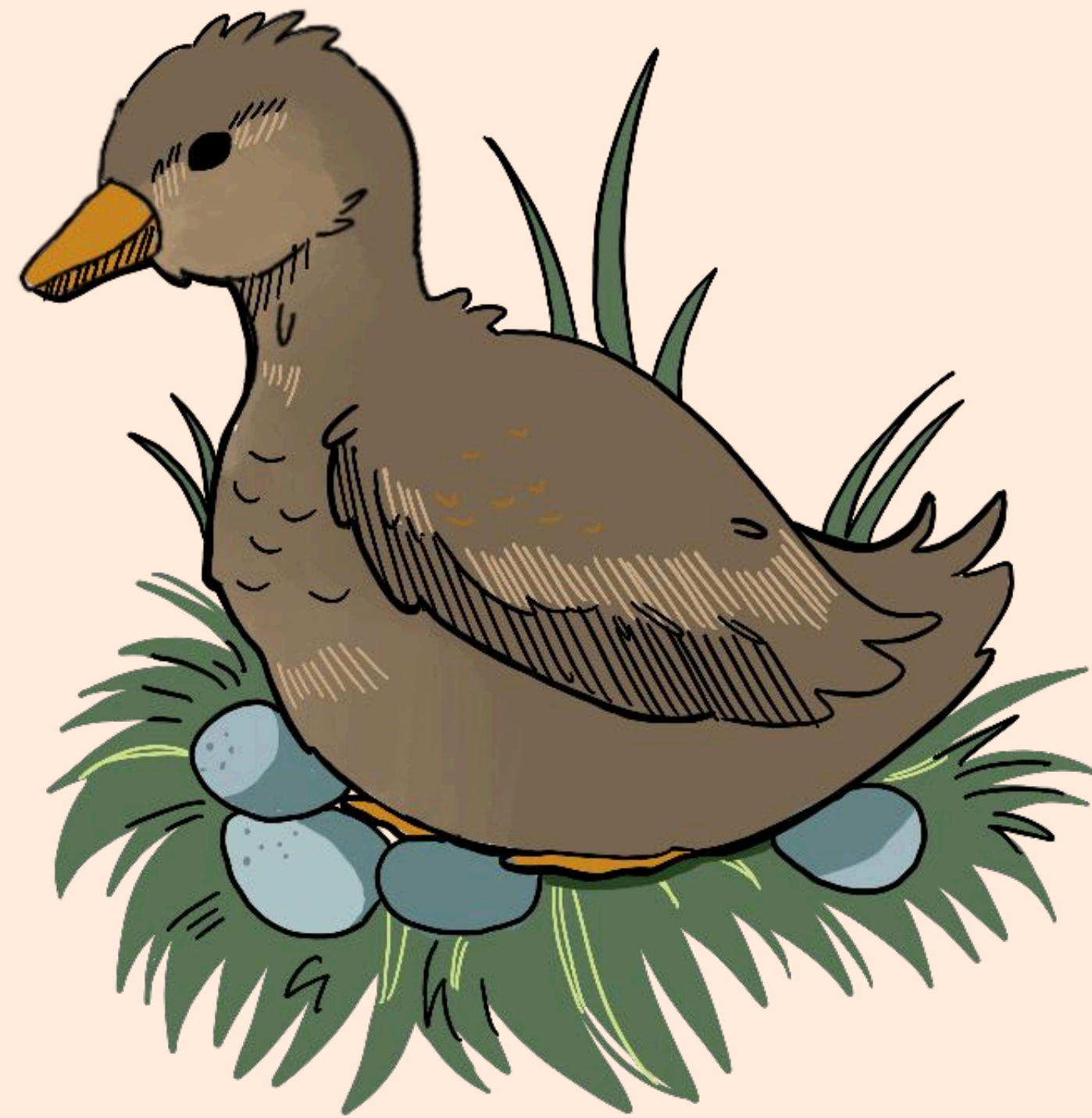
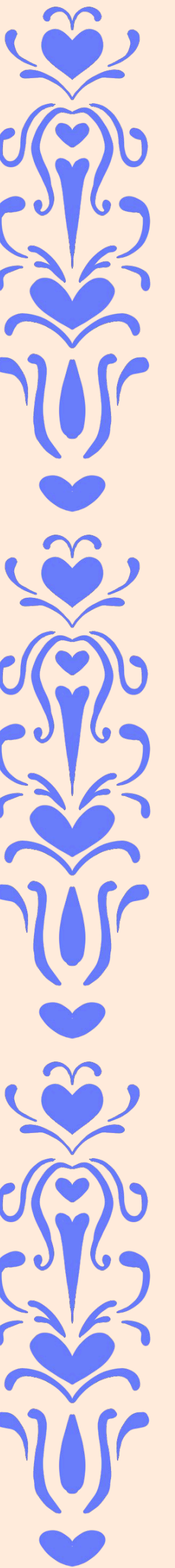
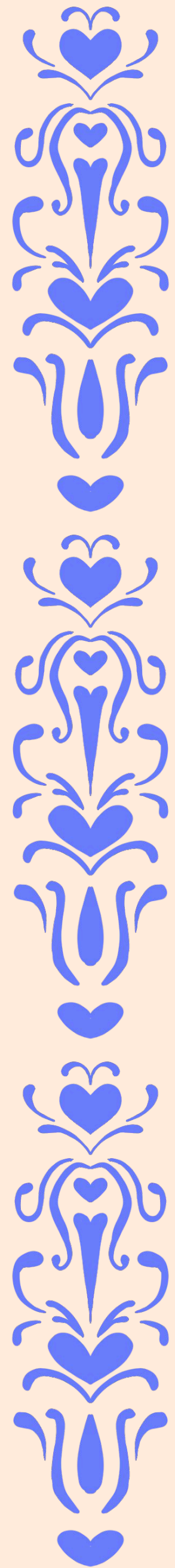


The Ugly Duckling

Lilly Lewis DSGN 372

Background





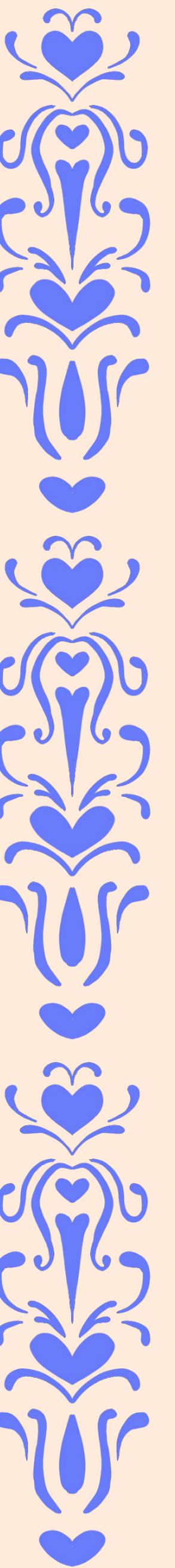
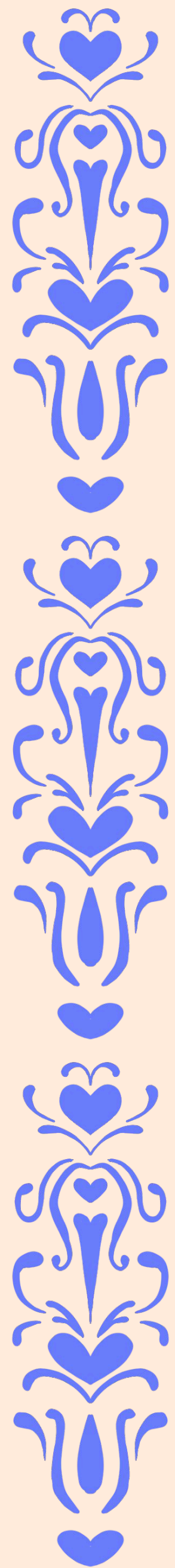
Brief Overview

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.



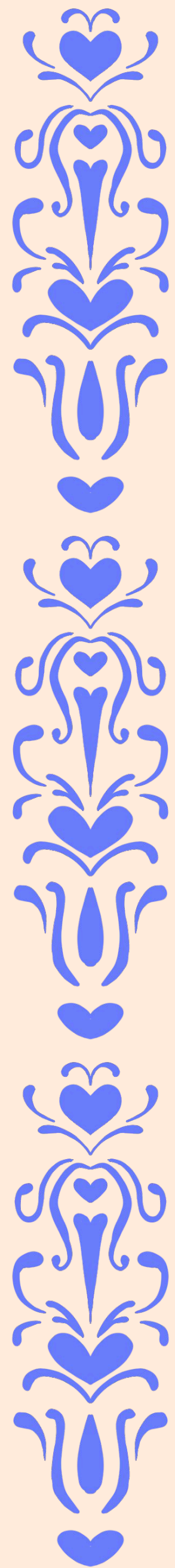
Story

The Ugly Duckling, written by Hans Christian Andersen in 1843. It Explores themes of acceptance, bullying, and the journey of self-discovery. The story follows a duckling who is ostracized for looking different and later discovers his true identity as a beautiful swan.



