



MANIC

Design Proposal

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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.

Persona

Ian Mann

I liked something from this company, I want to see more.



Key Goals

- Is looking for a company to help him build his personal portfolio.
- Wants to get a feel for the type of content the company is involved in.
- Wants to browse projects to see if the company's style suits his needs.

Behaviours

- Is open to different ideas presented by our company.
- Isn't very tech-savvy himself but wants something creative.

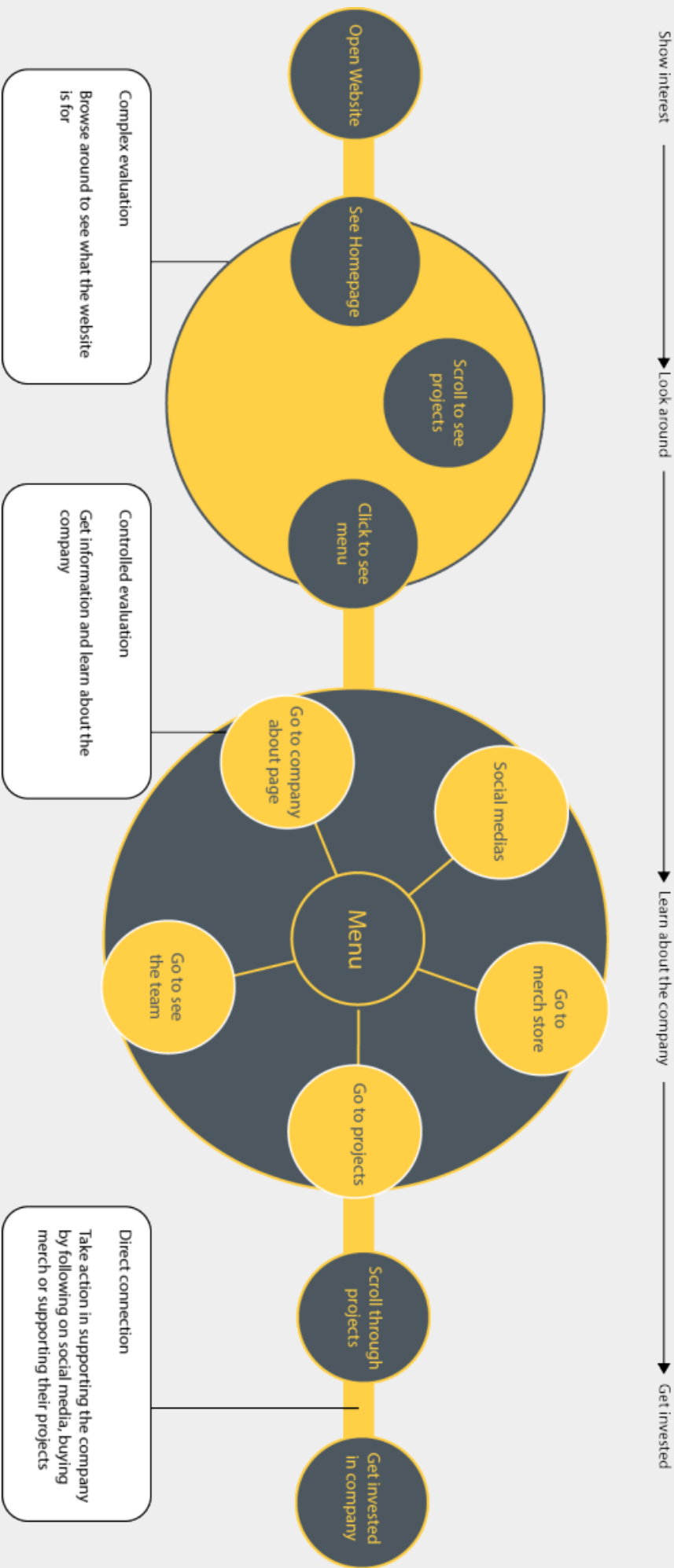
Must do

- Show projects clearly and visually
- Provide easy access to view full projects
- Set company apart from others

