

LOVE YOURSELF

CASE STUDY

BACKGROUND

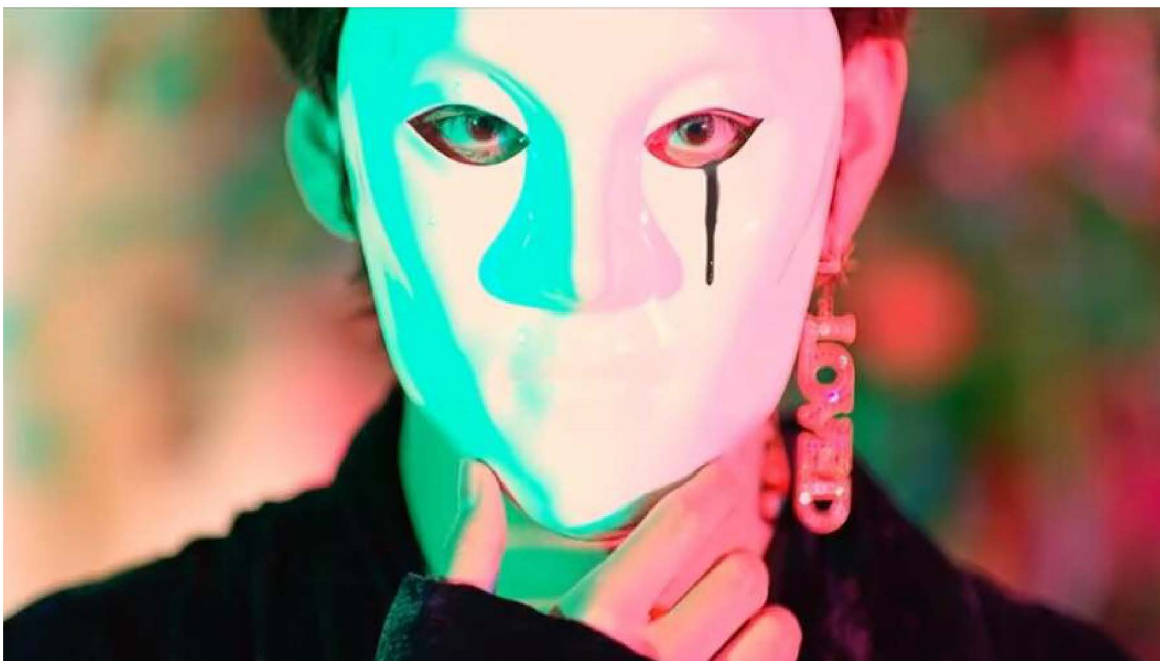
BRIEF

Online editorial platforms are trying new and exciting ways of presenting content to make full use of the digital experience. Your challenge is to bring a short story to life, while considering the flow of content, visual design, expressive web typography, animated and interactive enhancements, and overall responsive nature. You will be designing and developing a more experiential single-page website of around 700 words. It is critical that you experiment with the format to create a unique viewing experience, while still considering the flow of information and usability.

