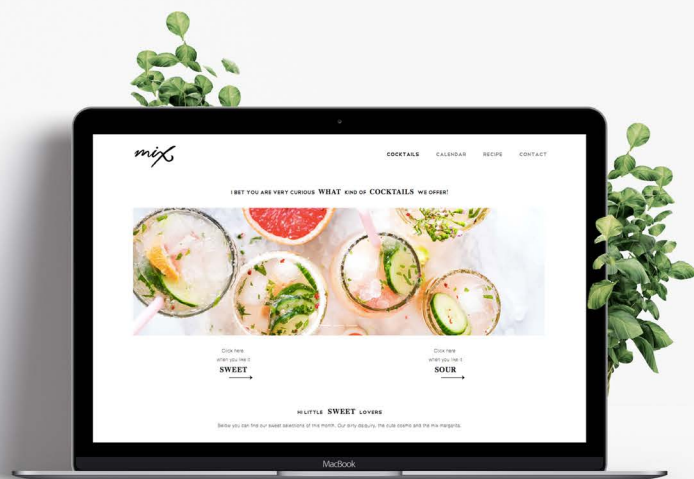


# *mix*



## EXAMENOPDRACHT NEW MEDIA DESIGN

BY INE ROOSE

# BRIEFING

*"Ter promotie van een food-truck  
krijg je de opdracht op een indi-  
viduele website te maken."*





De opdracht stelt dat er ter promotie van een foodtruck naar keuze, een aantal zaken vormgegeven, gecodeerd en online te geplaatst/verstuurd moeten worden.

Uiteindelijk worden een een drietal zaken afgeleverd, namelijk een responsive multipage website, een nieuwsbrief en de simulatie van verschillende social media pagina's.

### ***1. De Responsive Multipage Website***

Om de uiteindelijke website te verkrijgen, moet er vertrokken worden vanuit een sitemap. Uit de sitemap vloeien de wireframes voort op basis waarvan de eerste bootstrapcode geschreven wordt. Vervolgens wordt er een moodboard gemaakt, waarop we het uiteindelijke design en de huisstijl baseren. Tot slot wordt de huisstijl toegepast op de reeds geschreven bootstrapcode en wordt de website online geplaatst door middel van Github.

Daarnaast moet er ook rekening gehouden met een aantal verplichte elementen. De website moet een css-animatie, een navbar, een favicon, een google maps API, een call-to-action, een youtube video en een link naar het dossier bevatten.

### ***2. De nieuwsbrief***

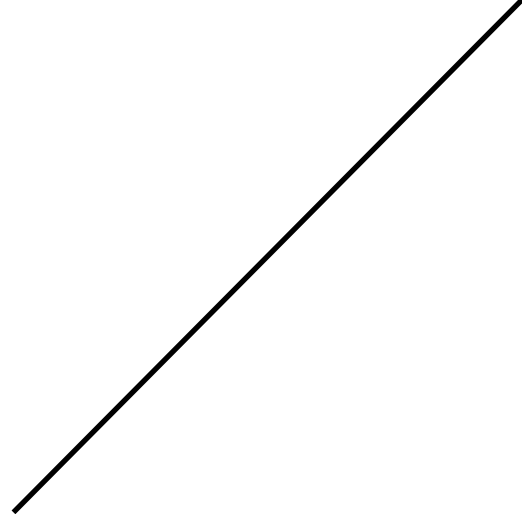
Daarnaast moet er een eigen gecodeerde nieuwsbrief template afgeleverd worden. Deze wordt uiteindelijk aan de hand van Mailchimp verstuurd.

### ***3. De social media pagina's.***

Er moet een simulatie van een Facebookpagina en een Youtube channel aangemaakt worden.

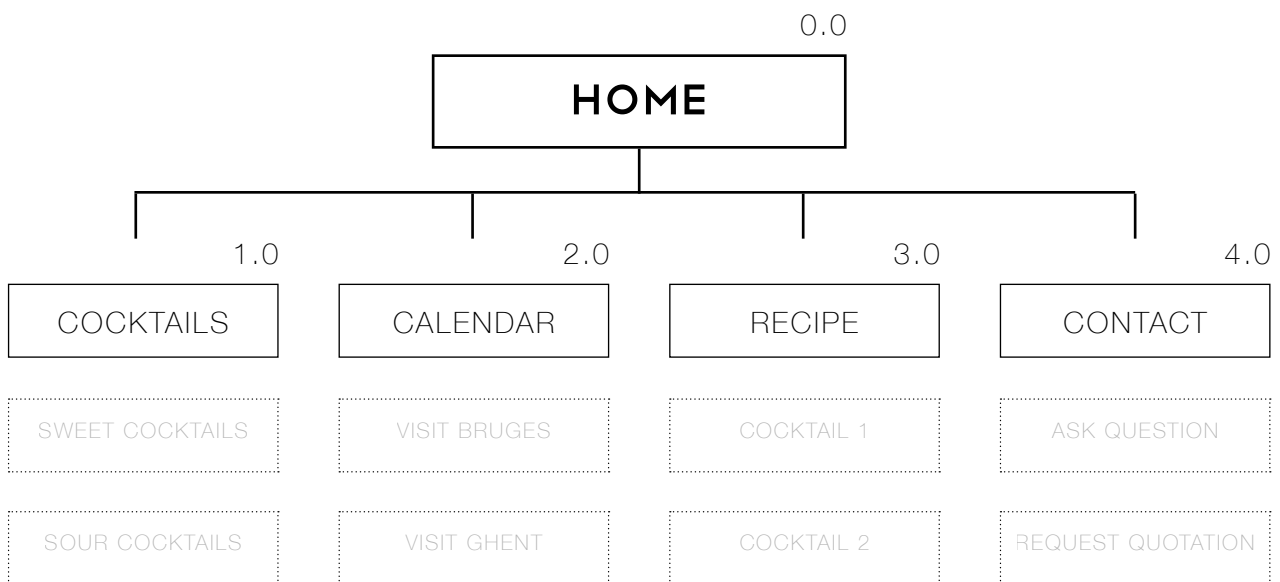


**VOORBEREIDING**





# SITEMAP



# INHOUD

Uiteindelijk heb ik er voor gekozen om een website te maken ter promotie van een Cocktail Caravan, genaamd Mix.

