

Company Overview:

For the project, I created a fictional fitness company called Ironclad Fitness. Ironclad Fitness is company that owns its own gyms and provides high-quality fitness information and services.

Design:

I chose this field for a company so I could provide a simple design. I typically choose complex designs for sites and I wanted to take a try at something I had not done before. This design works for my company because it provides detail into what the company offers, the company's growth and popularity, and displaying it all in a simple, aesthetically pleasing way.

Criteria Locations:

Image Gallery:

The Image Gallery is located at the top of the page as the main advertising and content for the site. Designed to change photos on click of the buttons beneath the gallery itself.

HTML5 Video:

The HTML5 Videos are located directly beneath the image gallery content in a string of 3 videos. They have fallbacks for "mp4", "ogg", "webm", and browsers that do not support the tag itself are given a message stating so.

Interactive Map:

The Interactive Map is located beneath the videos and to the left of the Animated Bar Chart. It is designed so that on mouse over on any of the IC house icons they see a fade in of information about how many gym are in that region of the United States and on mouse off that information fades out.

Animated Bar Chart:

The Animated Bar Chart is located beneath the videos and to the right of the Interactive Map. It is designed so that when the buttons labeled by year are rolled over a div animates with a background image of a person to indicate 1000 members per person for each year. This is to show growth of popularity of the company's gyms.

Photo Rights:

logo.png – Created in Illustrator by myself and saved as png in Photoshop.

homelcon.png – Created in Illustrator by myself and saved as png in Photoshop.

runningIcon.png – Created in Illustrator by myself and saved as png in Photoshop.

poster.png – Created in Photoshop using my logo.png and texturizing.

weights.jpg – Downloaded from <http://freerangestock.com/details.php?gid=&sgid=&pid=7873> for free as a registered user. Then altered in photoshop to include information.

sparring.jpg – Downloaded from <http://freerangestock.com/details.php?gid=&sgid=&pid=18623> for free as a registered user. Then altered in photoshop to include information.

lockerRoom.jpg – Downloaded from <http://freerangestock.com/details.php?gid=&sgid=&pid=18383> for free as a registered user. Then altered in photoshop to include information.

map.png – Downloaded from <http://www.freeusandworldmaps.com/html/USAandCanada/USPrintable.html> for free educational use (rights in bottom-right of image home). Then altered in photoshop to include different colored regions for the US.

Video Rights:

All videos were created by myself.