Discussion Points / Topics

Creative Director: Jessie Kurz

Designer: Emma Thompson

Concept

- Does a concept exist?
    - Yes you get a feel for the darkness and shattered glass
- What is its goal?
    - It sets a similar mood to that of the show itself, which is dark and haunting
- Is the goal being met by the design?
    - Yes, although I think once better quality images are used it will communicated it better
- Is the concept worthwhile? Will the viewer care?
    - I think so. The topic itself is pretty intriguing, and the level of mystery with spliced and shattered images definitely draws in the viewer

Communication

- Is it clear what I'm viewing?
    - Not quite. Like I mentioned earlier, I think once you have clear images it will immediately become easier to read
    - Also, I think there is a design problem sometimes when the type is overlapped onto images which makes the text hard to read. Maybe there should be a system of how the images interact with the type, or maybe a low opacity box beneath the text (whatever is easiest to read and visually interesting). I think the moments where the text is just on top of a grey background is pretty easy to read, and if you follow that and just ad shards of images around the text, that could be a solution. If you want to make the background grey more interested, maybe it becomes worn looking in some areas instead of being just a solid color. I think this is an important part to play around with and find the best solution.
- Will I understand what you're trying to convey?
    - I think once those ^ design problems have solutions, then it can become a lot easier to understand what is being conveyed, but I currently am still able to understand that it's a TV show. However, the only indicated of it being a show is the tab that says (episodes). So maybe there is a clearer indication by the header of the page that indicates what exactly Black Mirror is.

Structure

- What are the design's visual priorities?
    - The information. However, sometimes it is less clear when the text becomes harder to read.
- Are design elements working in contrast, complement, or conflict?
    - I think the design definitely compliments the information, and is only in conflict when the design issues I mentioned earlier are present.
- What elements do you consider foreground? Background?
    - The background image for the most part is still the background which is good. One thing that starts to happen, that I like, is that sometimes there are fragments of images that pop out in the margin and are not conflicting with text that become part of the foreground and attract interest.

- o   The text for the most part is always the foreground.
- How will the design accommodate variability in browser width? (Don't worry about phones, but it needs to work on any desktop/laptop, not just yours.)
  - o   I think an important thing to keep note of is how the images and text interact on different size screens. For example, will there be more white space between the text and the shattered images as the desktop gets larger? Is that a good thing or a bad thing? Is there a way to adapt the images to the size of the desktop or does it even matter too much?

Aesthetic

- Is the design beautiful/striking/remarkable?
  - o   I thin the design has definite potential to be visually striking
- Does the design aesthetic relate to the concept? The song?
  - o   Yes
- Is the aesthetic consistent?
  - o   yes
- Is the aesthetic driving the concept, or vice-versa?
  - o   yes

Execution

- Are type size/color/face/treatment choices helping or hurting?
  - o   I don't think the typeface is doing too much (helping or hurting). It might be useful to do more type exploration of other sans serifs
- Are images presented with sufficient resolution, and without unintentional distortion or compression artifacts?
  - o   No, the images are currently not in high resolution
- Have image edges all been considered and managed?
  - o   Not completely. There are still moments like the header of the page that need to be smoothly integrated into the page.
- Will elements such as fonts transfer as intended to the browser environment?
  - o   I think once you do more type exploration the font could really add to the environment of the browser.
- Can you build it?
  - o   Let me know if there is anything that you cannot build for this website, and we can work together to find an easier solution that you are able to execute.