

# Caribbean Diasporas: Panorama of Carnival Practices Prototype

## Project Description and Style Guide

*Prepared by Pablo Defendini / Last updated on March 15, 2019*

The prototype under discussion in this document is available at the following URL:  
<https://new.figma.com/file/NYbSAbmJDMql8vVVbMvrPjvN/The-Diaspora-Project>

Contents:

### Description of the Prototype

[Project Goals & Target Audience](#)

[Tools and Requirements](#)

### Description of the Information Architecture

[Prototype organization](#)

[Navigation](#)

[Homepage](#)

[Route pages](#)

[Media Type Modules](#)

[Photo Gallery Module](#)

[Interactive Map Module](#)

[Timeline Module](#)

[Crossroads Page](#)

### Style Guide

[Logo](#)

[Typography](#)

[Color system](#)

# Description of the Prototype

The prototype for the Panorama of Carnival Practices is intended to be a tool to aid in the visualization of the type of work that the Digital Humanities initiative by the Caribbean Diaspora Project is capable of creating once it has been awarded a NEH grant.

This prototype is a high-fidelity, clickable prototype. This means that it looks and feels like a real website, with live links to all the sections outlined in the navigation menu, and with real content from existing projects.

But it's only a depiction of the front end, or public-facing, component of a future website — there's no accounting for critical aspects of a fully functional website, such as digital asset management, a content management system, plugins and tools for integrating outside data, and other components that are necessary for a full site build. Those elements, and more, should be defined during the requirements definition phase of the actual site build, further down the line, working with the developer of the site, and other stakeholders.

## Project Goals & Target Audience

As part of the discovery process of the prototype project, stakeholders met and defined some high-level goals, as well as identified a target group, in order to constrain the scope of work and to facilitate the design of the prototype.

We decided that the philosophical goals for the website visualized with the prototype should be as follows:

- Provide access to the archived material to the public
- Facilitate an understanding of the Other; of empathy and solidarity
- Convey the experience of movement from one place to another

During discovery, we also identified a short list of target audiences for the site. Maintaining our focus on designing a site for a narrowly defined group of people with common needs helped us create a prototype that is useful and compelling. The three groups that we're designing for are:

1. Educators/students
2. Travelers (tourists, returning migrants, people searching for their roots)
3. Academics/researchers

## Tools and Requirements

When gathering requirements for the prototype, a few additional core needs surfaced during interviews with stakeholders:

We wanted to empower anyone on the team to have access to the prototype and to make changes as needed. As such, we decided on using [Figma](#) as the design and prototyping tool for this project. Figma is a relatively new user interface design tool, and it is focused on collaboration and ease of hand-off to developers.

Figma works just like other design tools, such as Adobe Illustrator and Sketch, with one large difference: it is a web application, which is accessible via the web browser. This makes it universally accessible, regardless of what operating system someone is using, and means that the work created with Figma is always available to anyone with a reasonably robust internet connection.

Figma also enables collaboration, by allowing multiple users to edit the same document at the same time, in the same way that multiple users can edit the same document inside Google Docs.

The image shows a screenshot of the Caribbean Diaspora Project website on the left and a Figma comment thread on the right.

**Website Screenshot:** The website features a banner with a person in a vibrant orange and yellow carnival costume. The text "Welcome to the Caribbean Panorama of Carnival Parade" is overlaid on the image. Navigation links include "ROUTES", "CREATORS", "ABOUT", and "MISSING ROUTES". A sidebar on the right shows a list of routes with small thumbnail images.

**Figma Comment Thread:**

- Mila Aponte-Gonzalez** (Resolve):  
I've been thinking... Me parece que vamos a tener que añadir una sección para los "Archival Resources", cosa de incluir tanto los materiales de archivo como su puesta en contexto vía Microproyectos.
- Pablo Defendini**:  
Hm. No se si se puede hacer embedding. Hay un enlace que dice 'share' en la pagina de dloc donde posiblemente evita esa

Finally, since Figma is a tool made on the web, for the web, it allows for developers to easily isolate elements in a design and identify the code that they need in order to implement those designs on various platforms. Figma provides code for creating iOS apps, Android apps, and CSS style sheets (for the web).

