



**Created by Los Compañeros (Group Name)**

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# CRUISIN' IMAGES USED

|   |                       |   |   |
|---|-----------------------|---|---|
|    | bike                  | Type: JPG File<br>Dimensions: 2271 x 1515 | Date taken: 10/10/2018 2:11 PM<br>Size: 1.51 MB |
|    | bike-ic               | Type: JPG File<br>Dimensions: 137 x 125   | Size: 20.1 KB                                   |
|    | bike-ic1              | Type: JPG File<br>Dimensions: 190 x 125   | Size: 27.7 KB                                   |
|    | christiania           | Type: PNG File<br>Dimensions: 492 x 266   | Size: 318 KB                                    |
|    | cyclist               | Type: JPG File<br>Dimensions: 2275 x 1804 | Date taken: 10/10/2018 12:16 PM<br>Size: 241 KB |
|    | Exbeerience           | Type: PNG File<br>Dimensions: 490 x 266   | Size: 317 KB                                    |
|    | Fælledparken          | Type: PNG File<br>Dimensions: 500 x 282   | Size: 205 KB                                    |
|    | footer-logo           | Type: PNG File<br>Dimensions: 612 x 136   | Size: 19.0 KB                                   |
|    | frederiksberg_garden  | Type: PNG File<br>Dimensions: 492 x 277   | Size: 274 KB                                    |
|   | gps                   | Type: JPG File<br>Dimensions: 1388 x 719  | Size: 874 KB                                    |
|  | kastellet             | Type: PNG File<br>Dimensions: 492 x 277   | Size: 274 KB                                    |
|  | lights-icon           | Type: PNG File<br>Dimensions: 80 x 80     | Size: 1.58 KB                                   |
|  | lock                  | Type: JPG File<br>Dimensions: 126 x 125   | Size: 13.6 KB                                   |
|  | logo-white            | Type: PNG File<br>Dimensions: 887 x 233   | Size: 21.5 KB                                   |
|  | orange-line           | Type: PNG File<br>Dimensions: 4 x 5142    | Size: 377 bytes                                 |
|  | phone                 | Type: JPG File<br>Dimensions: 99 x 125    | Size: 14.4 KB                                   |
|  | superkilen_for_retina | Type: JPG File<br>Dimensions: 1024 x 576  | Size: 190 KB                                    |

# SCRIPT

Title: Cruising

Theme: Biking is not only a way of transportation, but a great tool to relax and explore.

Logline: New in town with no friends, Kostas finds an interesting website and decides to explore the city on his own.



# TREATMENT

## Treatment:

Protagonist: Kostas

## Story

Recently moved to Denmark, Kostas wants to know the best places to bike and explore the city. Since he is new to the city, with no friends to guide him, he then uses the site created by us to know about the green city routes. He finds nice spots to explore thanks to the website, and makes some friends along the way.

## Locals

Superkilen park, Faelledparken.

## Scene outline:

Scene1

Local: KEA

Kostas looking bored, going through his phone, finds the cruising website.

Scene2

Local: KEA

Kostas gets his bike and decides to go explore the places shown on the website.

Scene3

Local: Superkilen park

Kostas arriving at the place and exploring, enjoying the day.

