



arteveldehogeschool

LID VAN DE ASSOCIATIE UNIVERSITEIT GENT

denk. doe. word.

Arteveldehogeschool
Katholiek onderwijs Gent
Bachelor in de grafische en digitale media
2016-17
Campus Mariakerke

Crossmedia Publishing III

Multimediacreatie
proDUCE

Ellen Tijtgat

INHOUDSTAFEL

- 1 Voorblad
- 3 - 4 Inhoudstafel
- 5 Discover
- 6 Define
- 7 Ideeenbord 1
- 8 Ideeenbord 2
- 9 Finale Moodboard
- 10 Design: sitemap
- 11 Design: wireframe homepage
- 12 Design: wireframe aanbod
- 13 Design: wireframe vraag
- 14 Design: wireframe mijn account
- 15 Design: wireframe mijn vraag
- 16 Design: wireframe mijn aanbod
- 17 Design: wireframe vraagoptie
- 18 Design: wireframe aanbodoptie
- 19 Design: style tile 1
- 20 Design: style tile 2
- 21 Design: visual design homepage
- 22 Design: visual design aanbod / vraag
- 23 Design: visual design aanbodoptie / vraagoptie

INHOUDSTAFEL

24 Development

25 User & acceptance testing / deployment Guide / Manual

DISCOVER

Briefing

- 1 Wat wil de opdrachtgever/ klant / bedrijf
 De opdrachtgever wil een Local Exchange and Trading System hebben met behulp van een Drupal CMS.
- 2 Wat is de boodschap?
 Een trading systeem creëren met mensen die zich hiervoor willen inzetten.
- 3 Wie behoort tot het doelpubliek?
 Gepensioneerden die nog willen werken voor anderen.
- 4 Welke informatie is vorhanden?
 Er is nog geen informatie voor handen want het is een volledig nieuwe website. De site moet met drupal 7 gemaakt worden.
- 5 Wat is het budget?
 Er is geen budget want het is een schoolopdracht.
- 6 Wat is de timing?
 Alles moet af zijn tegen 3 januari 2017

DEFINE

Analyse

Planning:

Milestone 1: 27 oktober 2016

Milestone 2: 9 november 2016

Milestone 3: 7 december 2016

Milestone 4: 3 januari 2017

IDEËENBORD 1

The image is a collage of various magazine spreads and design portfolios from Scott McCarthy. It includes:

- A top navigation bar with color swatches for Morning Sky (#CAE4DB), Honey (#DCE4D4), Cerulean (#00803F), Mist (#A9D9E6), Coral (#E14658), Navy (#22252C), Mountain (#3F3220), Scrub (#C0B3A0), and Lavendar (#67793).
- A "Look + Feel + Live" spread for LUMITY featuring a woman in a yellow dress and a man in a suit.
- A "SPEED MOTION" spread with a black and white photo of a man.
- A "BEAUTIFUL" spread with a woman in a yellow dress.
- A "Vibrant Days, Restorative Nights" spread with a woman in a yellow dress.
- A "DO YOU HAVE WHAT IT TAKES TO BE THE NEXT AMERICAN CREW ALL-STAR GLOBAL CHAMPION?" spread featuring a man's face.
- A "ABOUT THE ALL-STAR CHALLENGE" spread with a man's face.
- A "ARTISAN SCULPTEUR" spread featuring a sculpture by PIERRE GARNON.
- A "Reformer" spread showing a piece of exercise equipment.
- A "SCOTT MCCARTHY DESIGN" portfolio spread.
- A "LAVENDER" spread with a woman in a lavender field.
- A "OVERCAST" spread with a woman in a grey dress.

The collage illustrates a wide range of Scott McCarthy's creative output across different industries and media.

IDEËENBORD 2

Top Left: A collection of social media icons including StumbleUpon, VK, V, AS, hū, G+, VK, P, and a basketball icon.

Top Center: A whiteboard titled "The 9 causes of aging" with icons for a hand, a brain, a lightbulb, a gear, a dollar sign, a magnifying glass, a bar chart, a clock, and a pen.

Top Right: A grid of social media icons for LinkedIn, YouTube, Twitter, Facebook, Instagram, and others.

Middle Left: A whiteboard titled "chunkFive" featuring a large yellow arrow pointing right, with sections for "Some of Our Work" and "Pay".

Middle Center: A whiteboard titled "chunkFive AaBbCcDdEeFfGgH" with sections for "POLYGONAL INFOGRAPHIC" and "LUMITY".

Middle Right: A whiteboard titled "Roboto Slab AaBbCcDdEeFfGgH" featuring a hexagonal grid diagram with steps 01 through 04.

Bottom Left: A whiteboard titled "Internet Marketing" with a smartphone icon.

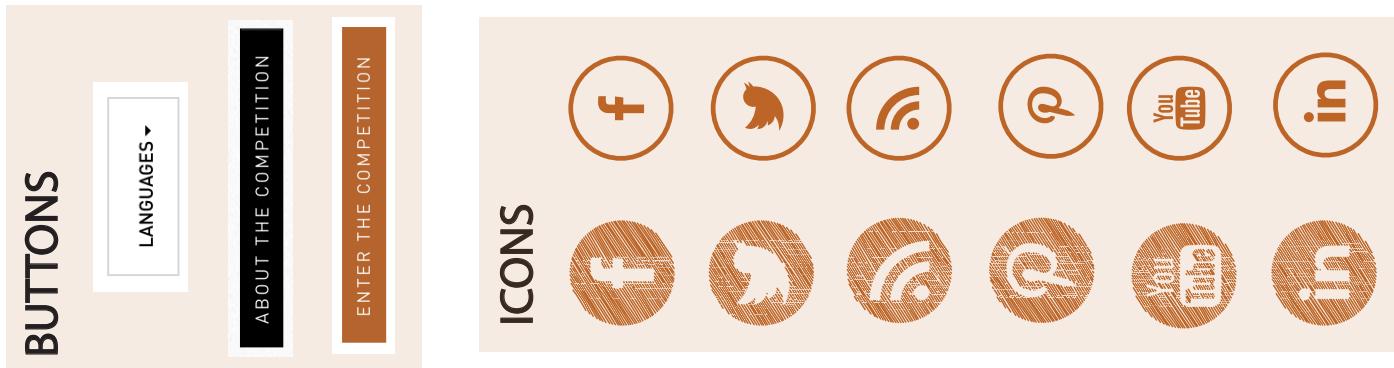
Bottom Center: A whiteboard titled "Lobster AaBbCcDdEeFfGgH" with a large yellow arrow pointing right.