STORY

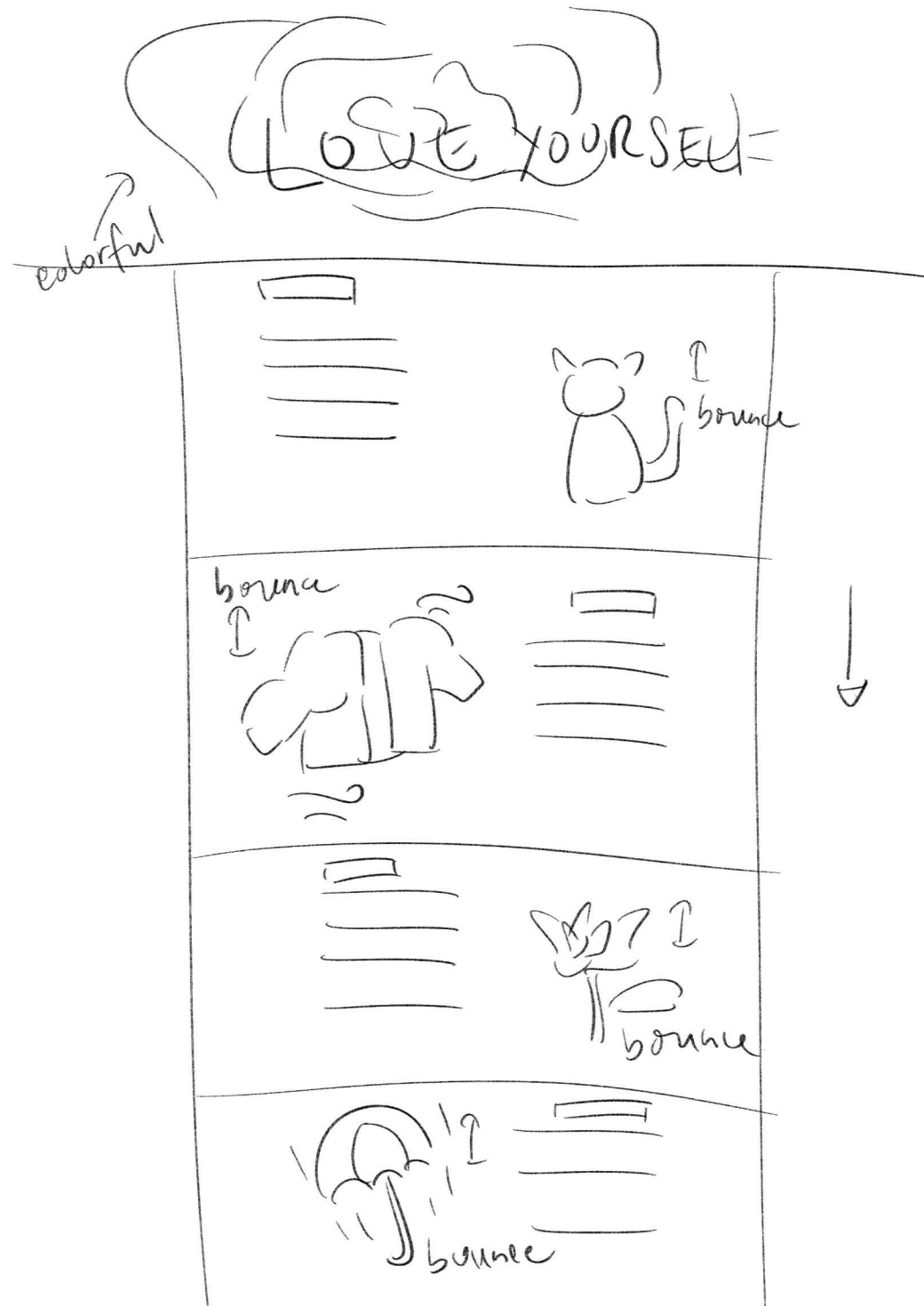
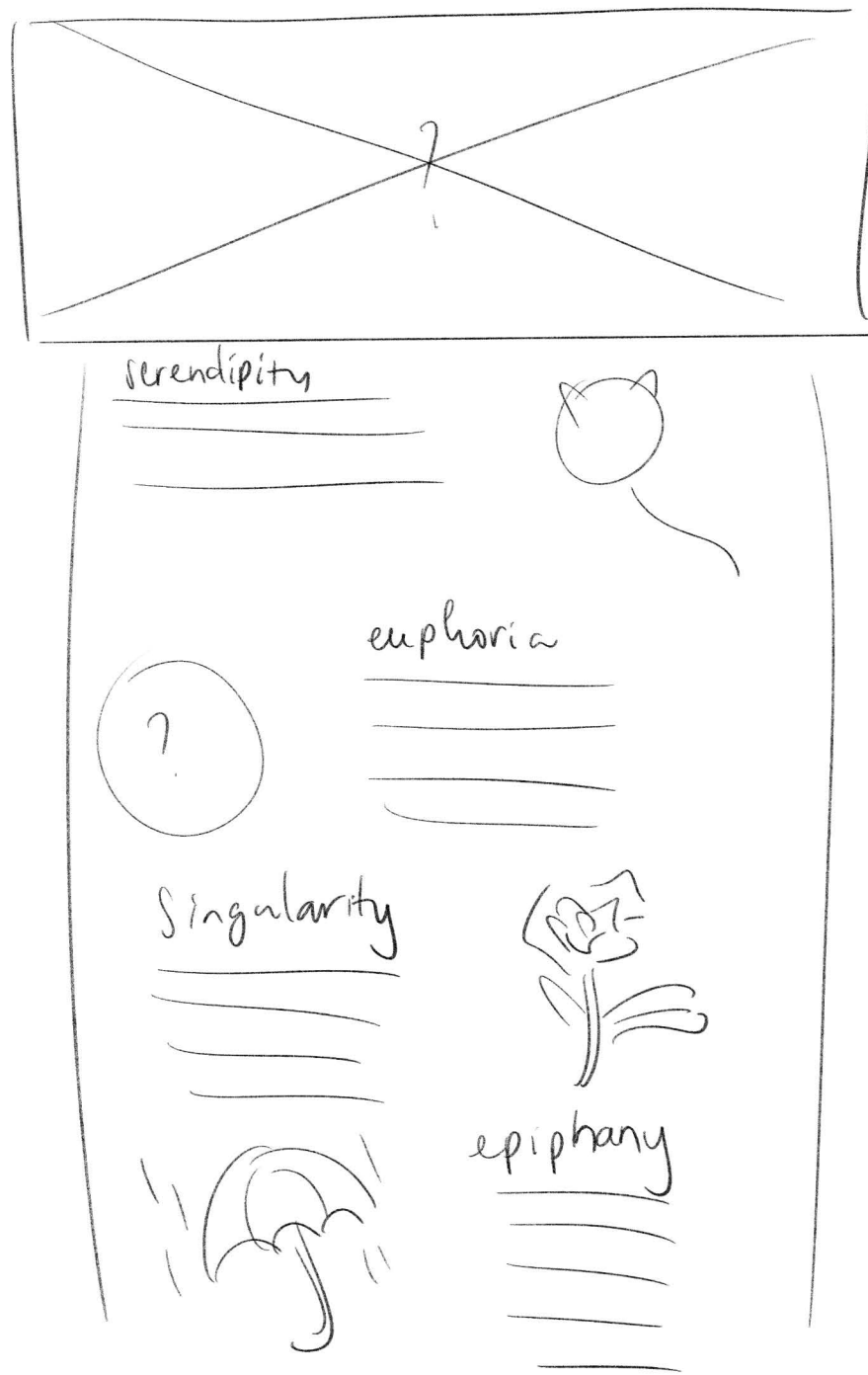
For this project, I want to create a simple website to introduce the intro tracks in the album series “Love Yourself” by BTS. The tracks would be presented in order to convey the meaning behind the band's messages about overcoming hardships and learn to love one's self.

