

NICKELODEON

CASE STUDY

Nickelodeon had launched the iOS Nick App in 2012 (which won a Daytime Emmy for Outstanding Creative Achievement In Interactive Media – User Experience and Visual Design).

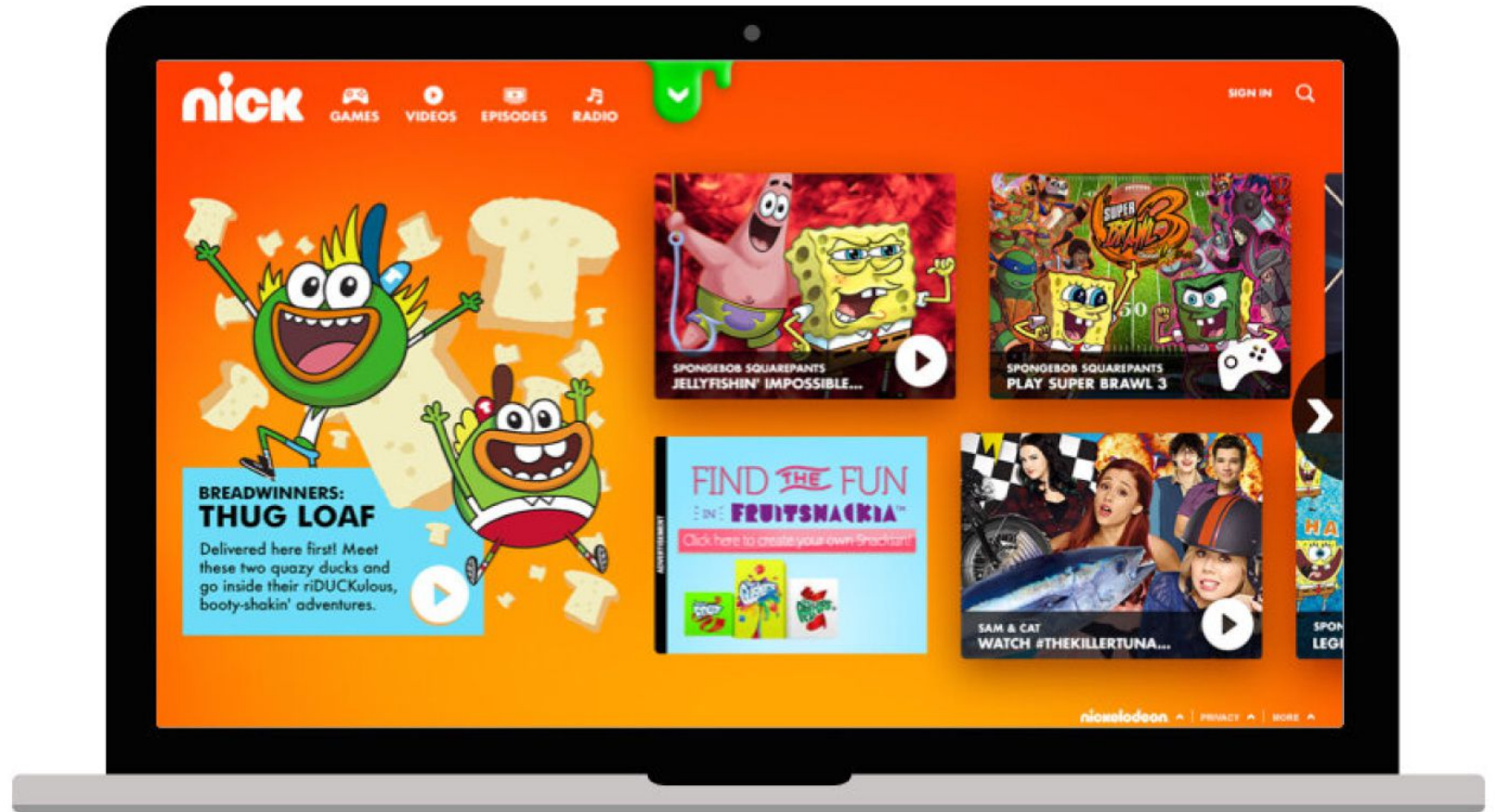
There was an initiative from Product to revamp the Nick.com website to mimic the app success & experience. Over the course of many months, the team created the custom site from the bottom up. I led the visual designs, working alongside developers and UX designers, we solved issues, iterated designs, & shaped a responsive website with a simple experience for our users.

