



**THE WRITE
BROTHERS**
CONTENT CREATION COMPANY

The Write Brothers Design Proposal

Designers:

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Summary:

This document is an outline of the proposed design concepts for the Write Brothers content creation website. This document will include the basic outline as well as colour scheme for the website.

Objective:

To design a minimalistic and visually appealing website to display the content created by the Write Brothers content company.

Design Choices:

Colour:

Background

Our website will use black as its primary background colour giving our website a dark theme.

Reason for dark background:

The dark background gives the users a sense of minimalism and encourages the use of contrasting items. The dark background will give the content the necessary depth needed to stand out and become a focal point of the website. The darker colour scheme will create a sense of luxury and will reduce eye strain.

Accent Colours

Our website will utilize multiple shades of white, teal, green and red as accent colours. We decided upon these colours because they contrast well with the dark background. We will exclusively be using red to highlight error messages and conversely we will be using green to indicate to the user that their operation was successful.



Layout:

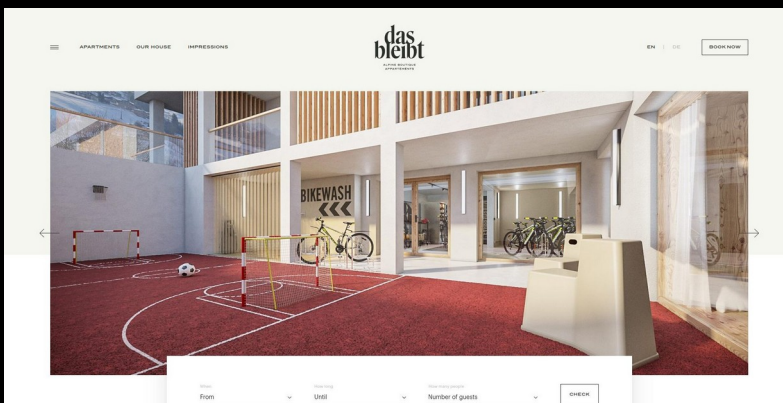
General layout

Our website will make use of a single page design. The website will be displayed in sections making the viewing experience as seamless as possible for the user. Our website will make use of a Nav-bar to give the user easy access to specific content on the website.

Nav-bar and Page Sections

Landing Page:

This will be the first section of the website that the user sees. The user will be presented with a nav-bar as well an image carousel containing highlight images from the Write Brothers production team.



We will be basing our Landing page layout on the shown website.

Figure 1: www.dasbleibt.at

About Us Page

This page will contain an image carousel of all the members of the Write Brothers team as well a short description of their qualifications, achievements and social media links.

Projects

This page will contain all the projects that the Write Brothers have completed. The display of the projects will be on automatic rotation to make the viewing experience as simple as possible for the user.

Short Film

Our website will contain a dedicated section for our short film. This section will contain an embedded video as well the roles and responsibilities that each member of the team fulfilled.



Contact Page

The contact page will contain a form whereby the user can fill-out their email as well as a message that will be sent to the production company.

Nav-bar Integration

Our website will make use of a Nav-bar that will automatically scroll the user to the correct section of the website based on their input. We will be loosely basing our nav-bar design on the example shown below.

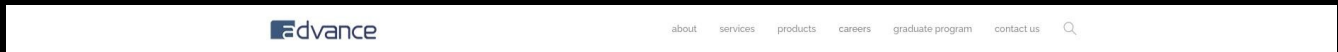
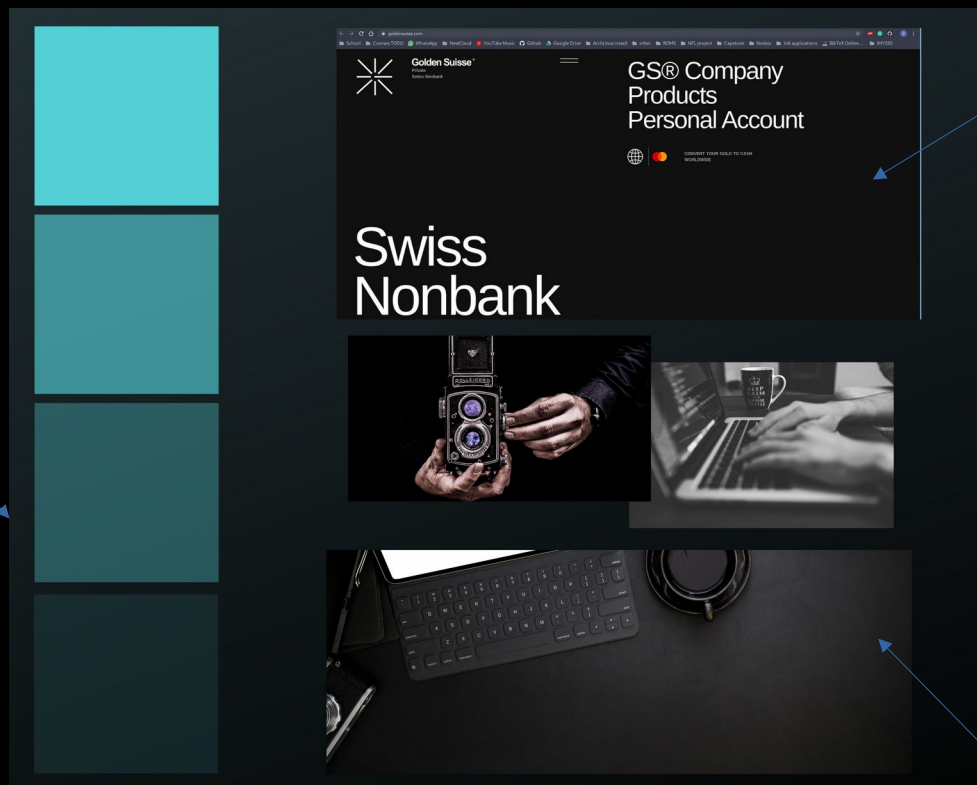


Figure 2: www.advance.io

Mood board:

Main accent
colour palette



Overall website
inspiration.
(goldensuisse.com)

Minimalistic look
and feel



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