RESEARCH



MOODBOARD

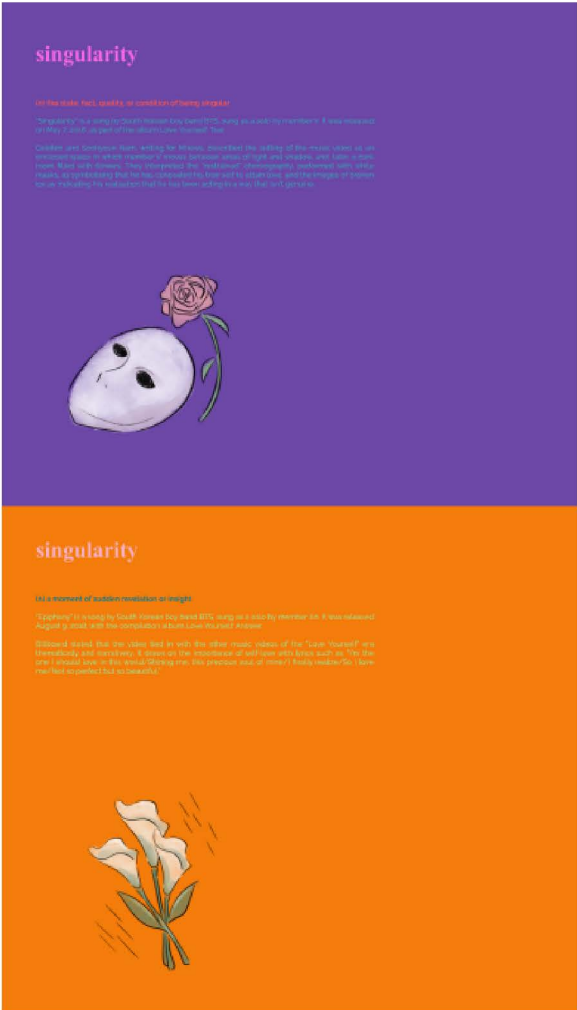
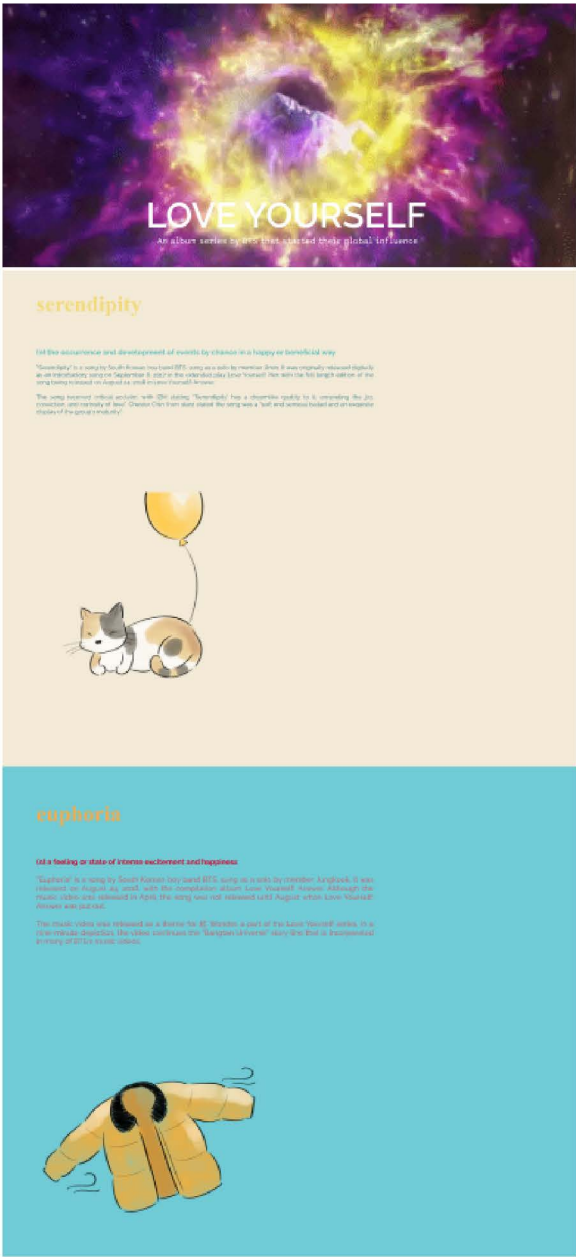
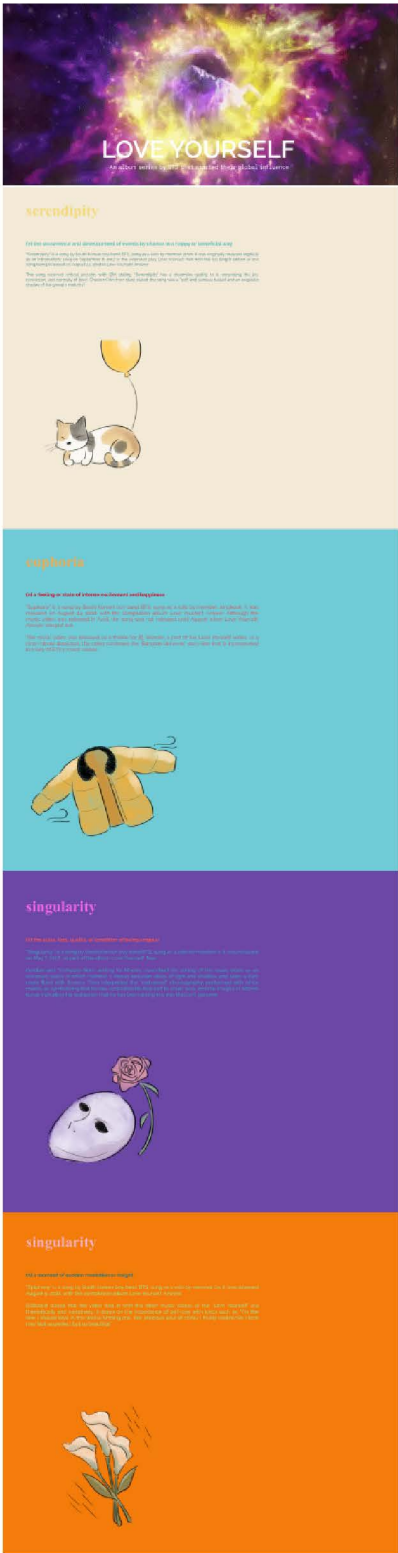
I was inspired by the vibrant colors from the four music videos for each track. Although at first glance I thought these colors would be a bit tricky to work together, but I decided to use the warm and earthy colors to create small icons representing each track.