Team

- 2-3 Designers (UX & Visual)
- 2+ PM
- 10+ Engineers

Stakeholders

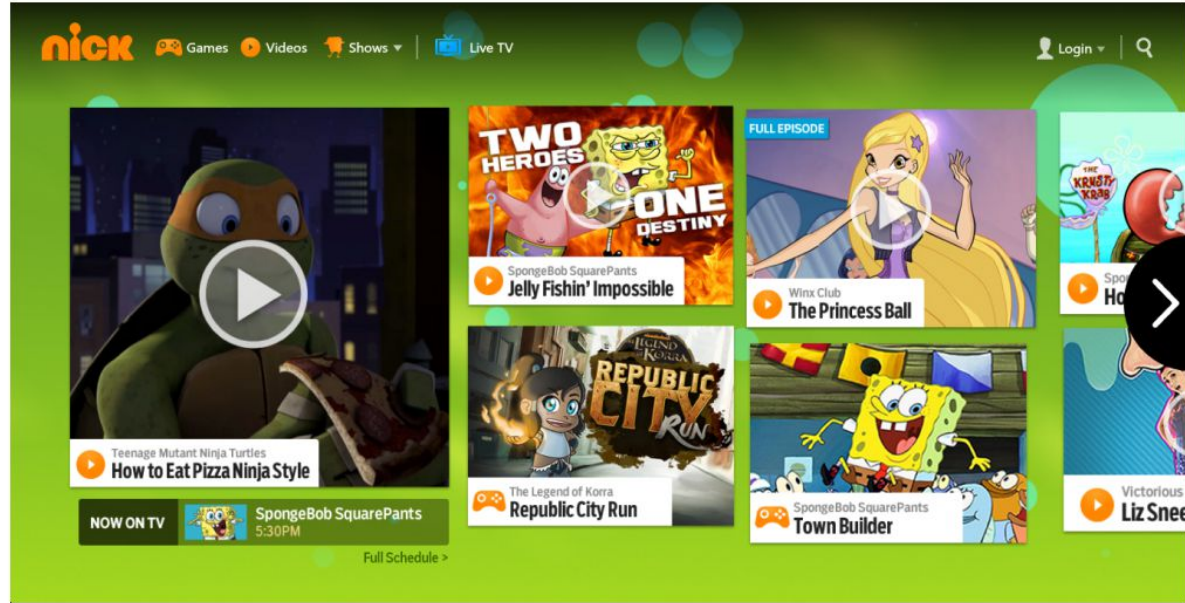
- Nickelodeon President
- SVPs of Digital
- Legal



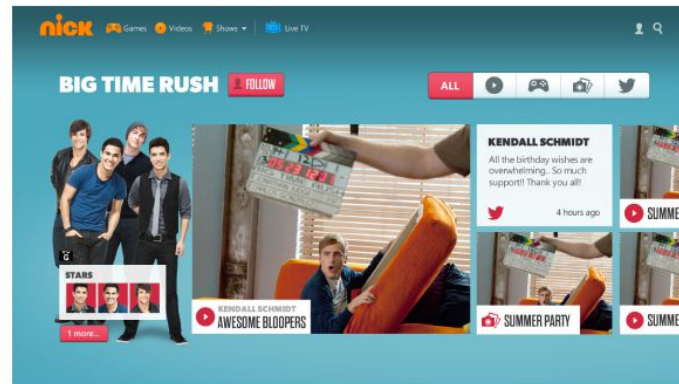
Product had created a prototype idea, built in Windows8, that was presented & sold to Nickelodeon's president.

These are the initial first looks of what the new site could look like within a horizontal layout.

*Excluded from this prototype were Ads, break points, proper font sizes, legal/footer information, show character pages.