Op de website kunnen de potentiële consumenten (stijlvolle, fijnproevers en cocktail lovers) te weten komen wat Mix precies doet, welke cocktails er aangeboden worden, wanneer en waar de Cocktailcaravan te vinden is en hoe ze zelf dergelijke heerlijke cocktails kunnen maken. Verder bestaat ook de mogelijkheid om een vraag te versturen en een offerte aan te vragen.

De website bestaat dus uit 5 pagina's : een homepagina, een pagina met het aanbod, een pagina met de waar en wanneer, een receptenpagina en een contactpagina.

## 1. De Homepage

Op de homepage kan de bezoeker ontdekken wat Mix doet en waarom. Daarnaast is er ook een mogelijkheid tot inschrijven op de nieuwsbrief en tot het bezoeken van de social media.

Copywriting:

How things started

When my mom was throwing herself a birthday party, she asked me to take care of the drinks that night. Since I take every job very seriously, I decided to build a little cocktail stand.

Since I had so much fun, and people got extremely enthusiastic over <http://community.ux-mastery.com/uploads/db4094/original/1X/b2235f688a6a5c0d83e187db8f53925346e392df.png> my cocktails, I decided to commercialize the concept. And so, this is what happened!

What do we do

Wondering what "Mix" can mean to you? Here's the deal: this brand new cocktail caravan can take your event to the next level! Our mobile bar does serve the most delicious cocktails and we do it in style. It's not only about the drinks, it's about the entire experience.

Excited to stay tuned? Inscribe!

Every month we try to keep our fans up to date. In the newsletter you'll be informed about the brand new cocktails we offer, you'll learn how to make some of the most delicious cocktails yourself. And we will let you know where and when you can find us. Interested? Don't hesitate and inscribe below.

## 2. Cocktails

Op deze pagina kan de bezoeker kiezen of hij meer into zoete of zure cocktails is. Eens de keuze gemaakt, komt hij te weten welke cocktails precies aangeboden worden.

Copywriting:

Hi little sweet lovers

Below you can find our sweet selections of this month. Our Dirty Daiquiri, the Cute Cosmo and the Mix Margarita.

Dirty Daiquiri- This cocktail contains ingrediënts such as tequila, lime juice, lime, ice cubes, salt.

Cute Cosmo- This cocktail contains ingrediënts such as vodka, lime juice, cranberry juice, cointreau and ice cubes.

Mix Margarita- This cocktail contains ingrediënts such as tequila, lime juice, lime, ice cubes and cointreau.

Hi little sour lovers

Below you can find our sweet selections of this month.



Our Sally Sour, the Bruising Brandy and the Lola Lime.

Sally Sour- This cocktail contains ingrediënts such as whiskey, lime juice, ice cubes, sugar and egg white.

Bruising Brandy- This cocktail contains ingrediënts such as cypriot brandy, lime juice, soda water, ice cubes and bitters.

Lola Lime - This cocktail contains ingrediënts such as tequila, lime juice, sugar syrup, ice cubes and egg white.

### **3. Calendar**

Op deze pagina kan de bezoeker kiezen of hij de caravan in Brugge of Gent wil bezoeken. Eens de keuze gemaakt, komt hij te weten tijdens welke events en waar precies dit mogelijk is.

Copywriting:

Hi little Bruges lovers

During the following events (Barrio Cantina and Benenwerk) you can find us in the city center of Bruges. See you there? ;-)

Barrio Cantina - On 12/09, 13/09 and 14/09 you can find us at Koning Albert 1 park, on the Barrio Cantina Food Truck Festival.

Benenwerk - On 12/08 you can find us at the Market of Bruges, during an event concerning all kinds of dancestyles, called "benenwerk".

Hi little Ghent lovers

During the following events (Barrio Cantina and Benenwerk) you can find us in the city center of Bruges. See you there? ;-)

Barrio Cantina - On 24/05, 25/05, 26/05 and 27/05 you can find us at the Korenmarkt, on the Barrio Cantina Food Truck Festival.

Gentse Feesten- From 14/07 till 23/07 you can find our cocktail truck at the Oudebeestenmarkt, during the Gentse Feesten.

### **4. Recipe**

Op deze pagina zijn 2 youtube videos te vinden met instructies om een cocktail te maken.

Copywriting:

Always wondered how to make the perfect margarita? Watch the video below!

Want to try to make your own strawberry Daiquiri at home? Check this one!

### **4. Contact**

Op deze pagina kan de bezoeker een vraag stellen of een offerte aanvragen aan de hand van formulieren.

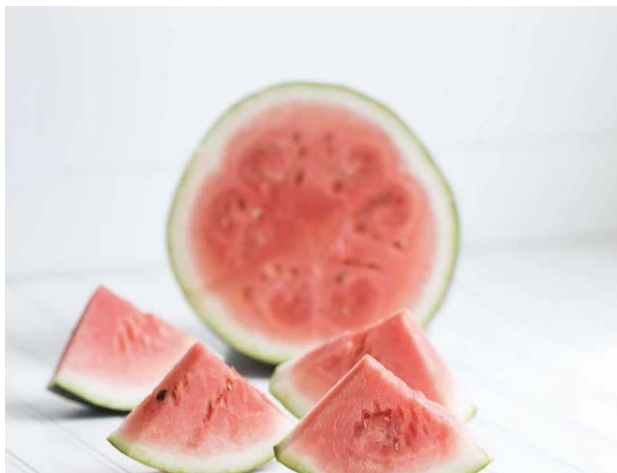
Copywriting:

Please don't hesitate to ask us any kind of question. We will be pleased to answer them all.

