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Interactive Message Design



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CREATIVE BRIEF

Company

Forge Construction

Message

Provide construction services built on solid concepts and satisfy the needs of our customers and clients.

Website

1. Home / Introduction Page - The home and introduction page will provide a quick description of Forge Construction. Additionally, recent projects / clients will be displayed in list form with quick descriptions.
2. Our Mission - The mission page will outline core concepts that we share with all our clients and customers. The mission page will serve as a guide to a potential customer looking to find more information about Forge Construction.
3. Clients - The client's page will feature a list and description of all the clients. Specifically, well-known businesses and housing developments in the local area will be featured.
4. About - The about page provides all information about Forge Construction. Information such as the history of the company, our administrative staff as well as contact and mailing information about Forge Construction.
5. Credits - The credits page provides all credit information for resources used. Resources such as copy, images and video. The credit page will not be located in the main navigation but will be placed at the footer of each page.

User Profile

The audience for this website is described as adults, ages 30-50, who are employed, looking to build homes and/or retail buildings.

Persona

An example persona for this website is Jim a 42 year old, educated, small business owner. He is looking to work with a contractor to build a new home on a lot he has purchased. Jim is looking for a unique experience where he can express his ideas to an architect. Ideas such as extra space for his home office. While browsing the website, Jim is interested in viewing previous clients to see what work has been completed by Forge Construction. Additionally, Jim wants to know exactly what kind of experience he will have with the contractor.

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CREATIVE BRIEF (CONTINUED)

Design Summary

The overall design selected for Forge Construction uses simple shapes and angles. The idea behind this concept is that construction for a house is all about angles and how they support the weight of the building.

The colors selected were mainly a dark, almost aqua color scheme. The selection of Rich Green, Faded Green, Light Grey, Dark Grey and White-Grey colors were to give our users a rich, professional design with clean shapes, fonts and assets.

The fonts selected were Futura Condensed for the main identity and Arial for the website. Futura Condensed was selected because of the small amount of space needed to display copy. This allows our logo and brochure to feature lots of information without running out of space. Arial was selected for the website due to the font's easy and clean readability.

Perception / Tone

Clean, professional

Brochure

1. Main Cover Section - logo with construction asset.
2. Inside Cover Section - about Forge Construction information.
3. Inside Left Section - list of premiere clients Forge Construction has built for with case studies. Additionally logo assets will be included with each client.
4. Inside Center Section - A typical approach to construction diagram. This section outlines how Forge Construction will work with clients and the different steps taken.
5. Inside Right Section - Photo assets of example projects along with information about our staff.
6. Back Section - Contact Information with photo asset. This gives the reader a quick way to contact Forge Construction.



TECHNOLOGY

Technology Overview

The technology for the Forge Construction website will be implemented in the clients section. Utilizing Flash Actionscript 3, an interactive presentation module will be available for each client listed on the clients page. The presentation will allow users to hover over specific areas of the project to read more about what Forge Construction created for them.

Additionally, photos and videos may be added to the presentation to give a 'real-example' of the end result for the client.

Trend One Site: Hot Meteor (<http://www.hotmeteor.com>)

The main trend for this website is the heavy use of jQuery + AJAX (Asynchronous JavaScript and XML). In addition to the use of dynamic programming, the overall layout embodies another current trend, simple shapes and layout. On the site, Hot Meteor, the use of images is very little and the text is used for design rather than content. The site also uses gradient and fade effects to give the site a feeling of depth. One of the main trends that makes this site a current trend is the scroll effect with the jQuery library. Rather than sending users to new pages for each section, this site uses a scroll method. If the user clicks on the 'Portfolio' section, the page scrolls to that section of the current page. This creates a sense of movement and interactivity rather than the static, "Click-Click-Click" method of traditional websites. Finally, the use of Ajax seems to be the method for loading the content in the site, another current trend in websites. With all of these ideas drawn together, this website, Hot Meteor, is a website that is very up-to-date in website trends and technology.

The overall message of Hot Meteor is to display portfolio pieces of work in a simple, easy-to-navigate method. The integration of the jQuery Scroll helps the user view large amounts of content in a quick and easy way. Finally, the design conveys a message of showing just the portfolio pieces and not confusing the user with other content or information.

