

PRODUCTION FOLDER



CHRIS MARTIN MED313

WEEKS ONE - FOUR

Introduction to Module

The aim of this project is to design and deliver an interactive media outcome will seek to remediate an existing media text (film or television) using interactive methods. The content created will address the changes in audience behaviours surrounding the viewing habits of primary texts in the media domain.

This production folder will outline the decisions and planning undertaken during the production and design of the proposed interactive application and present the aims and objectives of the revised proposed interactive solution taking on board all feedback. The final stage will then be to execute the design of the interactive content using relevant software.

Design proposal and Production Folder.

This production folder should contain:

- o The project proposal/brief
- o A production schedule with timescales and identified completed components at the time of submission
- o Visual examples and annotations of the contextual references that have informed the proposed design
- o Sketches and diagrams that track the planning and revision of the project work
- o A discussion of the relevant theoretical and professional issues related to the chosen genre/category of work
- o An analysis of the research, development and decisions taken during the production
- o Digital image mock-ups of a minimum of 8 proposed website pages



PRODUCTION SCHEDULE

Week 1.
brain storming
Week 2.
The interactive
design process
Week 3.
project scoping
Week 4.

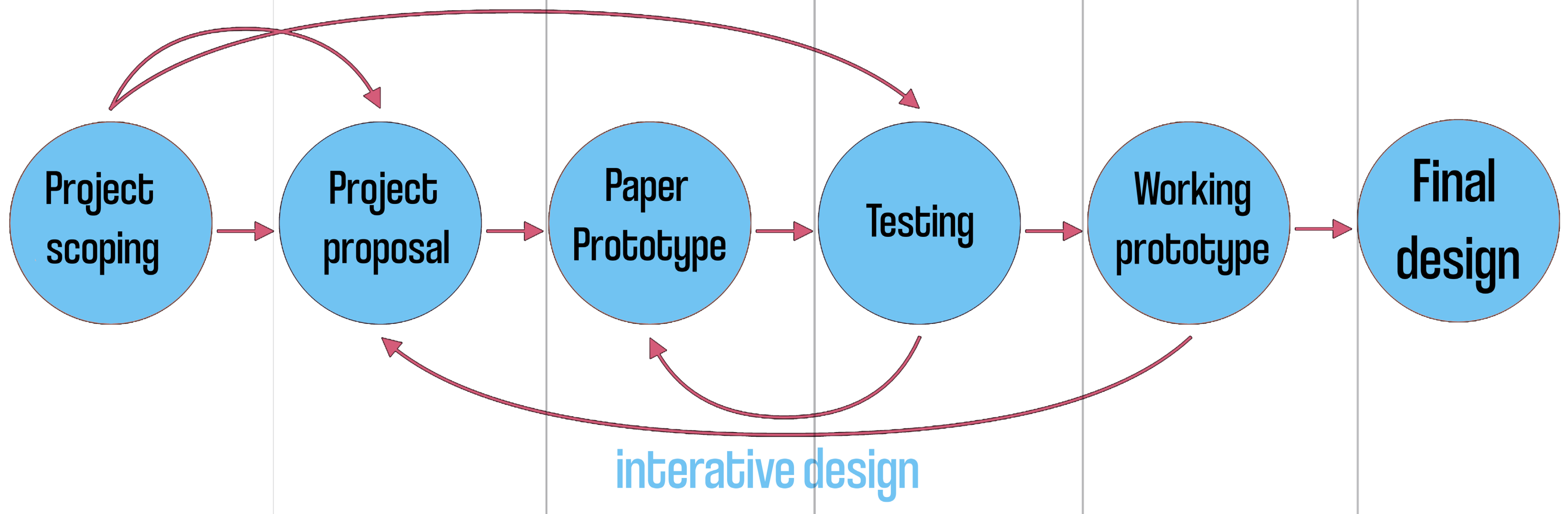
Week 6 - 8.
Interface and
content design
and structure

Week 6 - 8.
**Iterative design
practice**

Week 8 - 10
User testing,
adjustments,
revisions, further
questionnaires,

Week 10 - 12
Coding and
Project support,
Proof of concept,
UI/UX design,
User testing,
adjustments,
revisions.

Week 13
Final
presentation
of completed
interactive web
application.



PRODUCTION SCHEDULE

An interesting point taken from the book 'Fundamentals of Project Management',

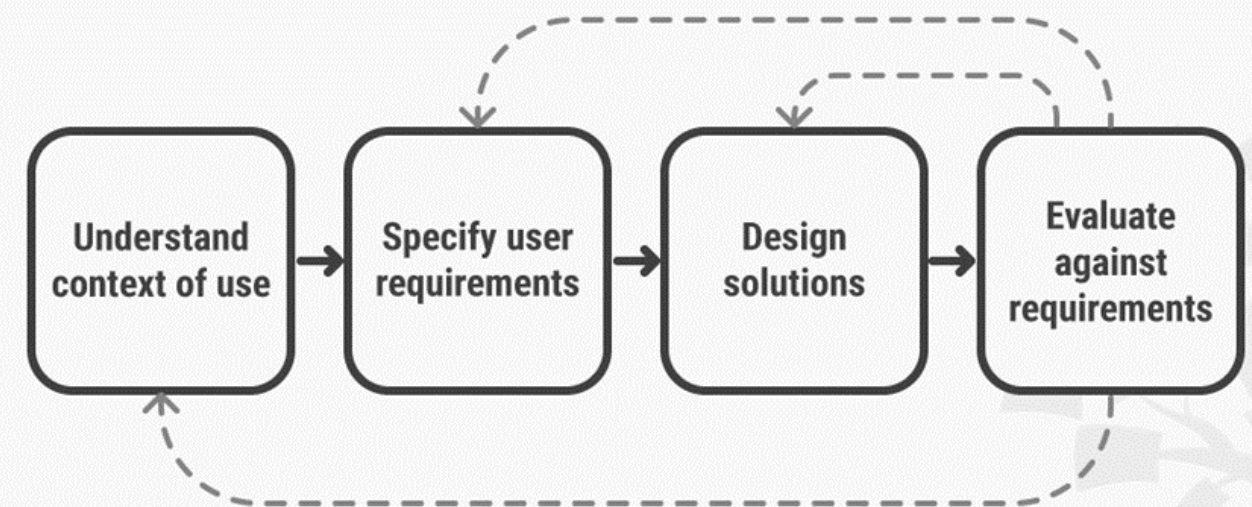
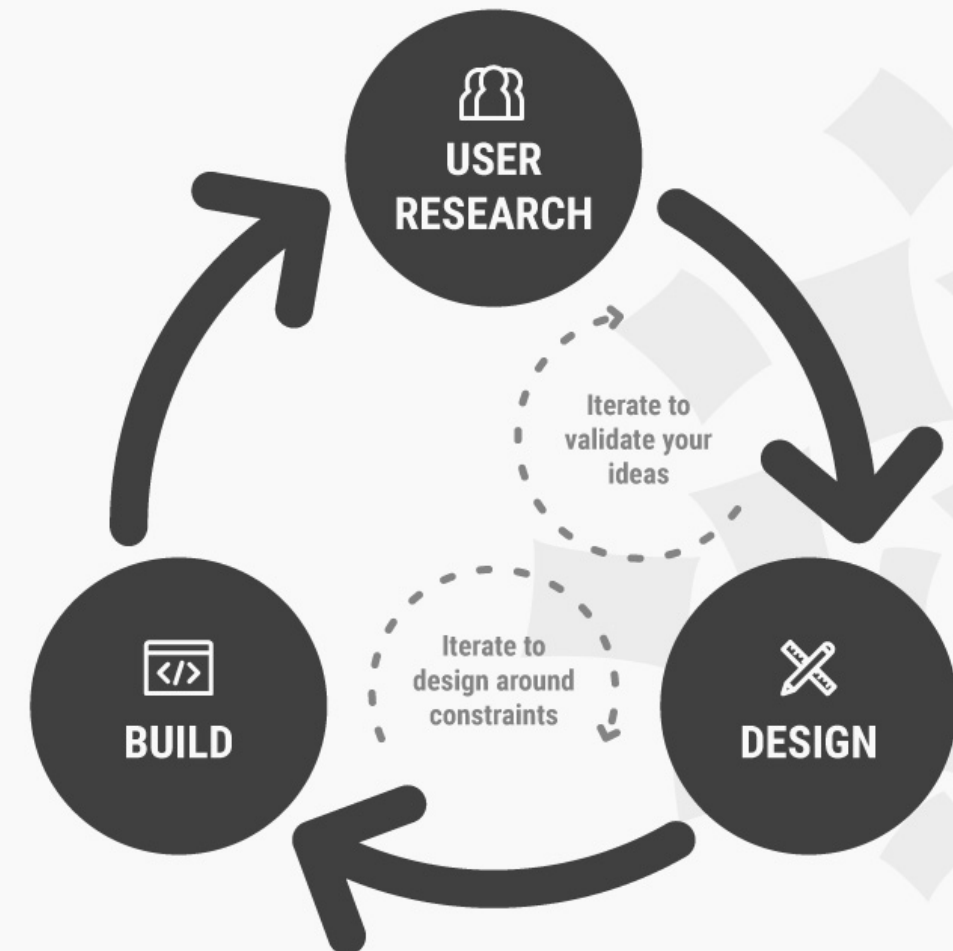
“One-person projects do require good self-management, or good time management, but all you need is a good to-do list, which comes from a task listing. However, unless you are coordinating the work of other people, you aren’t practicing true project management”.
(Lewis, 2007)

“No product is an island. A product is more than the product. It is a cohesive, integrated set of experiences. Think through all of the stages of a product or service – from initial intentions through final reflections, from first usage to help, service, and maintenance. Make them all work together seamlessly.”

Don Norman, inventor of the term “User Experience”

(What is User Experience (UX) Design?, n.d.)

THE ITERATIVE PROCESS OF UX DESIGN



PROJECT SCOPING

The project scoping period involves 'Scope Creep' becoming an issue. getting information required to start This refers to changes, continuous a project, and the features the end or uncontrolled growth in a project's product should have that would scope, at any point after the project meet the users requirements. It is an begins. Having a well thought out important phase in the overall project project scope cuts down on wasted to not only have a good idea what the time, effort and money. finished product should be, but to Lewis, James (2002).

stop what is known as

So what exactly is needed to carry out an effective scoping phase?

Research will need to be carried out into:

- Existing media texts and remediated examples.
- We will need to create some insights and user profiles.
- We will need to create a user questionnaire
- to dissect and conduct a technical analysis of existing media content.

• All to include:

- photos,
- screenshots,
- hand sketches,
- mind map
- proposed user story
- user journey.

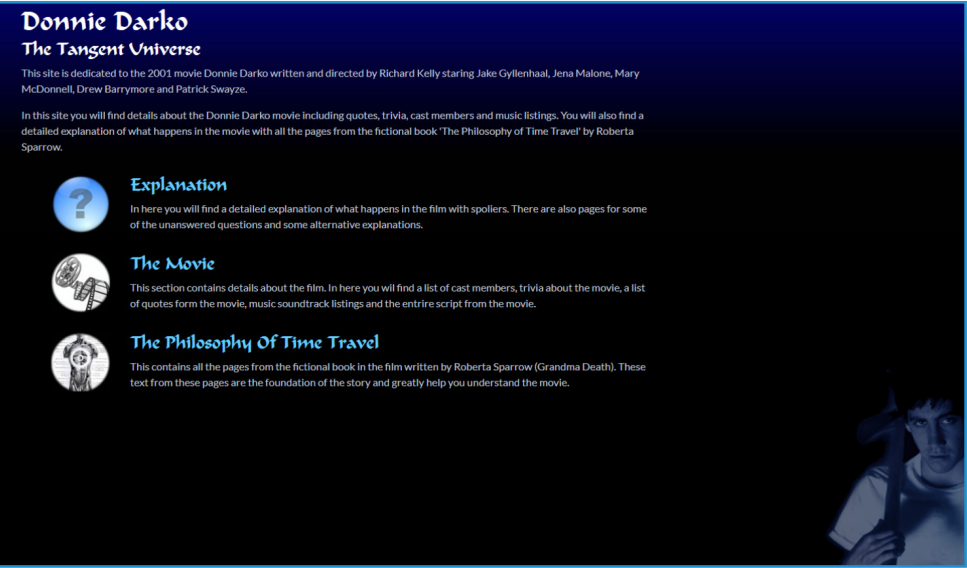


brain
STORMING

Project Scoping

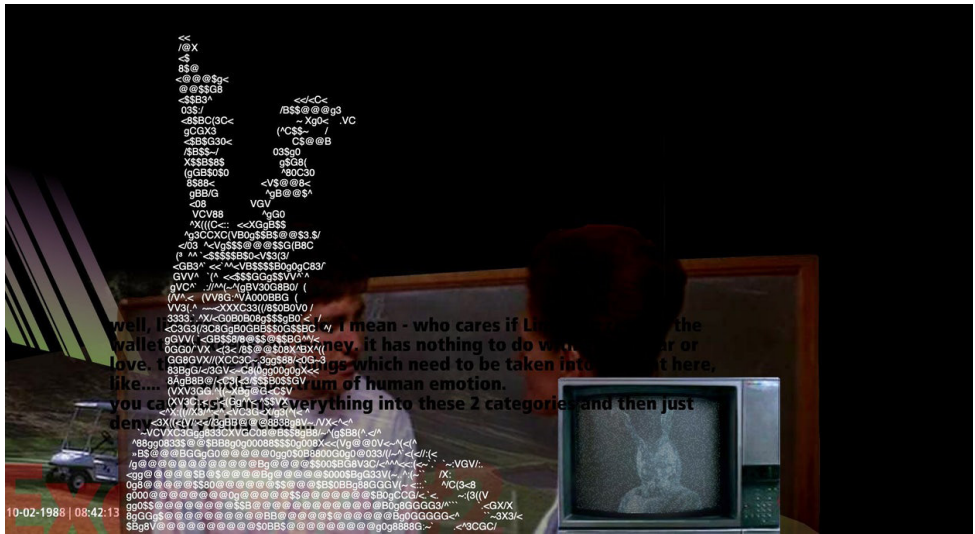


Harry Potter - Pottermore, became Wizarding World.com. Pottermore was an official Harry Potter website made by J. K. Rowling. It started in April 2012 as a joint venture by Rowling and Sony. It began with interactive features such as games and let the user follow each chapter of Harry Potter from the Philosopher's Stone to the ending of the Deathly Hallows. It placed users in their Hogwarts house and gave them a wand. Since remade and relaunched in the style of a blog. Focusing mainly on new writing from Rowling, news and special feature articles, it allows the user to make a more private profile where they are sorted in both their Hogwarts and Ilvermorny house. Pottermore also gives them a wand and tells them what Patronus they would have. Sunday Morning Herald (2011).



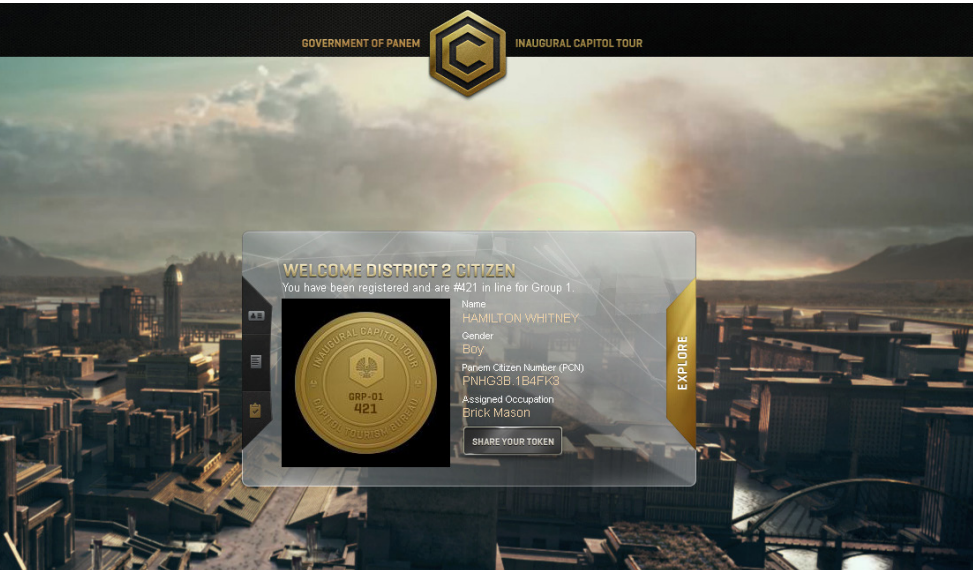
Donnie Darko - The Tangent Universe

Well, when the movie came out, they put up a website called donniedarko.com. The page was created in 2001 and has been deleted since then; however, the Internet never forgets, and someone was able to save an archive of the site. While other movie sites just throw a trailer on the home page and call it a day, donniedarko.com took it to another level by transforming the movie site into an interactive game with levels. DNA, Dylan (2018).

