Type Speciment Project:
Helvetica

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Interactive Design I
Fall 2021

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01 **Narrative**

**What does your narrative arc look like?
What kind of story – visually and verbally –
are you telling with your type specimen website?**

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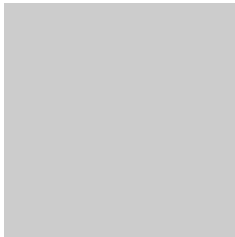- Consed ma voloris ius aut voluptio

02 **Style Guide**

Present to us your style guide. Discuss your choices, what kind of research you did to reach your visual language, and how this language is relevant to your type specimen.

Based on my findings, I came to this color palette for x reason. It was derived from x places and serves y function in my website. eturit fuga. Tem labo. Des molorem volorent eat arum quat hit, ipsus aboribusapis unt, abo. Es si bea nim quam re consedi temodipit eiunditem venim doluptium consequo elic tem quiation consed ma voloris ius aut voluptio volupta tiorporro ma volupta tatessi magnis estis samet lic temo beat parumquis cuptati ostorunt facea explit ra comnimus, culloreius.

02 **Style Guide – Color**

Present to us your style guide. Discuss your choices, what kind of research you did to reach your visual language, and how this language is relevant to your type specimen.

RGB: XXX
CMYK: XXXX
Pantone: X

RGB: XXX
CMYK: XXXX
Pantone: X

RGB: XXX
CMYK: XXXX
Pantone: X

RGB: XXX
CMYK: XXXX
Pantone: X

02 **Style Guide – Typography**

Present to us your style guide. Discuss your choices, what kind of research you did to reach your visual language, and how this language is relevant to your type specimen.

Helvetica – Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Helvetica – Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
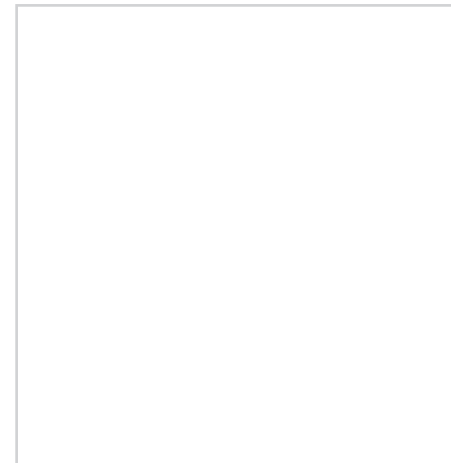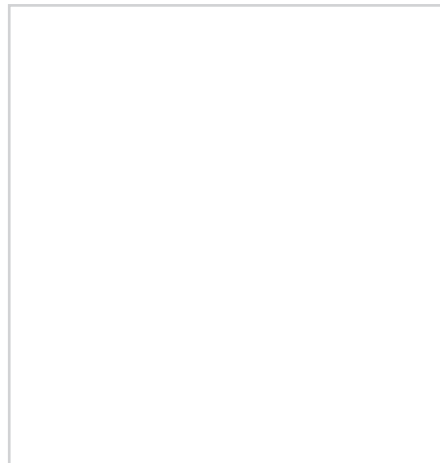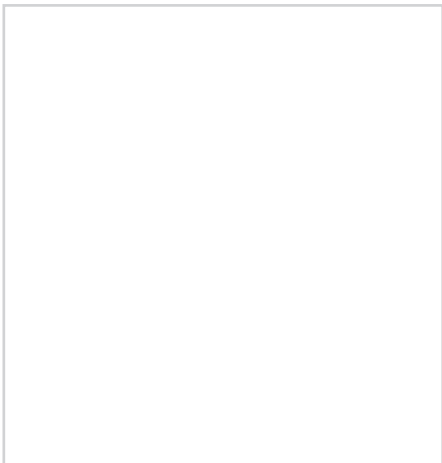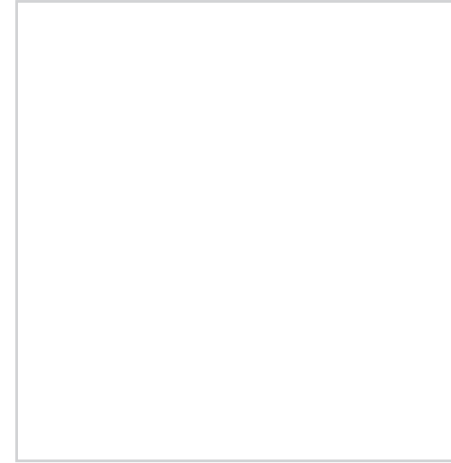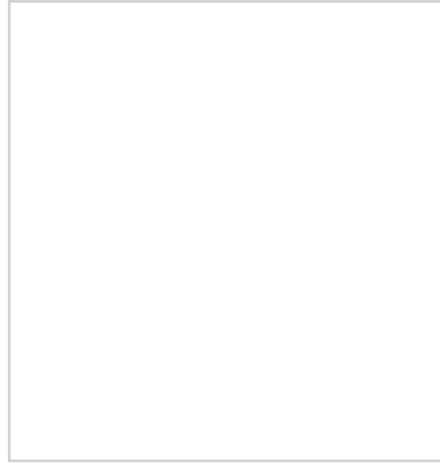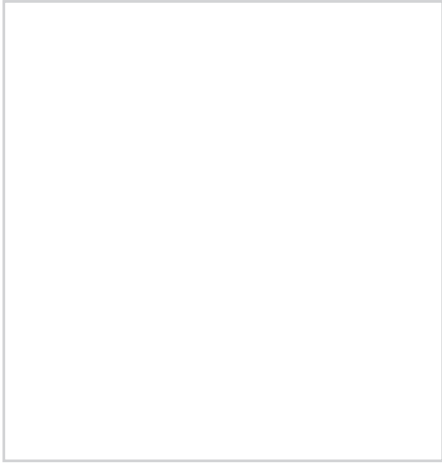Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

