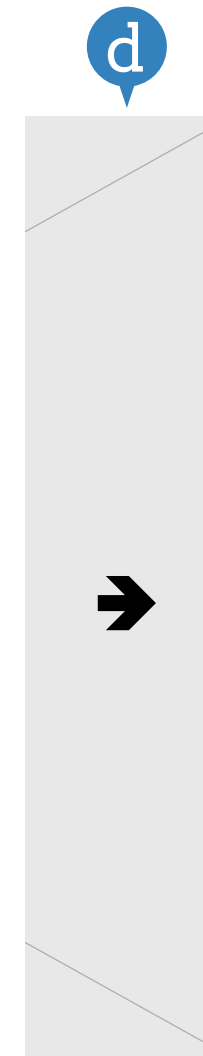


Fuck Yeah Space

A case study on usability, social media integration and design.

By Jonathan Haggard



Initial Wireframe

The initial goal of this website was to display a large collection of photos based around space science and exploration. This provided some challenging issues.

1. How do I present the content respectfully?
2. How do I present the content in a way that users will want to return on a regular basis?

Basic wireframes were developed to showcase the index page and permalink pages.

- a** Hero nav with information regarding the site as a whole, as well as a CTA for the downloadable highres photo.
- b** Post title, short 4-6 word descriptive sentence that relates to the content.
- c** Content description. A short, 1-2 paragraph description for the photo content and relevant outbound links.
- d** Each side of the site will operate as pagination. On hover of either the left or right side, an arrow would appear directing you to the respective chronological next or previous post.

Wireframe V-2

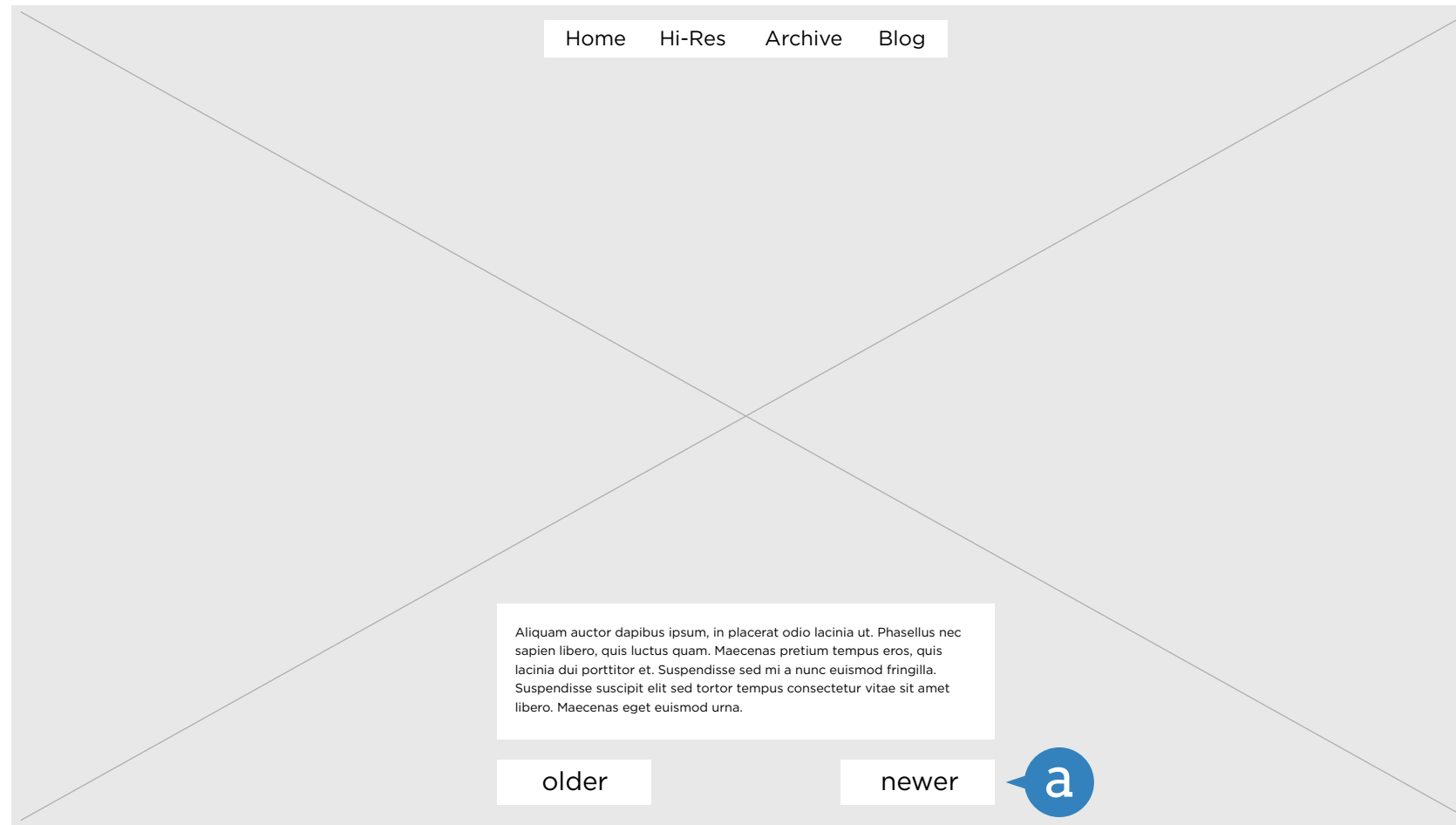
Through further research on the available content management, a choice was made to use tumblr as a CMS/Social Interaction Tool.