PROTOTYPE HOMEPAGE

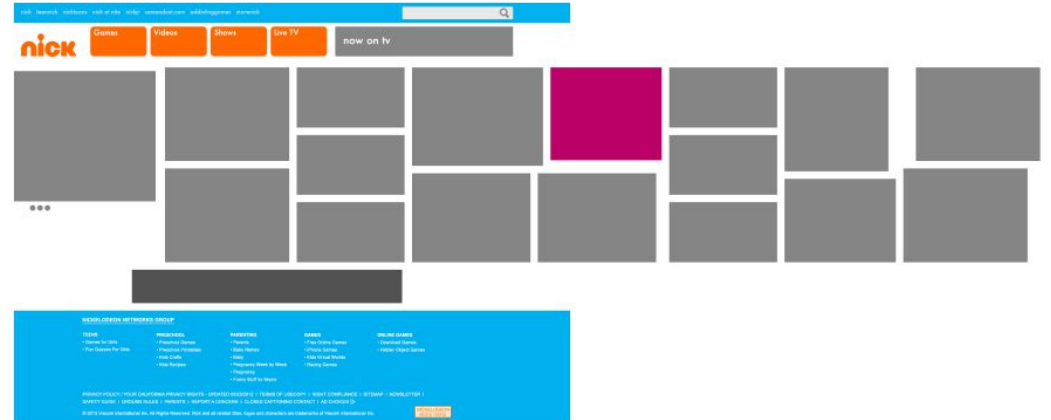
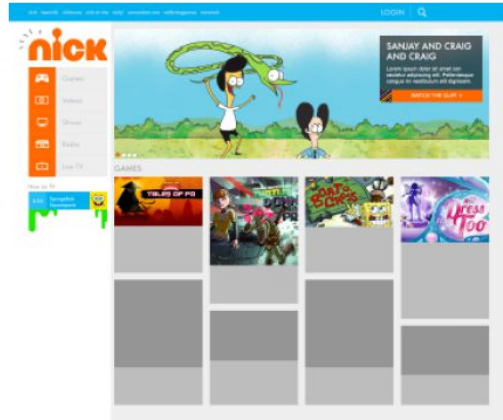
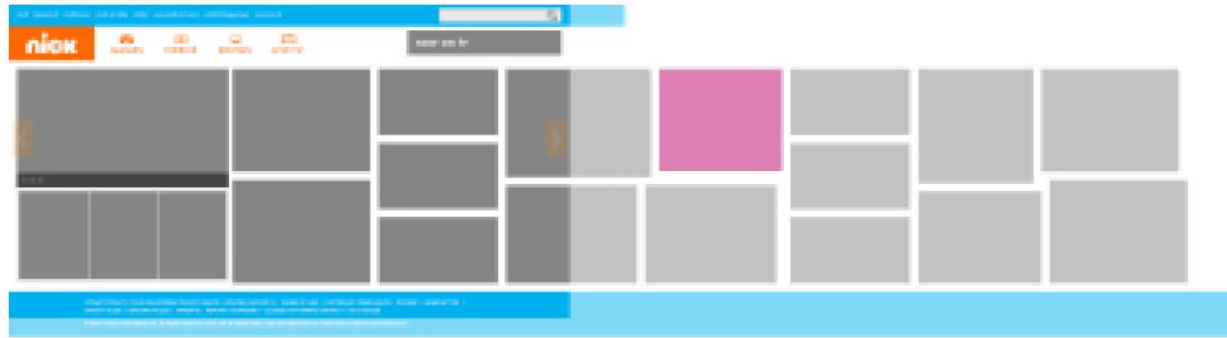
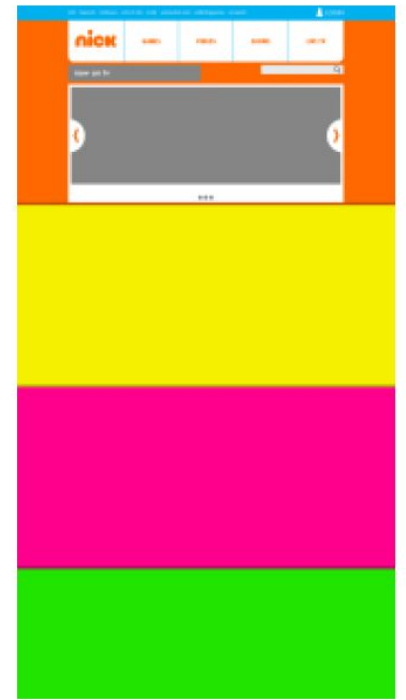


PROTOTYPE SHOWPAGE



PROTOTYPE GAME SCREEN

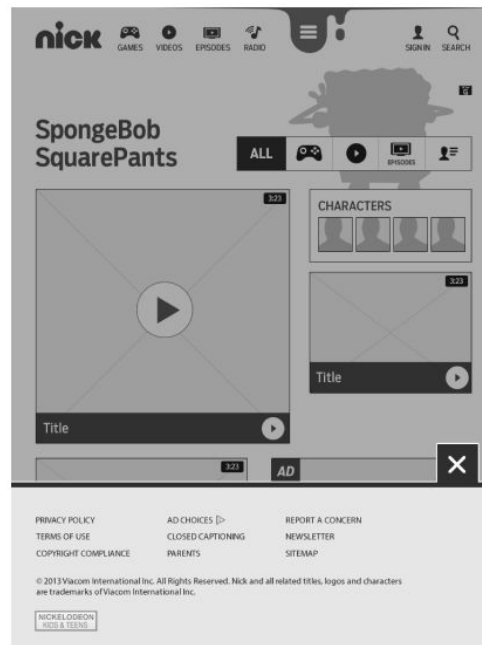
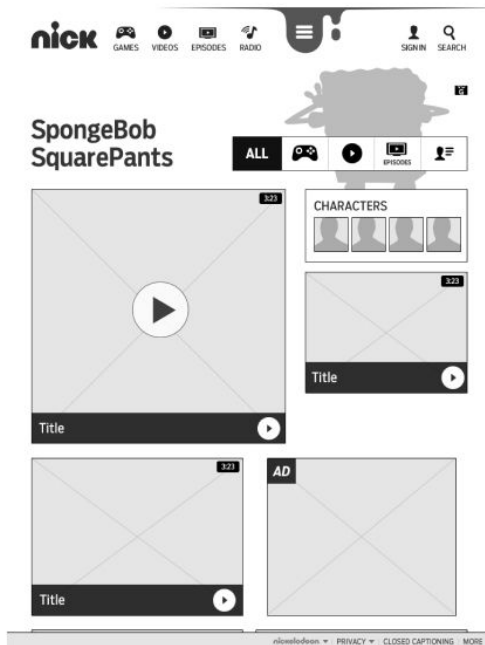
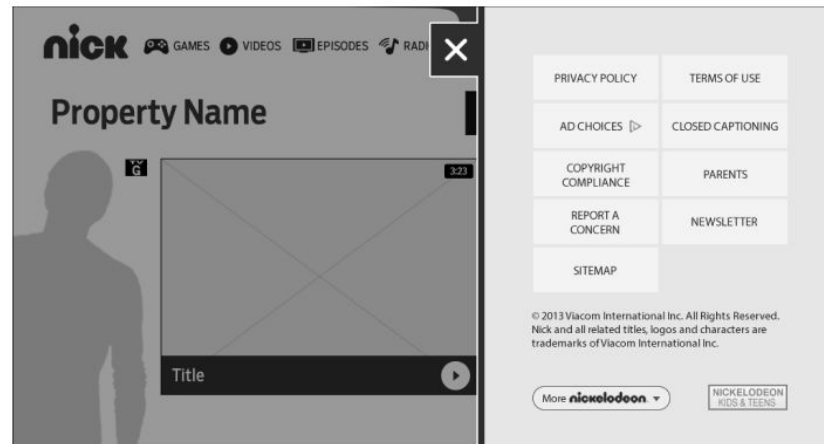
This was a completely new territory for the team so we had to really explore grid layouts and see how our content could potentially work within a horizontal layout.



