in their minds.

ABOUT THE EVENT

Special band space was allotted for the when? where? Fees section. So that once the user knows about the event they can immediately put things in action and grab other information and register at the same time.

STATISTICS

using the minimal layout structure the weight of the numbers in the statistics was reduced and made them quite linear.





LOVE FOR ICONS

This band of information was added for the layout to look interesting at the same time i could play with icons and colours. So the icons act as a supporting element in the layout here. as the text and the icons give away same meaning.

INDIAN ICONS

Literally taking the text in consideration we tried to show buildings getting construed with the linear animation.

LIST OF THINGS TO GET

Without these things none of the designers will be able to work in the event. So this information has to be put in a very straightforward way.

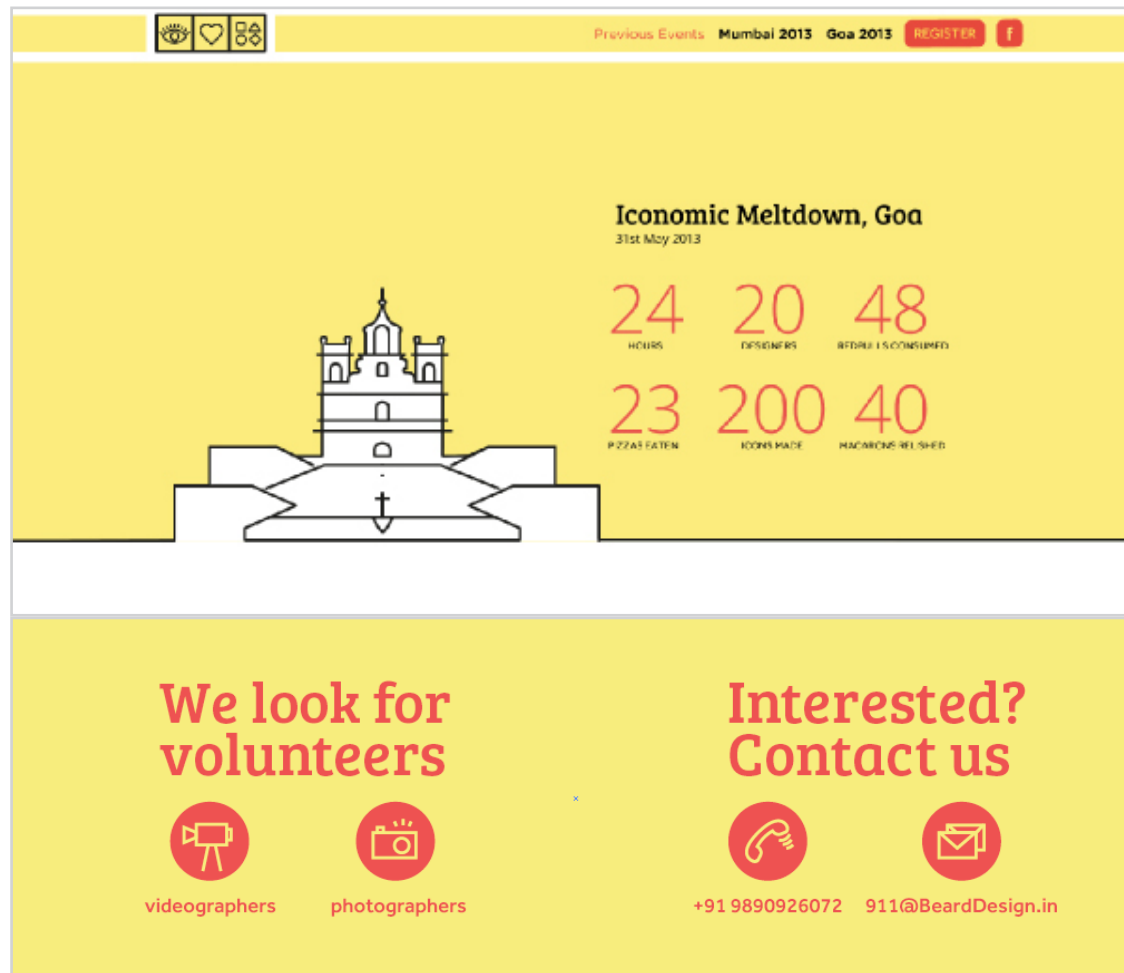
LIST OF THINGS PROVIDED

It is very essential to give this information. It is the selling point of the event. It should be portrayed in a very attractive manner. Here i have tried to illustrate the icons of the goodies inside a ticket shape rectangle. So that the information becomes more direct.

