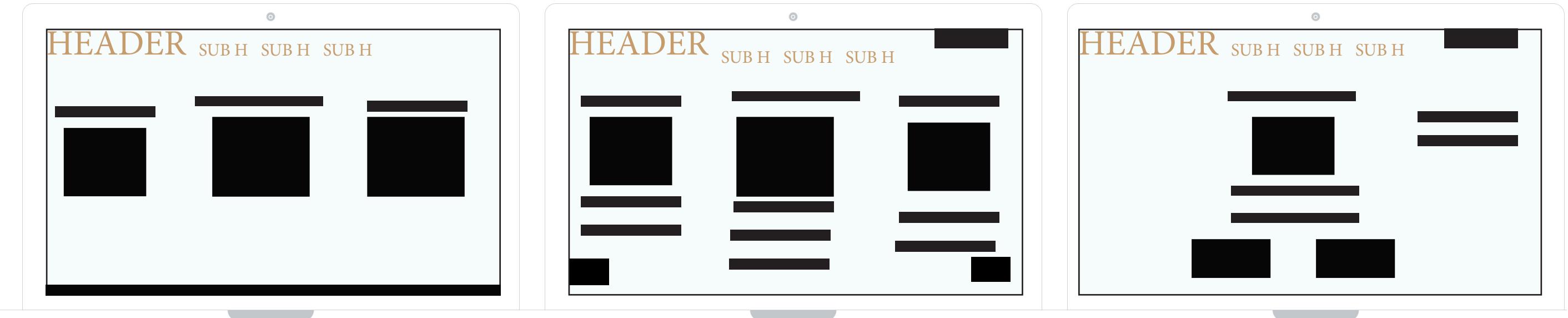


# Flowcharts: Beauty & Style Idea



## HOME PAGE OPTION1

Each article transitions in a horizontal form.  
“from the left to the right”.

The title of the article is in the image. Whenever you click the image to transition into the article, the section fades into a dim light.

## HOME PAGE OPTION 2 ARTICLE LAYOUTS Actual article layout

The text below is a 2-3 sentence blurb containing content for each article, just so that the viewer could get a feel of site's flow.

next & previous buttons on each of the corners in this page.

NEXT: DIRECTS INTO THE NEWEST ARTICLES

PREVIOUS:PAST ARTICLES

SEARCH BAR OPTIONAL (top right corner)

Once you click on the preview image of an article, this is the layout that you would be directed to for an actual story.

OPTIONAL: Quote on the side

# Flowcharts: Beauty & Style Final Stages

JASMINA  
STYLE & BEAUTY

FASHION   POP CULTURE   BEAUTY

MINK DOMINATES THE WINTER

STEPPING AWAY FROM THE WINTER LIKE...



HOW TO...GO PASTEL!



JASMINA  
STYLE & BEAUTY

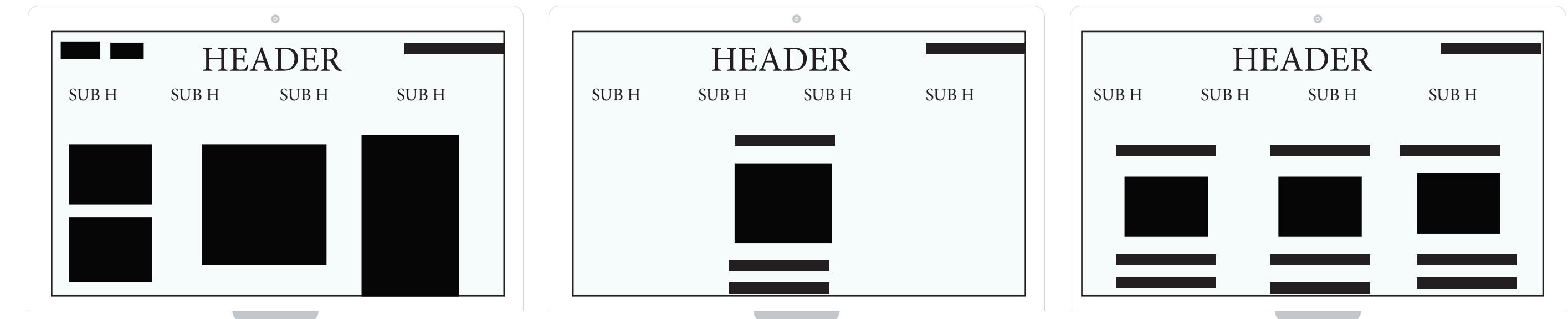
FASHION   POP CULTURE   BEAUTY

MINK DOMINATES THE WINTER

If you're still searching for that perfect winter coat, one of the 10 styles below are likely to be on your list. But the most popular coat in the country right now might shock you. Ready? It's mink. According to Google—which has been helping us track the most-searched fashion styles in the U.S. over the past six months—mink coats are the most in-demand coat style on the Internet these days, beating out even tweed, wool, and



# Flowcharts: Travel Idea



Home page

4 sections of different stories.