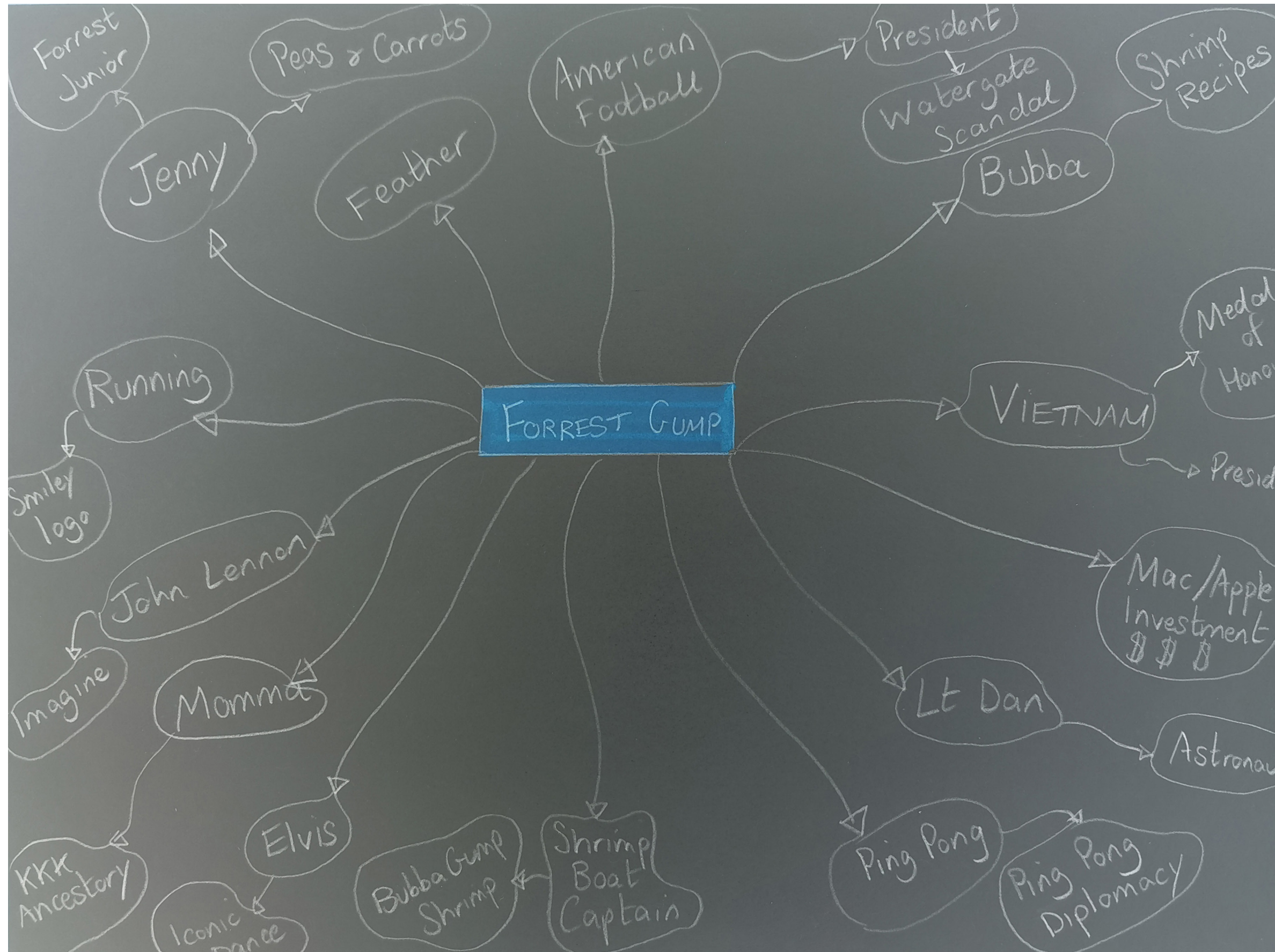


Hunger Games - The Capitol.pl

Was operated by Lionsgate and fictionally operated by the novel's evil Capitol — allows users to randomly register in a Panem district. It also offers a “Countdown to the 74th Hunger Games” that, conveniently enough, take place on March 23, 2012, the day of the Gary Ross-helmed release, and a “Capitol Announcements” news ticker that informs users of gems like, “Reminder: Communication with Avoxes is strictly forbidden. Loose lips attract a peacekeeper’s whip!” Another offering from the Capitol’s website: The number of tesserae — i.e. food credits that enter tributes into the Hunger Games raffle — claimed by each district. (Still waiting for a “Pin the Ridiculous Clothing Item on the Capitol Inhabitant” interactive game.)



MINDMAP



Recaping on the movie in no particular order, the mind map shows all the main areas that I could focus the website on. There's plenty of content to choose from.

I will have each section dedicated to a different chapter in Forrests life story.

MINDMAP

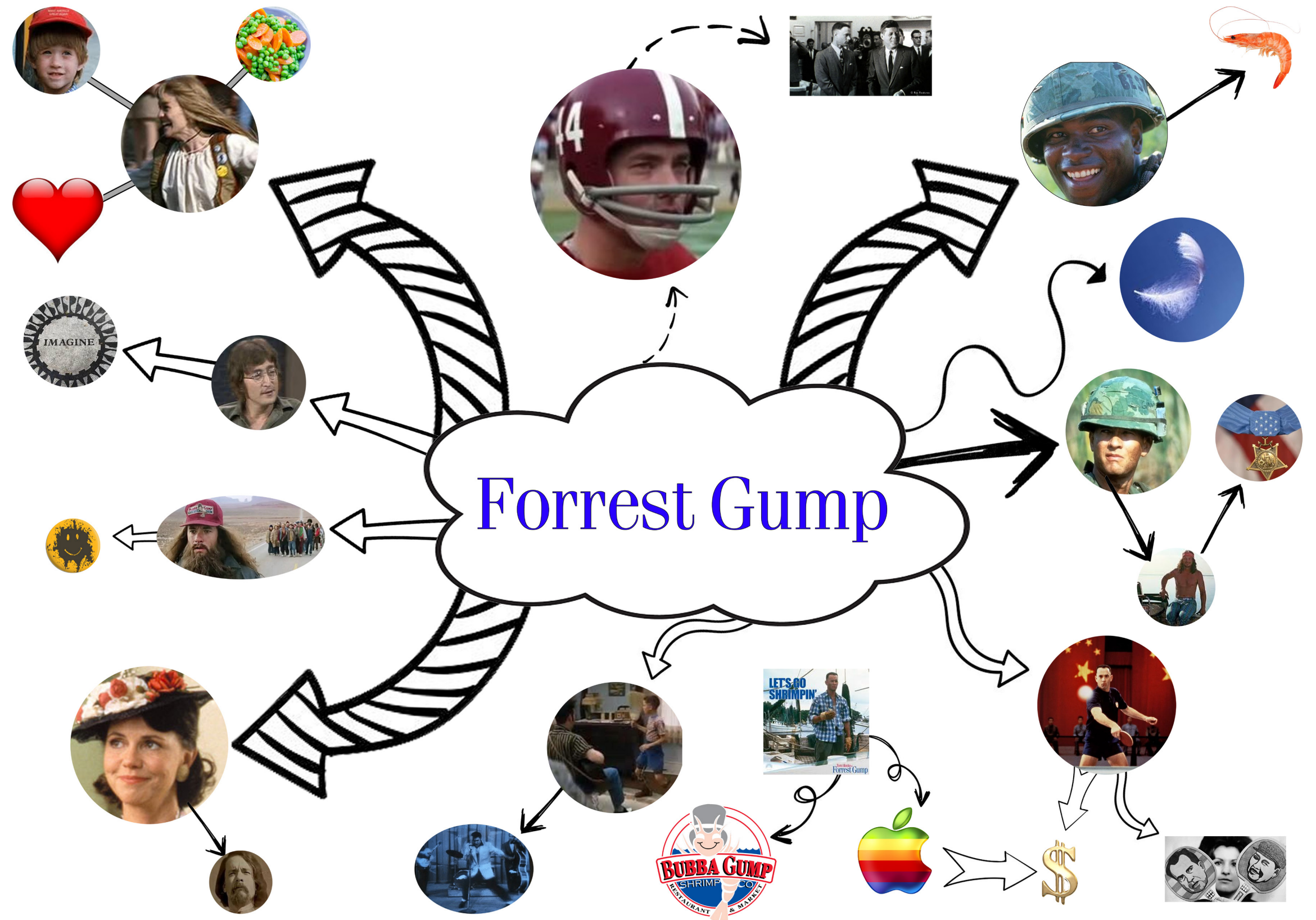
This second mind map was designed to help me visualise the content and characters the feature in the movie.

This will help in the content creation phase of the production folder.

From top left:

- His family and his love of them.
- His college football career.
- Enlisting for Vietnam
- Meeting Bubba
- Losing Bubba
- Saving Lt Dan
- His medal of honour
- Discovering his talent for ping pong
- Ping pong diplomacy
- Shrimp boat captain
- Making his fortune
- Investing in Apple
- Bubba Gump shrimp
- His Momma
- Running

All potential interactive spaces I will need to develop further.



WEEKFOUR - SIX

Understanding Users



Important questions to ask during the information phase:

- **What is this site supposed to do?**

This site aims to entertain the user.

To be aesthetically appealing yet simple, to take the user on a journey with very minimal effort, to work seamlessly on whatever their chosen device may be, to be make them want to revisit or recommend the site to others, to take them on a trip 'down memory lane' so to speak.

- **Who is the site being made for?**

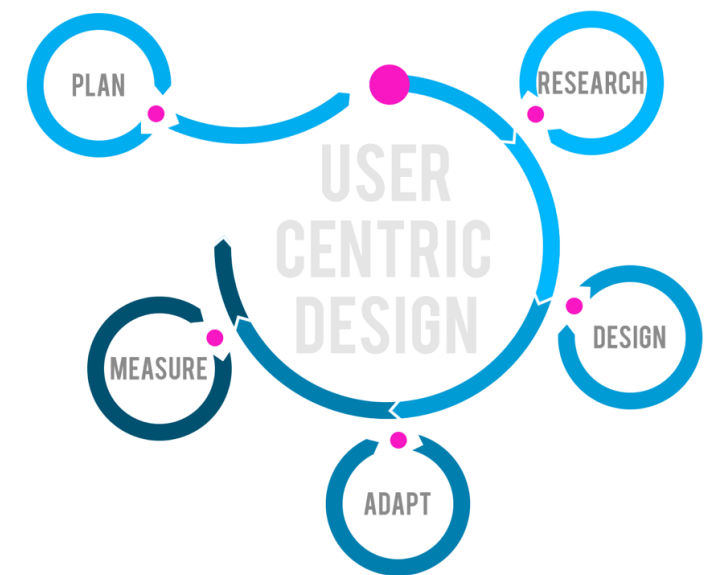
This phase is all about collecting as much relevant information on potential users as possible.

The orientation of the design, content and website structure decisions will

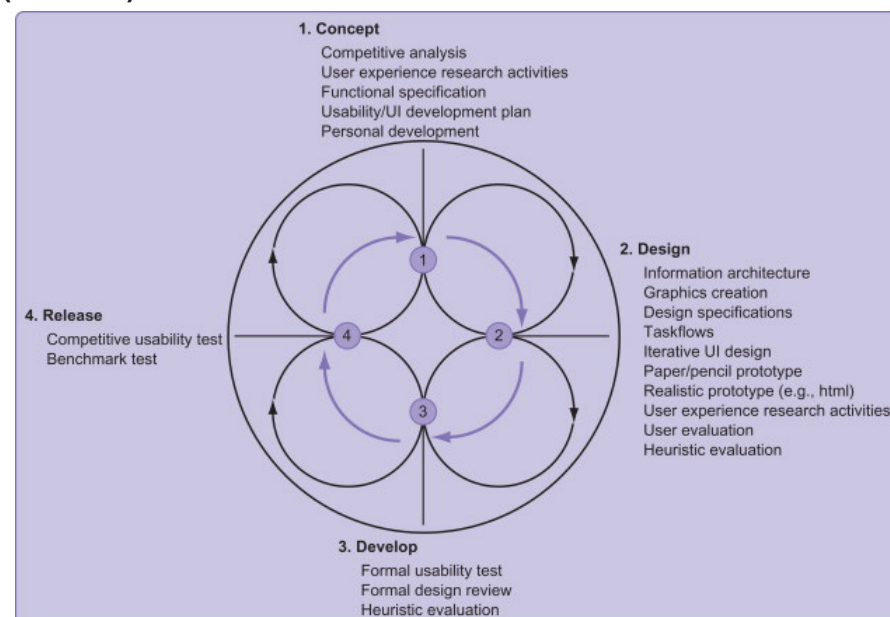
be made off the back of the data collected.

With the following questionnaire completed by a relatively small population, there should be enough data to inform how the website will take shape.

This '**user centric design**' (UCD) is to put the potential user at the center of the design decision making process.



"The designer should strive for a detailed understanding of the needs, wants and limitations of the people who will use the end product and then makes design choices that incorporate this understanding". Nunes & Pratt (2012).



Researching the audience is a critical stage in the production schedule, as it helps us find out the answer to exactly what should be included and in what context.

Non leading, simple questions to ask:

- Age range
- gender
- online frequency
- media platforms

- will help to inform which device to target first.

- online activity

9 simple check-box questions should provide sufficient data for this project.

(Baxter, Courage and Caine, 2015)

AUDIENCE RESEARCH

Questionnaire

- ☐ Female
☐ Male
☐ Other
☐ Prefer not to say

- ☐ Under 18
☐ 18-24
☐ 25-35
☐ 36-45
☐ 46-55
☐ 56+

Question 3. How much time on average do you spend online per day?

- ☐ None
☐ 1-2 Hours
☐ 3-5 Hours
☐ 6-8 Hours
☐ 9 Hours +

Question 4. Which device would you use most often to consume your online content?

- ☐ Smart Phone
☐ Laptop
☐ Tablet
☐ Smart TV
☐ Desktop PC
☐ Other, please specify

Question 5. Do you ever research the entertainment you consume?

- ☐ Often
☐ Occasionally
☐ Never

Question 6. Have you ever seen the movie Forrest Gump?

- ☐ Yes
☐ No
☐ Yes, several times

Question 7. What did you think of this movie?

- ☐ Loved it!
☐ Was OK
☐ Not really
☐ Hated it!

Question 8. If there was a website based on the movie Forrest Gump, how interested would you be in visiting the site?

- ☐ Yes
☐ Maybe
☐ No, crap idea

Question 9. What might you hope to see on a website like this?

- ☐ Visual aspect
☐ Interactivity
☐ More indepth info
☐ Functionality
☐ Easy to navigate
☐ Other, please specify

TARGET AUDIENCE

Forrest Gump has developed a huge fan base since it was released 26 years ago. It has gained cult status almost with a whole thriving tourist industry in it's wake, not to mention a massively popular restaraunt franchise in the USA. (BubbaGumpShrimp). Most people our audience research have encountered have seen the movie at some point. Some only the once, whilst others several times over. The movie has such a layered story line that it really does lend itself to multiple viewings.

On a par with the Home Alone brand, where it has become a tradition to watch at Christmas time. Forrest Gump's storyline has so many little character interactions tied in with quite a few American historical milestones over the last century. You can watch this movie a hundred times and still pick up on details each time. It's a real testament to how well the story was written.

Our target audience for this remediation will be taking a seat on the park bench

right next to Forrest Gump to find out more about his life story. The avid fan who has seen the movie a hundred times and wants to be reminded of why they love it so much, to the person who has watched it once but wasn't paying attention. The aim here will be to grab their attention to show them the real depth of the storyline. To show them how actual non-fictional American history is intertwined with very intelligent script writing and some of the best CGI that 1994 had to offer. The way the music plays on our nostalgia and longing for a generation most of the us were never born into. To make us feel home sick for a place we've never visited. That's one of the emotions this movie envokes so well.



PROJECT PROPOSAL

Primary Text

The primary text chosen for this project will be the movie, Forrest Gump.

The end goal will be to build a fully functional website based on the overarching themes that exist within this movie.

Forrest Gump is an American 'epic romantic comedy-drama' starring Tom Hanks as Forrest, directed by Robert Zemeckis and written by Eric Roth, released in 1994. It is based on a novel by Winston Groom from 1986.

