

The background of the slide is a still from the movie Monsters, Inc. It shows the character Sulley peeking out from behind a white door with a small window. In the foreground, a young girl with pigtails, wearing a red nightgown, stands with her back to the camera, looking at the door. The scene is set in a dimly lit room with a wooden floor and a radiator visible in the background.

MONSTERS, INC **DESIGN PROCESS**

Applied Art for Web
Noemi Bisicchia



One of the illustrations made for this project.

Index

Why monsters Inc? _____	4
Colours _____	6
First Digital Idea _____	7
Elements _____	8
Backgrounds _____	9
Characters _____	12
Doors _____	14
Tickets _____	17
Logo _____	18
Fonts _____	19
Speed _____	20
Error Page _____	21
Responsive _____	22



WHY MONSTERS INC?

First of all, the reason why I've chosen this film is that I'm a real fan of Disney Pixar.

This is a University Project made for the course "Applied Art for Web" at the University of Greenwich.

The website is designed to show my abilities and skills on HTML5, CSS3, JS, PHP and Adobe Ps, Ai and Id (as Graphic Designer).

This is a promotional website where I followed deadlines and a specific structure.

To enjoy the time spent on this project I decided to do something that I really like and where I'm really good on.

I love Disney and I love drawing so the best idea should have been something connected with both elements.

With this in mind, I searched all the Disney-Pixar movie older than 12 years (as the brief said) and when I saw that Monster Inc was one of them I immediately chose it.

From that point, I watched the movie more than ten times to catch all the elements to insert into my website and use its story, mood and genre for inspiration.

To start the process was drawn lots of sketches, first as hand drawing and then digital, I chose the colours, type-setting and elements to add.

COLOURS

The main characters of the movie are three:

- Mike (green monster)
- Sully (blue monster)
- Boo (kid)



#f285b5

#6bc8c4

#bbd050

#ed6898

#6e81b4

#v509f70

FIRST DIGITAL IDEA



CHARACTERS



HOME FILM TICKETS

Film promotion project by Noemi Bisicchia © 2018

My first idea was to show all the content in banners to help structure to be much more clear. I thought that my target could be “family”, children and fan of Disney (like me) so my intention was to add lots of reference to the movie to connect this promotion website to the real film and try to make it enjoyable and fun to navigate.

In my mind, there were different kinds of drawings. So I combined them to be animated and fun to discover..

ELEMENTS

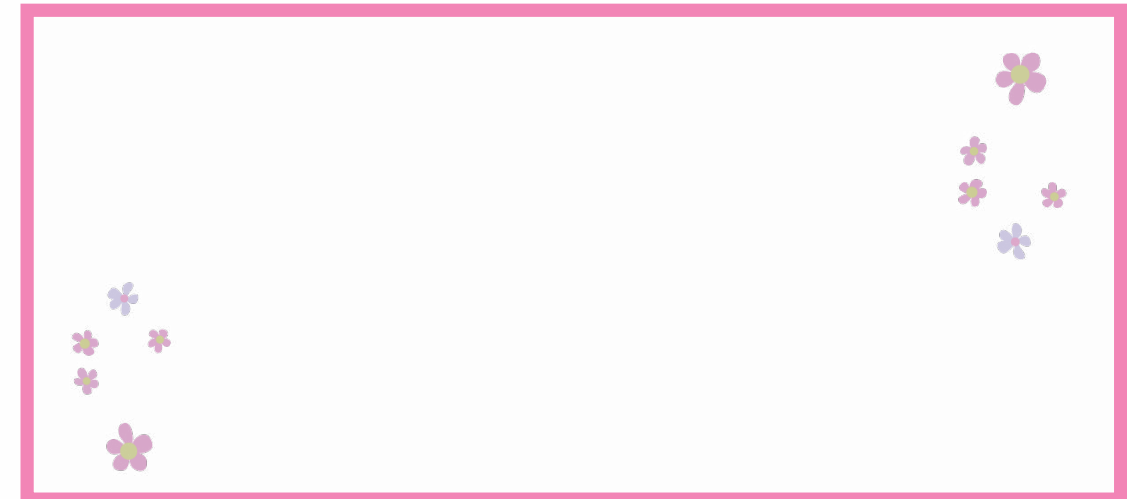
Elements are very important on my website because thanks to them I connected the website to my film.

I would like that the user, when go inside my website, fell the same emotion that has with the movie. So will be easy push him to buy the ticket or just see the timetables and think more about going there...

The design on this project it's very important to catch the attention of the audience and expresses the emotion of the film.

Every single element was drawn and design by me in digital illustrations with Adobe Illustrator. It was very fun for me try to find all the elements to draw and to try to give them my personal point of view.

BACKGROUNDS



For this project, I designed 3 different backgrounds. On the first one, there are just flowers, the same of the "Boo's door".

