Hollywood Monsters

Case Studye

DSGN 360| Eliana Vasquez | Western Washington University

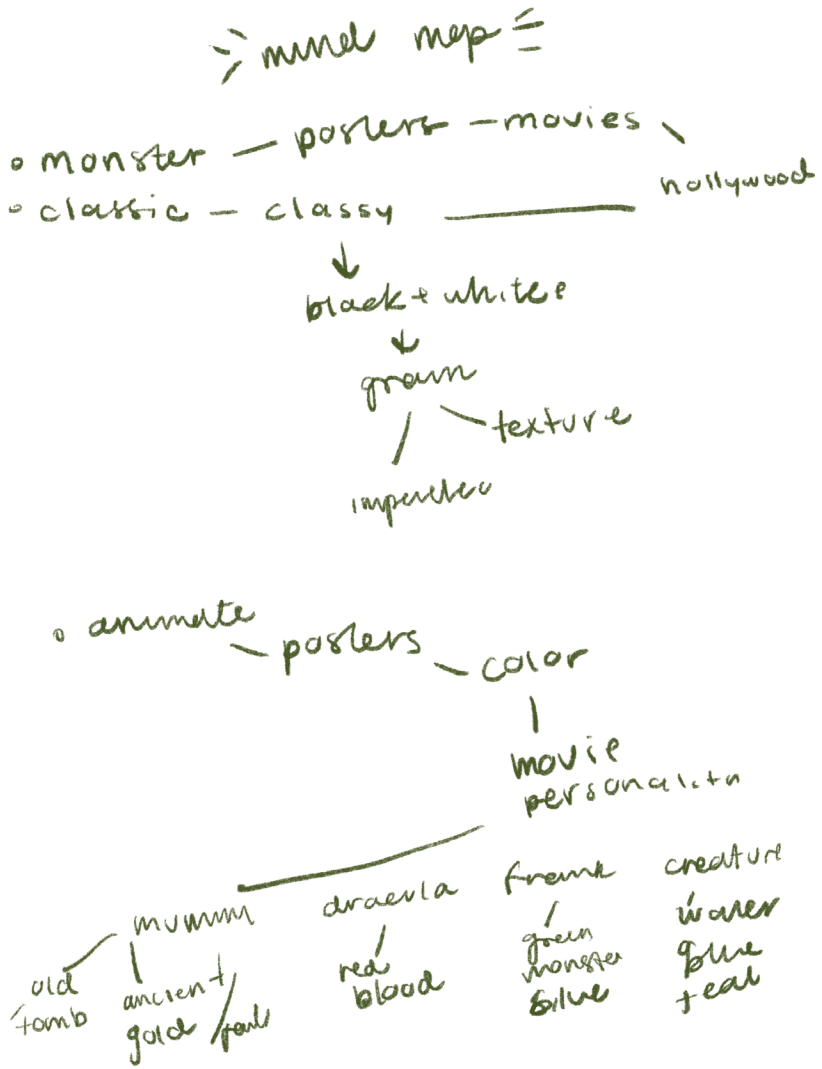
Background

Online editorial platforms are trying new and exciting ways of presenting content to make full use of the digital experience. Your challenge is to bring a short story to life, while considering the flow of content, visual design, expressive web typography, animated and interactive enhancements, and overall responsive nature. You will be designing and developing a more experiential single-page website of around 700 words. It is critical that you experiment with the format to create a unique viewing experience, while still considering the flow of information and usability.

For this project, I decided to explain the story and legacy of some of the most iconic monsters created by Universal Studios. The monsters I chose to showcase established the blueprint for horror and pop culture.
This interactive website navigates through a timeline of animated film posters that give a glimpse of what design was during the decade.
The information that accompanies these posters is a quick overview of the actors and the impact these movies have and how they are viewed

My approach to this project was to create a website that felt as if the movies were coming to life as the user scrolled. The way I did this was by animating film posters in After Effects to create subtle movements that would not feel distracting to a reader yet keep them entertained.
The subtle graphics such as the fading lines help feel this timeline interactive and help guide the user.