Scene4

Local: Faelledparken

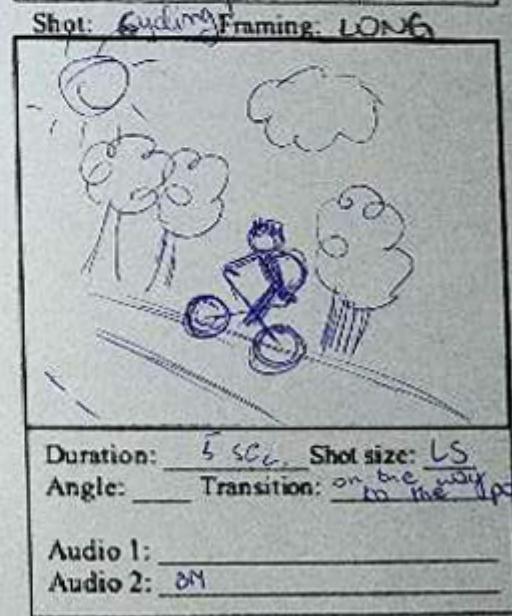
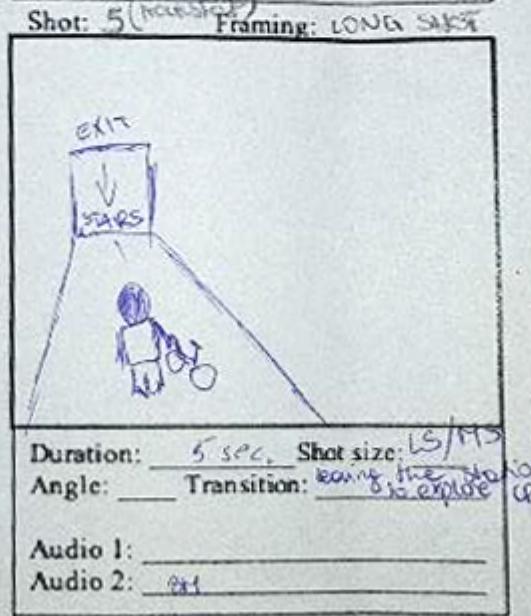
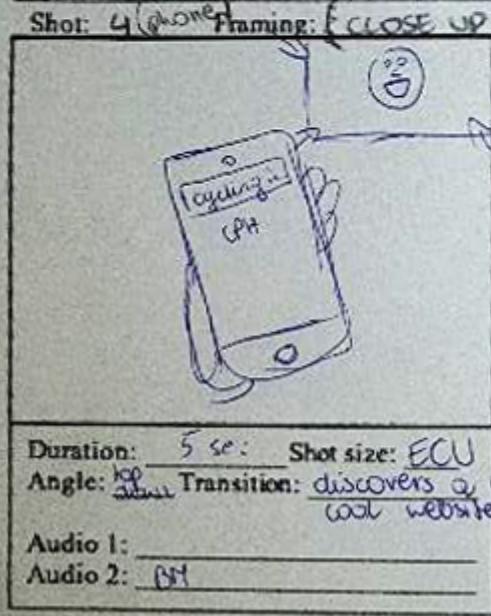
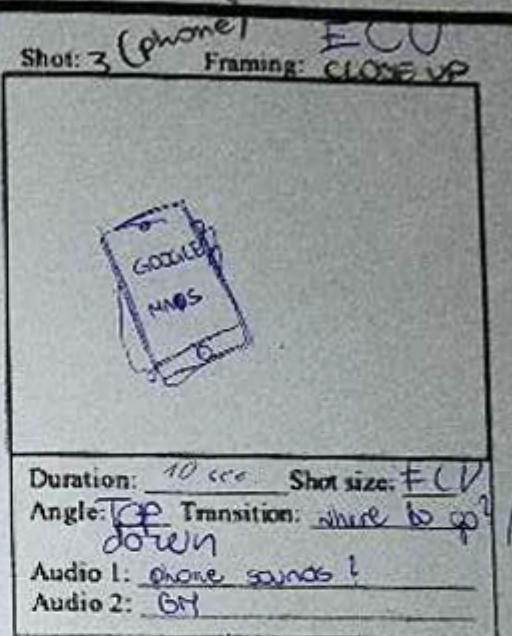
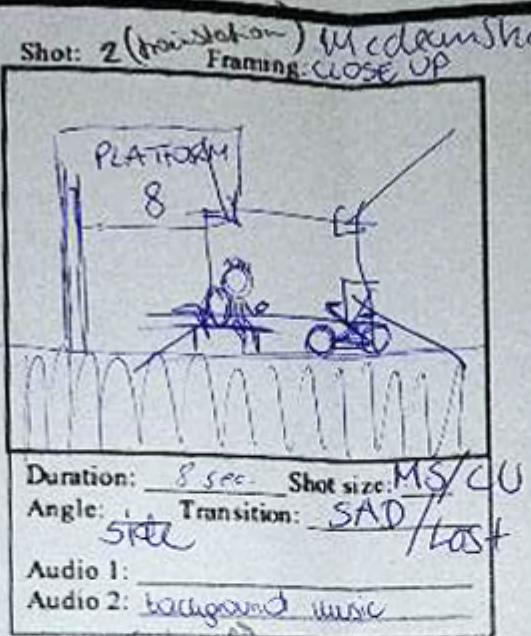
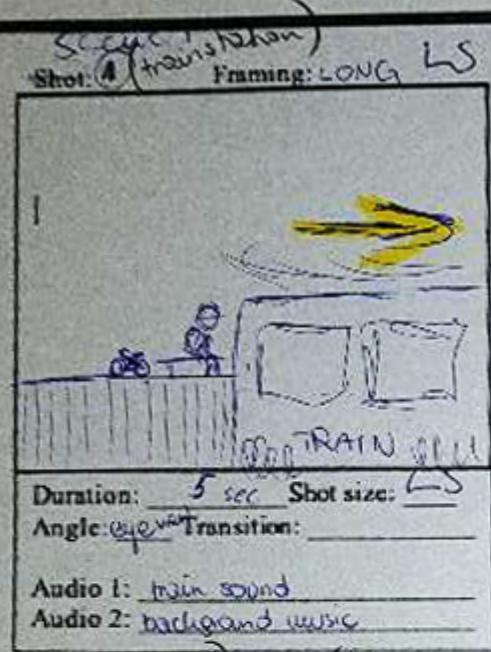
While biking, Kostas meets new people and enjoys the recent friendship while meeting new places in the city.