03 **Sketch Development**

Please include your sketches (drawn & digital) and the progression from initial sketches/ideas to current wireframes. How did you get from point A to B? What kind of discoveries did you come across as you continued your research and the transition from sketch to digital rendering to code?

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03 **Sketch Development**

Past sketches:

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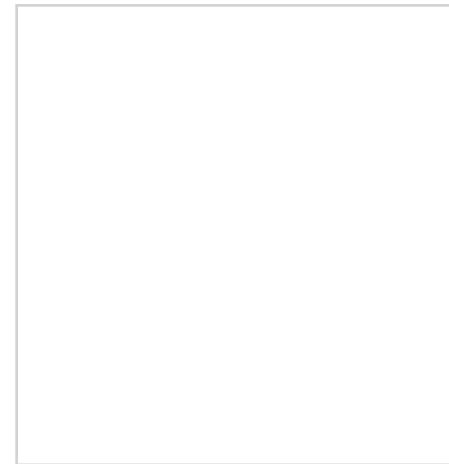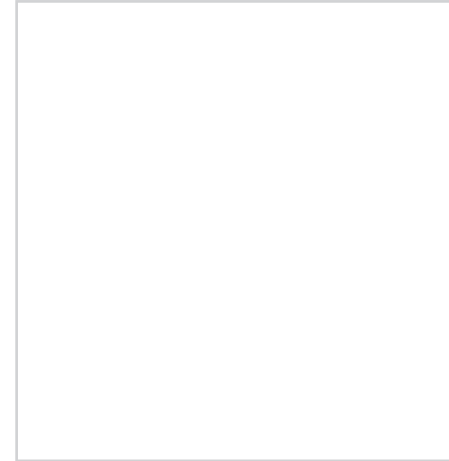
03 **Sketch Development**

Current sketches:

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04 **Sitemap**

Present your finalized site map/user journey. Talk about how the user can navigate back & forth through your website (buttons, scrolling, navigation, etc.)

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05 **Challenges**

What kind of challenges have you encountered thus far? Were they resolved? What steps did you take in resolving your design/code issue(s)?

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06 **Next Steps**

What are your next steps moving forward? What are your objectives in executing this project?