The screenshot shows a Figma interface with a design view on the left and a code editor on the right. The design view displays a slide titled "Welcome to the Caribbean Diaspora: Panorama of Carnival Practices". The code editor shows the corresponding CSS code:

```

/* Welcome to the Caribbean
Diaspora: Panorama of Carnival
Practices */

position: absolute;
width: 840px;
height: 135px;
left: 30px;
top: 306px;

font-family: Maven Pro;
font-style: normal;
font-weight: 500;
font-size: 48px;
line-height: 56px;
letter-spacing: 0.4px;

color: #FFFFFF; □

```

The design view also includes a search bar for routes and a section for exploring routes.

Another requirement for the prototype is that the projects all rely on archival material housed at [dLOC](#), the Digital Library of the Caribbean. As such, the prototype features various links off to the [UPR archive at dLOC](#).

## Description of the Information Architecture

### Prototype organization

The prototype consists of a main landing homepage, accompanied by an informational ‘About’ page, and individual pages for each of the showcased ‘routes,’ or projects, outlined below.

### Navigation



The main navigation of the site consists of controls to toggle the language of the site between English, Spanish, adn French, as well as links to each of the main sections of the site:

- **The Caribbean Diaspora Project Logo** will always bring the user back to the homepage.
- **Routes** takes the user to the bottom section of the homepage, which features all of the routes arranged in an array of informational cards.
- **Creators** links to the list of route creators on the About This Project page.
- **Source Materials** goes directly to the UPR content repository on the dLOC website.
- **About This Project** takes the user to the About This Project page.

The navigation of the site is replicated in the footer, at the bottom of each page, along with pertinent copyright and legal information.

## Homepage

The homepage consists of two main sections:

**Headline image.** The headline image takes up the top part of the page, and uses a featured image from one of the routes to showcase and introduce the site. This image can be replaced periodically.



**Route Explorer card array.** The 'Explore the routes' section features all of the routes arranged in an array of informational cards. Each card displays the basic metadata associated with each route: the title, the creator, a featured image, and a short description. Visitors will be able to search for individual routes by using the search box, as well as sort routes by various criteria: Type of route, route creator, date created, and theme. Other facets can be added over time, if desired.

## Route pages

In addition to the individual content modules (more on those below), each of the route pages share common components. These components are all arranged in the same uniform fashion, so as to display a cohesive, consistent interface for the visitor. The common sections of each route page are:

- **About this Route:** This is a large block of text that consists of the creator's abstract describing the project.
- **Related Files:** This side module lists any files that accompany the project, such as archive manifests, white papers, or compressed files. These are easy for the visitor to download.
- **Citation & Copyright:** Each route should contain copyright information prominently displayed in this section. Different groups of material will include different copyright information, so this section should allow for traditional copyright notices, as well as modern alternatives such as Creative Commons. Additionally, this section should contain a note detailing the proper way to cite the route in academic papers, and across the web.
- **About the Route Creator:** This section contains a short biography of the route creator, as well as a headshot.
- **Related Routes:** Related routes list up to four other routes in the project site that share themes, media, or other characteristics with the main route on this page.

## Media Type Modules

While each route page shares many components, each one naturally also includes content unique to that route. The content is organized into modules according to media type, as follows:

## Photo Gallery Module



The Photo Gallery Module is a way to display static images, along with their captions and credit information.

Each gallery is composed of a main viewing area, which displays one image at a time, along with its corresponding caption and/or credit. Multiple images are all arranged as small thumbnails along the bottom of the main viewing area.

The user can either click on the forward and back arrows to either side of the main viewing area in order to advance to the next image, or they can click directly on a thumbnail to bring up that image in the main viewing area.