Would you like to invite us to your party? YAY! Below you can insert all the information, and we will get back at you ASAP.



# MOODBOARD







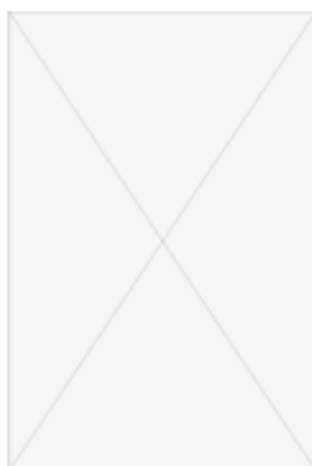
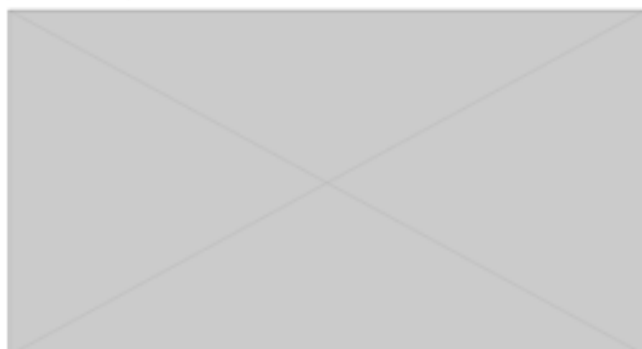
# WIREFRAMES VISUAL DESIGNS

0.0 home - wireframes





COCKTAILS CALENDAR RECIPE CONTACT



#### WHAT DO WE DO

"Wondering what 'We' can mean to you?  
That's the deal. We're not your average bar.  
We take your word to the next level.  
Our drinks are made with the most delicious cocktails  
and we do it in style. It's not only about the drink, it  
is about the entire experience."

#### HOW THINGS STARTED

When my mom was throwing herself a birthday party,  
she asked me to take care of the drinks that night.  
Since I take every job very seriously, I decided to host  
a little cocktail event. Since I had so much fun,  
and people got extremely enthusiastic over  
my cocktails, I decided to formalize the concept.  
And so, this is what happened.



#### DO YOU WANT TO KEEP IN TOUCH?

Every month we try to keep our fans up to date.  
In the newsletter you'll be informed about the brand new cocktails we offer,  
you'll learn how to make some of the most delicious cocktails yourself,  
and we will let you know where and when you can find us.

Interested? Don't hesitate and subscribe!

#### DO YOU WANT TO CONTACT US?

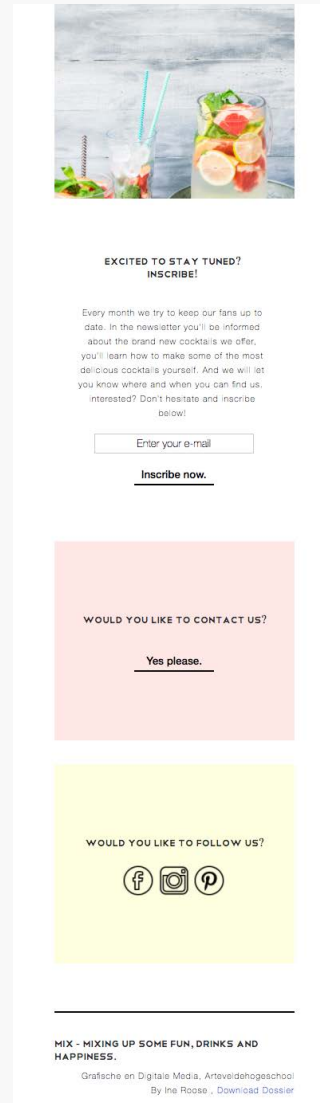
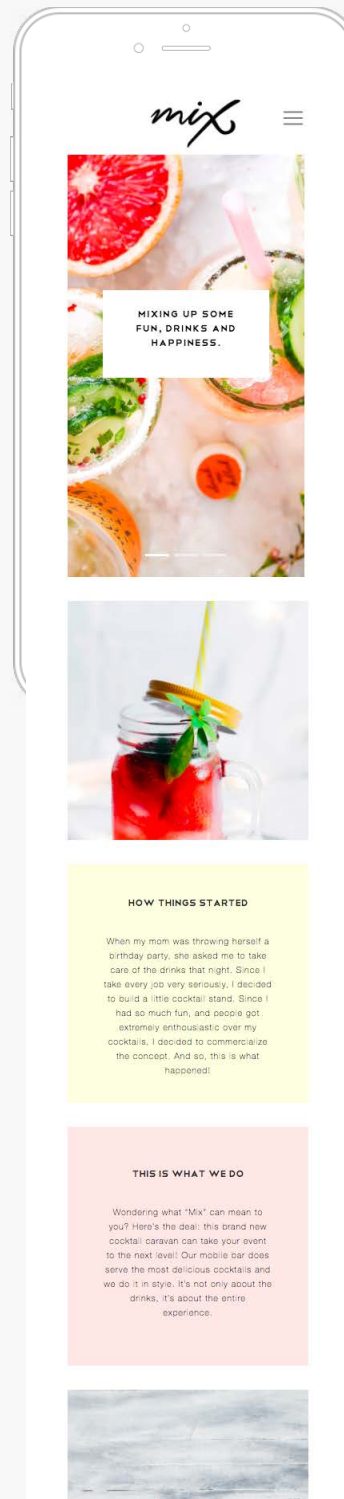
#### WOULD YOU LIKE TO FOLLOW US?



