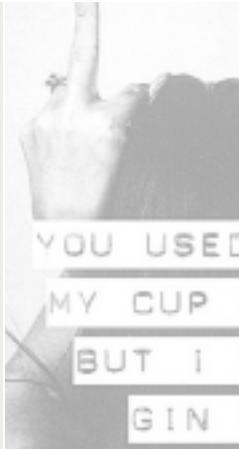




GIN & tonic



Ciska Callens
New Media Design II
Campus mariakerke
Arteveldehogeschool
2 STDV - photodesign

Inleiding

Voor de eindtaak van New Media Design II kregen we de opdracht om een website met aangepaste huisstijl en social media kanalen te maken. Dit met als onderwerp: foodtruck. Het eerste werk was het vinden van een leuk onderwerp voor mijn foodtruck. Ik kwam al snel op heel wat ideetjes. Bij al mijn ideetjes ging ik conceptueel en design gericht gaan denken om de knoop door te haken. Ik koos voor een Gintonic truck.

Gin & Tonic: the best refreshment on your foodtruck party!

Inhoudsopgave

- 4 Doel website
- 5 Concept
- 6 Moodboard
- 7 Ideaboard
- 8 Huisstijl
- 15 Inhoudsbepaling
- 17 Sitemap
- 18 Wireframes
- 30 Visual design
- 36 Social media
- 37 Screenshots
- 46 Besluit

Doel webiste

Foodtrucks zijn een hype. Tegenwoordig worden er heel wat foodtruck festivals georganiseerd, en telkens is het een groot succes. Ook voor allerlei privee feestjes worden er foodtrucks ingehuurd. Dit gaat van personeelsfeesten en after-workparty's tot trouws en verjaardagsfeestjes, je ziet de trucks overal verschijnen.

Met mijn website wil ik de weg naar de Gin & Tonic foodtruck zo gemakkelijk mogelijk maken. Mensen komen op de website wanneer ze opzoek zijn naar een foodtruck die de drank op hun feestje verzorgt. Belangrijk op mijn website is dat het heel duidelijk en eenvoudig is om de foodtruck te huren. Dit is dan ook het hoofddoel van de site. Daarnaast dient de website als een middel om bekender te worden, om bereikt te worden en als informatietool.

Concept

Bij het horen van de opdracht kwamen meteen heel wat ideetjes bij mij op. Een foodtruck festival pik ik graag mee. Ik dacht welke foodtruck ik vaak wel mis op dergelijke festivalletjes. Een champagnefoodtruck, koffiefoodtruck, juice truck, avocado truck, burgertruck, pesto/basilicum truck.

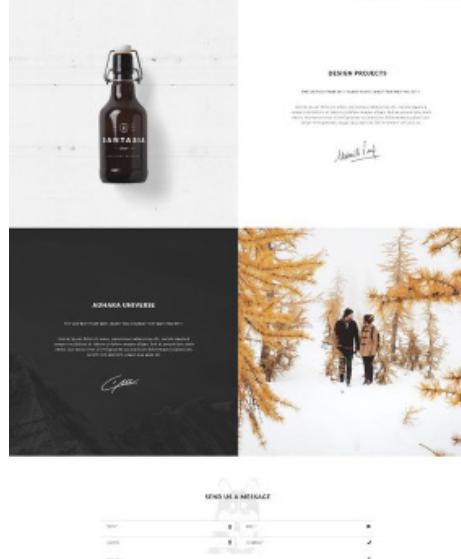
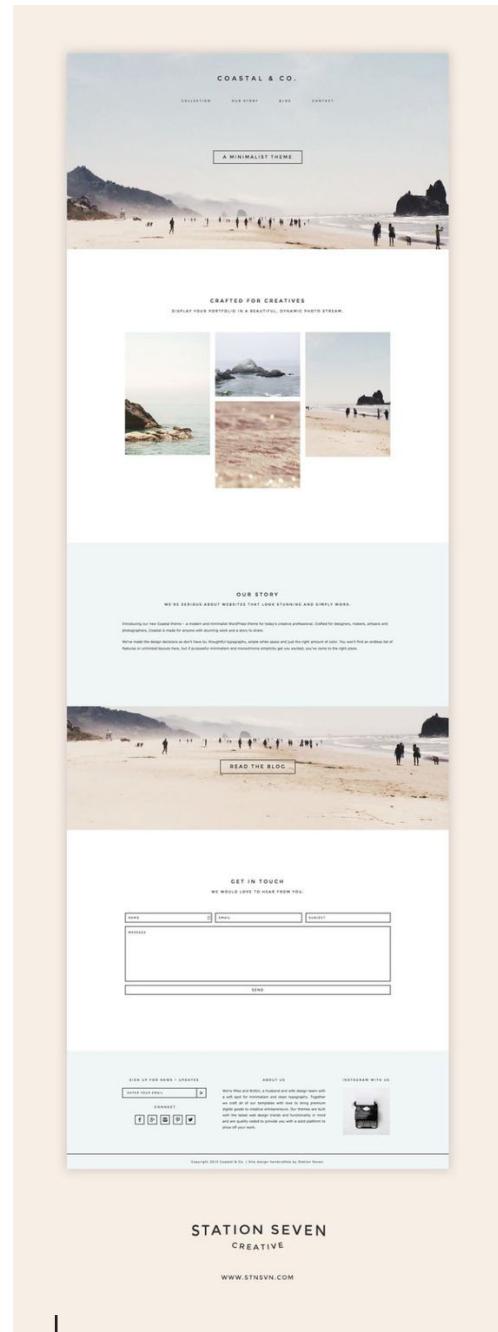
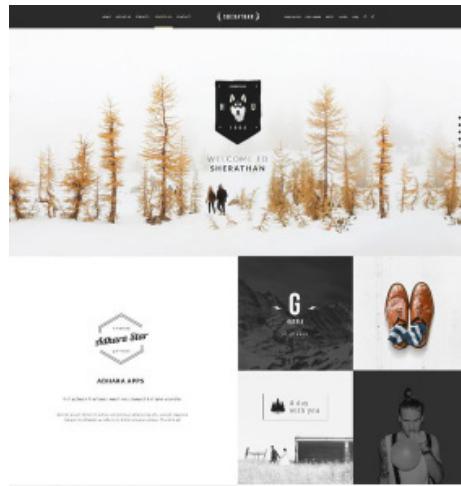
Het grootste gebrek bij een foodtruckfestival zijn de dranktrucks. Deze zijn vaak in mindere aantal aanwezig. Ik beperkte mijn keuze dus snel. Heel vaak worden er wijntrucks en cocktailtrucks geplaatst. Maar door mijn persoonlijke voorkeur voor Gintonic koos ik ervoor mijn website te maken rond dit drankje.

Het wordt een foodtruck met enkel Gintonic. Hier kan natuurlijk nog heel wat onderscheid in gemaakt worden. Er bestaan heel wat verschillende soorten en smaken. In de Gin & Tonic foodtruck zal voor elk wat wils te verkrijgen zijn. Dit gaat van typische vrouwengins tot zeer exclusieve gins.