Must never

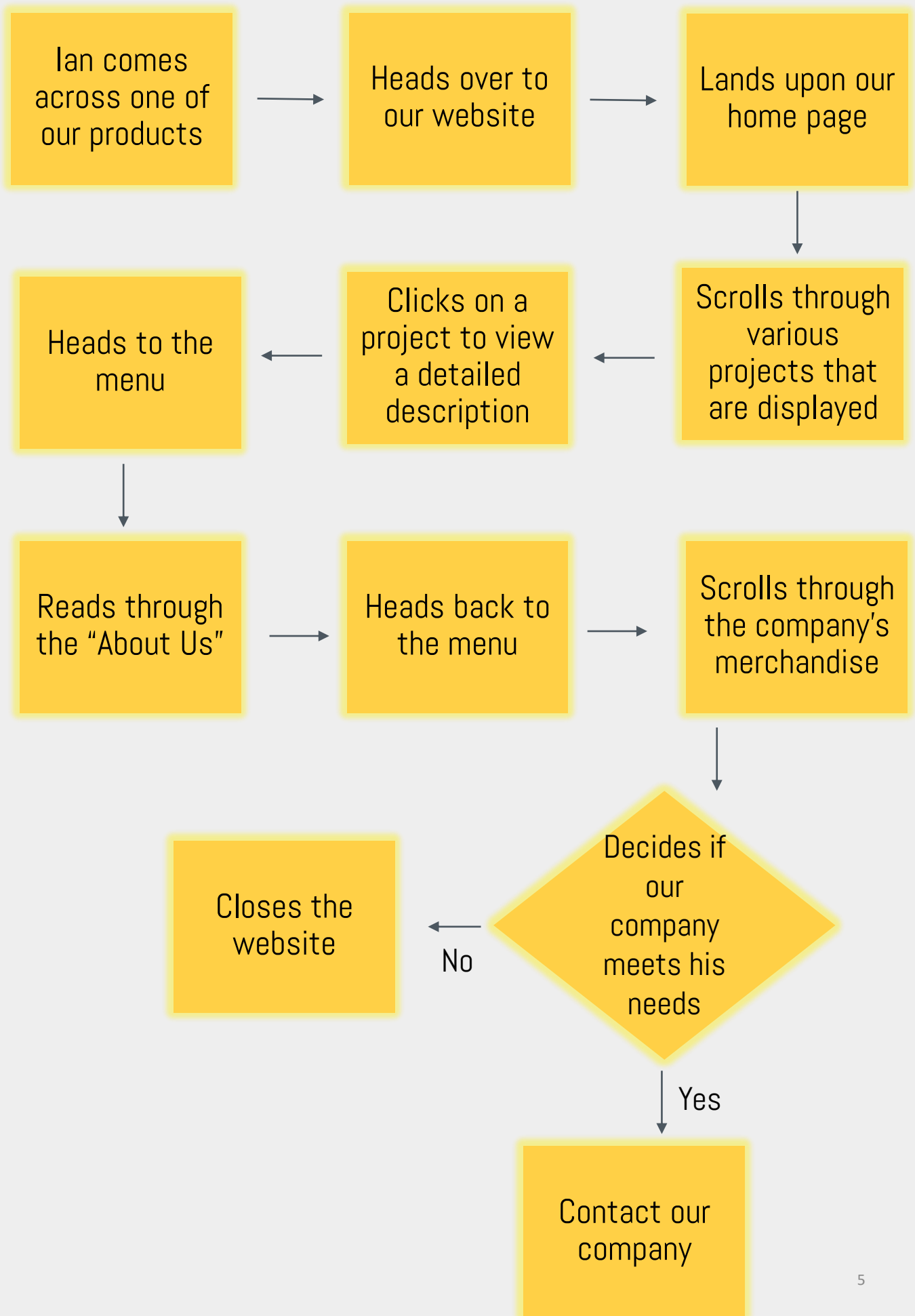
- Bore the user with information
- Be confusing to navigate

Task Model



User Journey

Goal: see if our company style suits Ian's needs.



