

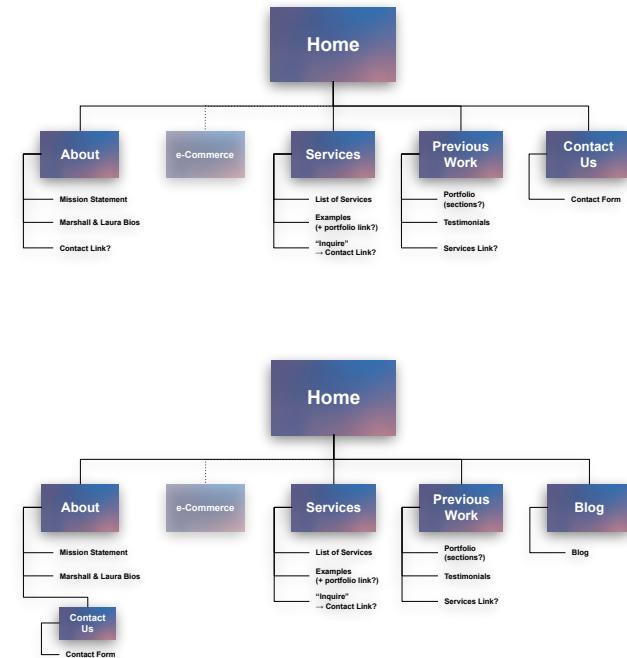
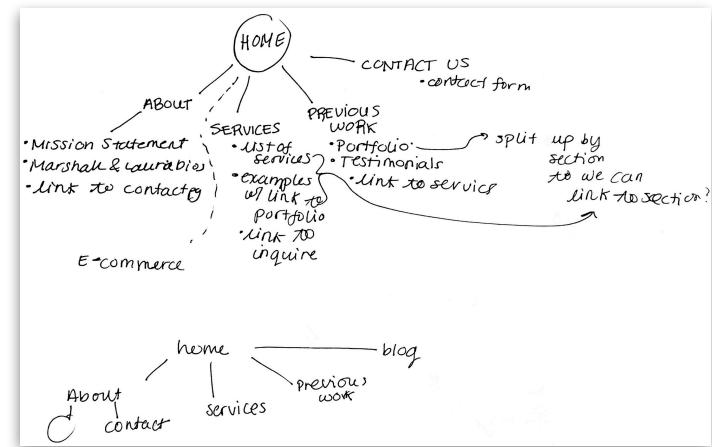
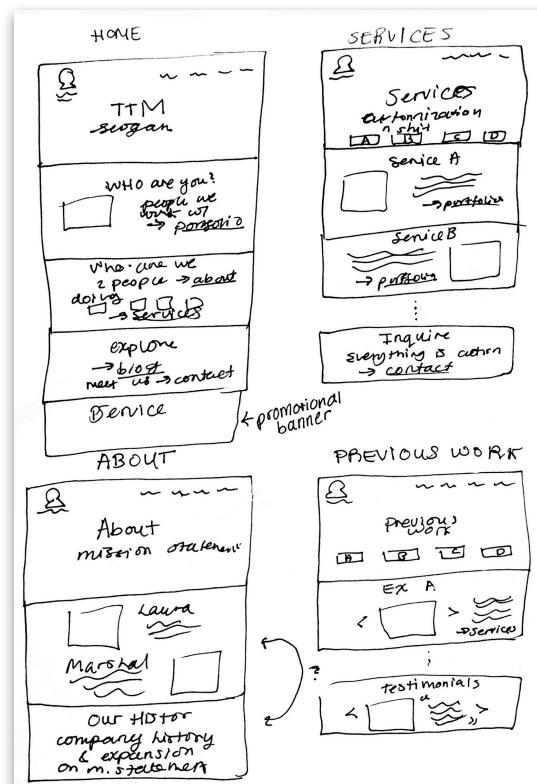
# Time Traveler Media

## Preliminary Planning

- » The client reached out to me about redesigning their website for improved cohesion and functionality as well as some new features.
- » We discussed their immediate and longterm goals, ultimately deciding that SquareSpace was optimal for building & hosting as well as maintaining without my help going forward.

## Assessing Client Goals

- » Once we established desired content & features, I went through the existing website to document existing information architecture and assess any gaps.
- » I sketched ideas for more functional layouts, developed new information architecture, and proposed the new site map for feedback.
- » After incorporating their input into a second improved site map, I was able to start creating the website and working on the design.



