

@tangled



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Creative Brief

Topic: Crafts using yarn

Title: Tangled

Slogan: Free your yarn

Business Objectives:

The purpose of the online magazine from a business standpoint is to expand the web presence of an online craft supplies store that specializes in the types of crafts that are done with yarn. The magazine will generate revenue to support itself through the sale of advertising space.

Project Summary:

A modern-looking online magazine that serves as a resource for information about crafts that use yarn.

The website includes techniques, projects, reviews and information on the latest trends in crafts that use yarn.

Pages:

Home:

Welcome - The general introduction to the site

This Month in Tangled - Introduction to the month's theme

Highlights - Highlights from the month's features

Learn:

Skill of the Month - Tutorial section to feature a specific technique

Get Out - Information on classes given by well-known organizations/crafters

Ask Tangled - "Ask the Experts" section where user-submitted questions are answered

Advertisement: Knit Away - a weekend retreat that features classes on knitting

Creative Brief

Pages:

Create:

Project of the Month - A pattern and tutorial

Share - Information on a community/charity organization that a person can get involved with

Show Off - "Show and Tell" section to feature a user-submitted projects

Advertisement: Crafty Yarners - craft show that focuses on fiber crafts

Trends:

An Interesting Yarn - Article on something of interest happening in the area of yarn crafts

Tops - Top 5 Lists (examples - Top 5 Colors for the Season, Top 5 Projects)

They're Crafty - Interview of an artist

Advertisement: Woven Together - an exhibition of textiles woven from yarn at a gallery

Pages:

Reviews:

Material Matters - Product review

Reading Material - Book review

Poll - A poll about a topic related to yarn and results from the previous month's poll

Advertisement: Tangled Yarns - an online store for yarn and supplies for yarn crafts.

Audience:

Adults 18 - 45, anyone who is interested in, does or would like to learn how to do yarn crafts like knitting, crocheting and weaving

Creative Brief

Persona:



Emma Anderson
23/Female/Single
Long Branch, NJ
IT Specialist
Income: \$45,000

Background: Emma is a recent college graduate who has just started a job in New York City. She has a long commute and, since she is an avid knitter, fills that time by knitting.

Scenario: Emma reads the magazine to learn more about knitting and to get project ideas. She also enjoys seeing what other crafters are doing and she finds the product reviews helpful when thinking about using a material or piece of equipment that is new to her.

Persona:



Jessica Miller
19/Female/Single
Chicago, IL
Student/Retail Sales
Income: \$20,000

Background: Jessica is a college student who works part time in a retail store. She has an interest in crafts and enjoys going to craft shows.

Scenario: After a recent trip to a craft show, Jessica decides that she would like to learn about crocheting and knitting. She uses the tutorial section of the magazine to learn some of the stitches. She also finds a listing of classes near her to be helpful.

Creative Brief

Persona:



John Smith
33/Male/Married
San Francisco, CA
Fiber Artist/Teacher
Income: \$40,000

Background: John is a fiber artist whose main area of interest is weaving. He shows his work in local galleries and crafts shows. He also teaches weaving part time at this local community center.

Scenario: John is about to start teaching a new session in his class and wants to see what the latest trends are in the craft and to get ideas for a new project to teach the class. He finds reading the online magazine useful in both of these areas.

Design Summary:

The overall look of the site is airy with a slightly funky feel. The look will be created by using thin type faces, white background and minimal graphics.

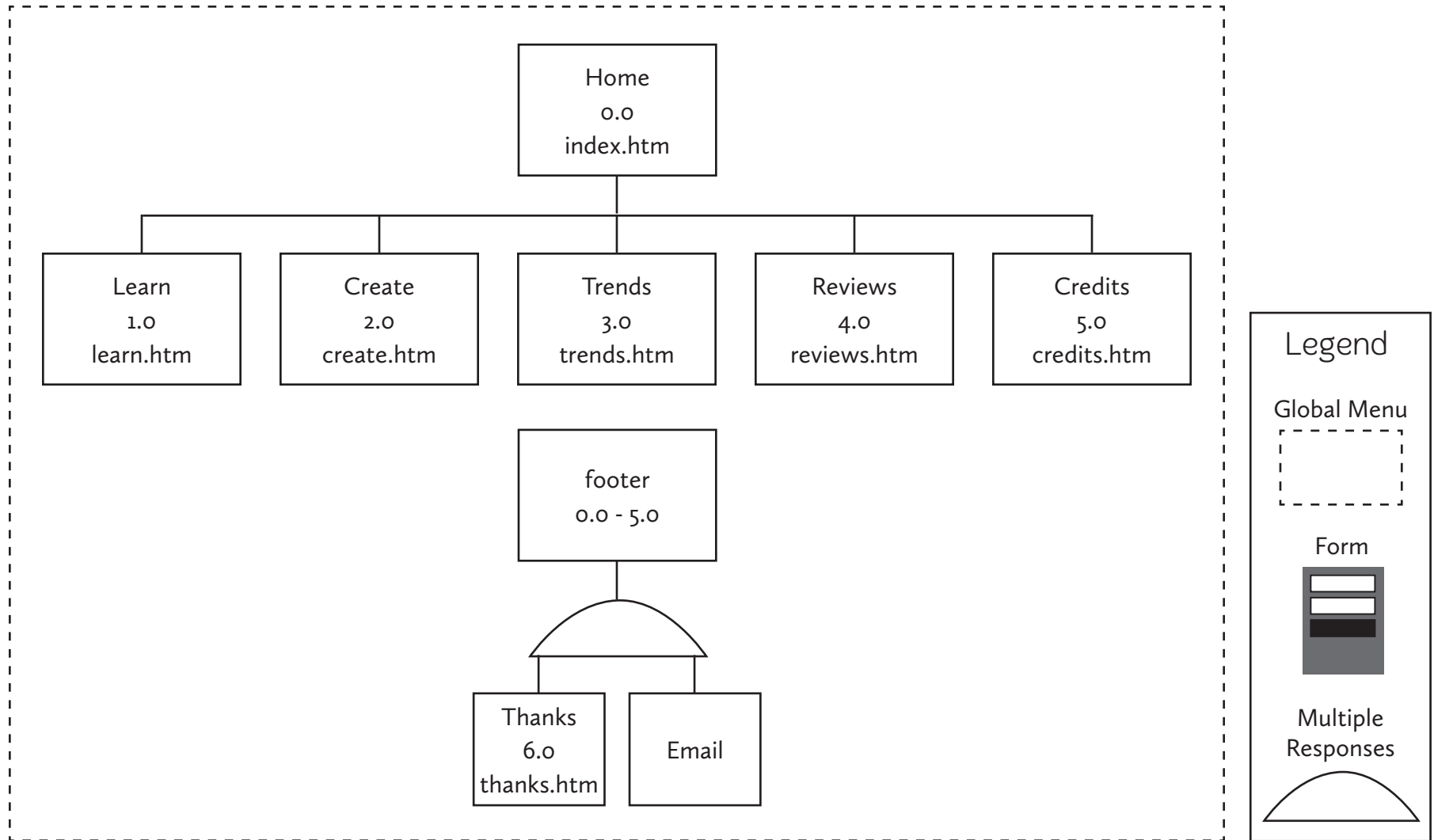
The font Merge was chosen for the logo and the headlines for its modern yet slightly soft look. The copy will be in a different sans serif font to keep with the clean look of the site.

The colors will include dark pink and purple that reflect the energy and of the younger crafting audience.