Bottom Right: A whiteboard titled "Caviar Dreams AaBbCcDdEeFfGgH" featuring a hexagonal grid diagram with steps 01 through 04.

Right Side: A vertical column of cards for "LUMITY", "Stockist", "Redhouse Smartie Facebook Uygulaması", and "UK".

MOODBOARD

BUTTONS



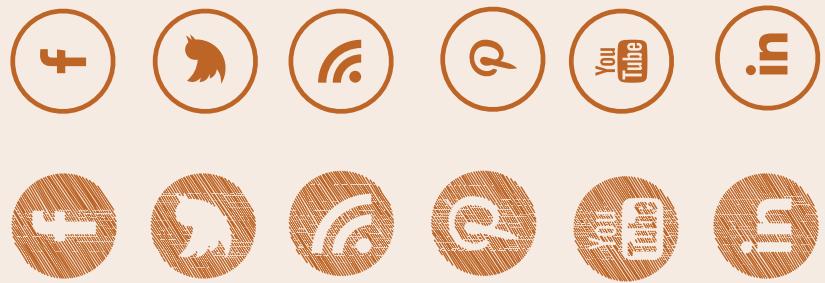
STYLE INSPIRATION

Browse the winning looks from past competitions.

2015-2016



ICONS



STIJL & VORM

SOCIAL BUZZ

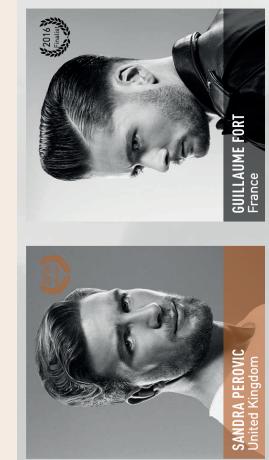
Check back here for real-time feed of social media updates from American Crew throughout each stage of the competition.

@americancrew

Anything is possible when your hair looks this good. Shop our [devilsPresley](#) pucks. <https://ift.tt/2NPhFxF> <https://ift.tt/2ENSAzqBkW>

@americancrew

Just because your haircut fades doesn't mean your style has to. [#AmericanCrew](#) [#menshair](#) [#mensgrooming](#)



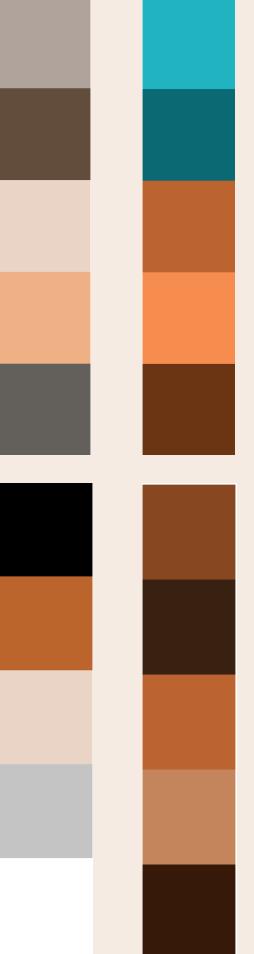
DO YOU HAVE WHAT IT TAKES TO BE THE NEXT AMERICAN CREW ALL-STAR GLOBAL CHAMPION?

[ENTER TO COMPETE](#)



.....OVERVIEW..... ABOUT INSPIRATION '15-'16 RECAP SOCIAL BUZZ

COLOR COMBINATIONS



SFEER WEBSITE

BEAUTIFUL, EFFECTIVE & UNIQUE

HANDMADE BRANDS & WEBSITES

[SEE BRANDS](#)

WELCOME TO BRIGHTBY STUDIO

Brightby Studio is a communication strategy and design studio based in Berlin. We offer a wide range of services from branding and design to digital marketing, website development and creative direction. We offer a variety of services to help you reach your goals and objectives. Whether you're looking for a new website or a complete rebranding, we have the experience and expertise to help you succeed.

studiobrun

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ILLUSTRATED

Studio Brun combines I combine analog and digital techniques and get inspired by nature.

Hand-drawn illustrations and digital illustrations and explore the borders between graphic design and illustration.

