ID3AS & 1MAGES

Welcome to my Ideas & Images project 2!

This website is a living archive of everything I've explored in our Ideas & Images course re-thinked from scratch, styled with motion and experimentation in mind.

Each week is reimagined through expressive typography, animation, and interactive storytelling.

Scan the QR code if you want to **check out website**

Doga Cimen - 101390639 - Project 2

00

TABLE OF CONTENTS

CONCEPT

This project is basically a creative summary of my journey through 10 weeks of this course.

I turned each week's assignment into its own interactive and visual experience by re-creating them with creative coding.

Each week is split into two parts:

- One shows my original work and thought process

- The other is a playful, experimental reinterpretation of what I took from the class that week

The whole thing lives inside a website I built myself using HTML, CSS, JavaScript, and p5.js.

It mixes type, animation, and interactivity—because I wanted to push myself and exolore new new tools for design.

CONTRACT

753oj04A02%6r8c9:
_proj04A02ntr4ct:
_projectContract:

Course: Ideas & Images
Project: Project 2
Student Name: Doğa Çimen
Date: 03/05/2025

Interactive
Typography
Platform_

_projectOverview:

For this project, I will design an **interactive typography-based website** that visually and experientially reflects 10 weeks of course content and what I got from each of that course content. Each week will be represented through a unique typographic and interactive composition, exploring different styles and digital techniques to reflects some of the key concepts I learned from the lectures. This project will be a mixture of storytelling, experimental layouts, and interaction design.

_formatAndConcept

Theme: Typography-driven design with motion, animation, and interaction

Structure: (Two sections per week)

Work Section: Display my original weekly work, accompanied by my thought process.

Interpretation Section: Experimental typographic and layout-based reinterpretation of the weekly content, using interactive elements.

Typography: A mix of expressive, dynamic, and structured type layouts. I will explore variable fonts, animated text, and kinetic typography to evoke different emotions and reactions.

Color Palette: Likely minimal, focusing heavily on contrast, space, and movement, allowing typography to take center stage.

Technical Approach: Developed with HTML, Css, JavaScript and p5.js

_projectGoals

Experiment with Type: Push the boundaries of typography in a digital medium.

Innovative Storytelling: Use motion, interactivity, and text to interpret key themes of the lectures in an unconventional way.

_designNotes

This document mimics a terminal interface to reflect the project's web-based, interactive theme. Using monospace typography, high contrast, and structured layouts, it sets the tone for the final design, emphasizing code, interactivity, and digital storytelling.

_signature

Doğa Çimen

02

02

design choices

The whole simple-look and feel of the website was intentional. Nothing too flashy, just simple design to support the main focus which are the design work.

Typeface Choices:

Main: Tronica Mono - gives that techy, coding feel

Secondary: Geist Mono - clean and easy to read, especially for smaller text
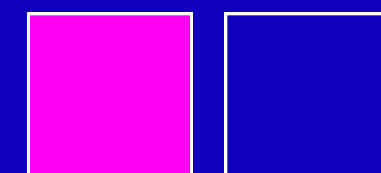
Tronica Mono
Geist Mono

Color Palette:

Background: Soft blue - inspired by old computer interfaces

Text & Accents: Light pink - to balance the tech vibe with something more inviting

I avoided the classic **"black-on-green"** hacker style because I wanted the site to feel more approachable and friendly

Layout:

• Kept things simple and clean

• Mostly used a column grid system

• Made sure the layout works well on both desktop and mobile - everything is responsive

Why These Choices?

I wanted the design to be low-key so the focus stays on the interactive features and the weekly typography experiments.

The colors, fonts, and layout all work together to support the content without distracting from it.

home_page

Intro

When the website loads, we're welcomed by a 3D model of an old tape — simple, nostalgic, and intentional.

3D Model of a Tape

The tape is a symbol of memory. I used it because this website stores my thoughts, reflections, and design work from 10 weeks of learning.

Like an old cassette or VHS, it holds each moment and just like you can rewind or fast-forward a real tape, this website lets you move through time.