I thought about this background because is easy to adapt and also to fill the white space in some places where texts aren't too much.



The second background was just a blue background with some violet circles. To design that I tried to take colours and style from Sully, the blue monster.

I used that background to add some information on the index page. I wrote those info inside 3 circles with the same violet colour.

This was like to remember Sully, to give the sensation that the info were written down on his skin.

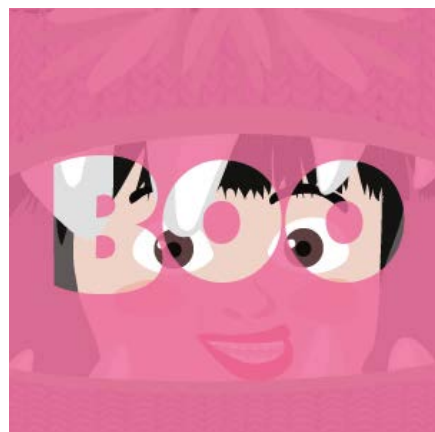


The third background is designed from Boo's room. I drew the same wallpaper that there is in her room and added in the "doors section".

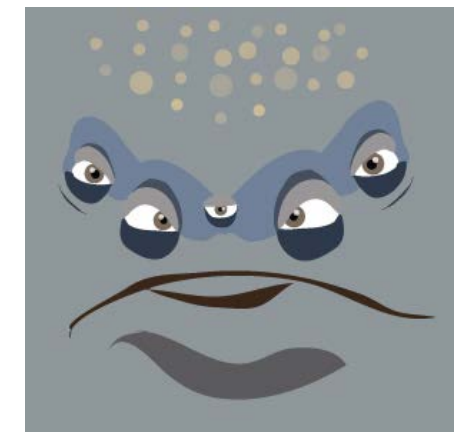
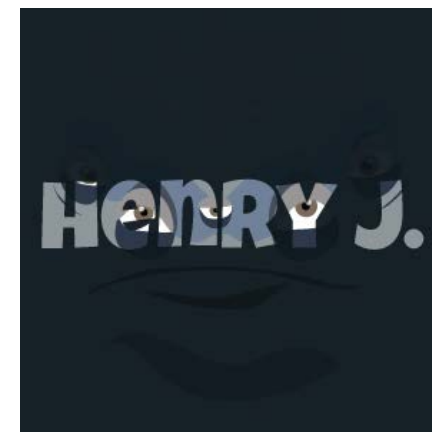
Was a nice connection between doors and kids room, this is why I added this background in that specific section of the website.

CHARACTERS

To draw the characters I tried to give them different faces, the scariest one behind the name and then if



you hover it or touch (mobile version) you will see the happy face, the nicest one...

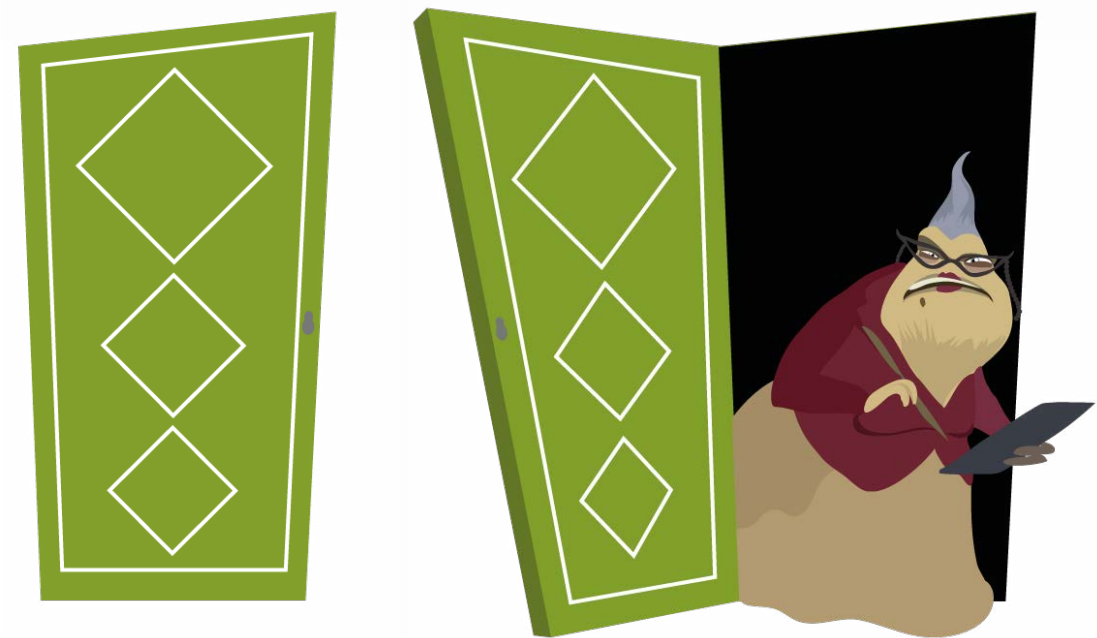


DOORS

Also for the doors, the idea was to make users play with them, have fun



and discover something that sometimes is boring, all the credits.