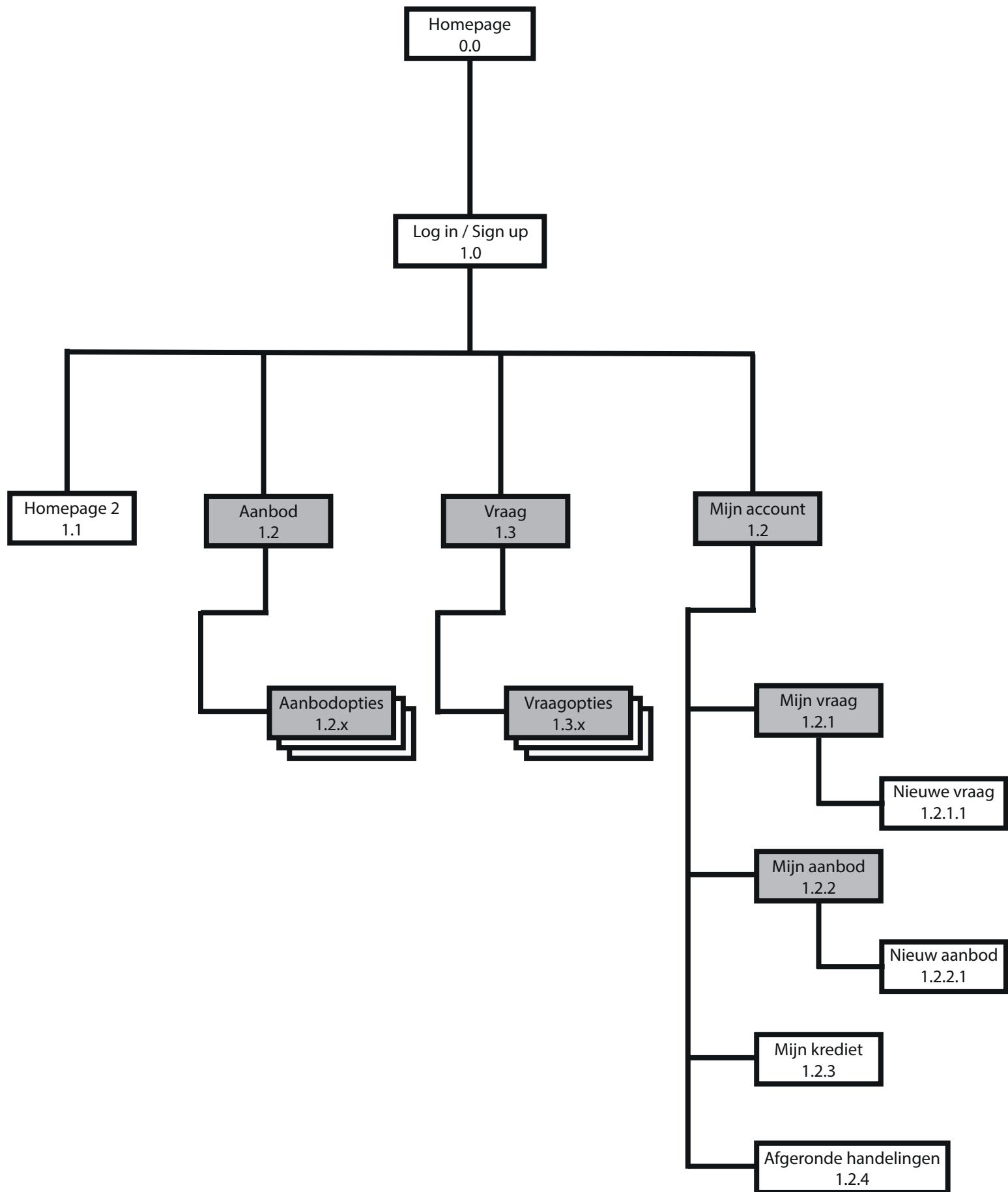
TYPOGRAPHY

Titel, Caviar Dreams
Lorem ipsum valad dei, Roboto Regular

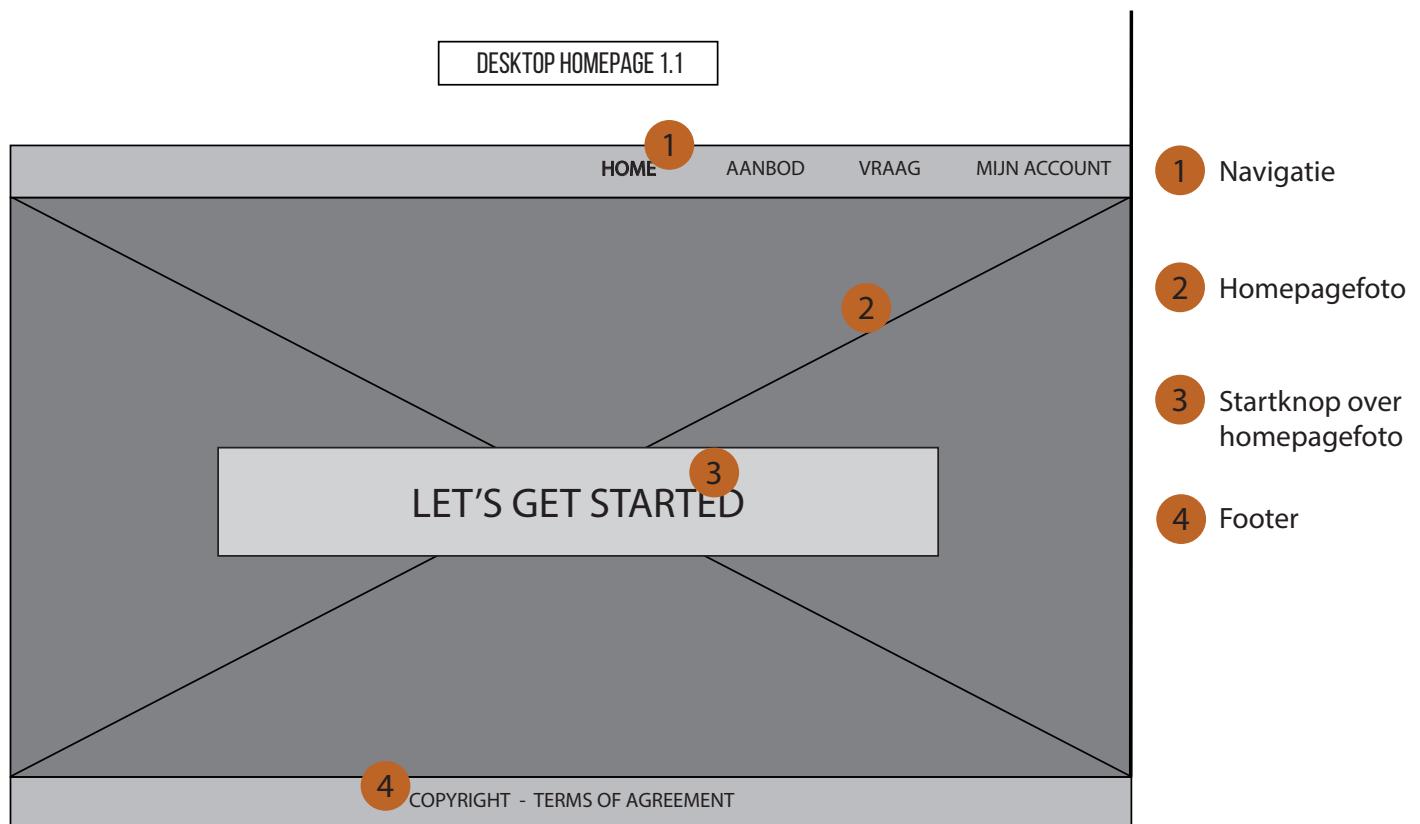
Titel, Lobster
Lorem ipsum valad dei, Helvetica Neue

