



DIGITAL MEDIA DESIGN DATABASE

CREATED BY DESIGNERS, FOR DESIGNERS - FREE FOR ALL

DDD ●

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JULIA NORMANDIN

I had been thinking about doing a project like this for at least a year, since I know there's a **need** in our DMD program for a **centralized list of resources and tools**. Many of the professors have different teaching styles, and often don't end up on the same page as the rest.

Our **problem** within the DMD program was that we needed to **level the playing field** across all our classes, professors, and stages of learning. We needed to boost **communication**, provide more **accessibility**, **connect** with peers, and **share resources** with each other, since college is about learning above all else.

So, I had seen these issues develop over the years and decided to do something about it by combining my personal passion project into this Workshop project. By the time I started working on this for the sake of the class, I only had a plan, a color scheme, layouts, and fonts chosen. I was happy to get the opportunity to fully flesh out my idea that would benefit myself and the rest of the DMD student body.

FINDING A SOLUTION TO THE PROBLEM

Project 3A
NEGOTIATED PITCH



WKSHP Pitch Deck

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G O A L S



After I finalized my plan, I began setting up my website on **Wix.com**. I use Wix because it is the website builder I know the best. I am good enough at it that I can push the limits on what Wix has to offer.

I knew I wanted to achieve a lot on this database site in just a limited amount of time, so this project was decided to be **ongoing**, ensuring no information will be cut off for the sake of submitting an assignment. I wanted to get the bulk of the important info in first, but it will be **continuously updated over time**, possibly even after I graduate.

I created a name, a logo, and began designing with **functionality, practicality, and accessibility** in mind.



I really wanted to make sure I nailed the landing (home) page by making it as clear as possible. I knew the site would be hosting a lot of information, so I needed to keep these features as concise and clear as possible. I thought about what links students may click the most and where they should be displayed in terms of hierarchy.

I kept the same sentiment in mind for the header menu and the footer. All buttons with the DDD logo lead back to this landing page.

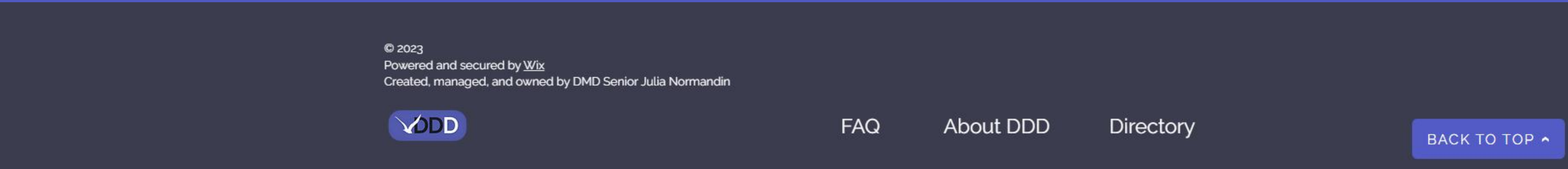


Additionally, I created an FAQ page, Update viewer, links to the About and Directory sections, a Back To Top button, and an in-page side menu that allows the users to view and/or jump to the different anchor links on each page.



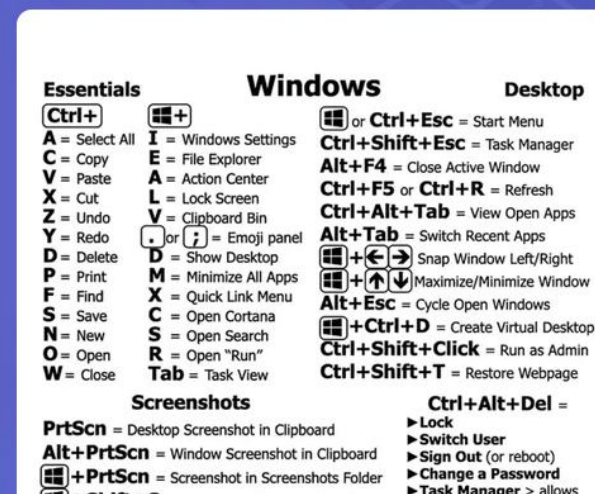
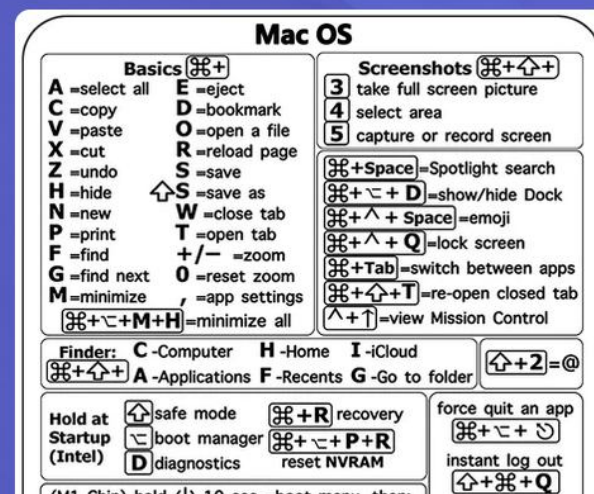
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KEYBOARD SHORTCUTS