The aim of this project is to offer the user a remediated interactive version of the movie, in the form of **Forrest Gumps Memoirs**.

In the format of a one page scrolling website, will be an effective way to briefly retell Forrest's life story as the user scrolls down the page.

The movie opens and closes with the image of a white feather floating through the air. In the opening, it comes to rest in Forrest's suitcase. At the end, it flies back up into the air, helping to symbolize the cycle that has now been completed—specifically, the cycle of life and death, and one of new beginnings. After all, the movie ends with Forrest's son going off to his first day of school just like Forrest did at the beginning of the movie.

Okay, clear enough. But, let's dig a little deeper and think about just how that feather gets around. Does it have legs

(with braces on them)? Is it on a hippie bus chugging toward California? A ship cruising toward Vietnam?

No, it has the wind, i.e., chance. That dancing feather has no clear destiny, no point where it's supposed to end up. It just is. In other words, it symbolizes Forrest's view of life rather than Lt. Dan's; there's no big destiny endgame we're all trying to achieve, there's just a random series of events knocking us about. As Mrs. Gump would say, "Life is like a floating feather. You never know where it's going to end up." And, as Jenny sings in the nudie bar, the answer to all of life's big questions is just "blowin' in the wind."

We don't even have to dig very deep to come up with this since Forrest says it straight out: "I don't know if we each have a destiny, or if we're all just floating around accidental-like on a breeze."

The overarching theme for this project, **fate and destiny**.



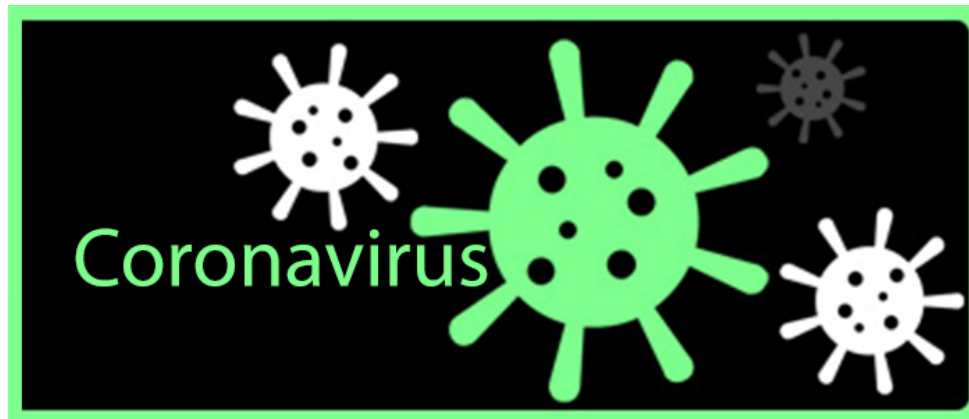
PROJECT LIMITATIONS

Covid-19 restrictions:

Not being able to access the university computer labs 24 hours has been a real struggle to my productivity.

My main free time to study and design is after work and when the kids have gone to bed. Unfortunately the computer labs close at 5pm, so I have been resigned to trying to run fairly intensive software on a slow, overheating laptop.

Granted, we may all be struggling with similar issues which we'll need to overcome, but on a personal level, this has been a challenge.



Coding ability:

The websites I have looked at for inspiration always seem to contain a high percentage of javascript or advanced coding techniques.

I'm worried that by being over ambitious

in the early design stages I will run into some major issues when it becomes time to start coding. So I feel I'm keeping the design and functionality fairly basic because of this. I do hope to develop my coding ability to the point where the design and functionality will be at the forefront of my decision making.

Personal limitations:

I am performing a juggling act to be in University this year. Balancing my time between full-time studies, a full-time job, a part-time job, a toddler and an eight year old, is a skill I've yet to acquire!

Self discipline is clearly lacking, but the student culture of cramming at the last minute is not something you can just will yourself to stop doing. So in these strange times, in a way, students are being penalised for the WAY in which they learn and study and produce work.



FONT & Styling Guidelines

Now a magical film starring **Tom Hanks**

Forrest
Gump

WINSTON GROOM

#171673

#ffffff

#af0e0e

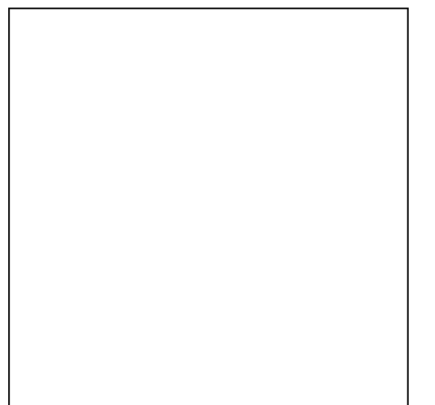
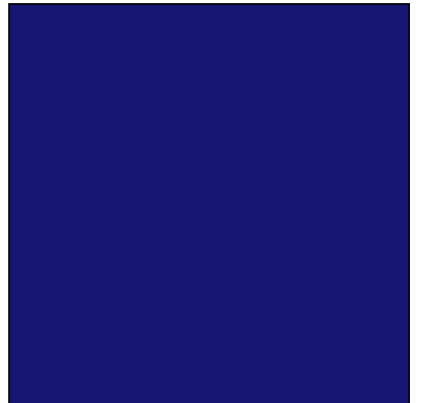
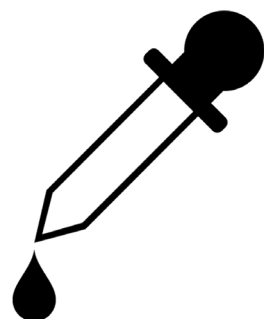
#000000

Thanks to Google it was relatively easy to find out which font was used for the Forrest Gump movie posters/ dvd covers etc. Fenice Light.

With this font downloaded and installed in it's own sub directory, I will be able to link this font using CSS font-family code and src: url to the correct file path.

I will try and incorporate this font to my main h1 headings styled to be the same navy blue as in the poster.

The poster uses the red white and blue colour scheme to represent the movies proud American theme. Using the eye dropper tool on the poster in photoshop, I created the colour swatch to the right.



WEEKSEVEN

Coding Masterclass

Coding Master Class 1



Drag and Drop Javascript

This section of the Master Class will focus on the HTML API 'drag and drop' from HTML5 using Vanilla Javascript



Drag and Drop JQuery

This section of the Master Class will focus on the HTML 'drag and drop' using JQuery



Video Controls

This workshop will help students build a simple site with full video background, and buttons that control the playing of video content

SITEMAP

A sitemap is as crucial to planning a new website as a map is to planning a road trip. Without it, both your trip and the user's journey through your website could encounter unplanned and potentially unpleasant stops. As the name implies, a sitemap is a visual representation of your website, aiding users on how to find information. As a vital tool for building a functional and usable website, a sitemap will take consumers where you want them to go instead of going around in circles and ultimately leaving your website in an act of frustration.

This website will be a one page continuous scrolling site. The only separate page will be to take the user to a different window for a simple memory game. They will then close this window when they are finished with the game, leaving the original window intact.

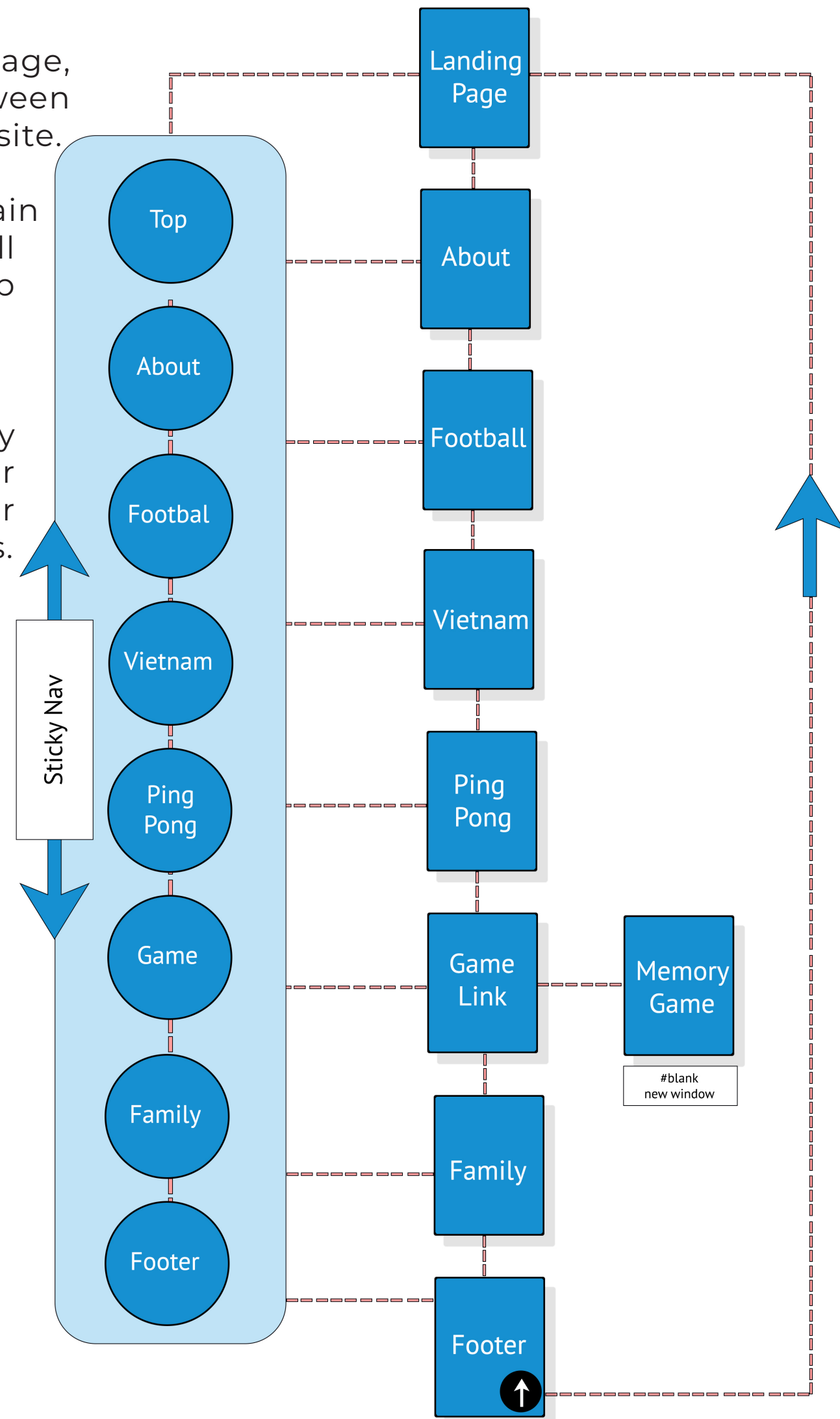
Instead of the usual navigation bar in a horizontal alignment along the top of a webpage, this site will use a sticky navbar in a vertical alignment on the left side of the page.

It will be in a fixed position as the

user scrolls down the webpage, allowing them to jump between the different sections of the site.

The footer section will contain an arrow button which will take the user back to the top of the site again.

Using a sitemap has so many benefits. Not only is it easier to navigate, but it gives better visibility to search engines. Sitemaps can offer the opportunity to link search engines with any changes made to the site immediately after they happen.



CONTENT CREATION

Ideas:

- Video snippets from the movie
- Photos
- Music snippets from the sound track
- Animated buttons
- Sound buttons
- In depth character information
- A simple js. side game
- GIFS
- Some parallax scrolling
- Photo carousel

Using some After Effects skills from first year, I will animate this fan made graphic from the movie of all the stages of Forrest Gump's life.

With the opacity tool I will reveal and fade each figure one by one and loop this video on full screen.

The Bus Stop:



Very relevant to the story telling of the movie and the theme of this website.

The Feather:



It's the first thing that features in the movie. It represents Forrest's nature in life. Floating through life effortlessly and as if by destiny stumbling upon deeper meanings in every interaction.

I want this feather to be a sound Button to trigger some soundtrack snippets.

Memory Game:

The Button designed for our users to click on which will direct them to a new window where they will play a simple game of pairing chocolates.

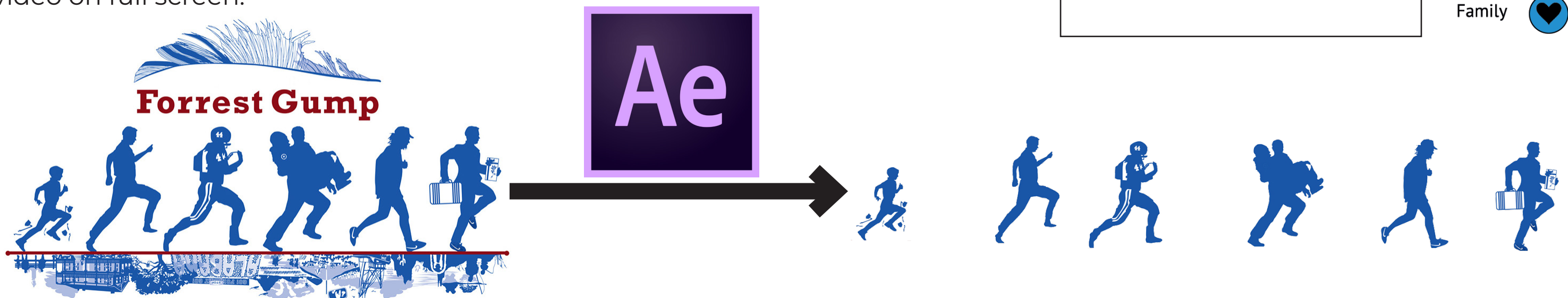
Reference to the quote from the movie where Forrest says "Life is like a box of chocolates, You never know what ya gonna get".



Button Icons:

For the sticky nav bar each button will have a specific icon as shown right.

I found relevant icons on <https://boxicons.com/>



CONTENT CREATION

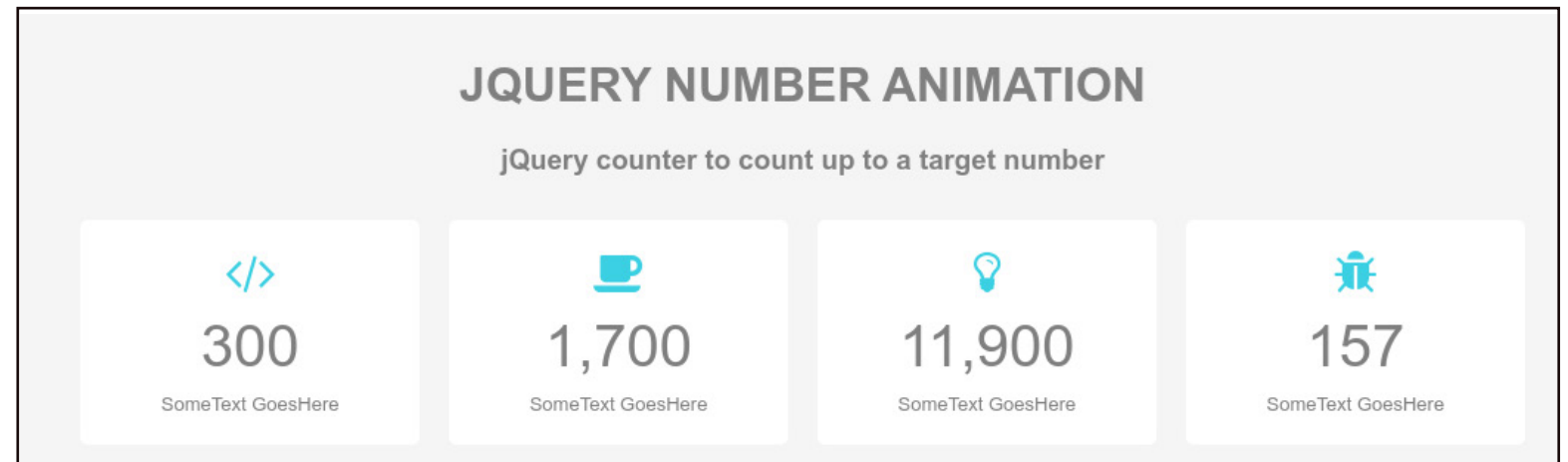
Running Section:

Forrest gump miles covered.

Jquery counter up code to show some stats of his epic run. In the 1994 movie Forrest Gump, Forrest goes on a run one day and keeps running for 3 years, 2 months, 14 days, and 16 hours. He crosses the United States completely twice, and partially another couple of times. The estimated miles Forrest covered in the fictional story is 19,024.

When the user scrolls down to this section, the numbers will begin counting up to their final amounts.

