

**NY.CO**  
NEW YORK.CO

# written document

Within this written document, I will identify and explore the creative choices that has been incorporated to create the interface web designs. The main intention of this assignment is to design and create a website using source materials from the New York Public Library Digital Collections. My goal for this assignment is to create a website about New York called NY.CO that establishes the main attraction places back in the 20th Century, these consist of the Streets of New York, the Infrastructures and the Theatres. My aim is to design this website with a sleek and contemporary design but strong in visual composition that will appeal and engage the target users.

Focusing on the aesthetics of the typography, I chose a custom font called Pragati Narrow by Obnibus Type on Google Fonts as the main typeface for the website. I chose this typeface specifically as it portrays san-serif style that is very bold and narrow and which would be great in portraying a sleek and contemporary feel to the design. I specially used the Pragati Narrow (bold) for the logo, the headings and sub-headings and as well as the selected link located on the navigation bar on the website. The bold weight of the text was simply used to suggest emphasis and contrast against the regular text. I incorporated the Pragati Narrow (regular) on the rest of the text, mainly the informative concept of the website. Moreover, I have applied Scope One typeface designed by Dalton Maag from Google Fonts labelling and identifying the photographs that has been used from the New York Public Library Digital Collections. This typeface has been used specifically as it is used to optimise titling and displaying and ideally, it has a sense of unity with the vintage look of the images. I have left the leading, kerning and tracking normal for each spacing of the letters and words as the Pragati Narrow is already narrow enough that makes the typography neater, legible and faster to read.

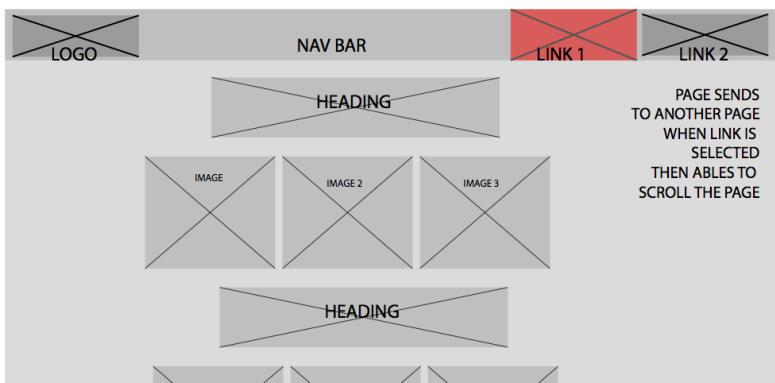
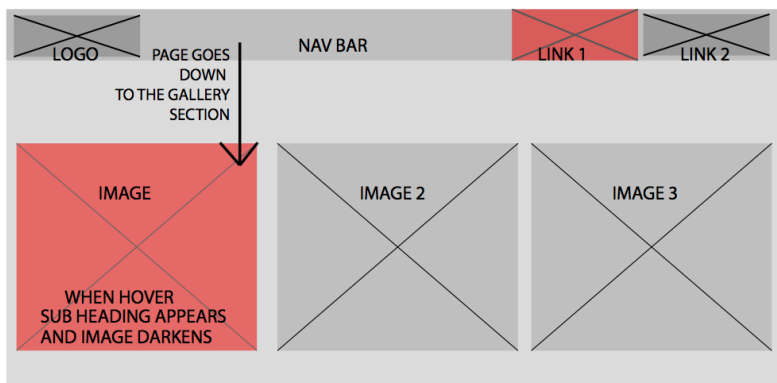
As for the creative choices I have constructed for this assignment, I have implemented a few of the design elements to create the overall composition of the website. I have incorporated Colour as the main design element as they are highly essential in conveying the theme that I aiming to portray. I have chosen a colour scheme that consist of different light shaded colours of brown, green and red in contrast to the other colours to portray a vintage and retro look to a modernised and contemporary style website. These “vintage” colour scheme was depicted from some of the propaganda posters that was used centuries ago. I have incorporated different colours for each section of the website to avoid having a repetitive aesthetic of the design. I specifically chose red as the colour of the highlighted link located on the Navigation Bar to emphasis and indicate the users. Form is also evident in the overall composition of the website, it is used to create the form of the panel that is separating the text from the contrasting design aesthetics of the website. Moreover, Line is also evident, not literally a line design but line as directionality. Diagonal lines of all the texts are represented which can lead the user’s perspective in terms of legibility. Line was also used to measure each individual panels and texts to be symmetrical in balance. Furthermore, Space and balance are obvious and are assisting together in creating the space on the sides, centralising the informational text on the website and as well the link located on the Navigation Bar.