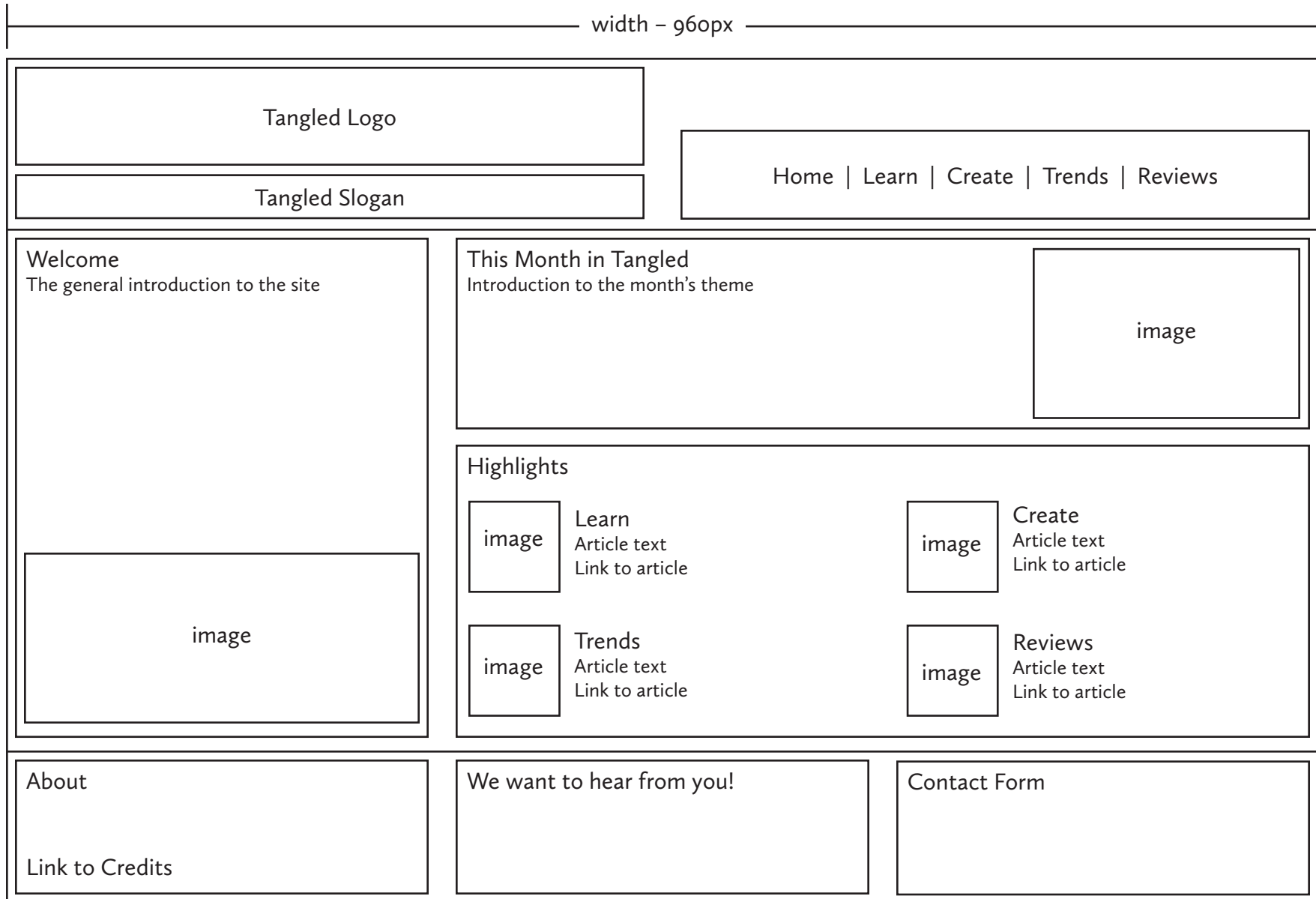
Perception/Tone:

airy, funky, modern

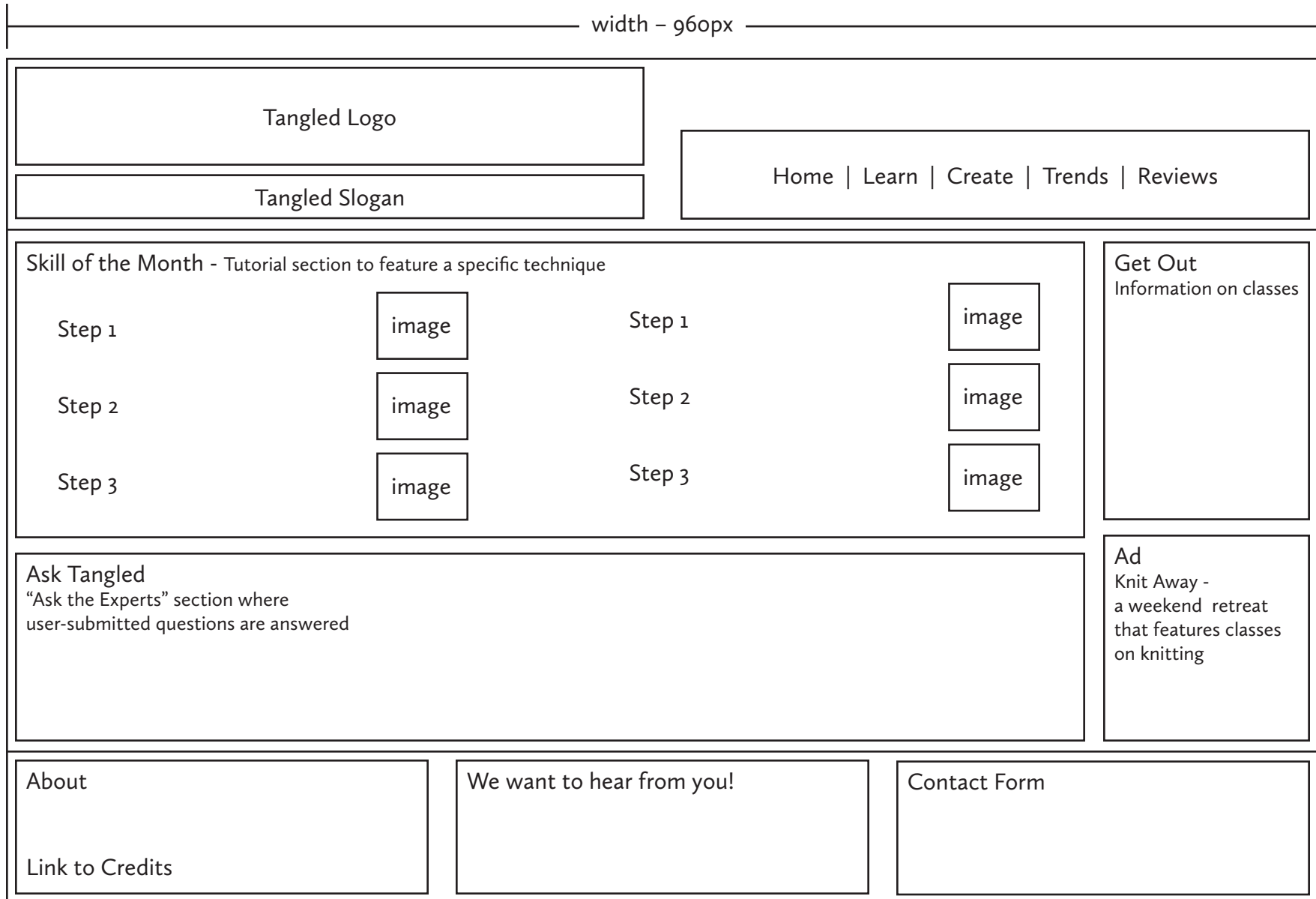
Navigation Map



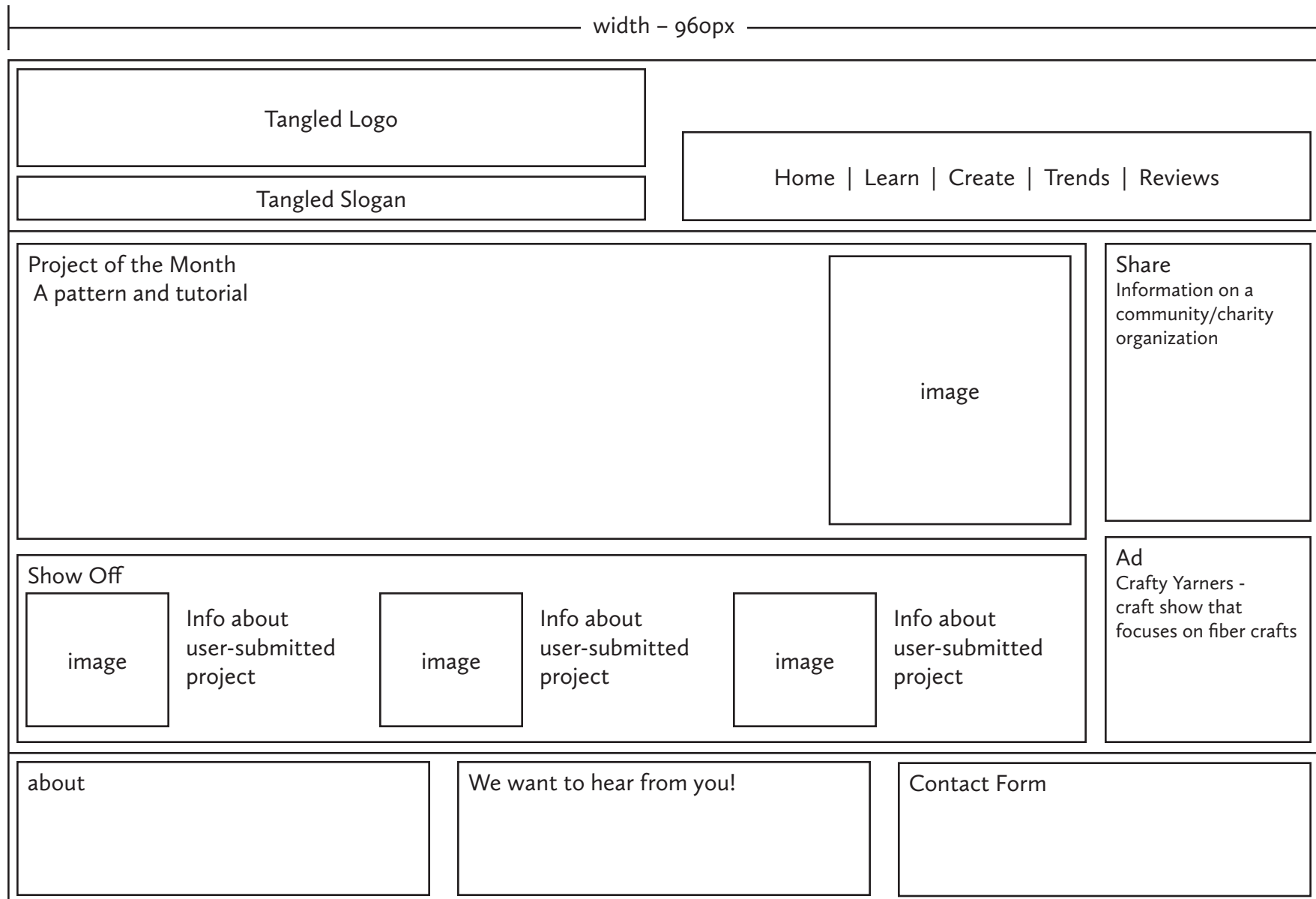
Wire Frame - Home



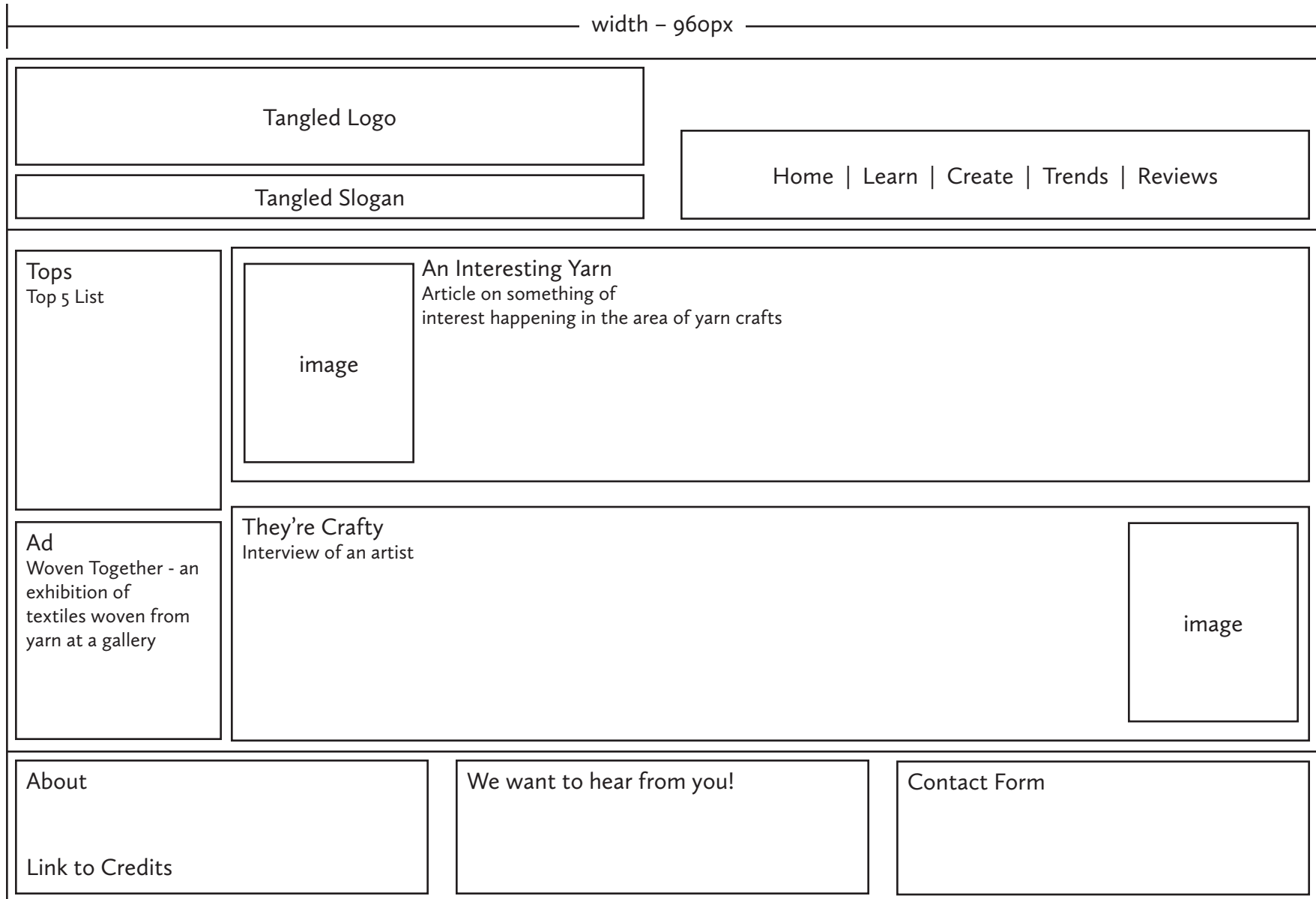
Wire Frame - Learn



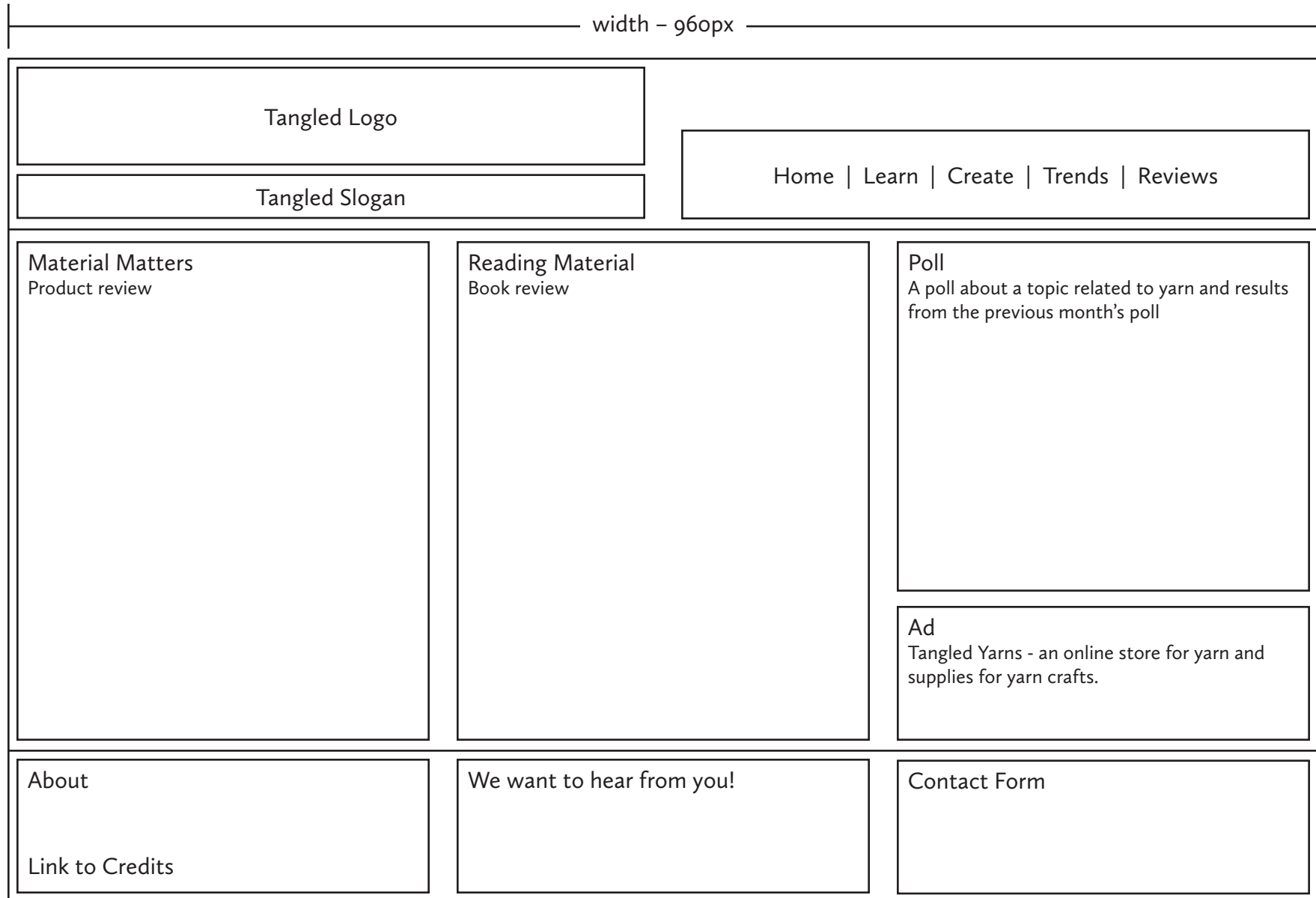
Wire Frame - Create



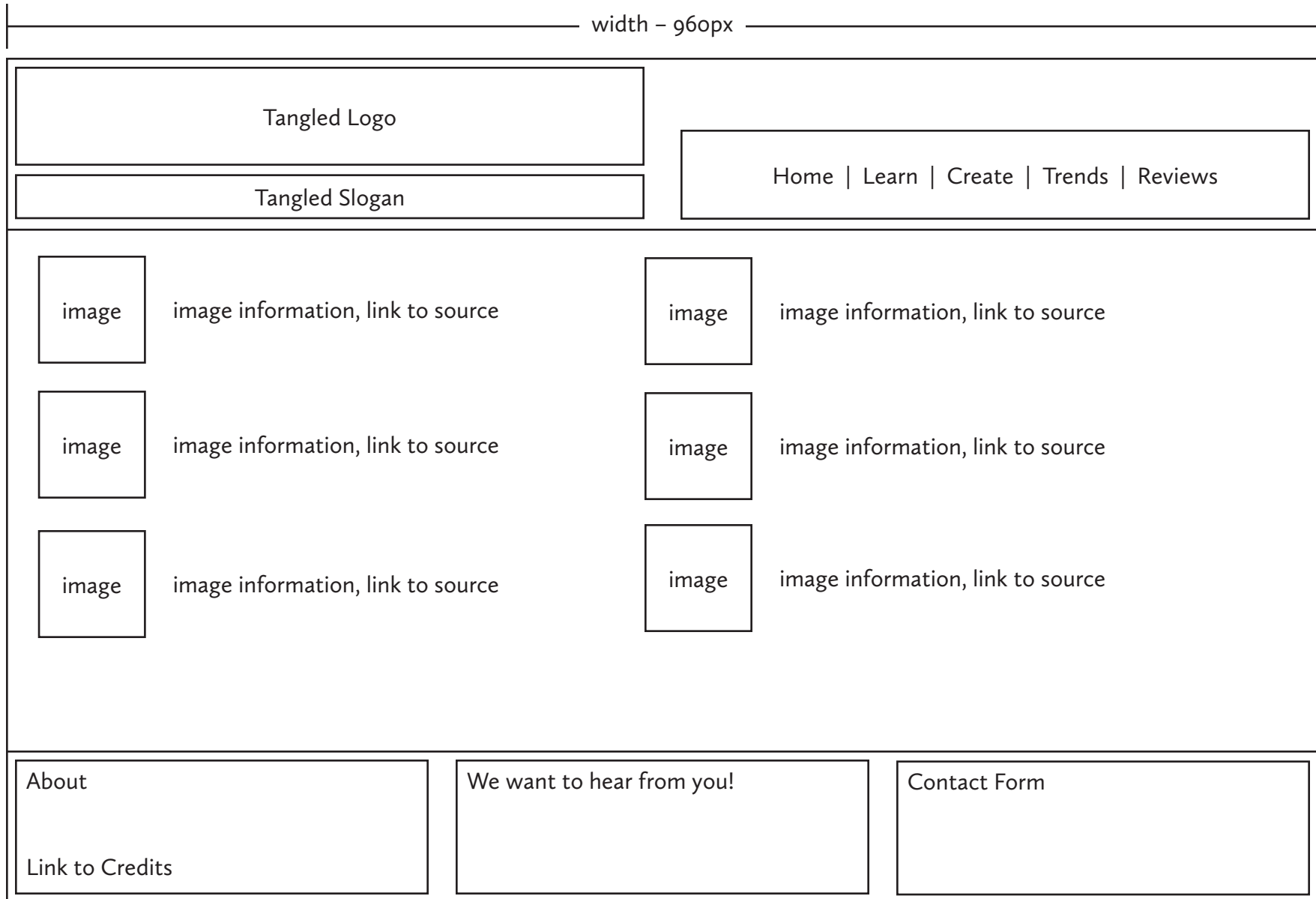
Wire Frame - Trends



Wire Frame - Reviews



Wire Frame - Credits



Styles, Specifications, Technology

Fonts, HTML Generated:

Calluna Sans, Arial, Helvetica, sans serif

Black: #000000

White: #ffffff

Size: 18px (body text)

Merge, Arial, Helvetica, sans serif

Dark Pink: #8a3157

White: #ffffff

Size: 1.313em (navigation), 1.625em (h1),
1.425em (footer h1 and .magName)

Fonts on Images:

Fonts on logo: Merge

Technology:

html, css, php

Colors Used on Images:

Colors in logo:

Dark Pink: #8a3157

Purple: #4d1952

Background Colors:

White: #ffffff

Dark Pink: #8a3157

Color Palette:



Purple: #4d1952



Dark Pink: #8a3157



White: #ffffff



Black: #000000

Evaluation

Introduction:

An evaluation of the Tangled online magazine was performed by a group of test users with a set of heuristics to get feedback about usability and design of the site. The following discusses the methodology, findings, results and the conclusions drawn from the evaluation.