Research



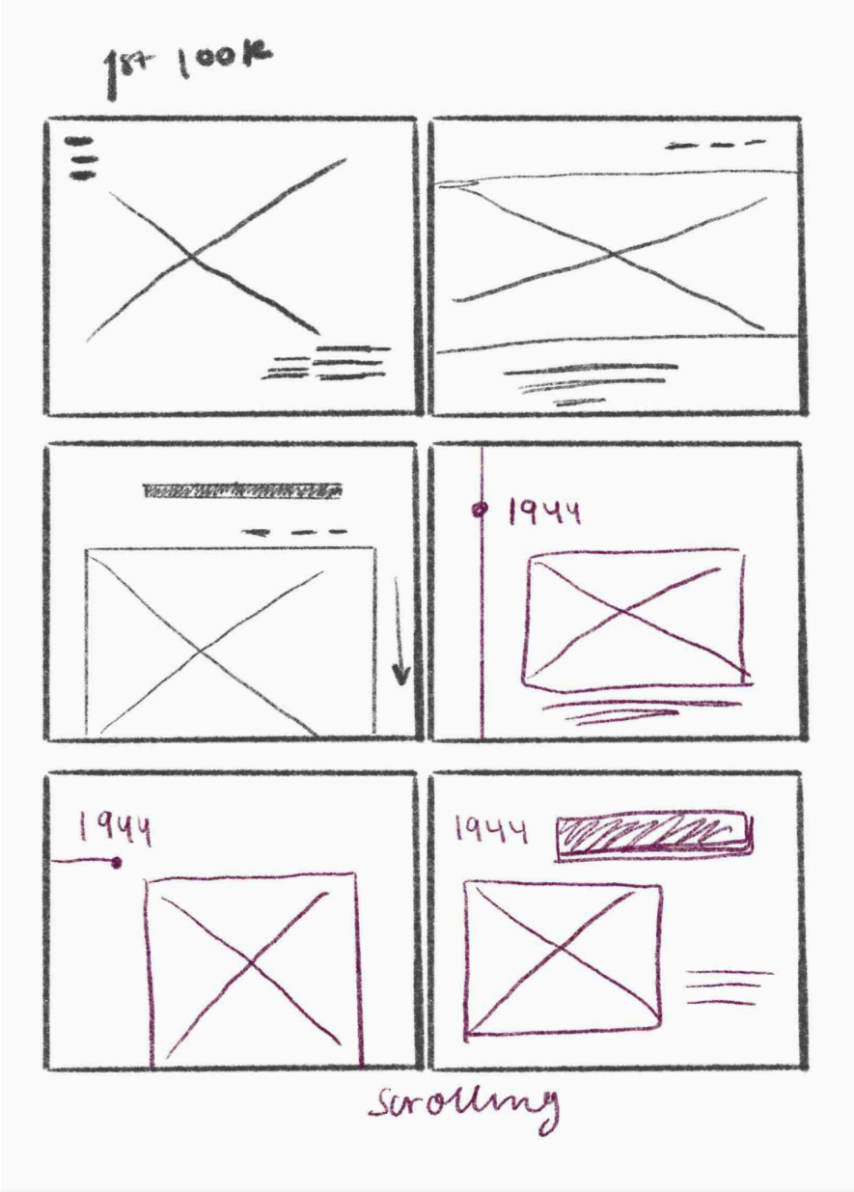
Once I knew what my topic was, my first step was to create a mind map to understand the visuals and function of this website design project