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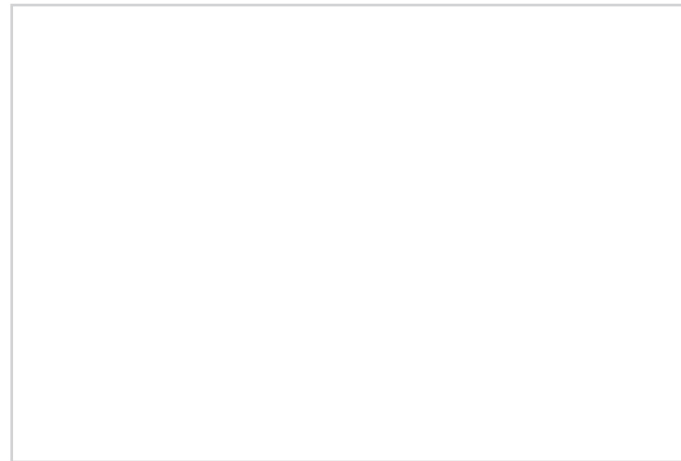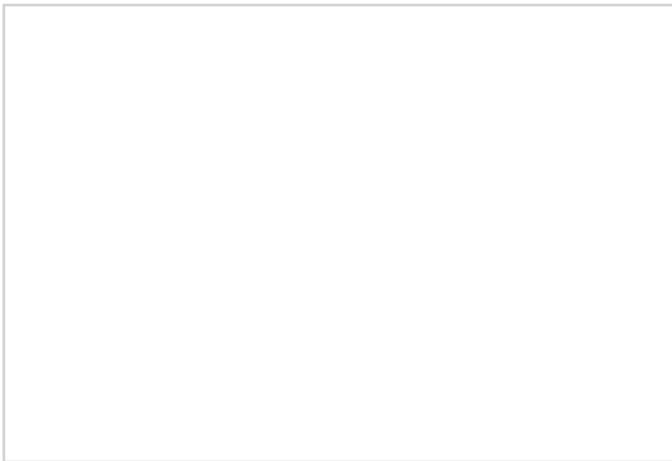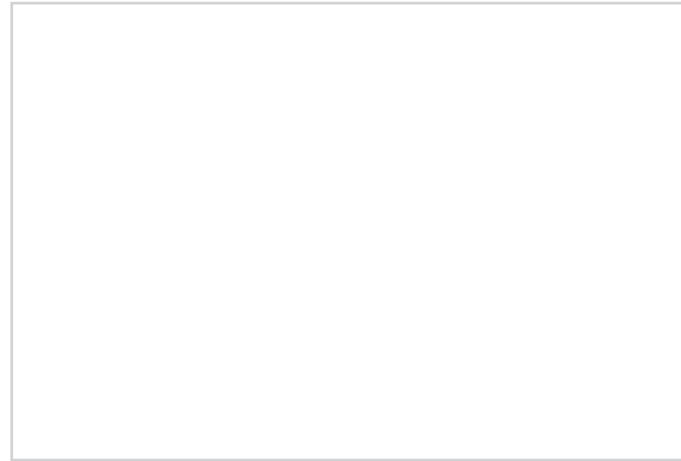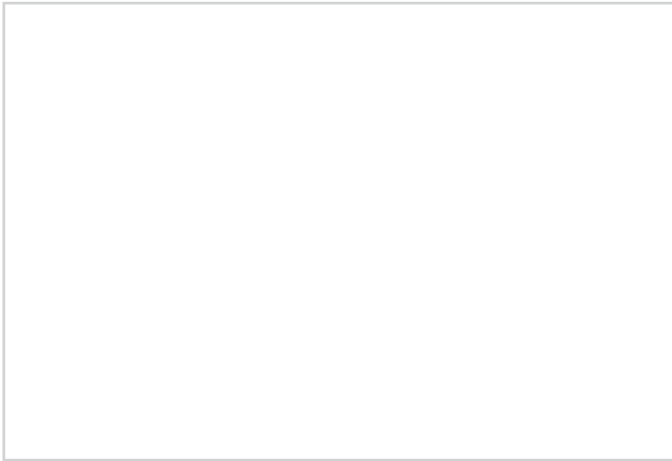
07 Layout

Screenshots of your current coded layout in Visual Studio Code.

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