ORGANISERS

As icons are the chief element of the whole website i did icons for all the team members of the company and laid them in a particular way.





PREVIOUS EVENT

This will be a separate page. So as this event has been taken place already we need not promote it. We should just give a rough stats about that event. But still the style remains the same of the line Art animation.

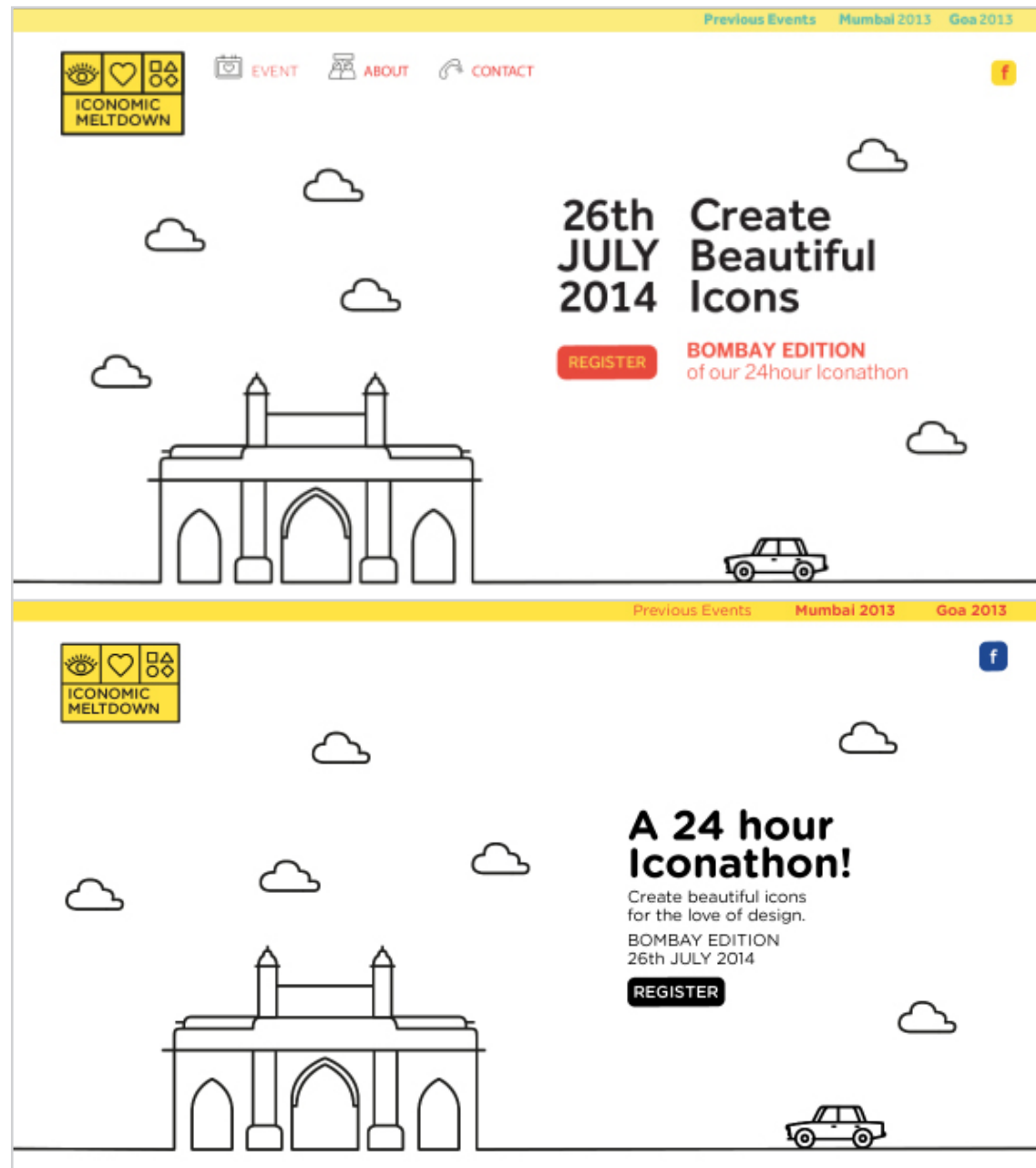
CONTACT

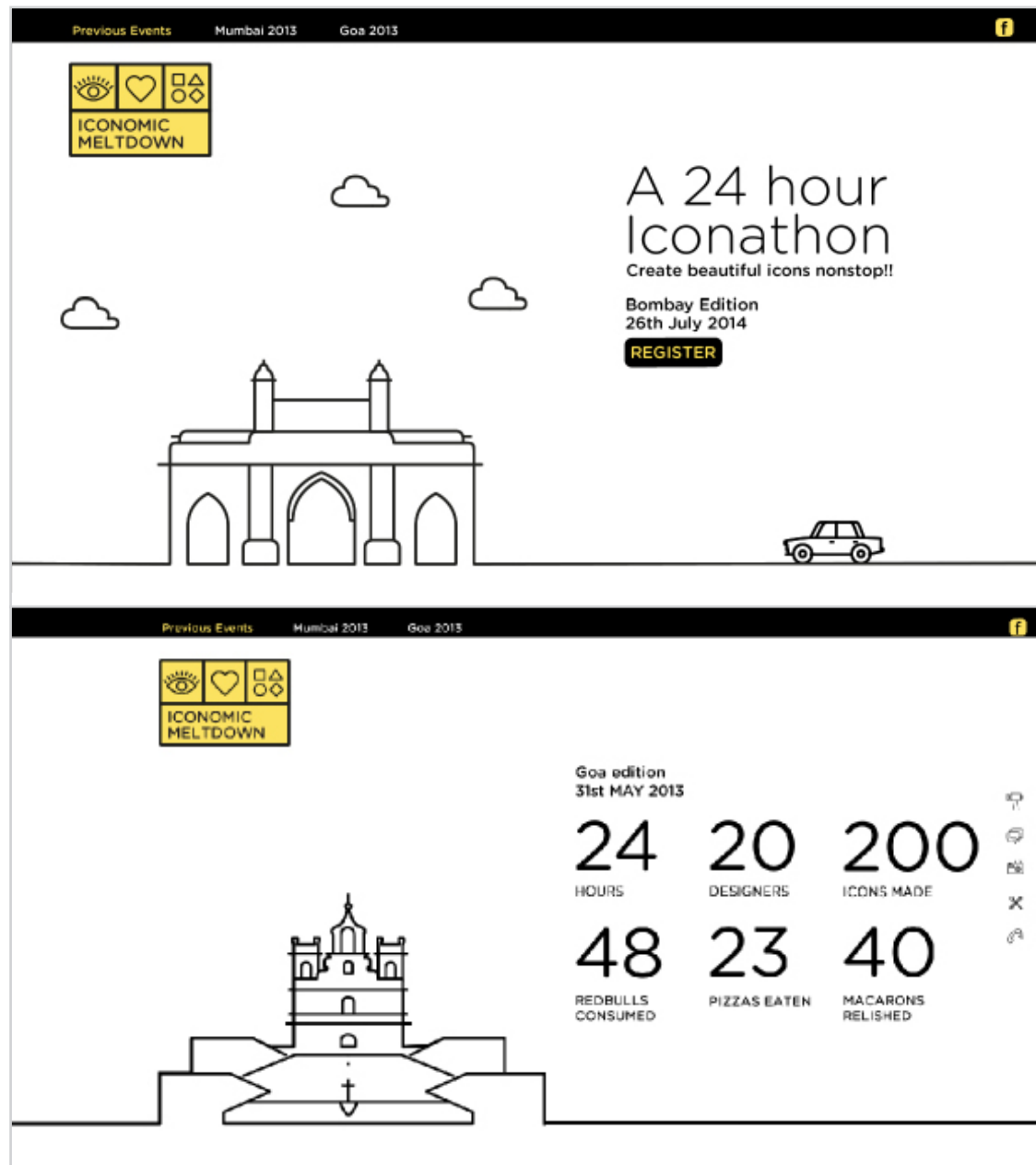
Basic information designed using icons

ITERATIONS FOR HOMEPAGE

Date of the event is Highlighted.
Navigation bar is designed using icons.
Register button needs more clarification

Register button is given a special importance by using the black colour.
Headline is changed to highlight the speciality of the event.
Hierarchy of text is created.





Use of minimal colours.
This gives much clarity to the whole layout.
Navigation bar is simplified by placing it above the logo.

Thin yet big Typography plays its tricks.
Addition of the right hand side scroll was introduced for better navigation and to get a sense as per on which page you are.