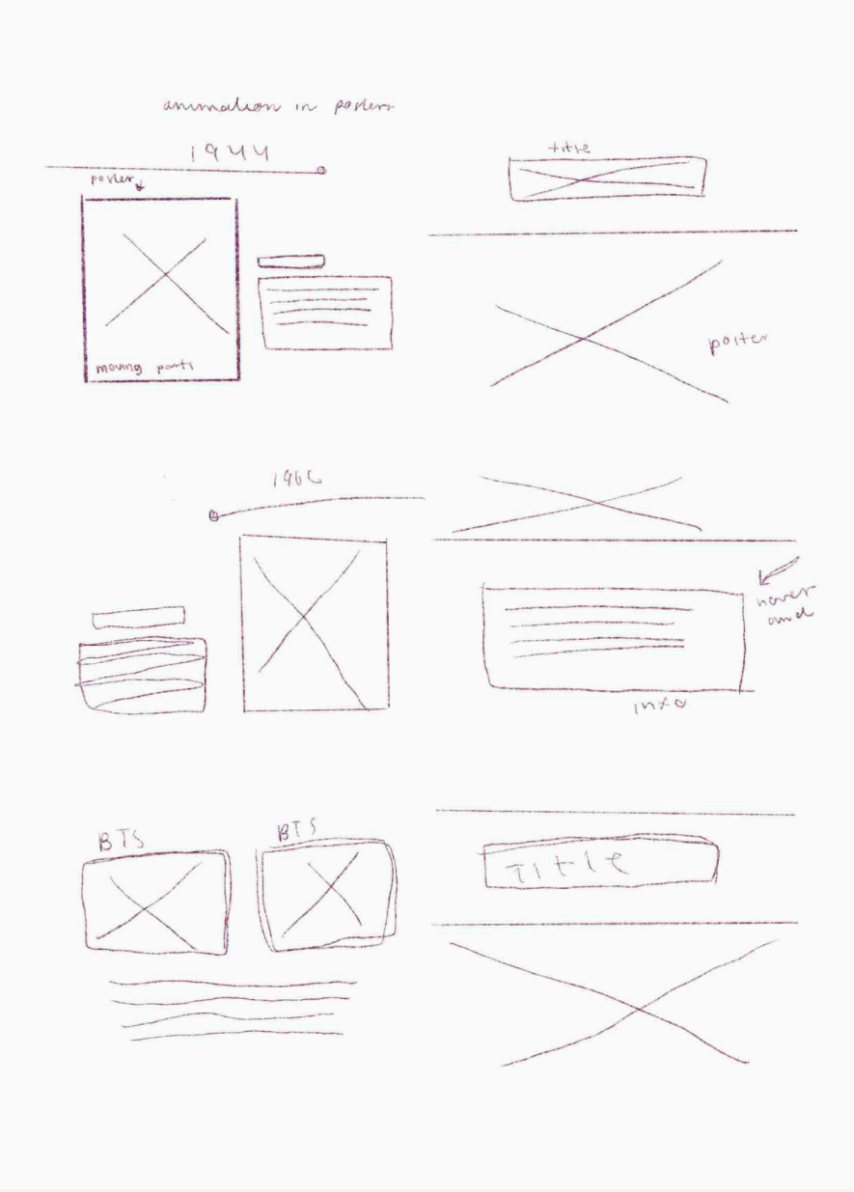
These were a couple of the initial posters presented to my class for feedback. I decided to keep a couple of these and change up the others a bit.

The main audience for this website would be anyone interested in learning a bit more about horror films or wanting a little guide on where to start if they want to watch some of the first Universal Monster Movies. These movies have a cult-like following that would be interested in consuming more of this content in a different form.

Concept Evolution

My initial goal aesthetically was to find a way to interlock text and images in a strong composition that was effective for users. Another goal was to find a way in which the user flow allowed users to feel overwhelmed with the animations.
My goal conceptually was to create something that would be interesting for a broad audience of hardcore horror movie fans and people who have never seen these films and not feel overwhelmed.


1st look
1944
1944
1944
Scrolling


animation in poster
1944
poster
moving parts
title
poster
1946
hover and
into
BTS
BTS
Title

These were the wireframes presented to the class. I received good back and felt confident to create a website that was effective and realistic for my beginner coding skills.

visual elements to include:

- moving poster effect (loop) gif or video?
- subtle movements to bring posters to life

outside frame

inside

- each monster has its own color but everything is mostly black and white

These are initial sketches where I showed my concept for animated movie posters and color palette explorations

The user flow of the website is very straightforward and consists of a single scroll across the page. My initial concept was to create a small menu but due to technical difficulties, I was not able to include it in my final product.