This information was worked out with Google maps by an avid fan of the movie, and offers some insight into how much of an achievement this fictional run would have been.



CONTENT CREATION

Shrimping Section:

This section of the website I intend to focus in on Bubba's extensive knowledge of every shrimp recipe known to man.

In this scene of the movie, he was methodically listing all the different ways which shrimp can be eaten. Recipes passed down from generations in the deep American south.

Using the JQuery Turn.js I intend to present a 'Bubba's Shrimp Recipes' Book.



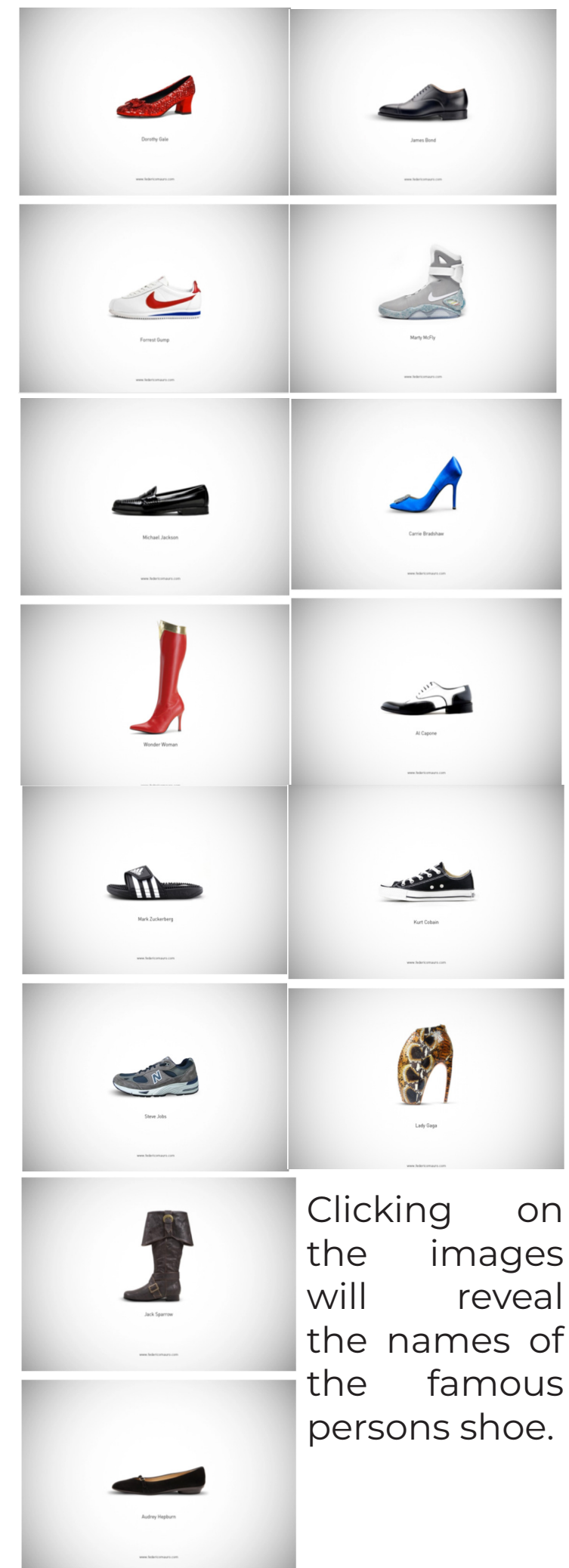
Users will be able to flick through this recipe book for actual shrimp recipes mentioned in the movie:

- shrimp-kabobs,
- shrimp creole,
- shrimp gumbo.
- Pan fried,
- deep fried,
- stir-fried.
- pineapple shrimp,
- lemon shrimp,
- coconut shrimp,
- pepper shrimp,
- shrimp soup,
- shrimp stew,
- shrimp salad,
- shrimp & potatoes,
- shrimp burger,
- shrimp sandwich.



CONTENT CREATION

Forrest Gump Timeline



Clicking on the images will reveal the names of the famous persons shoe.

WIREFRAMES

Responsive design is forcing us to re-think about how we plan out our site designs and how our pages gracefully fit the device they are being viewed on. These days, we rarely ever start a design without going through some sort of wireframing process. Even if clients do not need to see a wireframe, I think it's still important to create one internally **so that designers and developers are all on the same page.**

Main things to avoid: Too MUCH detail, focusing on too much of the design aspect.

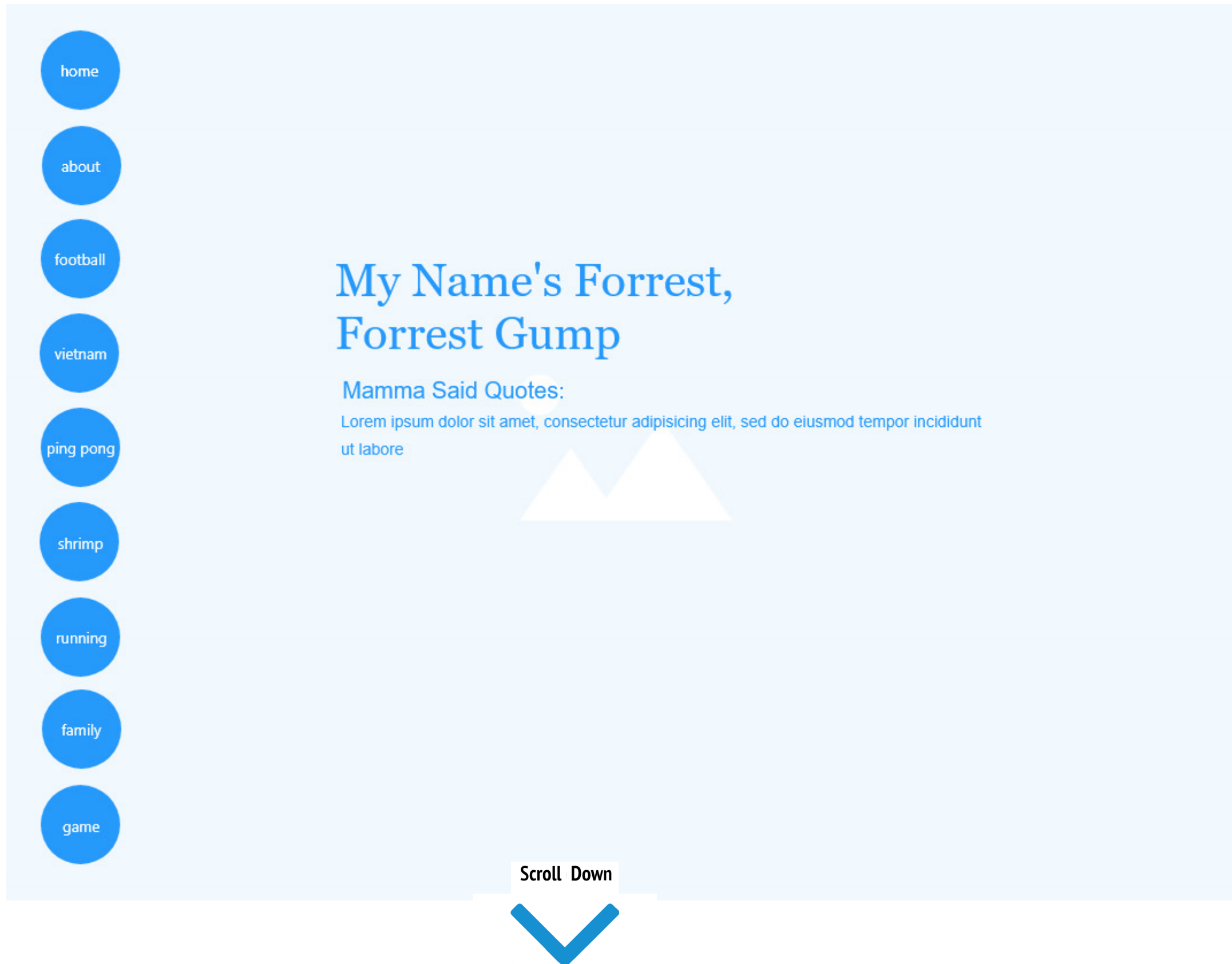


Benefits of creating wireframes

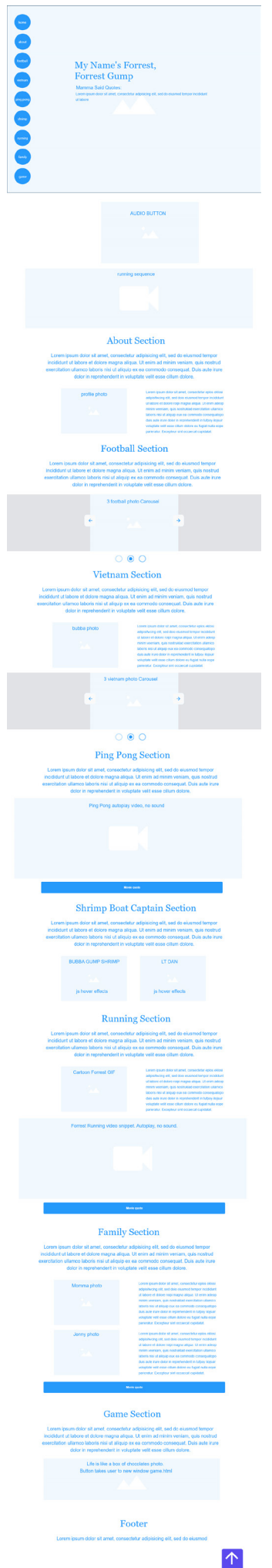
1. Wireframes **bring clarity to your projects**, allowing you to work through all the interactions and layout needs.
2. Wireframes gets your client thinking about what their needs really are and helps them define their project goals and what their primary focus should be.
3. Having your wireframes handy can make it **easier for you to communicate your ideas to your team** and how your design would work with responsiveness in mind.
4. Wireframes can also help deliver the core message of your website more effectively and **gather feedback at an early stage.**
5. Wireframes gives the developer a **clear picture of the elements** that they will need to code. How should the layout adjust for smaller-sized devices? What is the **hierarchy of the content**? How does the navigation respond to smaller screens?
6. Wireframes helps designers layout many sections of the website, **resulting in a more fluid creative process.**

(The Segue Creative Team, 2016).

WIREFRAME LANDING



I've opted to design a one page scrolling website. The image, right, will be the entire page. The blue icons at the top left will be fixed as a sticky navbar. This will stay with the user as they scroll down. I will need to be careful to keep them relatively subtle as to not distract away from the main content. The arrow button at the bottom right will allow the user to automatically scroll back to the beginning again. I aim to have some movie quotes popping up underneath the 'My name's Forrest' Title. The background image I have used photoshop to create something visually pleasing.

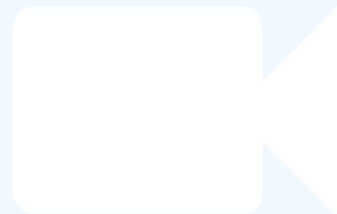


ABOUT

AUDIO BUTTON



running sequence



About Section

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On route to the About section, I will place an image of Forrest Gump on the bus stop bench, and will code it to play a short snippet of the movie soundtrack. The video underneath will be an autoplay video of forrest running. It will play on loop for roughly 30 seconds with no sound.

This will be on a carousel to show a few different milestones in Forrest's young life. Meeting Elvis, his KKK ancestor, realising he can run like the wind etc.

The whole website is designed in such a way as to be Forrest's portfolio/ lifestory summerised. A similar experience to one of the commuters who sat down beside him that day at the bus stop.

There will be a portrait photo of Forrest next to the writing.



FOOTBALL

Football Section

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3 football photo Carousel



In order of the major events in Forrest's life, football is close to the beginning.

This section will include a short paragraph of his achievements on the football field, getting picked for the Allstar football team and meeting the president.

The carousel will include 3 photos of Forrest playing football and meeting the president for the first time.



VIETNAM

Vietnam Section

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bubba photo



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3 vietnam photo Carousel



Scrolling down again the user will be taken to the the Vietnam section of Forrest's life.

Where he met Bubba, his best friend.

All the things he learned, and the things that made him such a good soldier.

This is also where Bubba dies and Forrest receives his medal of honour and gets shot in the buttock and honorably discharged.

The carousel will include photos from Vietnam scenes in the movie.

This is also the point in Forrest's life where he meets Lt Dan and saves his life in the process.

Unknowingly by saving Lt Dans life, he gave him a purpose in life where he finds God and goes onto achieve greatness.

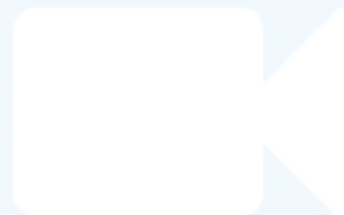


PING PONG

Ping Pong Section

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Ping Pong autoplay video, no sound



Movie quote

This section of the website will be dedicated to the time just after Forrest gets shot in Vietnam and is introduced to Table Tennis. He takes to it like a duck to water.

There will be a short autoplay movie snippet of Forrest playing Ping Pong in China.



SHRIMP

Shrimp Boat Captain Section

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BUBBA GUMP SHRIMP



js hover effects

link to external page
<https://www.bubbagump.com/index.asp>

LT DAN



js hover effects

link to external page
https://forrestgump.fandom.com/wiki/Lieutenant_Dan

This section will be dedicated to the time after Forrest's Ping Pong career comes to an end in the Army.

This will feature a short description of what he has achieved and 2 interactive hoverable buttons that will act as links to different websites.

The Bubba Gump Shrimp button will direct users to the real shrimp franchise which was founded off the back of the movie.

The Lt Dan section will take users to a LT fan made website all about his character and what he went on to achieve after the movie.



RUNNING

Running Section

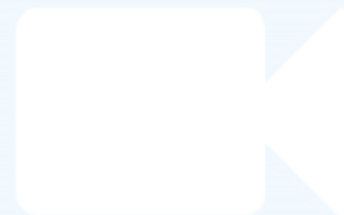
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Cartoon Forrest GIF



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Forrest Running video snippet. Autoplay, no sound.



Running is such a major theme in Forrest's life. In this section it will explain the importance of it and how it has gotten him out of many a sticky situation, and actually a great deal of success.

There will a short description of this section.

A Running cartoon GIF, and an autoplay video snippet from the movie of Forrest running across America.



FAMILY

Family Section

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Momma photo



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Jenny photo



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Movie quote

Simply dedicated to Forrest's loved one's who in the world of his memoirs, have passed away.

A short description beside both their photos of what they meant to him.



GAME/FOOTER

Game Section

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Life is like a box of chocolates photo.
Button takes user to new window game.html



The footer section will feature a link to a separate window where the user can play a simple memory game, titled, Life is like a box of Chocolates.

It will be a very simple game of pairing pictures of chocolates. A nod to the box of chocolates he has with him at the bus stop on his way to meet Jenny after so long apart.

The bottom right arrow button will always take the user to the Top of the page when clicked.

