

DE/SCODED

Major Project | Crit #2 | Nadia Jervier

OVERVIEW

- 01 About
- 02 Design direction
- 03 Typography / colour
- 04 Interactive elements
- 05 Mockups

WHAT IS DECODED?

A website that transforms how hip-hop fans engage with lyrics through structured, interactive and accessible learning.

AIM

Transform how hip-hop fans engage with lyrics



CONTENT



DESIGN

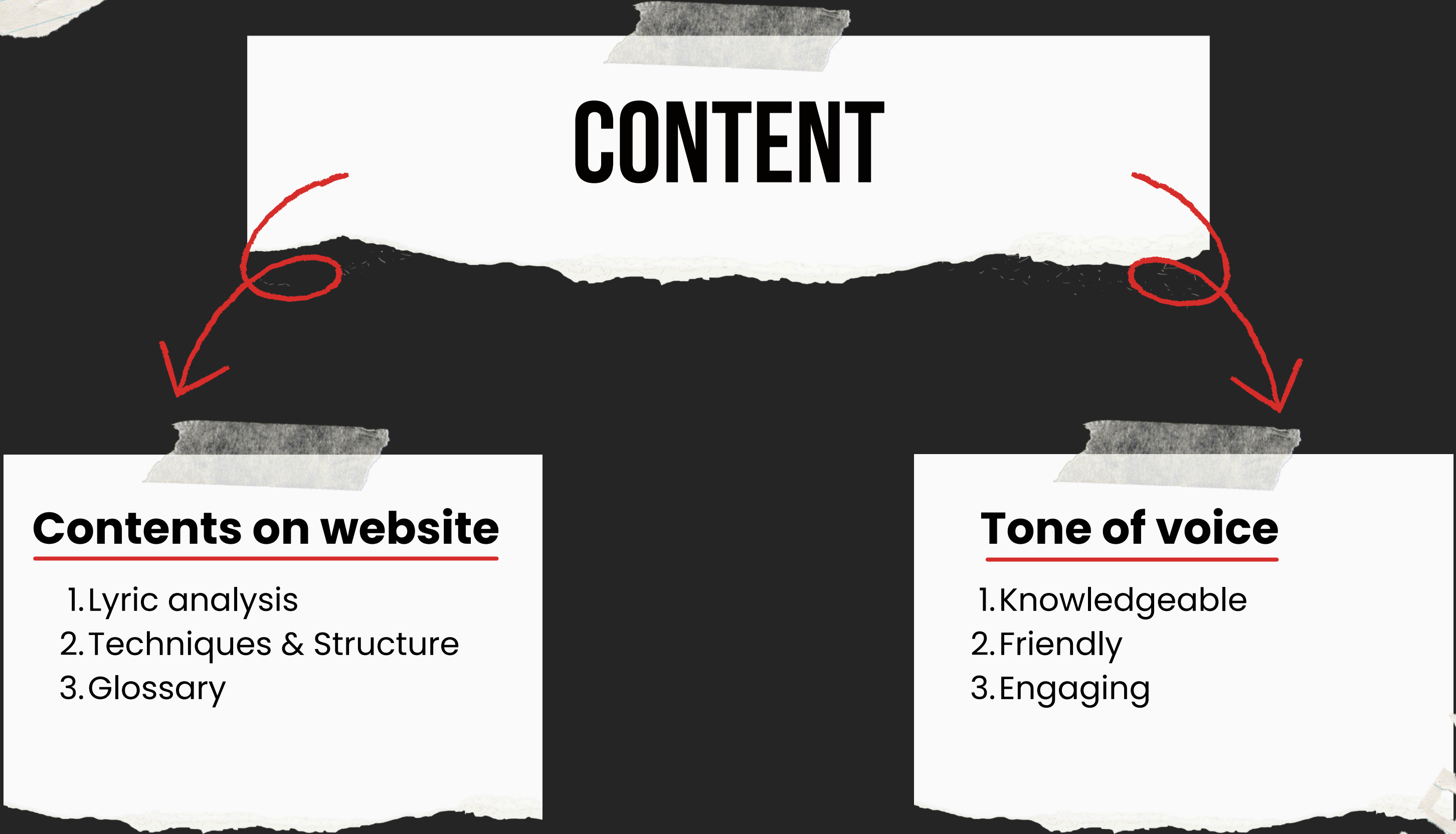


INTERACTION



CONTENT

CONTENT



```
graph TD; CONTENT[CONTENT] --> Website[Contents on website]; CONTENT --> Voice[Tone of voice];
```

Contents on website

1. Lyric analysis
2. Techniques & Structure
3. Glossary

Tone of voice

1. Knowledgeable
2. Friendly
3. Engaging

HOW DOES DECODE SPEAK TO ITS USERS?

LET'S SEE

VS

VIEW MORE

Let's break this
down

VS

Here's an
explanation of how
this works

Ever caught a bar so
clever you had to
rewind?