BACK TO TOP

This page I created using the pre-designed keyboard shortcut stickers from <https://www.shortcutsticker.com/> to meet the needs of students trying to memorize them as they work.

All images here are properly credited and the link to the original company that designed them is available.



Tools, Sites, & Software

A collection of every online DMD resource you could need.

Most of these sites are **free**, and many don't require you to register with an email. **All** sites listed below have been tested for functionality and quality control by our admins at DDD.

(Please note: DDD is not associated with nor being paid to advertise these sites.)
*Some websites may contain AI. Always remember to credit your sources responsibly.

FONTS & TYPOGRAPHY

Free font downloads from a variety of typography websites.

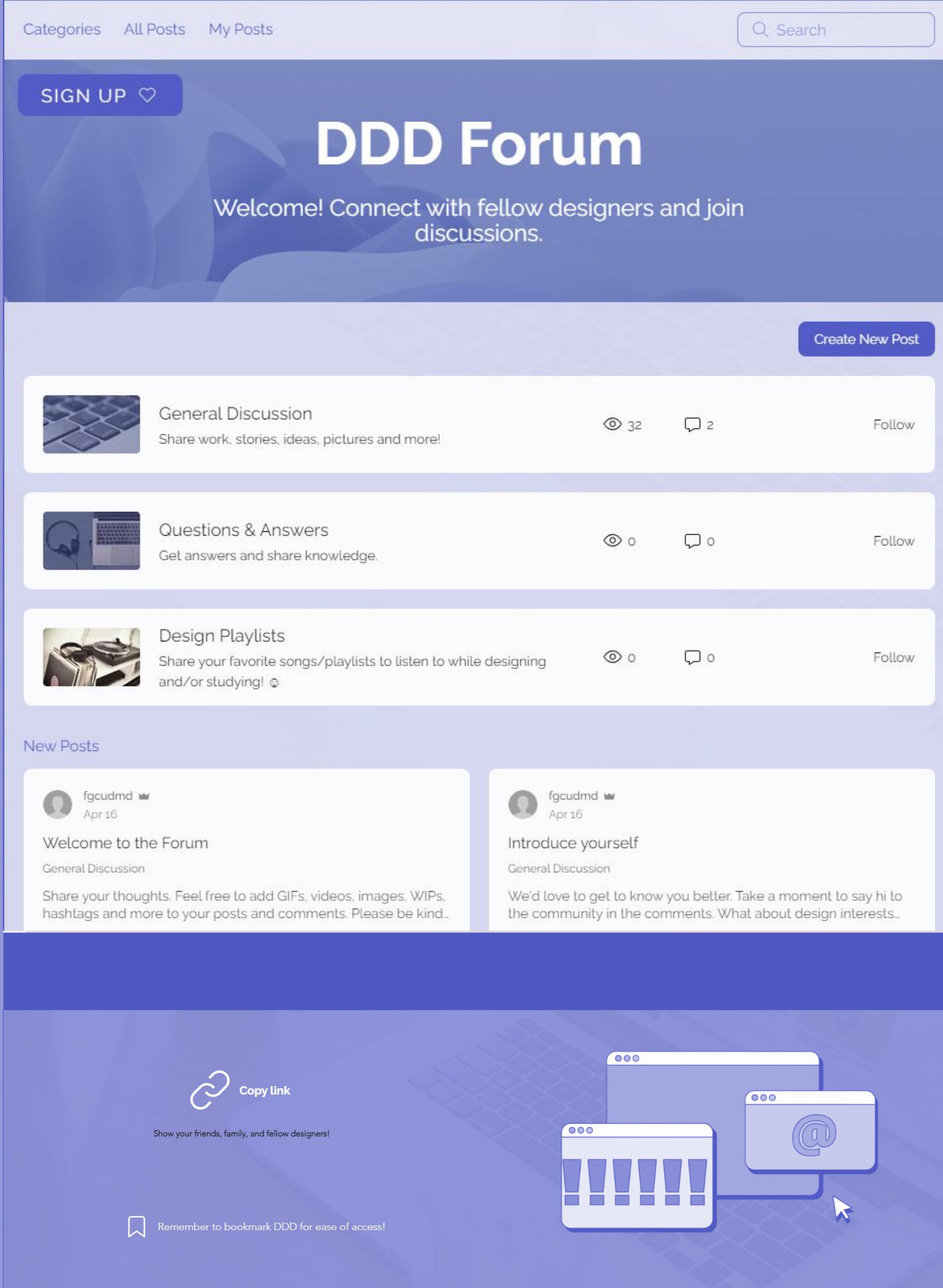
- FontSpace <https://www.fontspace.com/>
- DaFont <https://www.dafont.com/>
- 1001 Fonts <https://www.1001fonts.com/>
- Font Bundles <https://fontbundles.net/>
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BACK TO TOP

