**Outline Essay – Fashion Time Machine**

**Introduction**

For my design project, I wanted to create a fashion time machine and explore how different aesthetics evolved throughout the decades.

I will be looking to explore various aspects of design during decades such as the 1920s, 1950s and others. For example, to capture the essence of the 20s, I’ve researched the Art Deco style that was famous during those times (Dewidar, 2017).

I’ll be exploring unique UI designs, layout, typography and colours from each decade.

**Image Manipulation**

For the 6 digitally manipulated images I initially decided to create something I can use for the larger project, but in the end, I decided to explore multiple techniques instead.

I created illustrations by hand in Procreate and imported them into Affinity Photo to be manipulated further. Here I explored several colour correction methods, as well as experimented with different filters, morphing techniques and other settings.

**Colour Palette**

The colour palettes I used in the manipulated images are based on research of the designs released during those years. For example, for the Vogue magazine cover I used baby blue and black and a splash of red for contrast to represent the eccentric yet elegant makeup and clothing style of the time. For the Art Deco poster, I used black and gold colours, to further represent the art deco era (Glennon, 2016).

I did the same for the rest of the images, using colours that match the vibe of the year they are from, whilst also maintaining a good level of contrast for accessibility reasons (Sherin, 2013).

**Typography**

Typography being an interest of mine, I researched various pieces of designs from different decades to identify the fonts used. For example, for the Great Gatsby poster I used fonts such as Grenadier, Park Lane and Arkadelphia, and others in a similar style to further emphasise the Art Deco inspirations. I then further edited the capitalisation of characters, kerning, tracking, snear and others until I was satisfied with the result. The artwork is made by me in Affinity Designer using vector work for a cleaner and polished look and then brought that to Affinity Photo to edit it further.

I did the same for the other posters, used fonts to tell a story, whilst maintaining the artistic direction and keeping the fonts readable for accessibility reasons (Elam, 2007).

**Logo and animation**

Whilst I haven’t yet sketched out a logo, I had the intention to recreate the fashion time machine as part of an interactive website from an imaginary fashion company. Therefore, a logo for the imagined magazine would be certainly something to explore.

As for animation, I was thinking about making some sort of roulette or a visual representation of the timeline of the decades that the users can click and interact with, ultimately taking them to the intended pages representative of the year selected. Different animations on the specific pages would also be nice, for example for the Art Deco page having something that would further immerse the used in that decade, like fireworks to recreate the Great Gatsby, or could even add a music player with animations, that the user could interact with, and it would play music from that decade.

**Prototyping and layout**

During prototyping, I will be looking to explore a variety of layouts (Ambrose and Harris, 2021) to express my artistic vision for the different decades. However, I will be keeping in mind accessibility and best design practices (Garrett, 2010) when creating the wireframes, whilst also trying to keep the user interested and to get them to interact more with the website.

**References**

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