ITERATIONS FOR CHECKLIST PAGE

Date of the event is Highlighted.

Navigation bar is designed using icons.

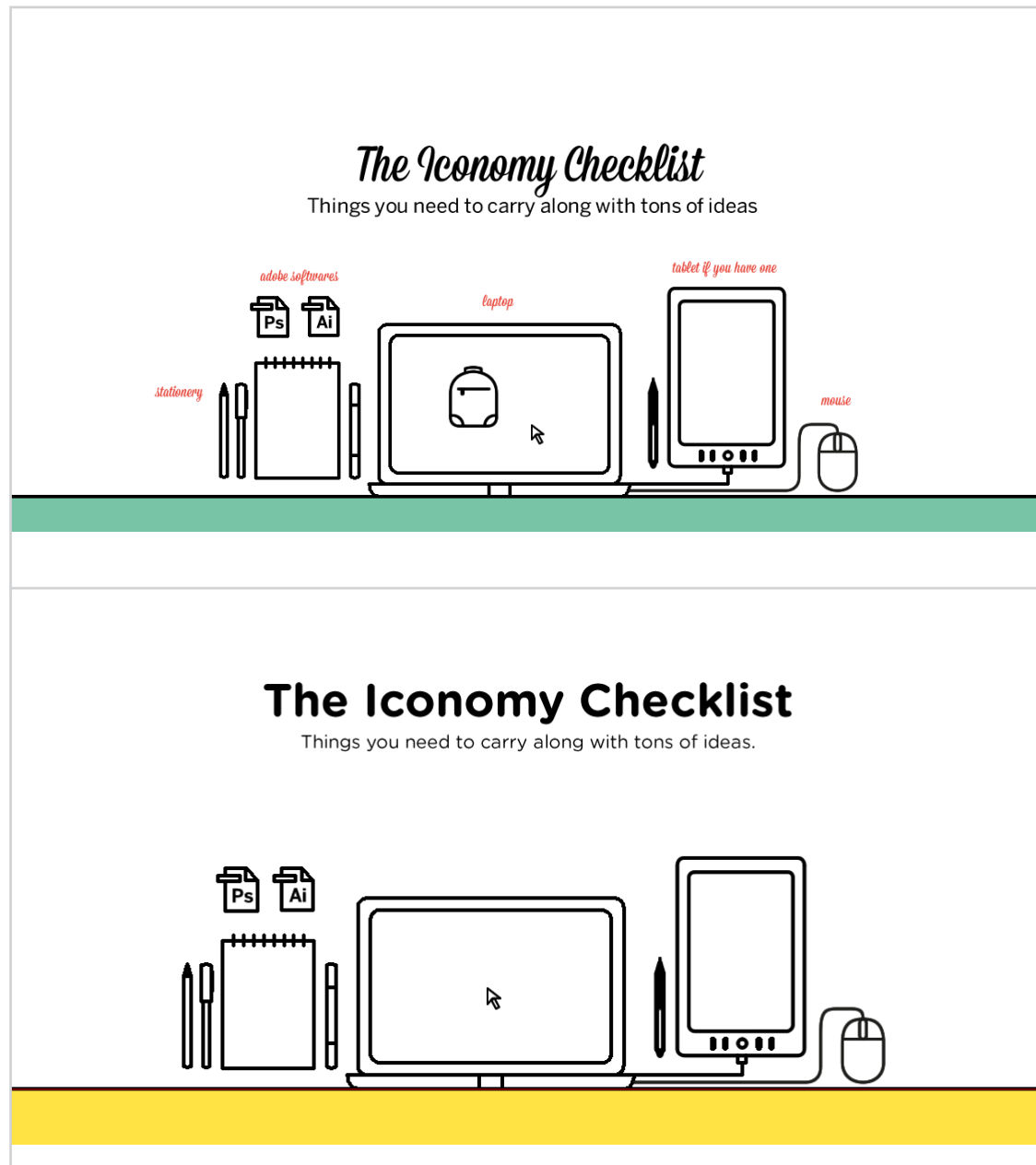
Register button needs more clarification

Register button is given a special importance by using the black colour.

Headline is changed to highlight the speciality of the event.

Hierarchy of text is created.





Use of minimal colours.
This gives much clarity to the whole layout.
Navigation bar is simplified by placing it above
the logo.

Thin yet big Typography plays its tricks.
Addition of the right hand side scroll was in-
troduced for better navigation and to get a
sense as per on which page you are.