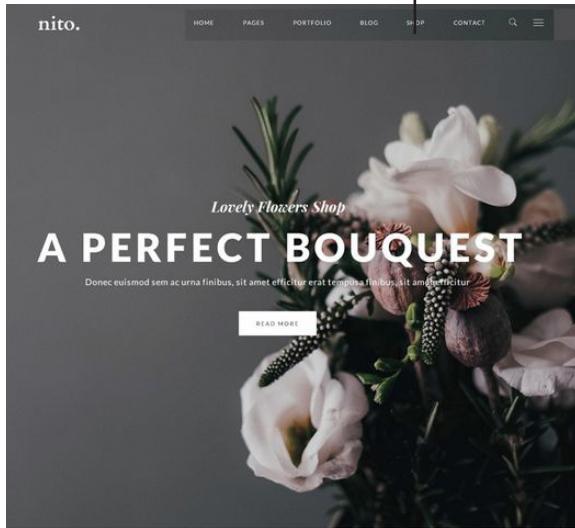
Moodboard



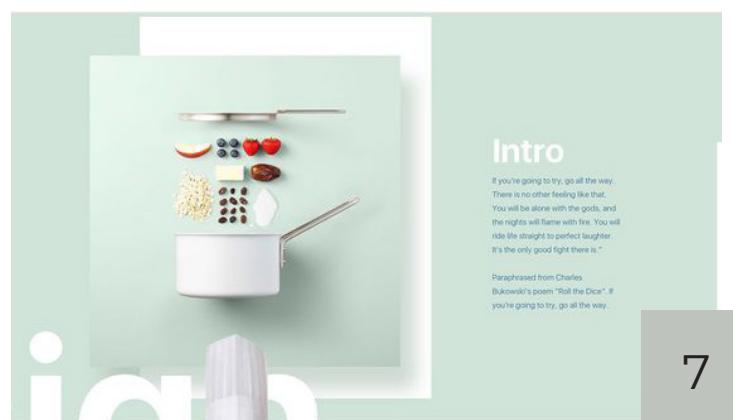
Ideaboard



Werken met transparantie
tekst op afbeelding



Werken in vlakken



Kleurgebruik

Huisstijl

Logo





the best refreshment on your foodtruck party

Title

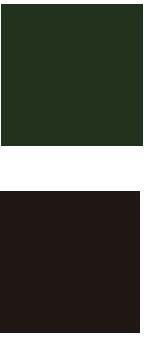
Ondertitel

Etiam a purus orci. Etiam nec enim a diam facilisis dictum ac et mi. Nam pulvinar mattis leo pellentesque malesuada. Etiam enim lectus, lobortisac lectus et, tempus fermentum massa. Donec at mauris non lectus congue consectetur ut eu metus. Nullam dictum et malesuada. Etiam enim lectus, lobortisac lectus et, tempus fer

Etiam a purus orci. Etiam nec enim a diam facilisis dictum ac et mi. Nam pulvinar mattis leo pellentesque malesuada. Etiam enim lectus, lobortisac lectus et, tempus fermentum massa. Donec at mauris non lectus. Nam pulvinar mattis leo pellentesque malesuada. Etiam enim lectus, lobortisac

Kleuren

#bec3bd #e6e4e7 #dce2d6



#1e1715 #23321d

Menu knopen

gintruck menu
staplaatsen hire us

Knopen

Futura Medium - 27 pt
Futura Medium - 20 pt
Futura Condensed Medium - 12 pt
Futura Condensed Medium - 12 pt

Title

Ondertitel

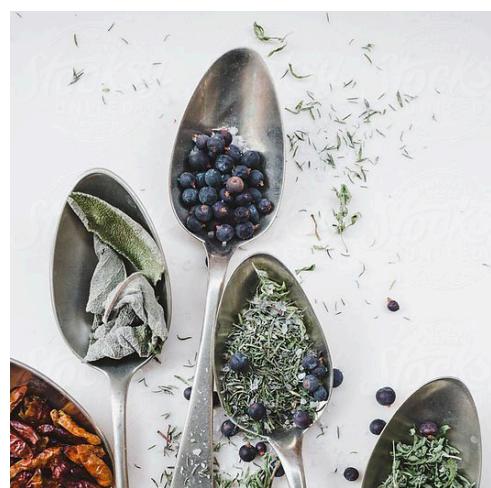
Doorloopend
Hyperlinks

nieuwbrief

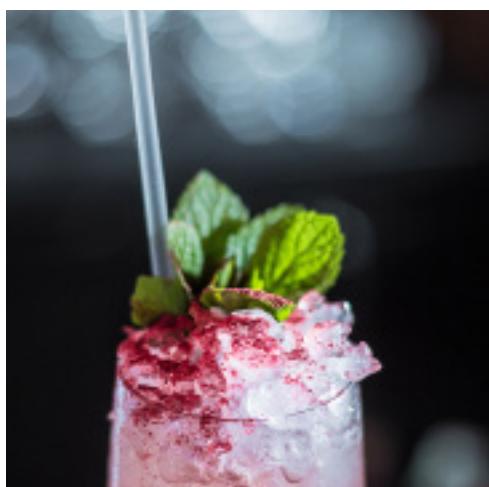
hire us



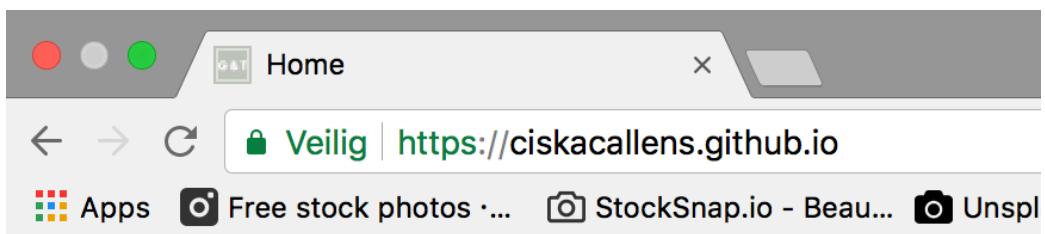
Beelden



Beelden



Flavicon



gin&tonic

Touchiconen



Inhoudsbepaling

Slogan:

The best refreshment on your foodtruckparty

Intro:

FOODTRUCK.

we love foodtruckparties.

who doesn't? the cosyness and atmosphere at such a parties overwhelming. It's like a festival for young and old. You can take your lover with you for a romantic datenight, or you can go with your little siter for a evening filled with fun.

Wat we doen:

a gin for everyone.

we're specialized in creating new combinations to personalize a gin. we come to you with our truck and serve you the gin that's exactly what you wanted

newspaper:

stay in touch with us. fill in your mail address to inscribe on our newspaper en get to know some personalized gin recepes.

Menu:

personalised.

we're specialised in making a gintonic very personal. You're a sweet kind of person, or you like it bitter or spicy. Just let us know en we make a gintonic that fit's you best. We offer also some standard recepes for man and woman. You see them below.