Methodology:

A group was formed and individuals of the group brought a list of heuristics by which the web site was to be evaluated. From the lists of heuristics a form was created to address how the site was to be judged. The first part of the evaluation dealt with the initial response to the site and was in the form of two questions with space for the evaluator to give a written opinion. In the second part of the evaluation a rating system was used to examine various aspects of the speed, aesthetics, navigation, multimedia, content presentation, logo, advertisements and footer. The final part of the evaluation consisted

of questions where the user was encouraged to give the opinions on what they liked the best and least, the ease in finding contact information and what worked well or was problematic for them.

Findings:

The overall response to the site was mostly positive with users finding it to be pleasant, friendly and happy. The evaluators were able to clearly discern the purpose of the site.

In general the site rated high in all the areas that were examined. No major issues were found in the areas of speed, aesthetics, multimedia and logo. For navigation there were concerns raised about the links working properly and the color of the read more links. In content presentation the users did have problems with the labelling of one department and wanted more variation of the purple color being used. The evaluation found there are also problems with the size of the advertisements.

Evaluation

Findings:

According to the evaluators, the site was most successful in the areas of typography, concept, color, graphics and consistency. The site was least successful areas were the lack of clear separation of the departments and the disorganized look of the skills section.

Results:

What is your initial response to the site?

Pleasant, Friendly, Happy

After a brief examination (less than 5 minutes), describe your impression of the site/ company's purpose?

What is the company?

Site purpose: a community for people who are interested in knitting and crochet

Evaluation

Results:

🌀 = strongly disagree 🌀🌀 = disagree 🌀🌀🌀 = neutral 🌀🌀🌀🌀 = agree 🌀🌀🌀🌀🌀 = strongly agree

Speed

The content downloads in less than 10 seconds	🌀🌀🌀🌀🌀
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Aesthetics

The home page is visually appealing	🌀🌀🌀🌀🌀
The purpose of the website is clearly understood	🌀🌀🌀🌀🌀

Navigation

The menu easy to locate	🌀🌀🌀🌀🌀
The navigation is consistent throughout all the pages	🌀🌀🌀🌀🌀
Internal and external links are properly working	🌀🌀🌀
Rate the overall ease of navigation	🌀🌀🌀🌀🌀

Evaluation

Results:

🌀 = strongly disagree 🌀 🌀 = disagree 🌀 🌀 🌀 = neutral 🌀 🌀 🌀 🌀 = agree 🌀 🌀 🌀 🌀 🌀 = strongly agree

Multimedia

The images are high quality	🌀 🌀 🌀 🌀 🌀
Content and graphics serve a purpose to the website	🌀 🌀 🌀 🌀 🌀

Content Presentation

Content is well organized and structured	🌀 🌀 🌀 🌀 🌀
Information is clearly labeled to ensure user-friendly experience	🌀 🌀 🌀 🌀
All links are styled and consistent	🌀 🌀 🌀 🌀 🌀
Text is easy to read	🌀 🌀 🌀 🌀 🌀
Colors work well with the theme	🌀 🌀 🌀 🌀

Evaluation

Results:

🌀 = strongly disagree 🌀 🌀 = disagree 🌀 🌀 🌀 = neutral 🌀 🌀 🌀 🌀 = agree 🌀 🌀 🌀 🌀 🌀 = strongly agree

Logo

Logo is a good representation of the company	🌀 🌀 🌀 🌀 🌀
Logo is appropriate size	🌀 🌀 🌀 🌀 🌀
Logo placement works with overall layout	🌀 🌀 🌀 🌀 🌀

Advertisements

Advertisements are appropriate to the content	🌀 🌀 🌀 🌀 🌀
Advertisements are easy to locate	🌀 🌀 🌀

Evaluation

Results:

① = strongly disagree ② ③ = disagree ④ ⑤ ⑥ = neutral ⑦ ⑧ ⑨ ⑩ = agree ⑪ ⑫ ⑬ ⑭ ⑮ = strongly agree

Footer

Footer is an adequate height	⑦ ⑧ ⑨ ⑩ ⑪
Footer works well with the layout	② ③ ④ ⑤ ⑥
Footer includes links to global navigation	①
Footer includes and anchor back to the top	⑦ ⑧ ⑨ ⑩ ⑪

What did you like the most?

Typography, Clear Concept, Nice Color

What did you like the least?

Need clear separation of department

Did you find the contact information easy to find?

There was no contact information but we found the form

Evaluation

Results:

Please list exactly what worked well and what was problematic:

Work

- Very nice illustration on skill page
- Color
- Typography
- Logo
- Very Consistent

Problems:

- Which image belongs to which instruction. Needs separation
- Skill page needs more organization
- Knit Away ad does not fit

Conclusion:

The evaluation of the site was in general very positive. However, it did reveal a few issues that need to be corrected.

Also, in response to peer critiques during the creation of the site, changes were made to the original site. The color and design elements of the banner were changed to push the design toward a more modern aesthetic. Adjustments were made to the layout to give it a more modern and magazine-like look. The design progression can be viewed in the “Preliminary Work” section.

1. The site was only partially complete at the time of the evaluation. Problems with non-working links should be resolved with the completion and addition of the missing pages.
2. The label “fascinations” was not clear to the evaluators and will be changed to “trends”.
3. The purple of the “read more” links and the h2 headers will be changed to a lighter shade of purple to give more variation the color.

Evaluation

Conclusion:

4. To give each department more definition, an obvious heading identifying the department the user is in will be added to all pages except the home page. The home page is already easily identifiable, so additional identification is not necessary.

5. The advertisements will be resized to ensure that they load properly and fit in the layout correctly.

6. The skills page will be reorganized to make it easier to tell which instruction goes with which illustration.

7. There is a “back to top” link in the footer, so global navigation links will not be added to the footer. Since there appears to be an issue with the “back to top” link being easily found, it will be made larger to stand out better from the rest of the text in the footer.

Credits

Images:

ULTRA F. Stacked yarn balls on natural material. c. 2011

Getty Images. 10 May 2011

<<http://www.gettyimages.com/Search/Search.aspx?contractUrl=2&language=en-US&family=creative&assetType=image&subuid=6056472&prefuid=6056472&p=knitting>>

Siri Stafford. Red scarf being knit around trunk of tree in forest. c. 2011

Getty Images. 10 May 2011

<<http://www.gettyimages.com/Search/Search.aspx?contractUrl=2&language=en-US&family=creative&assetType=image&subuid=6056472&prefuid=6056472&p=knitting>>

Stockbyte. a yarn of pink wool. c. 2011

Getty Images. 14 May 2011

<<http://www.gettyimages.com/Search/Search.aspx?contractUrl=2&language=en-US&family=creative&assetType=image&subuid=6056472&prefuid=6056472&p=yarn>>

Stockbyte. portrait of a businesswoman sitting in front of a laptop. c. 2011

Getty Images. 14 May 2011

<<http://www.gettyimages.com/Search/Search.aspx?contractUrl=2&language=en-US&family=creative&assetType=image&subuid=6056472&prefuid=6056472&p=56382850>>

Jack Hollingsworth. Young woman smiling, portrait. c. 2011

Getty Images. 14 May 2011

<<http://www.gettyimages.com/Search/Search.aspx?contractUrl=2&language=en-US&family=creative&assetType=image&subuid=6056472&prefuid=6056472&p=75288180>>

