



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

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 web design snippets and promotional images, likely from a design portfolio or a collection of user interface prototypes. It includes:

- A top navigation bar with categories like LUMINITY, ABOUT, FAQS, BUY NOW, LOG IN / REGISTER, and COLOR SWATCHES.
- A color palette section with cards for MORNING SKY (#C8E4DB), HONEY (#DCE4D8), CERULEAN (#00303F), and MIST (#7A9396).
- A woman in a white tank top and cap with a 'BUY NOW' button.
- A color palette section with cards for OCHRE (#C06014), PASTEL PEACH (#EDDCDD), and BLACK (#000000).
- A portrait of a man with a 'BUY NOW' button.
- A competition section titled 'DO YOU HAVE WHAT IT TAKES TO BE THE NEXT AMERICAN CREW ALL-STAR GLOBAL CHAMPION?' featuring a photo of a man in a suit.
- A 'HERE TO BE ANNOUNCED WHEN APRIL 2016' callout.
- A 'ABOUT THE COMPETITION' section.
- A middle navigation bar with links for #262C3A, OPERATION, 14-15 HELP, SOCIAL MEDIA, and COLOR SWATCHES.
- A color palette section with cards for COOL GREY (#CDCDCD) and DUSTY (#96B58F).
- A 'CREATE YOUR JOURNAL' button.
- A bottom navigation bar with links for IN C7, BOARD 13F, and 80.
- A footer note about the American Crew Challenge.
- A note about the color palette cards: 'The color palette cards are created with an intention to make it look beautiful.' and 'We turn 250 layer mask of your stories into a beautiful journal.'
- A large central text area: 'Vibrant Days, Restorative Nights'.
- A small note at the bottom right: 'Your Facebook posts are regularly updated and great quality paper and delivered to your doorstep in just a few clicks.'
- A large note at the bottom right: 'Your memories and stories created into a journal'.

Your memories and stories created into a journal

The image is a collage of various web design and digital marketing screenshots, likely from Scott McCarthy's portfolio. It includes:

- A dark-themed website for "BEHIND THE SCENES" featuring a landscape photo and a "New Print Portfolio" button.
- A color palette card with "CORAL" (#E14658), "NAVY" (#22252C), and "SCRUB" (#C0B3A0).
- A "SPEED MOTION" presentation slide with a red header and a large blue "PRESENTATION WORK" section.
- A color palette card with "MOUNTAIN" (#3F3250), "RUST" (#855357), "MINT" (#B4DCC0), "SLATE" (#EAEEA), and "SEA FOAM" (#A7B3A5).
- A "PIERRE GARNON" website featuring a sculpture of a person's head.
- A "Reformer" product page showing a piece of exercise equipment.
- A "BLACK OX" product page showing a small wooden box.
- A "PRINT YOUR NEEDS" product page showing a small wooden box.
- A "Scott McCarthy Design" homepage with a large logo and navigation links.

IDEËNBORD 2

IDEËNBORD 2

IDEËNBORD 2 is a collection of various web design and marketing concepts presented as icons and text snippets.

- IDEËNBORD 2** (Top Left): A grid of social media icons including YouTube, LinkedIn, Facebook, Twitter, Instagram, and others.
- The 9 causes of aging** (Top Center): A snippet from a website about aging causes.
- chunkFive** (Top Center): A snippet from a website featuring a large, stylized font.
- LUMITY** (Top Center): A snippet from a skincare brand's website.
- Roboto Slab** (Top Right): A snippet from a website featuring a large, rounded font.
- Caviar Dreams** (Top Right): A snippet from a website featuring a large, rounded font.
- Stockist** (Top Right): A snippet from a website featuring a large, rounded font.
- UK** (Top Right): A snippet from a website featuring a large, rounded font.
- SANTI SKIN LABS** (Bottom Left): A snippet from a skincare brand's website.
- HARRODS** (Bottom Left): A snippet from a luxury brand's website.
- REDHOUSE SMARTY FACEBOOK** (Bottom Left): A snippet from a mobile application's website.
- IDEËNBORD 2** (Bottom Center): A snippet from a website featuring a large, rounded font.
- IDEËNBORD 2** (Bottom Right): A snippet from a website featuring a large, rounded font.

MOODBOARD

BUTTONS

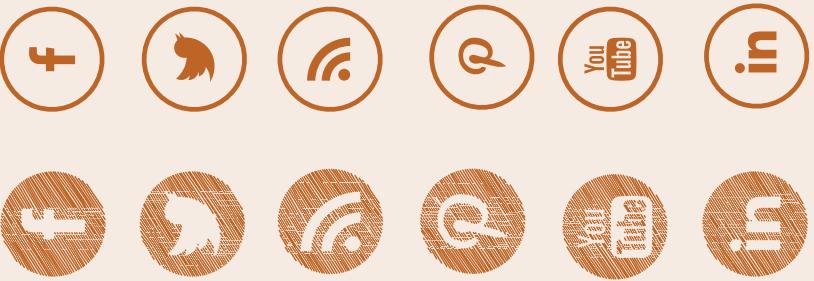
STYLE INSPIRATION

Browse the winning looks from past competitions.

2015-2016



ICONS



STIJL & VORM

SOCIAL BUZZ

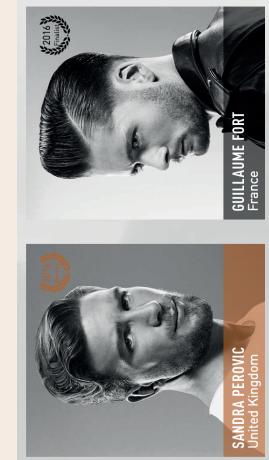
Check back here for real-time feed of social media updates from American Crew throughout each stage of the competition.

@americancrew

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

@americancrew

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



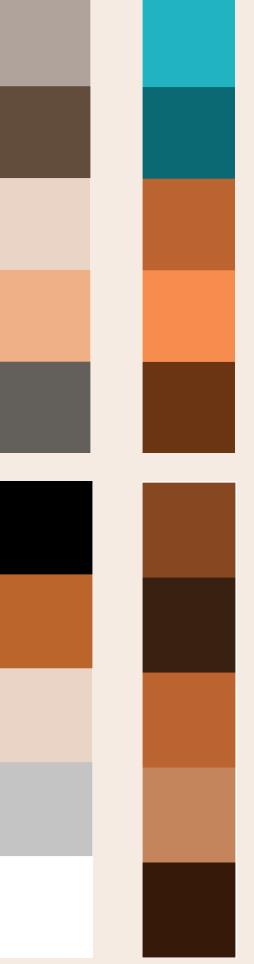
ABOUT THE ALL-STAR CHALLENGE



SOCIAL BUZZ

...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 and consulting. We are a team of creative professionals from different cultures and backgrounds. Our mission is to create great and innovative solutions for our clients, communities and ourselves.

studiobrun

home work studiobrun team contact

everything IS ILLUSTRATED

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

Hand-drawn illustrations and hand-painted textures form the foundation of my work.

Botanical sketches and organic patterns are the basis for my illustrations.

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 of Wireflow

Wireframes

Style Tiles

Styleguide

Visual Designs

DEVELOPMENT

Development

Content

Database

Testing

Code snippets

Screenshots

USER & ACCEPTANCE TESTING

DEPLOYMENT GUIDE

MANUAL