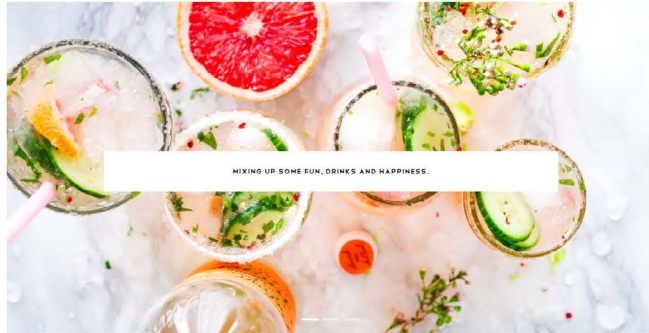
BEH- MOOING UP SOME FUN DRINKS AND HAPPINESS

Graduate in digital media, International business  
by Jan Fricke, Linktree director

# 0.0 home - visual designs







MIXING UP SOME FUN, DRINKS AND HAPPINESS.



#### THIS IS WHAT WE DO

Wondering what "mix" can mean to you? Here's the deal: this brand new cocktail calendar can take your event to the next level! Our mobile bar does serve the most delicious cocktails and we do it in style. It's not only about the drink, it's about the entire experience.

#### HOW THINGS STARTED

When my mom was throwing herself a birthday party, she asked me to take care of the drinks that night. Since I take every job very seriously, I decided to build a little cocktail stand. Since I had so much fun, and people got extremely enthusiastic over my cocktails, I decided to commemorate the concept. And so, this is what happened!



#### EXCITED TO STAY TUNED? INSCRIBE!

Every month we try to keep our fans up to date. In the newsletter you'll be informed about the brand new cocktails we offer, you'll learn how to make some of the most delicious cocktails yourself. And we will let you know where and when you can find us. Interested? Don't hesitate and inscribe below!

Enter your e-mail

[Inscribe now.](#)

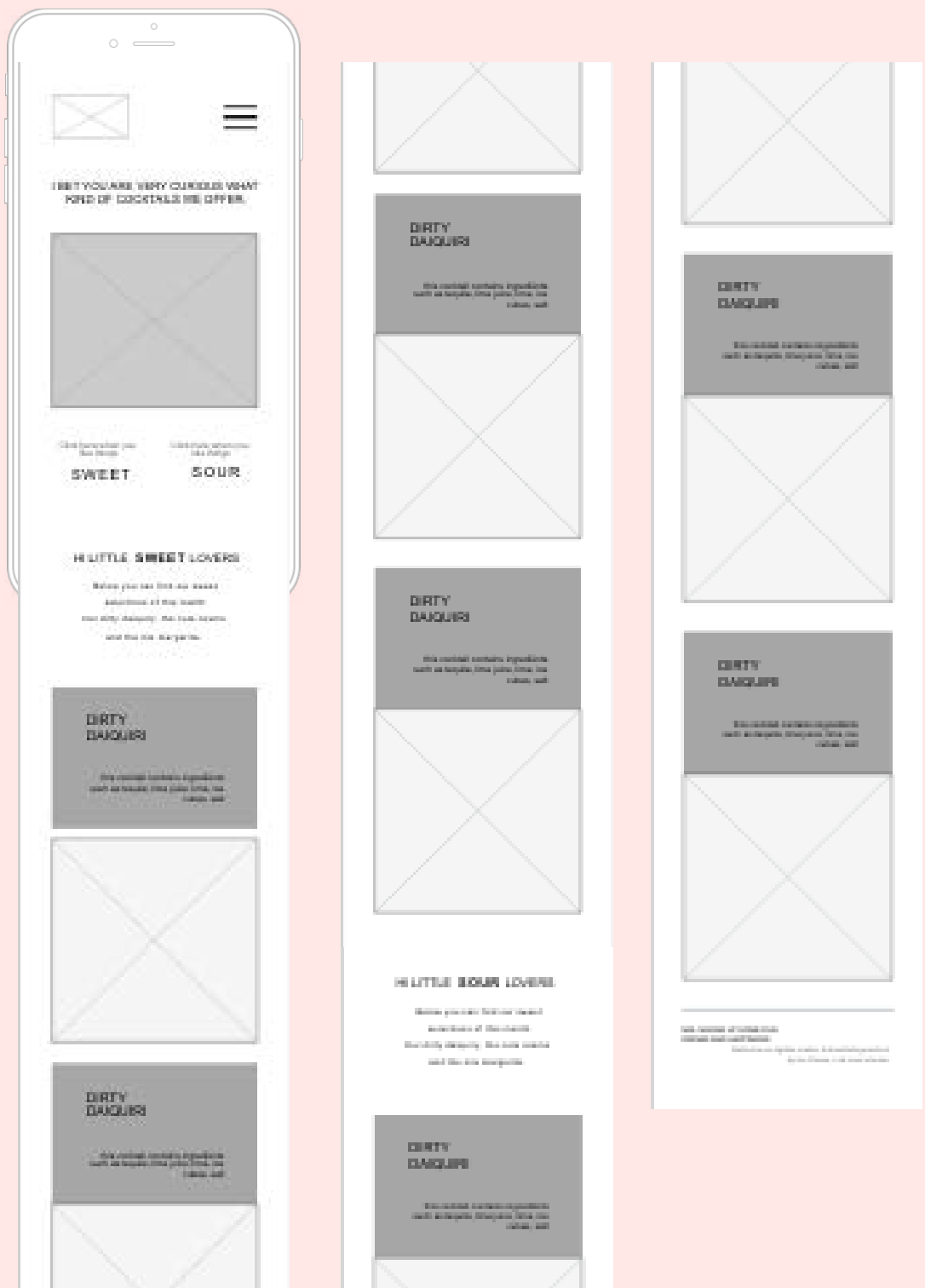
#### WOULD YOU LIKE TO CONTACT US?