Final scene

Ends with a top view of the place they are in and the logo of the website.

# STORYBOARD

# CRUISIN'



Shot: 7 *cycling* Framing: LONG



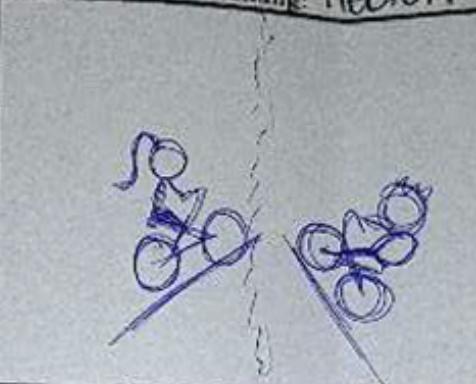
Duration: 5 sec Shot size: LS

Angle: \_\_\_\_\_ Transition: *riding around the town*

Audio 1: *SPLIT SCREEN*

Audio 2: *bm*

Shot: 8 *cycling* Framing: MEDIUM



Duration: 5 sec Shot size: MS

Angle: \_\_\_\_\_ Transition: \_\_\_\_\_

Audio 1: \_\_\_\_\_

Audio 2: \_\_\_\_\_

Shot: 9 *crash* Framing: MEDIUM



Duration: 3 sec Shot size: MS

Angle: \_\_\_\_\_ Transition: *after effects graphics*

Audio 1: \_\_\_\_\_

Audio 2: \_\_\_\_\_

Shot: 10 *fighting* Framing: MEDIUM



Duration: 7 sec Shot size: MS/CU

