

Comps: Final Documentation

WordPress: Personal Fashion Blog

May 18, 2009

**Aoi Yamaguchi
DAI 527: Digital Media 3**

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Project 3: CMS Hack [Wordpress]

01. Concept

Aoi Yamaguchi
DAI 527: Digital Media 3
April 8th, 2009

Theme:

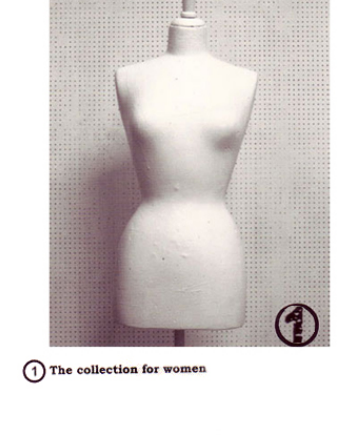
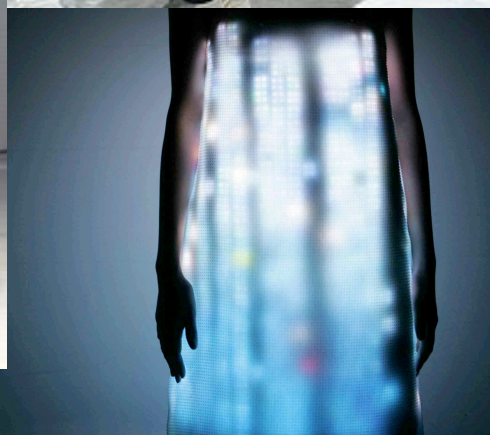
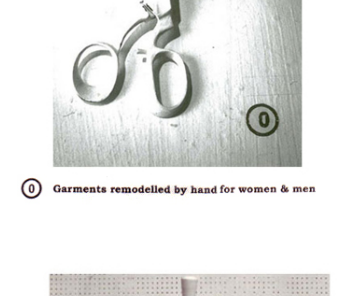
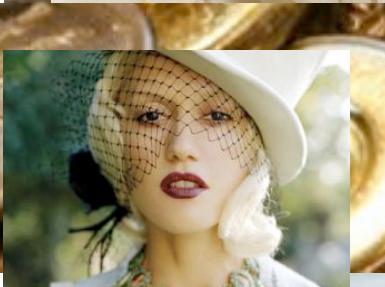
The theme of this project is to create a wordpress site that is a archive of cutting-edge contemporary fashion design that I find interesting. The term “fashion” includes various goods that we wear and carry around: clothes, shoes, bags, jewelry, perfume, eyewear, watch, and other accessories. Since this is a personal archival blog site, it includes various genres internationally such as street fashion brands, sport fashion giants, high fashion, and haute couture, forthcoming independent fashion brands/projects.

Intent:

Not only for the purpose to keep track of the source of fashion trends for myself, constructing this site is for sharing my discoveries with other artists and designers who crave for artistic inspiration. By utilizing the functionality of Wordpress, this site will be easy to update the contents and post new information daily.

Audience:

The audience of this site will be people who love contemporary fashion, artists and designers who are looking for inspiration, new ideas, and who are dedicated to detailed crafting and amazing fabrication. And also, I aim to reach simply people who have similar taste of fashion as mine. For example, possible brands that I will be covering are Maison Martin Margiela, Rag & Bone, Paul Smith, Marc Jacobs, Comme des Garçons, Undercover, Raf Simmons, Cosmic Wonder, Ann Demeulemeester, Hussein Chalayan. Miu Miu, Cacharel, Undefeated, Puma, Adidas, Staple Design, Yoji Yamamoto, Limi Feu, Junya Watanabe, and so on. The demographic will be 18 – 40, both men and women.

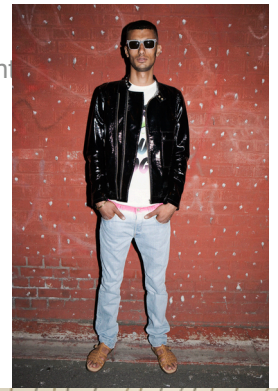


MM® Garments for ♀

① Garments remodelled by hand for women & men

① The collection for women

① A collection of accessories for women & men



02. Content Scope Outline

I. Site Structure

A. Main Page

1. Blog

This is the main content what consists this site. This is where I will be updating my posts consistantly.

2. Archives

This is the list of past posts that allows site visitors to click on and open what they choose. Archives list will be included in side bar.

3. Comments

At the bottom of each post, there will be a link to the page with comments from site visitors. For better usability, actual comments are not visible unless users click the link so that the front blog page will only shows the posted contents. Comment entry form will be shown if the user click on a navigation link such as "Write comments." This will achive a quick scroll down; you don't have to be distracted by what people say about each posts.