You scroll to explore each week, with typography & design work keeping everything engaging through motion and interaction.

Navigation

Home
The landing page — where users are welcomed by the 3D tape and introduced to the concept of the project.

The Project(2)
This section displays a list of all 10 weekly reflections. Users can easily skim through and select any week to explore. It gives user the control.

About.pdf & Presentation.pdf
A downloadable copy of the original project contract & this presentation — for transparency and documentation.

Rationale
A dedicated page explaining the reasoning, goals, and thought process behind the project — why it was made the way it is.

--- MENU ---

home
theProject(2)
about.pdf
presentation.pdf
rationale
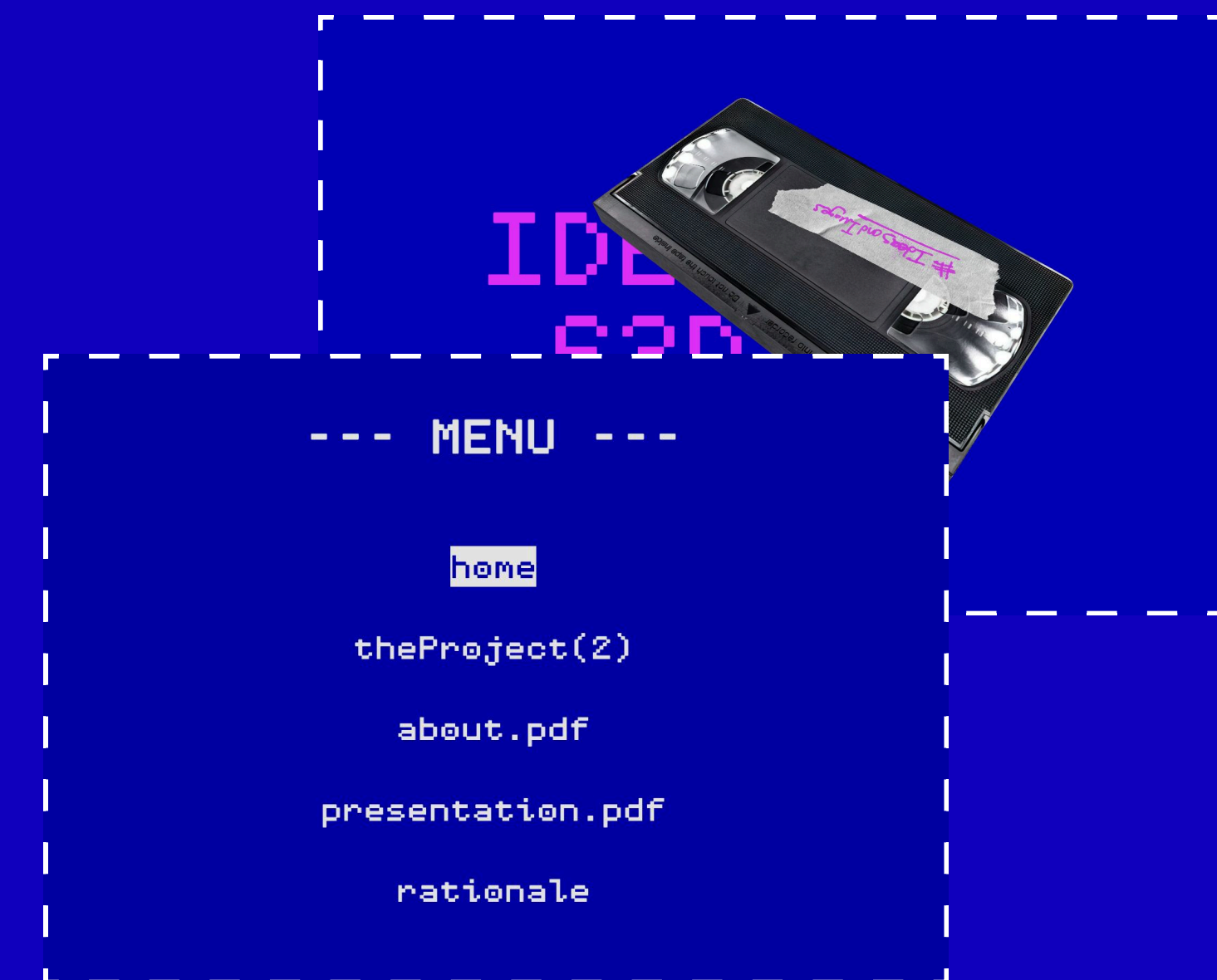
week_01
self_reflection