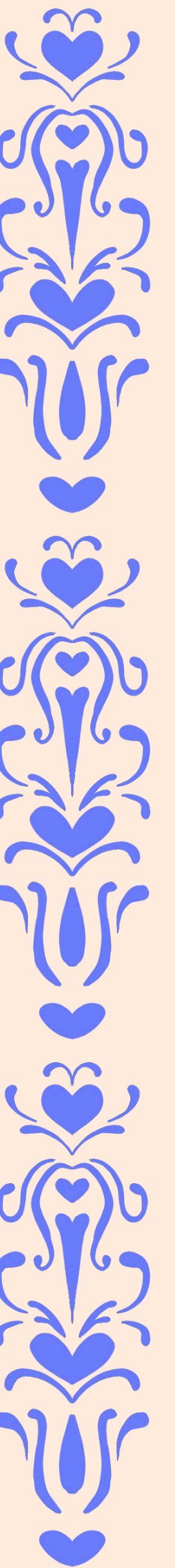
Strategy Statement

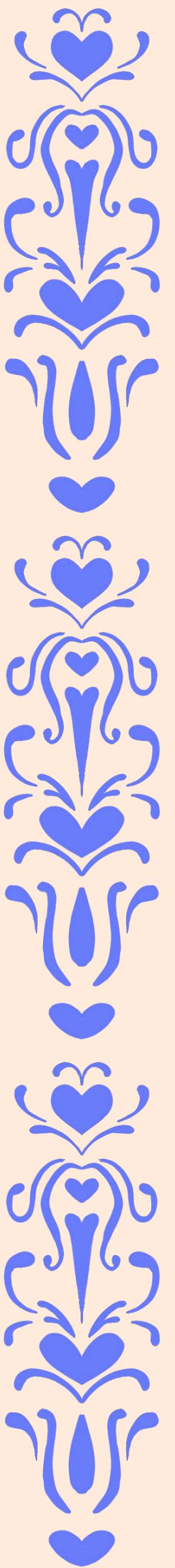
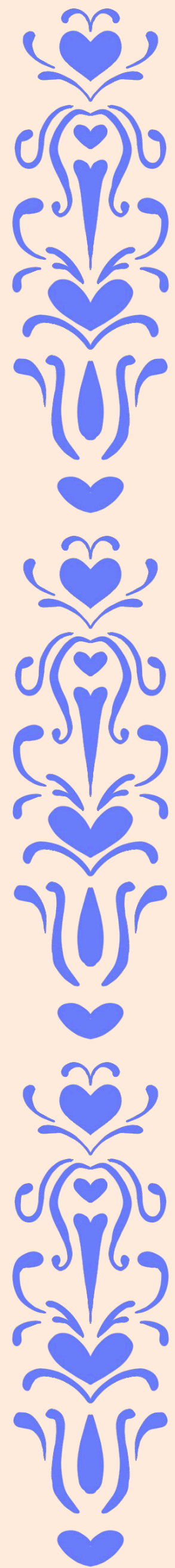
For parents or children seeking interactive ways to engage in classic tales and stories, this website aims to create a creative visual representation of a popular children's story in a way that is appealing to all ages.



Problem

A lot of children's books, especially old ones maybe aren't the most interesting to newer generations, and with the rise in technology in children's spaces, an interactive story in the form of a website would intrigue them more.





Audience

Parents and children who want to engage more with the story, or find a way to tell it in a way that captivates their attention. I want them to have a good sense of what the story signifies and how the moral relates to everyday life.



“I get bored easily while reading books”

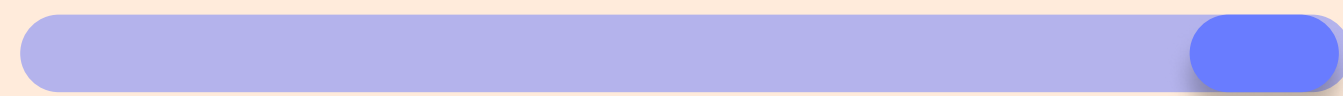
Attributes

Olivia is a 6 year old 1st grade student. She loves soccer and playing Roblox on her iPad with her brother.

Personality

Introvert

Extrovert



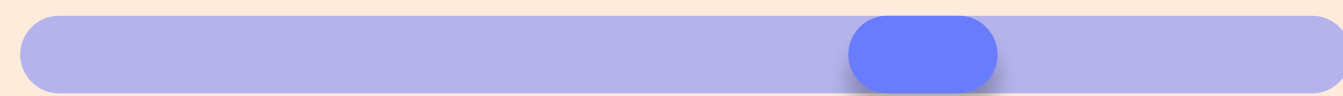
Passive

Active



Analytical

Creative



Olivia Hunt

AGE: 6

OCCUPATION: Elementary Student

LOCATION: Sammamish, WA

EDUCATION: Kindergarten

Skills

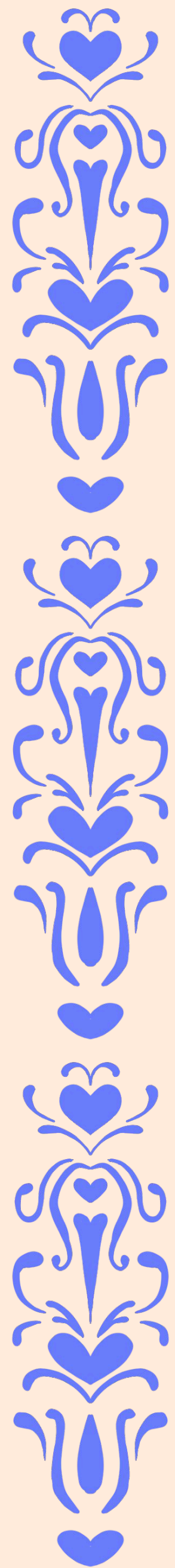
- Can Read
- soccer player for her school

Goals

- wants to read books with her mom but isn't the biggest fan of books

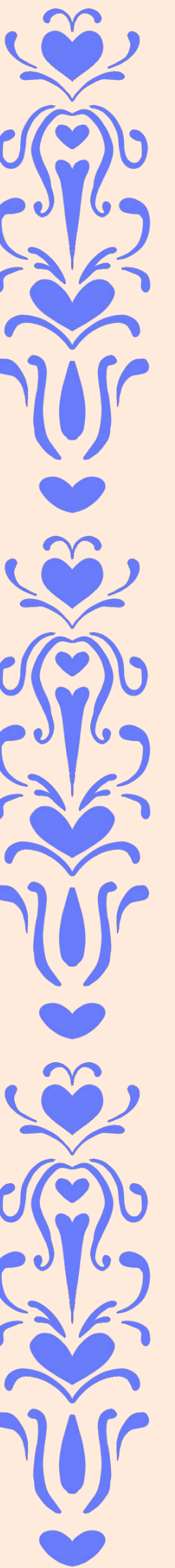
Frustrations

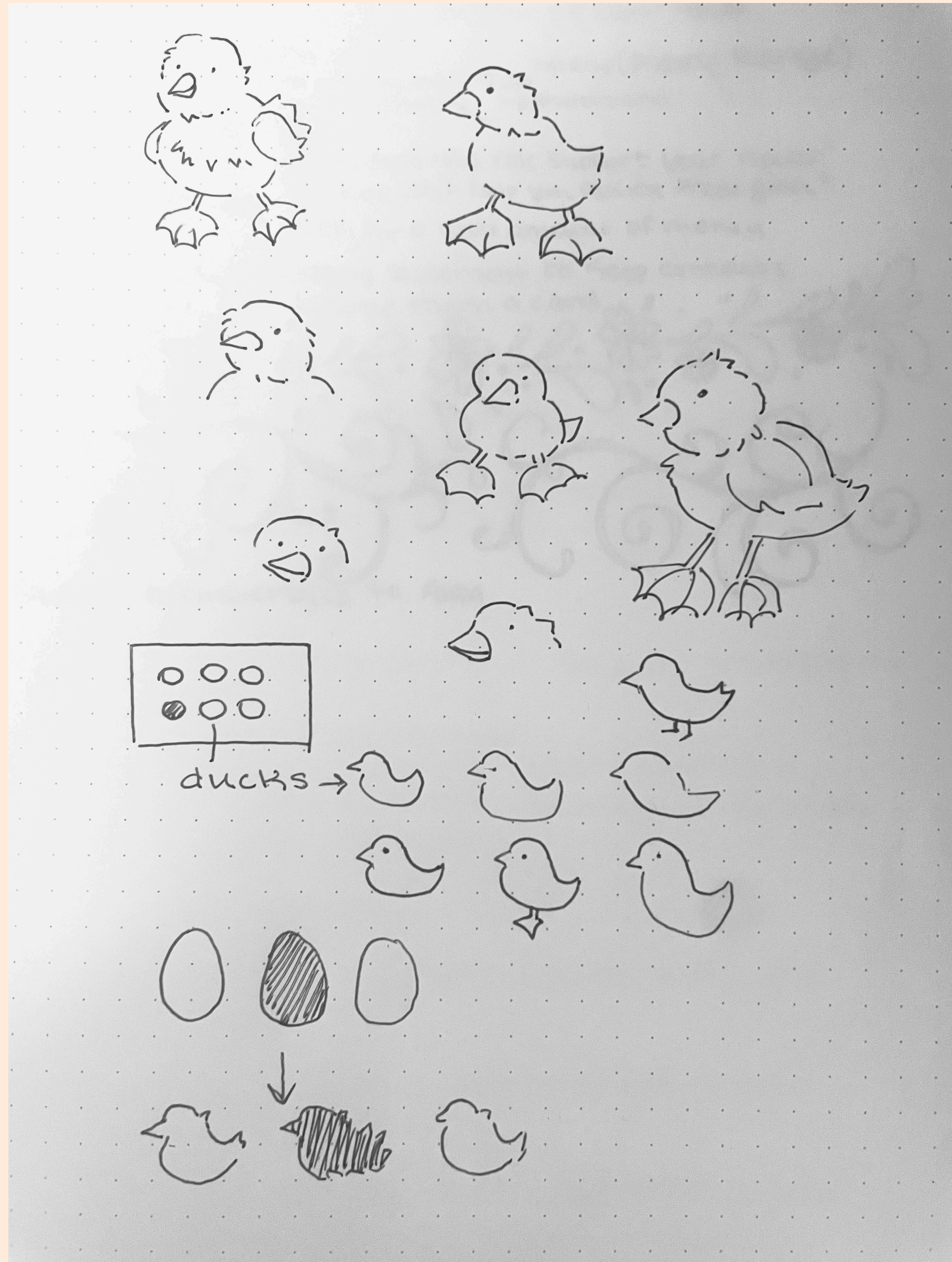
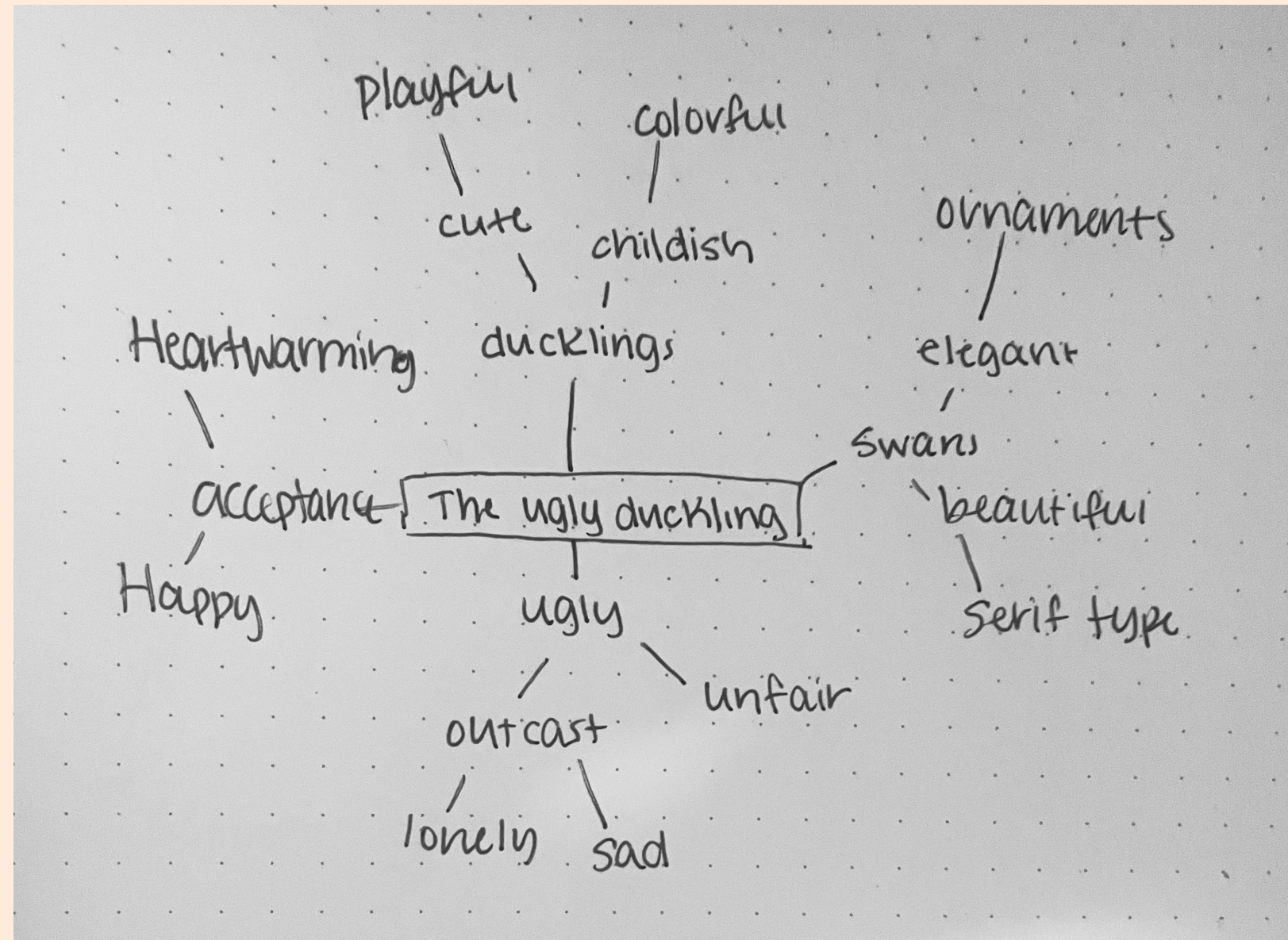
- has a hard keeping her attention on books
- Paper books are slightly boring
- She's really into computers and websites and wishes that books could be read that way instead of as an actual book
- thinks most E-books are really boring and not set up in a way that encourages learning