Titel, Chunkfive
Lorem ipsum valad dei, Open Sans

DESIGN: SITEMAP



DESIGN: WIREFRAME HOMEPAGE



DESIGN: WIREFRAME AANBOD

The wireframe illustrates a bidding platform layout with various components labeled for design reference:

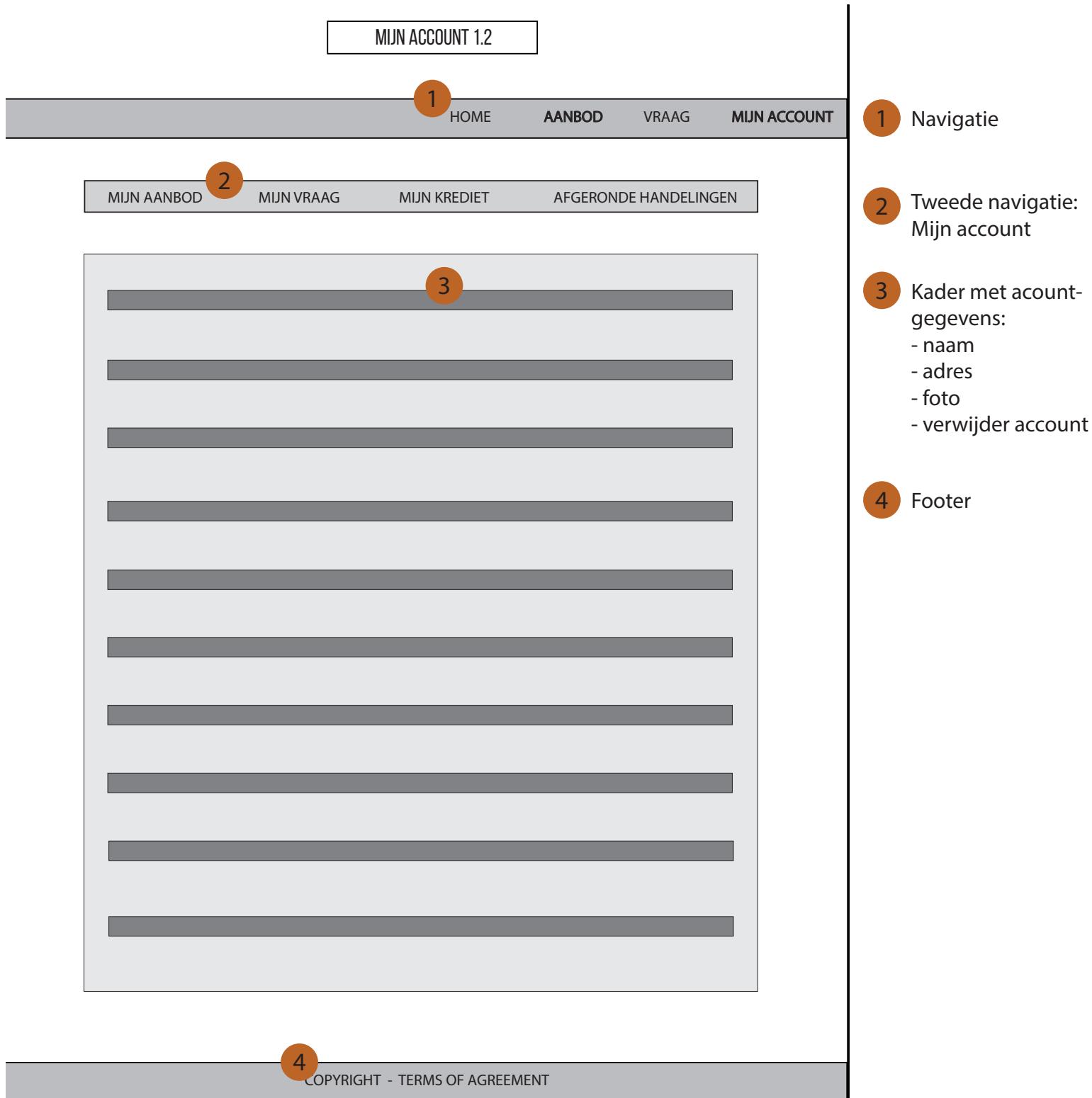
- AANBOD 1.2**: Main title at the top center.
- 1 Navigatie**: Top navigation bar with links: HOME, AANBOD, VRAAG, MIJN ACCOUNT.
- 2 Zoekbaar**: Search bar.
- 3 Zoekbaar button**: Search button.
- 4 Foto / video aanbod**: Placeholder for image or video content.
- 5 Tekstkader met:**: Content card structure including:
 - Titel
 - Korte omschrijving
 - Like button
 - Chat button
- 6 Footer**: Copyright and terms information.