`<p>`
For my Week 1 project, I created an interactive typography piece based on the word "SELF". The idea was to move beyond a traditional portrait and instead explore how I experience identity — not as something fixed, but as something in motion.
`<br />`
`<br />`
The design was inspired by the image of multiple mirrors. The visual distortion, triggered by the movement of the cursor, breaks the word apart into pieces — I was thinking about how my thoughts, feelings, and identity can feel all over the place sometimes.
`<p>`

`</p>`
That's why the word "SELF" gets distorted and broken up when you move the cursor.
`<br />`
`<br />`
The interaction is part of the message. As you move around, the word shifts and changes — just like how I'm still figuring myself out.
`<br />`
`<br />`
It's not clear or perfect, but that's okay.This piece is about showing that process.
`</p>`

week_02
image_blast

```
</p>
This project is interactive
based on cursor movement and
clicks. When the mouse is
moved without clicking,
single letters appear.

<br />
<br />

When the mouse is pressed and
held over the canvas, the
background alternates between
red and black, and full words
("MASCULINE", "JUDGEMENT",
"PRIDE", "EGO", "TOXIC" in
sequence) appear along with
faster-moving letters.
</p>
```

```
</p>
When the mouse moves without
clicking, only small,
scattered letters appear —
quiet, almost like whispers.
But when the mouse is pressed
and held, the screen reacts
strongly: the background
flashes between red and
black, and full words like
"MASCULINE," "PRIDE," "EGO,"
"TOXIC" appear quickly.

<br />
<br />

It's about how something that
starts small can explode when
held in for a long time.
</p>
```

week_03
failure

```
</p>
The user interacts by typing
letters (using the physical
keyboard or an on-screen one)
to match the target word
"FAILURE". Making a mistake
or typing correctly past a
certain point (which gets
progressively earlier with
each failure) triggers a
"fail" state with a shaking
screen and a random failure
word ("NOPE", "AGAIN",
"WRONG", etc.). The last
typed letter appears enlarged
in the background.
<br />
<br />
This project is about how
failure is part of learning,
and how sometimes, no matter
how hard you try, you still
don't "win" — and that's
okay.
</p>
```

```
</p>
The user types to try and
spell the word "FAILURE", but
the project never lets you
finish it. The more you try,
the more you fail — and
that's the whole point.
You're supposed to fail.
It's not about completing the
word, it's about feeling the
frustration, and
understanding that growth
comes from trying again, even
when success isn't
guaranteed.
<br />
<br />
There's no win here — just
the experience of failure,
and the message that failing
is part of moving forward.
</p>
```