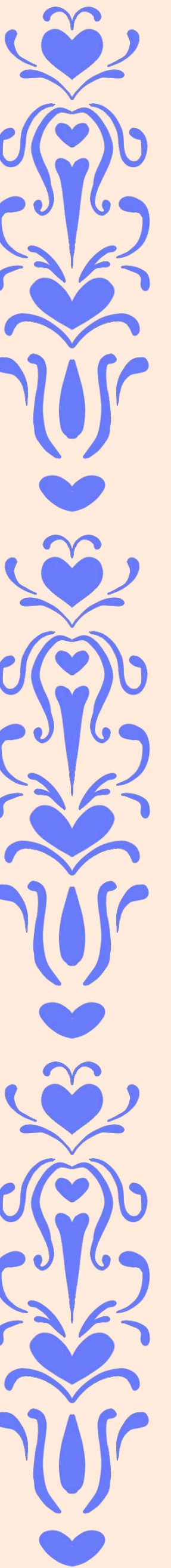
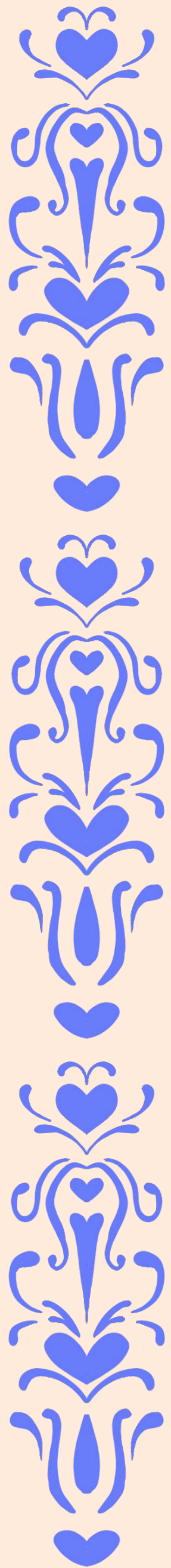
Concept Statement

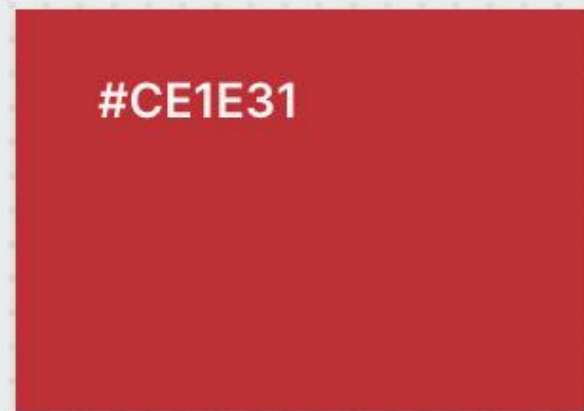
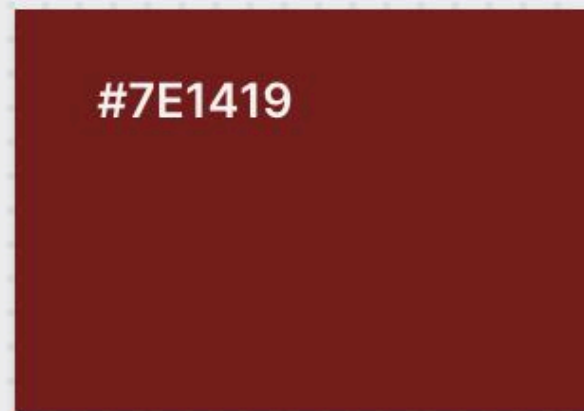
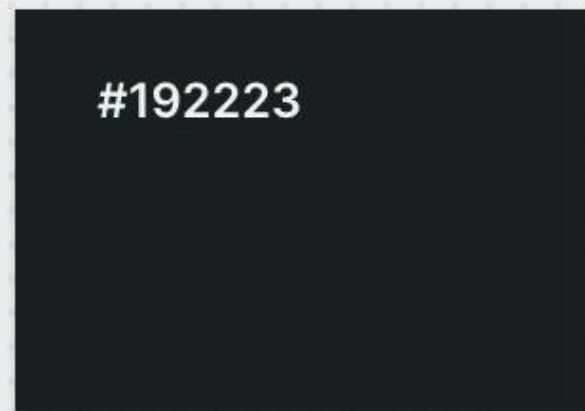
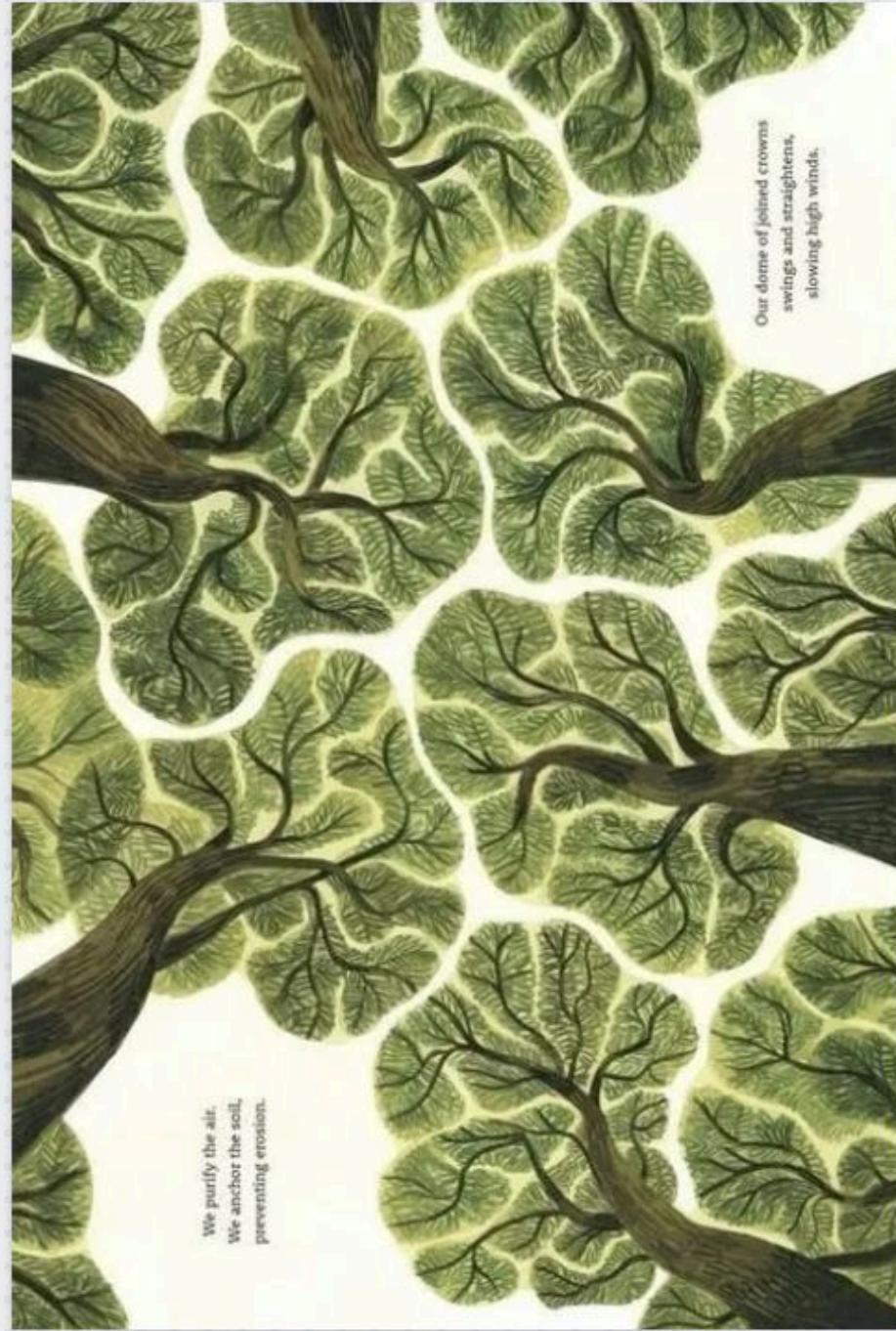
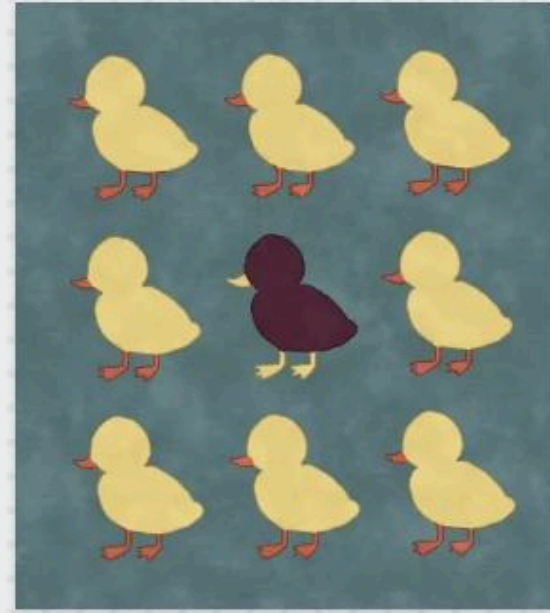
Build a website that relies mostly on illustrated visuals representative of the old art style used for old storybooks. Have some interactive elements to help keep attention