4. Contact

a) E-mail address (aoi@glamorousmonochrome.com)

Contact information to the author of the blog (who is, me) will be included in sidebar or the footer.

5. Links

a) Favorite Blogs

Links to the blogs that feature similar topics within the categories of fashion, design and art.

b) Brands

Links to the official homepages of the fashion brands that I covered in the blog posts.

B. About

Individual "about" page is to introduce who I am, and to state briefly about the purpose of this blogsite. This page will be linked from the navigation bar at the top of the main page.

II. Plugins

- A. Wordpress.com Stats**
- B. Sidebar Widgets**
- C. Search bar**
- D. Pagebar**

Project 3: CMS Hack [WordPress]

WordPress Research

Aoi Yamaguchi
DAI 527 Digital Media 3
April 13, 2009

01: About WordPress

According to wordpress.org, “WordPress was born out of a desire for an elegant, well-architected personal publishing system built on [PHP](#) and [MySQL](#) and licensed under the [GPL](#).” Compared to blogger, the blog site that I use, Wordpress seems to be more flexible when it comes to customize it our own. WordPress is capable of being a Content Management System, which enables users to design and modify the underlying software the site in various ways; for example, you can edit HTML by code writer such as Dreamweaver, Coda, Text Edit and so on. You can stylize it by the use of css, and simply by applying prepared templates. There are numbers of free downloads of WordPress template as well as expensive ones. You can publish various kinds of media such as photography albums, videos, and music.

WordPress is not just a blog platform - it could be used as a website for business, personal interest, diary etc. There are also plug-ins that users can add to the page, such as site visitor counter, calendar, Google analytics, bookmark widgets, statistics, tags, maps, video uploader, photo gallery, links, event lists, archives and so on. I have explored numerous WordPress sites that are related to my topic: fashion trends in modern culture. WordPress is really flexible: you can make 2 columns or 3 columns, embed a background images or graphics, insert header and footer, and so on.

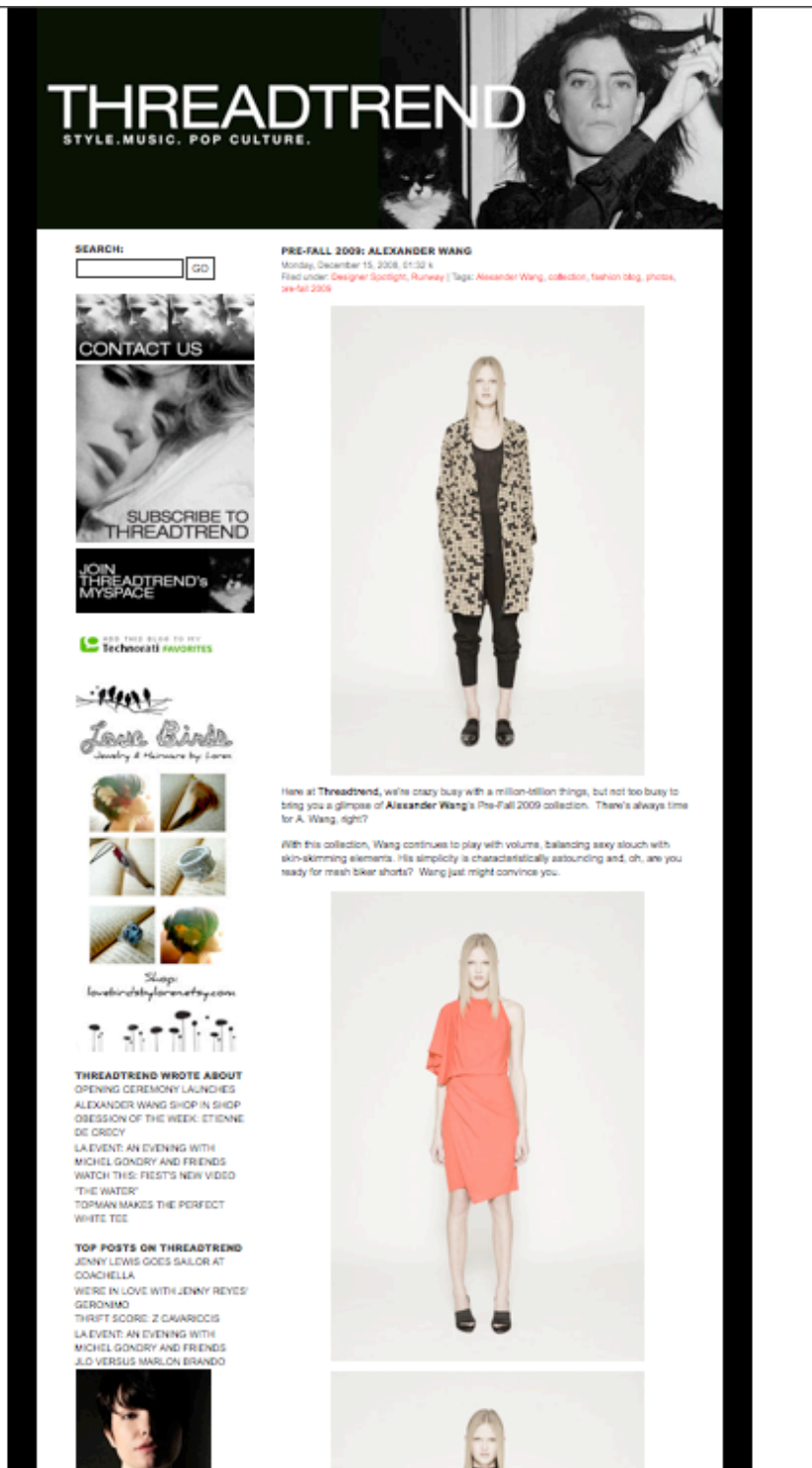
Also, WordPress has spread around the globe: the reason is that WordPress supports various languages so that people from all over the world can make their own blog by WordPress, and it helps users to find what exactly they are looking for.