FAILURE

FAILED

07
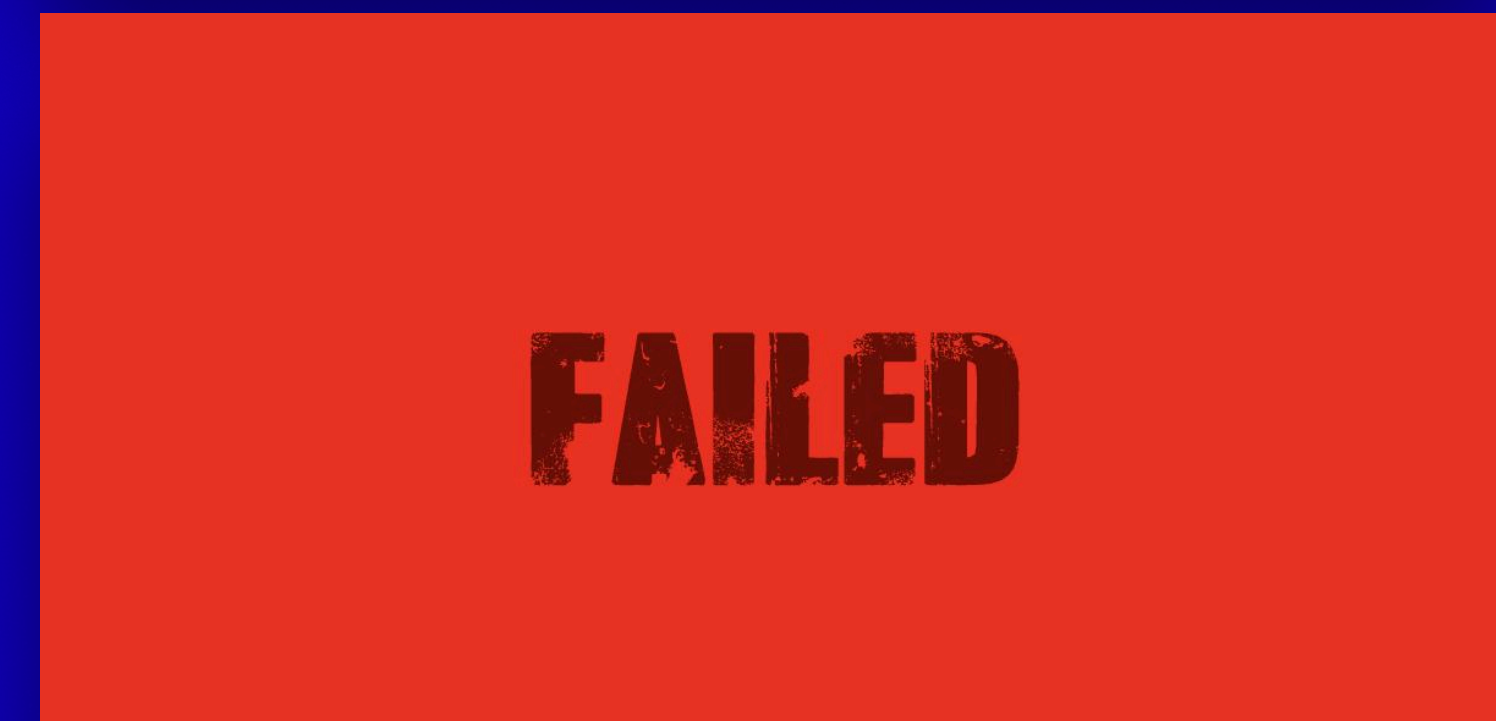
week_04
inside_outside

</p>
This project displays words ("MEMORY", "BLURRED", "AGAIN", etc.) that initially appear scrambled and then unscramble. The letters turn red when unscrambled and held briefly before transitioning to the next word. The font size adjusts dynamically based on the word length and canvas size.

It explores the feeling of déjà vu — when something feels familiar, but you can't fully explain it.
</p>

</p>
The idea is that things start out unclear, then seem clear for a moment, and then disappear — just like déjà vu. You recognize something, but only for a second, and then it's gone again.
</p>

?PFI6FO

BLURRED

08

week_05

MUSE

</p>
Words ("LONELY", "DISTANT", "HOME", etc.) wander around the screen. Users can click and drag words. If a word collides with or is dragged into the central 'house' structure, it enters a 'hiding' state, becomes dim, and emits beams of light. After a duration, it 'blasts' out and resumes wandering.
</p>

</p>
The user can click and drag them. When a word touches the house in the center, it goes into a "hiding" state — it dims and sends out soft beams of light. After a short time, it bursts back out and starts drifting again.
</p>