DESIGN: WIREFRAME VRAAG

The wireframe illustrates a user interface for a question page. At the top, a header bar contains the text "VRAAG 1.3". Below this, a navigation bar includes links for "HOME", "AANBOD", "VRAAG", and "MIJN ACCOUNT". A search bar is positioned below the navigation bar, with a placeholder "Zoek" and a search button icon. To the right of the search bar is a placeholder text area titled "TITEL VAN DE VRAAG" containing sample text. This section is labeled with number 5. To the left of the search bar is a large placeholder area labeled with number 4. Below the search bar are four additional placeholder sections, each consisting of a title "TITEL VAN DE VRAAG" and a text area with sample text, labeled with numbers 5 through 8 respectively. At the bottom of the page is a footer bar with the text "COPYRIGHT - TERMS OF AGREEMENT".

- 1 Navigatie
- 2 Zoekbar
- 3 Zoekbar button
- 4 Foto / video aanbod
- 5 Tekstkader met:
 - Titel
 - Korte omschrijving
 - Like button
 - Chat button
- 6 Footer

DESIGN: WIREFRAME MIJN ACCOUNT

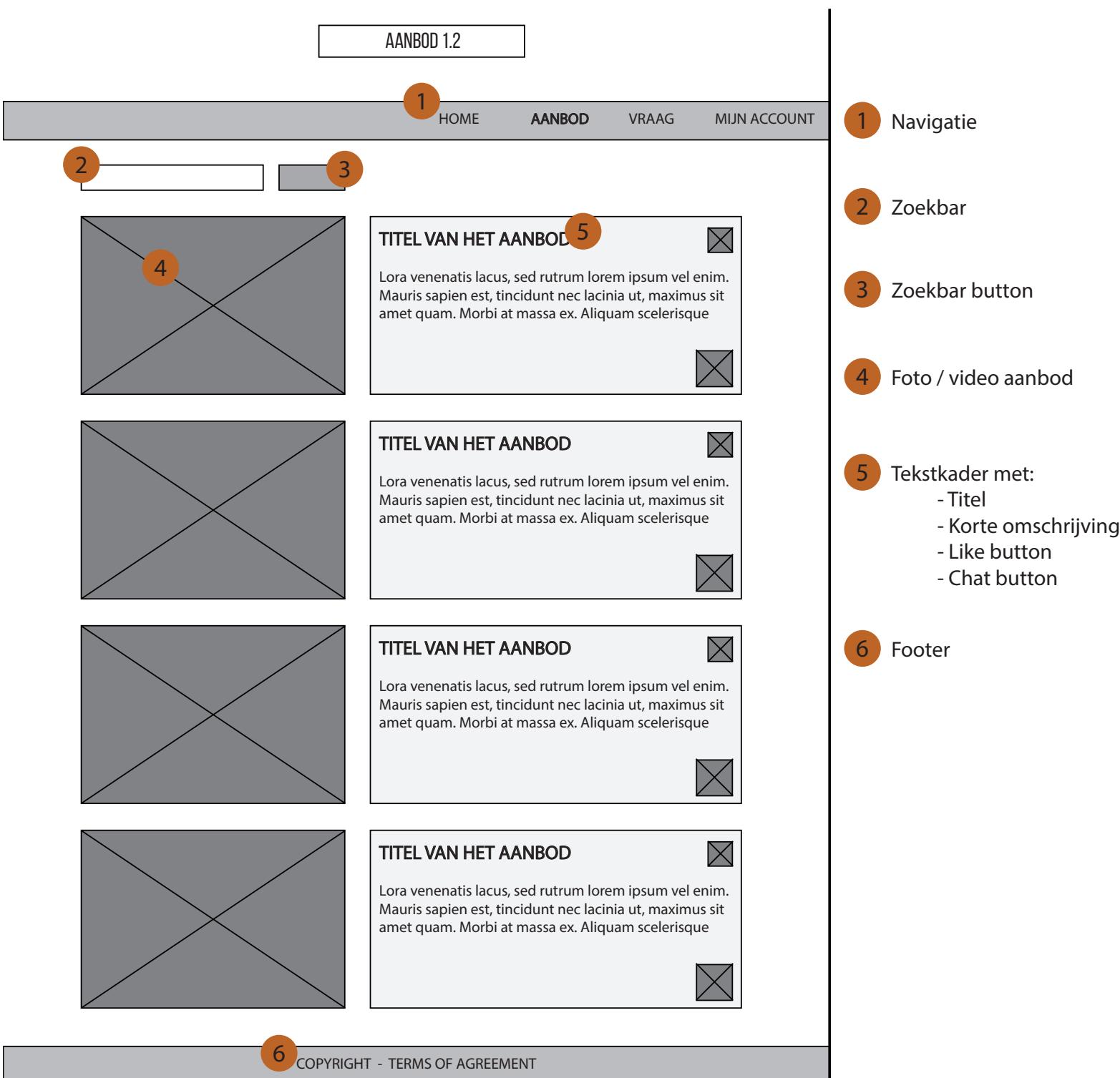