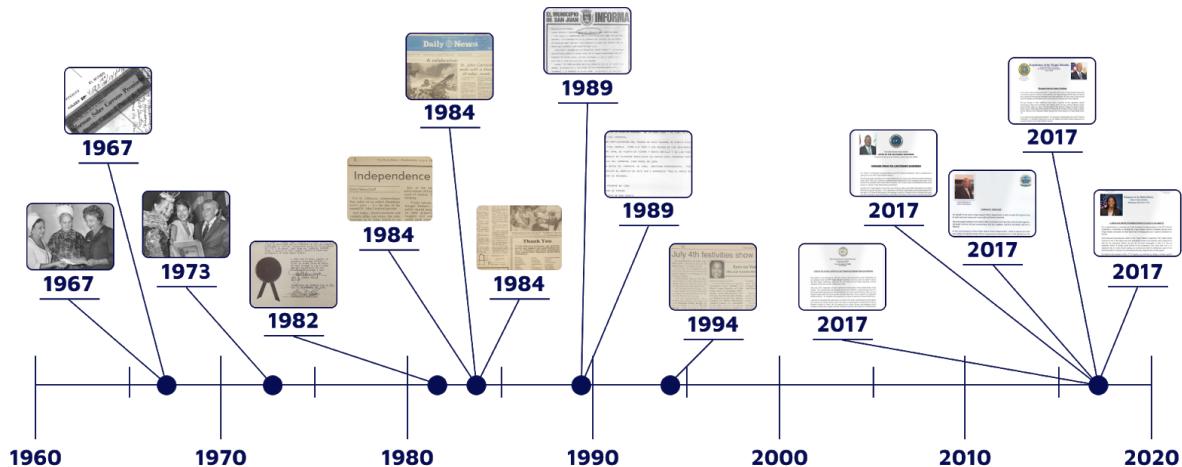
## Interactive Map Module



The Interactive Map Module features images, or other archival material, organized geographically and presented as points of interest on a map.

When a user clicks on a point of interest, they are shown a small grid of all the images available for that point on the map. The user can then select individual images by clicking on their thumbnail, and they will be presented with an overlay which displays the image, along with its caption and/or credit information.

## Timeline Module



The Timeline Module features images, or other archival material, arranged chronologically and presented as points on a timeline.

When a user clicks on an image thumbnail in the timeline, they are presented with an overlay which displays the chosen image, along with any pertinent captions and/or credit information.

## Crossroads Page

Each of the route pages in the prototype feature one type of media, but naturally, a route can contain more than one type of material. The Crossroads Page is intended to showcase how the modular nature of the design can be leveraged to present a complex, multimedia route to visitors.

It features the Photo Gallery, Interactive Map, and Timeline Modules arranged on the same page, and in addition it displays two other media-type modules:

**Audio Playlist Route** lists a series of sound recordings, for presenting audio routes to the visitor. The interface is similar to many music and audio players available on the web.



*Track description. Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
Morbi gravida nisl sit amet turpis rhoncus accumsan.*

---



*Track description. Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
Morbi gravida nisl sit amet turpis rhoncus accumsan.*

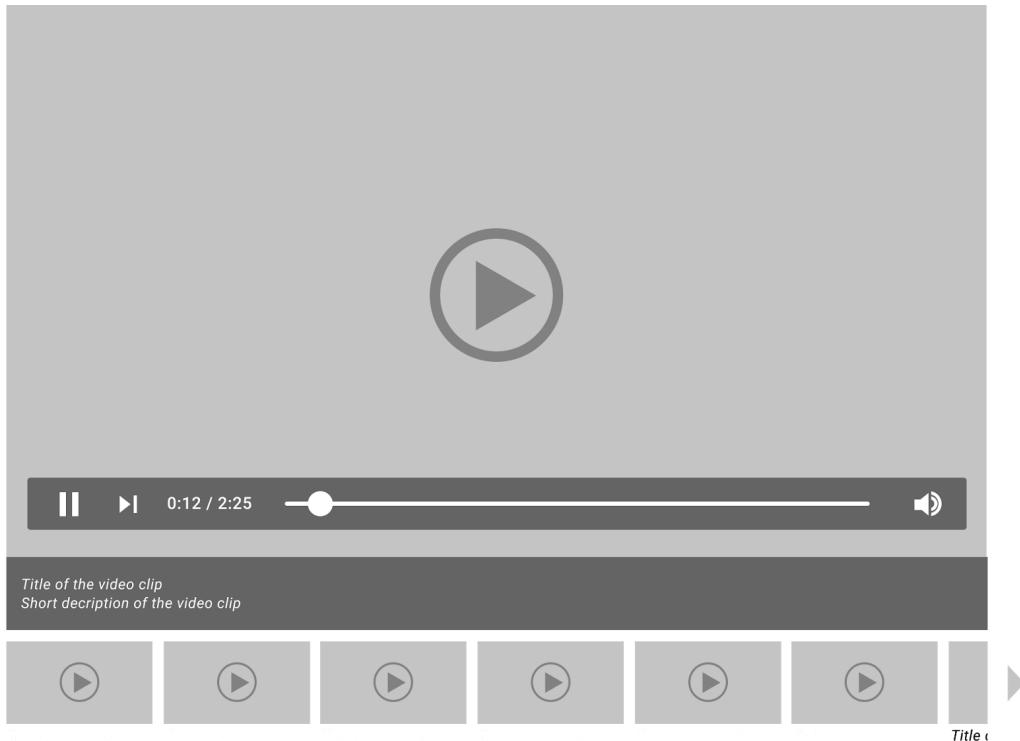
---



*Track description. Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
Morbi gravida nisl sit amet turpis rhoncus accumsan.*

