

Link: <https://www.andrew.cmu.edu/user/feiyangx/ind2try/homepage2.html>

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Vision for this website

I decided to create this website because BTS is my favorite group. I've been a fan since 2016 and it has been 6 years now. Throughout these 6 years, I've watched as they gradually gained popularity and became sensational worldwide. In this process, I've also witnessed their website become more developed, from an unresponsive website that was hard to use when I first learned about them to a more responsive website today. However, I still feel like their website has some flaws that I would like to perfect. Firstly, when I first learned of them, I had trouble getting to know each member, and the website wasn't very helpful then. Today, although there are pictures of each member on the website, and after clicking a picture the website leads to another page with the member's name and birthday, it is still unclear to someone that doesn't know this group well who each member is. Secondly, the website isn't very accessible. The homepage of this website doesn't show anything about BTS and its members, only their albums. This too, isn't very helpful for an unknowledgeable audience just trying to get to know the group. Lastly, I think their current website's member section is not clearly formatted using design principles of repetition and alignment.

For individual assignment 2, I will be recreating and perfecting their website's home page using design principles and selecting appropriate information. This website is about the South Korean boy group BTS. I chose to focus on the homepage, which will give the audience an overview of the group, its members, and its recent events. For their home page, I changed it from displaying their albums to their profile, and put the albums in another page. I used whitespace to clearly divide sections and group content within each section based on the proximity principle. In the home page, I lessened the amount of text used to describe the group. In the members section of the home page, I added the names of each member, so an uninformed audience will be able to navigate this site and get to know the members. I also grouped the members using repetition and alignment. I added an additional recent event section as well, so the audience can easily see where they can get to know BTS.

Reference Websites

Red Velvet official website: <https://redvelvet-jp.net/en/profile/>

I like how Red Velvet's site has all the members' names listed out below their pictures.

This makes it easier for unformed audiences to navigate. This website inspired me in the members section of the homepage for my website, where I added names of each member under their photos.

TWICE official website: <https://twice.jype.com/Default/Profile>

I like how there's a shape behind the members' pictures that acts as a border. This inspired me in the members section of the homepage of my website, where I put each members' photos and names in a div element, and gave the div element a white background to make it look like a polaroid.

BIGBANG official website: <https://ygex.jp/en/bigbang/profile/>

I like the color contrast, names of each member below their images, grouping of their members' pictures. This inspired me to do black and white as main colors for my website. This also inspired me to decrease the whitespace between each members' pictures so they are grouped closer together.

Ssense website: <https://www.ssense.com>

Grouping, alignment, repetition, but a little crowded? This inspired me to put each member's picture in the same layout. (Polaroid format)

Dior website: https://www.dior.com/en_us/fashion

Off canvas transition that inspired me to hide the recent events column when the screen becomes smaller.

Maxmara website: <https://us.maxmara.com>

Stacking for phone screens that inspired me to stack each members' photos and add descriptions instead of doing the polaroid format.