</p>
This reflects how sometimes we hide parts of how we feel — like homesickness — but those feelings don't disappear.
Instead, they grow inside and turn into something powerful. That moment of hiding represents reflection. The light shows that inspiration is building, and when the word returns, it's stronger than before.
</p>

click / drag words
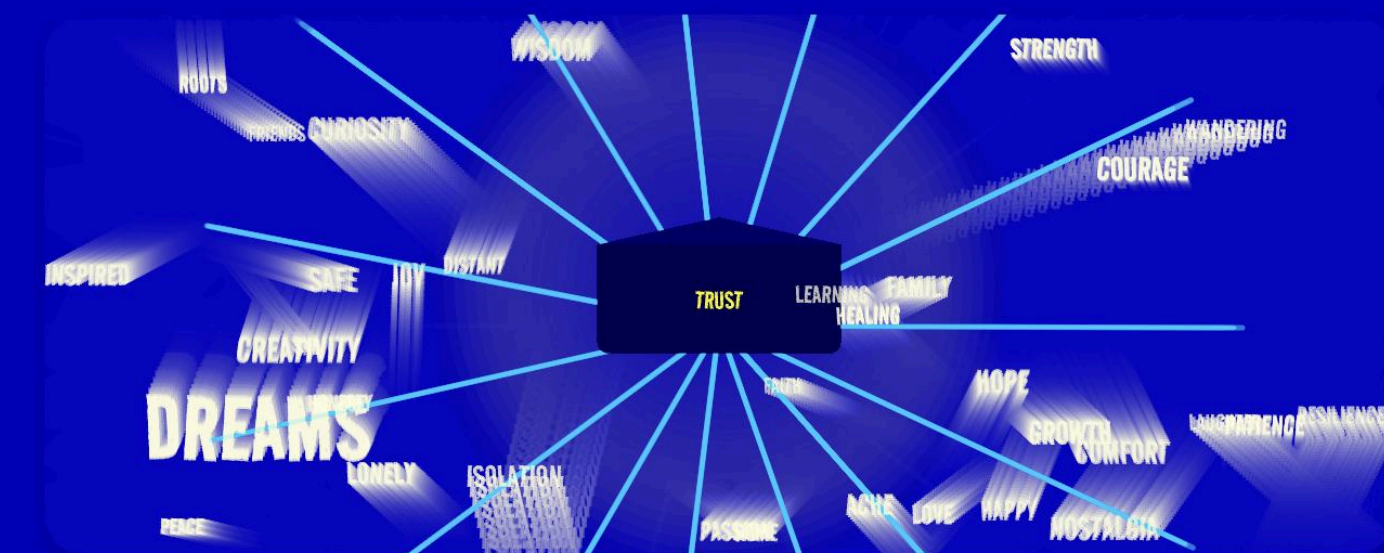
click / drag words
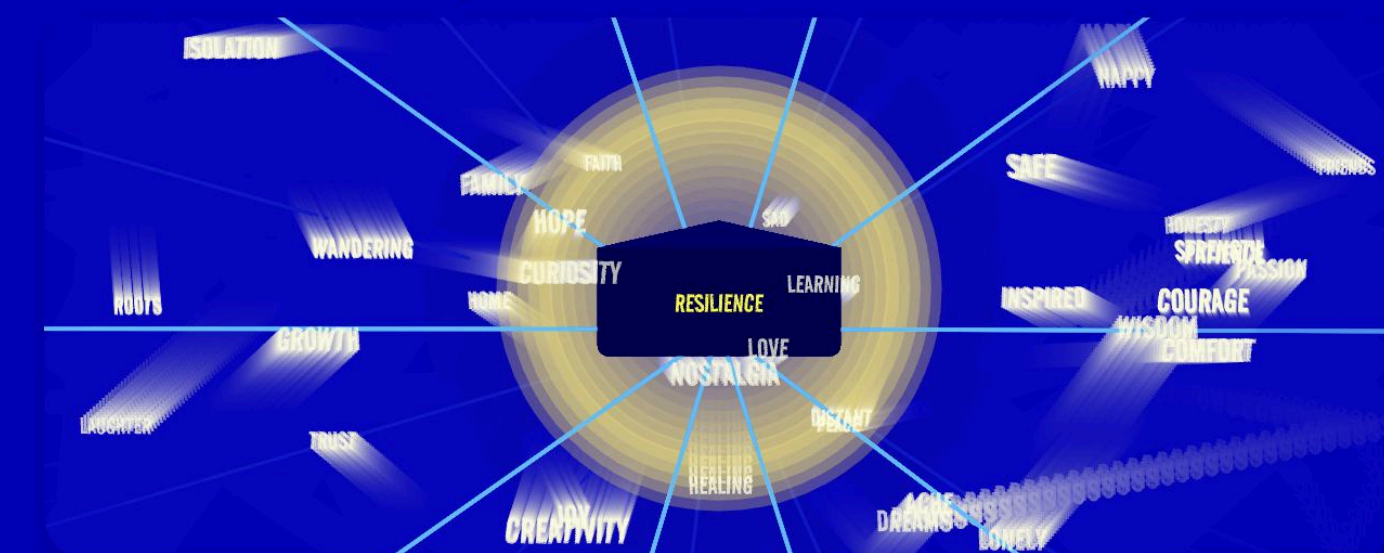
week_09
influence