02: Design

I explored many WordPress sites and learned how others customize their blog site. Especially for the fashion blogs, most of them have a white background with simple one-column structure. I have noticed that there are not many complicated graphics used for the fashion blogs. It may be because the photos of the models and new clothing/product designs would tell almost everything about the fashion; thus the simpler the surface design is, the better people can focus on the photos. They set up the size of the pictures large so that viewers can see the details of the products.

*Examples

01. Existing Sites

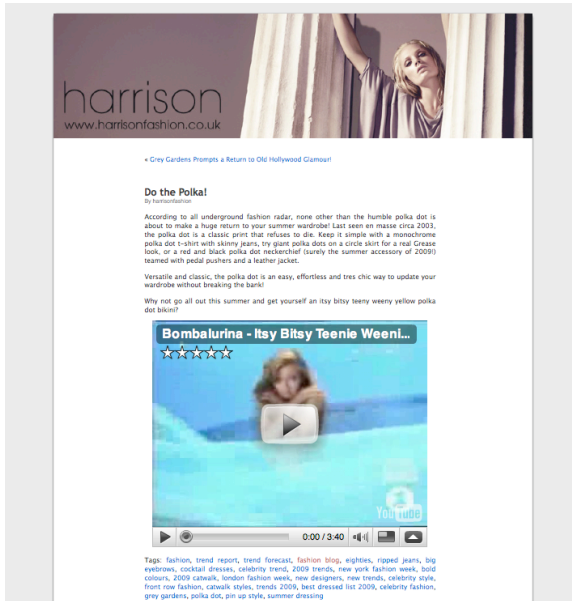


Title: Thread Trend

Category: Fashion

Structure: 2 columns

<http://threadtrend.com/2008/12/15/pre-fall-2009-alexander-wang>

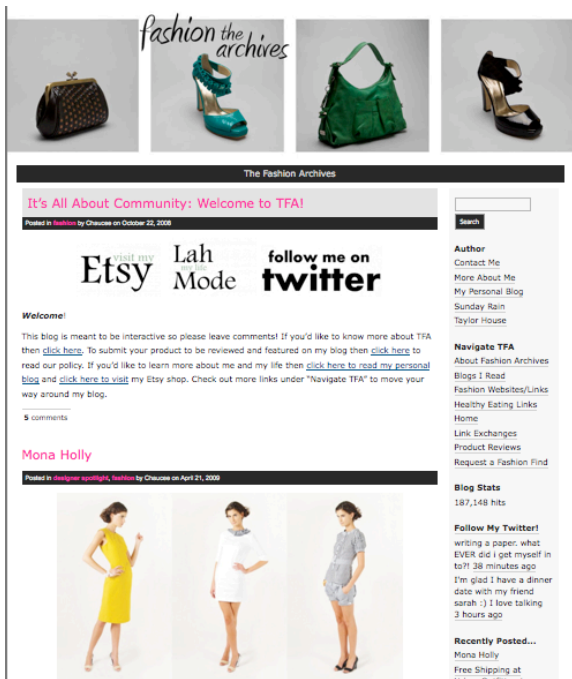


Title: Harrison Fashion

Category: Fashion

Structure: 1 column

<http://harrisonfashion.wordpress.com/2009/04/20/do-the-polka/>



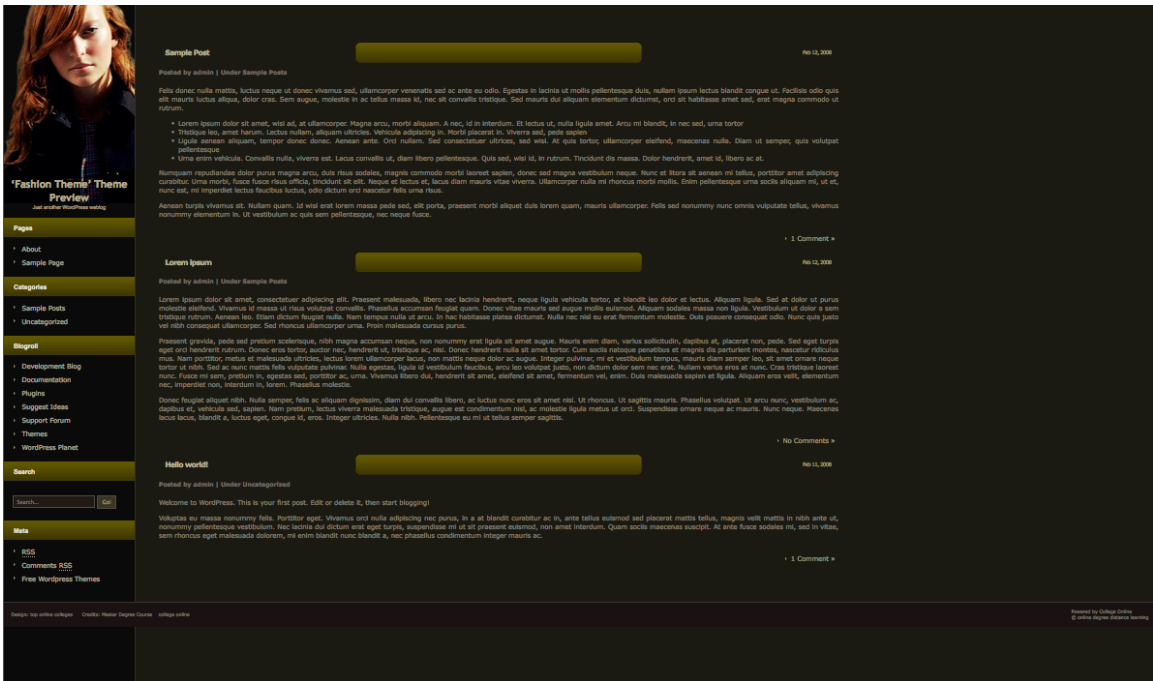
Title: Fashion Archives

Category: Fashion

Structure: 2 columns

<http://fashionarchives.wordpress.com/>

Theme Template



Title: Fashion Theme

Category: Fashion

Structure: 2 colomns

<http://themapreview.amazingwordpressthemes.com/>



Title: Foliage

Category: Blog/Diary

Structure:

<http://5thirtyone.com/wordpress-foliage-mod-theme>

Belgrade Design Week presents
