



MANIC

Design Proposal

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Table of Contents

Market
Research
p3, p4

Key
Features
and Goals
p5

Company
Image
p6

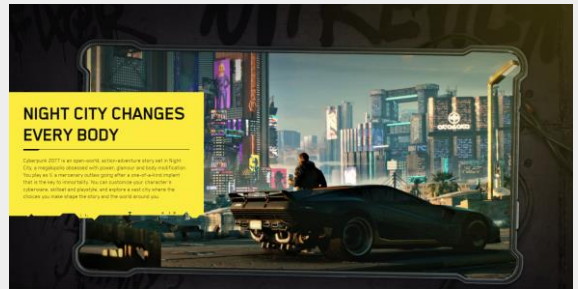
Concept
Art
p7

Site
Structure
p8

References
p9

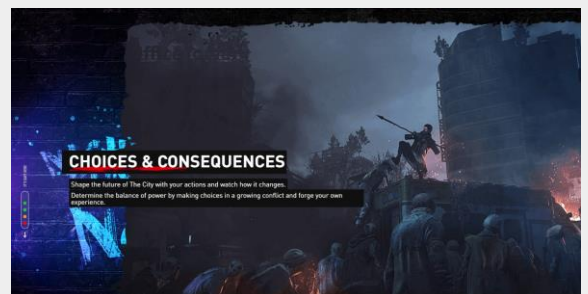
Our Design Proposal has taken inspiration from multiple templates off the Visme site. We have used this site to gather ideas of what a design proposal should look like. We then created our own proposal using colours and fonts that would be incorporated into our website.

Market Research



<https://www.cyberpunk.net/za/en/>

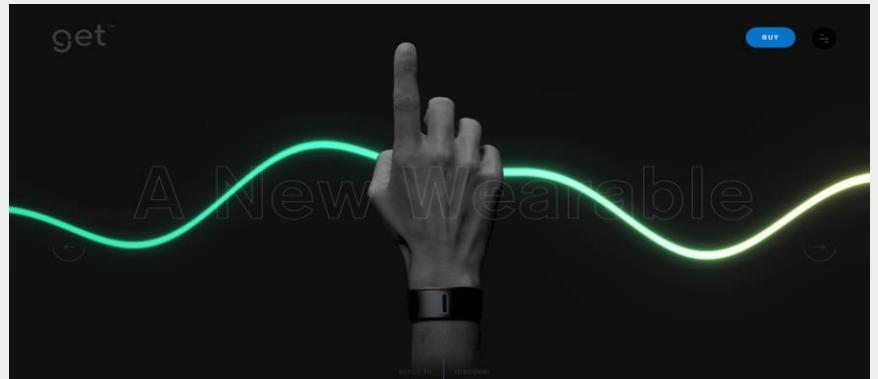
Cyberpunk, as expected, follows the cyberpunk aesthetic perfectly. We took inspiration from the futuristic design overlaid on the grungy concrete background, with each item having its own dedicated screen space with a consistent background.



<https://dl2.dyinglightgame.com/>

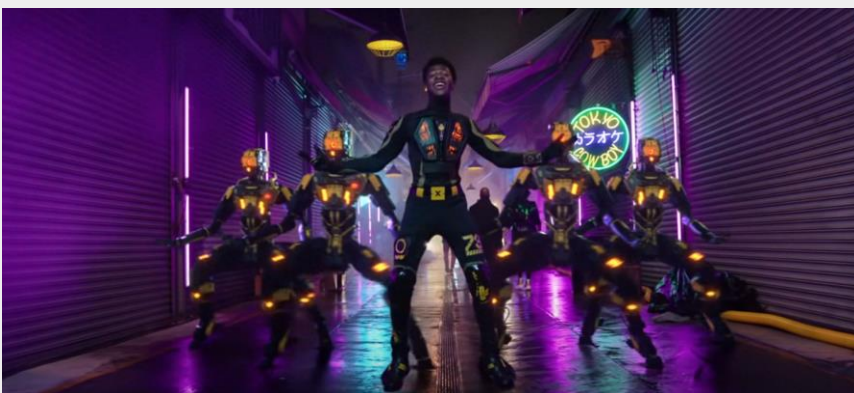
We were inspired by the dark grungy design from this website. They have an image of a brick wall in the background of their website, which remains fixed even when the user is scrolling. This creates an illusion of depth which we like.