We explored how the grid would translate among other pages. We landed on the grid being mostly consistent across all pages, with the exception of a “Featured” tile on the homepage.

Working with Legal & Standards, we had a requirement that an Ad must be always visible, prior to any scrolling.

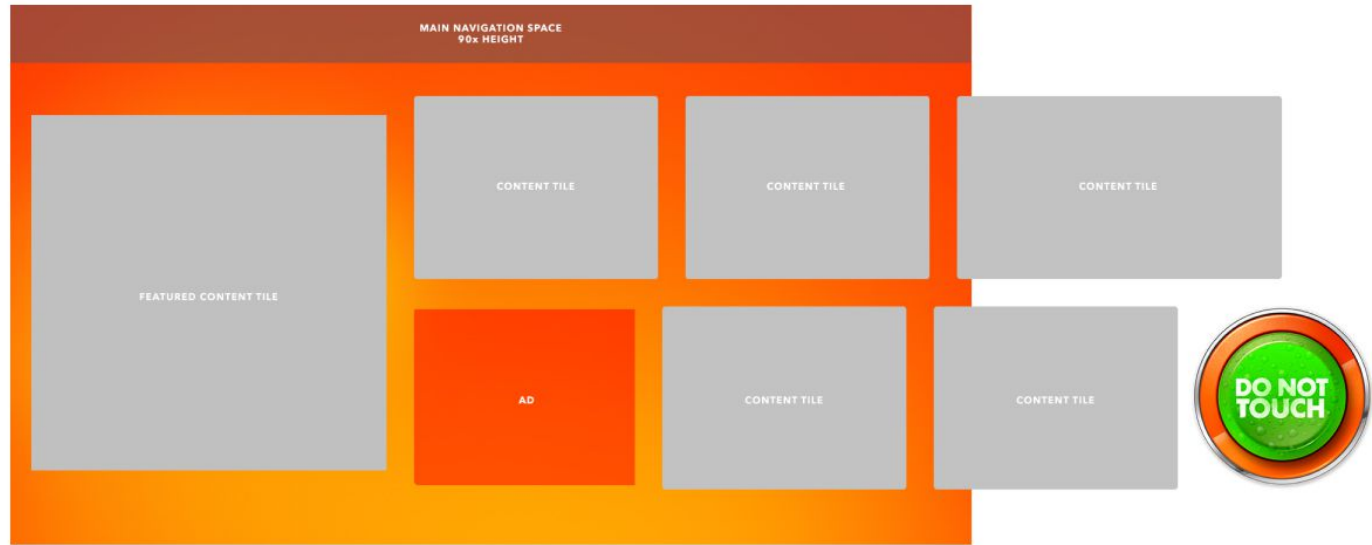
Our space for showart was drastically decreased from the original site. The narrow vertical space for showart created quite a struggle for most shows, as they have multiple characters that must be featured.