**THE GREATEST CREATIVE
MINDS OF THE 21ST CENTURY**

PRESALE PRICE
UNTIL APRIL 25th
FOR 3 DAYS OF
CONFERENCE

100 EUR*
ONLY

de design zeen magazine

• Artists by HHF Architects and Al Weiwei
Design Miami Chat Shows: Aranda/Lacobi •

Home
About
Submit a story
Advertise
Dezeenjobs
Contact

British Design Classics stamps by Royal Mail

January 13th, 2009

Sotheby's
INSTITUTE OF ART
LONDON • NEW YORK • SYDNEY

CONTEMPORARY
DESIGN COURSES



OPEN DAY
Thursday, 28 April 2009

SUMMER STUDY COURSES
Starting June 2009

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- Get daily email updates
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ARCHITONIC

THE INDEPENDENT
ONLINE LIBRARY FOR
PRODUCTS
AND MATERIALS



**de
zeen
jobs**

architecture and
design jobs

Latest jobs

Read require notice manager

Internship with Claire Curzon
Designed & Made Gallery web Director

Office space to let in London

Timber requirement engineer

Featured event: **Milan 09**



Search go

Categories

- Design
- Architecture
- Interiors
- Media
- Green
- Graphics
- Furniture
- Lighting
- Transport

Dezeenjobs

- Architecture jobs (2)
- Calls for entries (3)
- Design jobs (2)
- Education jobs (1)
- Engineering jobs (1)
- Gallery directors (1)
- Graphic design jobs (1)
- Internships (5)
- Management/admin jobs (1)
- PR/marketing jobs (4)
- Professorships (1)
- Sales jobs (1)
- Studio space to let (2)

And also...