Market Research



<https://www.getwearable.net/>

The Get website's dark colors with little accents of bright glowing colors are what intrigued us. The contrast between the black and the glowing colours works well with our theme's contrast between clean, bright futurism and dark grunge.



<https://www.youtube.com/watch?v=bXcSLI58-h8>

The music video for Lil Nas X's Panini provided inspiration and reference for the neon glow that's present in a lot of cyberpunk-esque themes.

Key Features & Goals

Company
marketing/portfolio

Communicate company
branding

Display cool projects

Clean and clear navigation

Present merch and
shopping features

Provide information on
what the company does

Company Image

Our company aims to embrace the digital age. We have adopted a futuristic style as we believe that the products we produce incorporate the latest multimedia technologies. We are constantly inspired by leading edge systems and hope to indicate this through our website.

We have chosen a colour palette of yellow, grey, and navy blue. We have chosen this yellow/orange as our leading colour as it represents high energy, something we are big about. It also represents intelligence and enthusiasm – which are two things that are always present when creating our projects.

Taking inspiration from cyberpunk aesthetics, darker, grungy elements are used to contrast the clean colours and metals of the site and provide some texture. It is a reminder that nothing is perfect, yet we can make progress despite our differences and flaws.

Concept Art



Yellow - High energy and intelligence, our enthusiasm for future technology. (stylized glow)

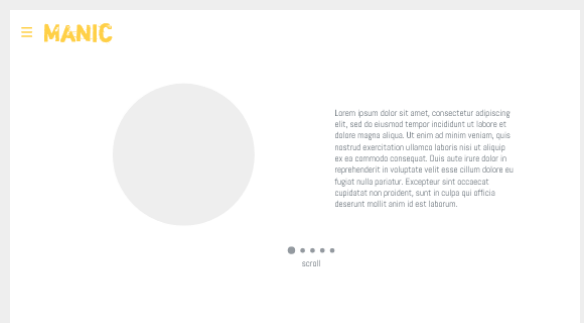
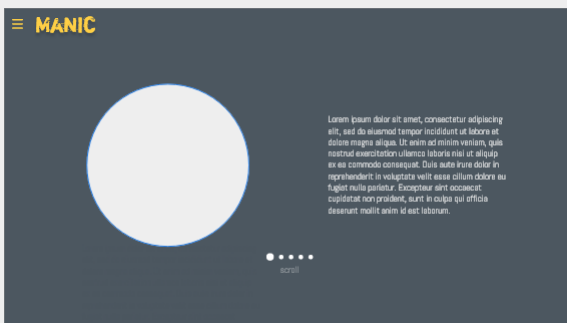
Silver/grey - Metallic textures to create a futuristic look to match our company image of embracing the digital age.
(*Sarah Marshall*)

Black - To create a more modern dark theme and add to the futuristic style. Black shows power, elegance and mystery, which matches our style well (*Color wheel pro*).

Site Structure

Individual articles have dedicated full-screen pages to avoid distraction from other things on the screen. Scrolling transitions between them to make it easy and inventive to transition between projects. It will also add a sense of dimension into our website, making it more appealing to a user.

We will have a small menu button on the side-top of the screen instead of a navbar to keep the page uncluttered and avoid distraction from the projects. We intend to achieve these designs through using a website builder like SquareSpace to provide functionality while we design the layout and aesthetics.



References

Market Research:

<https://www.cyberpunk.net/za/en/>

<https://dl2.dyinglightgame.com/>

<https://www.getwearable.net/>

<https://www.youtube.com/watch?v=bXcSLI58-h8>

Colours:

<http://www.color-wheel-pro.com/color-meaning.html>

<https://www.canva.com/learn/color-meanings-symbolism/>

Image on front page:

https://en.wikipedia.org/wiki/Neon_lighting, accessed 7 September 2021.

Template Inspiration:

<https://visme.co/blog/proposal-template/>

Our repository:

<https://github.com/Chane-Hall/Manic.git>