ITERATIONS FOR GOODIES PAGE

The main focus of this page are the goodies given to the participants after registration. Which includes tshirt, redbull, snacks, beverages and a place to sleep or rest.

Here i have tried to illustrate the whole package inside a ticket. So that the information is much clearer.

To make the section more catchy i changed the copy of the page to a more direct approach.

Font

Bree Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890!

@#\$\$%^&*()_+~=[\]{}|;:'",.<>/?





Flying SVG animations which move when the cursor hovers on the objects.

Font

Mission Script

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890!@#\$%^&*()_+=[\]{}|;:'.<>/?

Similar approach with the change of Font and layout of the text instead of a call out box and normal one line text.

Font

Gotham Rounded Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz-

yz1234567890!@#\$%^&*()_+=[\]{}|;:'.<>/?

CONCEPT 2

After working on the earlier concept i realised that it was becoming too illustrative. The focus from icons was slowly inclining towards linear illustrative drawings and line art animation.

I started rethinking from the scratch.
prime elements to be in focus were

ICONS

MINIMAL INFORMATION

3 COLOURS

CONTENT

Location of the event

Duration of the event

Focus of Indian Icons

Registration Fee

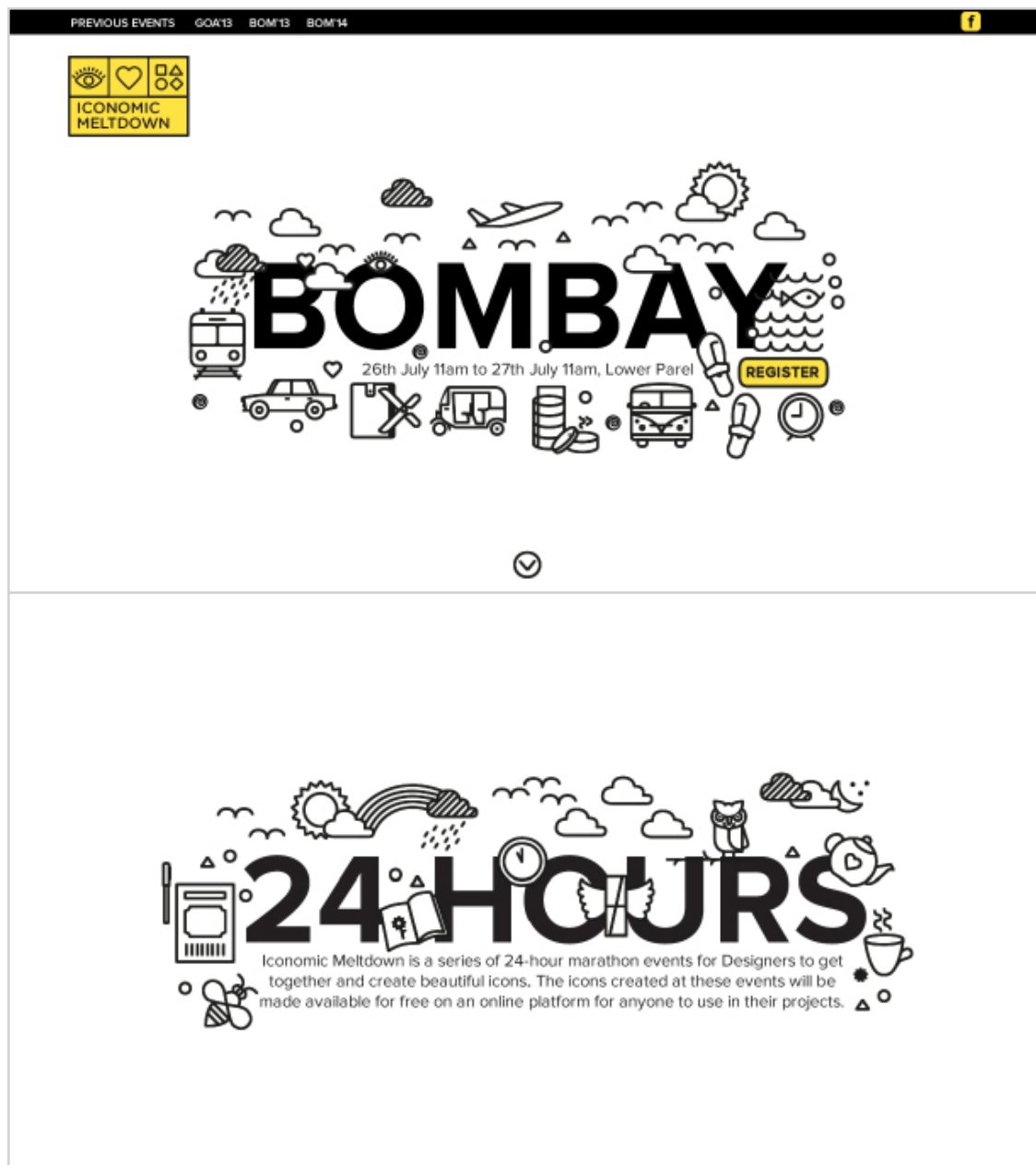
Checklist

Volunteers

Contact

Sponsors

Organisers





CONCEPTUALISATION

Rather than thinking concepts for each page and section, I thought of a theme which can be applied to the whole website. With the help of bold typography, the icons and SVG animation this can be easily achieved.