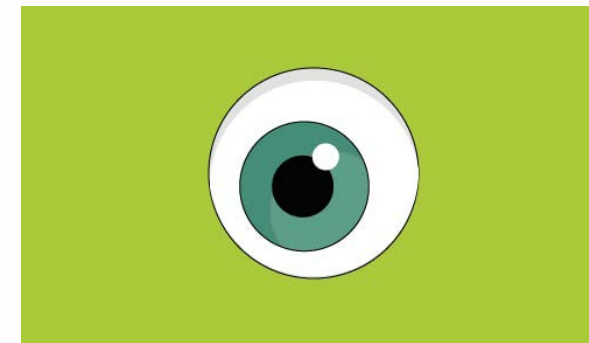




TICKETS

Finally, for the tickets sections, I drew those 3 images and assigned them to different days.

the idea was to show every single image on the top of a ticket. This is why I tried to customise the section as a real ticket, to appear as that...



LOGO



I used the “M” of Monsters as logo and favicons set.

For the favicon set I inscribed the M inside a square, but for the logo on the homepage il used the “M” as png without the square.

When the “M” is hover there is an effect and seems scared because is trembles

FONTS

This font called “**Luckiest Guy**” is avaiable on Google fonts and is very similar to the style of the movie.

This is why I decided to use this font for all the titles, so h1 h2 h3.

A B C D E F G H I J K L

M N O P Q R S T U V

W X Y Z

1 2 3 4 5 6 7 8 9 0 ' = ! , . - _ ` è é à ò ù

The second font was for the body and should’ve been something lighter and thinner, easy to read, not too serious but rounded to seems enjoyable to read.

This is why I’ve choosen the “Raleway” font from Google font.

abcdefghijklmnopqrstuvwxyz

1234567890' = ! , . - _ ` è é à ò ù

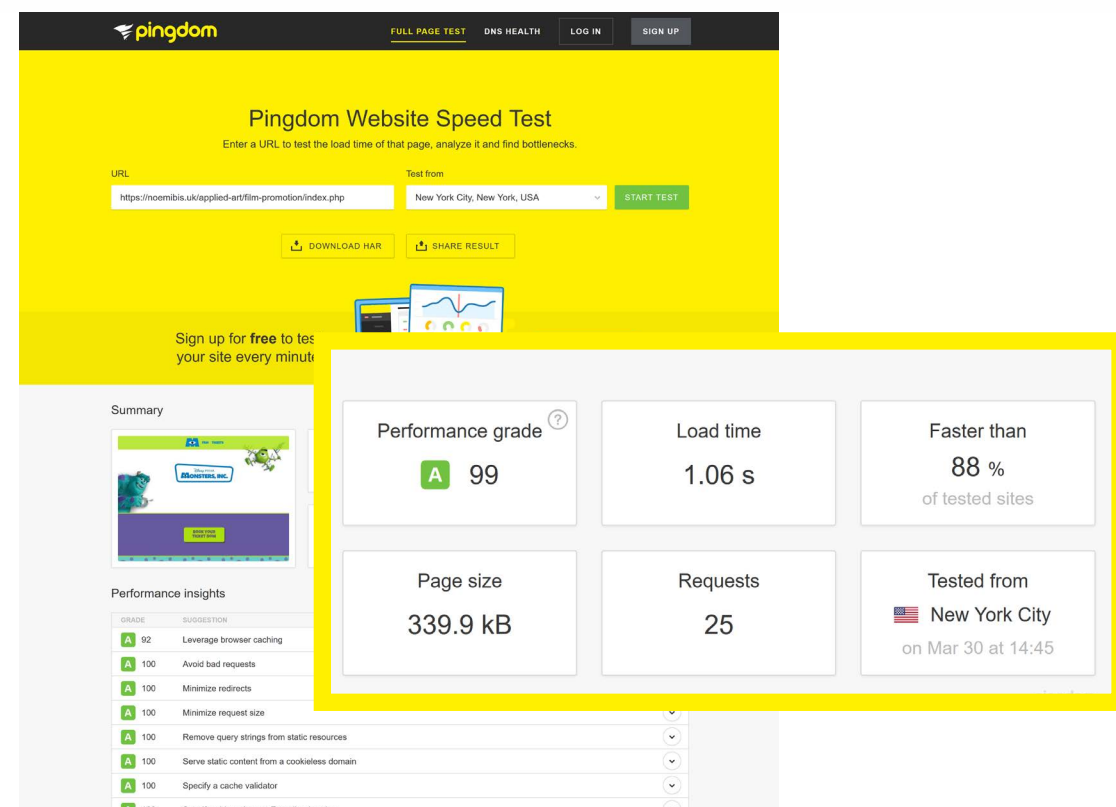
SPEED

In my website there are many images, so that could have been a problem to the speediness of the website.