DESIGN

THE LOOK & FEEL

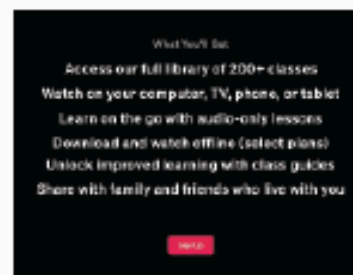
- Reflection of / influenced by hip hop culture
- Bold / Impactful
- Clear / structured

TYPOGRAPHY

Rubik
Regular



BEBAS NEUE
REGULAR



Maintaining a bubbling momentum, the Birmingham-based artist **Manna** **Mellane** has accumulated a vast following that spans the country's borders. **Heusing co-signs from UK hit-maker's Dave and Nines to name a few, Complex UK's 'Oxas to Watch' rapper gained over 60+ million streams in 2024 alone.** Gaining support from **Clash Magazine**, **SOLOERS**, **Complex UK** and **more**, the **'Saler'** mixtape arrives in sequence to his 2023 debut **'Mellane'**. Establishing his growth as an artist, the mixtape features UK veteran **Chip**, Canadian hit-maker **Noritude Benji**, as well as **KayMee**, **RevsBoogie**, **Shame Boss** and **YTB Gio**.



VAG Rundschrift D
Regular



Poppins
Regular



Keep hip-hop's presence

Headings

BEBAS NEUE BOLD

BEBAS NEUE REGULAR

Clean

Body text

Poppins Regular

Poppins Light

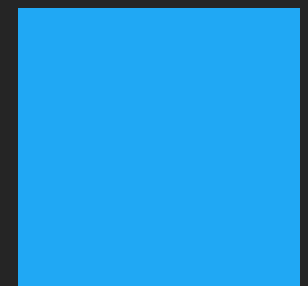
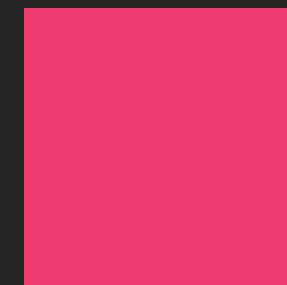
COLOUR

- Dark / moody background
- Pops of red
- High contrast – for good readability
- Reduced colour palette for branding
- Bold colours for lyric annotations

Charcoal
#252525

Washed Grey
#EBEBEB

Chilli Red
#D62D2A





INTERACTION

INFLUENCE ENGAGEMENT

- hands on experience
- intuitive learning
- user retention

HOW?

ALWAYS GON' BE A **WHIP** THATS BETTER THAN THE ONE YOU **GOT**,
ALWAYS GON' BE SOME CLOTHES THAT'S FRESHER THAN THE ONES YOU **ROCK**

Love Yourz - J. Cole

Slang

Rhyme

RHYME

+SECTION 01



+SECTION 02



+SECTION 03



+SECTION 04



+SECTION 05



20%

Tell me more

Dig deeper

MOCKUPS

DECODED

LYRIC ANALYSIS | HUB | GLOSSARY | ABOUT

LYRIC ANALYSIS

ALWAYS GON' BE A WHIP THATS BETTER THAN THE ONE YOU GOT,
ALWAYS GON' BE SOME CLOTHES THAT'S FRESHER THAN THE ONES YOU ROCK

Love Yourz – J. Cole

SlangRhyme

WHIP

MEANING:
CAR

Tell me more

GOT

INTERNAL RHYME

Dig deeper

ROCK

INTERNAL RHYME

Dig deeper

Basic

DECODED

LYRIC ANALYSIS
HUB
GLOSSARY
ABOUT

PRIVACY
COOKIES
TERMS & CONDITIONS

DECODED

LYRIC ANALYSIS | HUB | GLOSSARY | ABOUT

TECHNIQUES & STRUCTURE HUB

TECHNIQUES & STRUCTURE HUB > RHYME & FLOW > INTERNAL RHYME

MULTISYLLABIC RHYME

Every caught a bar so clever, you had to
rewind? Its not magic – probably a
mutisyballic rhyme!

What is a multisyllabic rhyme?

A multisyllabic rhyme (also called polysyllabic rhyme) is when
two or more syllables in a word or phrase rhyme with two or
more syllables in another word or phrase.

Think of multisyllabic rhymes like choreographed footwork in a
dance—the more intricate the steps, the smoother the flow.
Instead of just rhyming single words, artists stack entire
syllables, creating patterns that lock into the beat like puzzle
pieces.

This technique makes rap lyrics sound more complex,
engaging.

DEAD IN THE MIDDLE OF LITTLE ITALY,
LITTLE DID WE KNOW THAT WE RIDDLED SOME MIDDLEMEN WHO DIDN'T DO DIDDLY

Twinz – Big Pun

+ Key features of a multisyllabic rhyme?