In respect to the subject matter of the Principles of Design, I have incorporated most of the Design Principles in assisting the Design Elements. First of all, I have incorporated Emphasis in regards with the colour scheme, size of each typeface and the supporting visuals that comes along with them. This is evident though the use of white typography against the coloured background and different elements that surrounds it. This is also visible through the size of each typeface in relation to the headings, subheadings and incorporative text. This principle is accompanied by emphasis as they both simultaneously. Proportion of some of the typeface are larger in comparison to others to emphasis, lead and guide the users perspective. Simple unity and Harmony is also evident in creating the website. Unity between the colour scheme and the main intention of the website which presents the vintage attractions of New York thus having a retro visual colour scheme. Symmetrical balance between the overall positioning of the text and the aesthetics of the design layout as they successfully support in creating the overall interface design of the website.

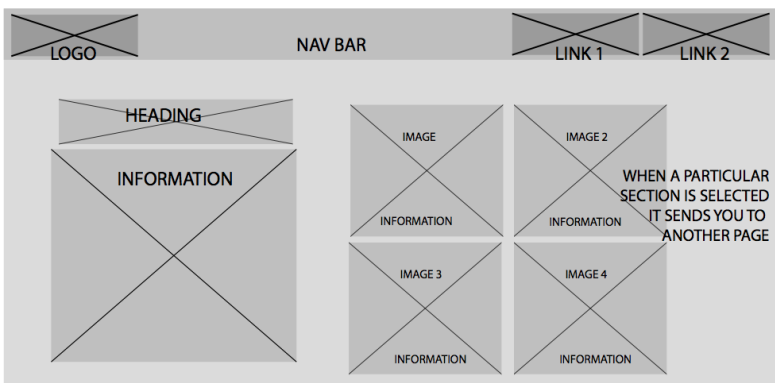
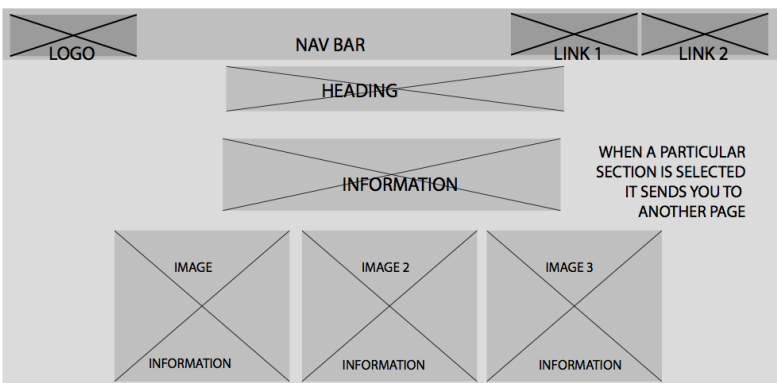
# UI elements & interface