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HOME PAGE GRID

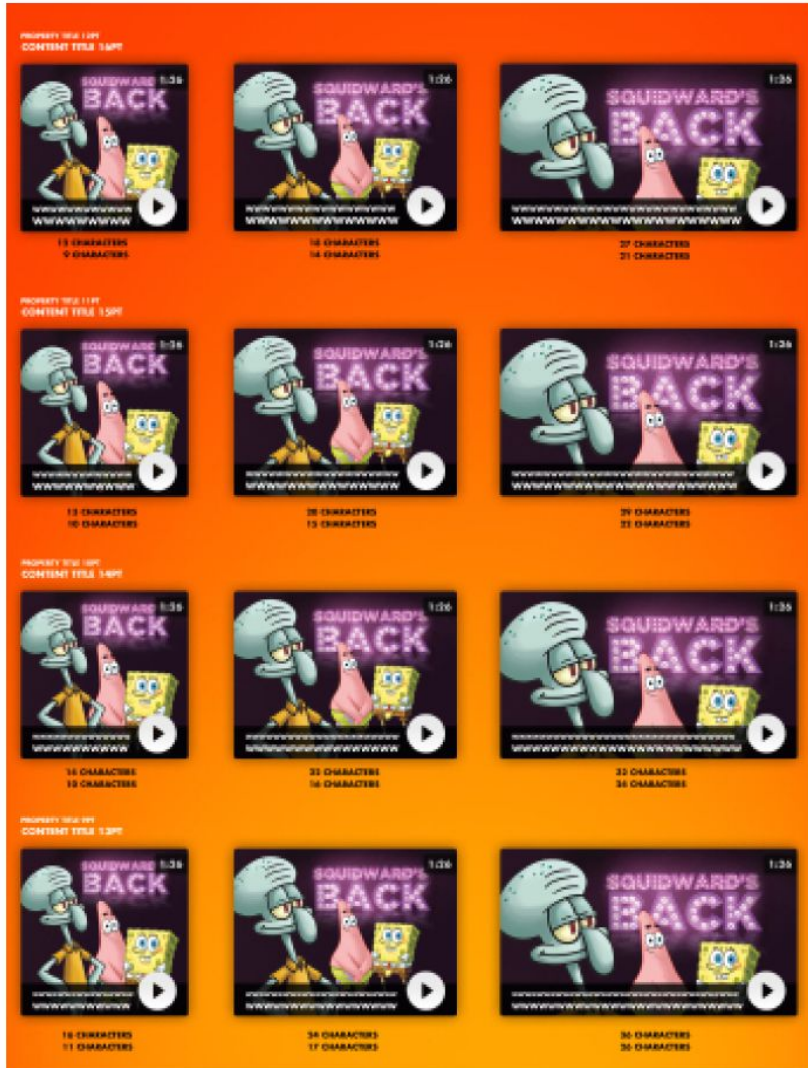


SHOWPAGE GRID

Content tiles came in 3 sizes:

- 1:1
- 4:3
- 16:9

Character limits and minimum sizes for desktop & mobile were established while developing the overall UI of the tiles.



DESKTOP



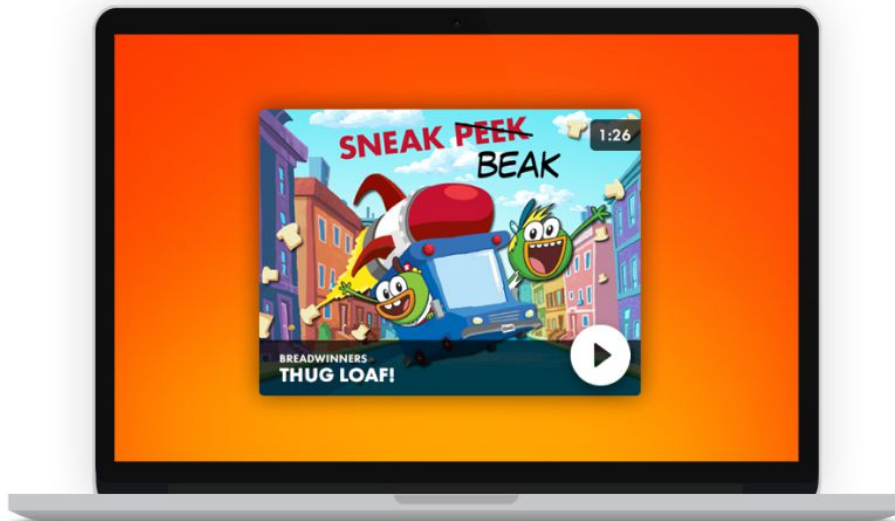
MOBILE

Content tiles came in 3 sizes:

- 1:1
- 4:3
- 16:9

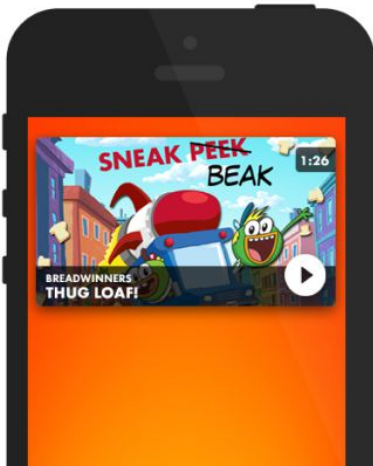
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CONTENT TILE (DESKTOP)

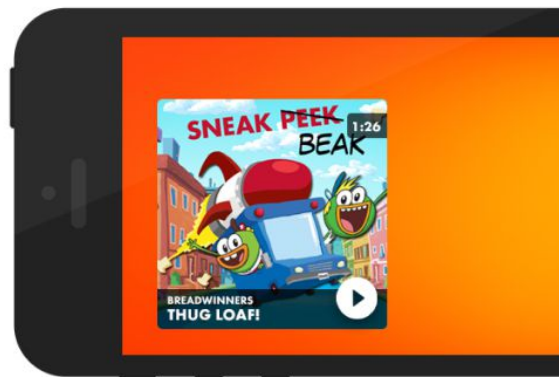


CONTENT TILE (MOBILE)