SVG

SVG is an excellent way to create interactive, resolution-independent vector graphics that will look great on any size screen. And the Snap.svg JavaScript library makes working with your SVG assets as easy as jQuery makes working with the DOM.



Similar style adapted throughout the website.

Rather than thinking concepts for each page and section, I thought of a theme which can be applied to the whole website. With the help of bold typography, the icons and SVG animation this can be easily achieved.

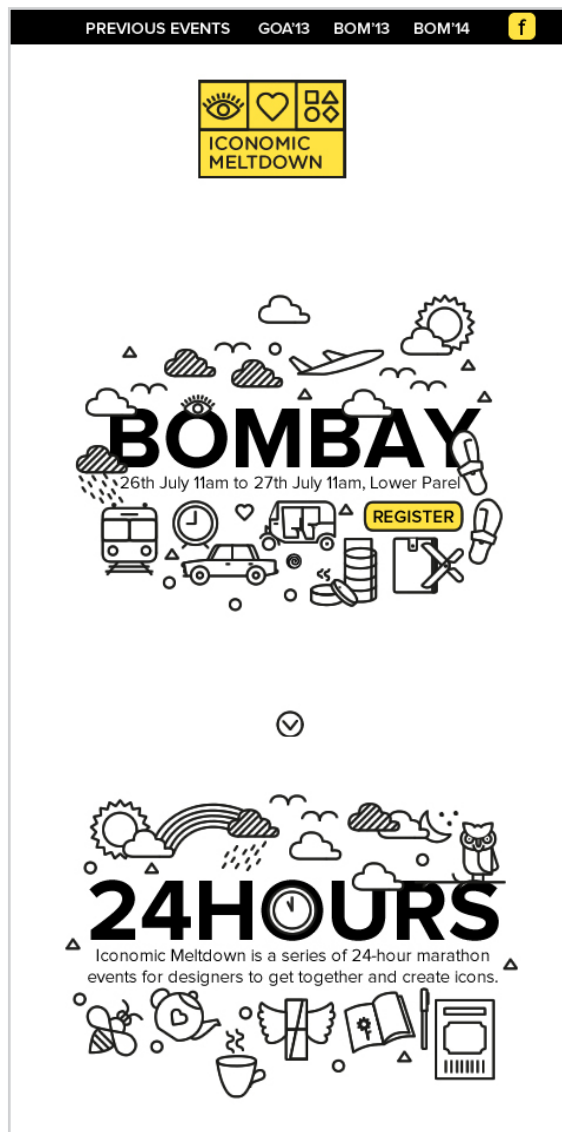




RESPONSIVE

Responsive web design is a web design approach aimed at crafting sites to provide an optimal viewing experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices (from mobile phones to desktop computer monitors)

FOUR COLUMN GRID





I had to break the word volunteer because it unable to fit in the 4column bootstrap grid particular grid.

MOCK UP OF THE WEBSITE

> Look of the website on Mobile screen

>> Look of the website on Desktop





CONCLUSION

Website designing was a totally new area of work for me. Thus there was a lot of experimentation. I had to refer to various websites. I have gained lot of knowledge about various website designs. New trends, new techniques and technology surrounding a computer screen.

Its a huge field, i managed to learn a bit of it. All the work i did in beard design has improved me as a designer. From being systematic to sticking to deadlines. Everything has conditioned me in a particular mannerism of work.

Snehal Patil
Mumbai 6th July, 2014



Snehal Patil
Visual Communication
IDC, IIT Bombay
6th July, 2014