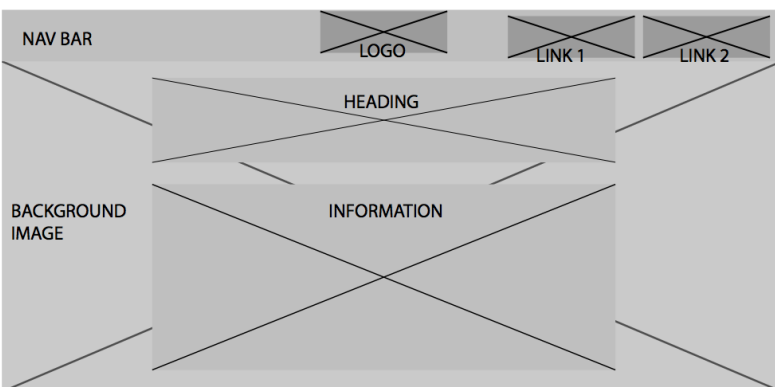
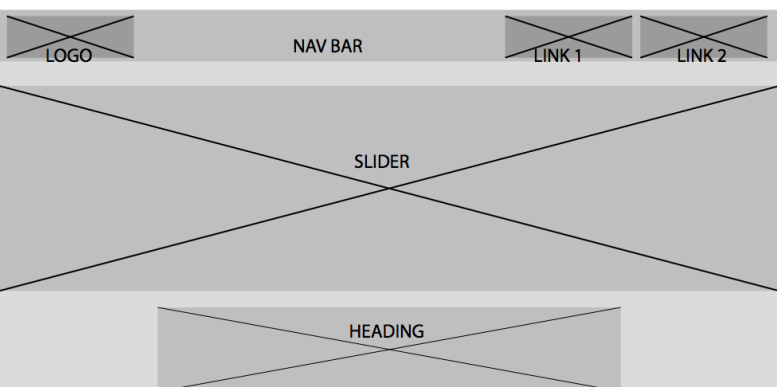
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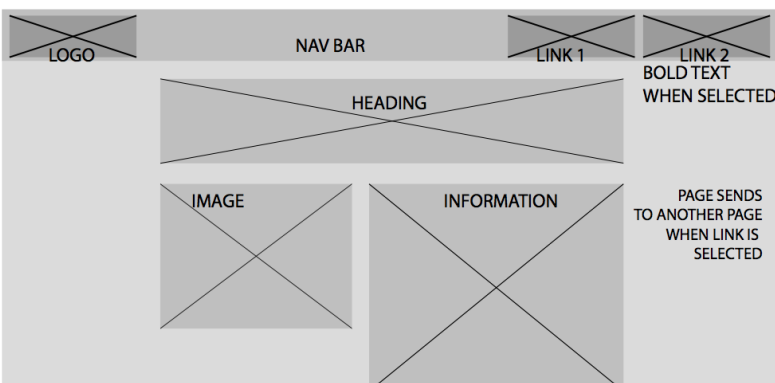
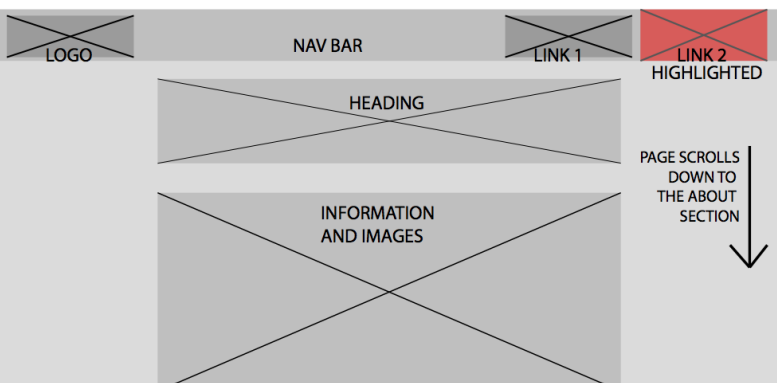
## SECTION