Portrait
300px max width



Landscape
230px max height

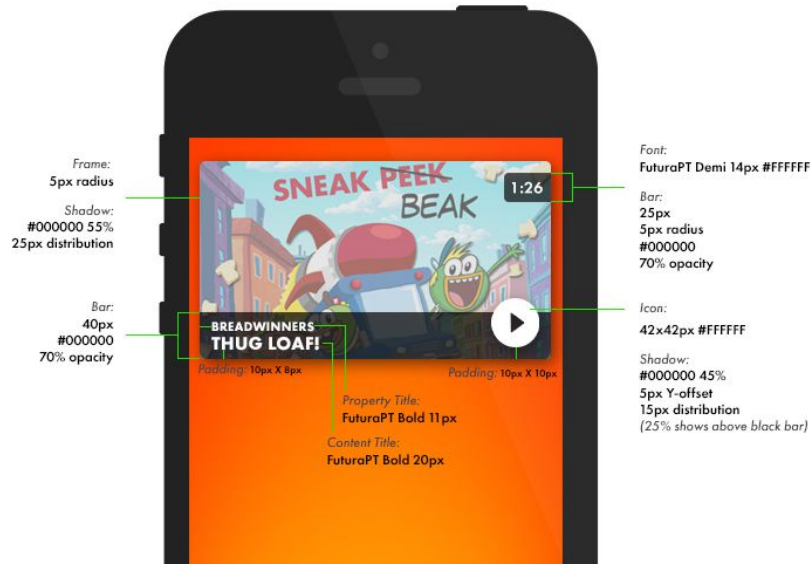
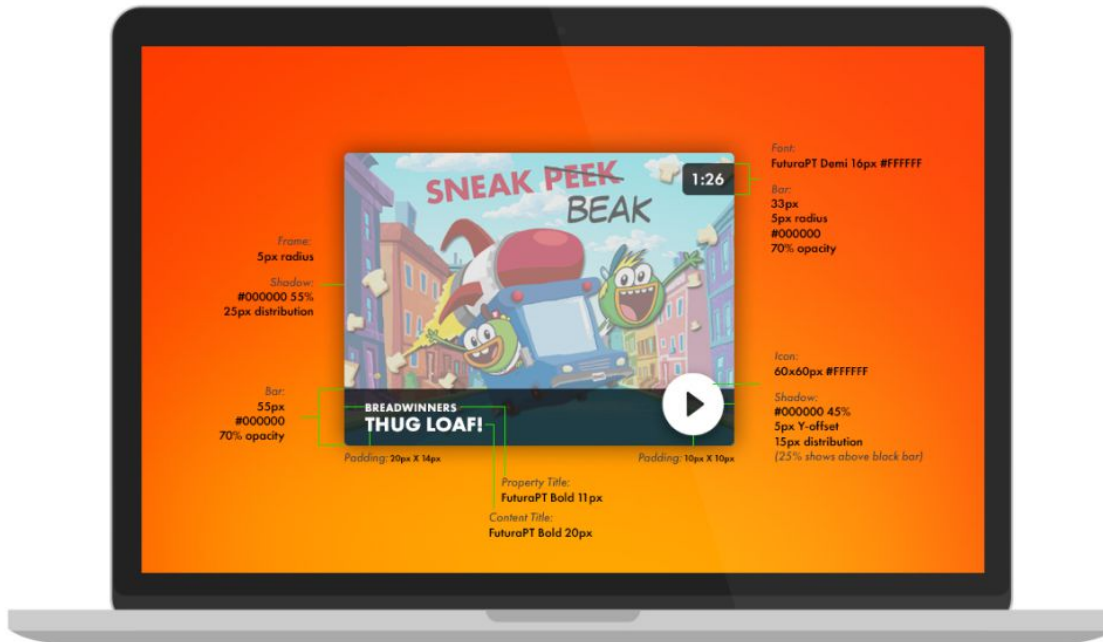