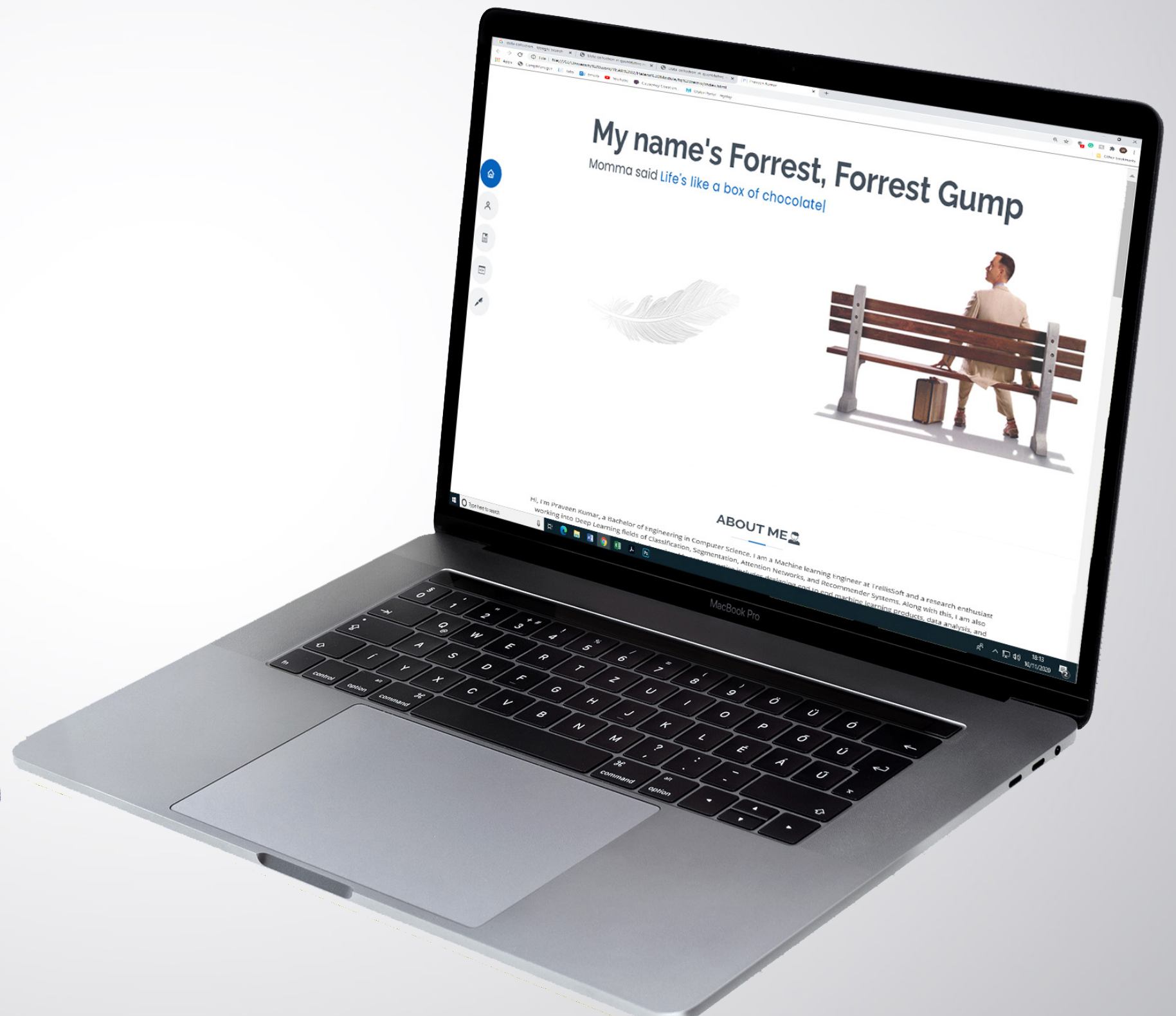
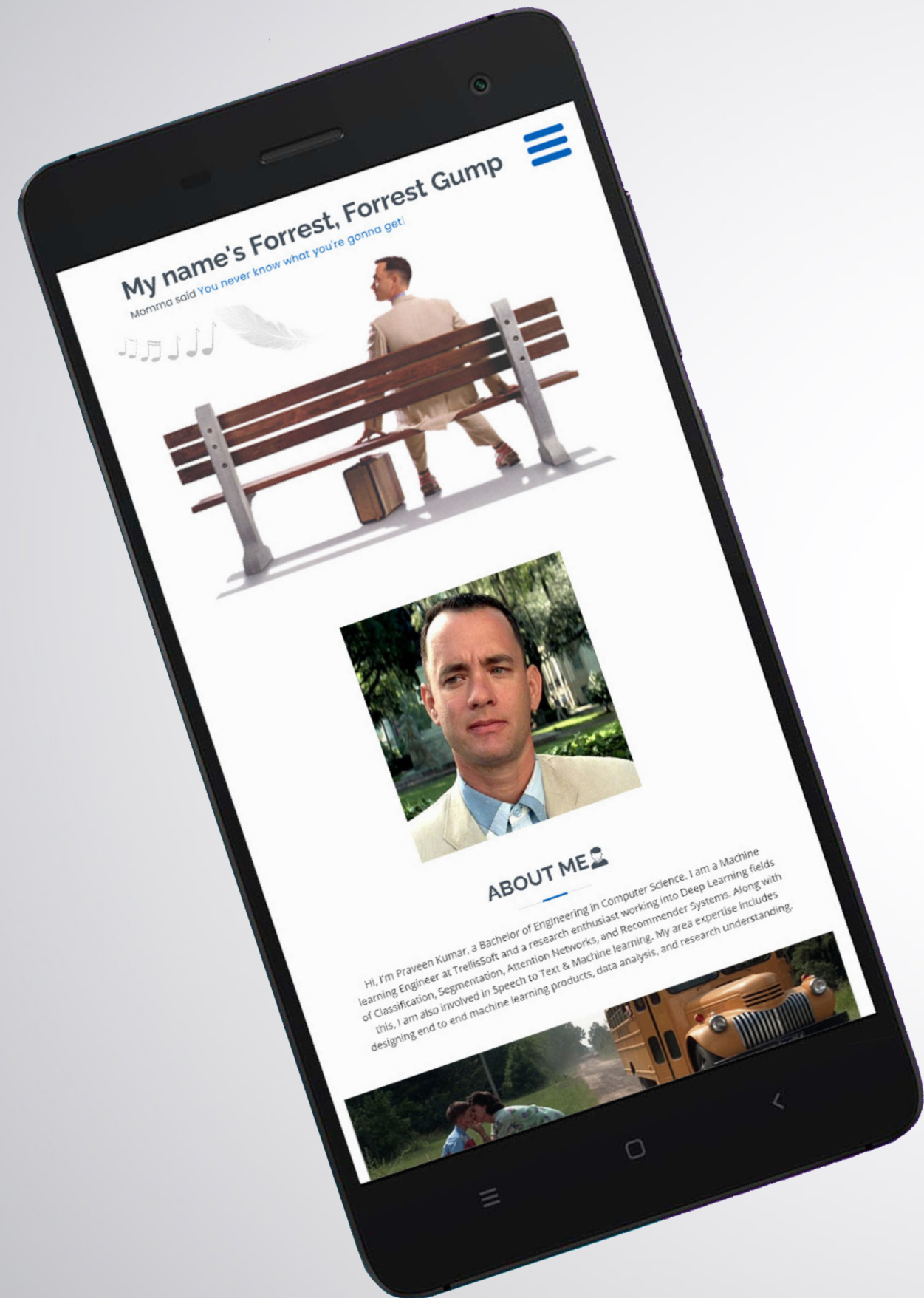
Footer

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod



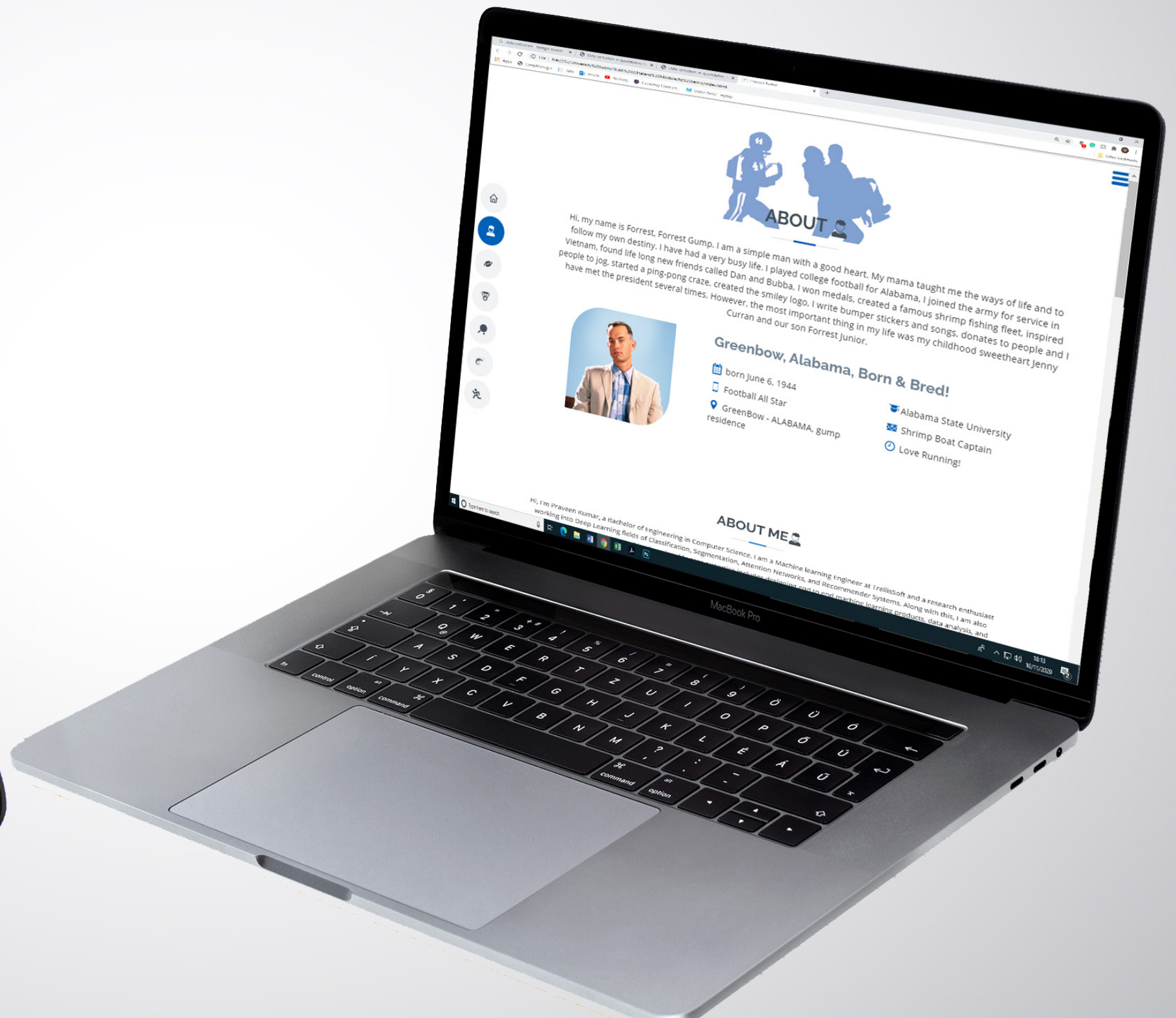
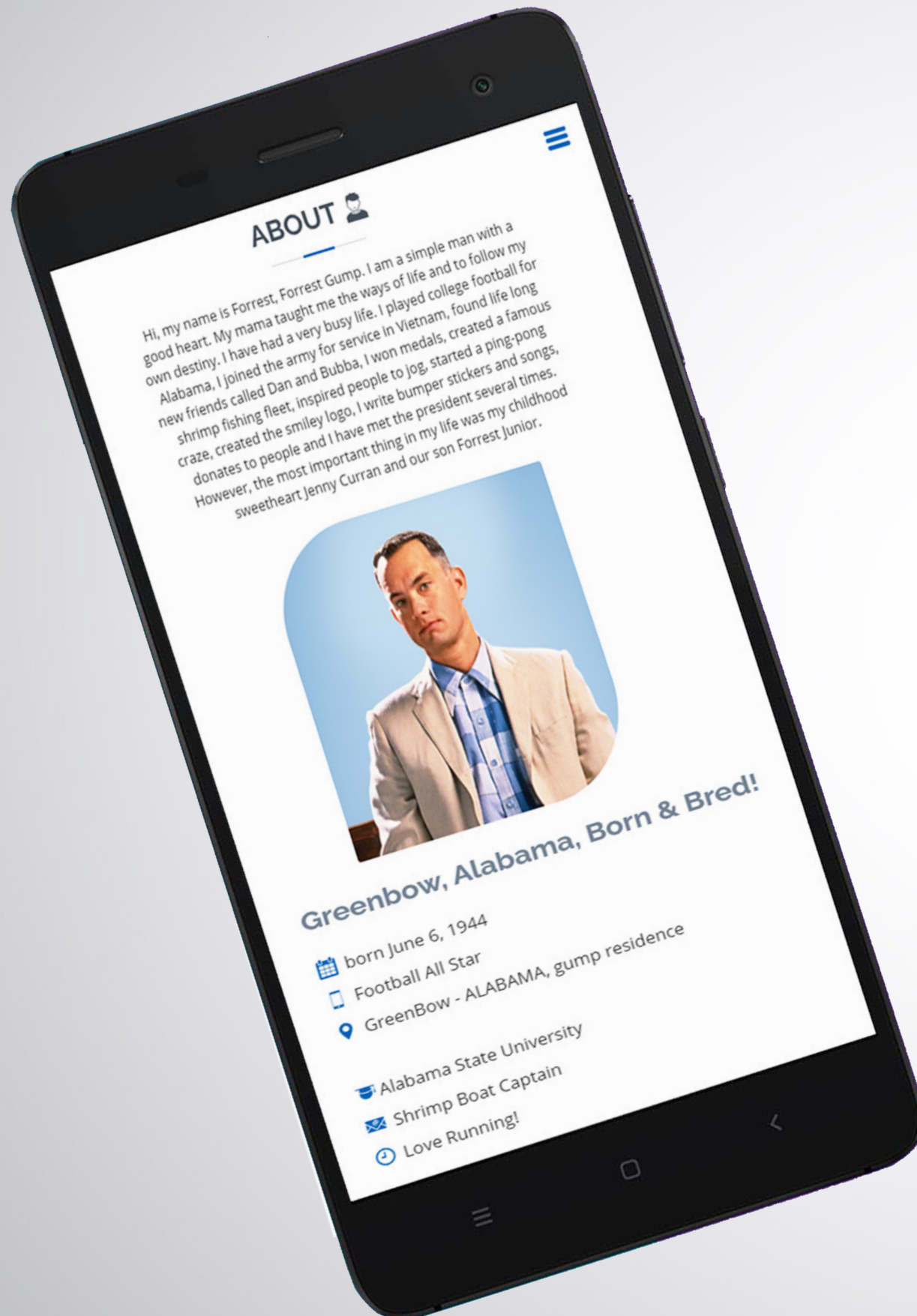
SITEMOCKUP