## INDEX PAGE



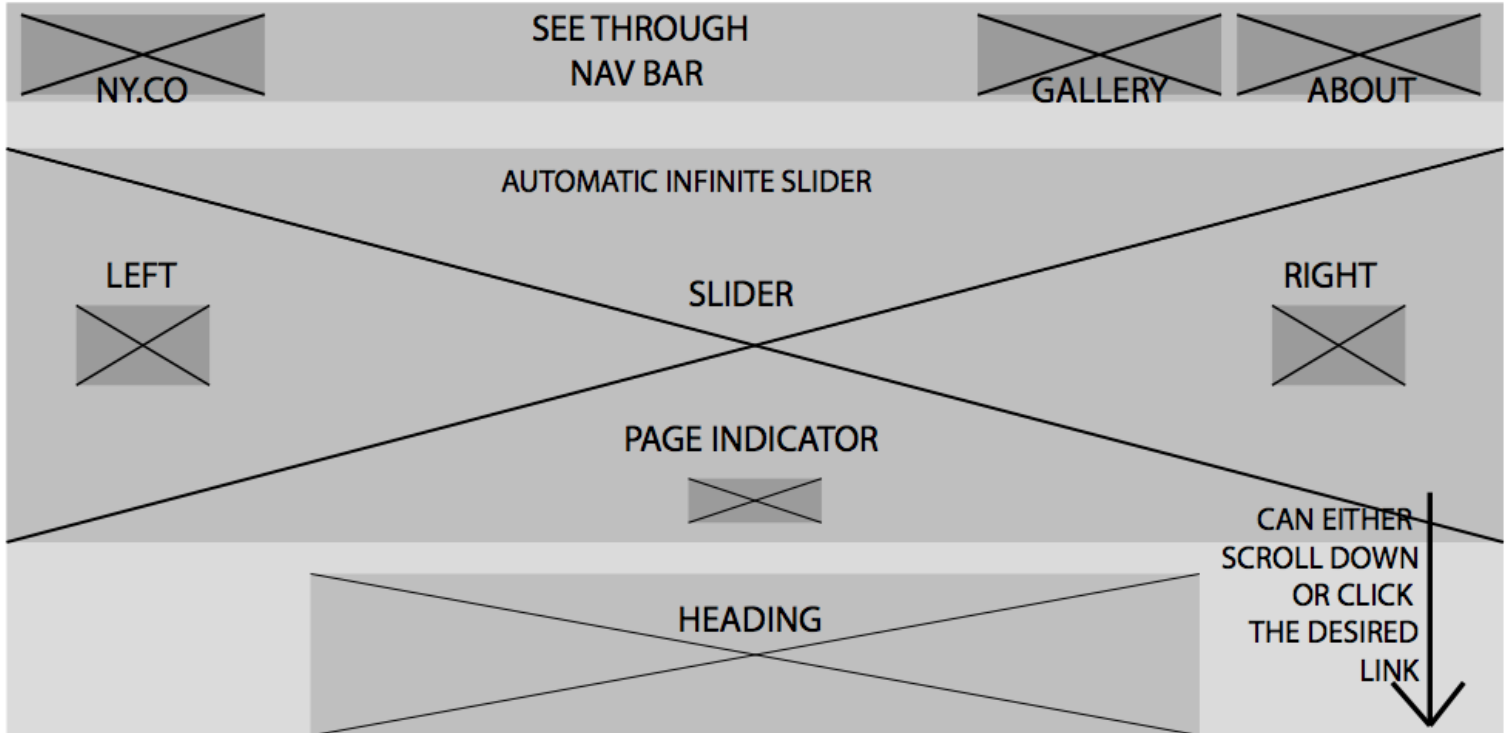
## INFORMATION PAGE



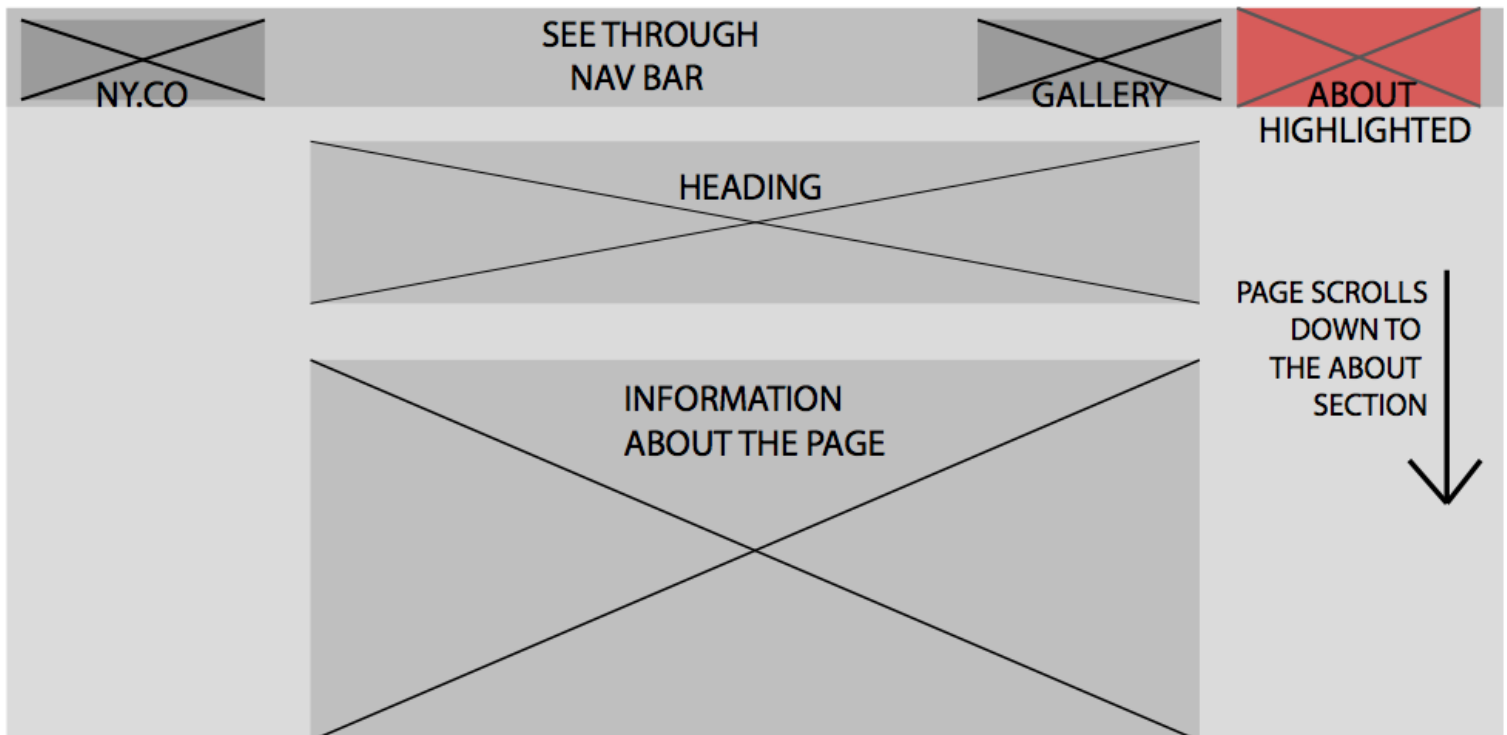


# detailed wireframes

## HOME

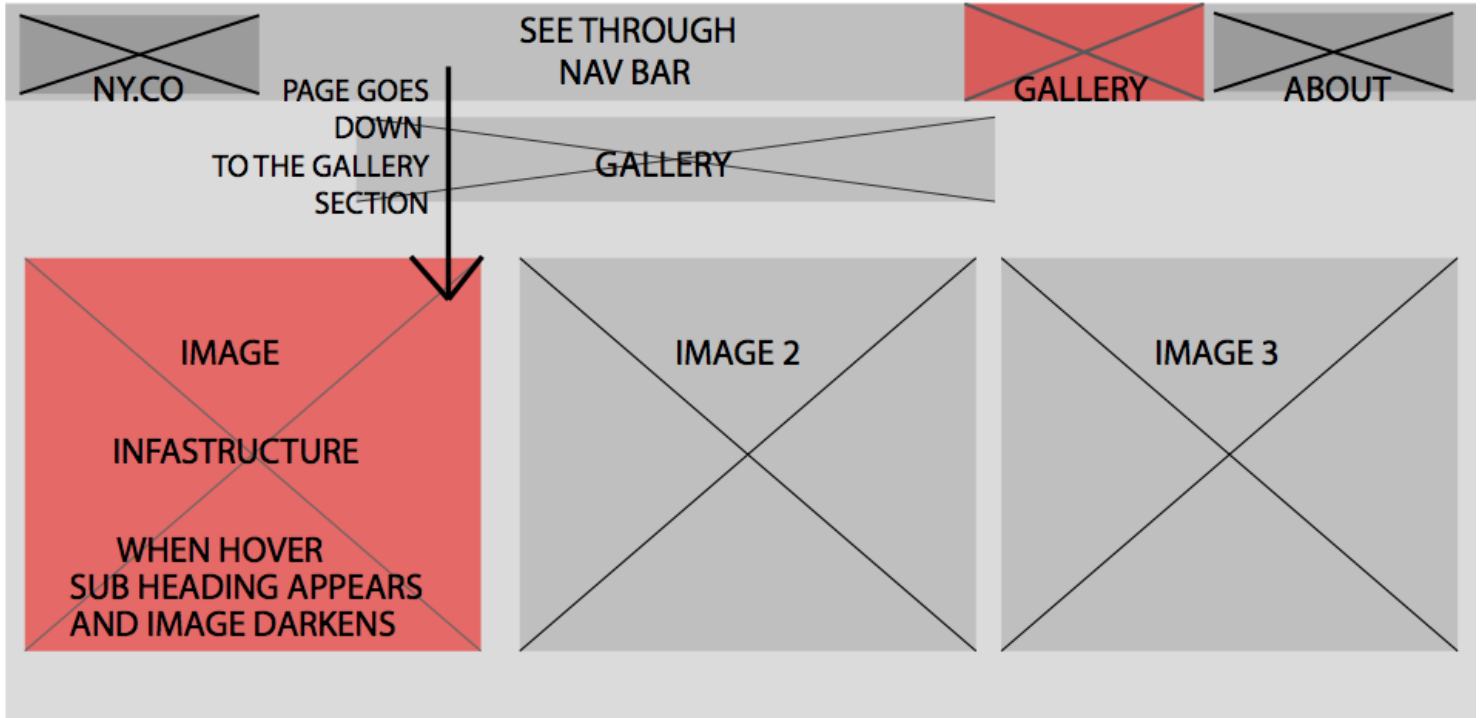


## ABOUT

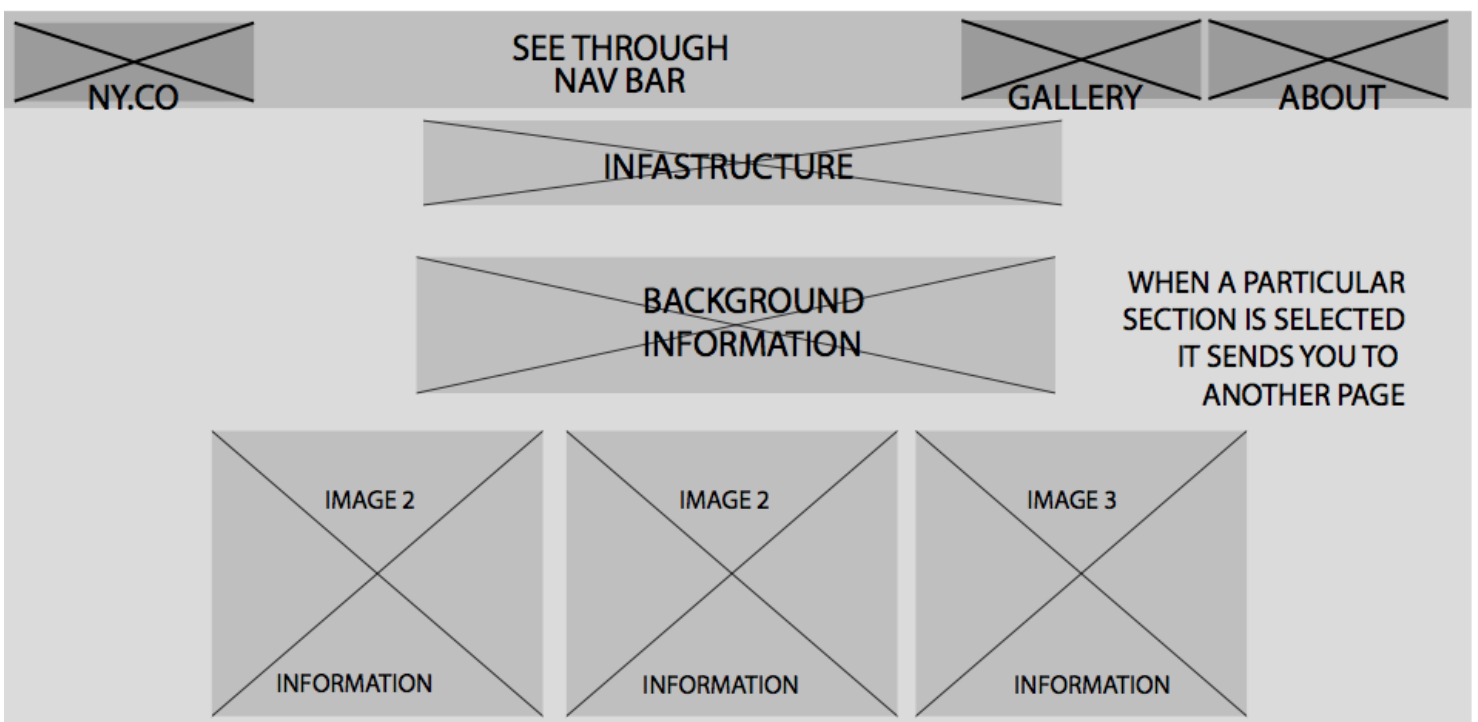


# detailed wireframes

## GALLERY



## INFASTRUCTURE







# interface designs

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GALLERY ABOUT



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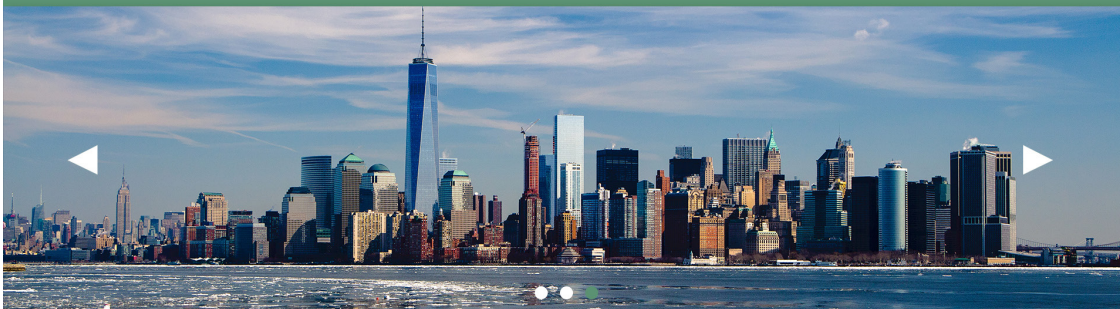


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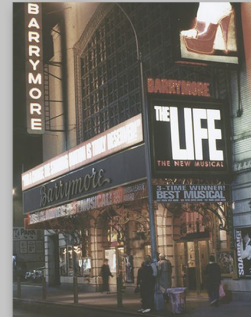
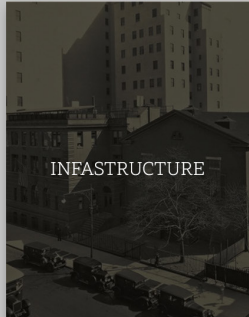