Key Features & Goals

We have six focus points that we aim to achieve within our website:

Company
marketing/portfolio

Communicate company
branding

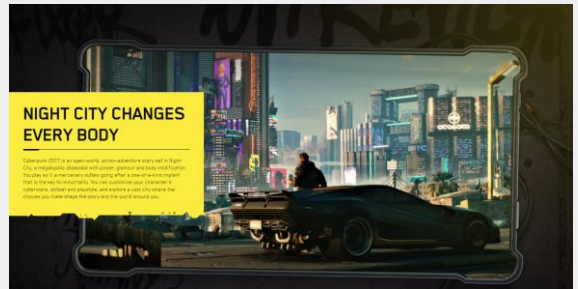
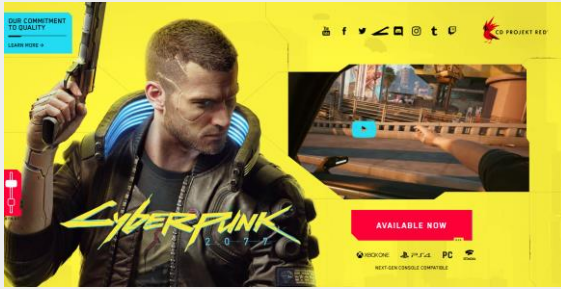
Display cool projects

Clean and clear navigation

Present merch and
shopping features

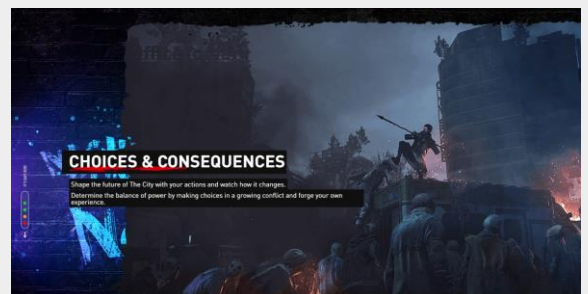
Provide information on
what the company does

Market Research



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

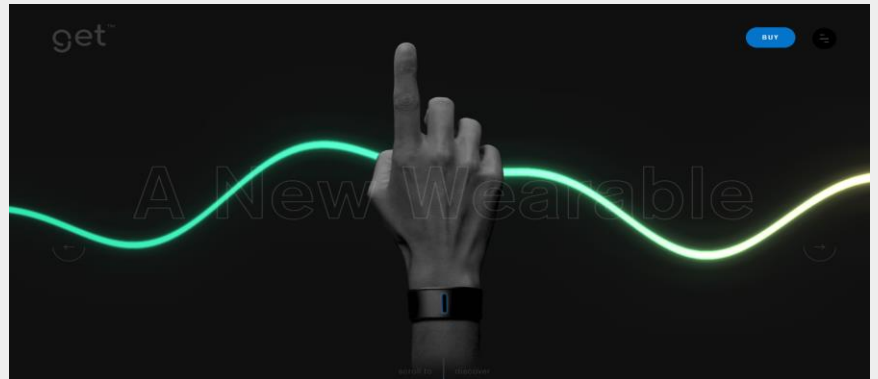
Cyberpunk, as expected, follows the cyberpunk aesthetic perfectly. We took inspiration from the futuristic design overlaid on the grungy concrete background, with each item having its own dedicated screen space with a consistent background.



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

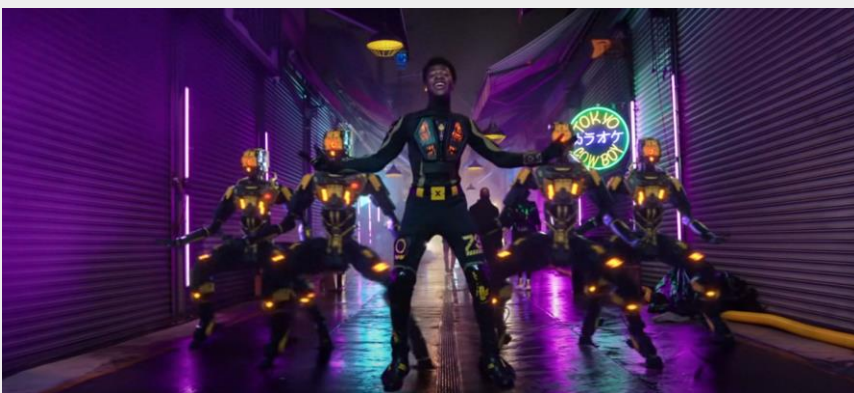
We were inspired by the dark grungy design from this website. They have an image of a brick wall in the background of their website, which remains fixed even when the user is scrolling. This creates an illusion of depth which we like.