[Yes please.](#)

#### WOULD YOU LIKE TO FOLLOW US?



# 1.0 Cocktails - Wireframes





COCKTAILS CALENDAR RECIPE CONTACT

I BET YOU ARE VERY CURIOUS WHAT KIND OF COCKTAILS WE OFFER.



Click here when you  
like things

SWEET

Click here when you  
don't like things

SOUR

#### HI LITTLE SWEET LOVERS

Below you can find our sweet selections of this month.  
Our dirty daiquiri, the cute rosé and the nice margarita.



#### HI LITTLE SWEET LOVERS

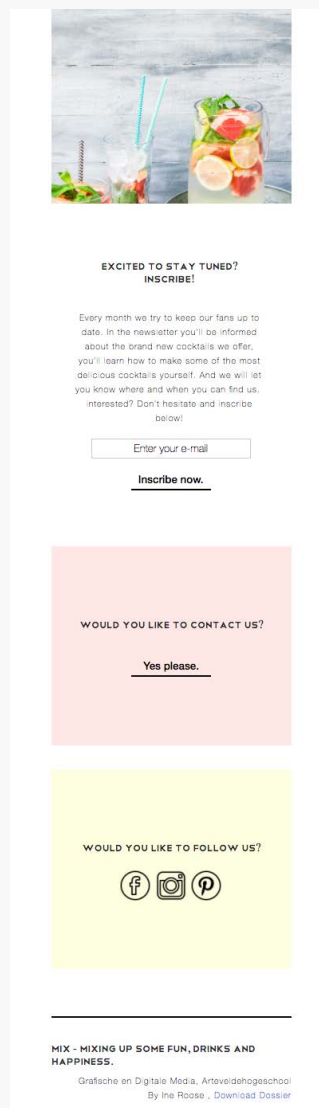
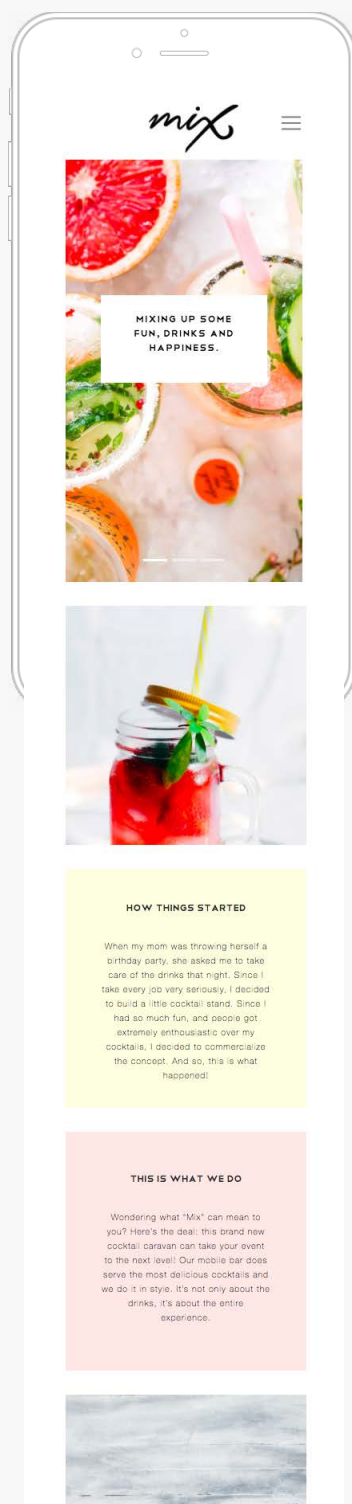
Below you can find our sweet selections of this month.  
Our dirty daiquiri, the cute rosé and the nice margarita.

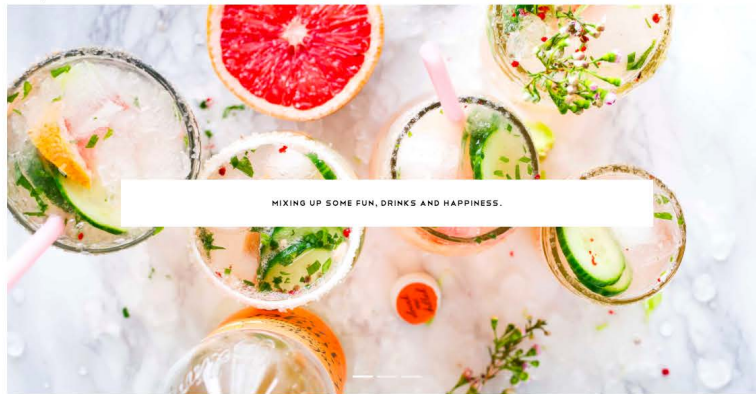


MIX: MIXING UP SOME FUN DRINKS AND HAPPINESS

Drucke in digital media, 300x100px  
By Joe Puccio, And Now Design

# 1.0 Cocktails - Visual Designs





MIXING UP SOME FUN, DRINKS AND HAPPINESS.



#### THIS IS WHAT WE DO

Wondering what "Mix" can mean to you? Here's the deal: this brand new cocktail caravan can take your event to the next level! Our mobile bar does serve the most delicious cocktails and we do it in style. It's not only about the drinks, it's about the entire experience.

#### HOW THINGS STARTED

When my mom was throwing herself a birthday party, she asked me to take care of the drinks that night. Since I take every job very seriously, I decided to build a little cocktail stand. Since I had so much fun, and people got extremely enthusiastic over my cocktails, I decided to commercialize the concept. And so, this is what happened!