SKETCHES

I already have an idea of how I want the overall layout to look like, but one of the things I struggled with is to come up with ideas for what objects to represent the songs.

OUTCOME



FIGMA PROTOTYPE

Unfortunately I couldn't get a lot of feedbacks due to my schedule and limited time, but I feel good with how I can still create a website from scratch with these rough ideas.

FINAL WEBSITE



serendipity

(n) the occurrence and development of events by chance in a happy or beneficial way

"Serendipity" is a song by South Korean boy band BTS, sung as a solo by member Jimin. It was originally released digitally as an introductory song on September 8, 2017 in the extended play Love Yourself: Her, with the full length edition of the song being released on August 24, 2018 in Love Yourself: Answer.

The song received critical acclaim, with IZM stating "Serendipity" has a dreamlike quality to it, comparing the lyrics to the lyrics of Jung Kook's BTS song "Serendipity".

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The song received critical acclaim, with IZM stating "Serendipity" has a dreamlike quality to it, unraveling the joy, conviction, and curiosity of love. Chester Chin from starz stated the song was a "soft and sensual ballad and an exquisite display of the group's maturity".

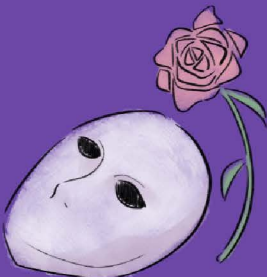


singularity

(n) the state, fact, quality, or condition of being singular

"Singularity" is a song by South Korean boy band BTS, sung as a solo by member V. It was released on May 7, 2018, as part of the album Love Yourself: Tear.

Golden and Sohyoun Nam, writing for Minews, described the setting of the music video as an enclosed space in which member V moves between areas of light and shadow, and into a dark zone filled with flowers. They interpreted the "intricate" choreography, performed with white masks, as symbolizing that he has concealed his true self to attain love, and the images of broken ice as indicating his realization that he has been acting in a way that isn't genuine.



epiphany

(n) a moment of sudden revelation or insight

"Epiphany" is a song by South Korean boy band BTS, sung as a solo by member Jin. It was released August 9, 2018, with the compilation album Love Yourself: Answer.

Bilboard stated that this video (set in with the other music videos of the Love Yourself) is a thematically and sonically, it draws on the importance of self-love with lyrics such as, "For the one I should love in this world/Singing now, the precious soul of mine/I finally realize/So I love me/Not so perfect but so beautiful".



REFLECCTION

This project was challenging but very fun to do. Surprisingly, I really enjoyed working on HTML and CSS files and built a simple website from scratch. Even though I couldn't go through every single steps due to many complications (not to mention troubleshooting), I still feel good about the result.