Cocktails:

Guilty pleasure,
tonic delight,
ol' smokey,
posh g & t

Meet us:

26.03

HAP foodtruckfestival
Grote markt Ieper
woensdag - zondag
10:00 - 22:00

22.04

HAP foodtruckfestival
Grote markt Aalst
woensdag - zondag
10:00 - 22:00

12.06

HAP foodtruckfestival
Grote markt Sint-Niklaas
woensdag - zondag
10:00 - 22:00

Hire us:

gin & tonic

the best refreshment on your foodtruckparty. You can hire us, so one of our talented gin maker will come to your party to serve some original

Invulformulier:

naam

email

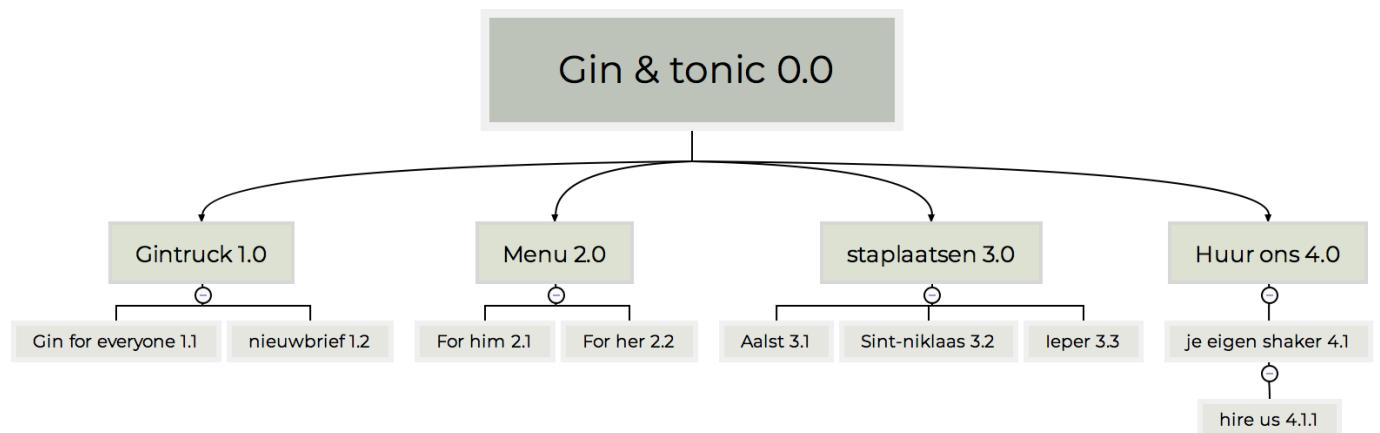
aantal personen

datum

plaats

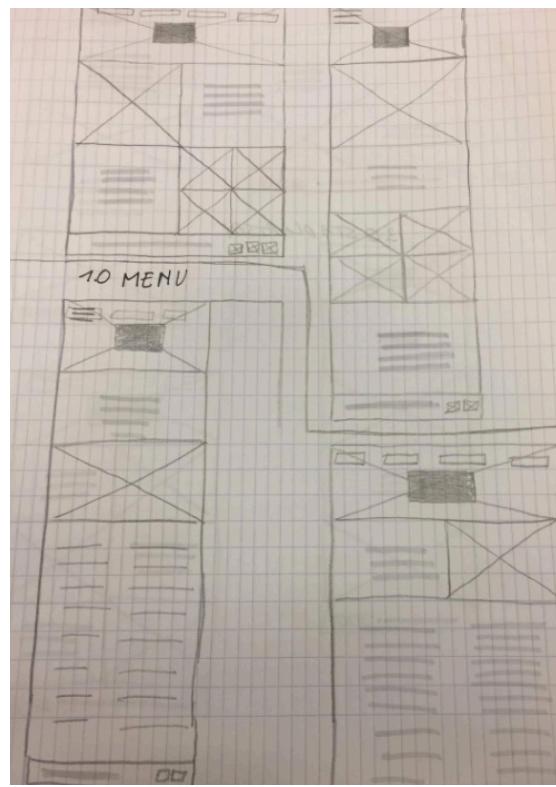
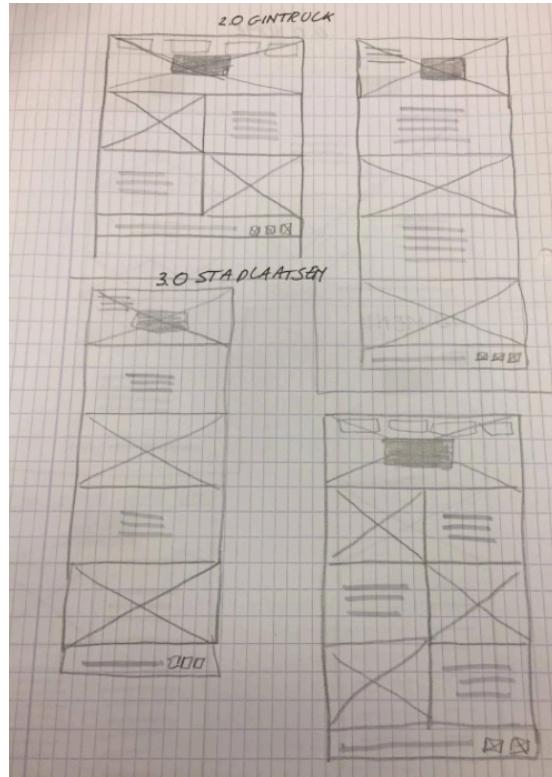
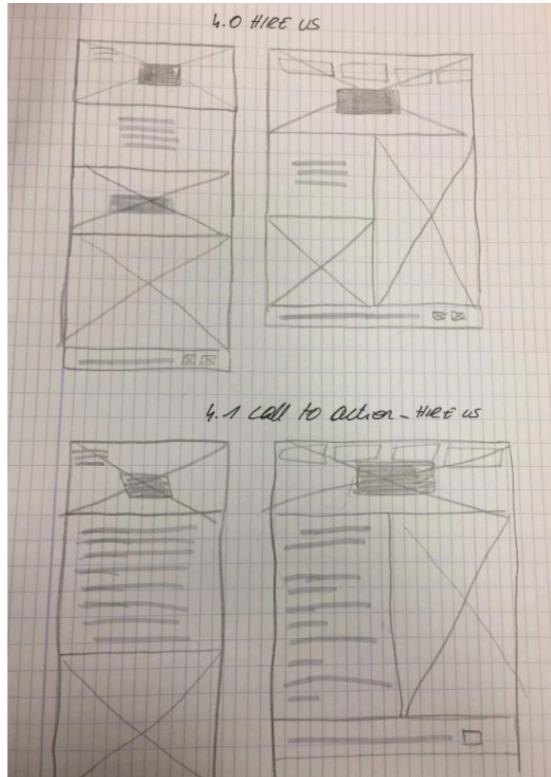
tijd