Trend Two Site: David Hellmann Grafik-und Webdesign (<http://www.davidhellmann>)

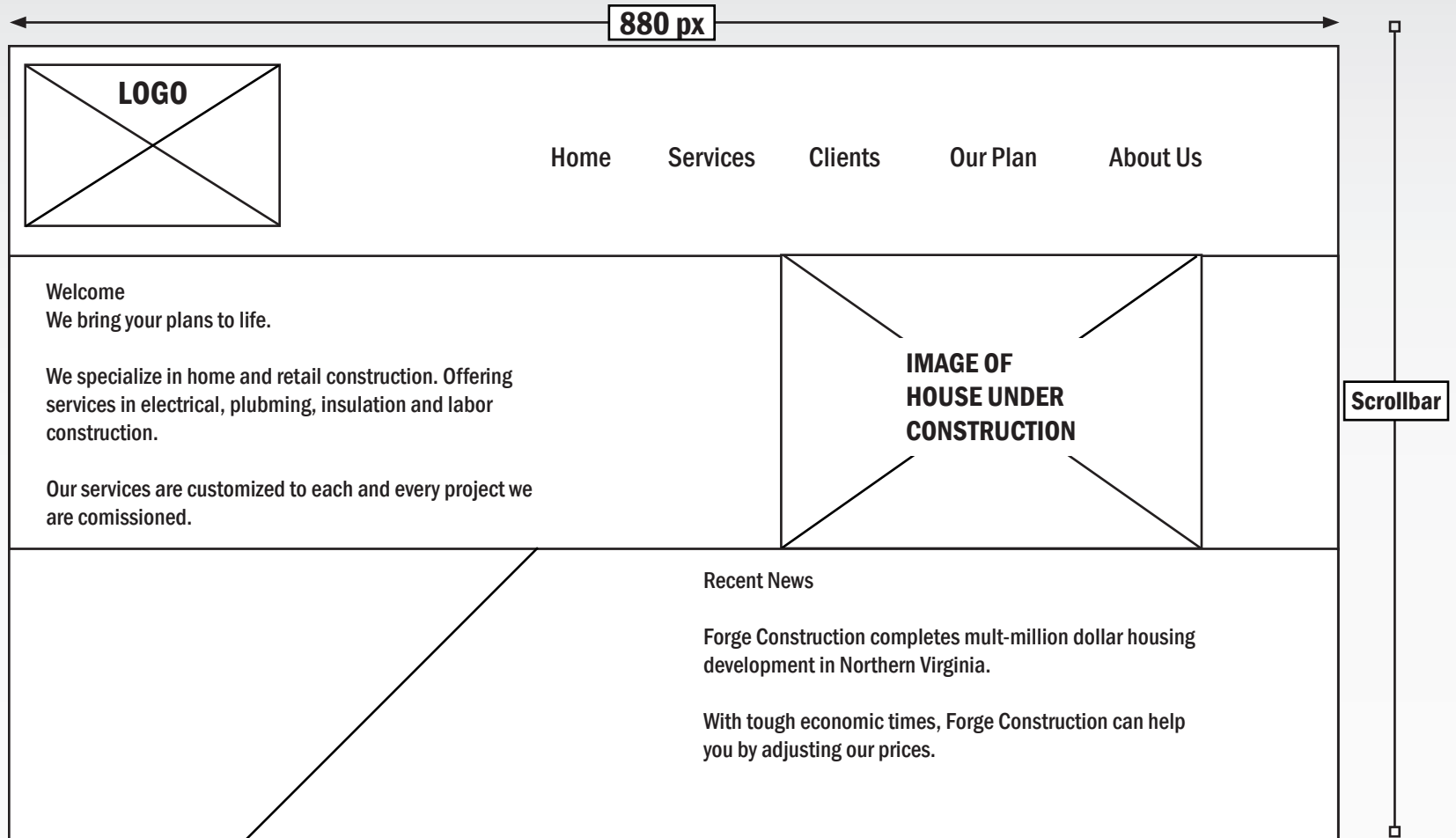
The trend featured on this website is mainly the design rather than the technology. The heavy use of images on this site almost creates a scene rather than a website. Although the use of images is heavy, the images themselves are very simple in design. All the images are displayed in a specific way to create a flow that makes sense to the user. For example, the designer has featured his work at the very top of the page inside a photo asset of a laptop. Next to that, an illustrated photo (probably a character of the designer) themselves is displayed next to a quick list of information about the designer. As the user scrolls down the page the designer has used a layout of left information, right content. He features his blog posts on the right and his latest work on the left. Finally a key trend that is featured on this website is the use of a large, illustrated footer. This trend has been popular on many web designers' web portfolio sites.