Chris Clinton. Man, portrait. c. 2011

Getty Images. 14 May 2011

<<http://www.gettyimages.com/Search/Search.aspx?contractUrl=2&language=en-US&family=creative&assetType=image&subuid=6056472&prefuid=6056472&p=83120281>>

Credits

Images:

Urban Muser. bright bike 2. c. 2010

Flickr. 15 May 2011

<<http://www.flickr.com/photos/52504401@No3/5039688770/>>

Jimmy Coffill. DSCNo524. c. 2011

Flickr. 15 May 2011

<<http://www.flickr.com/photos/jimmycphotos/5524424246/>>

Martha Jackson. Prospect Lefferts Yarn Bomb. c. 2010

Flickr. 15 May 2011

<<http://www.flickr.com/photos/mysteryship/5152918100/>>

Heather Kaiser. DSC07054. c. 2007

Flickr. 15 May 2011

<<http://www.flickr.com/photos/hkaiser/5158140908/>>

Rosa Say. J or 10. c. 2008

Flickr. 19 May 2011

<<http://www.flickr.com/photos/rosasay/3126954729/>>

Kim Piper Werker. Granny Square 1. c. 2007

Flickr. 19 May 2011

<<http://www.flickr.com/photos/kpwerker/414895432/>>

Martin Poole. wool on sofa. c. 2011

Getty Images. 19 May 2011

<<http://www.gettyimages.com/Search/Search.aspx?contractUrl=2&language=en-US&family=creative&assetType=image&p=wool+on+sofa>>

Credits

Images:

Thomas Northcut. Ball of wool. c. 2011

Getty Images. 30 May 2011

<<http://www.gettyimages.com/Search/Search.aspx?contractUrl=2&language=en-US&family=creative&assetType=image&subuid=6056472&prefuid=6056472&p=ball+of+wool>>

evan p. cordes. Hole-y. c. 2006

Flickr. 30 May 2011

<<http://www.flickr.com/photos/pheezy/2041480621/>>

liz west. handwoven scarf. c. 2010

Flickr. 30 May 2011

<<http://www.flickr.com/photos/calliope/4438339258/>>

Fiona Dix. 2nd tapestry sample. c. 2010

Flickr. 30 May 2011

<<http://www.flickr.com/photos/lofefibre/4534705769/>>

Fiona Dix. weavings. c. 2010

Flickr. 30 May 2011

<<http://www.flickr.com/photos/lofefibre/4690910293/in/photostream/>>

Solange C. Hexagonal. c. 2009

Flickr. 30 May 2011

<<http://www.flickr.com/photos/feitoamao/4098385687/>>

Thomas Northcut. Cocktail on white background. c. 2011

Flickr. 30 May 2011

<<http://www.gettyimages.com/Search/Search.aspx?contractUrl=2&language=en-US&family=creative&assetType=image&subuid=6056472&prefuid=6056472&p=martini+glass#>>

Credits

Images:

George Doyle. Close-up of blue ball of wool. c. 2011

Getty Images. 30 May 2011

<<http://www.gettyimages.com/Search/Search.aspx?contractUrl=2&language=en-US&family=creative&p=yarn&assetType=image&subuid=6056472>>

Paul Tearle. Stripey scarf with tassels. c. 2011

Getty Images. 30 May 2011

<<http://www.gettyimages.com/Search/Search.aspx?contractUrl=2&language=en-US&family=creative&assetType=image&subuid=6056472&prefuid=605472&p=wool#4>>

Karl Weatherly. Woven blanket, Taos, New Mexico, USA, close-up. c. 2011

Getty Images. 30 May 2011

<<http://www.gettyimages.com/Search/Search.aspx?contractUrl=2&language=en-US&family=creative&assetType=image&subuid=6056472&prefuid=6056472&p=woven>>

Prudence. freeform crochet spiral with ruffle. c. 2007

Flickr. 30 May 2011

<<http://www.flickr.com/photos/prudencemapstone/2041875996/>>

inger maaike. Candy yarn. c. 2009

Flickr. 30 May 2011

<<http://www.flickr.com/photos/lovefibre/4690910293/in/photostream/>>

Wen Rou. Echado en la lana el perla. c. 2010

Flickr. 30 May 2011

<<http://www.flickr.com/photos/ournew/4677624842/>>

Credits

Fonts:

Calluna Sans

1. Allowed uses

You may use the licensed fonts to create images on any surface such as computer screens, paper, web pages, photographs, movie credits, printed material, T-shirts, and other surfaces where the image is a fixed size.

You may use the licensed fonts to create EPS files or other scalable drawings provided that such files are only used by the household or company licensing the font.

2. Number of users

The maximum number of simultaneous users is specified in the applicable receipt. All users must belong to the same company or household purchasing the font.

3. Third parties

You may provide the font to a graphic designer, printer or other service bureau that is working on your behalf only if they agree to use the font exclusively for your work, agree to the terms of this license, and retain no copies of the font on completion of the work. You may not provide the font or make it accessible to any other third parties.

4. Embedding

4.a. Electronic Document Embedding

You may embed the licensed fonts into any document you send to third parties. Such documents may be viewed and printed (but not edited) by the recipients.

4b. Web Embedding

You may embed the licensed fonts into a web site via the following mechanisms:

4.b.I. Dynamic text in Flash

No additional license is required. Security: you must take care of the highest level of protection of the embedded fonts.

4.b.II. Embedded using sIFR (Scalable Inman Flash Replacement)

No additional license is required. Security: you must take care of the highest level of protection of the embedded fonts.

Credits

Fonts:

Calluna Sans

4.b.III. Cufon

No additional license is required. Security: you MUST restrict usage (via the Security setting) to one SINGLE domain. You may not reduce the Units Per Em (UPM) quality of the fonts generated by Cufon below 360 UPM.

4.b.IV. Direct Linking or Embedded Opentype Files with the @font-face CSS property (ONLY for FREE fonts)

If the font is a free font (\$0.00 license fee), you may use this font for Font-Face embedding, but only if you put a link to www.exljbris.nl on your page and/or put this notice /* A font by Jos Buivenga (exljbris) ▶ www.exljbris.com */ in your CSS file as near as possible to the piece of code that declares the Font-Face embedding of this font.

4.c. Hardware and Software Embedding

You may not under any circumstances embed the licensed fonts into software or hardware products in which the fonts will be used by the purchasers of such products. Such use requires a different license. Please contact exljbris Font Foundry for further information.

5. Modifications

You may import characters from the font as graphical objects into a drawing program and modify such graphical objects. You may not modify, adapt, translate, reverse engineer, decompile, disassemble, or create derivative works based on the licensed font itself without Foundry,Äôs prior written consent.

6. Copyright

The font and the accompanying materials are copyrighted and contain proprietary information and trade secrets belonging to the foundry owning the font. Unauthorized copying of the Product even if modified, merged, or included with other software, or of the written materials, is expressly forbidden. You may be held legally responsible for any infringement of the foundry,Äôs intellectual property rights that is caused or encouraged by your failure to abide by the terms of this Agreement.

Credits

Fonts:

Calluna Sans

The Fontspring @Font-Face License Addendum

Version 1.0 - January 2, 2010

This Addendum is valid only in conjunction with the supplied End User License Agreement you received from Fontspring.

This Addendum allows for using the Fontspring Web Fonts with the @font-face selector in CSS files for styling HTML web pages.