Angle: \_\_\_\_\_ Transition: *the moving the camera closer to those up's*

Audio 1: \_\_\_\_\_

Audio 2: *bm*

2 cameras

Shot: 11 *fighting* Framing: MEDIUM



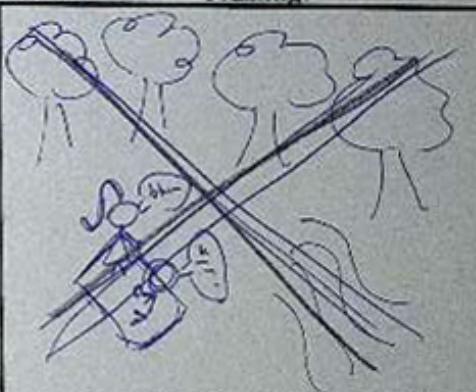
Duration: 7 sec Shot size: MS

Angle: \_\_\_\_\_ Transition: \_\_\_\_\_

Audio 1: \_\_\_\_\_

Audio 2: *bm*

Shot: \_\_\_\_\_ Framing: \_\_\_\_\_



Duration: \_\_\_\_\_ Shot size: \_\_\_\_\_

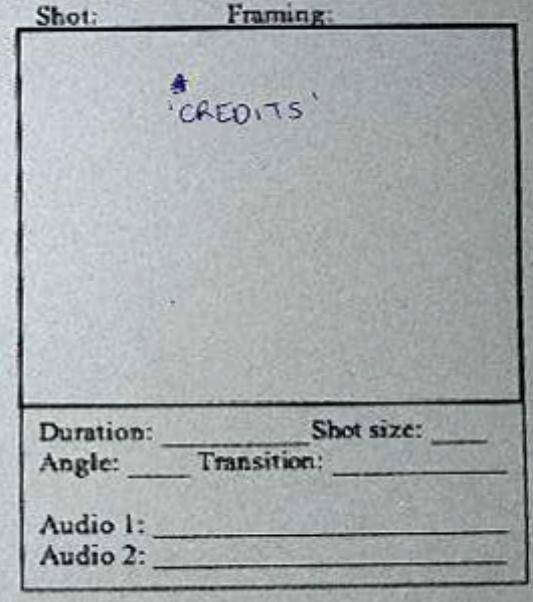
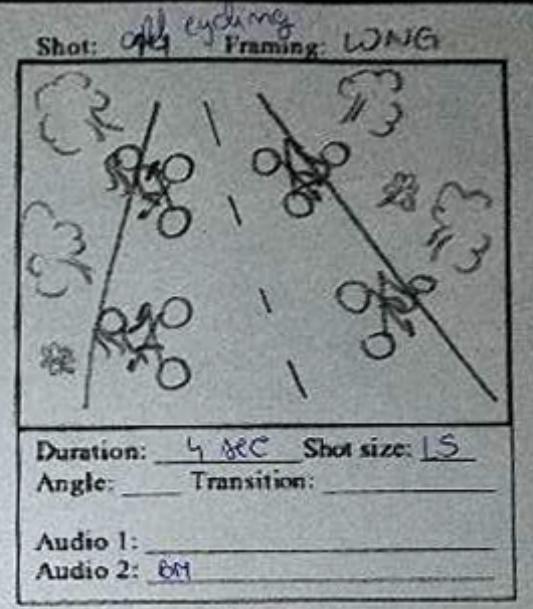
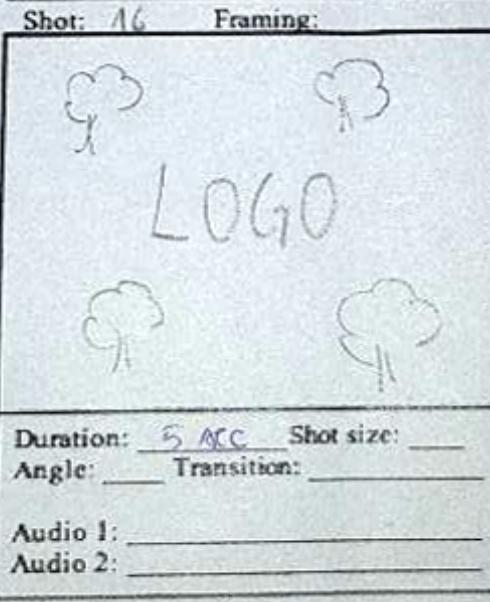
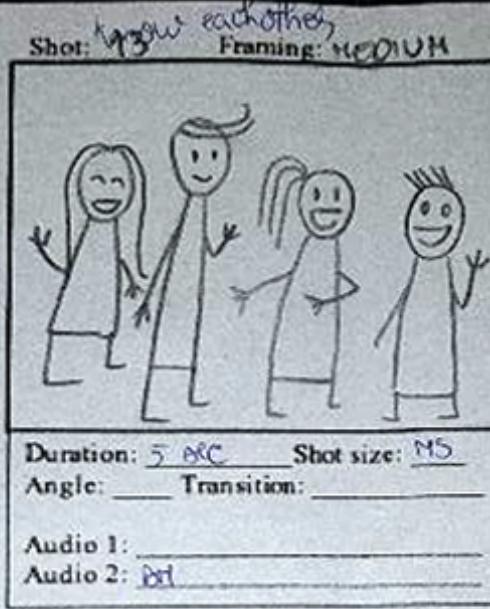
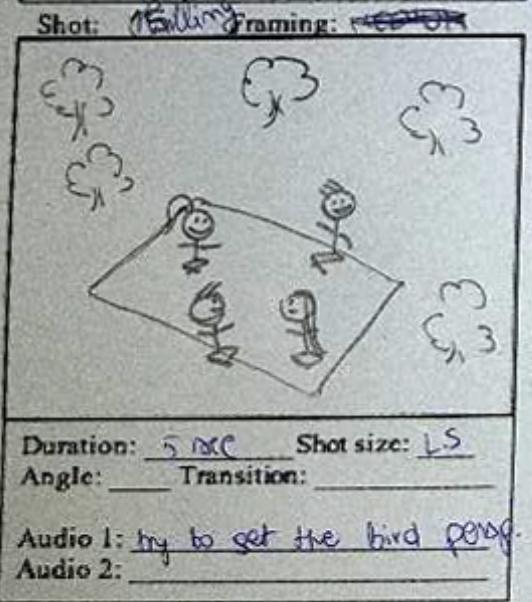
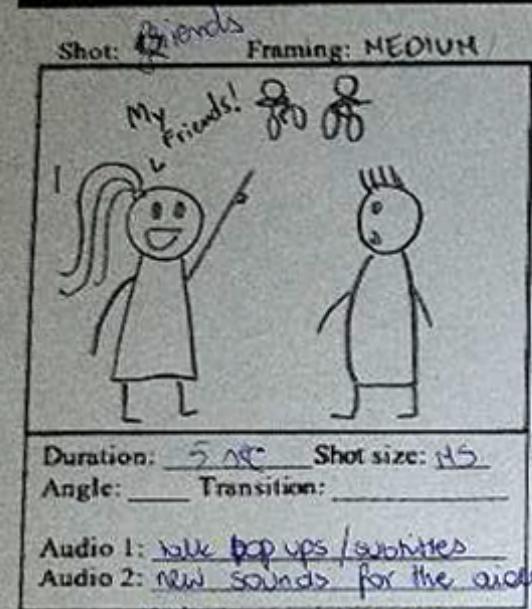
Angle: \_\_\_\_\_ Transition: \_\_\_\_\_

