# 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
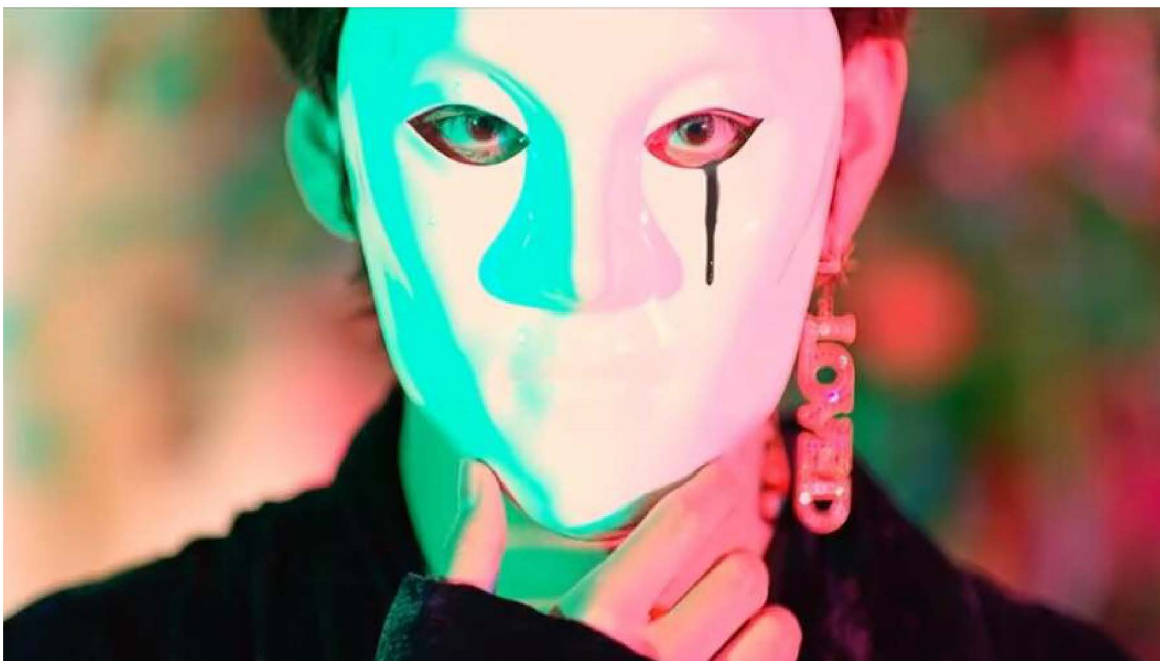
MOODBOARD

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