Sitemap

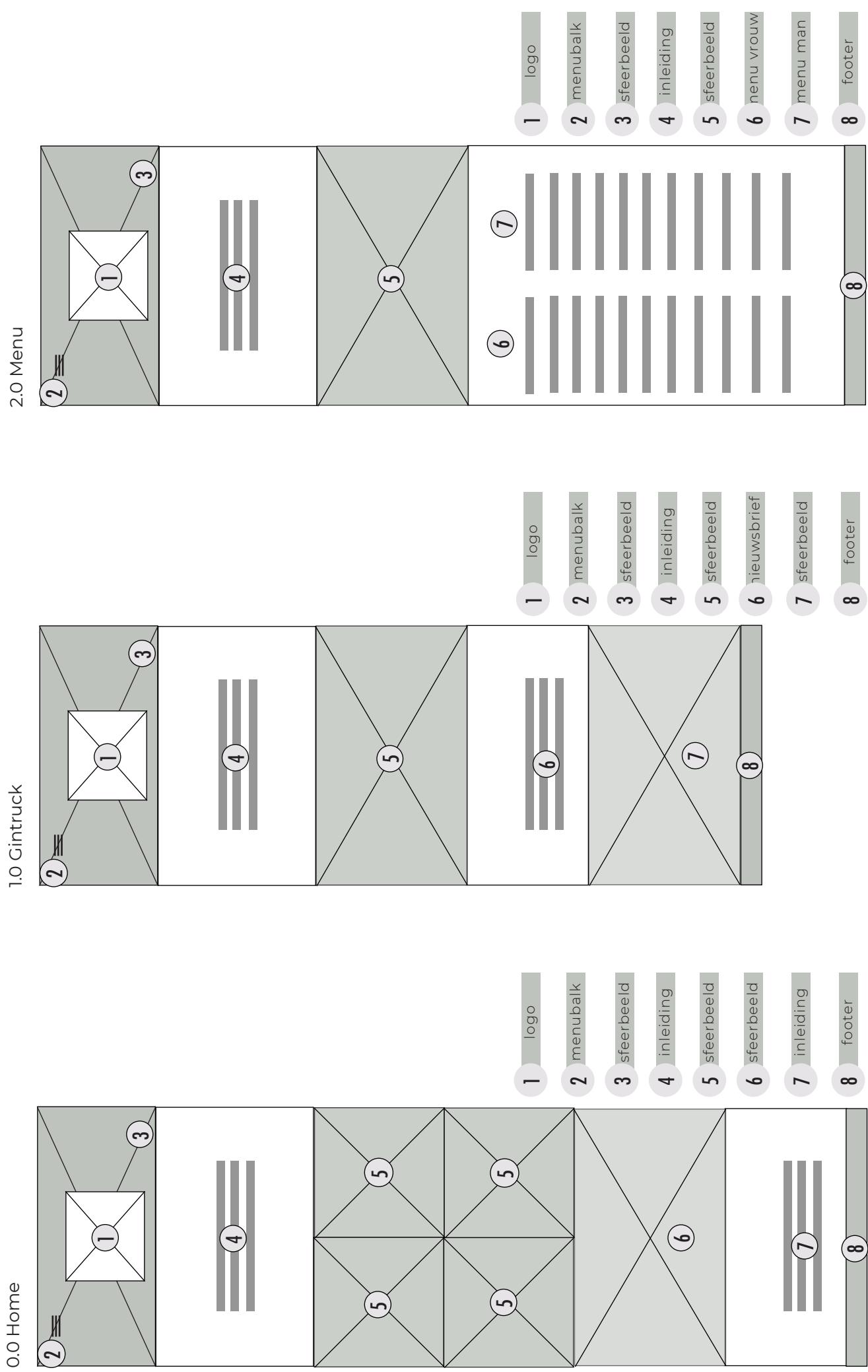


Wireframes

Wireframes - LO-FI

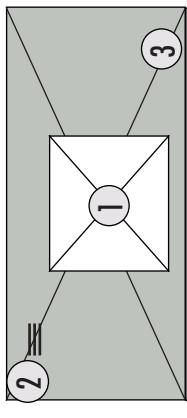


Wireframes - Mobile



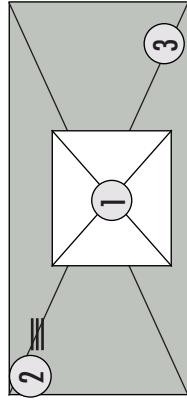
Wireframes - Mobile

3.0 stapplaatsen



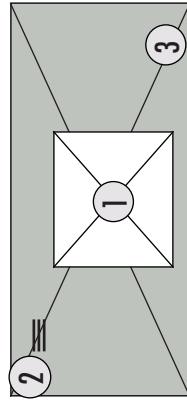
- 1 logo
- 2 menu balk
- 3 sfeerbeeld
- 4 adres
- 5 map
- 6 adres
- 7 map
- 8 adres
- 8 footer

4.0 huur ons



- 1 logo
- 2 menu balk
- 3 sfeerbeeld
- 4 quote
- 5 knop
- 6 parmanfoto
- 7 footer

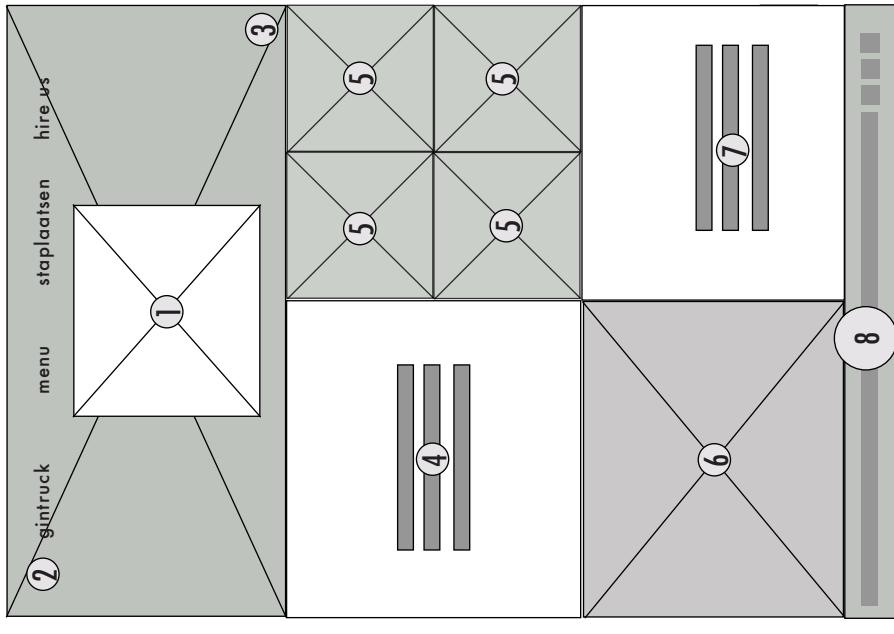
5.0 call to action huur ons



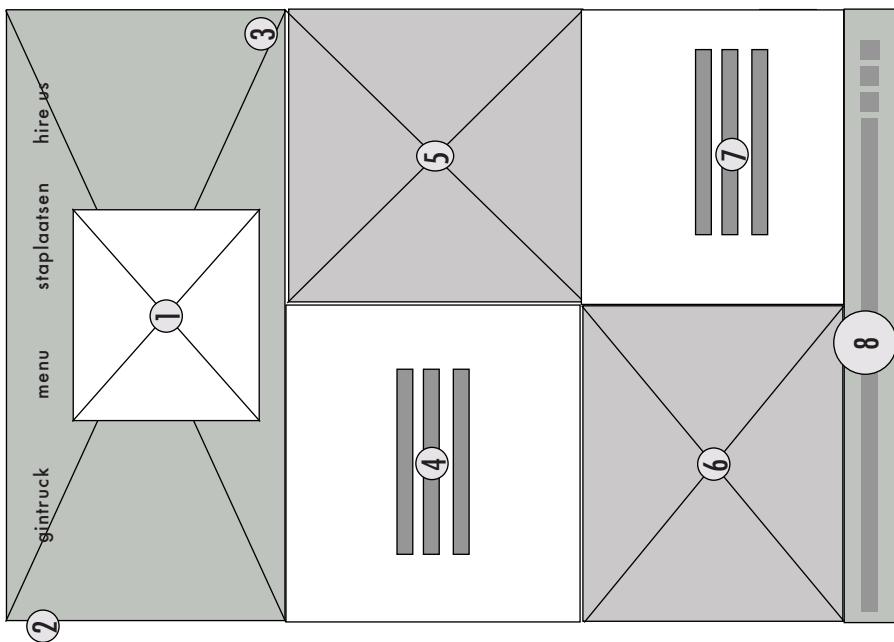
- 1 logo
- 2 menu balk
- 3 sfeerbeeld
- 4 invullijst
- 5 sfeerbeeld
- 6 footer

