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Speed Orbiter FIP Roadmap

For this project we created a brand mashup for both Puma and Alexander Keith's. The goal was to create stunning assets for the final website and make our design stand out. Starting the project early was the best idea we had. We started with the build from the Midterm and built off of it based on the feedback given from Multiple Teachers and Peers. We ended going with Greg's design and changed some of the website elements to fit other beer brand websites. We started the design aspect by coming up with the logo and the emblems used to connect to the old Alexander Keith's brand. We then started putting together the mockups and 3D assets in order to create the branding. Adding the bottle labels for each flavour allowed us to have variety in what we could sell. Next was the creation of the animation to create the final video with a quick transition that looked smooth and quick after that was in after effects we worked on the promo images to go on the promotions page.With that done we moved on to the Packaging and Style guide to create the brands look and design principles. With all of that done the design side was finished and we moved to adding all the assets and code to the website.

After that, we continued to edit the code to change the look of the site to what we wanted. This editing included making it responsive, so then when the page gets to a mobile size, the layout slightly changes and makes all the content still visible. We also added a light bxo for both an image on the products page and the final infomercial video on the promotions page. Another specific part for the promotions page was that we added a grid to display the promo images in a clean and easy way. Overall, this project took a lot of work to do, but in the end it came out with a new personal website with all assets created by us that we can use in our portfolios to promote ourselves.