

DE/SCODED

for listeners who listen

Major Project
MA Web Design & Content Planning
10th September 2025

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INTRODUCTION

DECODED

01



What is Decoded?

A website for *hip hop fans* to learn about the *technical craft* of lyrics.

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CONCEPT

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02



Why Decoded?

Lyrics are **complex** but go unnoticed by listeners

Treat hip hop as literature – **bridge the gap**

Expose layers for anyone to explore

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RESEARCH

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03



Audience

Hip hop fans who want to discover more about **how** lyrics work

Learners – people **curious** about poetics

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Insights

Fans love lyrics, ***but why?***

Competitors

Big opportunity – ***Structured, visible, approachable***

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DESIGN

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04



Typography

Oswald – **primary** typeface

Poppins – **secondary** typeface

Covered by your grace – **accent** typeface

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Oswald by Vernon Adams



AaBbCc

Oswald medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Oswald bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

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Poppins by Indian Type Foundry



AaBbCc

Poppins medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()

Poppins bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()

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Colour

Reflective of hip hop's *visual energy*
Reinforce *clarity* and *harmony*

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Primary colours



Secondary colour



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Accent colours





Logo

Type driven – tie in seamlessly with the concept

Versatility

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DEVELOPMENT

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05



Wordpress database

Functionality with custom post type & advanced custom fields

Scalability

Dynamic linking

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Lets see →

Wordpress backend

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WEBSITE

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06

REFLECTIONS

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07



Successes

Build of ***database & structure*** of content
PHP & JS

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Challenges

Designing ***dark mode***
Wordpress!!

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THANK YOU

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