CONCEPTION

My final project is an extension of my project for Assignment 4, in which we had to use a tool we never used before and apply it to the project. I initially used codrops “Loading Effects for Grid Items with CSS Animations” and instead of plain images, I copied lines from a particular scene from the movie “Eternal Sunshine of the Spotless Mind” (Michel Gondry, 2004) onto Photoshop so that the image would just be the text on a transparent background. When the user scrolls through the page, successive lines would pop up from the bottom of the page on top of a gradient background that reflected the scene.

For the final project, I did the same, except for every line in every scene of the same movie. Each page would represent a different scene (taken from the scene selection menu from the original film’s DVD scene selection. The font for the lines for each page was different to reflect what I thought would be appropriate to reflect the mood/lines. The same went for the background. In the end, I also added an audio tag and took the specific music tracks that were found in the scenes in the movie and put those on the respective pages.

This way, by scrolling and reading each line of each page (scene), the viewer could somehow “know” the film and this would serve as a form of “watching” the movie without actually having watched the movie. The viewer can gain a certain perspective of the film, just by going through this project, and then when they go watch it, the lines and music and everything will feel weirdly familiar yet completely new. Sort of like déjà vu.

I guess that would reflect the film I chose and the core of what the story is about. In the film, the main characters, Joel and Clementine, have chosen to get part of their memories erased so as to erase each from their lives. Yet, they are still drawn to each other out of coincidence and end up pursuing a relationship still, despite that their previous relationship (which ended in the memory erasing) had gone awry. The feelings they experienced in this new pursuit were familiar yet new to them in the context of the plot.
For the main page of the project, I wanted to create clickable thumbnails for each page/scene using screenshots. When the viewer hovers over the thumbnail, the image would become blurry and text would appear over the center of the thumbnail (the titles). I included a background image from the theatrical poster and included a title in the same font and color as from the poster as well. It ended up looking like this:

It ended up looking really cluttered and I couldn’t align the text the way I wanted to. I went scrolling through more of codrops page, which was conveniently full of other free CSS tutorials/effects, and I found this:
The effect was that as you hovered over the image, the viewpoint would shift to the right as the text would go up and show more captions. I initially liked this, but I didn’t like how it shifted to the right. I then went and combined two different effects that codrops had on the page. I combined “Lily” and “Chico”. “Lily” was for the blue overtone and the caption effect of the thumbnails, and “Chico” was to zoom out on hover on the image. Eventually, I came out with the page I have now.

So now, the main page would still have a blue overtone, which would disappear on hover as the image zooms out and the caption appears. I added the main theme of the movie as the background audio.

**ACTUAL PROJECT**

As I approached the actual bulk of the project, which would be to transcribe the text, I began by choosing a typeface that I thought went well with each scene, either ones I already had or from Google fonts. I had three different image sizes that I prepared for each image of the project; they were 400 x 300px, 400 x 250px, and 400 x 600px. These were the original image sizes for the example from codrops and they felt like a good size to me.

The rest of the project was fairly simple, mostly tedious. It was just literally the same process over and over, of taking the lines and transcribing them and saving each of them. The main issues I came across had to do with the fact that the text would be in white over a transparent background, so when I would type them up and kern them, it
was really difficult to see the text sometimes. In which case, I would just change the colors, kern them, and then change it back to white and save.

Another issue I had was that sometimes, the particular lines wouldn’t fit on the image size, but I couldn’t make the font size too small either or else it would look too scrunched. In these cases, I just either cut the lines with ellipses or really tweaked the line height and letter-spacing and everything.

CONCLUSION

Overall, my approach to this final project was less technologically-based, and had lot less to do with the actual code and all behind it, and more to do with the conception of the idea.