.
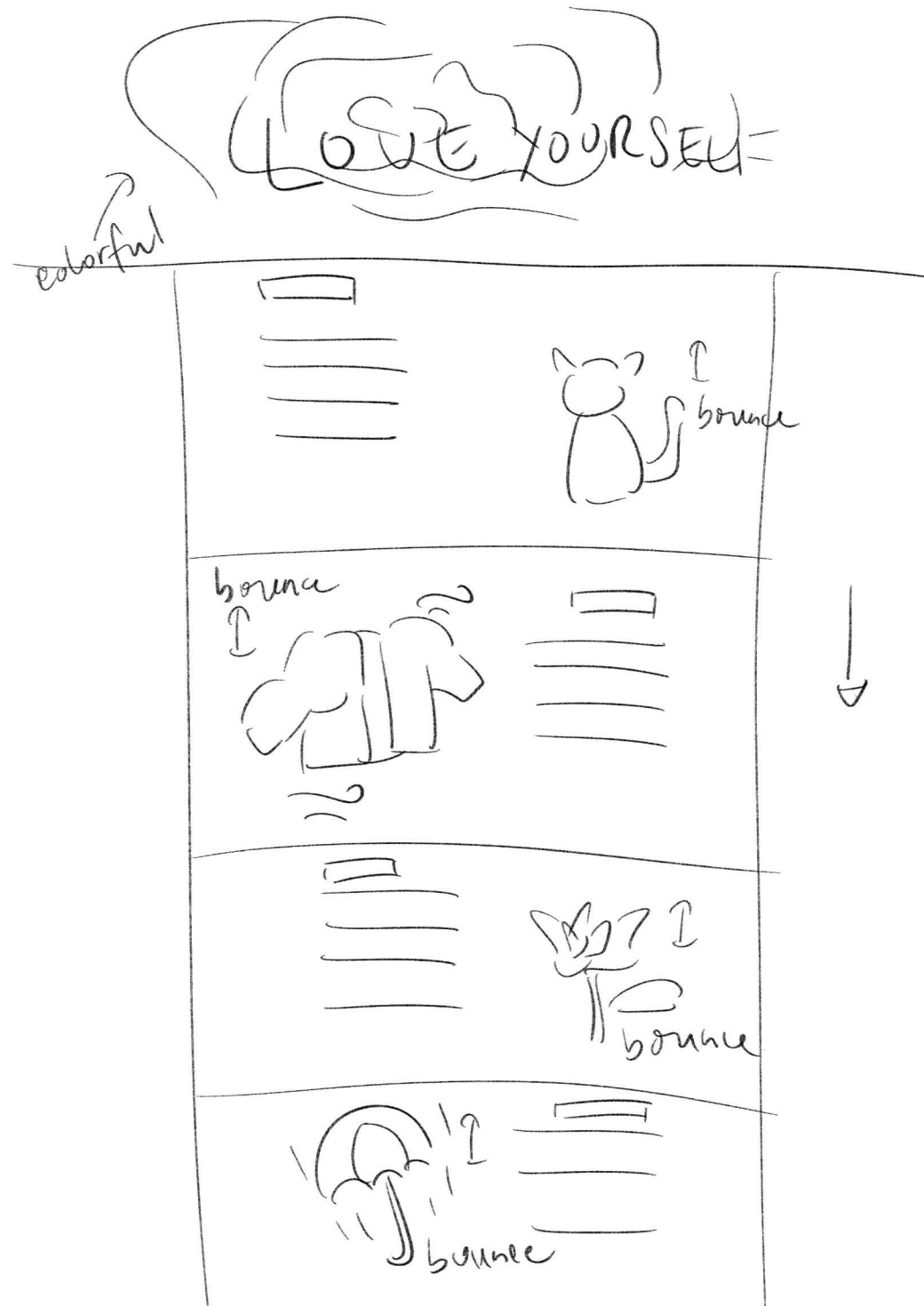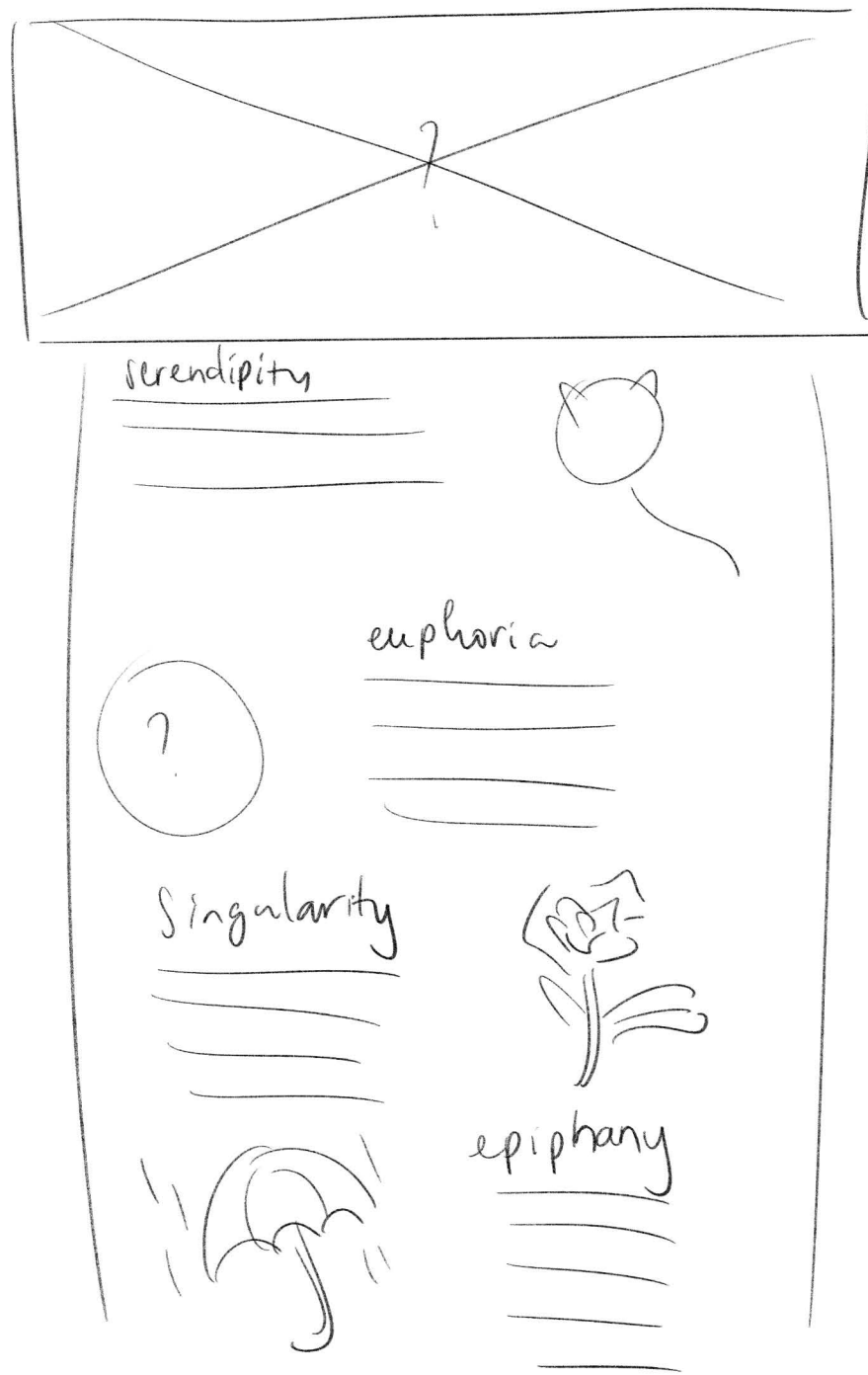
SKETCHES