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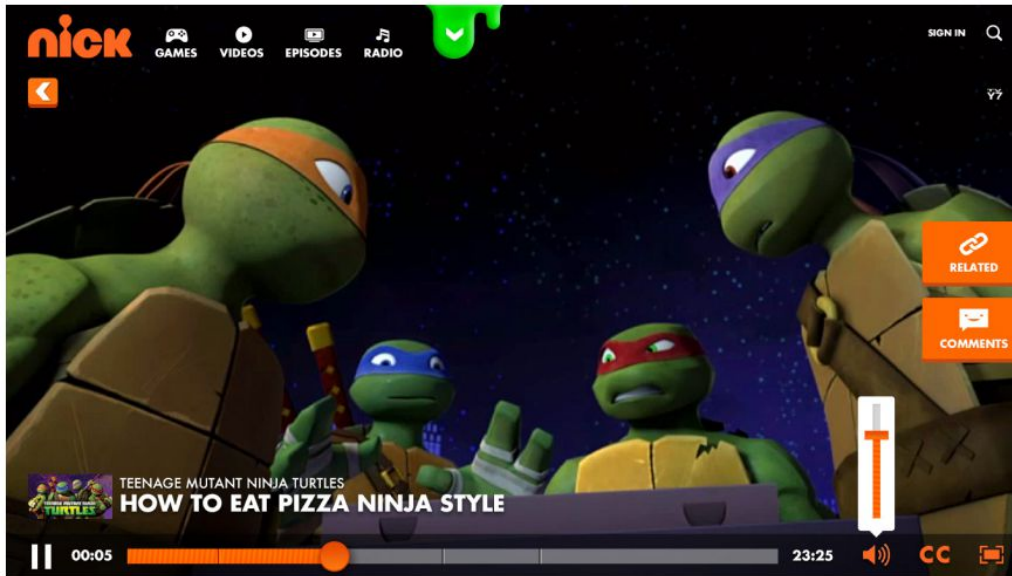
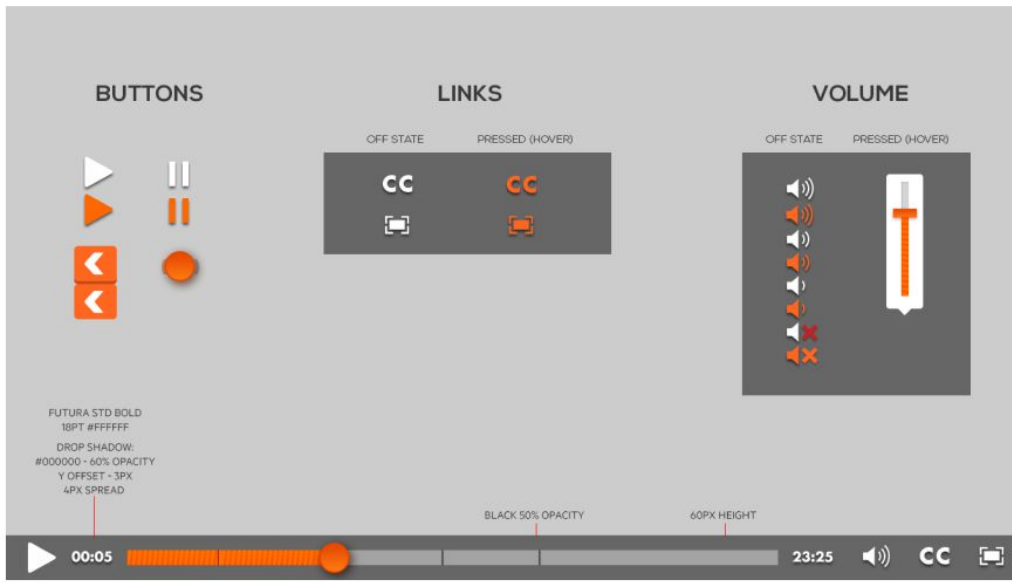
- 1:1
- 4:3
- 16:9

Working with Engineers, the anatomy of the tiles had to be redlined out for them to be as accurate as possible.

(This was before Zeplin was created, so of course redlining took up a bit of time, while also trying to sort out the rest of the site)



The video player was the first to be worked on, as it'd be the most complex from an engineering standpoint.



A style guide was slowly coming together, which will help the rest of the team when it comes to create new showpages.

The team was able to have some creative freedom when it came to compositing the showart & background graphics, but still had to follow brand guidelines; for both Nickelodeon & the individual show properties.



FONTS

Homepage Featured

H1 Title: Lorem ipsum dolor

Futura Std - Bold 30px hex #FFFFFF

H2 Subtitle: Lorem ipsum dolor

Futura Std - Bold 18px

Promos

Property Name: Lorem ipsum dolor

Futura Std - Bold 12px hex #FFFFFF

Promo Title: Lorem ipsum dolor

Futura Std - Bold 18px hex #FFFFFF

Thumbnails

Property Name: Lorem ipsum dolor

Futura T - Bold 12px hex #FF6700

Promo Title: Lorem ipsum dolor

Futura Std - Bold 14px hex #555555

Navigation

Nav Links: Lorem ipsum dolor

Nexa Bold - Bold 18px hex #FFFFFF - Drop Shadow #000000 30%, 1px Distance, 6px Spread
(Need web safe font replacement)

Misc

Body Copy: Lorem ipsum dolor

Arial - Regular 14px

Text links are orange

Futura T - Bold 12px hex #FF6700

Text link rollover states are light orange

Futura T - Bold 12px hex #FF8534

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COLORS



BUTTONS

OFF STATE  Large buttons are 50px tall (55px with shadow). Corners have 5px radius. Button hex is #FF6721. Shadow hex is #C34B14. Type is in all CAPS with a hex #FFFFFF.

HOVER STATE  Hover state has a hex of #FF7E42. Shadow hex is #CC6637.

ON STATE  On (Pressed) state has a hex of #E65D1E. B84B19. Text is hex #E6E6E5. Shadow is flipped.

OFF STATE  Small buttons are 35px tall (40px with shadow). Corners have 3px radius.

HOVER STATE 

ON STATE 

DEACTIVATED  Arrow buttons are 50px tall (55px with shadow). Button hex is #D1D1D1. Shadow hex is #999999.