HOLLYWOOD MONSTERS

UNIVERSAL STUDIOS CLASSIC MONSTERS

Universal Monsters or Universal Horror is the name given to a series of distinctive horror, suspense and science fiction films made by Universal Studios from 1923 to 1960.

DRACULA FRANKENSTEIN THE MUMMY CREATURE OF THE BLACK LAGOON

The studio's leading horror actors were Lon Chaney, Béla Lugosi, Boris Karloff, and Lon Chaney, Jr., and the numerous directors included Tod Browning, James Whale, Robert Florey and Karl Freund. Later on, the popular comedy team, Abbott and Costello, effectively joined the franchise beginning with Abbott and Costello Meet Frankenstein, the first of a series of comedy films that had the pair encounter the monsters, which were largely played seriously in the stories while the comedians handled the humor elements.

DRACULA 1931

Dracula is a 1931 vampire-horror film directed by Tod Browning and starring Bela Lugosi as the title character. The film was produced by Universal and is based on the 1924 stage play Dracula by Hamilton Deane and John L. Balderston, which in turn is based on the novel Dracula by Bram Stoker.
Today, Dracula is widely regarded as a classic of the era and of its genre. In 2000, it was selected for preservation in the United States National Film Registry by the Library of Congress as being "culturally, historically, or aesthetically significant".
To many film lovers and critics alike, Lugosi's portrayal is widely regarded as the definitive Dracula. Lugosi had a powerful presence and authority on-screen.

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i ♡ ipads

USABILITY TESTING

1. Determine what the website is about.
2. Create 3 tasks for the user to perform:

Identify menu
Distinguish each dif. monster section
Find the date from each movie

4. Allow the user to explore the website
5. Rate your experience below (3 is highest):

	RATING	COMMENTS
Site load time is reasonable	3 2 1	
Font size/spacing is easy to read	3 2 1	
Logo is prominently placed	3 2 1	
Homepage is digestible in 5 seconds	3 2 1	
Clear path to important information	3 2 1	
Clear path to the "tasks"	3 2 1	
Main navigation is easily identifiable	3 2 1	maybe add sticky nav to get to other monsters?? but not needed
Navigation is clear and concise	3 2 1	
Navigation is consistent	3 2 1	
Major headings are clear & descriptive	3 2 1	
Styles + colors are consistent	3 2 1	just keeping gutters consistant! figuring out paragraph layout
URLs and page titles are explanatory	3 2 1	
Overall website was easy to understand	3 2 1	
Website is error free on all viewports	3 2 1	