# Original Website

The homepage features a dark blue gradient background with a subtle texture. At the top right is a navigation bar with links: HOME, SERVICES ▾, ABOUT, and CONTACT. On the left, there's a small circular logo with a microphone icon and the text "TIME TRAVELER MEDIA". The main title "Time Traveler Media" is centered in a large, white, sans-serif font. Below it is a subtitle "-Send Your Message Into the Future-". A sub-subtitle "Full-Service Podcasting Specialists - How Can We Help?" follows. The page is divided into four service sections: "Launch" (with a microphone icon), "Editing" (with a headphones icon), "Publication" (with a Wi-Fi icon), and "Coaching" (with a speech bubble icon). Each section has a brief description and a "Coming soon" note. A prominent blue button at the bottom says "Click Here to Get Started".

This page has a dark blue gradient background. At the top right is a navigation bar with links: HOME, SERVICES ▾, ABOUT, and CONTACT. The main heading "Contact the Time Travelers!" is in bold black text. Below it is a form with fields for "Email" (with a placeholder "Email \*") and "Tell Us About Your Project - How Can We Help? \*". There's a large empty text area for the message and a blue "SUBMIT" button at the bottom.

The about page has a dark blue gradient background with a large, shiny silver microphone in the center. At the top right is a navigation bar with links: HOME, SERVICES ▾, ABOUT, and CONTACT. The main title "About Us" is in a large, white, sans-serif font on the right side. Below it is a subtitle "Podcasting with a Purpose". The page contains two columns of text. The left column discusses the company's mission and values, while the right column quotes "Leaving Messages for the Future." and "The future is listening; what do you want to say?". At the bottom, there's a "Send your message into the future with us!" button and two staff profiles: Laura Wiese and Marshall James, each with a photo and a short bio.

**Time Traveler Media**

Send your message into the future.

**Who are you?**  
Check out some of our previous clients and projects.

**Service A**   **Service B**   **Service C**

**Explore**  
Interested in learning more about us or our work? Our blog is on its way, and in the meantime, feel free to contact us with any inquiries.

**Featured Class / Product**  
Information for the promotional banner.

**Company History**

[Privacy Policy](#) | [Terms of Service](#) | © Time Traveler Media™ 2021

# Redesigned Version

**About**

Mission Statement: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**Laura Wiese**  
With over a decade experience as voice-over artist and producer for brands like Quickbooks, Comcast, and Audible, Laura is as comfortable in front of the mic as she is behind the mixing board.

**Marshall James**  
A skilled audio editor with expertise in video management and production coordination, Marshall is poised to shepherd your project to success.

**Company History**

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**Services**

Something about the customization and personalization of the services?

**Service A**   **Service B**   **Service C**   **Service D**

**Personalized Services**

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**Service A**

Service A Example

**Service B**

Service B Example

**Service C**

Service C Example

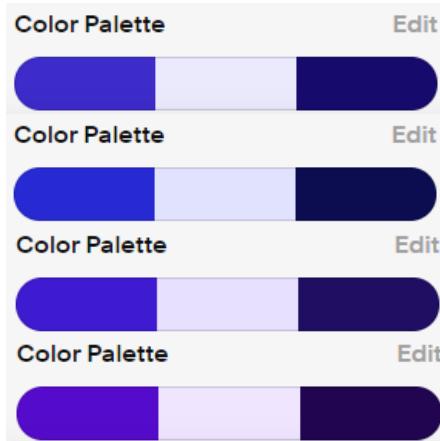
**Service D**

Service D Example

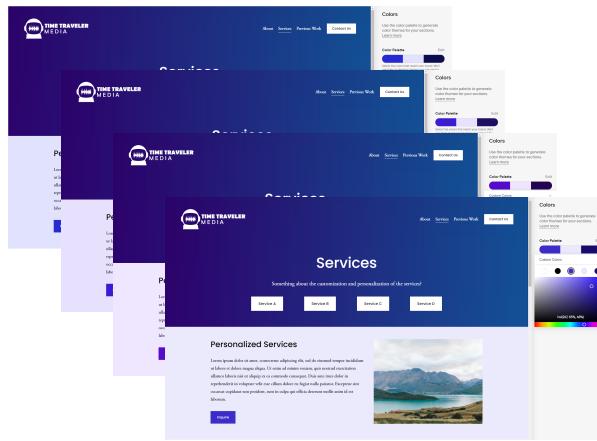
# Design & Aesthetic

## Graphics and Branding

- » I used existing graphics and logos to smooth the transition from the previous brand aesthetic to the new one and created a design guideline for the new branding to optimize cohesion.
- » While designing the aesthetic and layout, I narrowed down the possibilities to a few final choices and organized visuals by category to ease the decision-making process for the clients.