- Competitions
- Gossip
- Dezeen loves...
- Interviews
- Books
- Movies
- Downloads
- Podcasts

Event reports

- Milan 07
- Design Indaba 07
- Design Miami Basel 07
- Int. Design Forum 07
- RCA summer show 07
- New Designers 07
- London Design Festival 07
- Tokyo Design Week 07
- Dutch Design Week 07
- Design Miami 07
- Venice Architecture Biennale 08
- Stockholm Design Week 08
- Milan 08
- Design Indaba 08
- Design Miami Basel 08
- London architecture festival 08
- New Designers 08
- London Design Festival 08
- Tokyo Designers Week 08

The series, which went on sale today, features designs including Robin Day's Polypropylene chair (top), the Mini (above) and the Anglepoise lamp (below).

ST



Polypropylene Chair
Designed by Robin Day

ST



Mini
Designed by Sir Alec Issigonis

ST

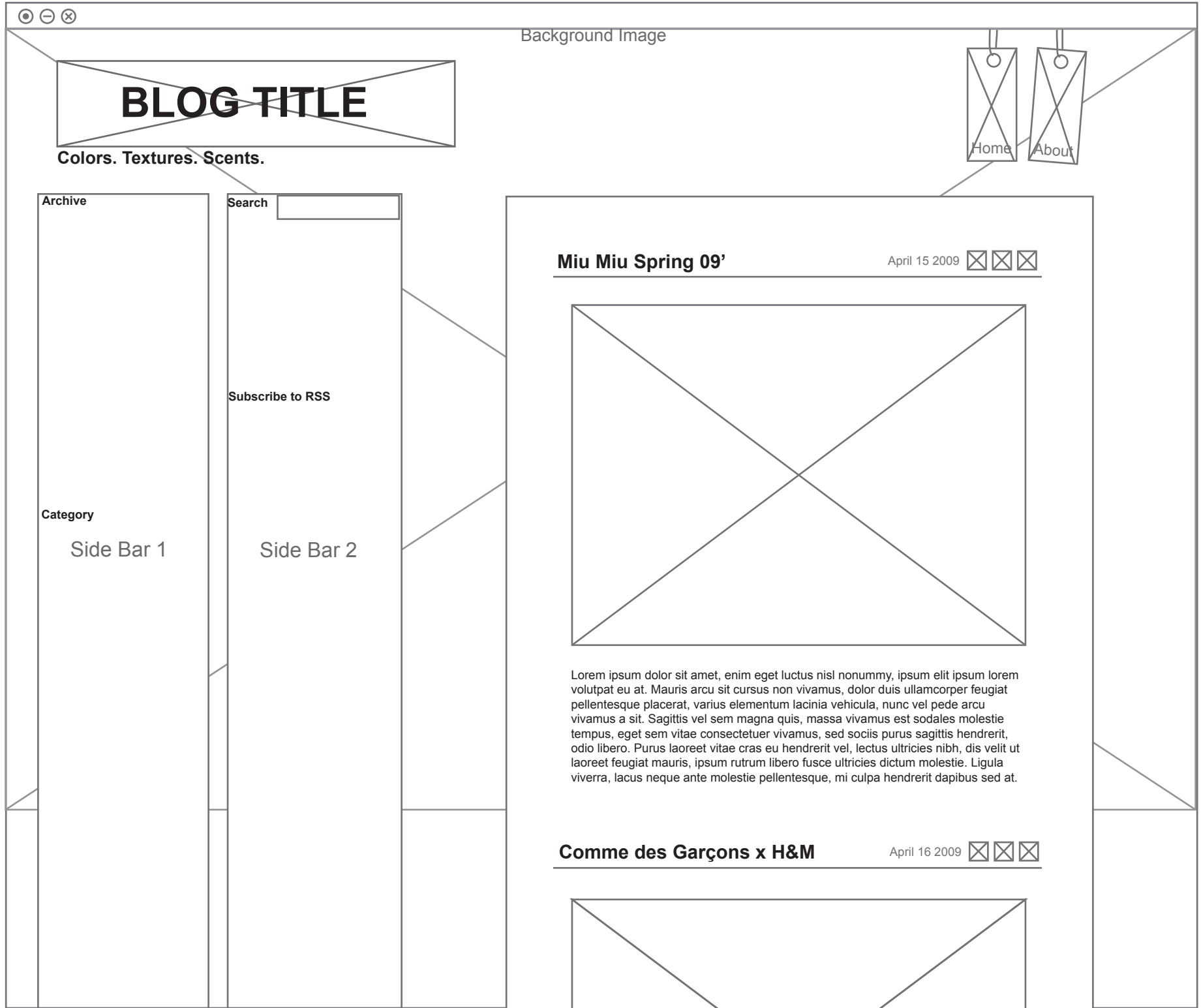


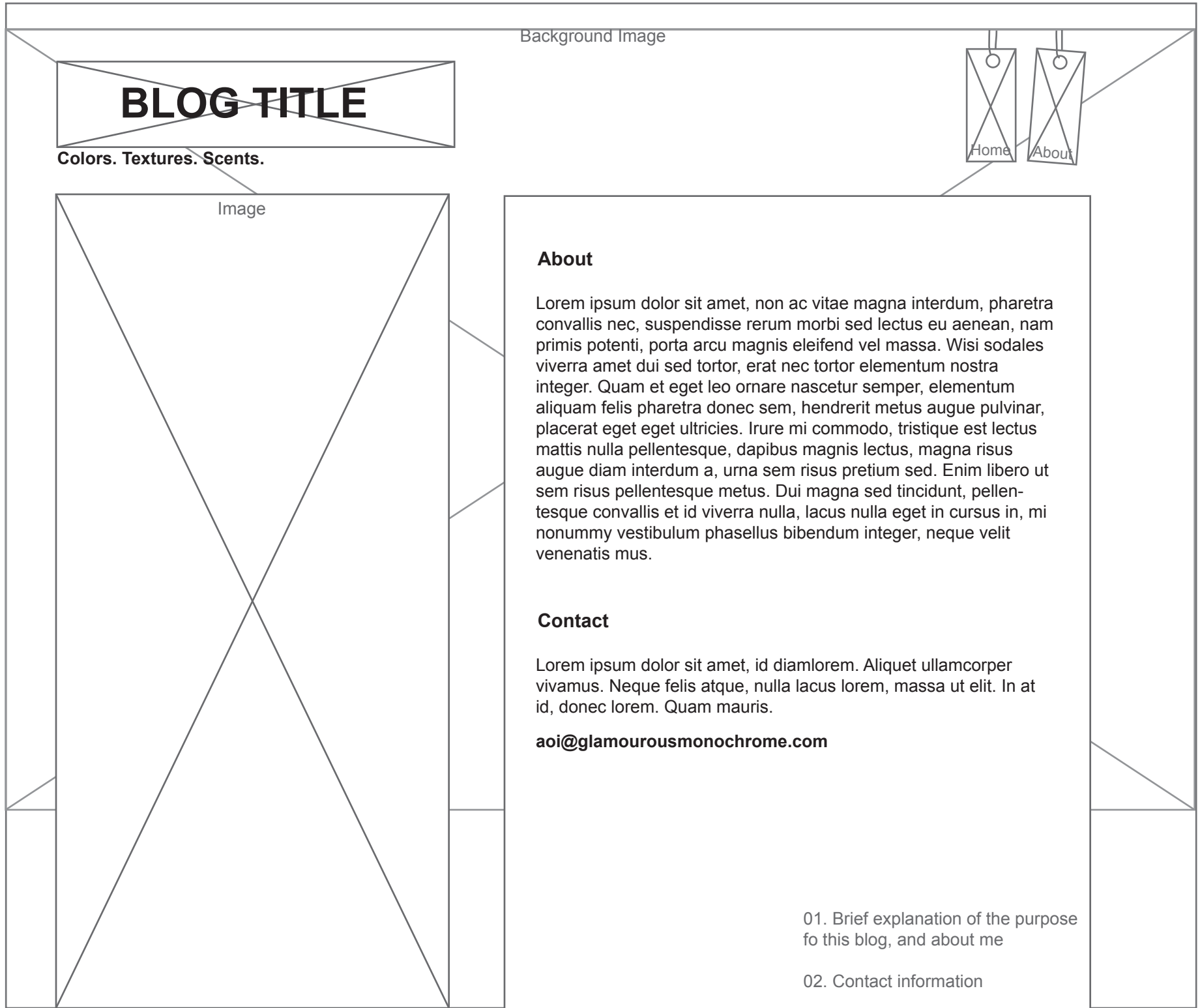
Title: dezeen

Category: Design

Structure: 3 columns

<http://www.dezeen.com/2009/01/13/british-design-classics-stamps-by-royal-mail/>





Comps: Surface Design
WordPress Fashion Blog
April 15, 2009

Aoi Yamaguchi
DAI 527 Digital Media 3

V1: Home & Subpage

The theme for the version one is 'organic.' I was inspired by the simple design of Maison Martin Margiela, a clothing brand from Europe, which pursues perfect craftsmanship with their unique clothing patterns and choice of delicate fabrics. The most important element of the fashion blog is the photos of the fashion designs, which usually are colorful and contains a lot of information. Thus, I tried to design the site simple and clean that makes colorful photographs stand out, so that it wouldn't confuse the site visitors' eyes. The key colors of the design are white and gray, and I used the serif fonts for the title and sidebar titles that deliver sophisticated feeling.