Audio 1: \_\_\_\_\_

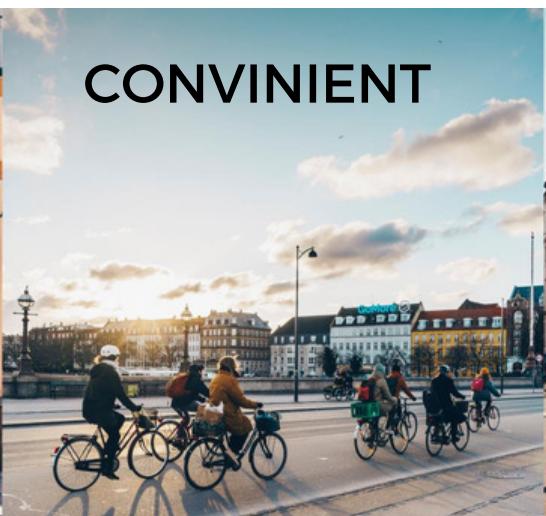
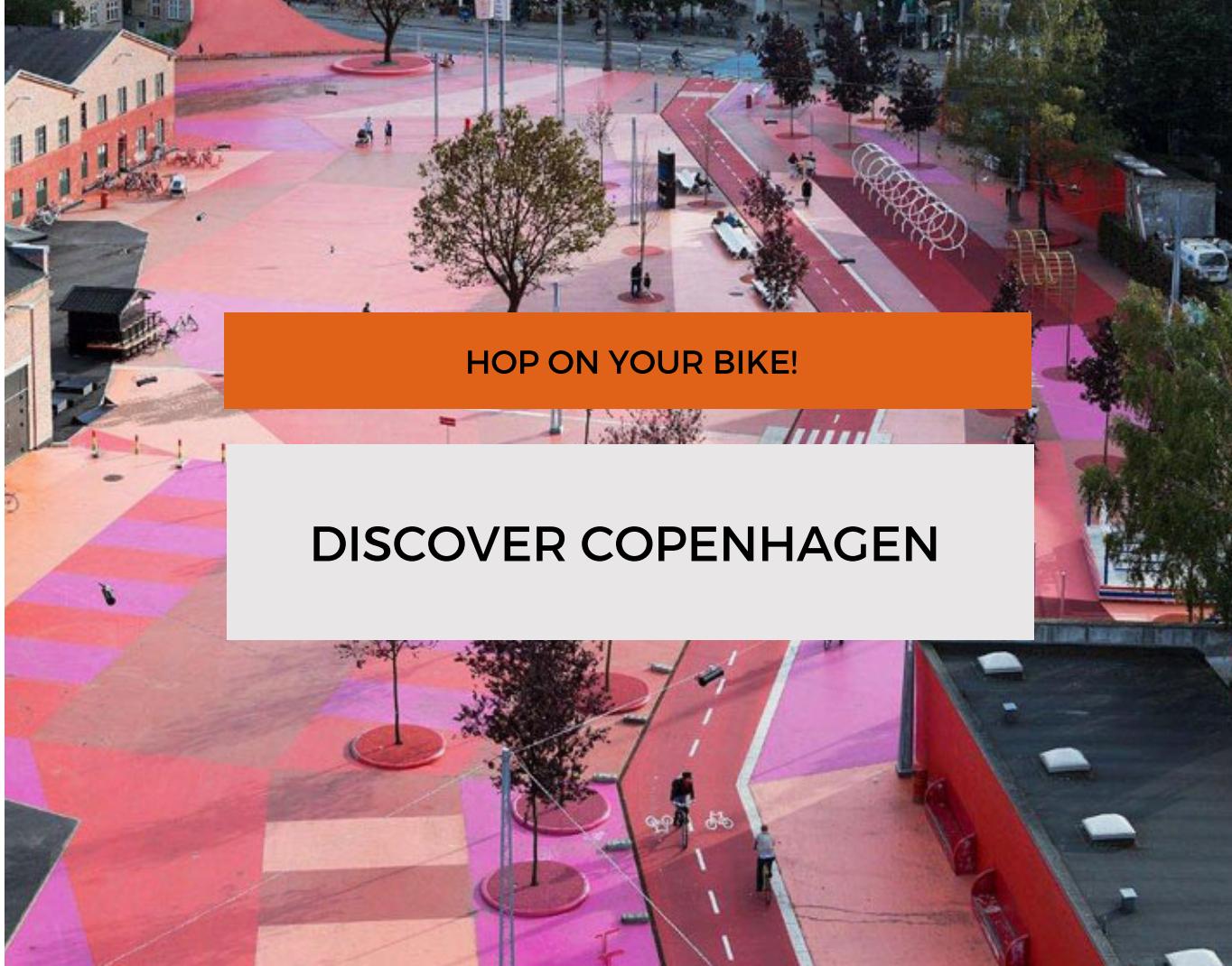
Audio 2: \_\_\_\_\_