DESIGN: WIREFRAME MIJN VRAAG

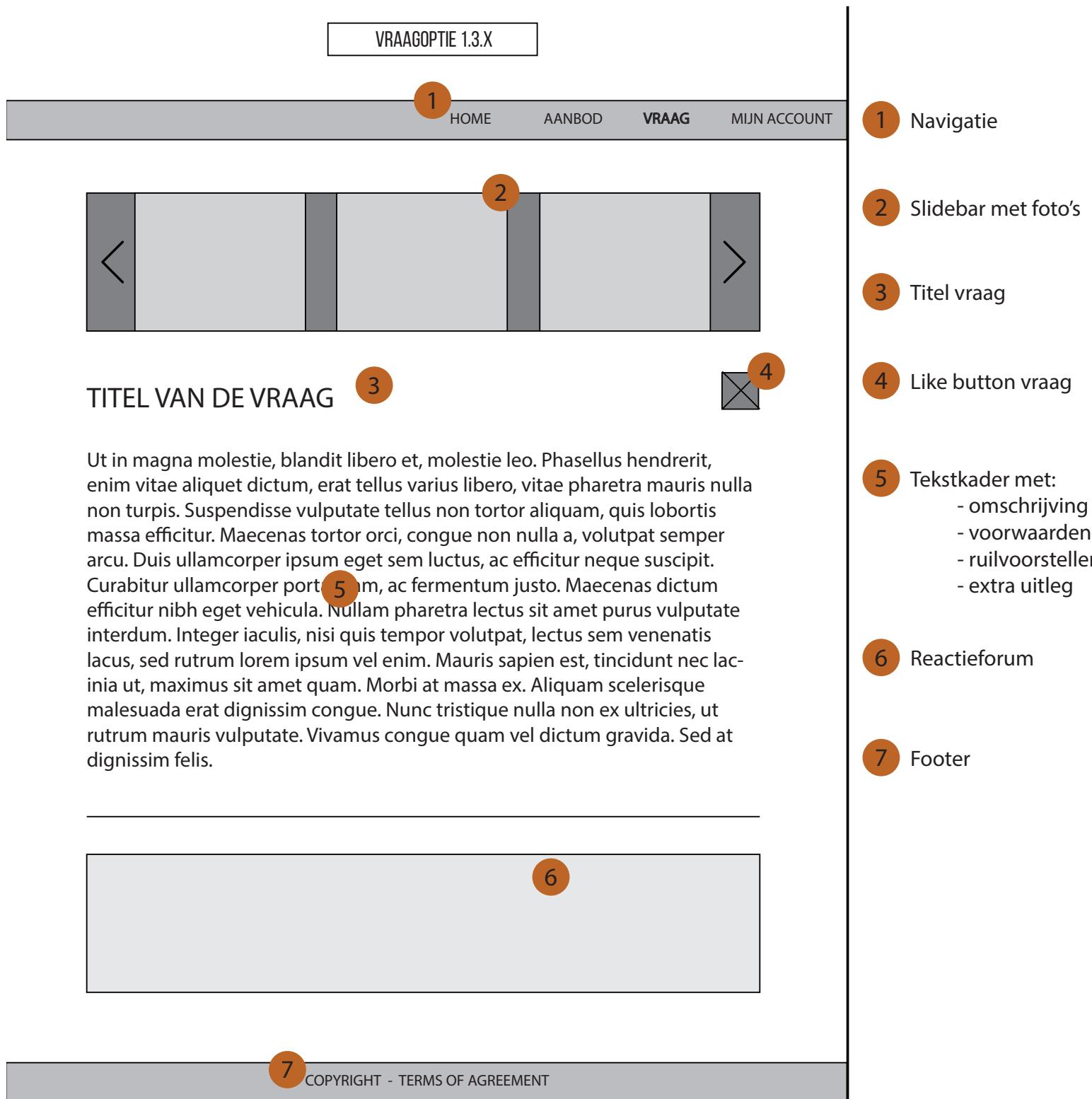
The wireframe illustrates the layout of the 'Mijn Vraag 1.2.1' page. At the top, a header bar contains the title 'MIJN VRAAG 1.2.1'. Below it is a main navigation bar with links for 'HOME', 'AANBOD', 'VRAAG', and 'MIJN ACCOUNT'. A secondary navigation bar below shows 'MIJN AANBOD', 'MIJN VRAAG' (which is highlighted), 'MIJN KREDIET', and 'AFGERONDE HANDELINGEN'. The page content area features three identical question card templates. Each template includes a placeholder image (marked with a large orange circle '3'), a title 'TITEL VAN DE VRAAG' (marked with a small orange circle '4'), a text area with placeholder text, and two small square icons with an 'X' symbol. A large orange circle '5' points to a central button at the bottom. The footer consists of a grey bar with the text 'COPYRIGHT - TERMS OF AGREEMENT'.

- 1 Navigatie
- 2 Tweede navigatie: Mijn account
- 3 Foto/video vraag
- 4 Tekstkader met:
 - Titel
 - Korte omschrijving
 - Like button
 - Chat button
- 5 Button nieuwe vraag maken
- 6 Footer