Wireframes - Desktop

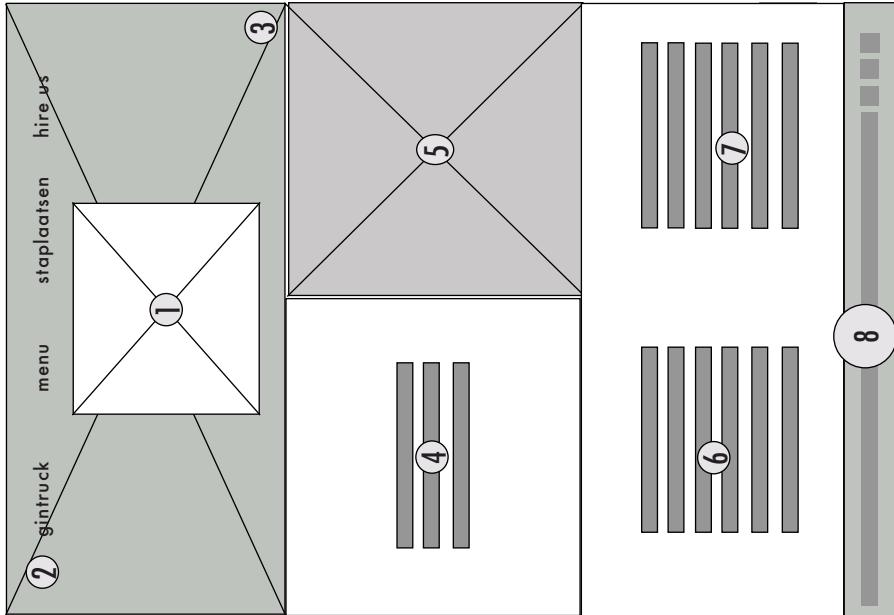
0.0 Home



1.0 Ginsttruck



2.0 Menu



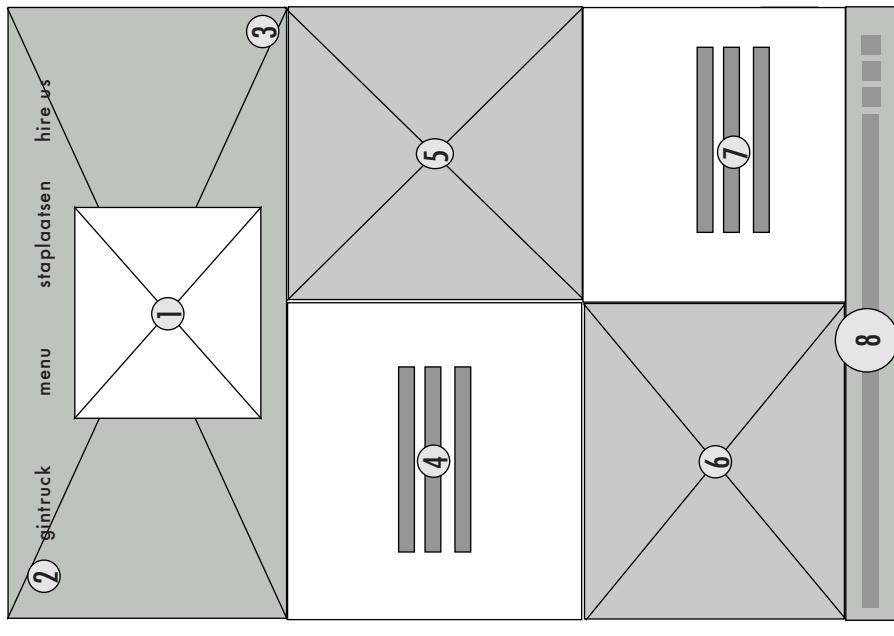
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| 2 menubalk | 6 menu vrouw |
| 3 sfeerbeeld | 7 menu man |
| 4 footer | 8 quote |

- | | |
|--------------|--------------|
| 1 logo | 5 sfeerbeeld |
| 2 menubalk | 6 sfeerbeeld |
| 3 sfeerbeeld | 7 quote |
| 4 inleiding | 8 footer |

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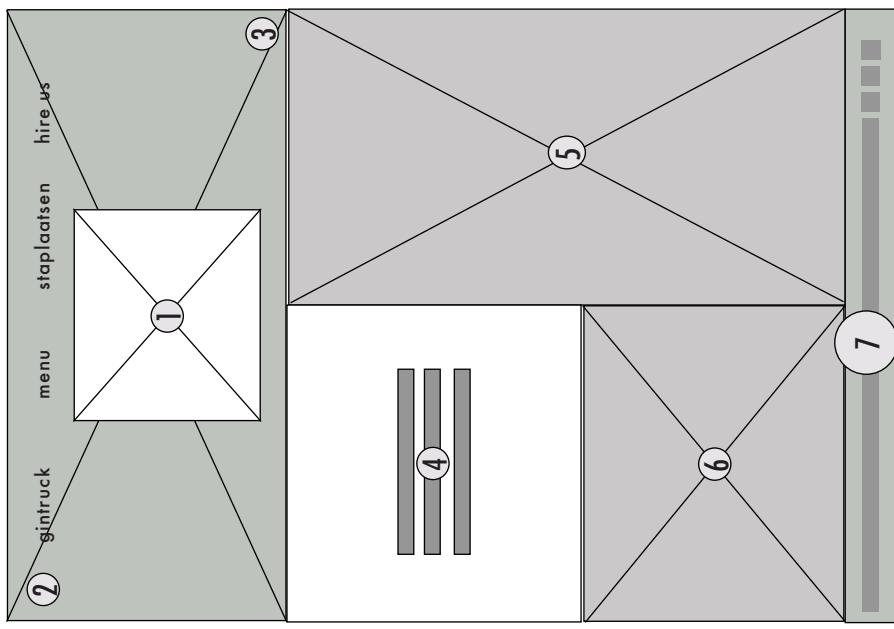
Wireframes - Desktop

3.0 stapplaatsen



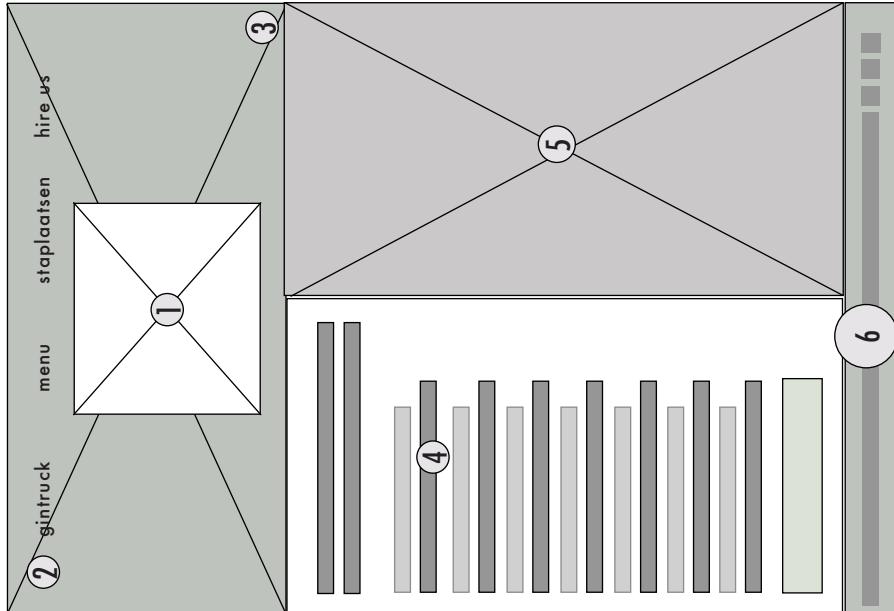
- 1 logo
- 2 menubalk
- 3 sfeerbeeld
- 4 adres
- 5 maps
- 6 adres
- 7 maps
- 8 footer

4.0 Huur ons



- 1 logo
- 2 menubalk
- 3 sfeerbeeld
- 4 uitleg
- 5 barman
- 6 knop
- 7 foäter

5.0 call to action huur ons



- 1 logo
- 2 menubalk
- 3 sfeerbeeld
- 4 invullijst
- 5 sfeerbeeld
- 6 footer

Wireframes screenshot - Desktop

0.0 home

GIN&TONIC

GINTRUCK MENU PLAATSEN HUUR ONS

1.0 gintruck

GIN&TONIC

GINTRUCK MENU PLAATSEN HUUR ONS

TITEL.