Landing Page



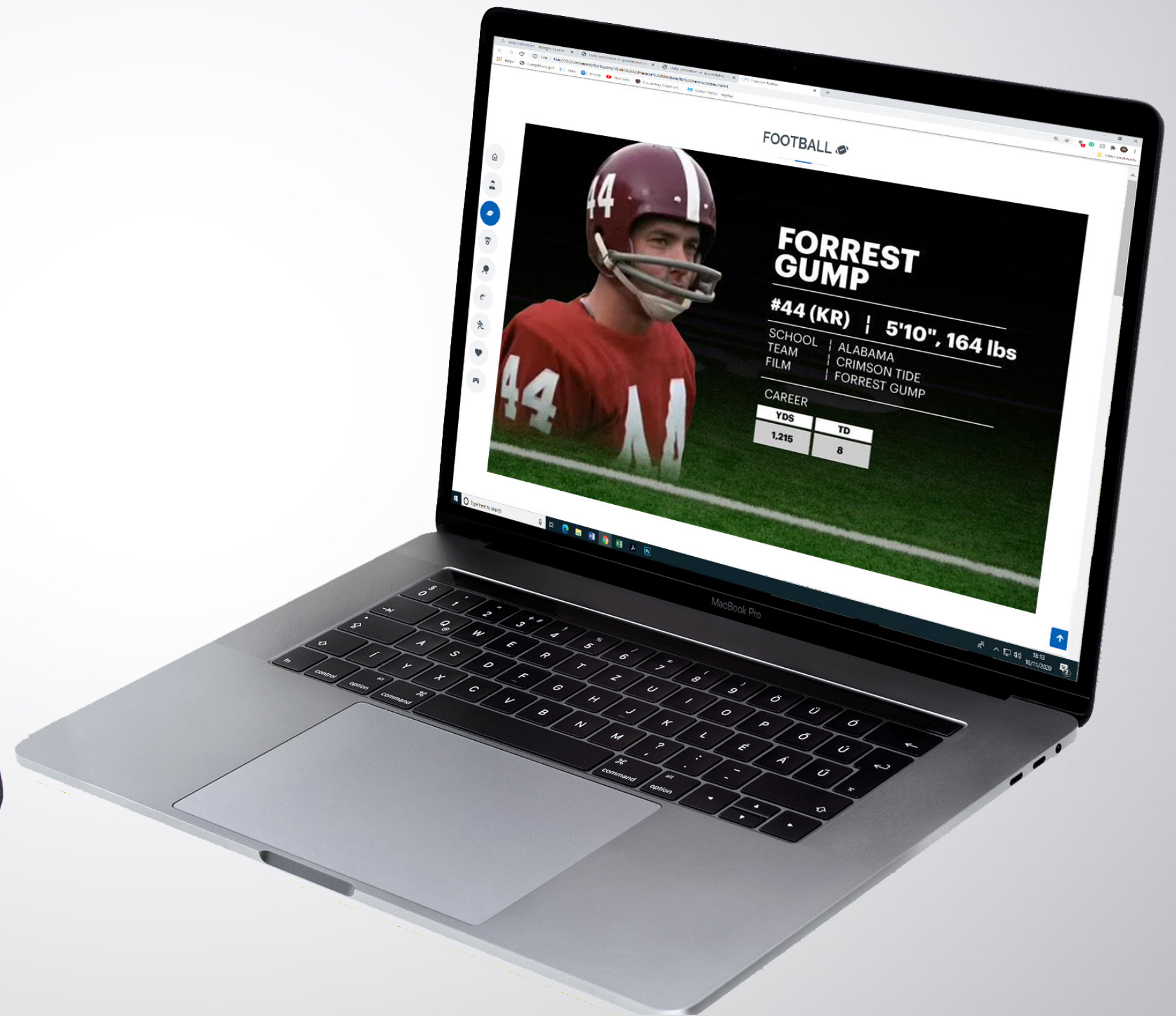
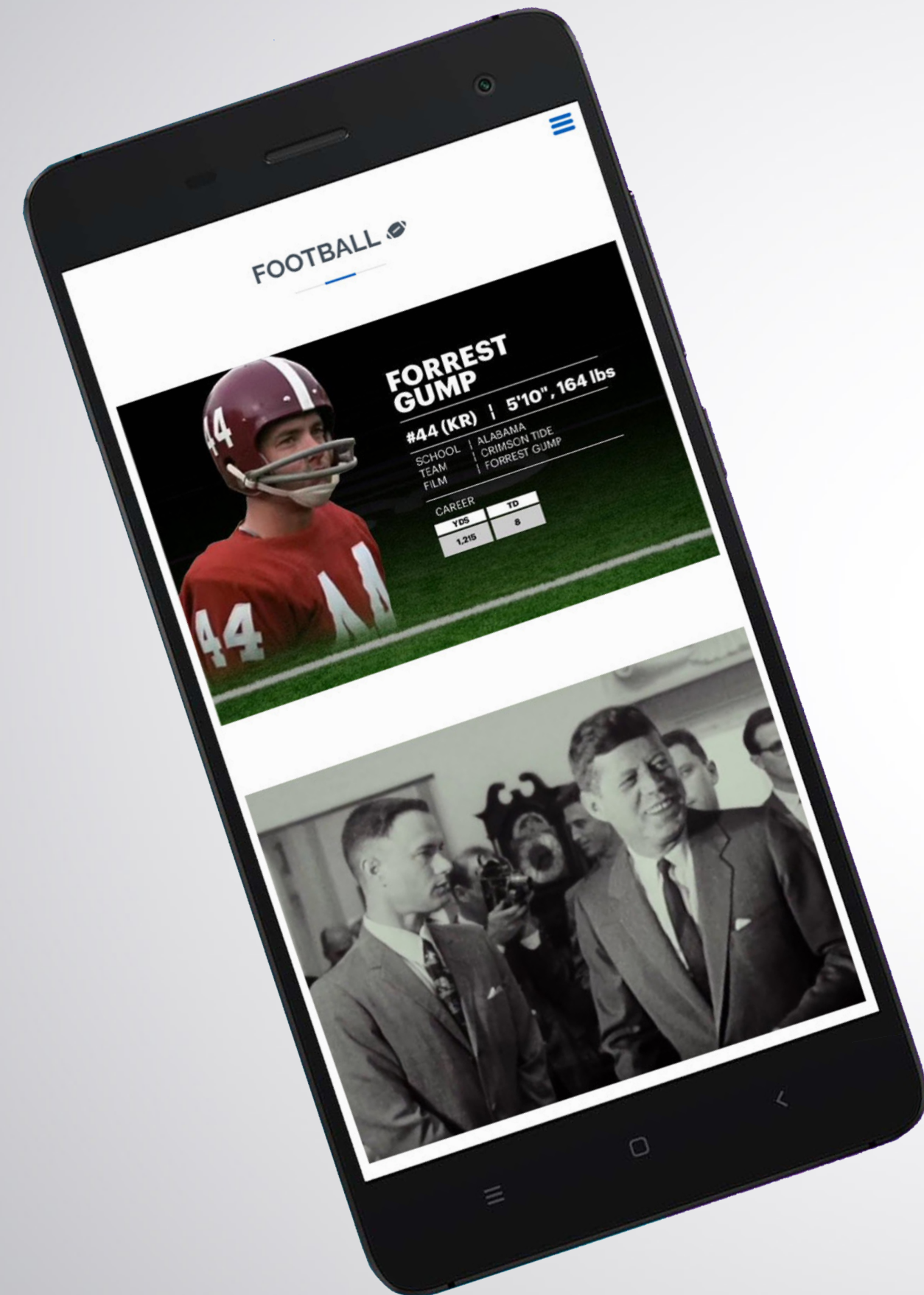
SITEMOCKUP

About Section



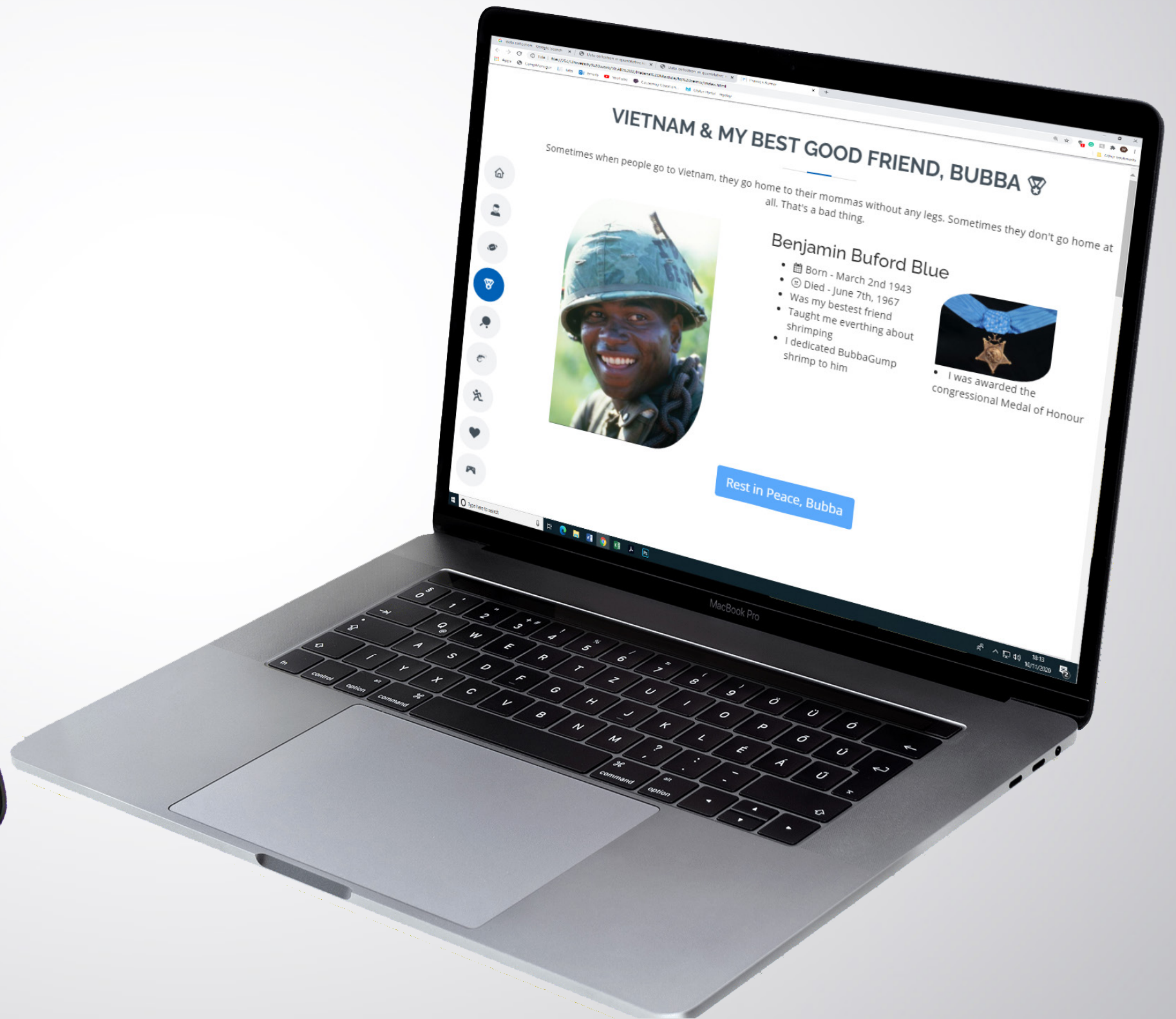
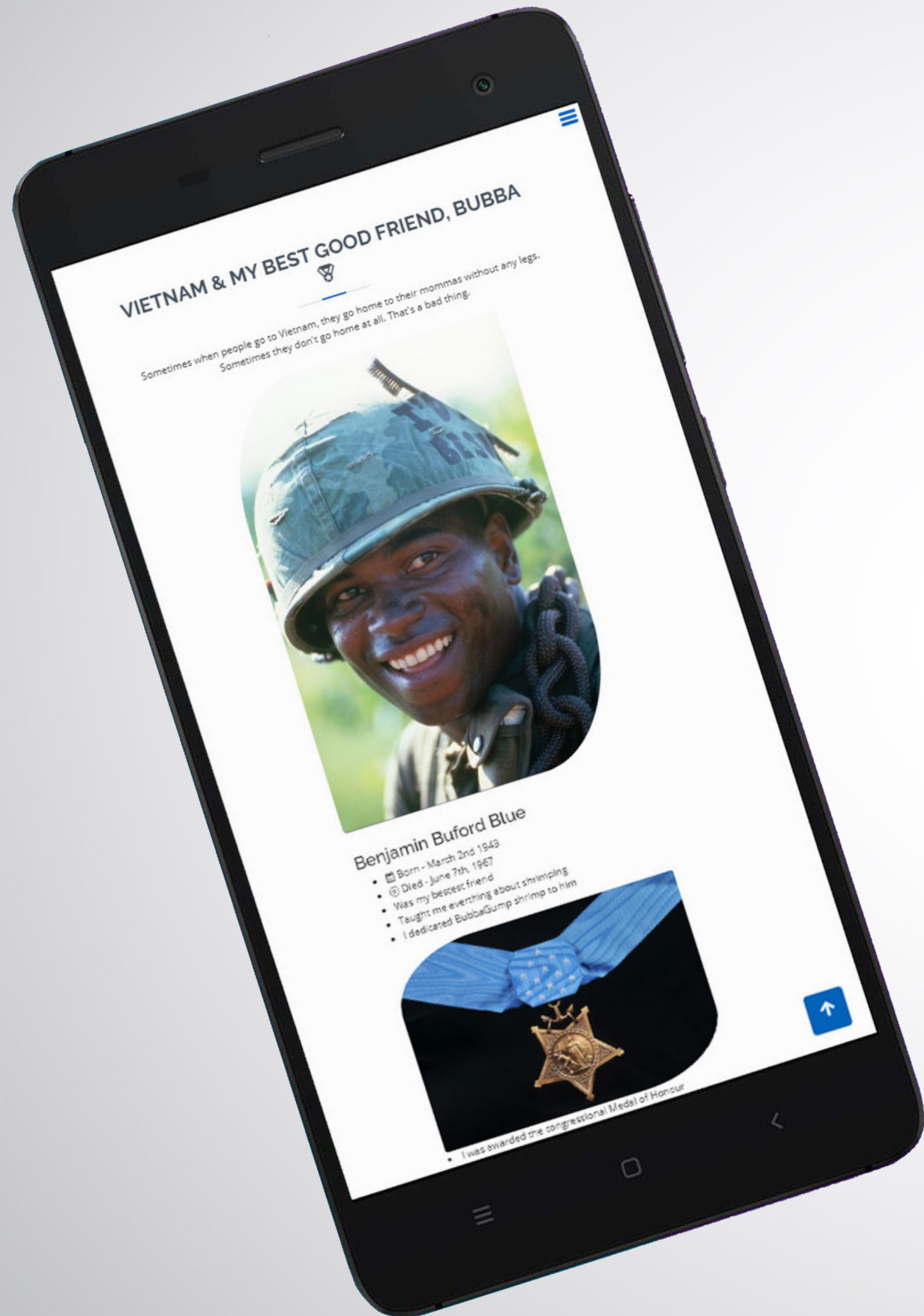
SITEMOCKUP

Football Section



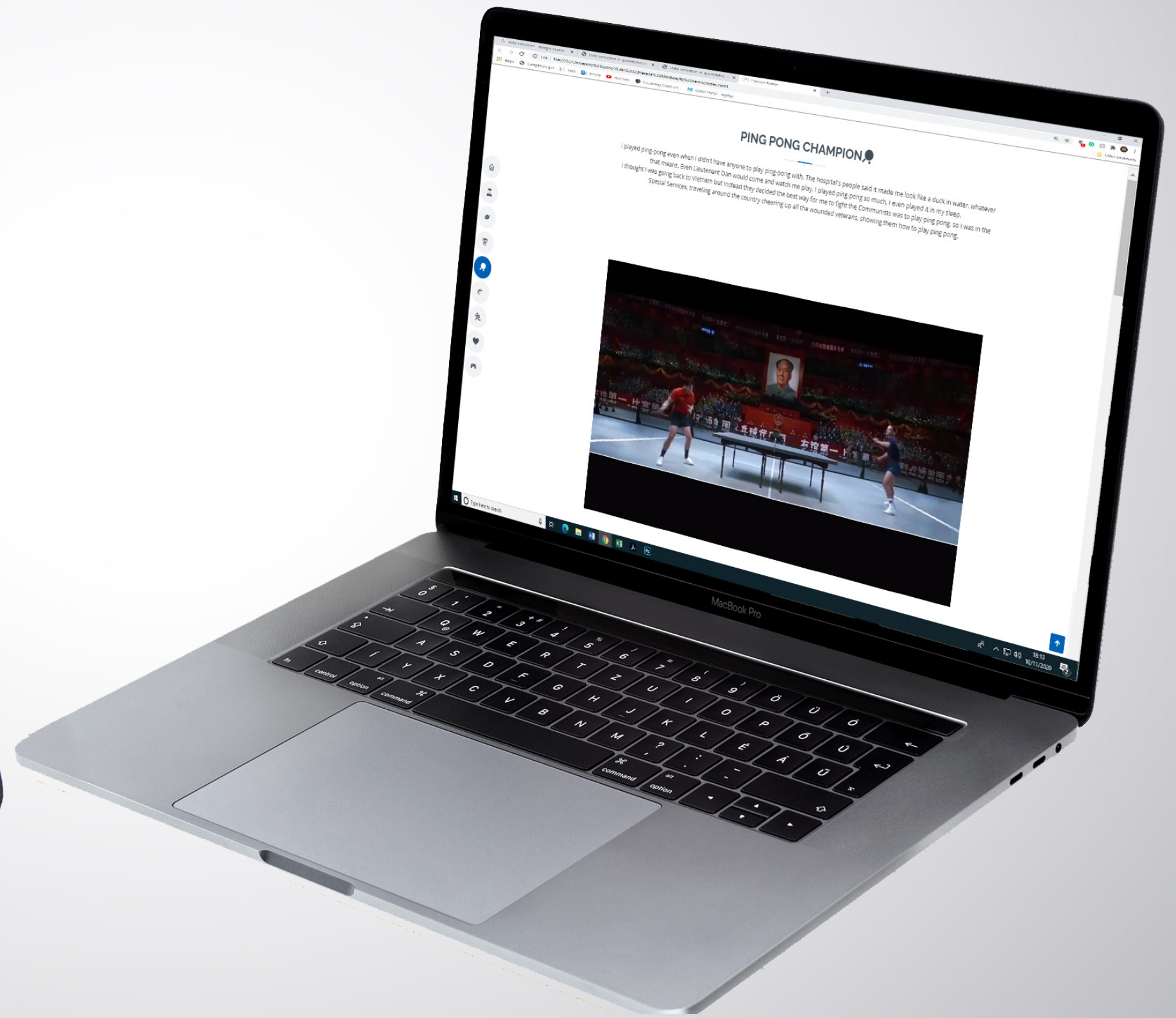
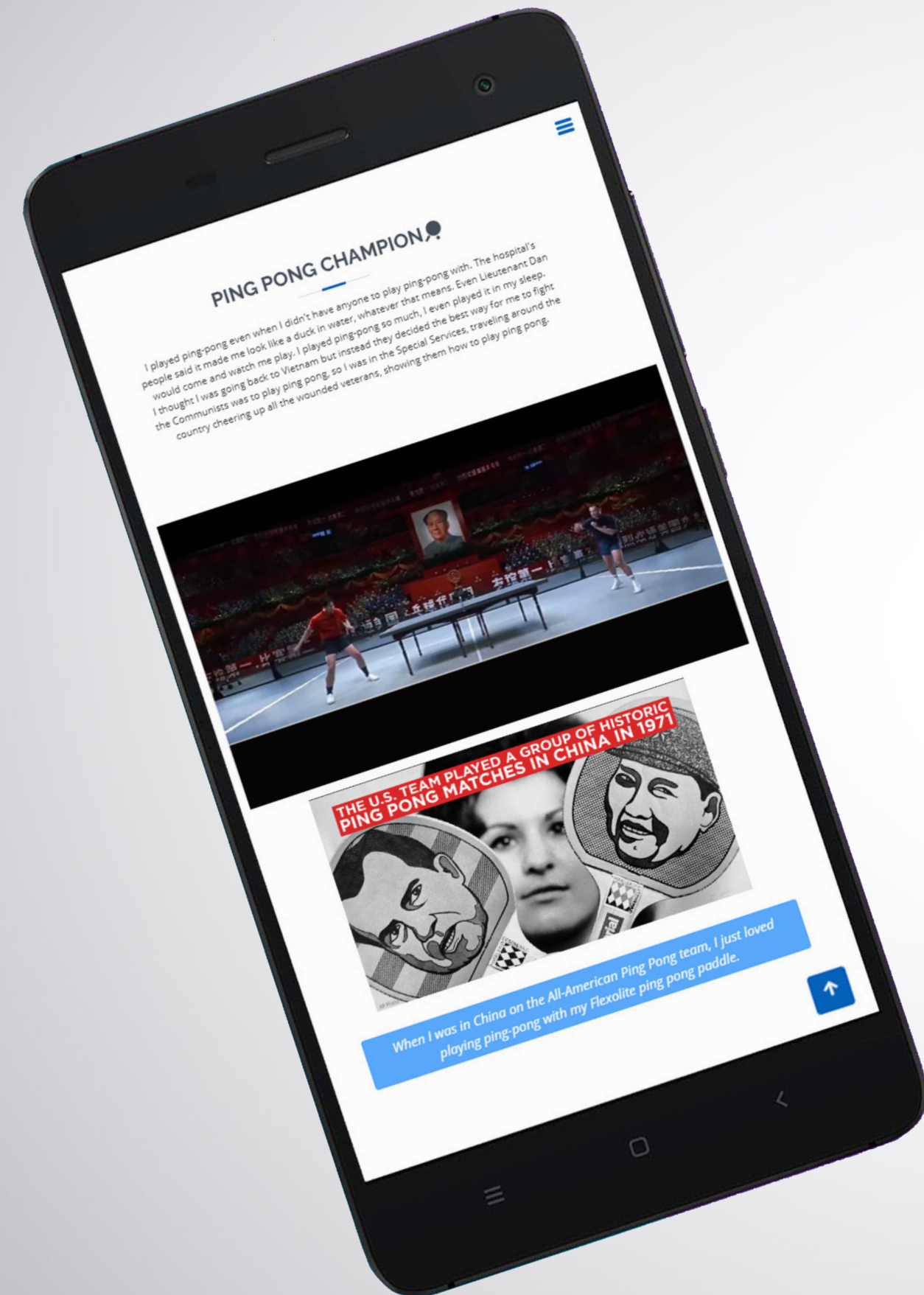
SITEMOCKUP