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.

Company Image

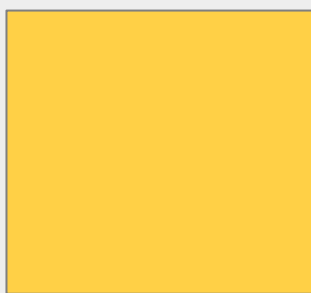
Our company aims to embrace the digital age. We have adopted a futuristic style as we believe that the products we produce incorporate the latest multimedia technologies. We are constantly inspired by leading edge systems and hope to indicate this through our website.

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.

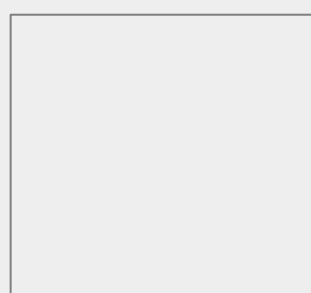
Taking inspiration from cyberpunk aesthetics, darker, grungy elements are used to contrast the clean colours and metals of the site and provide some texture. It is a reminder that nothing is perfect, yet we can make progress despite our differences and flaws.



#4C5760



#FFD046



#EEEEEE

Company Image



Yellow - High energy and intelligence, our enthusiasm for future technology.

Silver/grey - Metallic textures to create a futuristic look to match our company image of embracing the digital age.
(Marshall 2021)

Navy blue - To create a more modern dark theme and add to the futuristic style. Navy blue shows power, elegance and mystery, which matches our style well.

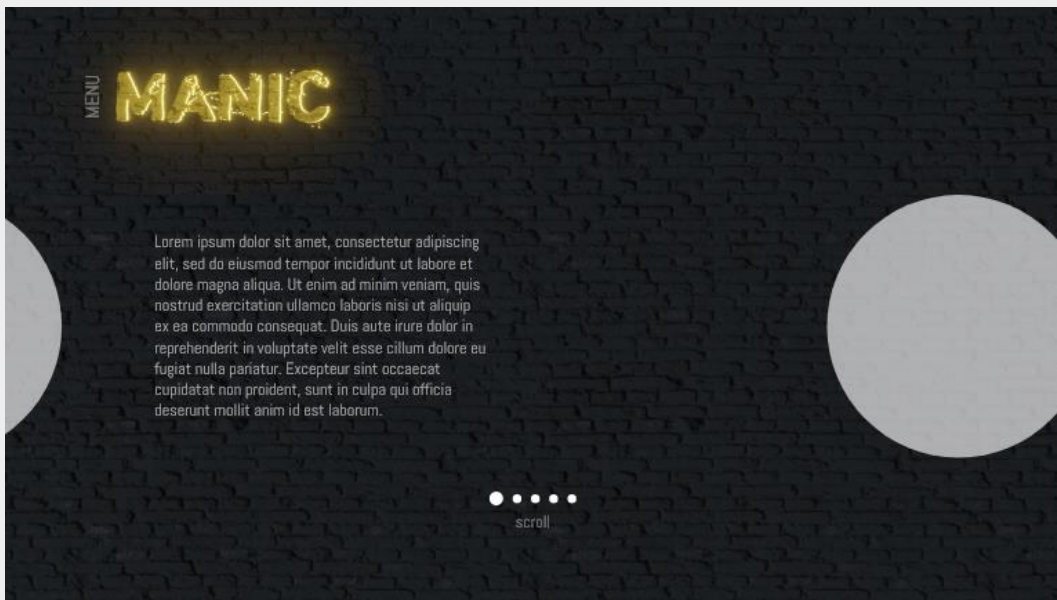
Site Structure

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 incentive 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.

Wireframes

This is our Home Page. When the user scrolls, we plan to have a carousel that displays our projects. The transitions between our projects should be seamless and provide a 3D effect.