The **tools, sites, and software** page is broken down into 13 sections of mostly-free websites and online resources clearly linked throughout the list. All the websites were tested and **approved** by me and usually at least one other peer reviewer.

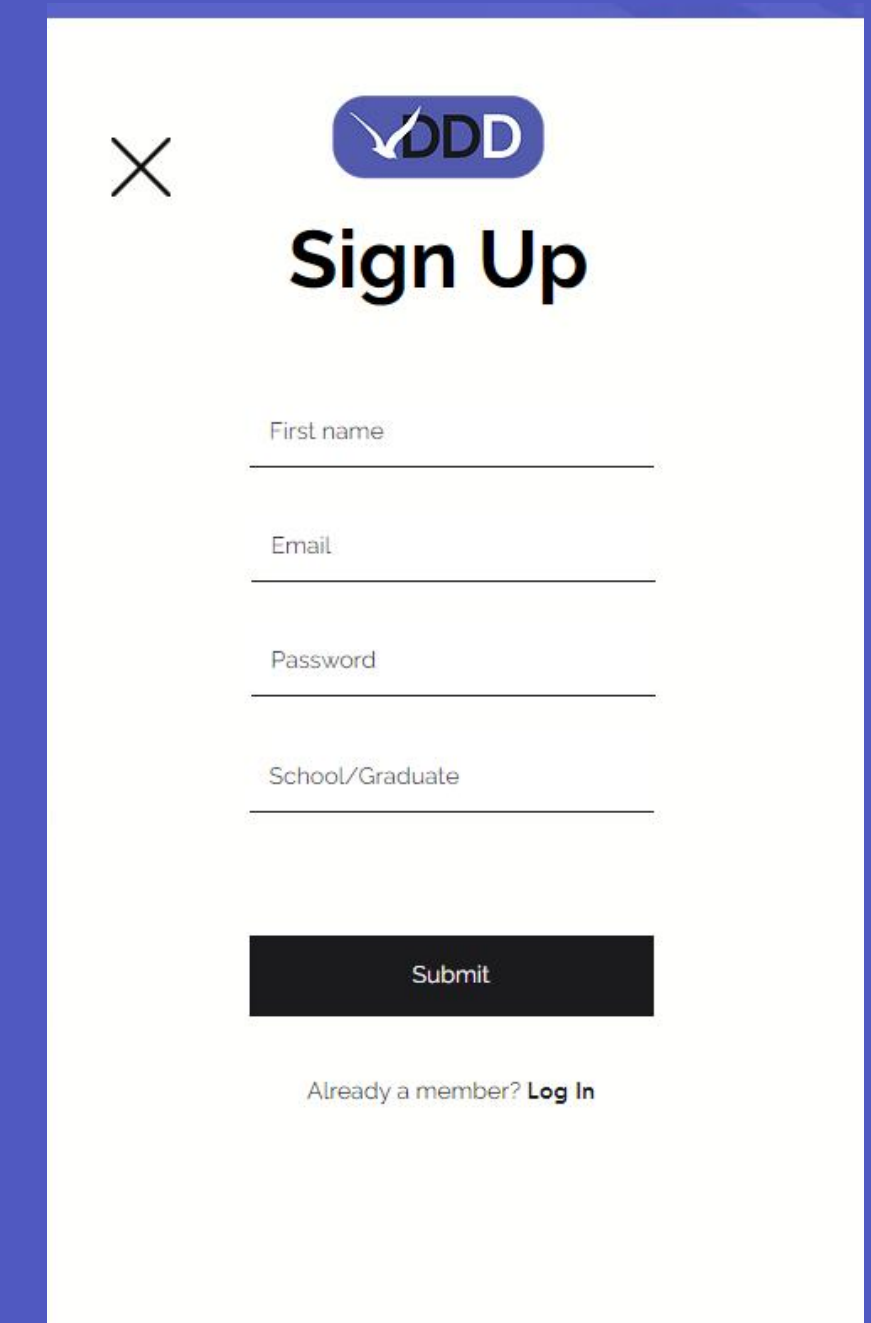
One thing I am planning to add to this page in the future is a **table of contents** section toward the top and/or a search function as seen on other pages such as the Glossary and the Forum.