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
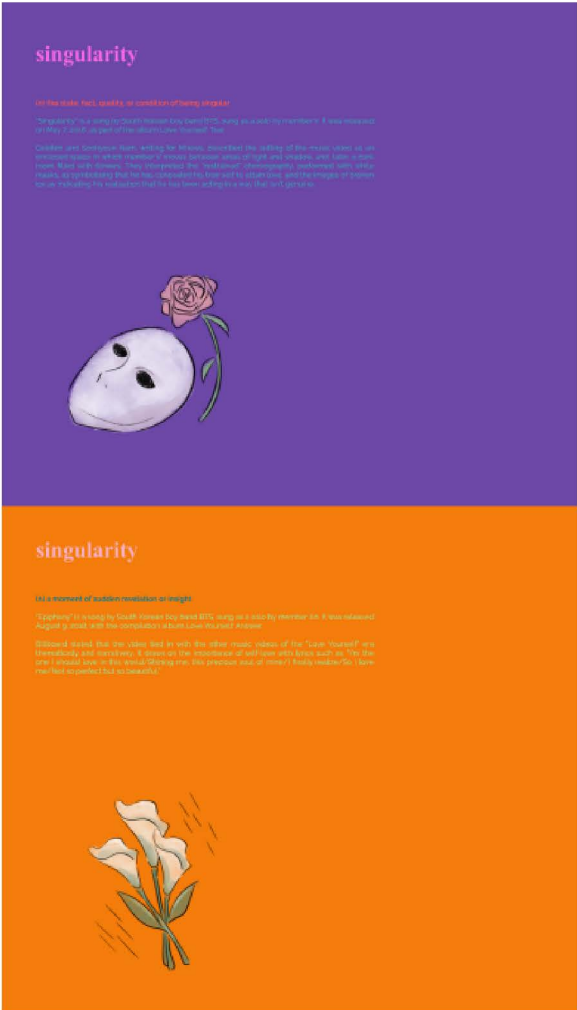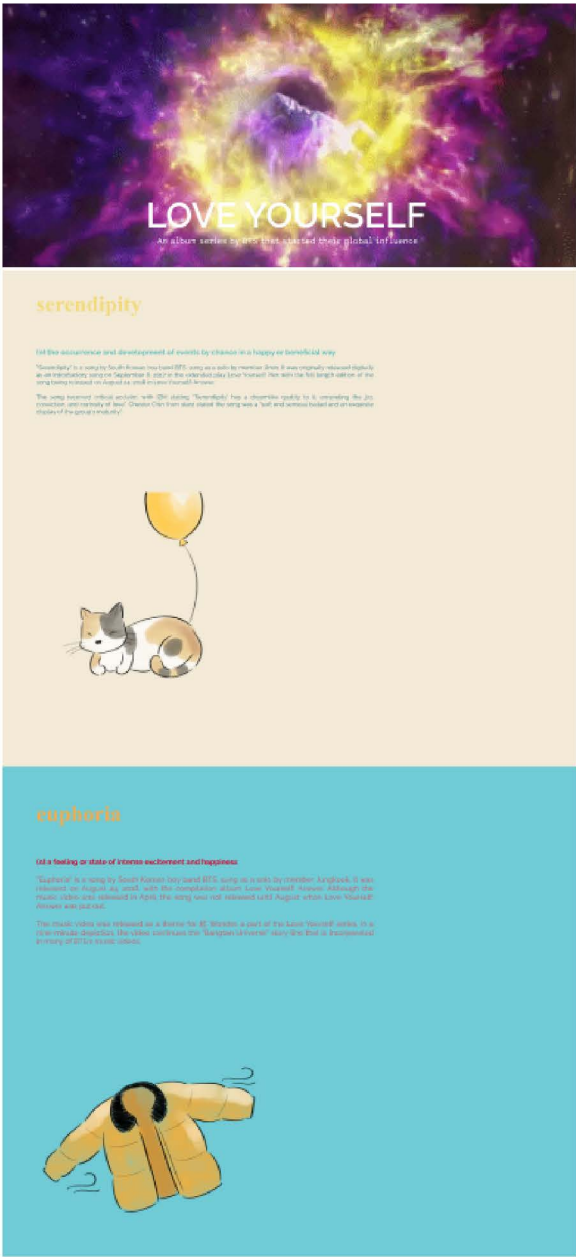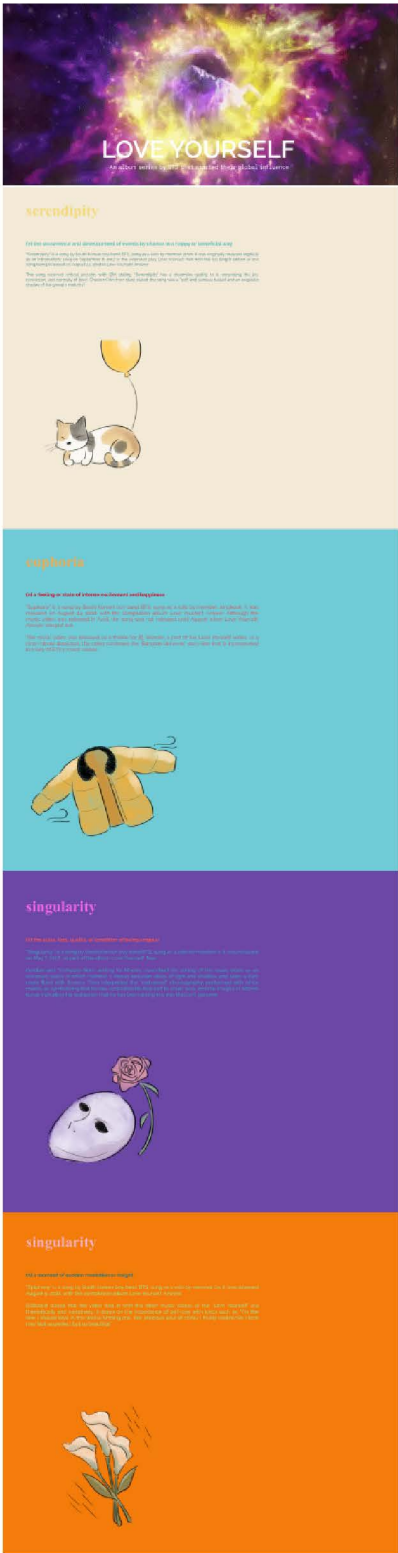
FIGMA PROTOTYPE

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

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.