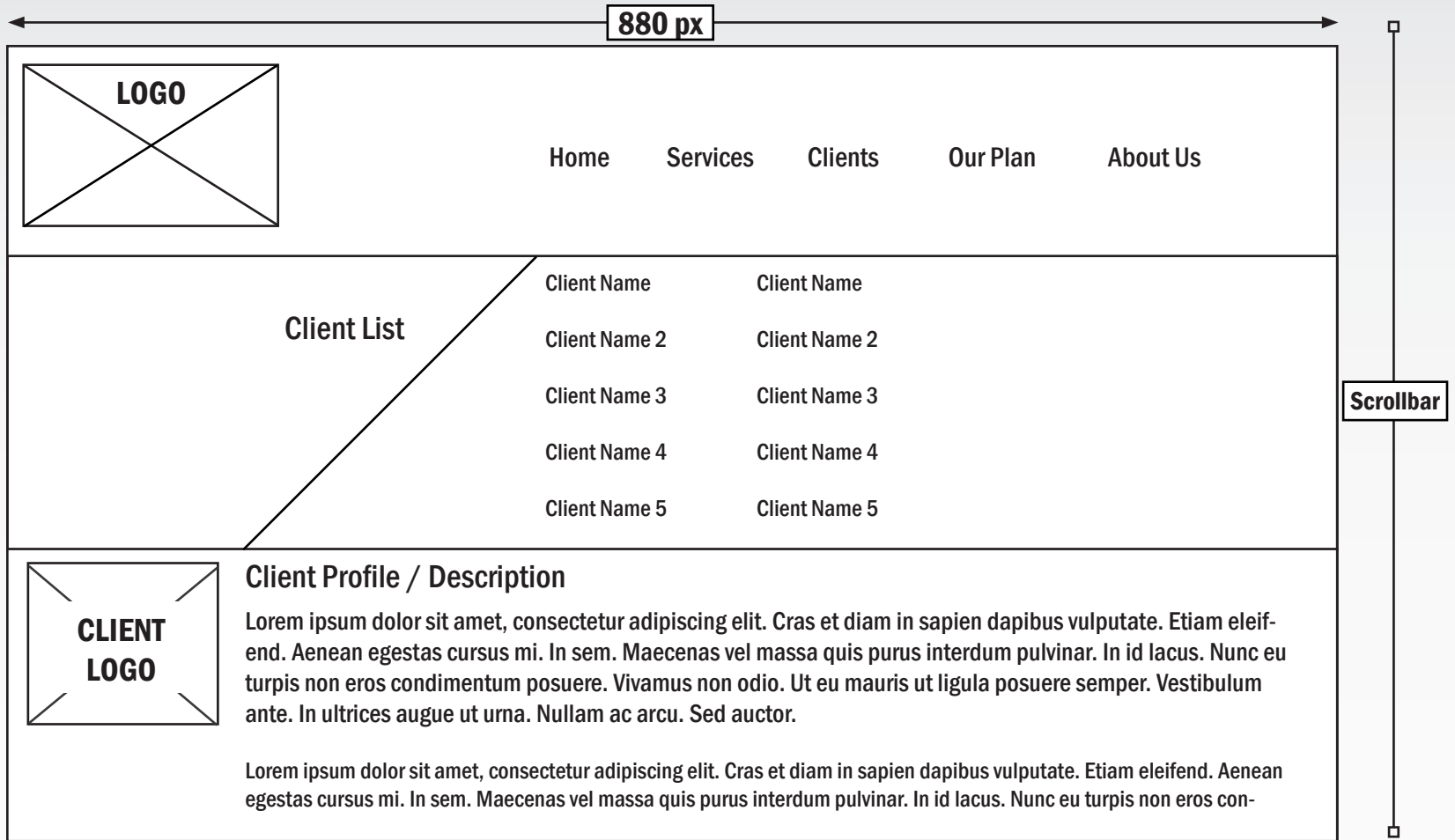
The main message for this website is to convey an artist's portfolio of work as well as offer opinions from the artist on their blog. The large amount of illustrated art on the site, gives off a message to the user that the artist does a large amount of illustration work in their portfolio. Finally, the message the artist wants to convey is the site creates a scene rather than just a website with content.

Trend Two Three: Last.fm Radio (<http://www.last.fm>)

The trend for this site is the high level of user interactivity. Last.fm uses lots of icons and buttons to give the user options. For example, when a user is looking for music to listen to, the main index page features buttons to many different genres of music. There is also a large search box on the main page for a user to immediately search for an artist without having to click on 'Artists.' The technology of Last.fm is very advanced compared to many other websites with music. The integrated mp3 player flash component allows users to listen to music from the artist they have selected. In addition to the heavy technology the overall layout of last.fm is a great example of how to organize large amounts of data and content. The default layout for many pages is a three-column design with user interactivity on the left, main content in the middle and social interactivity on the right, as last.fm is also a social network. Finally, the overall readability of last.fm is a good example of current readability trends.

The overall message for this website is to give users a community to discuss and listen to music online. The layout for the website has been organized in a way for users to not only listen to their favorite artists but comment about them and socialize with friends. One of the main messages the site wants to leave the user is they can listen to music, easily and share their opinions about what music they enjoy.





STYLES

Colors



Rich Green

R: 61

G: 117

B: 92

Hex: (#3d755c)



Faded Green

R: 141

G: 182

B: 136

Hex: (#8db688)



Light Grey

R: 209

G: 210

B: 212

Hex: (#d1d2d4)



Dark Grey

R: 58

G: 58

B: 58

Hex: (#3a3a3a)



White-Grey

R: 250

G: 250

B: 250

Hex: (#fafafa)

Fonts

Tw Cent MT Condensed

Franklin Gothic Medium Condensed

Franklin Gothic Demi Condensed

Arial

Sizes (Dimensions)

Width: 880px.

Height: auto.

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