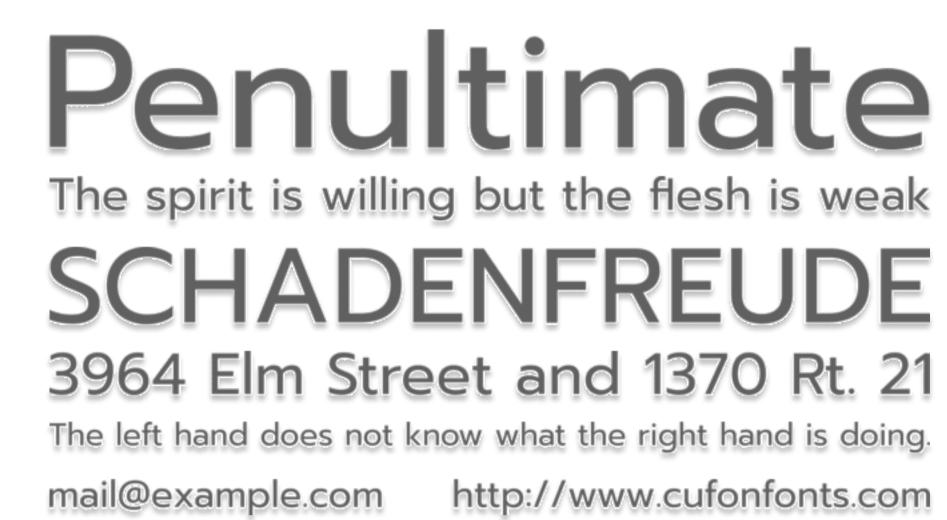
# Project Reels: Style Guide

## Visual Style:

### Typography:

The main font used for my project is "Prompt." Used in multiple sizes throughout my Podcast's home webpage for titles, and information.

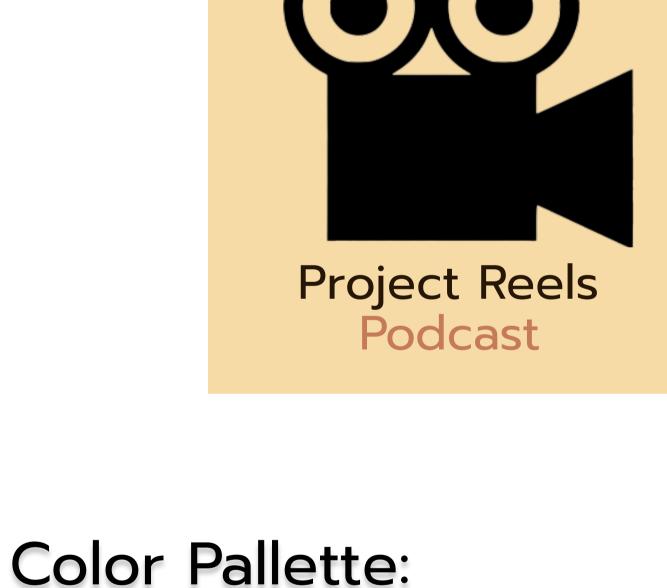
> abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 (!#\$%&/.|\*`@',?:;)



# Logos:

is based on using film to teach people how to think about their projects. The one on the left with the tan background is mainly used for recognizability while the one on the right is more used as the logo on the website for a minimal appraoch to a logo. I wouldn't necessarily use the logo on the left for more professional encounters, but would rather use it to stand out more on a page.

I created two logos for Project Reels. Both of them include a camera since the podcast





# The color pallette for Project Reels is meant to make people think of film. It reminded

me of when the TV would cut out/lose connection, and the screen would show multiple colored lines. I wanted the website to be a callout to film lovers to help show them that they may enjoy what the podcast talks about without being to boring or flashy. The lighter colors are meant to be highlights for words or image borders, while the darker color is more of a backdrop. 251605