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green and white light towers, the first solar lighting tower and restaurant ever in 2010 made it possible for immigrants from Asia, Africa, the Caribbean and Latin America to come to the United States. Many of these newcomers settled in New York City, revitalizing many neighborhoods.

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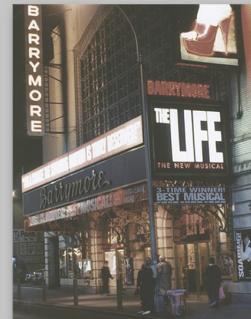
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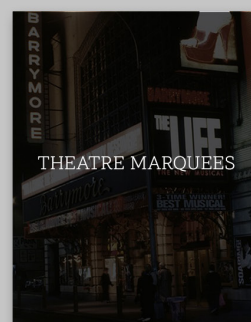
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## 20TH CENTURY

At the turn of the 20th century, New York City became the city we know today. In 1895, residents of Queens, the Bronx, Staten Island and Brooklyn—all independent cities at that time—voted to “consolidate” with Manhattan to form a five-borough “Greater New York.” As a result, on December 31, 1897, New York City had an area of 60 square miles and a population of a little more than 2 million people; on January 1, 1898, when the consolidation plan took effect, New York City had an area of 360 square miles and a population of about 3,350,000 people.



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The 20th century was an era of great struggle for American cities, and New York was no exception. The construction of interstate highways and suburbs after World War II encouraged affluent people to leave the city, which combined with deindustrialization and other economic changes to lower the tax base and diminish public services. This, in turn, led to more out-migration and “white flight.” However, the Hart-Cellar Immigration and Nationality Act of 1965 made it possible for immigrants from Asia, Africa, the Caribbean and Latin America to come to the United States. Many of these newcomers settled in New York City, revitalizing many neighborhoods.

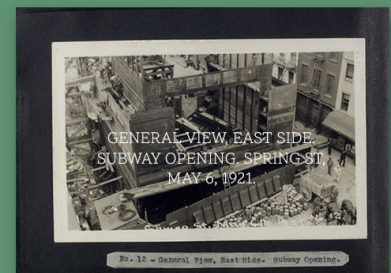
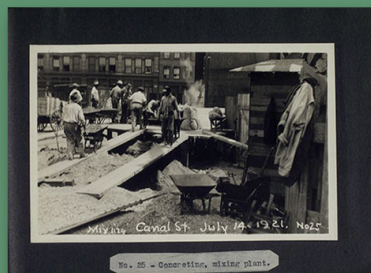
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## INFRASTRUCTURE

This digital presentation draws together several archival collections of photographs, supplemented by published illustrated sources on related subjects, all concerned with the transit and water infrastructure of New York City in the last 150 years.



# reference

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