Vietnam Section



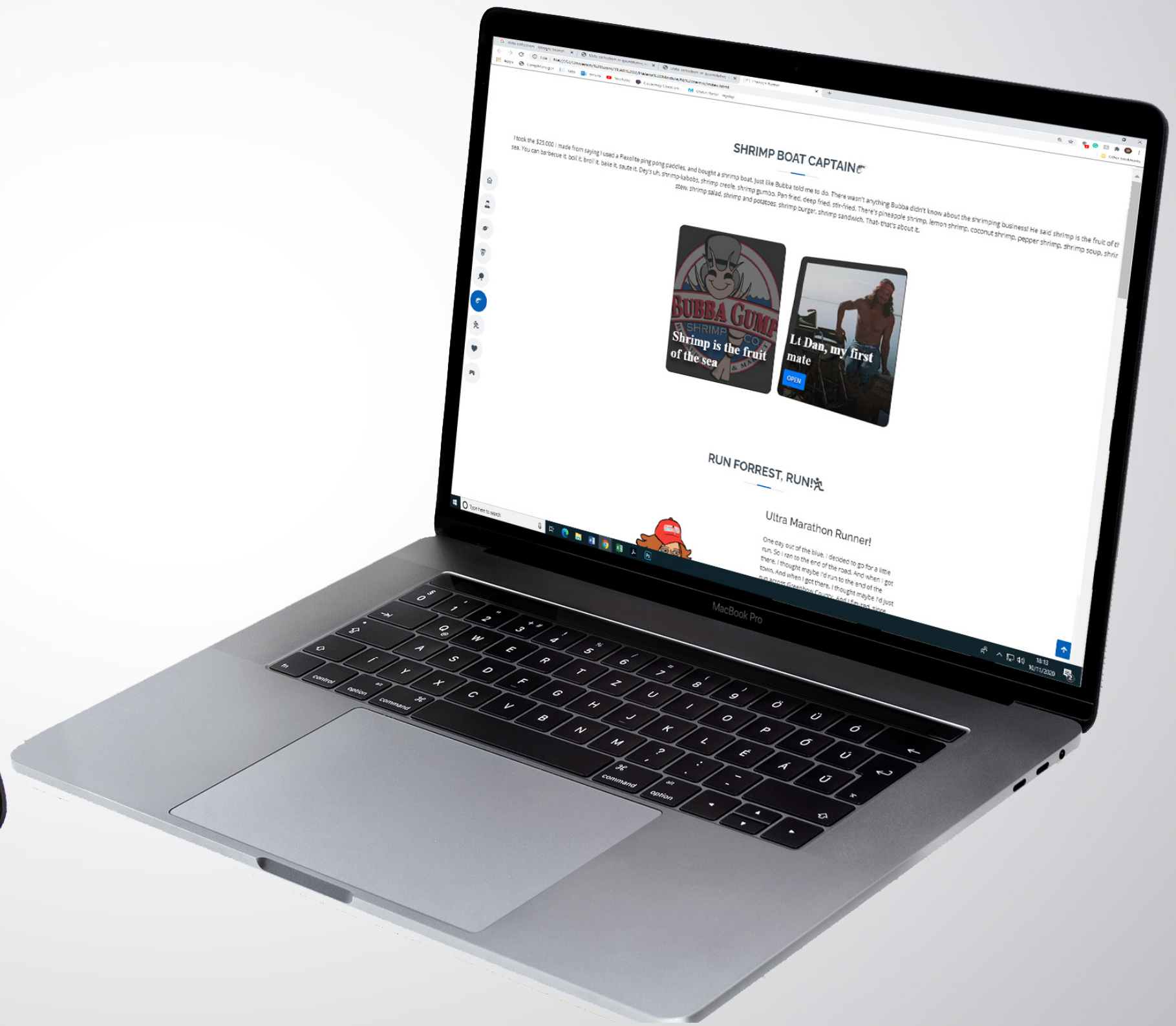
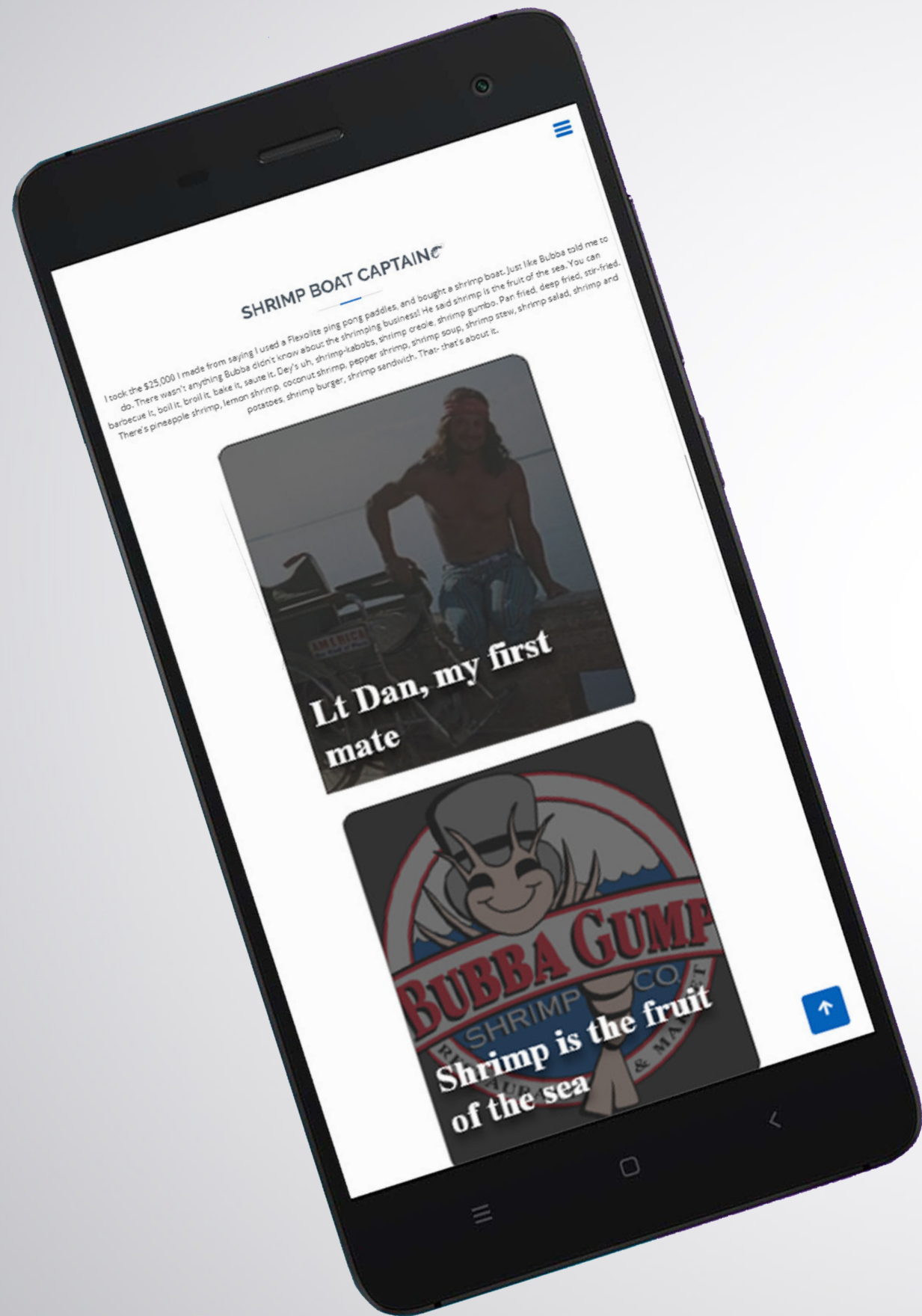
SITEMOCKUP

Ping Pong Section



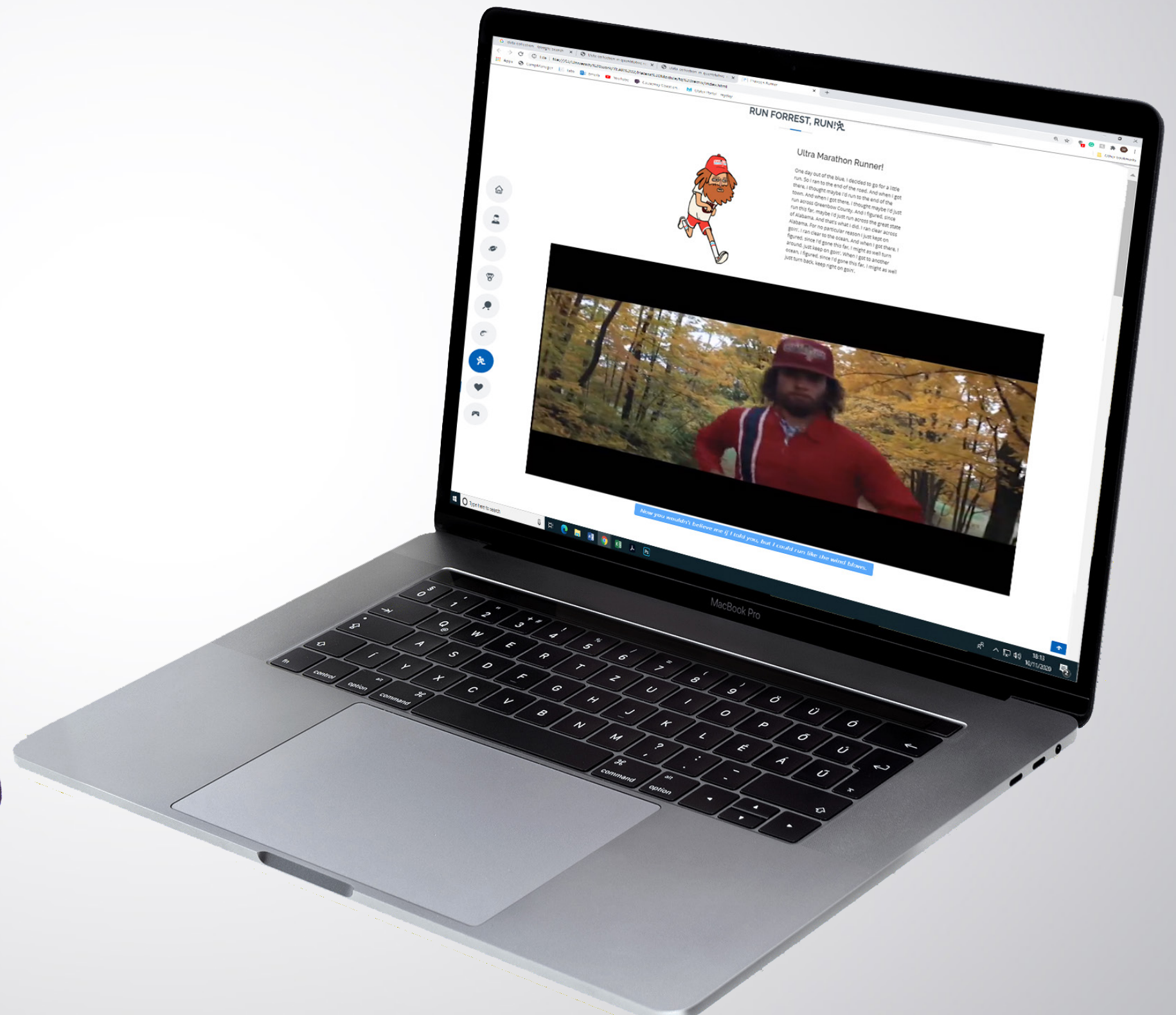
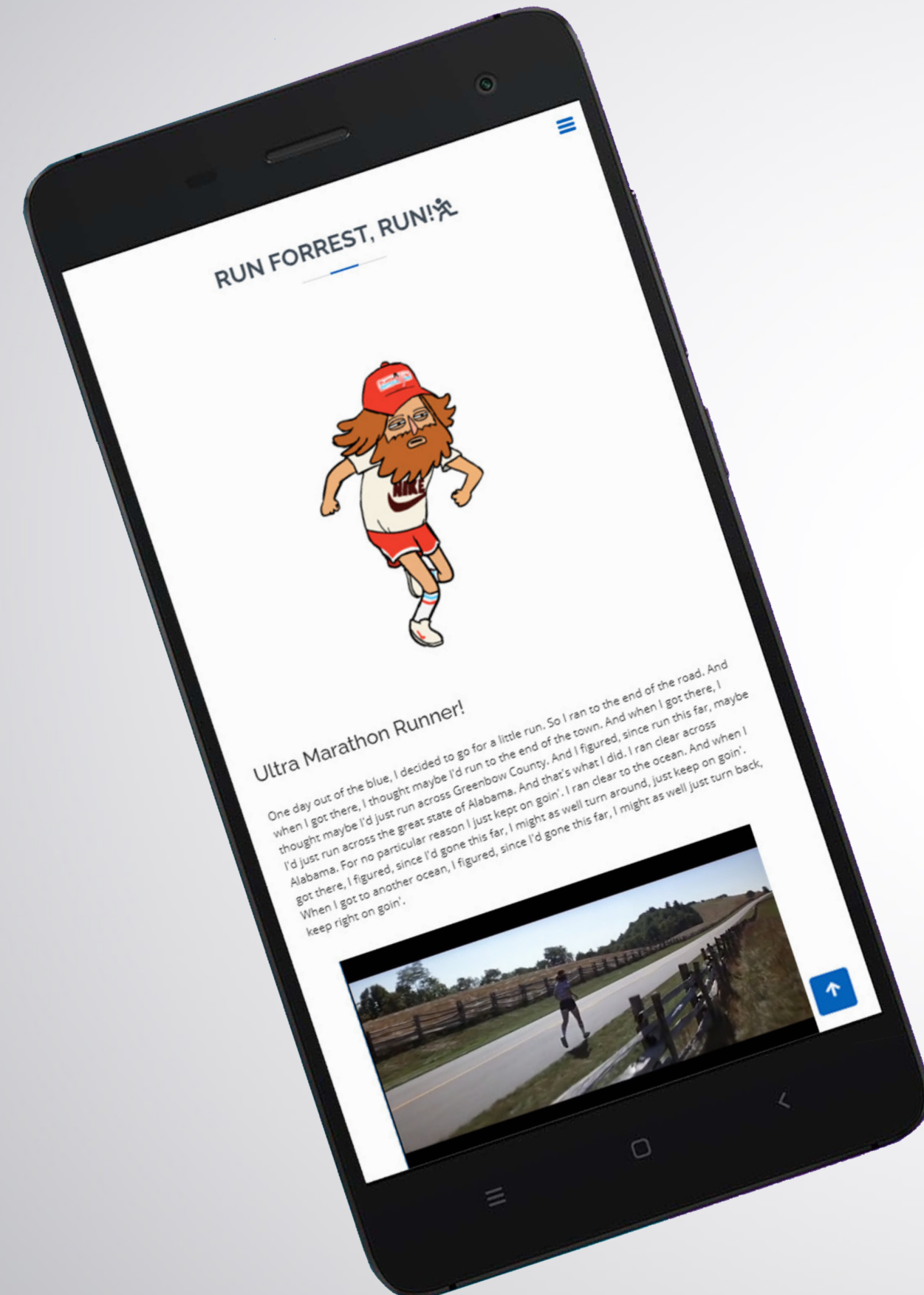
SITEMOCKUP