1. @Font-Face Usage Restrictions

You may link the licensed Web Fonts to your HTML web pages using the @font-face selector in CSS with the following restrictions:

1. You must use the provided web-only version of the licensed font (Web Font). Linking to the full, licensed CFF OpenType font designed for desktop installation is prohibited.
2. The Web Font must be subset to include only the glyphs necessary for displaying the web site.
3. All OpenType features must be removed from the licensed font.
4. You must include the commented header showing license and copyright information in the provided CSS file.
5. The licensed Web Font may be simultaneously installed on no more than the number of web site domains specified in the receipt you received for the licensed font.
6. The Web Font may only be installed on web site domains that are under the direct control of the licensee.

2 Other Web Site Linking

You may not convert or embed the licensed font with any other technology. This includes Javascript methods such as Cufv∩n and Typeface.js.

Credits

Fonts:

Merge

This is an agreement between you, the purchaser, and Philatype. In accepting the terms of this agreement, you acknowledge understanding and promise to comply with its terms. If you do not accept the terms, please do not complete the purchase transaction.

What you are purchasing from Philatype is the license to use digital typeface software - hereafter, "fonts" - on a certain number of computers within your organization; you are not purchasing the copyright to the design of the fonts, but the rights to use the fonts. You may not sublicense, sell, lease, or give away the fonts.

You are purchasing the non-exclusive, non-transferable license to use fonts on a certain number of computers within your organization. You can purchase additional licenses at any time, which grant you the rights to use the fonts on additional computers, as noted above.

SERVICE BUREAUS You can make archival copies of the fonts for your own backup purposes. If necessary, you may supply the font to a printer, designer, service bureau, or any other third-party working on your job. Third party must agree to use the font only for your work, agree to the terms of this license, and retain no copies of the font on completion of the work. If they are providing typesetting services or editing the document, they must purchase their own license.

FONT EMBEDDING Web-embedding of the font is not permitted with the standard license. If web-embedding of the font is desired, an additional license may be purchased at Fontspring. A web-embedding license permits using any of the following methods and technologies: sIFR, @font-face, Adobe Flash files, Microsoft Silverlight files, fLIR, Cufv \geq n and Typeface.js.

The fonts can be embedded in Portable Document Format (PDF) files, but you will take all reasonable care to embed the fonts in such a way that they cannot be extracted from the files you create.

BROADCAST, FILM, AND GAMES If you are using the font in cinemas, motion pictures, video games, on television, cable television, or as a part of any works broadcast, you must obtain permission from Philatype. An additional license fee may be required.

RESTRICTED USE IN ALPHABET-RELATED PRODUCTS You may not use the fonts in any alphabet or letterform-related products, or letterform creation products or devices, without first obtaining written permission from Philatype. This includes but is not limited to scrapbooking, embroidery, and signage products that involve the reproduction of individual letterforms.

MODIFICATIONS You may import characters from the font as graphical objects into a drawing program and modify such graphical objects. You may not modify, adapt, translate, reverse engineer, decompile, disassemble, or create derivative works based on the licensed font itself.

Credits

Fonts:

Merge

DISCLAIMER Philatype makes no warranty of any kind, either express or implied, including, but no limited to the implied warraanties of merchant-ability and fitness for a particular pur- pose. Philatype shall not be liable to you or any other person or entity for any gener- al, special, direct, indirect, consequential, incidental or other damages arising out of the use of the font software.

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3. All OpenType features must be removed from the licensed font.
4. You must include the commented header showing license and copyright information in the provided CSS file.
5. The licensed Web Font may be simultaneously installed on no more than the number of web site domains specified in the receipt you received for the licensed font.
6. The Web Font may only be installed on web site domains that are under the direct control of the licensee.

2 Other Web Site Linking

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Preliminary Work

Fonts and Colors:

IMD220 ONLINE MAGAZINE - Name and Logo Font Ideas

strings string theories

strings string theories

strings string theories

strings string theories

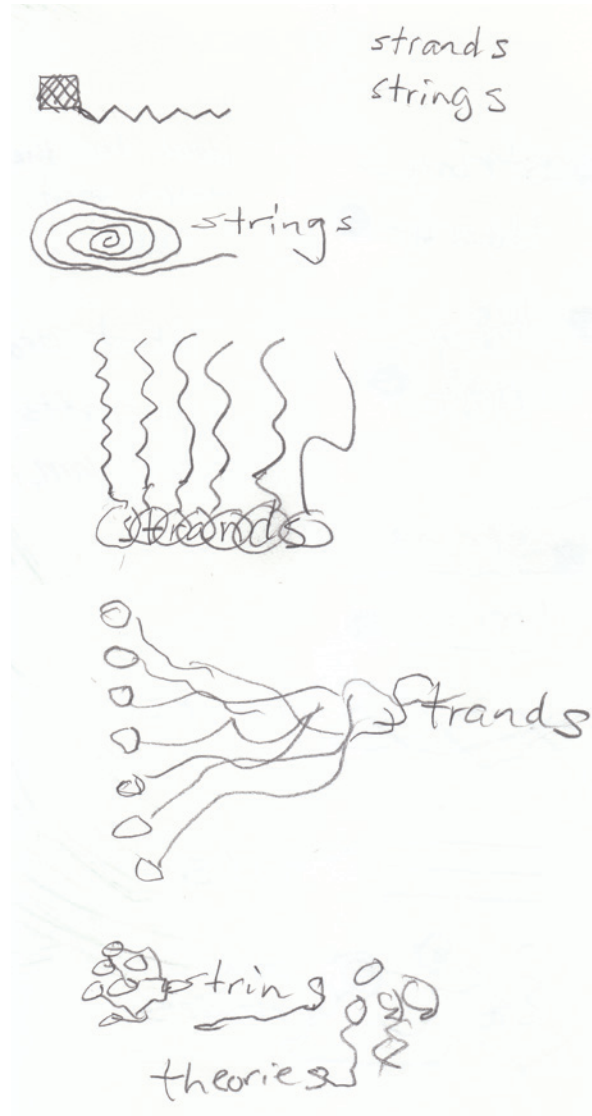
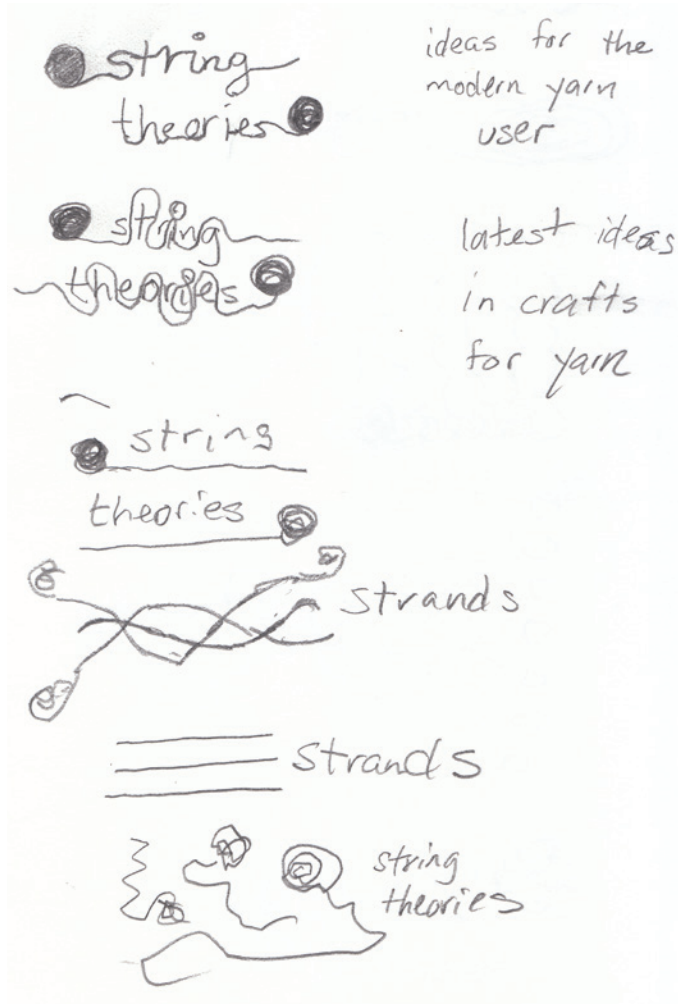
strings string theories