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naam
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naam
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Wireframes screenshot - Desktop

2.0 menu



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3.0 plaatsen



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naam
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Wireframes screenshot - Desktop

4.0 huur ons

GIN&TONIC

GINTRUCK MENU PLAATSEN HUUR ONS

5.0 formulier

GIN&TONIC

GINTRUCK MENU PLAATSEN HUUR ONS

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Mouse

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First name:

Mickey

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Mouse

Submit

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Wireframes screenshot - mobile

0.0 home

GIN&TONIC



1.0 gintruck

GIN&TONIC



TITEL.

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Wireframes screenshot - mobile

2.0 menu

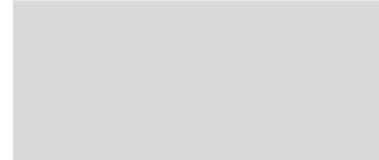
GIN&TONIC



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3.0 plaatsen

GIN&TONIC



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naam

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Wireframes screenshot - mobile

4.0 huur ons

GIN&TONIC



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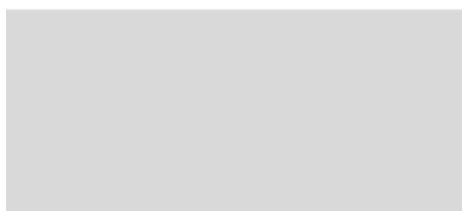
**HIRE US.
CLICK HERE**

naam

follow us

5.0 formulier

GIN&TONIC



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First name:

Mickey

Last name:

Mouse

First name:

Mickey

Last name:

Mouse

First name:

Mickey

Last name:

Mouse

Submit

naam

follow us

Visual design

Visual design - mobile

0.0 Home



gin & tonic
the best refreshment on your foodtruckparty

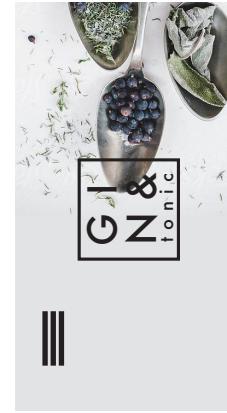


to gin
or not to gin

silly question

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1.0 Gintruck



a gin for everyone.

we're specialized in creating new combinations to personalize a gin. we come to you with our truck and serve you the gin that's exactly what you wanted

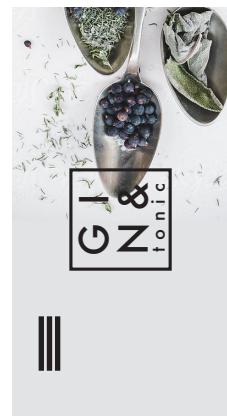


newspaper

stay in touch with us.
click here to subscribe on our
newspaper en get to know some
personalized gin recipes.



2.0 Menu



Soup of the day

- gin tonic -



menu for a man's taste

tonic delight
a floral gin with a dash of rose
and peach

guilty pleasure
herbal-style gin with leaves of
fresh mint

tonic delight
a floral gin with a dash of rose
and peach

posh gin & t
chilly gin with sweet vermouth

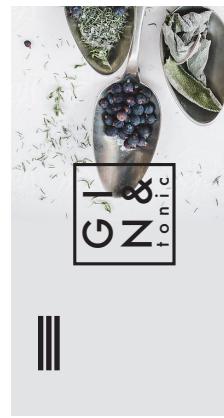
ol' smokey
heavy gin with super smokey
whiskey

posh gin & t
chilly gin with sweet vermouth

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Visual design - mobile

3.0 stapplaatsen



26.01

H&P foodtruckfestival aalst
monday - sunday
10:00 - 20:00

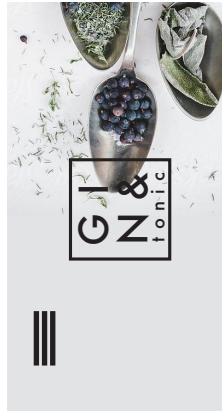


18.03

bario cantina sint-niklaas
monday - sunday
10:00 - 21:00



4.0 huur ons



you're own shaker

- yes please -

hire the gin & tonic foodtruck



ciska callens - arteveldehuis - industrieweg 232 mariakerke
follow us

5.0 call to action huur ons



our foodtruck at your party

answer the following questions and you will hear soon from us.

name	<input type="text"/>
email	<input type="text"/>
type of party	<input type="text"/>
place	<input type="text"/>
date	<input type="text"/>
time	<input type="text"/>
number of party/people	<input type="text"/>

ciska callens - arteveldehuis - industrieweg 232 mariakerke
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Visual design - desktop