Color Harmonies

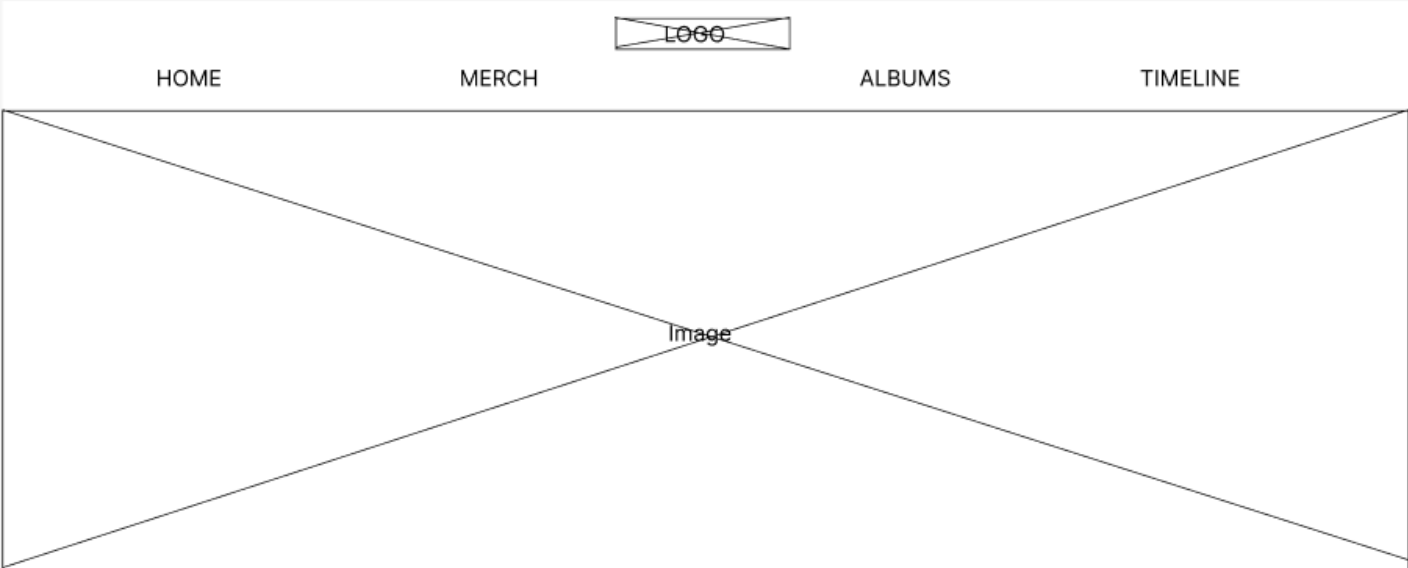
I chose to use black and white as the main colors and blue as an additional color. I chose this because their new album's main color is blue, as are the pictures released with the album, and I wanted to make their pictures stand out more than the text. Therefore, I used black as the background color and white as the main text color. I chose to go against the conventional white background and black text because this echos their album cover — black background and white logo. I chose to use blue for links when it is hovered over because this echos the color choice for their album. I chose to only use these three colors because this can keep the page simple and clean to look at.

Font choice

I chose to use the fonts Solano and Times. I chose to use Solano for all the headings and navigation options (all the broader information) because it is the font BTS uses officially for their albums. I chose to use Times for the more detailed information presented because Times is easier to read than Solano. This will allow the audience to read the information with more ease. In addition, Times is a more common font, which can make Solano stand out more.

Transition Design

I chose to use a combination of off-canvas and column drop. When the screen becomes a tablet screen or smaller, the recent events section is hidden (off canvas). When the screen becomes a phone screen, the members section, instead of polaroids with names side by side, is stacked vertically with each member on a row.




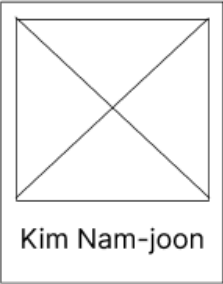



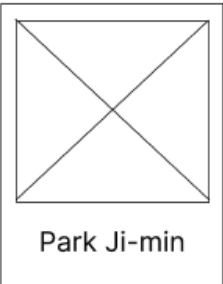
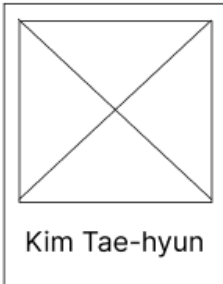
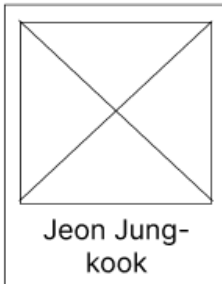
About BTS