Sketches

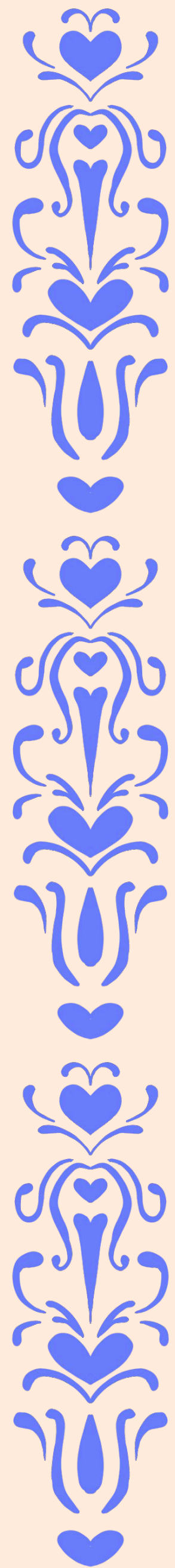




Fairytale storybook concept

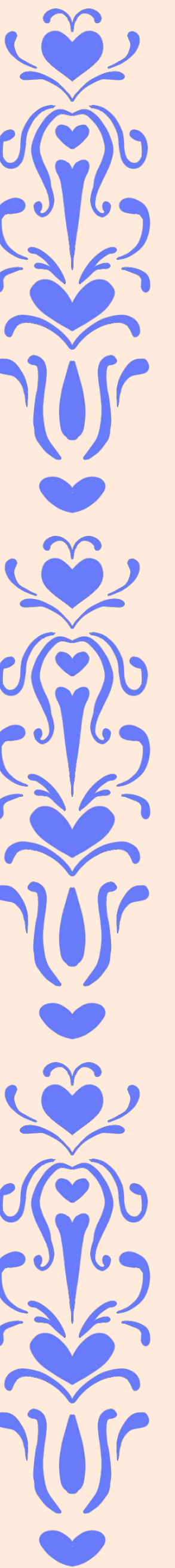
I want to focus on this concept being all about the old children's storybooks, with yellowed pages and cute sketches