# STORYBOARD

CRUISIN'



# M O O D B O A R D





CRUISIN'

## BUTTON EXAMPLES



## LOGO

CRUISIN'

CRUISIN'

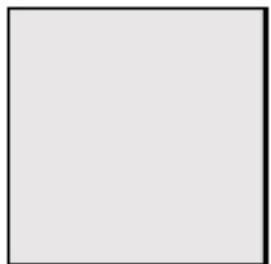
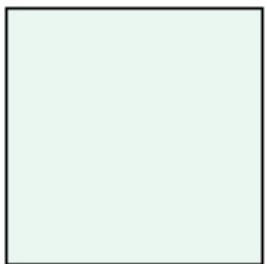
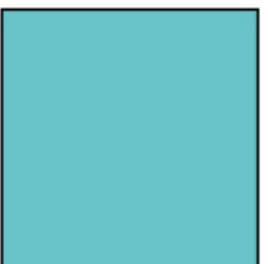
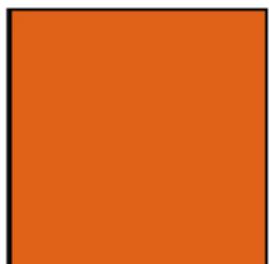
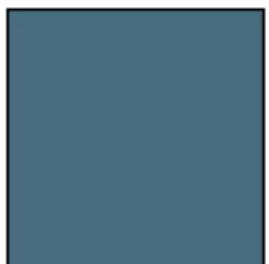