Shrimping Section



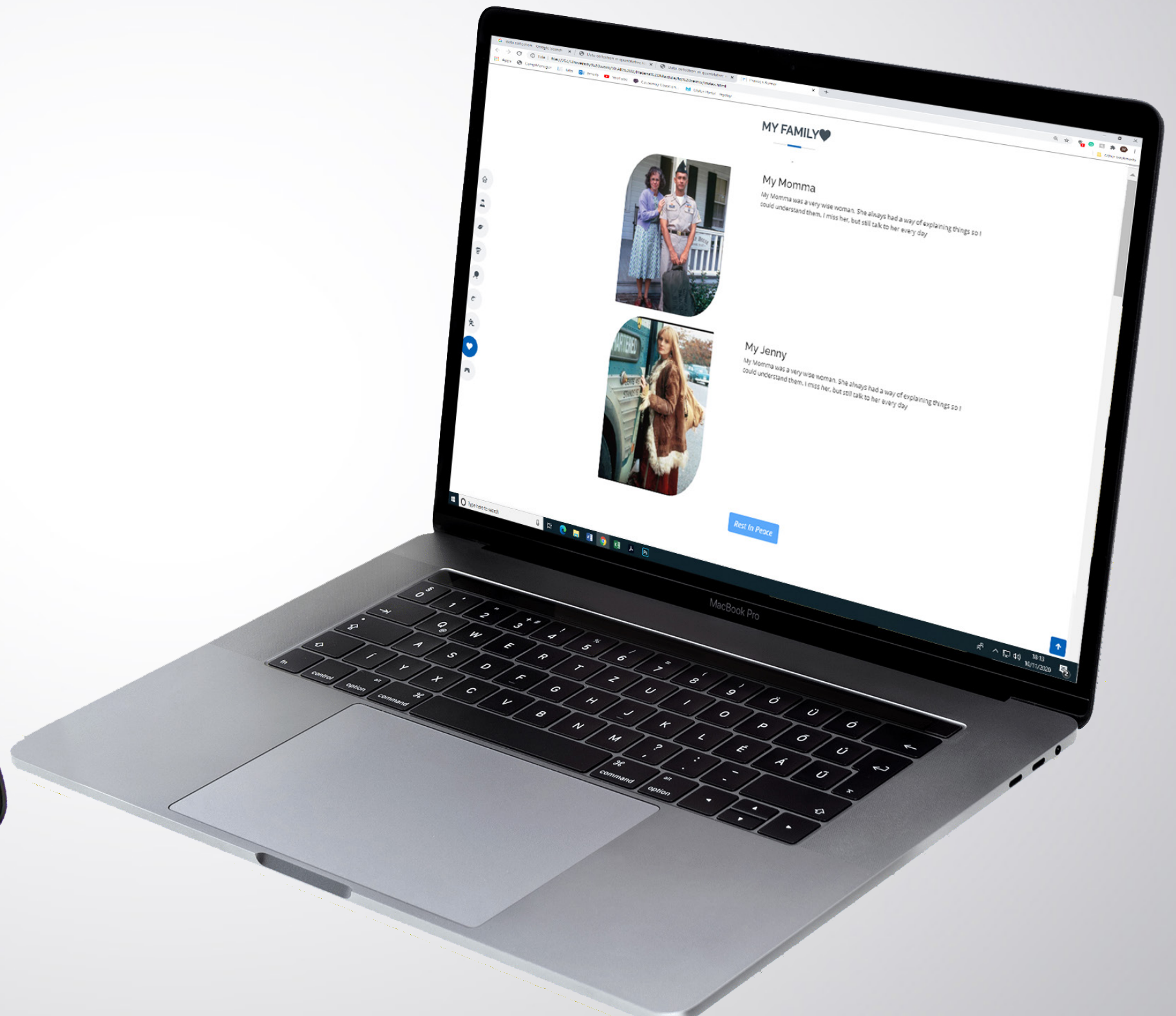
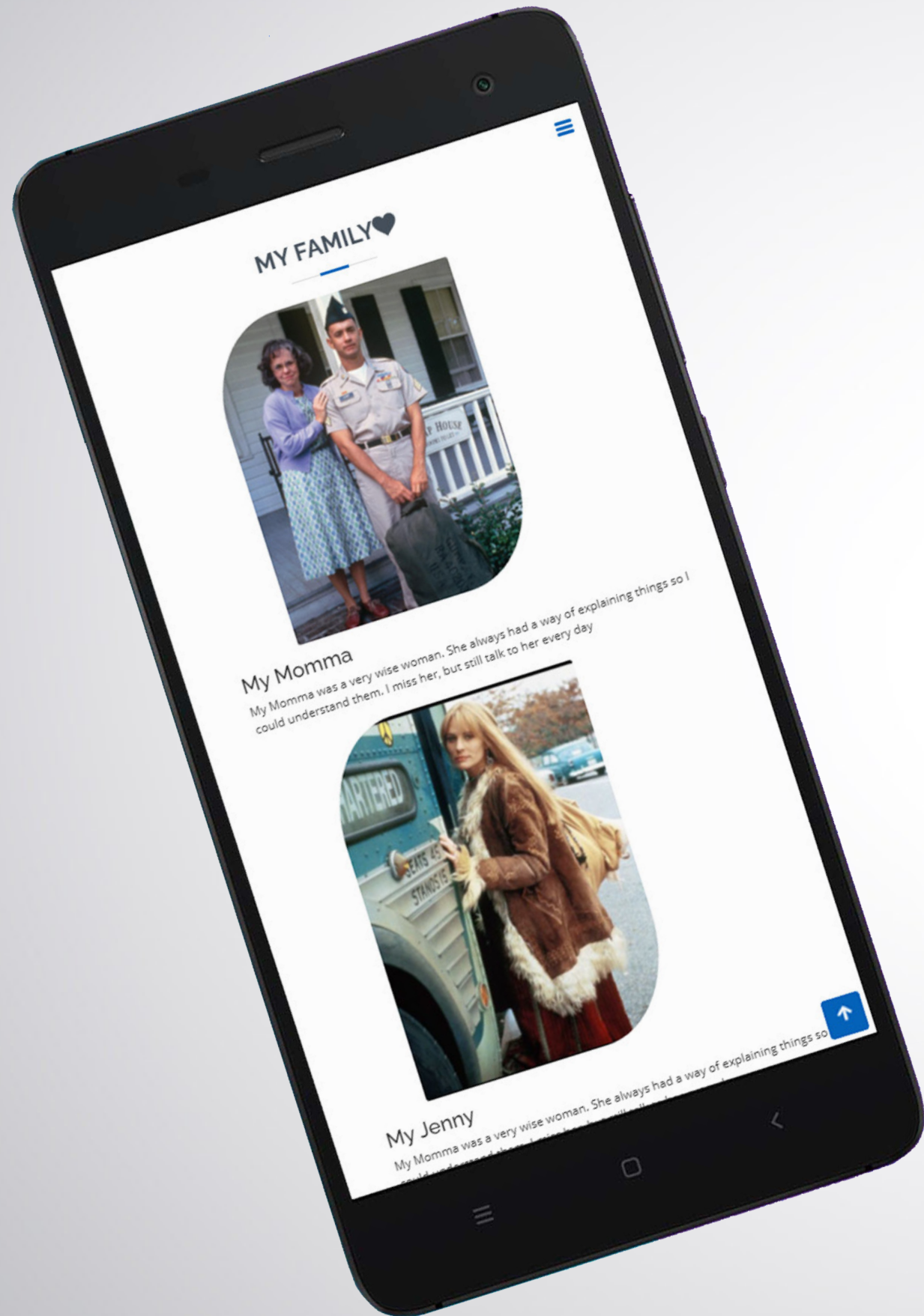
SITEMOCKUP

Running Section



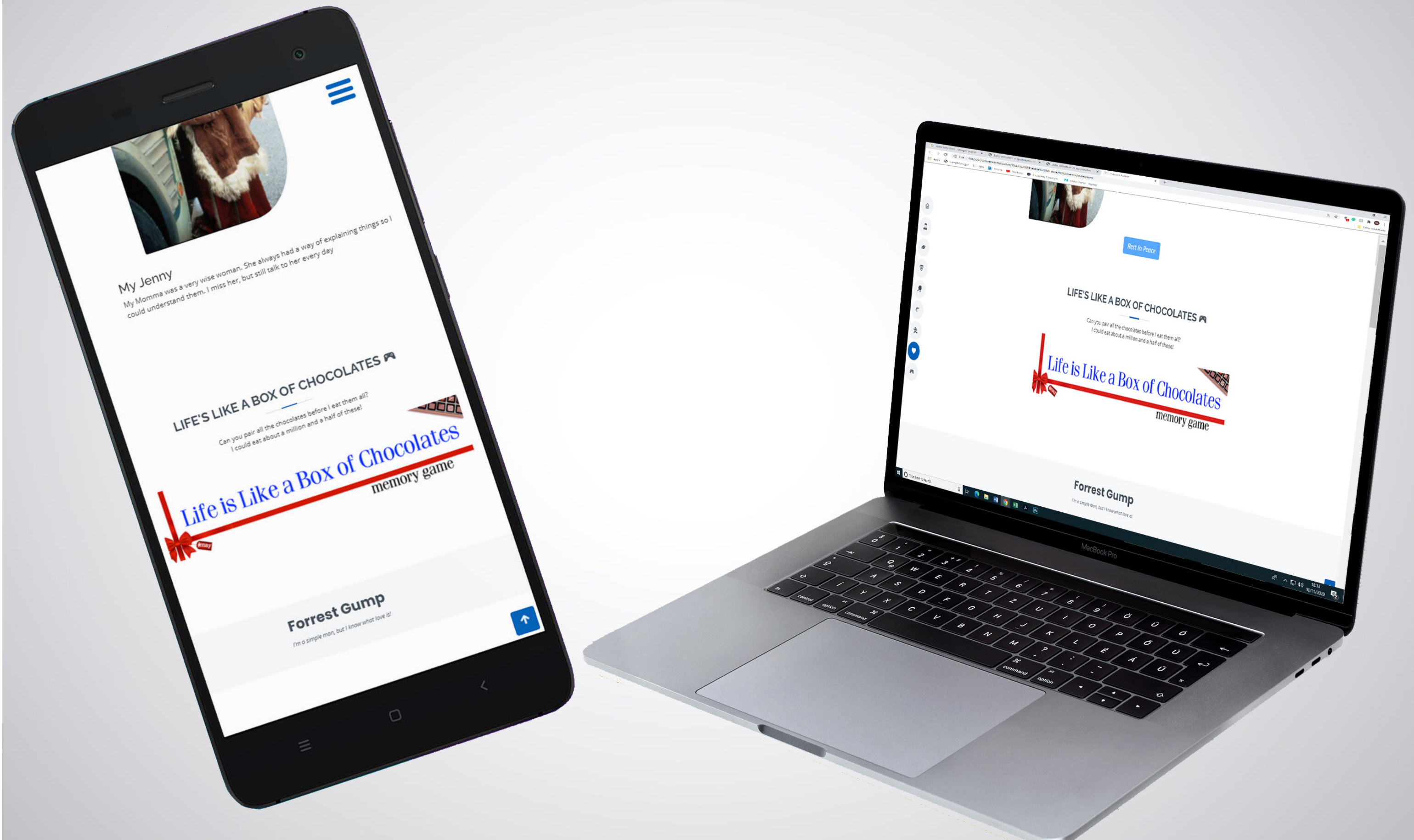
SITEMOCKUP

Family Section



SITEMOCKUP

Footer Section



SITEMOCKUP

Game Page



WEEK EIGHT

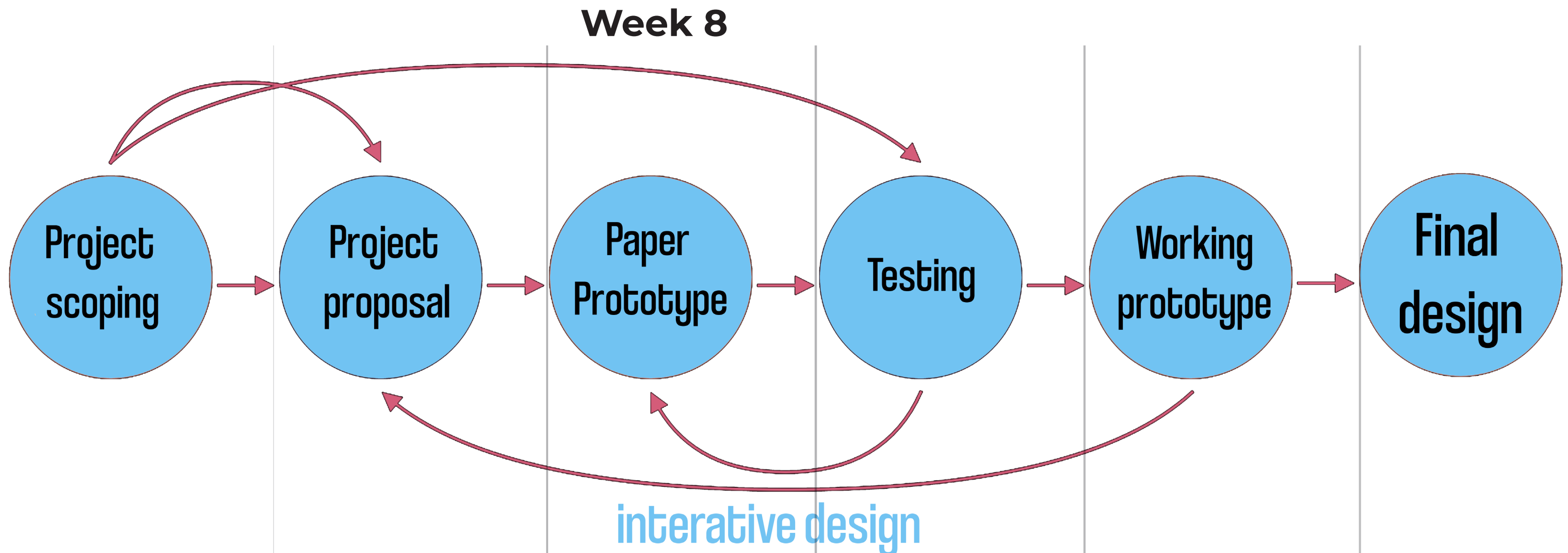
First Submission

The project is now in the paper prototype phase moving onto towards creating a digital working prototype.

User testing and the feedback gained from this first submission will shape the working prototype and overall final design.

Weeks 8-13 as shown below will be to:

- Implement testing
User testing questionnaires, testing the paper prototype, validate features.
- Developing a working prototype
Proof of concept, UI/UX, custom branding
- Revisions and adjustments



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