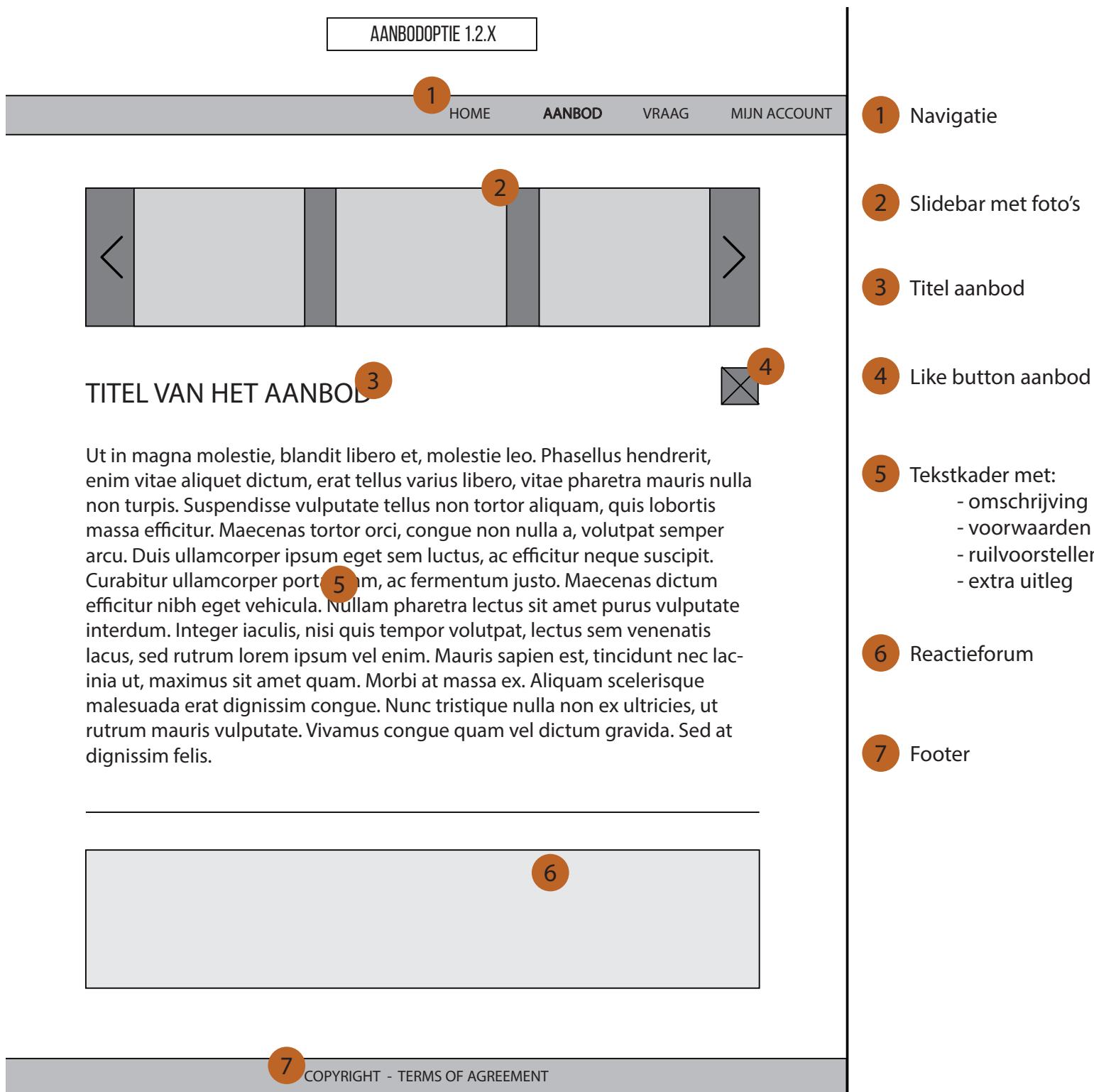
DESIGN: WIREFRAME MIJN AANBOD



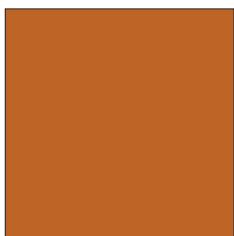
DESIGN: WIREFRAME VRAAGOPTIE



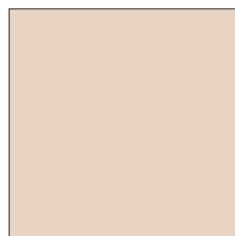
DESIGN: WIREFRAME AANBODOPTIE



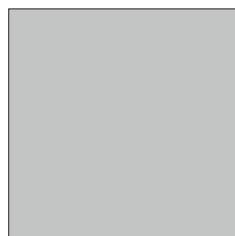
DESIGN: STYLE TILE 1



#C06014



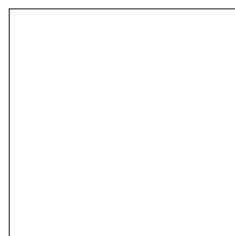
#EDDBCD



#CDCDCD



#000000



#FFFFFF

Voorbeeld van een titel

Voorbeeld van een subtitel

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc scelerisque aliquet finibus. Morbi viverra velit et bibendum ultrices. Donec non tincidunt metus, id lacinia nulla. Fusce pellentesque posuere justo, sit amet rutrum erat pretium id. Fusce ac sapien erat. Quisque consectetur augue nulla, a feugiat metus varius ut. Cras purus diam, rutrum a auctor eu, sagittis sed purus. Nulla rhoncus mollis nulla. Suspendisse facilisis mi odio, non venenatis sapien sollicitudin vitae. Sed velit nisi, euismod ac finibus a, iaculis id urna. Mauris suscipit sed tellus ut gravida. Ut et metus eu nisl gravida varius quis ac leo. Curabitur est lorem, facilisi.