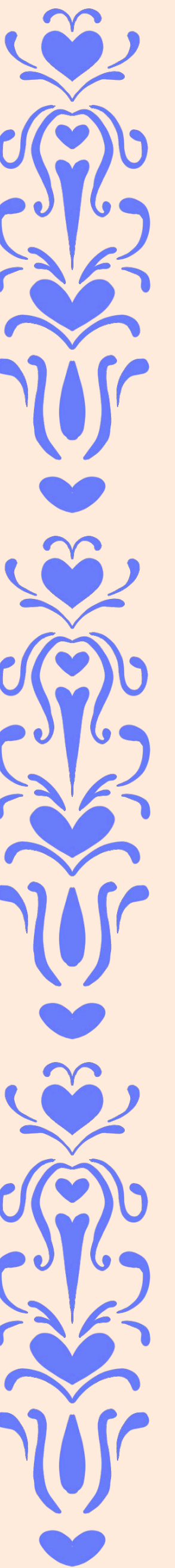
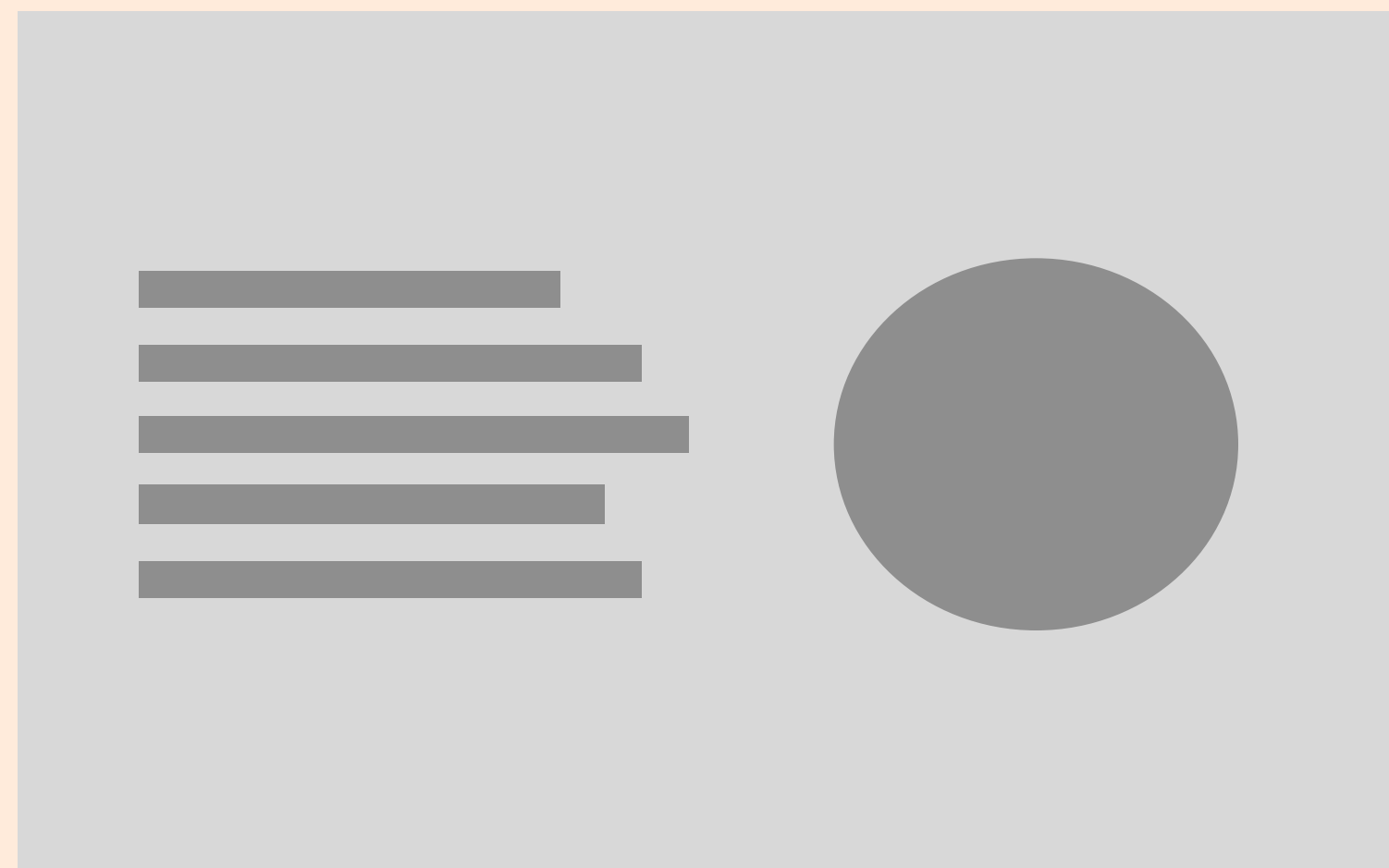
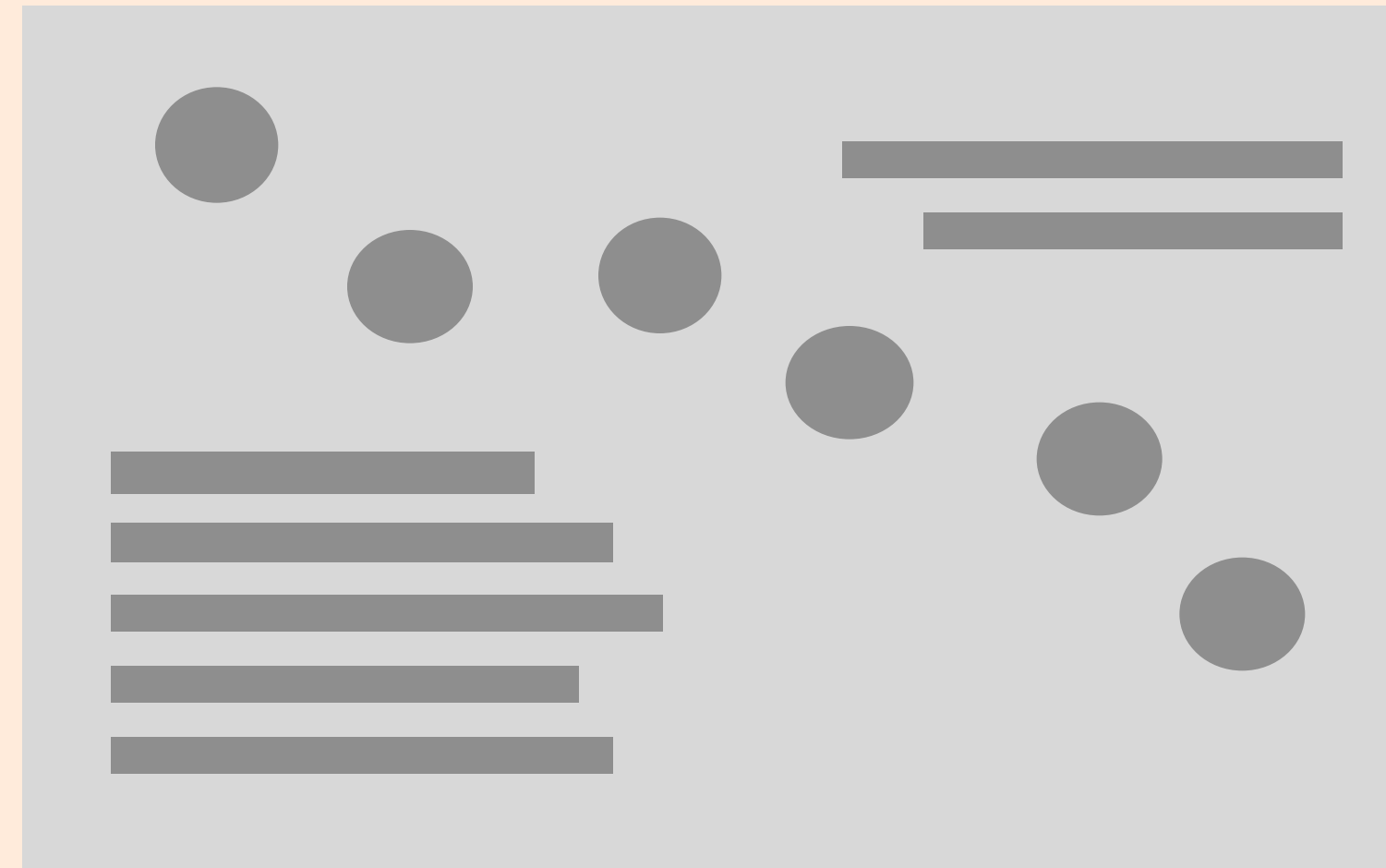
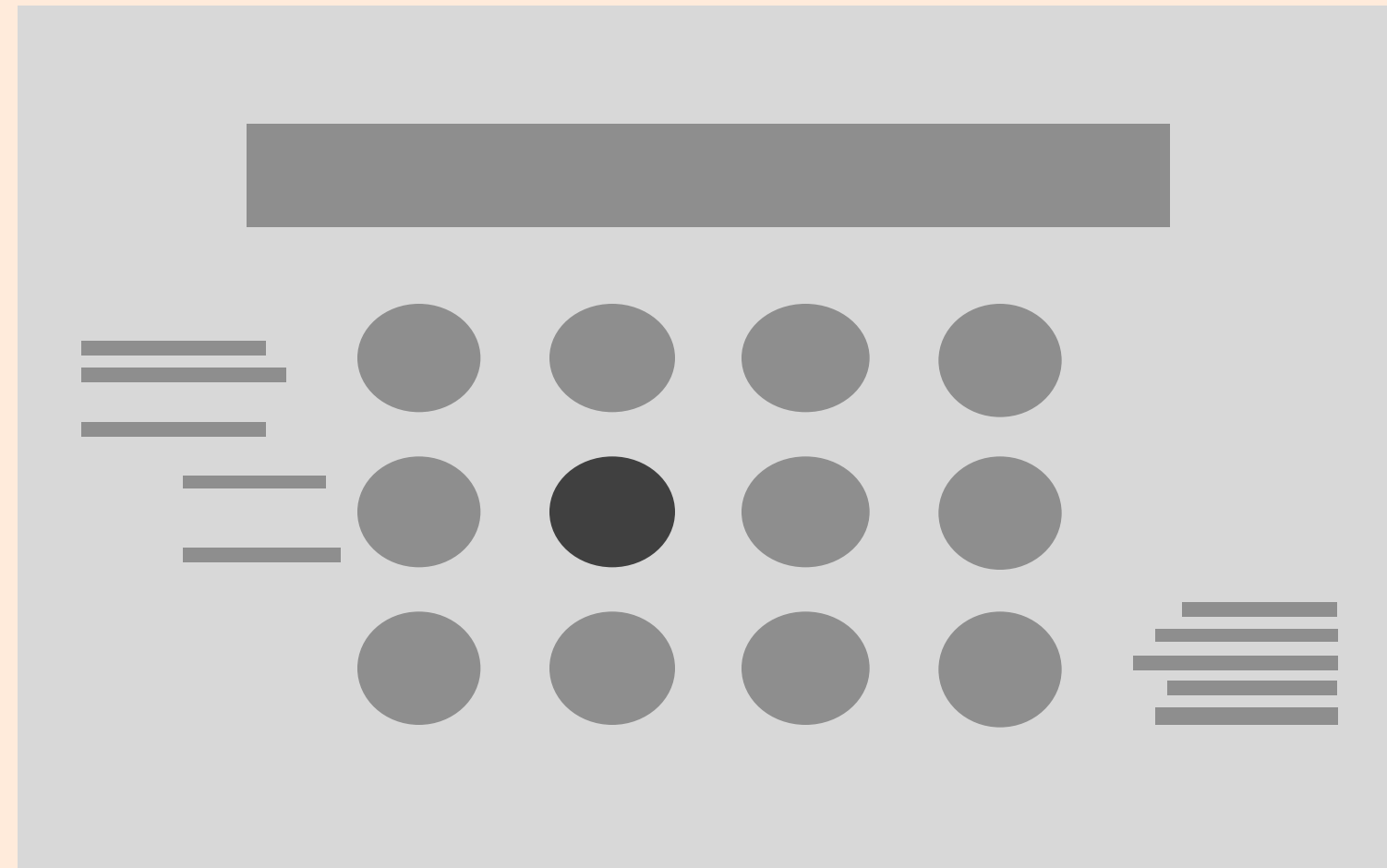
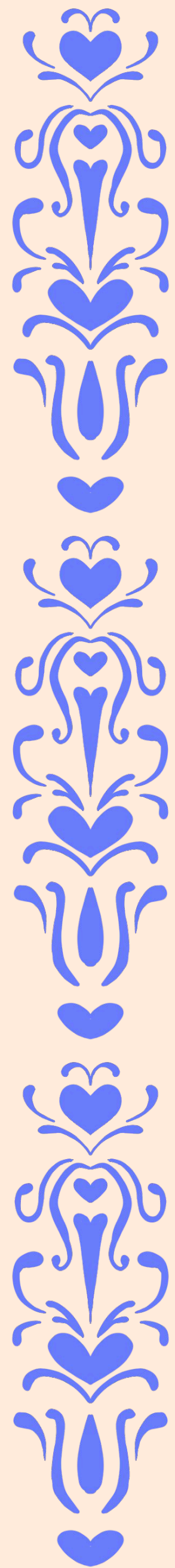
Moodboard