---

**Video Playlist Route** uses a similar arrangement as the Photo Gallery Module, with a main area and a row of thumbnails below, but it displays video content instead of static images, and features player controls as part of its interface.



## Style Guide

### Logo



The logo for The Caribbean Diaspora Project consists of a typographic lockup, along with two graphical elements: a rule, and the trail bubbles.

The typographic treatment consists of text set in a modified version of the site typeface,

Maven Pro, set at its heaviest, 'black' weight. The rounded edges and friendly oblong shapes of the letterforms serve to echo the sense of fun inherent in carnival, and the heaviness of the type serve to ground the logo in space, and

make it a prominent visual feature on the site layout, as well as in standalone contexts.

The rule is meant to visually bind the lockup together with the trail bubbles, and to reinforce the relationship between the logo design and the header style of the rest of the site. The trail bubbles serve to signify the movement of culture through the diaspora, how it originates and terminates in different places in the Caribbean archipelago.

The logo is meant to be versatile, and as such can be displayed in any color — as long as it's all one color — and at many sizes.

## Typography

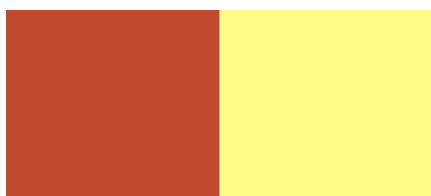
The prototype site is set in [Maven Pro](#), a free typeface available for web and for print use from Google Fonts. Maven is a modern, versatile typeface with various weights, which lends itself to multiple applications throughout the site — from big, bold type with a hint of fun for the logo, to open, welcoming headlines, to long, readable text blocks.

The prototype site features a complete typographical system, which plays out in the text styles shown in this table. Since Maven is a typeface available from Google, it is also available in Google Docs, as seen here:

<b>Logo Text</b>	Maven Pro Black, variable size
<b>Title</b>	Maven Pro Medium, 48px Line height: 21px
<b>Headline</b>	Maven Pro Medium, 36px line height 21px
<b>Subhead</b>	Maven Pro Regular, 21px Line height 21px
<b>SECTION HEAD</b>	Maven Pro Bold, 16px Line height 21px; uppercase; under a 3px rule
<b>Intro Text</b>	Maven Pro Medium, 21px Line height 21px

Body Text	Maven Pro Normal, 16px Line height 21px
Footnote	Maven Pro Normal, 12px Line height 21px
<b>MENU ITEM</b>	Maven Pro Bold, 14px Line height 21px; uppercase

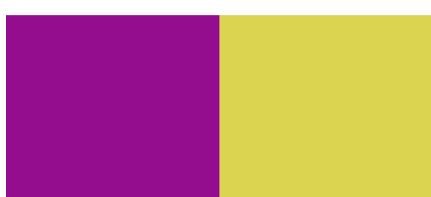
## Color system



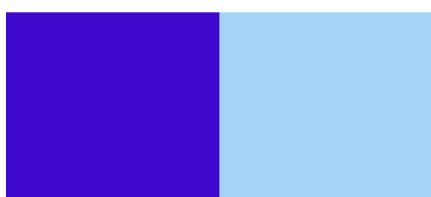
The color combinations used throughout the prototype are meant to illustrate examples of a general approach to color deployment throughout the site.



The colors on the prototype site are always vibrant and saturated, in order to reflect the festive atmosphere surrounding carnival.



Each combination is chosen to optimize for contrast and value, in order to ensure that the site is readable by people with visual impairment. All color combinations score a value of at least a 4.0 AA or higher according to the [W3C Web Content Accessibility Guidelines](#) (WCAG). You can find more information on the [Web Accessibility Initiative website](#).



This approach allows future creators to choose their own colors, within an established set of constraints. In order to ensure this, we recommend using online color generation tools such as [randomally.com](#), or [colorsafe.com](#).