</p>
Letters forming words ("COPY", "BREAK", "REBUILD", etc.) are displayed. Initially, they move to their aligned positions. After a set duration, they break apart and start "drifting" based on Perlin noise.

Clicking the mouse during the drifting phase transitions to the next word, with letters moving from their current drifted positions to the new word's aligned positions. Letters are also gently attracted to the cursor when it's nearby. The final visual uses a tile-based warping effect applied to the letters.
</p>

</p>
This piece is about how we're shaped by what we go through. Ideas shift, break down, and change form — and that's how we grow. Influence is always happening, sometimes quietly, always moving.
</p>

10

week_10
movie_teaser

</p>
This project is a re-imagined, interactive version of my poster for the movie Maze Runner. I wanted to take the core idea — being trapped in a maze with only one way out — and turn it into something the user can feel and experience through interaction.
The maze is built using words like "WICKED IS GOOD", forming the walls. You control a small red ball, guiding it through the maze toward the green "EXIT". Movement works across devices — arrow keys, drag-and-drop on desktop, or tapping buttons on mobile.
</p>

</p>
If you hit a wall or let go while dragging, the maze resets. On mobile, holding down buttons speeds up the movement, adding urgency — just like the tension in the movie.
This final project acts as a movie teaser — not just for the film, but for the full experience of this course. It's fast-paced, challenging, and layered with meaning, tying together typography, motion, and storytelling in a playful, game-like format.
</p>
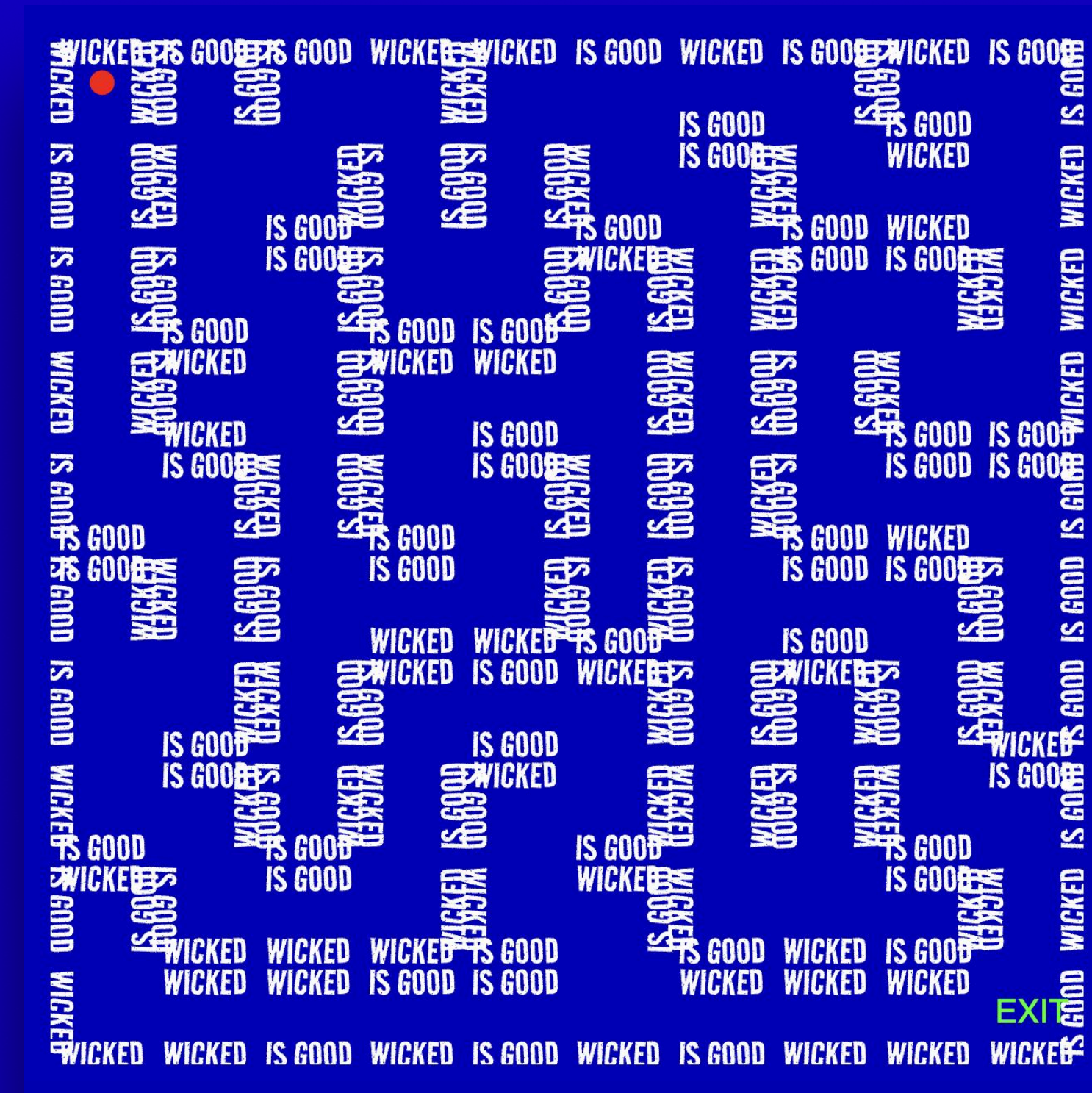
week_11
word

</p>
This project allows the user to type a word into an input field. When submitted, scattered images (themed sets like chains, tapes, screws, or a mix) animate and drift into place to form the typed word, resembling a collage. The user can select the image set and save the final creation as an image file. Floating particles (unused images) avoid the formed word.

I made this project to explore the idea of "DIY" in a digital, interactive way. It was inspired by a past piece where I built words out of real objects like broken pencils and chains.
</p>