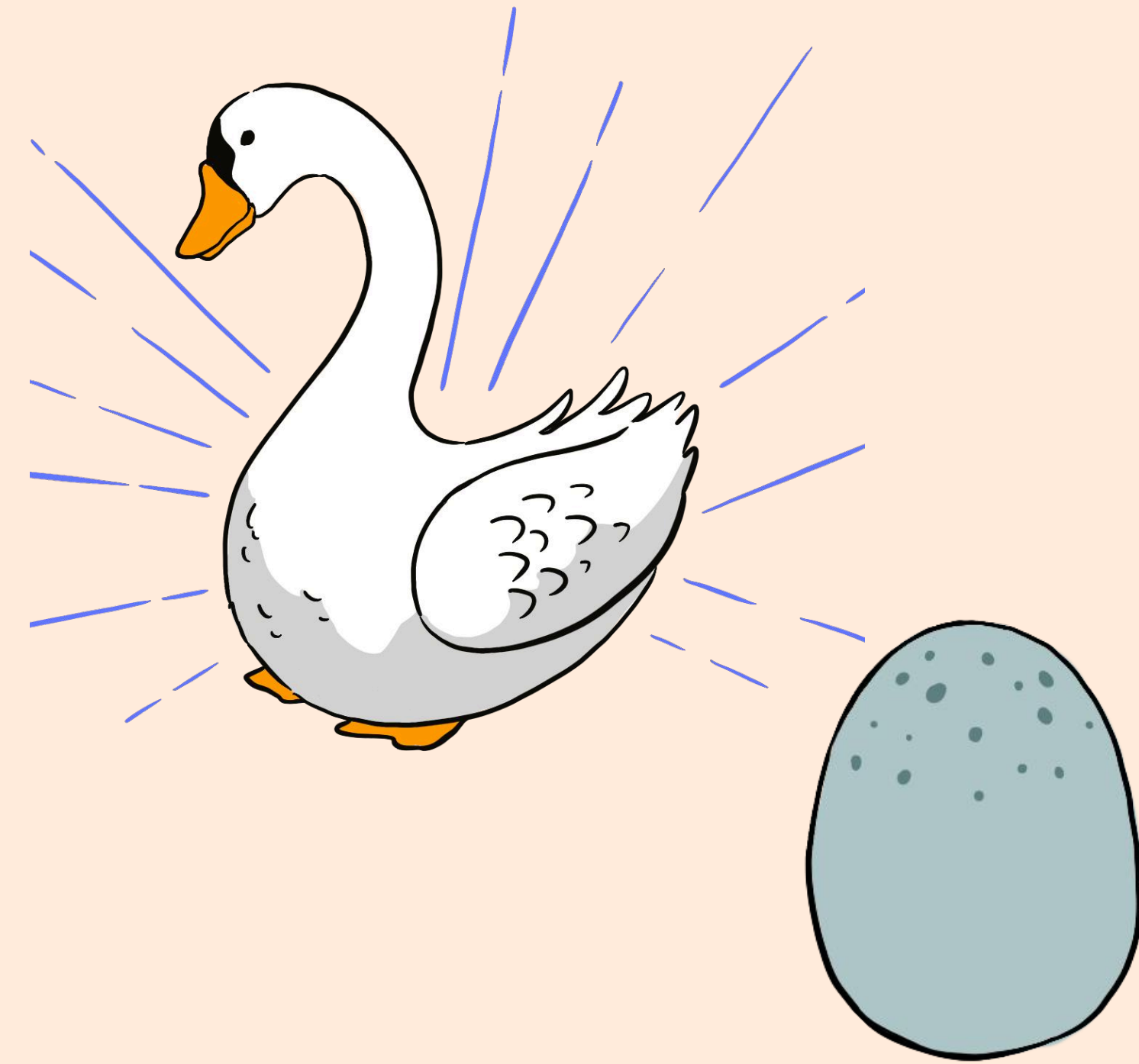
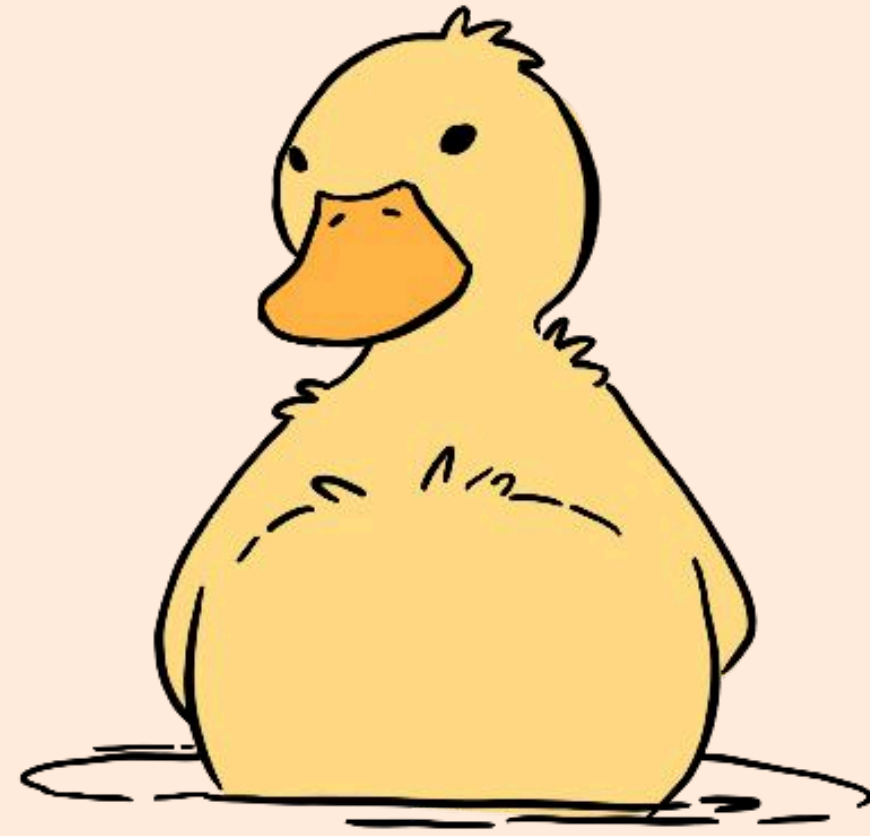
Moodboard Concept

I wanted to focus on a design that would look like an old storybook to match when the story was written. I also wanted to focus on creating a elegant yet childish design that would appeal to not only young audiences but older audiences too





WireFrames



Assets

I wanted to show a childish yet elegant art style. I wanted all the animals to look cute but also have a sense of professionalism to them





Body Copy



There once sat a duck on her nest, watching for her young brood to hatch; she was beginning to get tired of her task, for the little ones were a long time coming out of their shells, and she seldom had any visitors. The other ducks liked much better to swim about in the river than to climb the slippery banks, and sit under a burdock leaf, to have a gossip with her. At length one shell cracked, and then another, and from each egg came a living creature that lifted its head and cried, "Peep, peep."

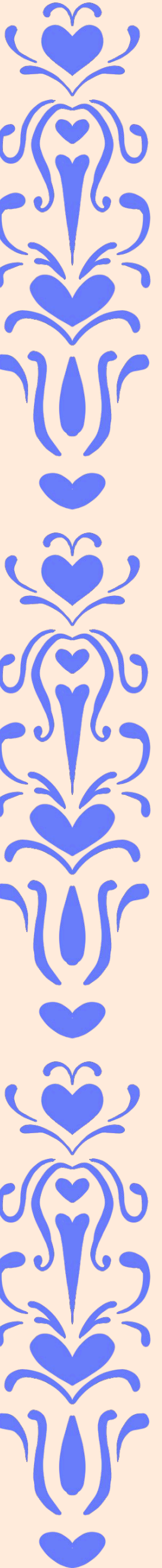
After some time the mother duck declared that "the largest egg lies there still. I wonder how long this is to last, I am quite tired of it;" and she seated herself again on the nest. "Well, how are you getting on?" asked an old duck, who paid her a visit. "One egg is not hatched yet," said the duck, "it will not break. But just look at all the others, are they not the prettiest little ducklings you ever saw? They are the image of their father, who is so unkind, he never comes to see." At last the last egg broke, and a young one crept forth crying, "Peep, peep." It was very large and ugly. The duck stared at it and exclaimed, "It is very large and not at all like the others. I wonder if it really is a turkey. We shall soon find it out, however when we go to the water. It must go in, if I have to push it myself."



Body Copy

On the next day the weather was delightful, and the sun shone brightly on the green burdock leaves, so the mother duck took her young brood down to the water, and jumped in with a splash. "Quack, quack," cried she, and one after another the little ducklings jumped in. The water closed over their heads, but they came up again in an instant, and swam about quite prettily with their legs paddling under them as easily as possible, and the ugly duckling was also in the water swimming with them.

"He is too big," they all said, and the turkey cock, who had been born into the world with spurs, and fancied himself really an emperor, puffed himself out like a vessel in full sail, and flew at the duckling, and became quite red in the head with passion, so that the poor little thing did not know where to go, and was quite miserable because he was so ugly and laughed at by the whole farmyard. So it went on from day to day till it got worse and worse. The poor duckling was driven about by every one; even his brothers and sisters were unkind to him, and would say, "The ducks pecked him, the chickens beat him, and the girl who fed the poultry kicked him with her feet. So at last he ran away, frightening the little birds in the hedge as he flew over the palings.

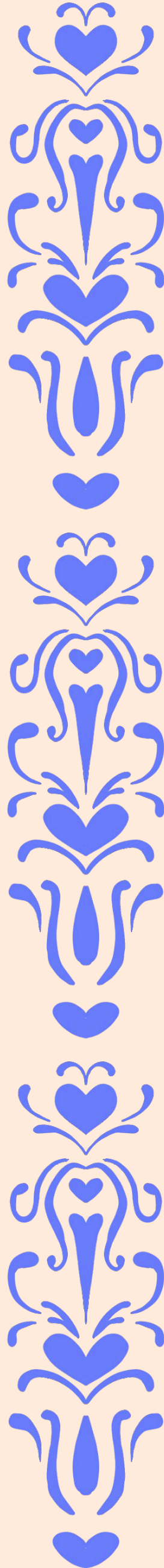




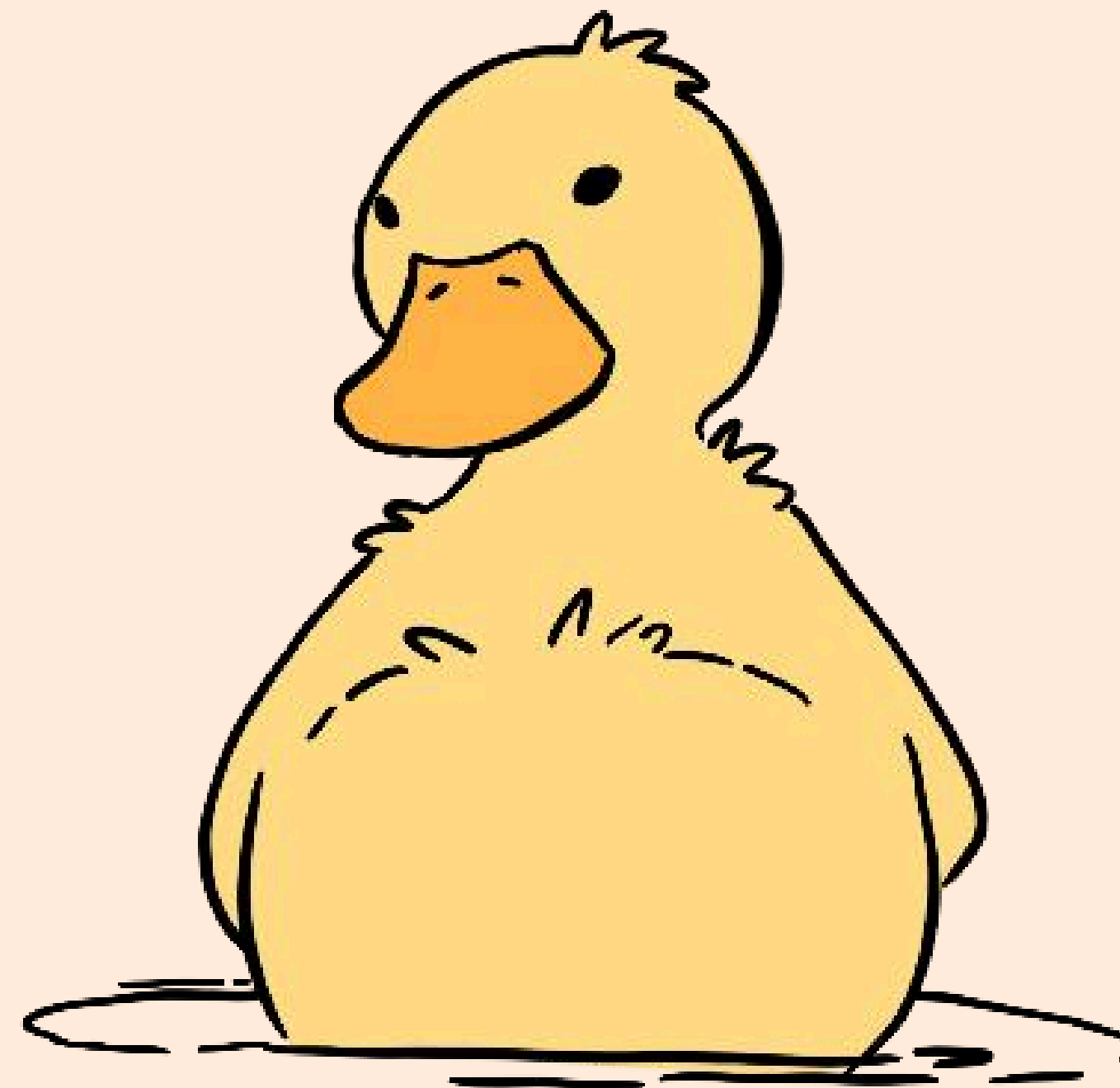
Body Copy

The other ducklings are graceful enough," He turned away his head to hide it under his wing, One evening, just as the sun set amid radiant clouds, there came a large flock of beautiful birds out of the bushes. The duckling had never seen any like them before. They were swans, and they curved their graceful necks, while their soft plumage shown with dazzling whiteness. Could he ever forget those beautiful, happy bird He was not envious of these beautiful creatures but wished to be as lovely as they "I will fly to those royal birds,"