0.0 Home

1.0 Gintruck

2.0 Menu



gin &
the best refreshment on your foodtruck
party

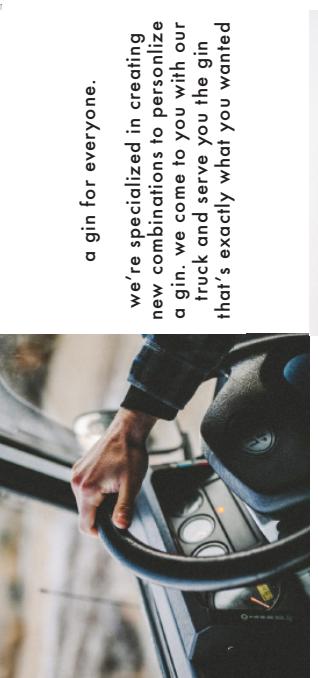


to gin
or not to gin

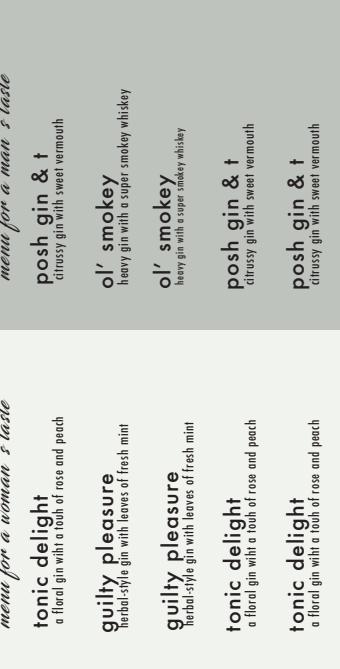
silly question

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Visual design - desktop

3.0 Staplaatsen

4.0 Huur ons

5.0 call to action huur ons



26.01

HAP foodtruckfestival aalst
monday - sunday
10:00 - 20:00

Your own shaker?
- Yes please -



18.03

bario cantina sint-niklaas
monday - sunday
10:00 - 21:00

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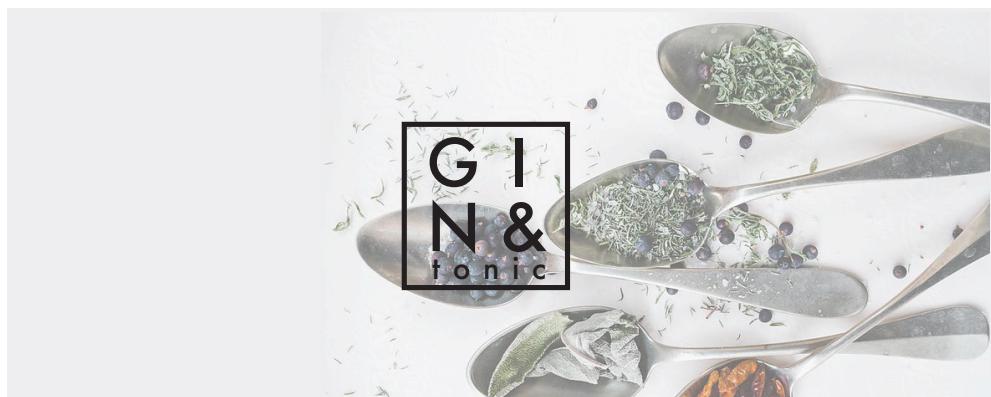
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Visual design - nieuwsbrief

Hey Ciska!



Our next stop is Ypres!

This spring, we're touring around with our new truck. The next stop of our gin & tonic foodtruck is Ypres. We would like to serve a very personal gintonic on your favourite foodtruckparty. we're specialised in making a gintonic that fits your personal preferences.

Discover more



Social media

Facebook

The screenshot shows the Facebook profile of 'Gin & Tonic' (@gin&tonic). The page features a large header image of various botanical ingredients like blueberries, mint, and citrus in spoons. On the left, there's a sidebar with links for Home, About, Photos, Likes, Posts, and a prominent 'Create a Page' button. The main content area includes a status bar with 'Status' and 'Photo/Video' options, a text input field for posting, and a 'Photos' section showing a black and white photo of a food truck at night. To the right, there are sections for 'App Page', a search bar, and a post from the page itself: 'Gin & Tonic zorgt voor de beste verfrissing tijdens uw foodtruckparty. We staan klaar met gintonics die volledig afgestemd naar jouw persoonlijke smaak.' This post has 535 likes. The overall theme is centered around gin and tonic ingredients.

Youtube

The screenshot shows the YouTube channel page for 'Gin & tonic'. The channel has 3,562,368 subscribers. The main video thumbnail features the same botanical ingredients as the Facebook page. Below the video, there are links for 'Home', 'Videos', 'Playlists', 'Channels', and 'About'. The 'About' section contains the text: 'Gin & Tonic zorgt voor de beste verfrissing tijdens uw foodtruckparty. We staan klaar met gintonics die volledig afgestemd naar jouw persoonlijke smaak.' The channel also includes links to their website (www.everyinteraction.com) and social media profiles (Google+, Facebook, Twitter, Instagram).

Screenshots

Screenshot - Desktop

0.0 home

gin&tonic

gintruck

menu

meet us

hire us

G I N & tonic

1.0 gintruck



HELLO.

you're having a foodtruckparty?
hire us for the best refreshment.



FOODTRUCK.

we love foodtruckparties,
who doesn't? the cosiness and atmosphere at such a party
is overwhelming. It's like a festival for young and old. You can take your
lover with you for a romantic datenight, or you can go with your
family for a evening filled with fun.



newspaper

stay in touch with us, fill in your mail address to incrise on our
newspaper en get to know some personalized gin recepas.

email

[your email...]

sent



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Screenshot - Desktop

2.0 menu

gin&tonic

gintruck

menu

meet us

hire us

G | N & tonic

personalised.

we're specialised in making a gin tonic very personal. you're a sweet kind of person, or you like it bitter or spicy. just let us know en we make a gin tonic that it's you best. we offer also some standard recipies for man and woman. you see them below.

The Ultimate Gin & Tonic - Bombay Sapphire Cocktail

for her.

tonic delight

a floral gin with a touch of rose and peach

for him.

posh gin & t

citrusy gin with sweet vermouth and ginger

for her.
tonic delight
a floral gin with a touch of rose and peach

for him.
posh gin & t
citrusy gin with sweet vermouth and ginger



for her.
guilty pleasure
a floral gin with a touch of rose and peach



for him.
heavy gin with a super smoky whiskey taste



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3.0 plaatsen

gin&tonic

gintruck

menu

meet us

hire us

G | N & tonic



The Ultimate Gin & Tonic - Bombay Sapphire Cocktail

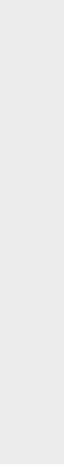
26.03

HAP foodtruckfestival
Grote markt Ieper
woensdag - zondag
10:00 - 22:00



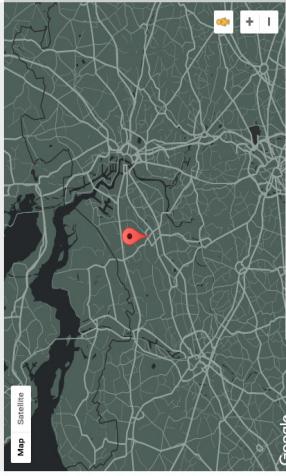
22.04

HAP foodtruckfestival
Grote markt Aalst
woensdag - zondag
10:00 - 22:00



12.06

HAP foodtruckfestival
Grote markt Sint-Niklaas
woensdag - zondag
10:00 - 22:00



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Screenshot - Desktop

4.0 huur ons

gin&tonic

gintruck

menu

meet us

hire us

gin&tonic

gintruck

menu

meet us

hire us

gin&tonic

gintruck

menu

meet us

hire us

gin & tonic

the best refreshment on your foodtruckparty. You can hire us, so one of our talented gin makers will come to your party to serve some of our best recipes.

HIRE US.

click here to hire us

5.0 formulier

gin&tonic

gintruck

menu

meet us

hire us

gin&tonic

gintruck

menu

meet us

hire us

gin & tonic

our foodtruck at your party
answer the following questions and you will hear from us soon.

name

your name..

email

your email..

place

where's the party..

date

when is the party..