so rad. I love it. Excited to see movement

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Homepage is digestible in 5 seconds	3 2 1	
Clear path to important information	3 2 1	easy + engaging to navigate!
Clear path to the "tasks"	3 2 1	
Main navigation is easily identifiable	3 2 1	
Navigation is clear and concise	3 2 1	
Navigation is consistent	3 2 1	
Major headings are clear & descriptive	3 2 1	would be fun to add some movement!
Styles + colors are consistent	3 2 1	
URLs and page titles are explanatory	3 2 1	
Overall website was easy to understand	3 2 1	
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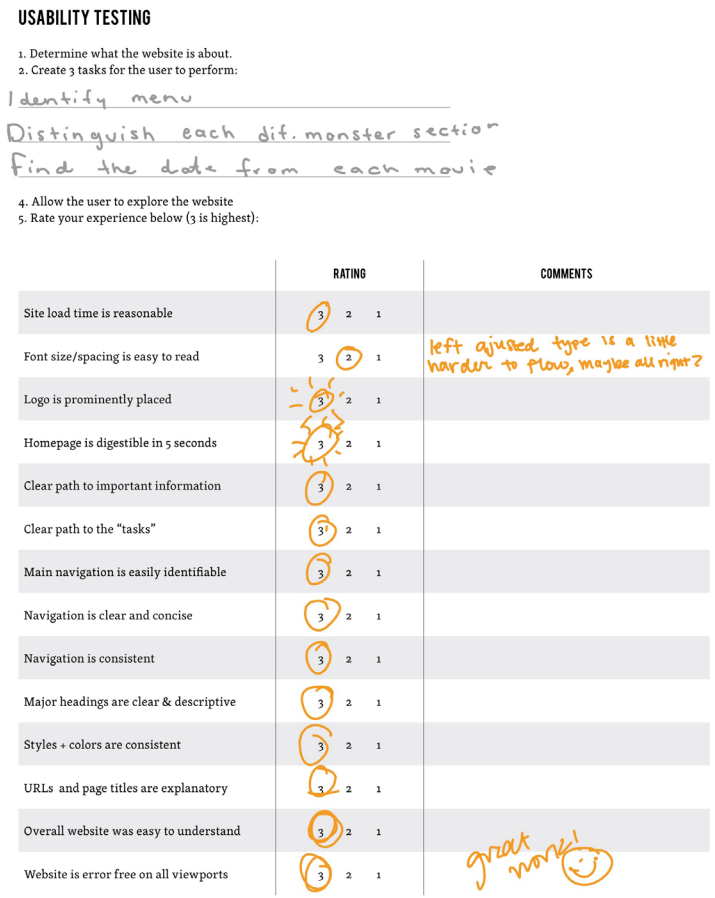

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5. Rate your experience below (3 is highest):

	RATING	COMMENTS
Site load time is reasonable	3 2 1	
Font size/spacing is easy to read	3 2 1	left ajusted type is a little harder to flow, maybe all right?
Logo is prominently placed	3 2 1	
Homepage is digestible in 5 seconds	3 2 1	
Clear path to important information	3 2 1	
Clear path to the "tasks"	3 2 1	
Main navigation is easily identifiable	3 2 1	
Navigation is clear and concise	3 2 1	
Navigation is consistent	3 2 1	
Major headings are clear & descriptive	3 2 1	
Styles + colors are consistent	3 2 1	
URLs and page titles are explanatory	3 2 1	
Overall website was easy to understand	3 2 1	great work!
Website is error free on all viewports	3 2 1	

Based on my feedback from my usability testing from my peers, I needed to include a bit more color and they were ready to see a bit more movement to this page and bring it to life. I brought these notes into my final website to create a better overall experience.

Outcome

HOLLYWOOD
MONSTERS
Universal Studios Classic Monsters
Universal Monsters or Universal Horror is the name given to a series of distinctive horror, suspense and science fiction films made by Universal Studios from 1923 to 1960 which later became the blueprint for many horror films through the years
Dracula
Frankenstein
The Mummy
The Creature

CREATURE FROM THE BLACK LAGOON

1954

Creature from the Black Lagoon is a 1954 monster horror film directed by Jack Arnold, and starring Richard Carlson, Julia Adams, Richard Denning, Antonio Moreno, and Whit Bissell. The eponymous creature was played by Ben Chapman on land and Ricou Browning in underwater scenes. The film was released in the United States on March 5, 1954. Creature from the Black Lagoon was filmed and originally released in 3-D requiring polarized 3-D glasses, and subsequently reissued in the 1970s in the inferior anaglyph format (this version was released on home video by MCA Videocassette, Inc. in 1980). It was one of the first Universal films filmed in 3-D.

While designing and coding this website I came across plenty of challenges. The main one was the actual coding process, I found myself stumbling and focusing on small details that would eventually delay my process. Researching and asking for help was also time-consuming.
The second challenge was not being able to execute a couple of ideas that I wanted integrated into my website such as the interactive menu.

Once I completed my website, I felt very proud of the final product. I overcame many challenges along the way and practiced my problem-solving skills. This project challenged me to use my design skills in a new way that had never been applied.

I am a huge fan of these movies and my favorite part was animating the posters and bringing them to life (It's alive! It's alive!)