#### EXCITED TO STAY TUNED? INSCRIBE!

Every month we try to keep our fans up to date. In the newsletter you'll be informed about the brand new cocktails we offer, you'll learn how to make some of the most delicious cocktails yourself. And we will let you know where and when you can find us. Interested? Don't hesitate and inscribe below!

Enter your e-mail

Inscribe now.

#### WOULD YOU LIKE TO CONTACT US?

Yes please.

#### WOULD YOU LIKE TO FOLLOW US?



## 2.0 Calendar - Wireframes





[COCKTAILS](#) [CALENDAR](#) [RECIPE](#) [CONTACT](#)

IF YOU ARE VERY CURIOUS WHAT KIND OF COCKTAILS WE OFFER



Get more when you  
are here

**BRUGES**

Get more when you  
are here

**GHENT**

#### HI LITTLE **BRUGES** LOVERS

Before you can find our latest calendar of this month

Our daily delivery, the most exotic and the most magical



#### HI LITTLE **GHENT** LOVERS

Before you can find our latest calendar of this month

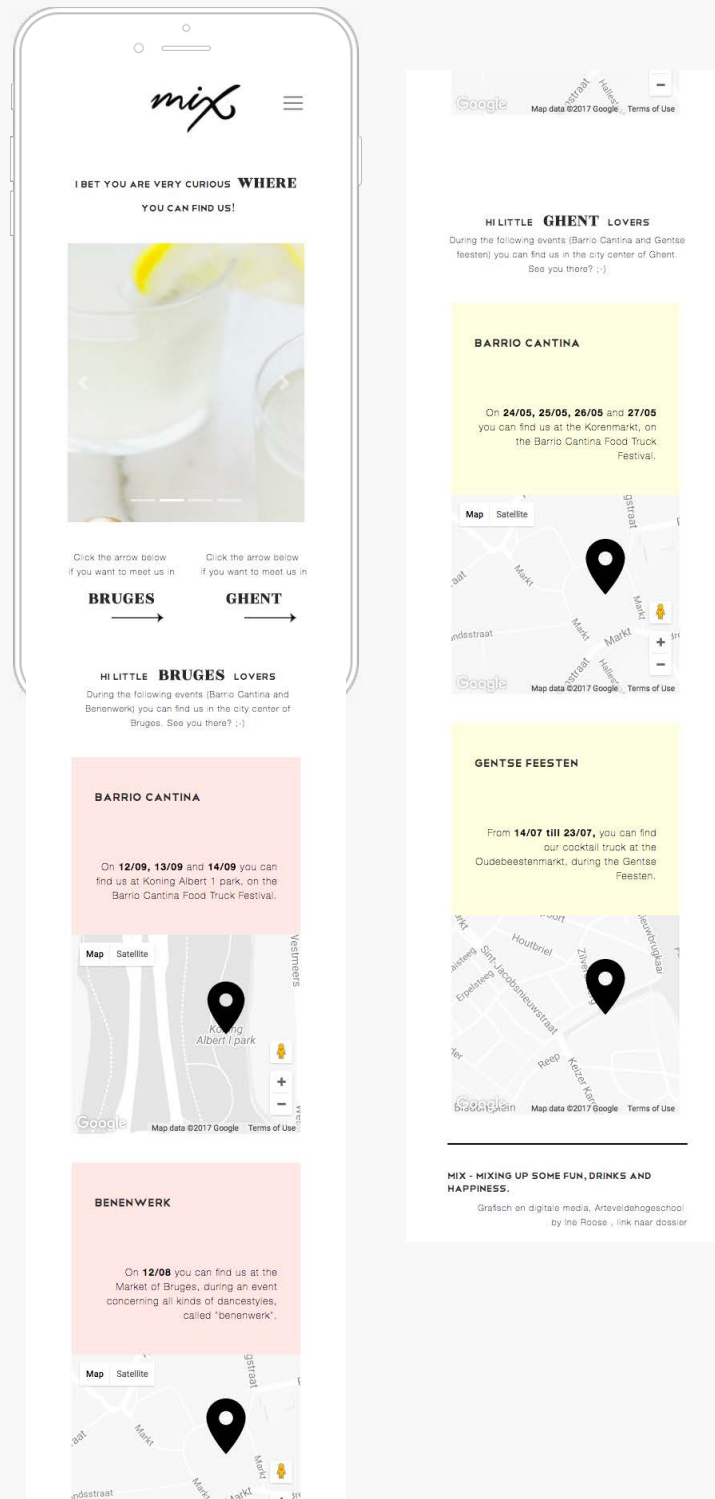
Our daily delivery, the most exotic and the most magical



**ME - MAKING UP SOME FUN DRINKS AND HAPPINESS**

Drinks by the glass, made, stored and bottled  
by the house and the owner

## 2.0. Calendar - Visual Designs







COCKTAILS CALENDAR RECIPE CONTACT

I BET YOU ARE VERY CURIOUS **WHERE** YOU CAN FIND US!



Click the arrow below  
if you want to meet us in

**BRUGES**  
→

Click the arrow below  
if you want to meet us in

**GHENT**  
→

#### HI LITTLE **BRUGES** LOVERS

During the following events (Barrio Cantina and Benenwerk) you can find us in the city center of Bruges. See you there? :-)

**BARRIO CANTINA**

On **12/09, 13/09 and 14/09** you can find us at Koning Albert 1 park, on the Barrio Cantina Food Truck Festival.

**BENENWERK**

On **12/08** you can find us at the Market of Bruges, during an event concerning all kinds of dances/tyles, called 'benenwerk'.