Print - centers around one place individually  
favorite tourist spots  
cultural fashion trends

digital- more convenient and on the go stories  
best coffee shops in NYC or London

On left side of header there should be a subscription section, and underneath a "purchase recent print issue"

Article layout

Sleek

Basic (black and white) the images should be the features that stand out the most.

Title at the top of webpage and header image underneath.

Pricing plans layout

each box will be separated by 1.10\$ per month 2. 20 \$ per month 3. 90\$ per year. Under the plans will list the benefits and limitation of each plan.  
-10 dollars (includes all access to monthly online stories and every other day recent uploads)  
ONLY!

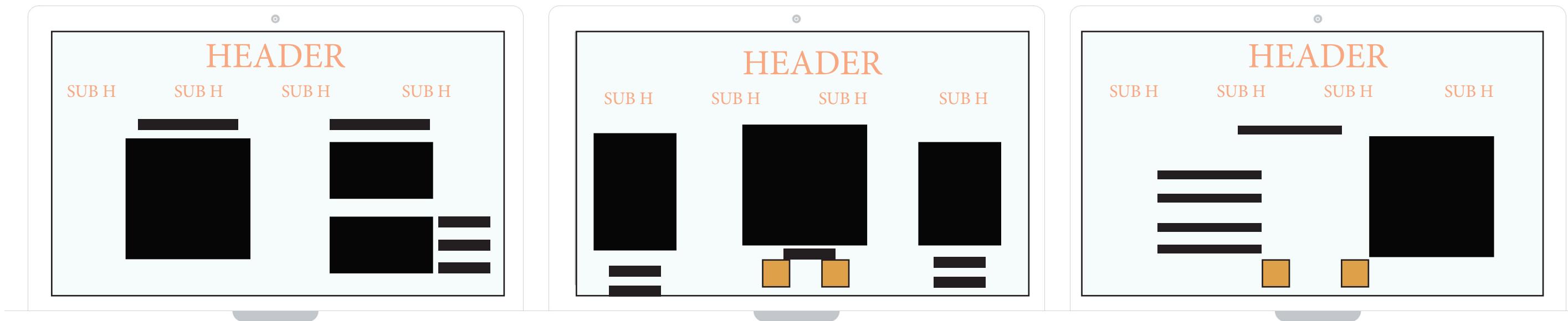
-20 dollars (access to online digital, shipment of print magazines, and access to all key features)  
-90 dollars (access to online digital, shipment of print magazines, and access to all key features, sneak peak of new print content before it comes out on stands, merchandise)

# Flowcharts: Travel Idea Final Designs

The mobile view of the SHORTCAKE website features a header with a search bar labeled "SEARCH". Below the header, the word "SHORTCAKE" is prominently displayed in large, bold, black letters. A navigation bar below it includes links for "HOME", "TRAVEL", "FOOD", and "INTERVIEWS". On the left side, there are two vertical columns of content. The top column is titled "ICELAND ISSUE" and includes a thumbnail of a woman and a thumbnail of a landscape. The bottom column is titled "PASTEL HAIR, SOO IN!" and includes a thumbnail of a woman with pastel hair. In the center, a large article is titled "ICELAND'S SUMMER PARTY SCENE" with a thumbnail of a geothermal pool. To the right, another article is titled "SHORTCAKE MEETS OLIVIA PLAMERO" with a thumbnail of Olivia Plamero. At the bottom of the page, a caption reads: "Everyone knows that Iceland is one of the chilliest places ever, but the people of Iceland know more than anyone how to heat the town up once in a while." A footer at the very bottom says "Goodbye regular hair, hello pastel!".

The second mobile view of the SHORTCAKE website has a similar structure but with some changes. The header "SEARCH" is present. The main title "SHORTCAKE" is at the top. The navigation bar includes "HOME", "TRAVEL", "FOOD", and "INTERVIEWS". The central article "ICELAND'S SUMMER PARTY SCENE" is shown with a larger thumbnail of the geothermal pool. The interview with Olivia Plamero is also present with its own thumbnail. The caption at the bottom remains the same: "Everyone knows that Iceland is one of the chilliest places ever, but the people of Iceland know more than anyone how to heat the town up once in a while." The footer "Goodbye regular hair, hello pastel!" is also present.

# Flowcharts: DIY Idea



## Home page

Lead story is positioned on the left side (will consist of countries that have created famous DIY projects “Germany’s history on the Berlin Wall”).

On the top right handed side will be a section dedicated to “project of the day”.

And the section below will consist of a “diy photobooklet” that displays projects in its constructional phases.

When you click on one of these three sections, it Article layout takes you to this page (similar to the construction of project number 1’s template).

Displays “archival” stories of different categories.

No Search Bar, only this type of page layout (to make the site seem more elite meaning the fact that you have to search the site extensively makes it mysterious and unique, sort of like snapchat).

Previous and Next buttons at the bottom of the page (centered)

once you finally click the article that you would like to read.

*Screen 1*



*Screen 2*



*Screen 3*



*Screen 4 (Home)*



*Screen 5 (Home)*



*Screen 6*



*Screen 7*



*Screen 8 (Home)*



*Screen 9 (About Us)*

