



**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

LUMINITY #E0F2D0

MORNING SKY #C4E4DB

HONEY #DCAED0

CERULEAN #00303F

MIST #7A9D96

NAVY #22252C

MOUNTAIN #3F3250

SCRUB #C0B3A0

CORAL #E14658

OCHRE #C06014

PASTEL PEACH #DD88CD

BLACK #000000

COOL GREY #C0C0C0

RUST #836357

MINT #84DBCO

SLATE #EAESEA

SEA FOAM #A7B3A5

GRAIN #D7CEC7

BLACKBOARD #565656

OXBLOOD #76323F

TAN #C09F80

DUSTY #96855F

LAVENDER #6D7993

OVERCAST #9099A2

PAPER

LOOK + FEEL + LIVE  
LUMINITY, THE GROUNDBREAKING ANTI-AGING SUPPLEMENT.  
Buy Now

Vibrant Days, Restorative Nights

ABOUT THE ALL-STAR CHALLENGE  
The Cut. The model. The photograph. Bring it all together to create your ultimate interpretation of the American Crew look.

ABOUT THE COMPETITION

ABOUT TO BE ANNOUNCED WITH APRIL 2016

CREATE YOUR OWN JOURNAL

Your memories and stories created into a journal

Welcome to the portfolio of Scott McCarthy, a Creative Director and digital design consultant at the Washington Post Co. Scott is an experienced creative director who excels for client-driven, strategic, n

CORAL #E14658

MOUNTAIN #3F3250

SCRUB #C0B3A0

NAVY #22252C

LUMINITY #E0F2D0

D5 #93B1C6

D6 #FF7148

D7 #EC583A

D8 #F5F5F5

D9 #555555

CORAL (#E14658)  
MOUNTAIN (#3F3250)  
SCRUB (#C0B3A0)  
NAVY (#22252C)  
LUMINITY (#E0F2D0)

ARTISAN SCULPTEUR  
PIERRE CARON

m on TRAVAIL

Reformer

Reformers are individuals who believe in making the world a better place through their actions and beliefs. They are often seen as leaders in their communities, working to improve education, health care, and other aspects of society. They are often unapologetic about their values and principles.

Find out more

ABOUT YOUR NEEDS  
Customized to Fit Your Needs

SCOTT MCCARTHY DESIGN

Director, Design & Dev  
www.scottmccarthy.com

About Work Favorites

Welcome to the portfolio of Scott McCarthy, a Creative Director and digital design consultant at the Washington Post Co. Scott is an experienced creative director who excels for client-driven, strategic, n

# 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



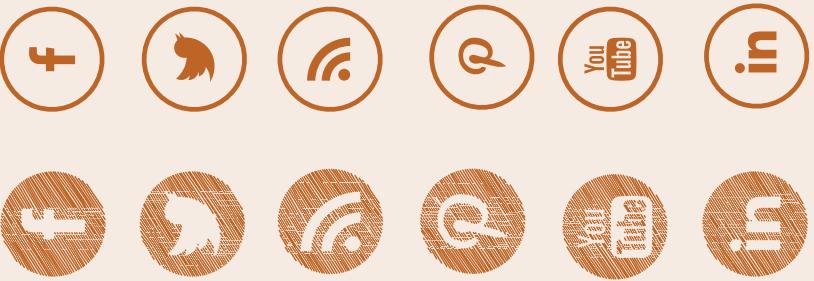
## STYLE INSPIRATION

Browse the winning looks from past competitions.

2015-2016



## ICONS



## STIJL & VORM

### SOCIAL BUZZ

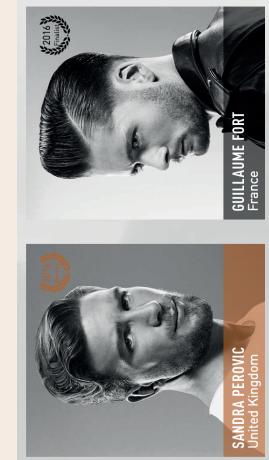
Check back here for real-time feed of social media updates from American Crew throughout each stage of the competition.

**@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](#)



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

ENTER THE COMPETITION

WIN \$10,000 GRAND PRIZE

AMERICAN CREW

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 work with international clients and agencies across the globe. Our focus is on creating clear and effective communication that builds trust and credibility.

Studio Brun

Home work

ILLUSTRATED

Everything is ILLUSTRATED

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

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

Botanicals, plants and flowers are my favorite motifs.

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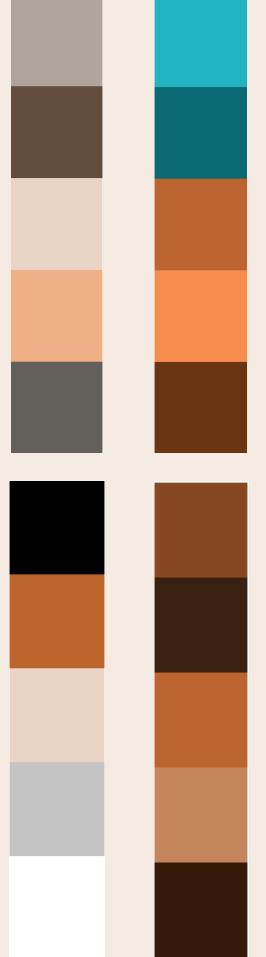


## TYPOGRAPHY

**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



## COLOR COMBINATIONS

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

# **DESIGN**

Sitemap of Wireflow

Wireframes

Style Tiles

Styleguide

Visual Designs

# **DEVELOPMENT**

Development

Content

Database

Testing

Code snippets

Screenshots

# **USER & ACCEPTANCE TESTING**

## **DEPLOYMENT GUIDE**

### **MANUAL**