ACTIVATED 

ACTIVATED (PRESSED) 

ICONS

ALL ICONS ARE TBD FOR NOW
PROMO ICONS ARE 65X65



NAVIGATION ICONS ARE 22X22



PLAY ICONS



PROMOS - 115X115

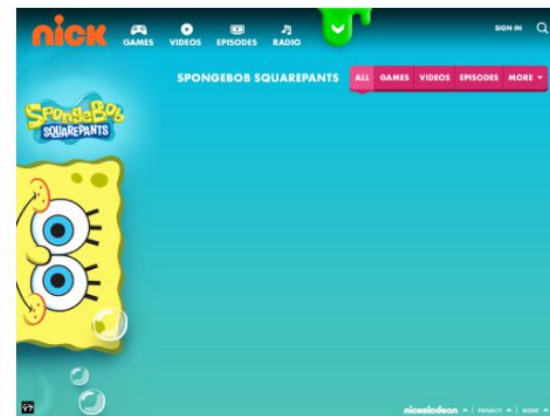
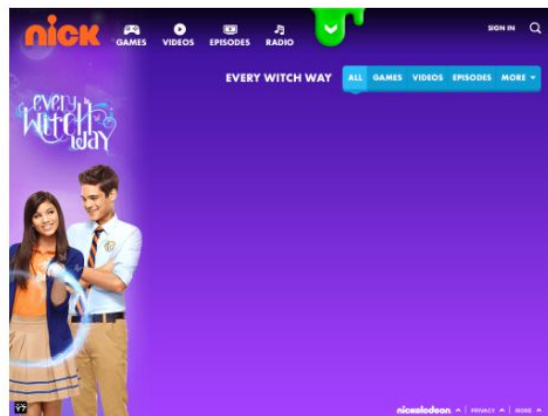
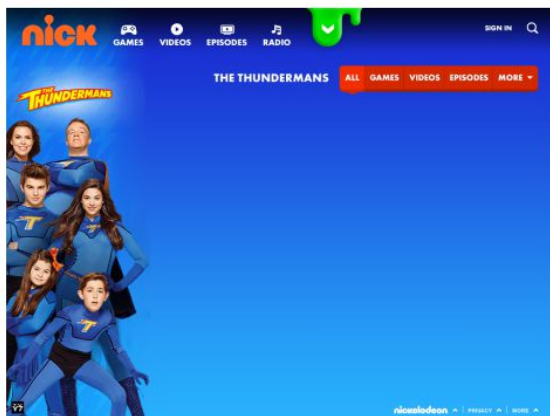
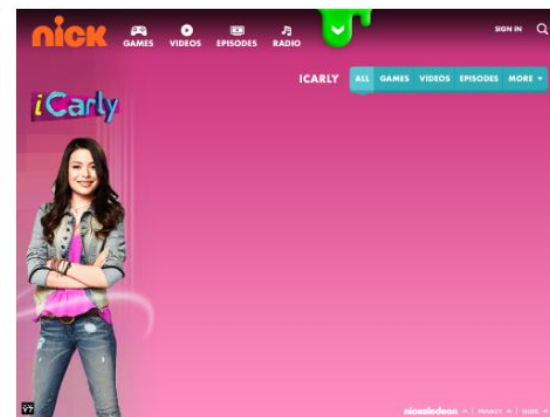
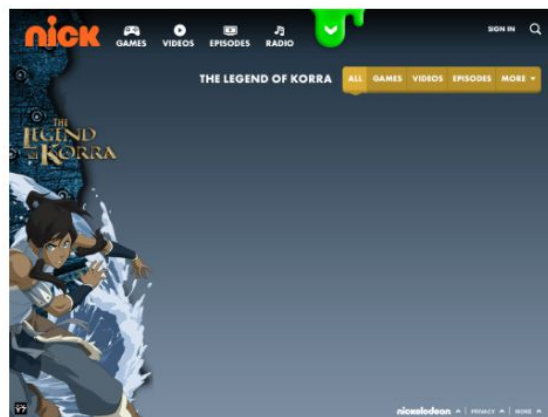
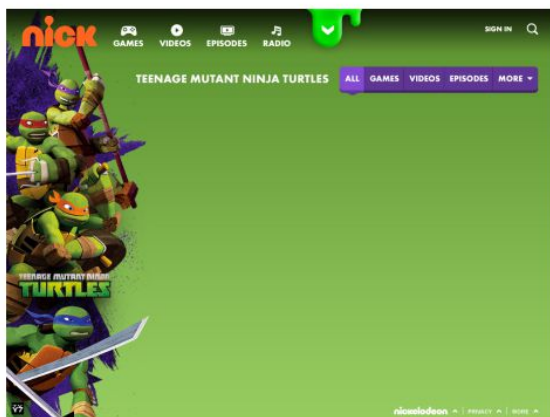


THUMBS - 40X40

The final look of the site was a long process. We had 26 shows to feature on the website. Each required roughly 34 assets for production (if the show featured at least 2 characters) across all breakpoints.

To name a few:

- Background gradient hex colors
- Showart graphic
- Show navigation hex colors
- Main navigation icon
- Character page graphics



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