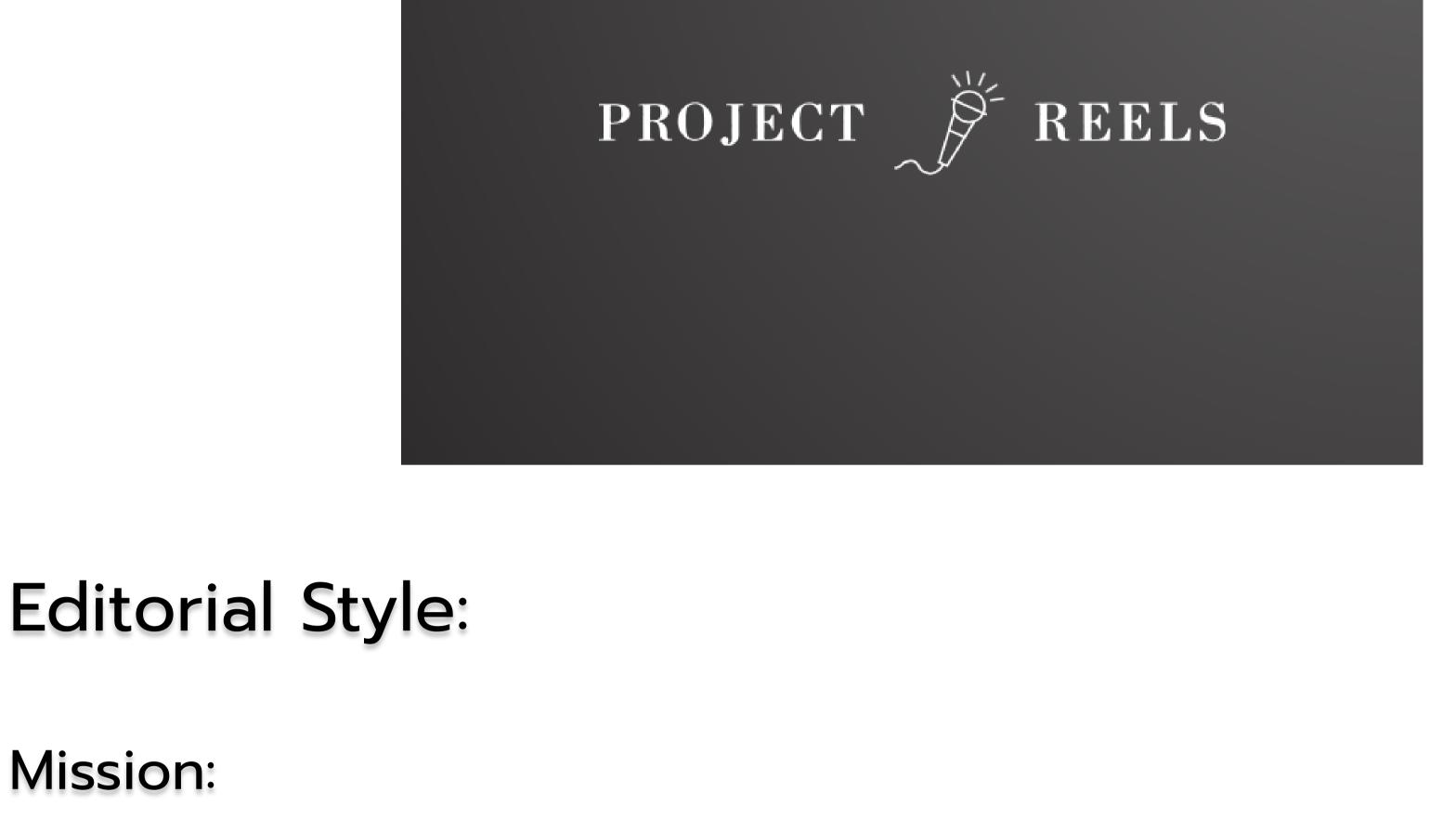


### podcast on a streaming platform. I wanted to make something simple, yet professional

"Project Reels," on a dark background with a microphone between the words to show that it is a podcast. This is only to be used as the cover art, not as a logo.

so the information would be taken seriously. I landed on just having the podcast name,

Since I am creating a podcast, I made a piece of cover art for when you search the



### Through "Project Reels", we hope to use our knowledge of media, including film and television, to help prospective project designers to understand the importance of

Mission:

#### digital storytelling in their project media. Whether it be a trailer, pitch, or presentation, we hope that learning about storytelling points such as voices, soundtracks, POV, emotions, pacing, etc will help people make better decisions in order to get the most

of of their project.

Voice: Our voice is 100% our voice in this Podcast. Listen as the host, Demron Glass runs through his knowledge of media by use of examples of media you may be familiar with, and tie it all together with facts to help you succeed in your project.

https://drive.google.com/file/d/1N7a3IQQ7UatsWschmnKF40\_tEum7SV29/view?

Audio Identity:

Tagline:

usp=drivesdk

Digital storytelling is the future of project media.

**UI** Attributes:

they'll blend in seamlessly with the website.

## Description: These links will lead anyone directly to "Project Reels" on whichever platform that they choose to listen on. With links disguised as streaming platform logos,

people to listen.

podcast page on any platform.

Podcast Description

State: Bottom of the page.

Attributes: A scroll bar.

Social Media Links

Podcast Links:

Attributes: They will be links disguised as logos to make it more of a visual journey instead of having to read each platform's name. State: They will be around the top of the page since the websites main use is to get

Instructions: All you have to do it click the link, and you'll magically be brought to the

Description: A description of the podcast. Attributes: Not really any attributes besides a logo/symbol.

Instructions: Choose how many stars to rate the show and then write a comment.

Rating Description: A place to submit ratings of the show if you feel it necessary.

State: Near the podcast links in order to convince people to listen.

Scroll View

Attributes: 5 Star system with a comment section.

Instructions: Read, and click the link to listen.

State: On the right side of the page.

Description: A scrollable view to see the bottom of the page.

Instructions: Drag the bar or scroll how you would on any device.

Description: These links will lead anyone directly to the podcast's social media accounts on various platforms.

Attributes: Social media icons. Clickable links. State: Around the bottom of the page where the information/rating system is.

Instructions: All you have to do it click the link, and you'll be brought to whatever social

the newest one. Used to indicate older episodes.

media you want to follow the podcast on.

Pattern Library:



The TV screen (left) is to be used when showing or promoting a new episode of the podcast. Never just randomly on the webpage. It a TV because of the use of film in the episodes.

The movie film reel (right) is to be used on the list of most recent episodes, but not on