"and they will kill me, because I am so ugly, and dare to approach them; but it does not matter: better be killed by them than pecked by the ducks, beaten by the hens, pushed about by the maiden who feeds the poultry, or starved with hunger in the winter." Then he flew to the water, and swam towards the beautiful swans. The moment they espied the stranger, they rushed to meet him with outstretched wings. "Kill me," said the poor bird



Prototype





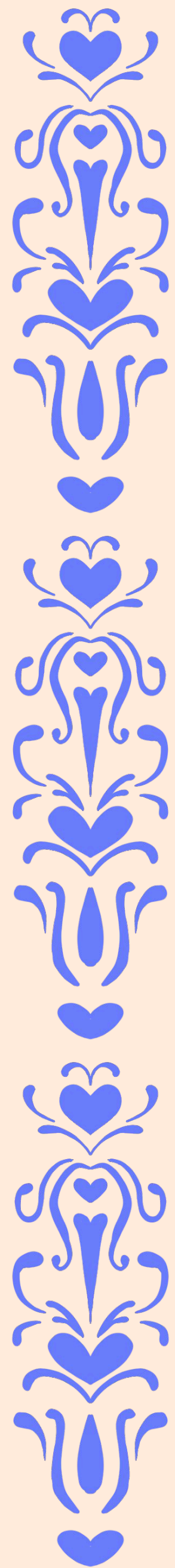
The Ugly Duckling

By: Hans Christian Anderson

Figma Prototype

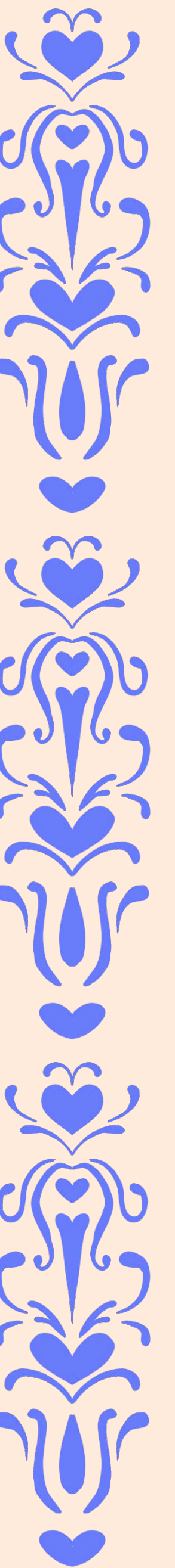
I laid out all of my designs in figma to get a feel for the layout before I actually coded the website. I used all the same assets for the prototype. I didn't change much from figma to actual code, I just tweaked minor layout changes to match with Skeleton





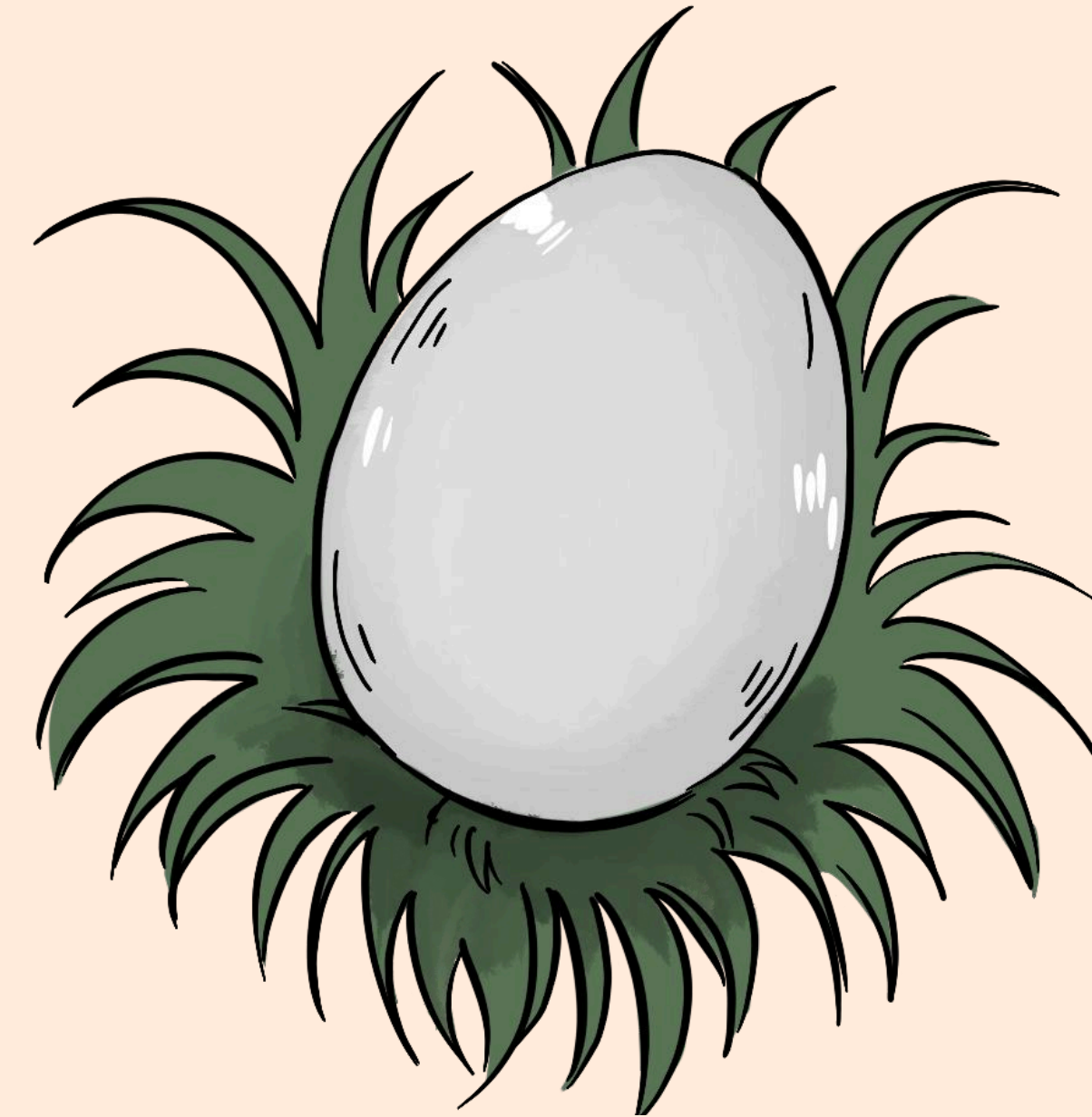
User Testing

- **The text needs to be split up into different sections instead of just being a wall**
- **Task was very simple and didn't require a lot of thinking**
- **Visuals were more present than the text itself**
- **more patterns and motifs rather than just normal animal illustrations**
- **Consistent typography, make sure the copy isn't too big**
- **Add some interaction, like an animation or transition to add intrigue**



The Ugly Duckling

The Ugly Duckling



Unused Designs

Website





The Ugly Duckling

By: Hans Christian Anderson

Coded Website

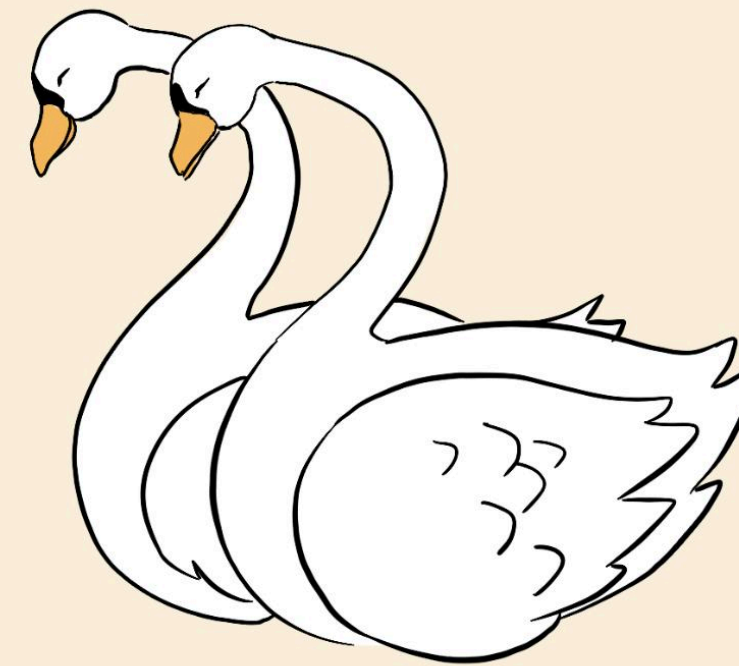
The main changes I had to make was to the actual type, because I needed to include more type than I had originally anticipated, so I had to change the point size. I also changed the alignment of the text to look good in a smaller typeface.