#### HI LITTLE **GHENT** LOVERS

During the following events (Barrio Cantina and Gentse feesten) you can find us in the city center of Ghent. See you there? :-)

**BARRIO CANTINA**

On **24/05, 25/05, 26/05 and 27/05** you can find us at the Korenmarkt, on the Barrio Cantina Food Truck Festival.

**GENTSE FEESTEN**

From **14/07 till 23/07**, you can find our cocktail truck at the Oudebeestenmarkt, during the Gentse Feesten.

MIX - MIXING UP SOME FUN, DRINKS AND HAPPINESS.

Grafisch en digitale media, Arteveldehogeschool  
by the Roosa, link naar dossier

### 3.0. Recipe - Wireframes



[COCKTAILS](#)[CALENDAR](#)[RECIPE](#)[CONTACT](#)

I BET YOU ARE VERY CURIOUS HOW WE MAKE THE COCKTAILS



Click here when you  
like things

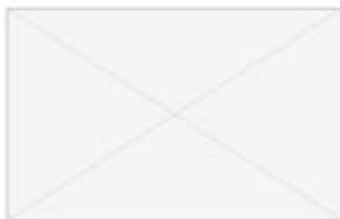
**BRUGES**

Click here when you  
like things

**Ghent**

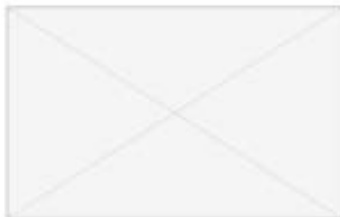
HI LITTLE **COSMO** LOVERS

Before you can find our next selection of this month.  
Can it be helped by the mix cream and the mix margarita



HI LITTLE **MARGARITA** LOVERS

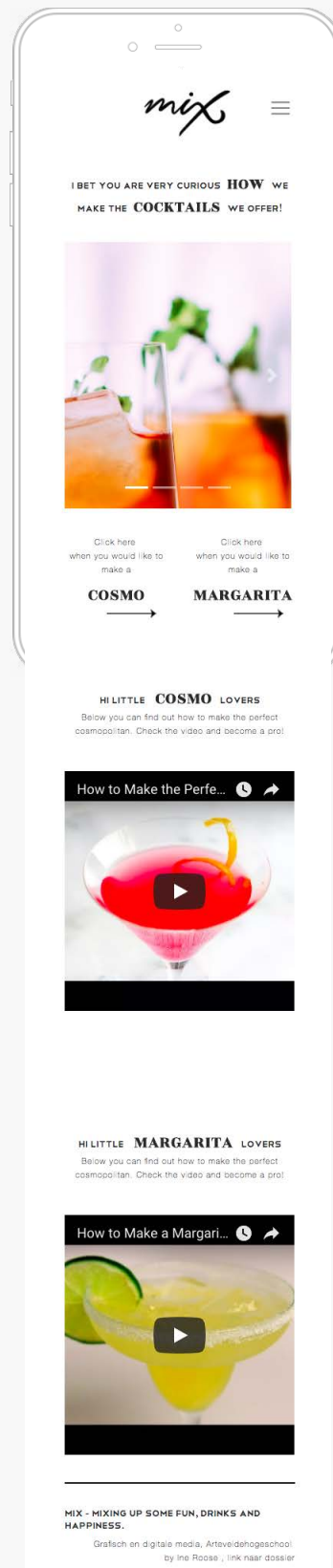
Before you can find our next selection of this month.  
Can it be helped by the mix cream and the mix margarita



MIX-MIXING UP SOME FUN DRINKS AND HAPPINESS

Stadsarchief en digitale media, Afdeling Cultuur en  
toerisme, Jan 2021, 1000

## 3.0. Recipe - Visual Designs



I BET YOU ARE VERY CURIOUS **HOW** WE MAKE THE **COCKTAILS** WE OFFER!



Click here  
when you would like to make a

**COSMO**  
→

Click here  
when you would like to make a

**MARGARITA**  
→

#### HI LITTLE **COSMO** LOVERS

Below you can find out how to make the perfect cosmopolitan. Check the video and become a pro!



#### HI LITTLE **MARGARITA** LOVERS

Below you can find out how to make the perfect cosmopolitan. Check the video and become a pro!



MIX - MIXING UP SOME FUN, DRINKS AND HAPPINESS.

Grafisch en digitale media, Arteveldehogeschool  
by the Roosa, link naar dossier

## 4.0. Contact - Wireframes



Mobile app wireframe for contact page. The layout includes a header with an envelope icon and a hamburger menu. The main content area features a text block, a large placeholder image, and two buttons labeled 'QUESTION' and 'QUOTATION'. Below these is a paragraph of text. Further down is a 'QUESTION' header, followed by three input fields for 'WHAT IS YOUR FULL NAME', 'WHAT IS YOUR E-MAIL?', and 'WHAT IS YOUR QUESTION?'. A 'SEND' button is at the bottom.

ENVELOPE ICON HAMBURGER MENU

I BET YOU ARE VERY CURIOUS WHAT KIND OF COCKTAILS WE OFFER.

Click here when you like Tequila Click here when you like Shrimp

QUESTION QUOTATION

Below you can find our latest selections of this month. Our daily Martini, the cake course and the nice Margarita.

QUESTION

WHAT IS YOUR FULL NAME

WHAT IS YOUR E-MAIL?

WHAT IS YOUR QUESTION?

SEND



Desktop web wireframe for contact page. The layout includes a 'QUOTATION' header, followed by a series of input fields for 'NAME', 'FIRST NAME', 'E-MAIL', 'ADDRESS', 'CITY', 'POST. CODE', 'EVENT TYPE', 'DATE EVENT', 'LOCATION', and 'TIMING'. A 'SEND' button is at the bottom. Below the button is a small text block.