</p>
In WØRD, the user types a word, and scattered images—like screws, tapes, and chains—drift into place to form it, creating a collage-like effect. Users can choose the image set and save their final result.
Extra images float around the canvas, avoiding the formed word, adding motion and keeping focus. It's my take on digital DIY—letting users build words from scraps, just like crafting by hand.
</p>
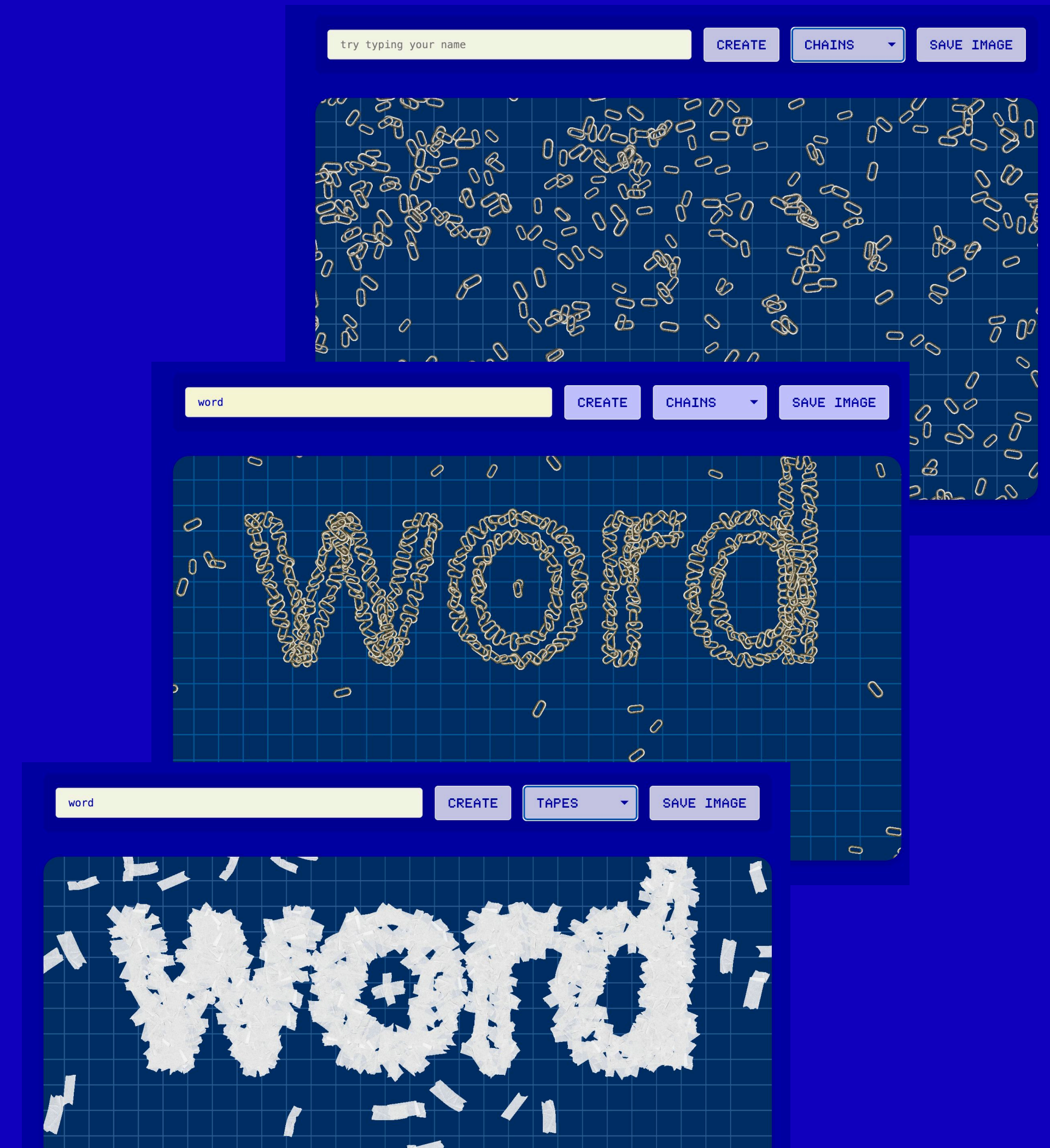
conclusion

This project was more than just a website—it was a creative space where I could reflect on everything I've learned over the past 10 weeks.

Each week challenged me to think differently about typography—not just how it looks, but how it feels, how it moves, and how people interact with it.
I tried to blend design with code, structure with play, and reflection with experimentation.

Overall, I learned a lot about balancing creativity with usability—and how powerful type can be when it's used as the main storytelling tool.
Thanks so much for exploring this with me!

One of the biggest things I learned from this project is how important time management really is.

This was a pretty intense and heavy topic to work with—especially since it involved both design and coding—but it taught me how to break things down and pace myself better.

There were definitely stressful moments, but seeing everything come together in the end made it totally worth it. I'm honestly pretty satisfied with how it turned out.

Thank you for sticking around :)

3:30
◀ Notion

IDEAS
ThingJS

--- MENU ---

home

theProject

about.pdf