IMD220 ONLINE MAGAZINE - Color Ideas



Preliminary Work

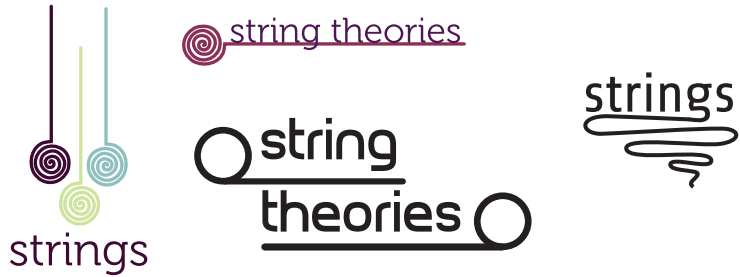
Logo Sketches:



Preliminary Work

Logos and Colors:

IMD220 ONLINE MAGAZINE - Logo Ideas



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tangled

@tangled

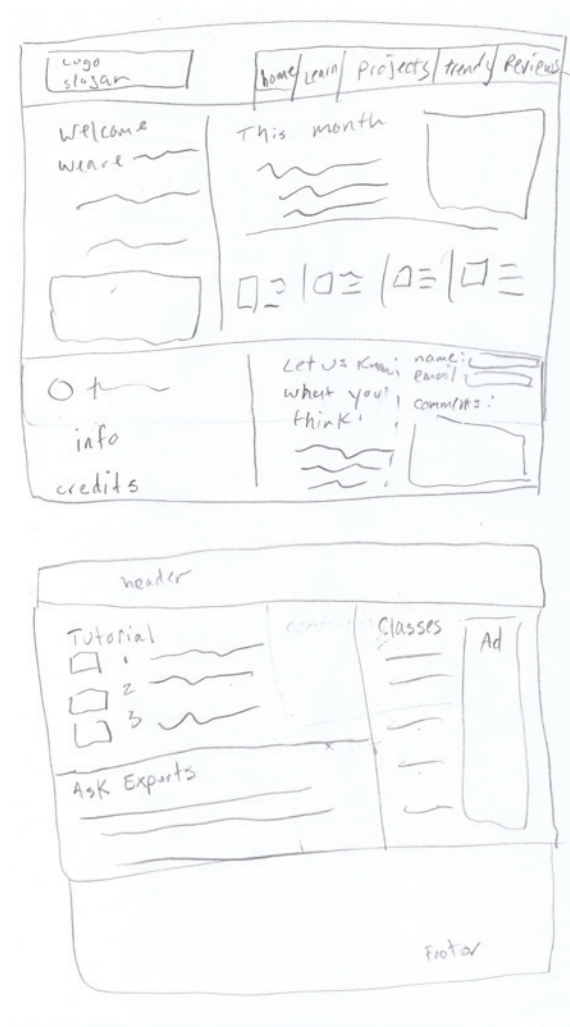
Preliminary Work

Logos and Colors:



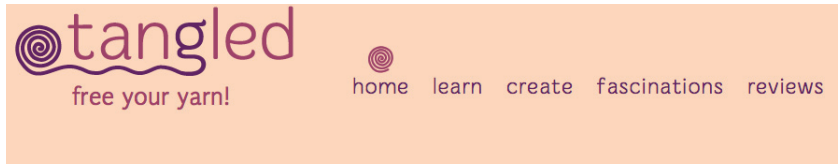
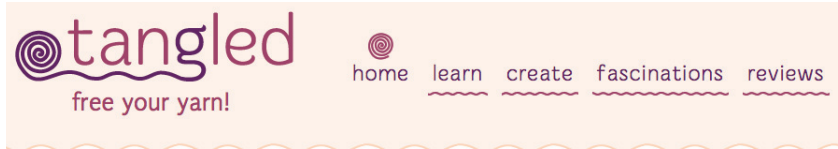
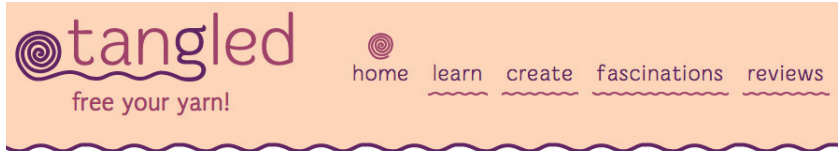
Preliminary Work

Wire Frame Sketches:



Preliminary Work

Banners:



Preliminary Work

Pages:

@tangled free your yarn! home learn create fascinations reviews

welcome!
“For people allergic to wool, one’s heart can only bleed.”
Elizabeth Zimmerman

this month
This month we begin our series on basic techniques starting with crochet.

learn.
This month we go back to the basics of crochet.
read more >>

create.
Practice your new skills with this pattern.
read more >>

fascinations.
You’re walking to the bus stop when you see a light post wrapped in a colorful knit.
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reviews.
These new yarns really caught our eye.
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Crafts like knitting, crocheting and weaving have become popular once again. We here at tangled invite you to free your yarn and explore all these crafts with us.

about us | contact us

tangled is a monthly e-magazine produced by Tangled Yarns online fiber craft store.
designed by Robin Long | credits

Suggestions, comments or a question for our expert?
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your message here:

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happening this month...
Get hooked on a new craft or brush up on skills you already have. This month we begin our back-to-basics series with crochet. Don’t worry all you knitter and weaver wannabes - we’ll have you covered in the following months.

learn - This month we go back to the basics of crochet.
read more >>

create - Practice your new skills with this pattern.
read more >>

fascinations - The street art know as yarn bombing.
read more >>

reviews - These new yarns really caught our eye.
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free your yarn!

top 5 hot colors for summer!

- 1 bubblegum
- 2 turquoise
- 3 cocoa
- 4 cantaloupe
- 5 lilac

an interesting yarn
yarn bombing
You're walking to the bus stop when you see a light post wrapped in a colorful knit. You have just witnessed an instance of yarn bombing.

what is yarn bombing?
Yarn bombing, also known as yarn storming or guerilla knitting, is a form of graffiti that uses knitted or crocheted textiles instead of paint. It is meant to be easily removable and temporary. These ephemeral art displays commonly show up wrapped around items like trees, sign and light posts, bike racks, benches and statues.

the meaning behind the art
The meaning behind yarn bombing varies depending on the person or group creating it. Mostly it is about adding warmth and beauty to the urban environment.

how to yarn bomb
Keep in mind that yarn bombing is

they're crafty!
this month our interview is with Jane Donne
tangled: Welcome Jane!
Jane: Thank you! Glad to be here
tangled: How long have you been involved with weaving?
Jane: I started the summer before my senior year of high school, so I guess about 6 years now
tangled: Please tell us about your latest work
Jane: I've just finished some pieces that are experiments in blending different textures and material together. The palette is mainly blues and greens. The idea is an interpretation of water
tangled: Where do you find your inspiration?
Jane: Well, I'm a big fan of the beach so I take a lot of inspiration from that part of nature. Also, I find just exploring the different textures, yarn types and colors is exciting
tangled: Will you showing your work anytime soon?
Jane: Yes, I'm part of an exhibition that is showing at The Neighborhood Gallery in the Old City neighborhood of Philadelphia, PA from July 28 through August 28th

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free your yarn!

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how to yarn bomb
There really aren't any hard and fast rules. Stake out your target, measure, create your art and install. Things like whether to crochet or knit, do it in the light of day or sneak in under cover of darkness, or to leave a calling card with the yarn bomb is up to the artist(s).

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The Neighborhood Gallery presents **WOVEN TOGETHER**
July 28 - August 28th
Philadelphia, PA