I was sure to specify I'm not sponsored by any of these sites; I'm simply sharing for the sake of archiving and passing on valuable information to my peers.



Communication is key, especially in such an isolated field such as Design. I thought about how I could combat this issue by using my website. Eventually, I installed a functioning forum for designers to chat with each other, share work and inspiration, and get to know what it's like to communicate with like-minded people globally. No downloads required. I tried to make the sign-in as simple as possible, only requesting a first name, an email, your school, and your password that you create for this site's forum.

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The most tedious part of the whole project was the Glossary page, that contains 10 categories full of design terms. Each word is clickable and will bring you to a page that hosts the word, definition, clickable related words, and useful related links to non-DDD sites.

This section is far from complete due to the sheer amount of information that has to be gathered, input, designed, and categorized, but someday I will ensure it is complete for the sake of my fellow designers.

This page also offers a search bar for ease of access to each section, and an in-page menu on the right.

ELEMENTS & PRINCIPLES OF DESIGN

Asymmetry	Balance	Beats	Color Theory
Composition	Contrast	Depth	Emphasis
Focal Point	Hierarchy	Horizon Line	Juxtaposition
Line	Movement	Overlap	Perspective
Proportion	Proximity	Repetition	Rhythm
Scale	Space	Symmetry	Texture

Visual Interest

COLOR THEORY

Analogous	CMYK	Complementary	Cool Colors
Gradient	Grayscale	Hex Code	Hue
Monochrome	Opacity	Palette	Pantone®
RGB	Saturation	Shade	Swatch
Technicolor	Tint	Tone	Triadic

Warm Colors



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CONCLUSION & EXTRA NOTES

Overall, I learned a lot during this project and I am very glad I took on this massive ongoing collection of DMD data for everyone to use. I love helping people out and giving back as much as I can, especially in a world where many people feel isolated or confused where to start.

I didn't think much of this project was challenging but rather very tedious. I tried my best to stay motivated throughout the bulk of it.

If you would like to see more detailed information on the uses, target audience, and purpose of the DDD site, please review my pitchdeck. I am happy to answer any further questions about the site and my process.

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DDD v.1.1

DDD Updates

Change log, future updates, etc.
The DDD is an ongoing project, so expect more to be added as we progress this year.

DDD v1.0 - FIRST LAUNCH 4/16/2023

COMING SOON:

- Complete [Glossary](#) with info, definitions, links, etc. on every term
- Full mobile optimization
- Alt text descriptions on each image for accessibility
- Links in words to different parts of the site, mimicking a [Wikipedia](#) page.
- Improved SEO
- Adding more sites to the [Tools](#) list
- Creating new rooms in the [Forum](#)
- Fixed contrast issues and various site tweaks for a better performance
- How-To's and in-site Articles coming soon
- More added to [FAQ](#) page including AI policies
- New Forum chats are being added including: Work Gallery, Inspiration Board, [DDD](#) Suggestions, and more
- (Not confirmed yet) business cards and/or posters for promotional material
- A page to learn more about the owner and how/why the DDD site was created (in-depth [About](#) section)

DDD v1.1 - 4/17/2023

- Added functional in-site search bars
- New Forum chat created: "Design Playlists"



SPECIAL THANKS to the folks who helped test my site when it first launch and to everyone who supported me through the creation process. I hope this website serves you all well!

I think I was successfully able to reach my goals for this project and I am satisfied with how it turned out. I'm eager to add more to the DDD in the future!

ASYMMETRY

: lack or absence of symmetry

|| RELATED: **Symmetry** **Visual Interest**

RESOURCES:

- <https://www.interaction-design.org/literature/article/symmetry-vs-asymmetry-recalling-basic-design-principles>
- <https://designshack.net/articles/layouts/asymmetrical-design-creating-beautiful-balanced-layouts/>