This is why in the design process of my website was also important to think about the weight of images, in order to reduce the time to open the website and download the images.

To work on that I used websites like:

- <http://compressjpeg.com/>
- <http://compresspng.com/>
- <https://tools.pingdom.com/>
- <https://gtmetrix.com/>



ERROR PAGE

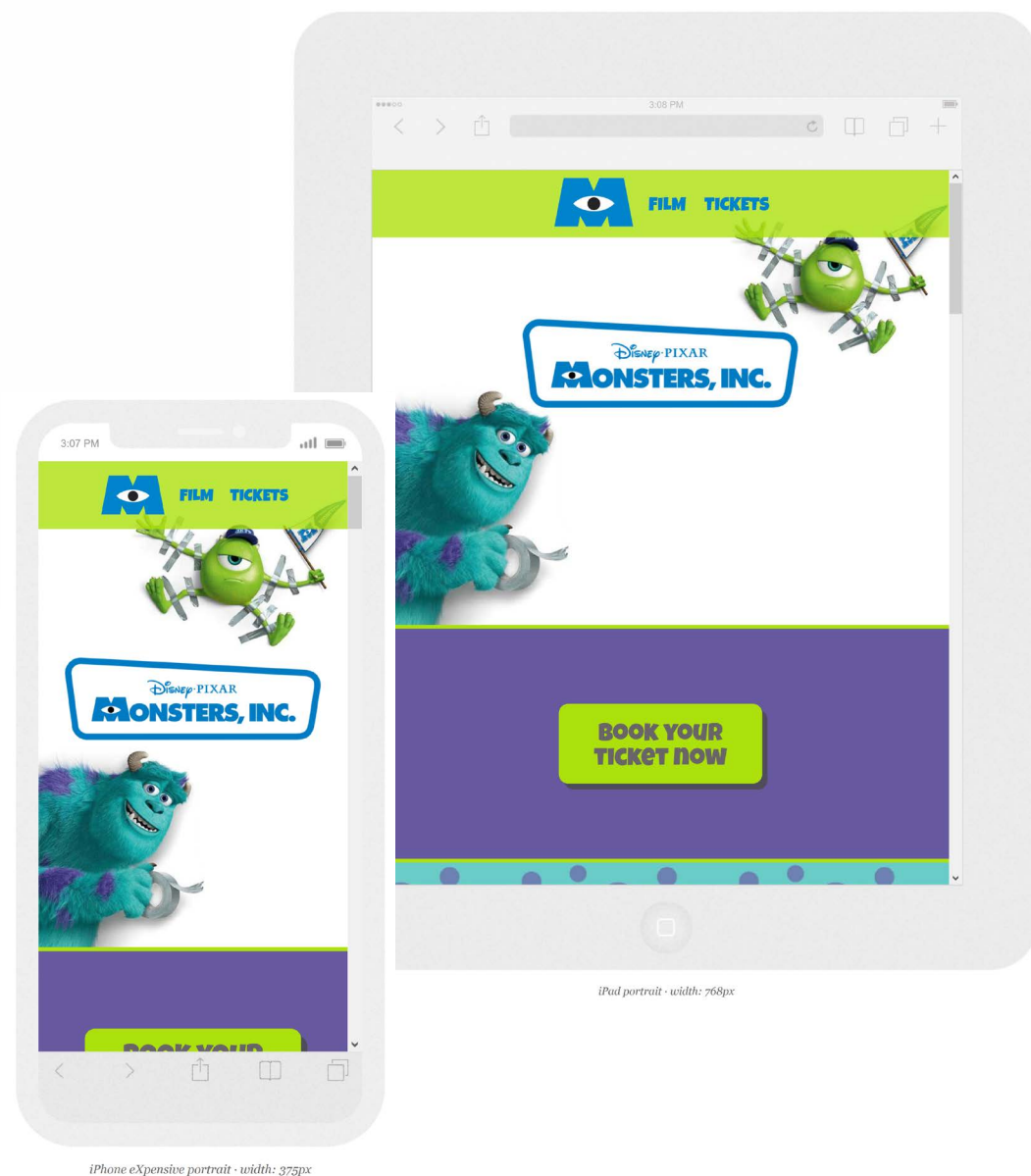


To design this page I worked on the side where monsters are afraid.

I just wanted that page was funny, and I hope it is... enjoy it!

Responsive

The mobile version is a little bit different, especially for the position, background and visibility of elements of the “film” page.



**THANK
YOU!**