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Recent Events

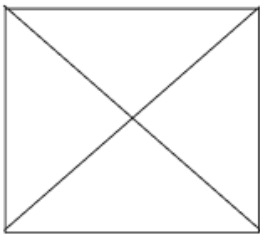
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 <p>BTS</p>	 <p>Kim Nam-joon</p>	 <p>Kim Seok-jin</p>	 <p>Min Yoon-gi</p>
 <p>Jung Ho-seok</p>	 <p>Park Ji-min</p>	 <p>Kim Tae-hyun</p>	 <p>Jeon Jung-kook</p>

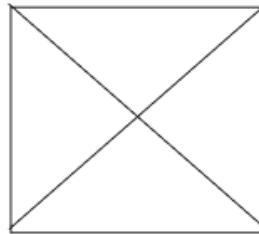
Image

About BTS

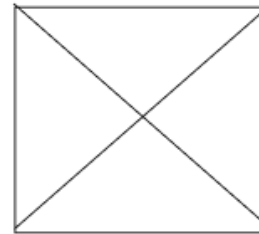
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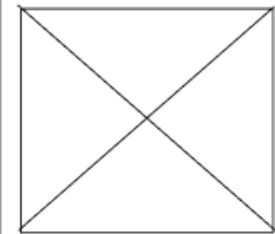
BTS



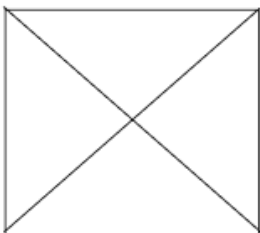
Kim Nam-joon



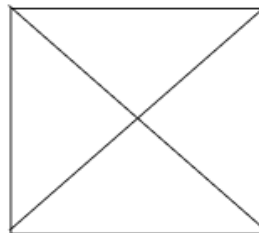
Kim Seok-jin



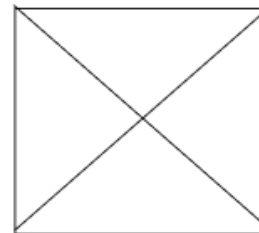
Min Yoon-gi



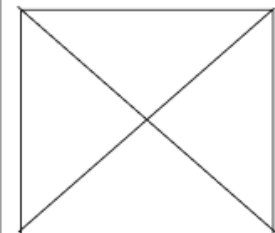
Jung Ho-seok



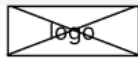
Park Ji-min



Kim Tae-hyun



Jeon Jung-kook



HOME

MERCH

ALBUMS

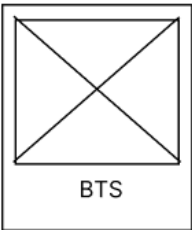
TIMELINE

image

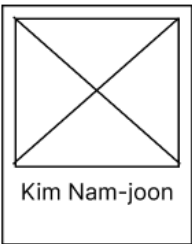
ABOUT BTS

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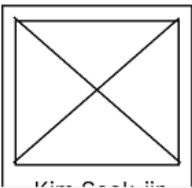
MEMBERS



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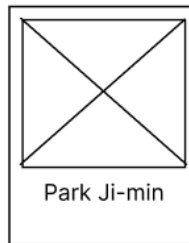
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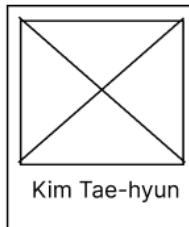
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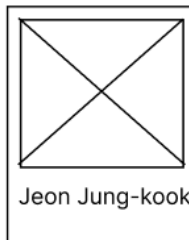
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BTS