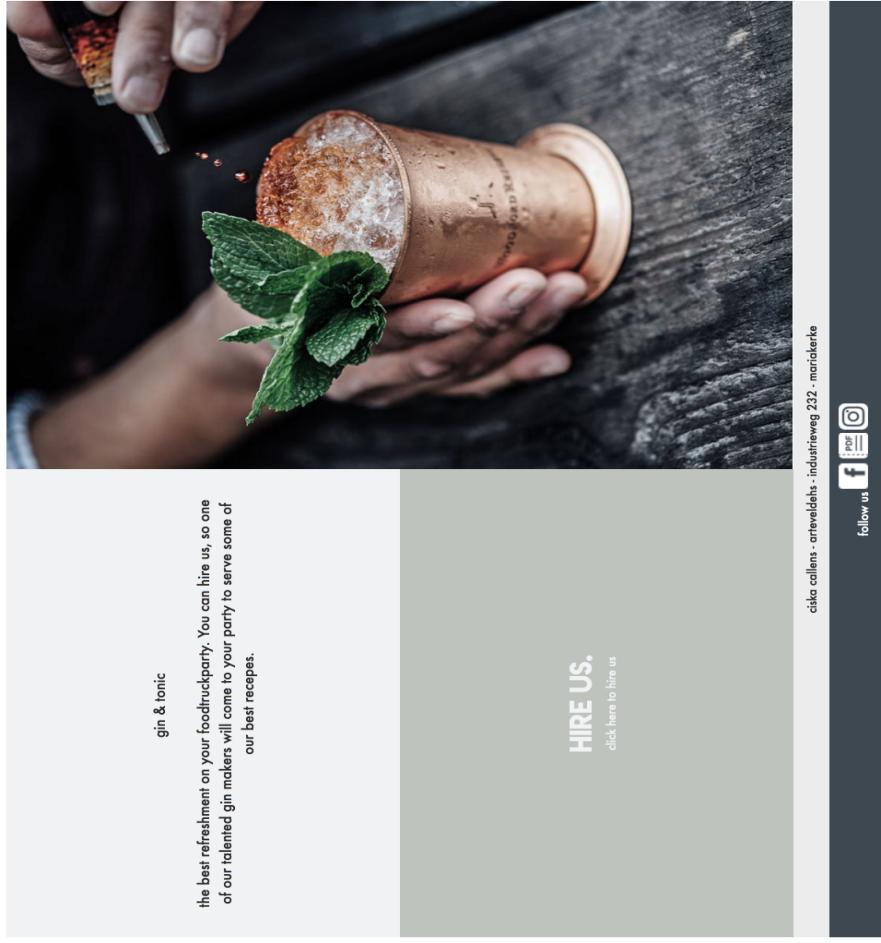
time

at what time..

number of partypeople

how many people are invited..

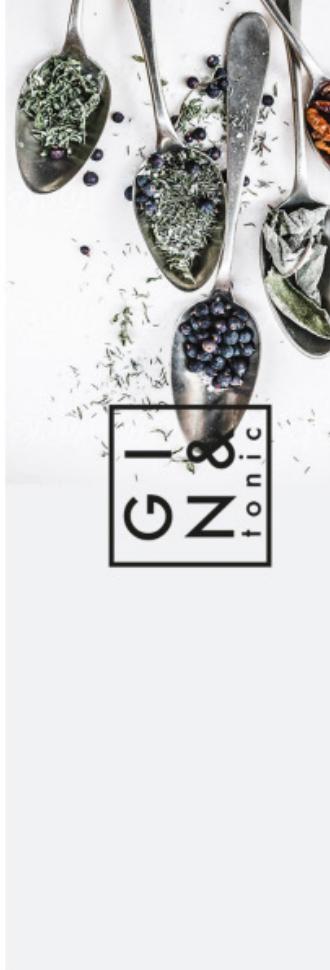
sent



Screenshot - Desktop

nieuwsbrief

Hey *|FNAME|*



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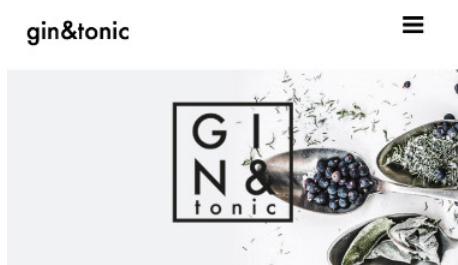
[discover more](#)



[Unsubscribe from this list.](#)

Screenshot - mobile

0.0 home



HELLO.

you're having a foodtruckparty?
hire us for the best refreshment.



FOODTRUCK.

we love foodtruckparties.
who doesn't? the cosyness and atmosphere at such a party overwhelming. It's like a festival for young and old. You can take your lover with you for a romantic datenight, or you can go with your family for a evening filled with fun.

datenight, or you can go with your family for a evening filled with fun.



1.0 gintruck



a gin for everyone.

we're specialized in creating new combinations to personalise a gin. we come to you with our truck and serve you the gin that's exactly what you wanted.



newspaper

stay in touch with us. fill in your mail address to inscribe on our newspaper en get to know some personalized gin recepes.

emgil

your email..

sent

[your email..](#)

sent



Screenshot - mobile

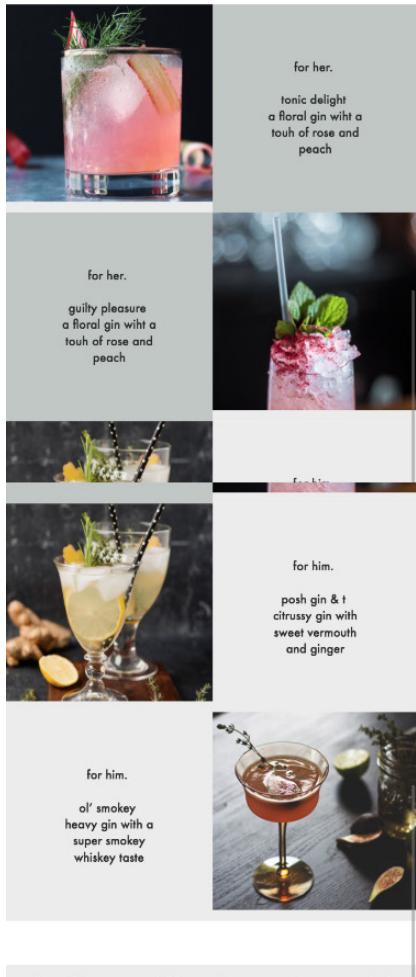
2.0 menu

gin&tonic



personalised.

we're specialised in making a gintonic very personal.
you're a sweet kind of person, or you like it bitter or
spicy. just let us know en we make a gintonic that fit's
you best. we offer also some standard recepes for man
and woman. you see them below.



3.0 plaatsen

gin&tonic



26.03

HAP foodtruckfestival
Grote markt leper
woensdag - zondag
10:00 - 22:00



22.04

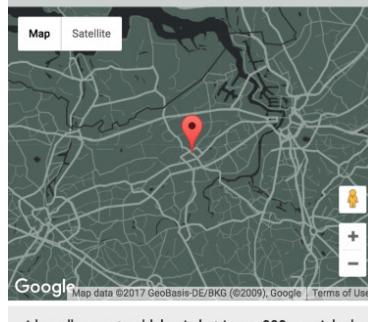
HAP foodtruckfestival
Grote markt Assel
woensdag - zondag
10:00 - 22:00



12.06

HAP foodtruckfestival
Grote markt Sint-Niklaas
woensdag - zondag
10:00 - 22:00

HAP foodtruckfestival
Grote markt Sint-Niklaas
woensdag - zondag
10:00 - 22:00



Screenshot - mobile

4.0 huur ons

gin&tonic



5.0 formulier

gin&tonic



our foodtruck at your party

answer the following questions and you will hear from us soon.

name

email

place

place

date

time

number of partypeople

HIRE US.
[click here to hire us](#)



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our foodtruck at your party

answer the following questions and you will hear from us soon.

name

email

place

place

date

time

number of partypeople

sent

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Screenshot - mobile

nieuwsbrief

Hey *|FNAME|*



Our next stop is Ypres!

This spring, we're touring around with our new truck. The next stop of our gin & tonic foodtruck is Ypres. We would like to serve a very personal gintonic on your favourite foodtruckparty. we're specialised in making a gintonic that fits your personal preferences.

[discover more](#)



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Besluit

Het tot een goed eind brengen van de examopdracht New Media Design II was geen simpele opgave. Het was alweer een vakantie geleden dat ik met webdesign bezig was. Ik merkte dat het heel ver zat. In het begin zat ik dan ook snel vast met mijn code. Maar met de oefeningen van in de les en de raad van Google kon ik mijn code toch afwerken.

Positief aan de eindtaak vond ik de tijdlijn en de structuur die aangebracht werd in de les. Het eerst maken van de wireframes in bootstrap heeft me enorm geholpen en deed het eindresultaat vlotter verlopen.