+ Types of multisyllabic rhymes

+ Examples

+ Try it out yourself

DECODED

LYRIC ANALYSIS
HUB
GLOSSARY
ABOUT

PRIVACY
COOKIES
TERMS & CONDITIONS

GLOSSARY

Filter:

Region ▾

Era ▾

DIP

Meaning
Leave, sometimes quickly or in reference to escaping

Origin USA
Year Late 1980's

Example Lyric
"Everybody got their passport ready to dip, uh"
Floyd Mayweather - Young Thug

See also

Slide

Bounce

DOPE

Meaning
Someone or something that is excellent, impressive or great

Origin USA
Year 1980's

Example Lyric
"Hurby the producer ain't no joke, he always makes sure the beats are dope"
It's alright - Salt 'n' Pepa

See also

Lit

Hard

Ill

>

WHIP

Meaning
Car, often flashy or expensive

Origin USA
Year Late 1980's

Example Lyric
"Mayonnaise coloured benz, I push miracle whips"
Last Call - Kanye West

See also

Ride

Foreign

GLOSSARY

Filter:

Region ▾

Era ▾

DIP

USA, Late 1980's
Leave, sometimes quickly or in reference to escaping

Example Lyric
"Everybody got their passport ready to dip, uh"
Floyd Mayweather - Young Thug

See also

Slide

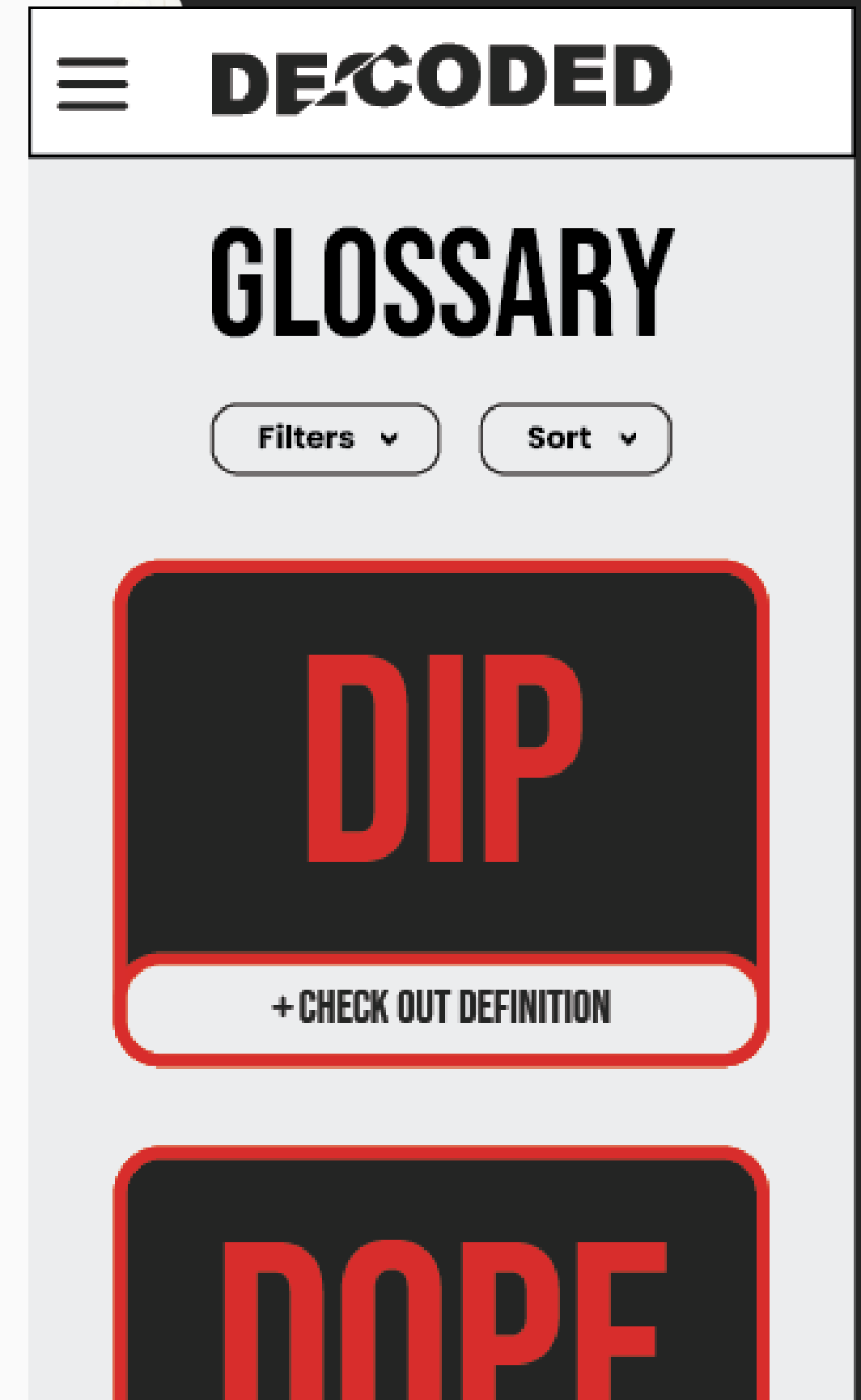
Bounce

DEAD PRESIDENTS

USA, Late 1980's
Money - referring to US president portraits on bills

RESPONSIVE DESIGN

- Interactive elements
- Reduced visible content



WHAT'S NEXT?

- Further refining design elements
- Planning content
- User feedback/testing

**THANK YOU,
QUESTIONS?**