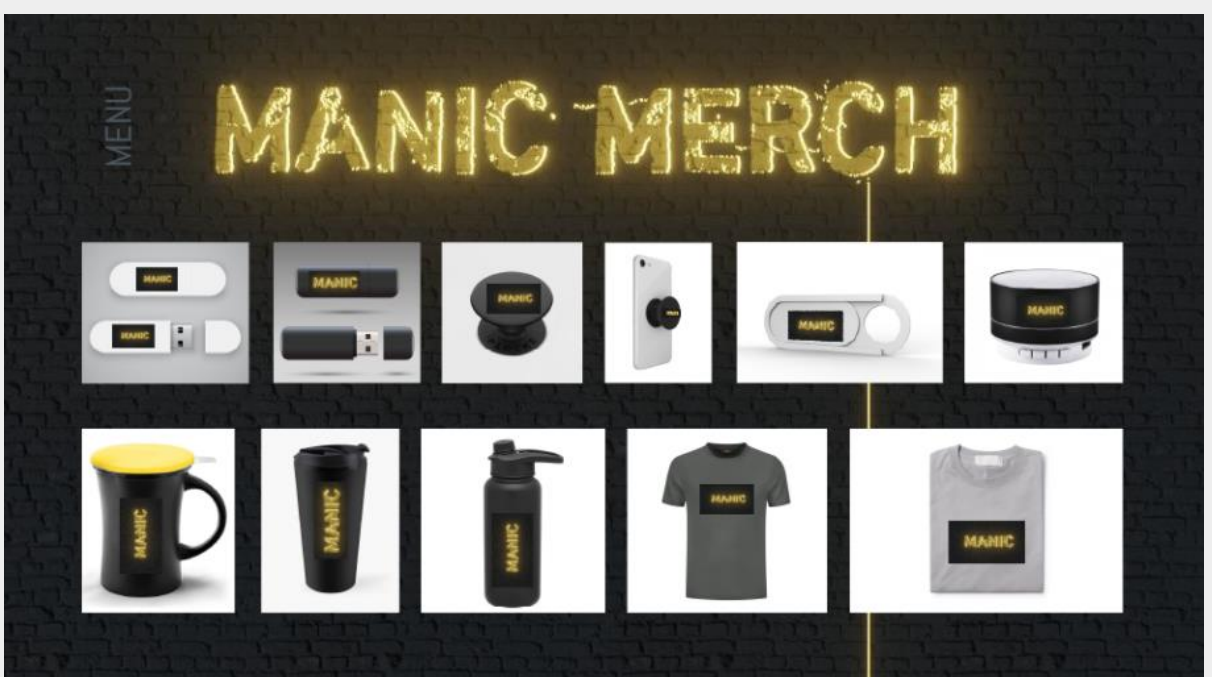


Wireframes

This is our Menu screen, which appears after a user has clicked on the Menu button. Each of our sections is a neon sign. The transition from the home page to the menu would be as if you were looking up at a neon sign.



This is our Merchandise screen.



References

Market Research:

- *Cyberpunk 2077* [online]. Available from: <https://www.cyberpunk.net/za/en/> [accessed 7 September 2021]
- *Techland* [online]. Available from: <https://dl2.dyinglightgame.com/> [accessed 7 September 2021]
- *Get* [online]. Available from: <https://www.getwearable.net/> [accessed 7 September 2021]
- *Lil Nas X – Panini* [online]. Available from: <https://www.youtube.com/watch?v=bXcSLI58-h8> [accessed 7 September 2021]

Colours:

- *Color Wheel Pro* [online]. Available from: <http://www.color-wheel-pro.com/color-meaning.html> [accessed 7 September 2021]
- Marshall, S., (2021) *Color Meaning and Symbolism: How to use the power of color* [online]. Available from: <https://www.canva.com/learn/color-meanings-symbolism/> [accessed 7 September 2021]

Image on front page:

- *Neon Lighting* [online]. Available from: https://en.wikipedia.org/wiki/Neon_lighting [accessed 7 September 2021]

Template Inspiration:

- *Visme* [online]. Available from: <https://visme.co/blog/proposal-template/> [accessed 7 September 2021]

Our repository:

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