## TYPEFACES

MYRIAD PRO  
REGULAR

MONTserrat  
MEDIUM

## COLOUR SCHEME



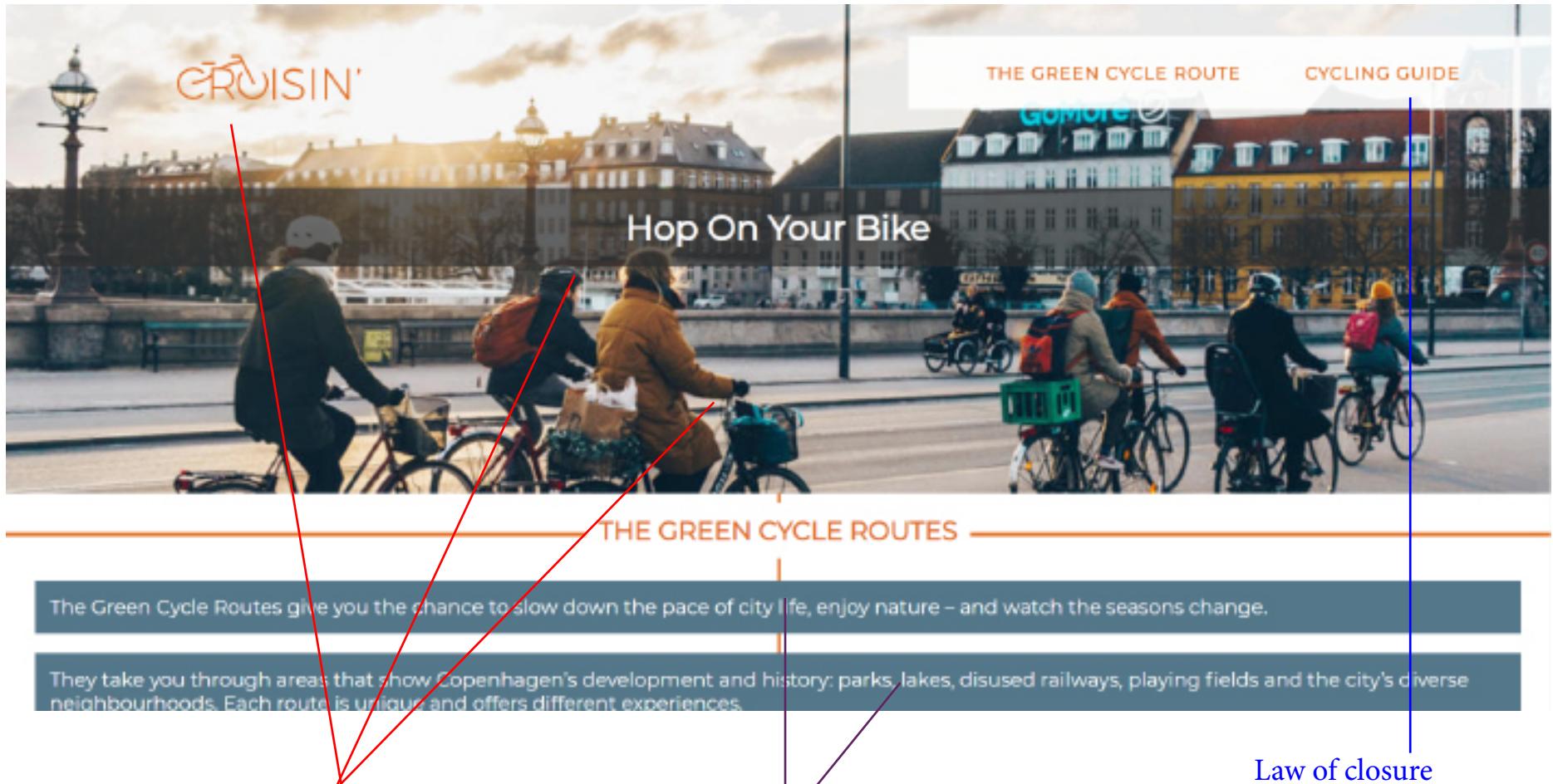
## TEXT EXAMPLES

THIS IS AN EXAMPLE OF A HEADING  
THIS IS AN EXAMPLE OF A PARAGRAPH

# DESIGN PRINCIPLES APPLIED

CRUISIN'

Composition: asymmetrical, page elements in different sizes



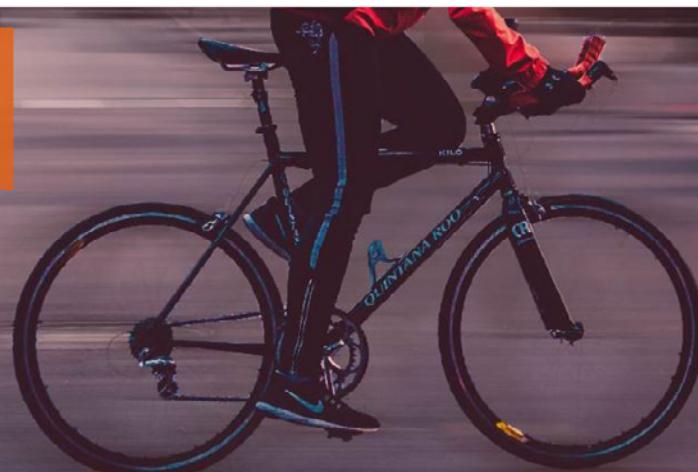
Law of figure-ground phenomenon  
text on top of image

Law of similarity  
font, color, size

Law of closure  
some things are enclosed by  
boxes and lines

## Color Contrast

Check the right clothes for the ride. Thought it may look silly, technical cycle clothing offers a fit and features that will make your commute more comfortable.