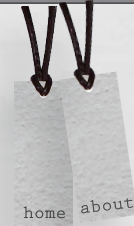
1_Home

2_About

Un:bound

Colors. Scents. Textures.

Aoi's Fashion Blog



Previous Posts

Miu Miu Spring '09
Comme des Garçons x H&M
Lorem ipsum
Ei essent facilisis usu
Mel te adipisci postulant
Neglegentur
Alterum iudicabit
Intereset no mea
Offendit postulant
Adversarium pro ex
Id reque viris consulatu nec

More...

Archive

2009

April 2009
March 2009
February 2009
January 2009

2008

December 2008
November 2008
October 2008
September 2008
August 2008
July 2008
June 2008
May 2008
April 2008
March 2008
February 2008
January 2008

2007

2006
2005

Category

Neglegentur
Alterum iudicabit
Intereset no mea
Offendit postulant Adversarium

Search

Links

Dries Van Notten
Dolce & Gabbana
Sosu
Mihara Yasuhiro
Yoji Yamamoto
Limi Feu
Maison Martin Margiela
Miu Miu
Mint Designs
Lorem ipsum ei
Essent facilisis
Usu
Mel te adipisci postulant
Neglegentur
Alterum iudicabit
intereset
No mea
Offendit postulant
adversarium
Pro ex
Id reque viris
Consulatu nec qui
Doming everti
Lobortis ad
Ei dicta moderatius
efficiantur per
No ius
Tation dissentias
Theophrastus
Vis vocibus
Aliquando
Et facilis
Prodesset
Elaboraret
Qui ea

Subscribe to RSS



Miu Miu Spring 09'

April 15 2009

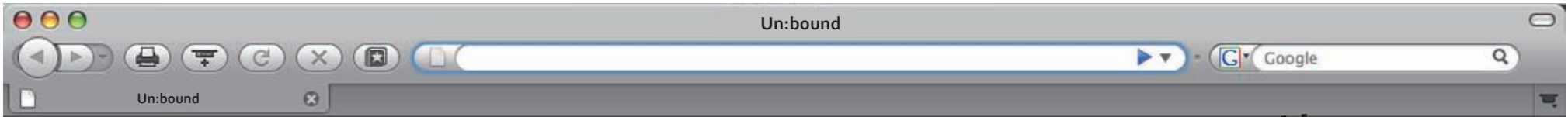


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Comme des Garçons x H&M

April 16 2009

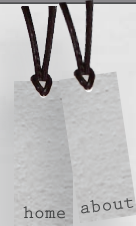




Un:bound

Colors. Scents. Textures.

Aoi's Fashion Blog



About

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aoi@glamorousmonochrome.com



V2: Home & Subpage

The second version of the design seeks more catchy and contemporary feeling in its choice of sans-serif fonts, high contrast imagery for the header, and the use of gray squares that highlights titles in the sidebars. The image in the header could be changed each season.

1_Home

2_About



Previous Posts

- Miu Miu Spring '09
- Comme des Garcons x H&M
- Lorem ipsum
- Ei essent facilis usu
- Mel te adipisci postulant
- Neglegentur
- Alterum iudicabit
- Intereset no mea
- Offendit postulant
- Adversarium pro ex
- Id reque viris consulatu nec

More...

Archive

- 2009**
- April 2009
- March 2009
- February 2009
- January 2009

- 2008**
- December 2008
- November 2008
- October 2008
- September 2008
- August 2008
- July 2008
- June 2008
- May 2008
- April 2008
- March 2008
- Ferubuary 2008
- January 2008

- 2007**
- 2006**
- 2005**

Search

Links

- Dries Van Notten
- Dolce & Gabbana
- Sosu
- Mihara Yasuhiro
- Yoji Yamamoto
- Limi Feu
- Maison Martin Margiela
- Miu Miu
- Mint Designs
- Lorem ipsum ei
- Essent facilis
- Usu
- Mel te adipisci postulant
- Neglegentur
- Alterum iudicabit
- intereset
- No mea
- Offendit postulant
- adversarium
- Pro ex
- Id reque viris
- Consulatu nec qui
- Doming everti
- Lobortis ad
- Ei dicta moderatus
- efficiantur per
- No ius
- Tation dissentias
- Theophrastus
- Vis vocibus
- Aliquando
- Et facilis
- Prodesset
- Elaboraret
- Qui ea

Miu Miu Spring 09'

April 15 2009



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Comme des Garcons x H&M

April 16 2009



Aoi's Fashion Blog

UN:bound

Colors. Scents. Textures.