Caviar Dreams 24pt

Roboto bold 20pt

Roboto medium 18pt

Roboto regular 12pt

Helvetica bold 20pt

Helvetica Light 18pt

Helvetica 12pt



ICONS



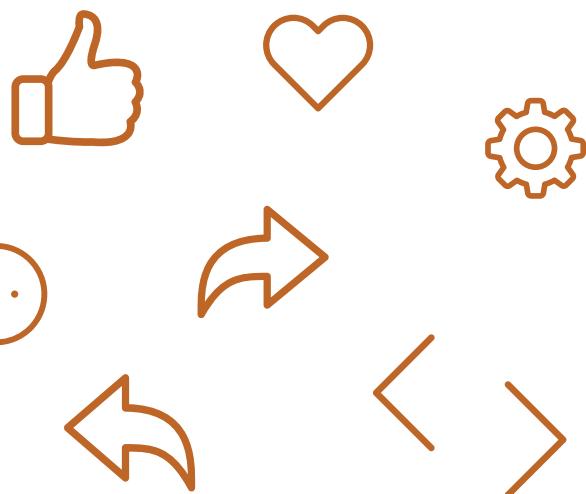
ICONS HOVER

ZOEKBAR

ZOEKBAR

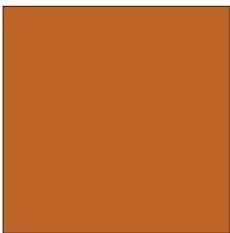
ZOEKBAR

BUTTONS



BUTTONS/ICONS

DESIGN: STYLE TILE 2



#C06014



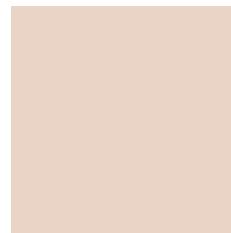
#F0B68B



#6E665F



#6D5440



#EDDBCE

Voorbeeld van een titel

Voorbeeld van een subtitel

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Lobster 24pt

Open sans regular 20pt

Open sans light 18pt

Helvetica bold 20pt

Helvetica Light 18pt

Helvetica Regular 12pt



ICONS



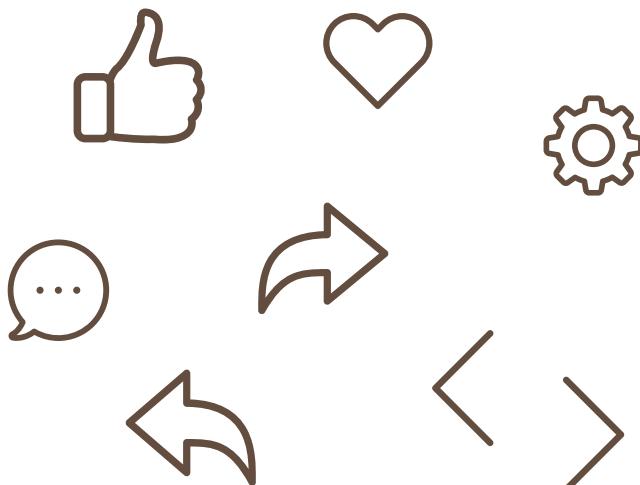
ICONS HOVER

ZOEKBAR

ZOEKBAR

ZOEKBAR

BUTTONS



BUTTONS/ICONS

DESIGN: VISUAL DESIGN HOMEPAGE

HOME

AANBOD

VRAAG

MIJN ACCOUNT



LETS GET STARTED

COPYRIGHT - TERMS OF AGREEMENT

DESIGN: VISUAL DESIGN AANBOD/VRAAG

[HOME](#)[AANBOD](#)[VRAAG](#)[MIJN ACCOUNT](#)[ADD CONTENT](#)[MAKE A PAYMENT](#)[RECORD TRANSACTION](#)[TRANSACTIONS](#)

MUUR BOUWEN



Lora venenatis lacus, sed rutrum lorem ipsum vel enim. Mauris sapien est, tincidunt nec lacinia ut, maximus sit amet quam. Morbi at massa ex. Aliquam scelerisque



KUISEN



Lora venenatis lacus, sed rutrum lorem ipsum vel enim. Mauris sapien est, tincidunt nec lacinia ut, maximus sit amet quam. Morbi at massa ex. Aliquam scelerisque



AUTO LENEN



Lora venenatis lacus, sed rutrum lorem ipsum vel enim. Mauris sapien est, tincidunt nec lacinia ut, maximus sit amet quam. Morbi at massa ex. Aliquam scelerisque



KOKEN

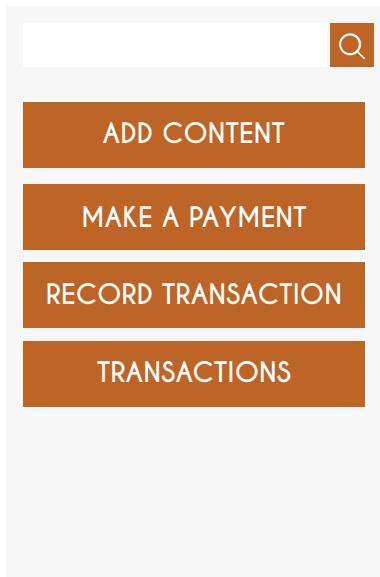


Lora venenatis lacus, sed rutrum lorem ipsum vel enim. Mauris sapien est, tincidunt nec lacinia ut, maximus sit amet quam. Morbi at massa ex. Aliquam scelerisque



[COPYRIGHT](#) - [TERMS OF AGREEMENT](#)

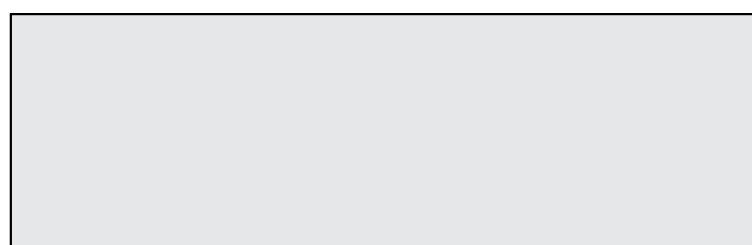
DESIGN: VISUAL DESIGN AANBOD/VRAAGOPIE

[HOME](#)[AANBOD](#)[VRAAG](#)[MIJN ACCOUNT](#)

GRAS AFMAAIEN



Ut in magna molestie, blandit libero et, molestie leo. Phasellus hendrerit, enim vitae aliquet dictum, erat tellus varius libero, vitae pharetra mauris nulla non turpis. Suspendisse vulputate tellus non tortor aliquam, quis lobortis massa efficitur. Maecenas tortor orci, congue non nulla a, volutpat semper arcu. Duis ullamcorper ipsum eget sem luctus, ac efficitur neque suscipit. Curabitur ullamcorper porta diam, ac fermentum justo. Maecenas dictum efficitur nibh eget vehicula. Nullam pharetra lectus sit amet purus vulputate interdum. Integer iaculis, nisi quis tempor volutpat, lectus sem venenatis lacus, sed rutrum lorem ipsum vel enim. Mauris sapien est, tincidunt nec lacinia ut, maximus sit amet quam. Morbi at massa ex. Aliquam scelerisque malesuada erat dignissim congue. Nunc tristique nulla non ex ultricies, ut rutrum mauris vulputate. Vivamus congue quam vel



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DEVELOPMENT

Development

Content

Database

Testing

Code snippets

Screenshots

USER & ACCEPTANCE TESTING

DEPLOYMENT GUIDE

MANUAL