Key features of tumblr integration for this site...

1. Social interaction is facilitated and promoted innately through tumblr's architecture.
2. Content creation and posting is eased and supplemented through tumblr's userbase. Not every post needs to be created by a single user. Through tumblr one can rehost content on their own site with ease.

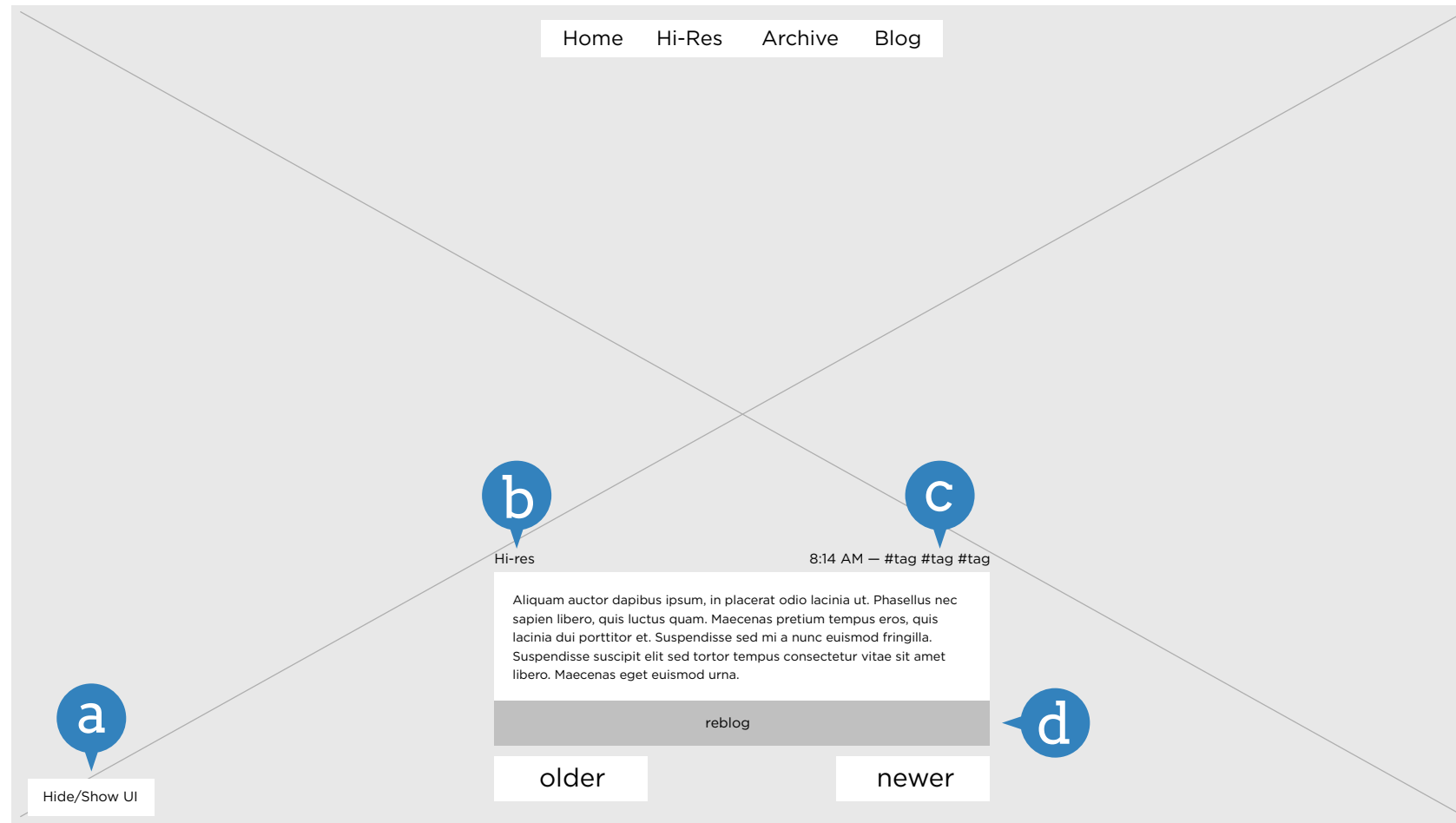


Redundant, persistent pagination added for users on touchpads or mobile devices.



Final Wireframe

Finalization of the wireframe; key features added before design.



- a** Hide/Show UI button for interface-less browsing. Key presses left and right on keyboard also navigate pages.
- b** Downloadable High Resolution photo.
- c** Meta data specific to the current post. Dates, tags, authors. This also provides a space for permalinks and SEO.
- d** Persistent reblog function. This enables fellow tumblr users to pull content from the post and re-host on their blog. This increases SEO, social interaction and popularity.

Arvo

abcdefghijklmnopqrstu
vwxyz
1234567890

Lucida Grande

abcdefghijklmnopqrstu
vwxyz
1234567890

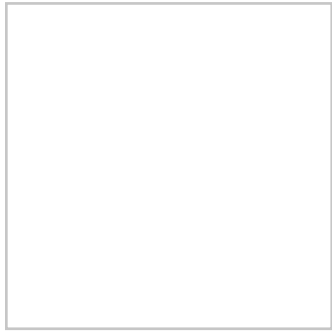
Typefaces

There are two typefaces used in fuckyeahspace.com.

Arvo is the key typeface used for main UI elements such as global navigation and permalink navigation.

Lucida Grande (Arial, Sans Serif) is used for main body copy, secondary, and tertiary elements. Things like meta data, blockquotes, as well as body paragraphs.