HOME

MERCH

ALBUMS

TIMELINE



ABOUT BTS

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RECENT
EVENTS

BTS PROOF EXHIBITION,
BUSAN

RUSH HOUR FT JHOPE
RELEASE

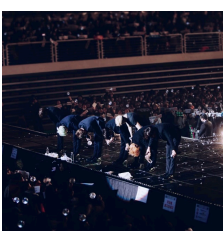
BTS PROOF EXHIBITION,
SEOUL

PERMISSION TO DANCE, LAS
VEGAS

ME, MYSELF AND RM

ME, MYSELF AND JUNGKOOK

BAD DECISIONS RELEASE



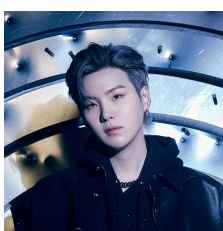
BTS



Kim Nam-joon



Kim Seok-jin



Min Yoon-gi



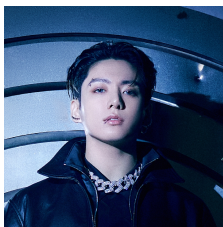
Jung Ho Seok



Park Ji-min



Kim Tae-hyun

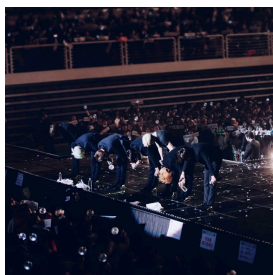


Jeon Jung-kook



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BTS



Kim Nam-joon



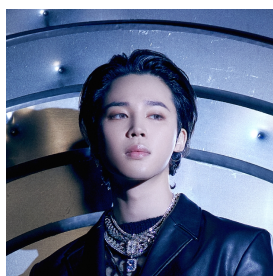
Kim Seok-jin



Min Yoon-gi



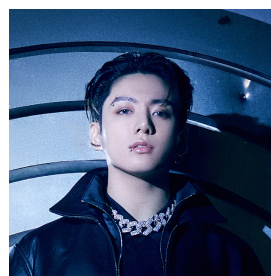
Jung Ho Seok



Park Ji-min



Kim Tae-hyun



Jeon Jung-kook

Phone Screenshot

BTS

HOME

MERCH

ALBUMS

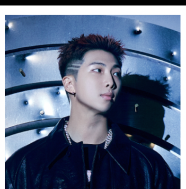
TIMELINE



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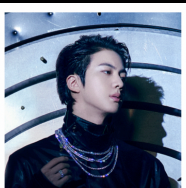
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MEMBERS



Kim Nam-joon

Kim Nam-joon, known professionally as RM, is a South Korean rapper, singer-songwriter and record producer. He is the leader of the South Korean boy group BTS. RM released his first solo mixtape, RM, in 2015.



Kim Seok-jin

Kim Seok-jin, also known professionally as Jin, is a South Korean singer, songwriter, and member of the South Korean boy band BTS. Kim has co-written and released three solo tracks with BTS: "Awake" in 2016, "Epiphany" in 2018, and "Moon" in 2020.



Min Yoon-gi

Min Yoon-gi, known professionally by his stage names Suga and Agust D, is a South Korean rapper, songwriter and record producer. Managed by Big Hit Music, he debuted as a member of the South Korean boy band BTS in 2013.

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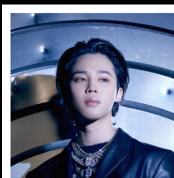
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Jung Ho Seok

Jung Ho-seok, better known by his stage name J-Hope, is a South Korean rapper, singer-songwriter, dancer, and record producer. He made his debut as a member of South Korean boy band BTS in 2013, under Big Hit Entertainment. J-Hope released his first solo mixtape, Hope World, in 2018.



Park Ji-min

Park Ji-min, known mononymously as Jimin, is a South Korean singer and dancer. In 2013, he made his debut as a member of the South Korean boy group BTS, under the record label Big Hit Entertainment.



Kim Tae-hyun

Kim Tae-hyun, also known professionally as V, is a South Korean singer and songwriter. A member of the South Korean boy band BTS, V has released three solo tracks under the band's name: "Stigma" in 2016, "Singularity" in 2018, and "Inner Child" in 2020.



Jeon Jung-kook

Jeon Jung-kook, known mononymously as Jungkook, is a South Korean singer and songwriter. He is the youngest member and vocalist of the South Korean boy band BTS.