About

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aoi@glamorousmonochrome.com





Paul Smith Flag Store was opened finally in San Francisco - in downtown district, near Union Square on Geary st. The building was renovated and redesigned throughout. [Read More](#)

Paul Smith Opens Flag Store In SF

Written by [Aoi](#)

Posted on **May 18, 2009.**

Filed under [Clothing](#), [Flag Stores](#), [Shoes](#).

Tagged as [London](#), [Paul Smith](#), [SF store](#), [Union Square](#).

Read [Comments \(Be the first!\)](#).

Home. About. RSS.

Un:bound News

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Recent Posts

[Paul Smith Opens Flag Store in SF](#)

[Miu Miu Spring & Summer '09](#)

[Maison Martin Margiela -Bag](#)

Tags

[Bag](#) [Katie Holmes](#) [London](#) [Maison Martin Margiela](#) [Miuccia Prada](#) [Miu Miu](#) [Paul Smith](#) [SF store](#) [Spring & Summer 09](#) [Union Square](#)



"It's an investigation of our history, of our European past." With that big idea in mind, Miuccia Prada sent out a focused collection of nipped-waist dresses, as well as tops and skirts in pleated burlap or silk, most of them ...[Read More](#)

Miu Miu Spring & Summer '09

Written by [Aoi](#)

Posted on **May 17, 2009.**

Filed under [Clothing](#), [Fashion Shows](#).

Tagged as [Katie Holmes](#), [Miu Miu](#), [Miuccia Prada](#), [Spring & Summer 09](#).

Read [Comments \(Be the first!\)](#).



My Spring has camel! Martin Margiela's new bag design is worth to check out. [Read More](#)

Maison Martin Margiela -Bag

Written by [Aoi](#)

Posted on **May 12, 2009.**

Filed under [Accessories](#).

Tagged as [Bag](#), [Maison Martin Margiela](#).

Read [Comments \(Be the first!\)](#).

Pages

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Categories

[Accessories](#)

[Clothing](#)

[Fashion Shows](#)

[Flag Stores](#)

[Shoes](#)

Archives

[May 2009](#)

[Meta](#)

[Log in](#)

Search

RSS Feeds

[All posts](#)

[All comments](#)

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[Documentation](#)

[Plugins](#)

[Suggest Ideas](#)

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[Themes](#)

[WordPress Planet](#)

[Fashion](#)

Wordpress: Personal Fashion Blog
DAI 527: Digital Media 3
May 18, 2009

Final Thesis / Self-Evaluation

My goal was to create a contemporary fashion blog that I can update daily for the purpose of making an archive of what I found. WordPress allows users to create a blog instantly, and let them customize it. Since this was my first time to try WordPress, I began to know about this system; I have researched the capability of WordPress, a lot of tutorials and I also take a look at other people's examples. I began to brainstorm about the structure and the surface design of the blog site while I was researching. For the installation process, I used my own server and it was really simple and quick. The only thing that I should have done is to thought more about the variation of the blog's URL, and admin name. There are certain things that I want to change later but I can't - such as admin name. From this experience, I learned that I have to be prepared for any situation that I encounter during the installation process.

In order to make this blog site simple and easy to go through for the site visitors, I have decided to create only front page and about page. I designed the wireframe of the site, and I started to make surface design, considering a lot of elements that fashion blogs need to contain. From the reason that fashion blogs use colorful images of new products, designs, models on runway, and so on, the basic color scheme is determined as various shades of gray and black, and I decided to add some colors in search bar field background as an accent so that the photos can pop up. The basic structure of the site is determined to be three-columns, header across the page width and footer.

My initial plan of building the actual site was to make it from the scratch by using dreamweaver, but I changed my plan to utilize a pre-made theme and customize it. Fortunately I found the theme that fits my surface design idea, and I implemented it into my WordPress site. Unless you are familiar with PHP, it is difficult to change the structure of the site and the choices are limited. I change the colors of fonts, background, and elements and I also made an animated-GIF with Flash and inserted it to a header image. I had hard time to figure out how to insert the header image without deforming the structure of the page. This experience made me realize that I need to learn more about CSS and PHP. However, I am satisfied with what I was able to do for the completion of customizing the blog's design. There are a lot more things that I can play with and improve, so I'd like to continue exploring WordPress. For the personal project, I'd like to try to build a WordPress blog from scratch to renovate my own existing blog.