QUOTATION

NAME

FIRST NAME

E-MAIL

ADDRESS

CITY

POST. CODE

EVENT TYPE

DATE EVENT

LOCATION

TIMING

SEND

ME: MIXING UP SOME FUN DRINKS AND HAPPINESS. *Grüßte zu jedem Anlaß. Aktivitätsbegleiter für die Party. Call your doctor.*



[COCKTAILS](#) [CALENDAR](#) [RECIPE](#) [CONTACT](#)

I BET YOU ARE VERY CURIOUS HOW WE MAKE THE COCKTAILS



Click here when you  
Run things

QUESTION

Click here when you  
Run things

QUOTATION

Please don't forget to add us any kind of question!  
You will be pleased to receive them all.

QUESTION

WHAT IS YOUR FULL NAME

Insert your full name

WHAT IS YOUR E-MAIL?

Insert your full name

WHAT IS YOUR QUESTION?

SEND

Would you like to invite us to your party? YES!  
Below you can insert all the information, and we  
will get back at you ASAP.

QUOTATION

NAME

Insert your full name

ADDRESS

Insert your full name

FIRST NAME

Insert your full name

CITY

Insert your full name

E-MAIL

Insert your full name

POST CODE

Insert your full name

EVENT TYPE

Insert your full name

DATE EVENT

Insert your full name

LOCATION

Insert your full name

TIMING


Insert your full name

SEND


MIX- MIXING UP SOME FUN DRINKS AND HAPPINESS

Gratias an dignis rebus, Adversus quosdam  
By the Road, Live and drink!

## 4.0. Contact - Visual Designs



I BET YOU ARE VERY CURIOUS HOW YOU CAN  
**CONTACT** us!



Click the arrow below if  
you want to ask a

Click the arrow below if  
you want to request a

**QUESTION** →

**QUOTATION** →

Please don't hesitate to ask us any kind of question.  
We will be pleased to answer them all.

**QUESTION**

**YOUR FULL NAME**  
Enter your name

**YOUR E-MAIL**  
Enter your e-mail

**YOUR QUESTION**

**SEND** →

Would you like to invite us to your party? YAY!  
Below you can insert all the information, and we  
will get back at you ASAP.

**QUOTATION**

**NAME**  
Enter your name

**FIRSTNAME**  
Enter your first name

**E-MAIL**  
Enter your e-mail

**ADDRESS**  
Enter your address

**CITY**  
Enter your city

**POST. CODE**  
Enter your postal code

**EVENT TYPE**  
'birthday' for example

**DATE EVENT**  
Enter the date

**LOCATION**  
Enter your location

**TIMING**  
From \_\_\_\_ till \_\_\_\_

**SEND** →

---

**MIX - MIXING UP SOME FUN, DRINKS AND  
HAPPINESS.**

Grafisch en digitale media, Arteveldehogeschool  
by Ine Roose , link naar dossier





I BET YOU ARE VERY CURIOUS HOW YOU CAN **CONTACT** US!



Click the arrow below if  
you want to ask a

**QUESTION**  
→

Click the arrow below if  
you want to request a

**QUOTATION**  
→

Please don't hesitate to ask us any kind of question.  
We will be pleased to answer them all.

**QUESTION**

YOUR FULL NAME

Enter your name

YOUR E-MAIL

Enter your e-mail

YOUR QUESTION

**SEND**  
→

Would you like to invite us to your party? YES!  
Before you can meet all the information, and we  
will get back at you AGAIN!

**QUOTATION**

NAME

Enter your name

FIRSTNAME

Enter your first name

E-MAIL

Enter your e-mail

ADDRESS

Enter your address

CITY

Enter your city

POST CODE

Enter your postal code

EVENT TYPE

'birthday' for example

DATE EVENT

Enter the date

LOCATION

Enter your location

TIMING

From \_\_\_\_ to \_\_\_\_

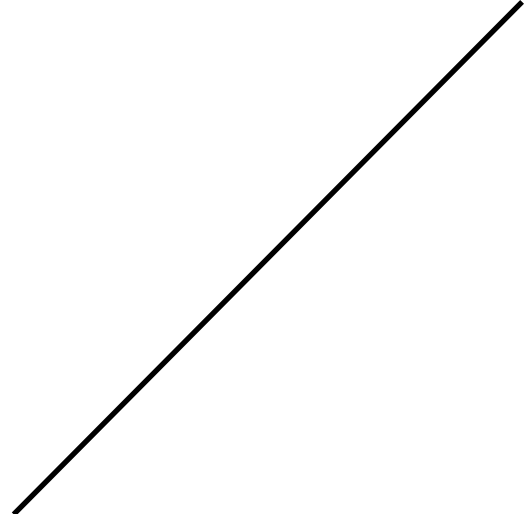
**SEND**  
→

MIX - MIXING UP SOME FUN, DRINKS AND HAPPINESS.

Grafisch en digitale media, Arteveldehogeschool  
by Ine Roosa , link naar dossier



**FACEBOOK PAGE**





*mix*

Mix

@mixcocktailtruck

Home

Posts

Videos

Photos

About

Likes

Create a Page



Liked ▾

Following ▾

Share



**Mix Cocktails**

16 hrs ·

Cheers to the weekend! - Find us this weekend



Like

Comment

Mkt Comunicacion, Ifeanyi Ezurukam and 42K others

1,527 shares

[Send Message](#)

Food and Drinks



Invite friends to like this Page

The Official Mix - Mobile Cocktailbar Facebook Page



20,803 people like this and 20,779 people follow this

About

[See All](#)



[twitter.com/mixcocktails](https://twitter.com/mixcocktails)



Mobile Cocktail Bar

d @ Barrio Cantina