## Position Contrast

### THE GREEN CYCLE ROUTES

The Green Cycle Routes give you the chance to slow down the pace of city life, enjoy nature – and watch the seasons change.

They take you through areas that show Copenhagen's development and history: parks, lakes, disused railways, playing fields and the city's diverse neighbourhoods. Each route is unique and offers different experiences.

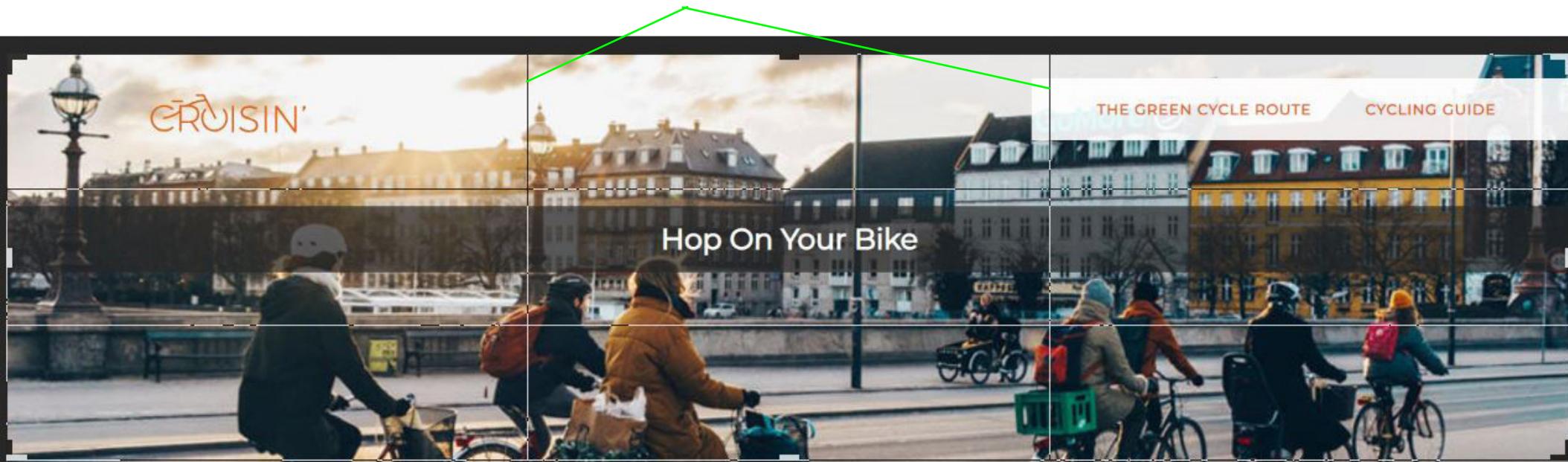
The Green Cycle Routes are marked with a dark green line on the cycle map, and as of 2016, they make up a network of about 58.5 km. Funding has been given for another 5.5 km, and a 51 km stretch is still on the drawing board.





# DESIGN PRINCIPLES APPLIED

## Rule of Thirds (Photography)



# TEST RESULTS



The purpose of our test is to identify whether the content page is clear and concise by paying attention to users' first impressions.

We wanted to make sure that they understand and are able to use the page properly, so we asked them the following questions:

- What do you think this page was about?
- What's your first impression about the site?
- What grabbed your attention?
- What words or sentences can you recall?
- What navigation option did you find there?

All people could find the right answer to the first question without any trouble. That means that they managed to read the heading and a little bit between the lines in such a short time, from where emerges the idea of an organized website

Regarding the first impression, some of them really liked the logo, and the others said that the colors are well-chosen.

The attention was grabbed by both the logo and the picture from the header. Some of them recalled “green routes” which makes us think that they really got our message. Others recalled “Hop on your bike”, a friendly expression, easy to remember.

The last question was pretty simple as the only navigation that we have is the burgermenu. In conclusion, the test results were convenient for us in that people easily understood what the site was about. They liked the whole design, from colors to typography and logo.

## PLANNED CHANGES/IMPROVEMENTS:

- We are thinking about some other navigation options, like a “return” button that will sent you from the bottom to the top of the page.
- We are going to test some shapes, colors and columns in order to make some improvements.