Small boxes and frames make information easier to digest and read, especially for younger audiences



One evening, just as the sun set amid radiant clouds, there came a large flock of beautiful birds out of the bushes. The duckling had never seen any like them before. They were swans, and they curved their graceful necks, while their soft plumage shown with dazzling whiteness. They uttered a singular cry, as they spread their glorious wings and flew away from those cold regions to warmer countries across the sea. As they mounted higher and higher in the air, the ugly little duckling felt quite a strange sensation as he watched them.



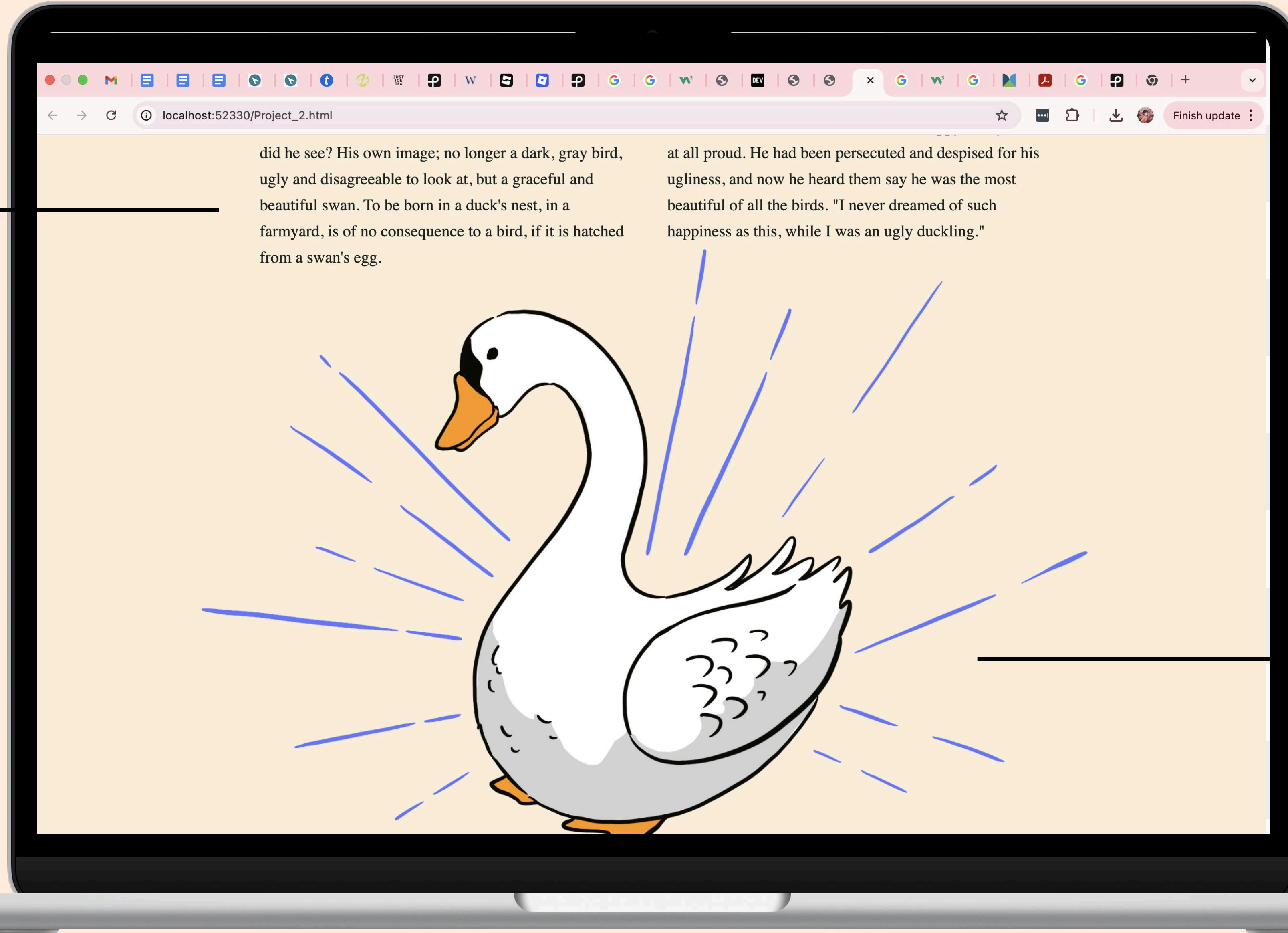
Could he ever forget those beautiful, happy birds

He was not envious of these beautiful creatures

but wished to be as lovely as they

Big images add intrigue to the website

**Breaking up text
into smaller pieces
makes it easier for
users to distinguish
paragraph breaks**

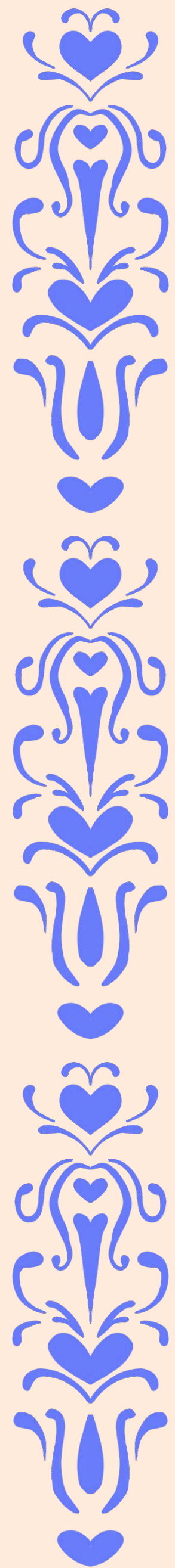


**Big hero image gets
bigger on hover
which adds to
intrigue and adds
interaction for users**

Responsive Design

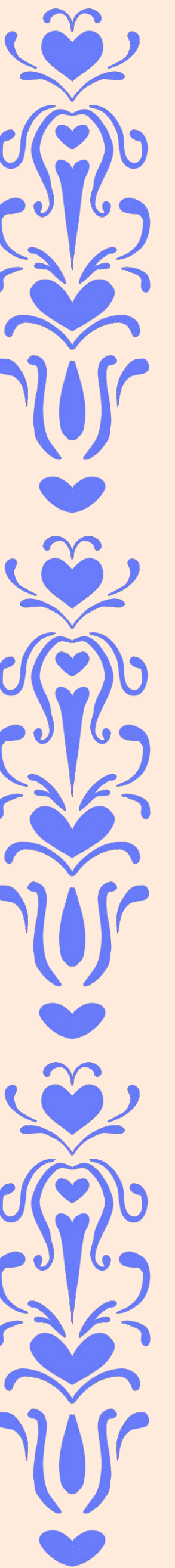
Even though I used Skeleton to design this website, there were a lot of things that needed to be manually changed through Media Queries to make this website responsive for mobile





Solution

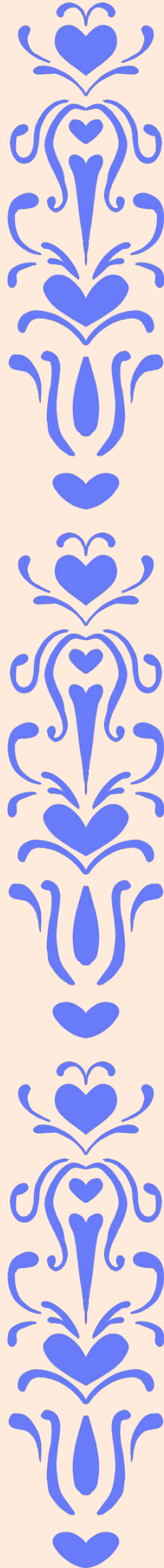
My website displays a range of illustrative and typographic elements to bring the story of the “ugly duckling” to life in a new and expressive way. I wanted to take elements from old storybook illustrations and illuminations to add to the feel of the website.

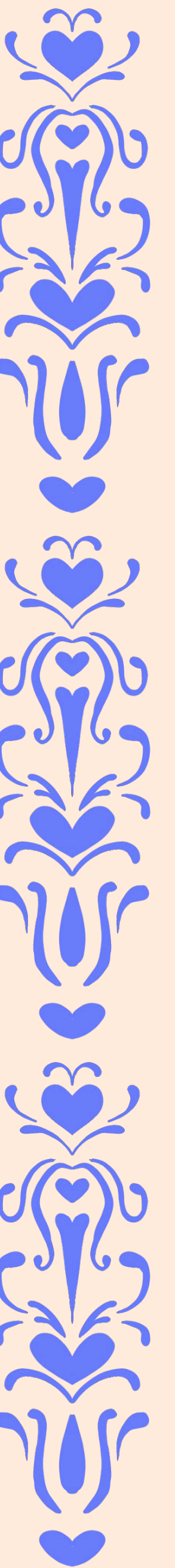
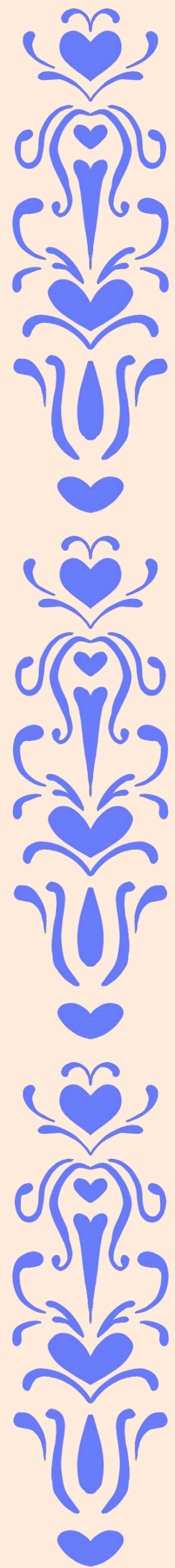




Challenges

I had a lot of challenges while completing this project. I struggled a lot with the coding in general and making it look good while still preserving the responsive quality of Skeleton. I noticed that I kept messing with the positioning which would result in a really weird looking mobile version when I tried to make it responsive. I also struggled a lot with actually executing my figma prototype into code because I did a lot of things that would be very difficult to code.





Reflection

Overall I feel like this project taught me a lot about coding and how to actually use CSS and HTML in a useful way. I also really liked getting to adapt a children's story into something that could be interesting to many different audiences. I had a lot of challenges along the way, but overall this project taught me a lot.