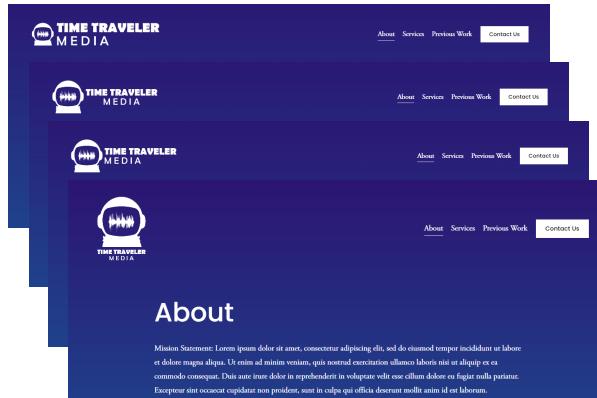
Color palettes



Color palettes applied to website layouts



Reconfigured logos



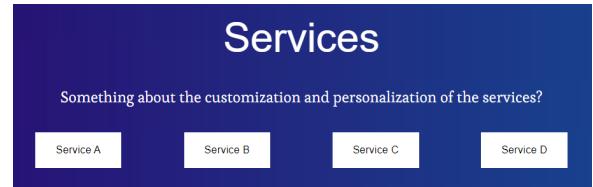
New logos placed in website draft

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Paragraph typeface options:  
Adobe Garamond, Esteban, Georgia



## Services

Something about the customization and personalization of the services?



## Services

Something about the customization and personalization of the services?



Title typeface options:  
Adelle Sans, Aktiv Grotesk, Arial

# Site Content

## Spreadsheet & PDF Guide

- » Once the design & layout were solidified, the final website required only text and media, so I created a list of needed content.
- » For efficiently transferring new content into SquareSpace, I created a Google drive folder to organize media and made a Sheet to track copy.
- » My clients accepted my offer to also make a visual guide so they could see where content would go while they created it. I took a PDF of the website and annotated it to make a guide of the needed content.

	Current content	Desired Content
<b>Home</b>		
<b>Header</b>		
Title	Time Traveler Media	
Copy (Subtitle)	Send your message into the future.	
Image	<a href="https://drive.google.com/file/d/1JQwNedpd0b-PquvrUpXhk0gODIUfnmR/view?usp=sharing">https://drive.google.com/file/d/1JQwNedpd0b-PquvrUpXhk0gODIUfnmR/view?usp=sharing</a>	Upload image here with page name: <a href="https://drive.google.com/drive/folders/1cwy41XK9w2QUaGnKgtRe9l7iLq6lgOWYn?usp=sharing">https://drive.google.com/drive/folders/1cwy41XK9w2QUaGnKgtRe9l7iLq6lgOWYn?usp=sharing</a>
<b>Who are you?</b>		
Image	N/A	Upload image here with name: <a href="https://drive.google.com/drive/folders/1cw41XK9w2QUaGnKgtRe9l7iLq6lgOWYn?usp=sharing">https://drive.google.com/drive/folders/1cw41XK9w2QUaGnKgtRe9l7iLq6lgOWYn?usp=sharing</a>
Title	Who are you?	Are you looking for a professional partner in audio or video production?
Copy	Check out some of our previous clients and projects.	Check out some of our previous clients and projects.
Button	Previous Work	Previous Work
<b>Who are we?</b>		
Title	Who are we?	
Copy	N/A	Time Traveler Media is a female-owned, forward-focused new media company, focusing on building client relationships that help bring creative visions to life
Button ("About Us")	About Us	About Us
3 Images (1 per service)	N/A	Upload images here with name: <a href="https://drive.google.com/drive/folders/1cw41XK9w2QUaGnKgtRe9l7iLq6lgOWYn?usp=sharing">https://drive.google.com/drive/folders/1cw41XK9w2QUaGnKgtRe9l7iLq6lgOWYn?usp=sharing</a>
Button ("Services")	Services	
<b>Explore</b>		Upload image here with name: <a href="https://drive.google.com/drive/">https://drive.google.com/drive/</a>

The screenshot shows the Time Traveler Media website with various UI elements annotated:

- Header:** TIME TRAVELER MEDIA logo, About, Services, Previous Work, Contact Us.
- Hero Section:** Title "Time Traveler Media", Subtitle "Send your message into the future".
- Image:** A large image of a microphone.
- Annotations:**
  - "image" points to the microphone image.
  - "title" points to the "Time Traveler Media" title.
  - "copy" points to the subtitle text.
  - "image" points to the "Who are you?" section image.
  - "title" points to the "Who are you?" section title.
  - "copy" points to the "Who are you?" section copy.
  - "button" points to the "Previous Work" button.
  - "title" points to the "Who are we?" section title.
  - "copy" points to the "Who are we?" section copy.
  - "image" points to the "Service A" image.
  - "title" points to the "Service A" title.
  - "image" points to the "Service B" image.
  - "title" points to the "Service B" title.
  - "image" points to the "Service C" image.
  - "title" points to the "Service C" title.
  - "button" points to the "Services" button.
  - "image" points to the "Explore" section image.
  - "title" points to the "Explore" section title.
  - "copy" points to the "Explore" section copy.