Key Element Color



#FFF

Main Accent

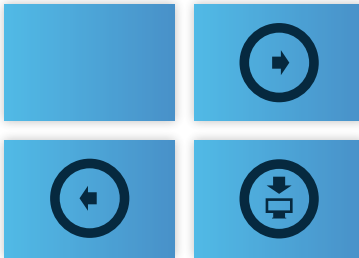


#3382BD

Color exploration



Initial icons



Initial headline design



Supporting Accent



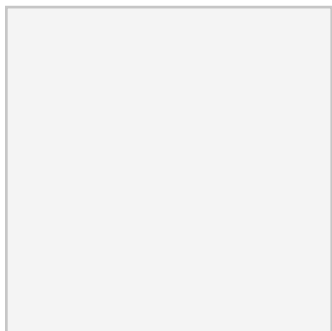
#CFE9FA

Text



#3382BD

Content Partition



#F4F4F4

Side Shadow Base



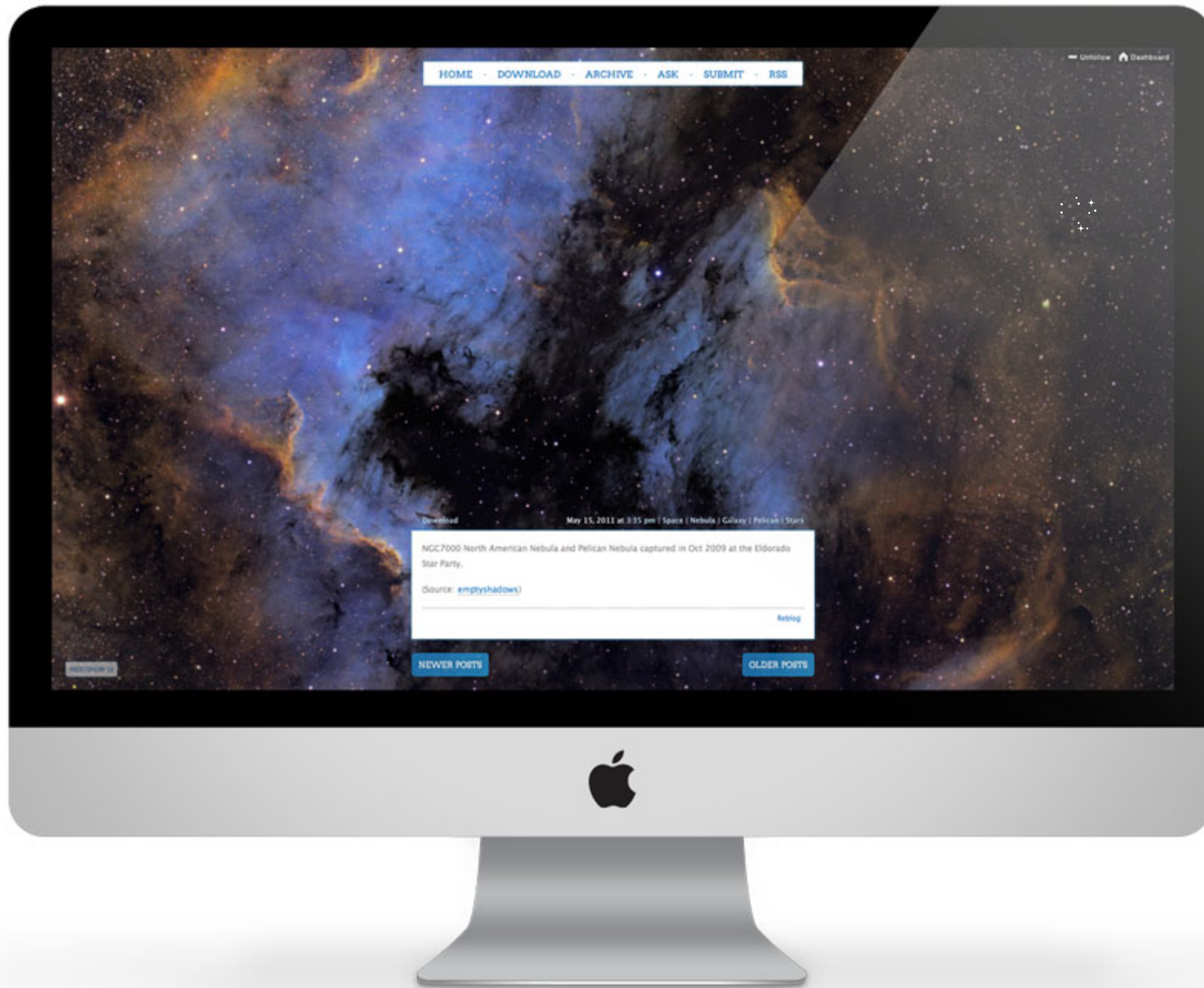
#000

Visual Design

Taking a few queues from NASA themselves, a color palette was established early in the design process. This scheme provides a great sense of exploration, research, but overall is pleasing to the eye.

Key design features integrated from the beginning were...

1. Liberal use of gradients and opacities to lend a science fiction aesthetic.
2. Critical elements having an outer glow to separate the text content from the fullscreen photo.



Final Implemented Design