



Booming Baby Heads Presents:

Karlina - <http://karlinakluce.com/cyclecph/index.html>

Martin- <https://gatskimedia.com/KEA/cyclecph/>

Sander - <http://sansindesign.com/cyclecph/index.html>

Audrey- <http://afryman.dk/cyclecph/index.html>

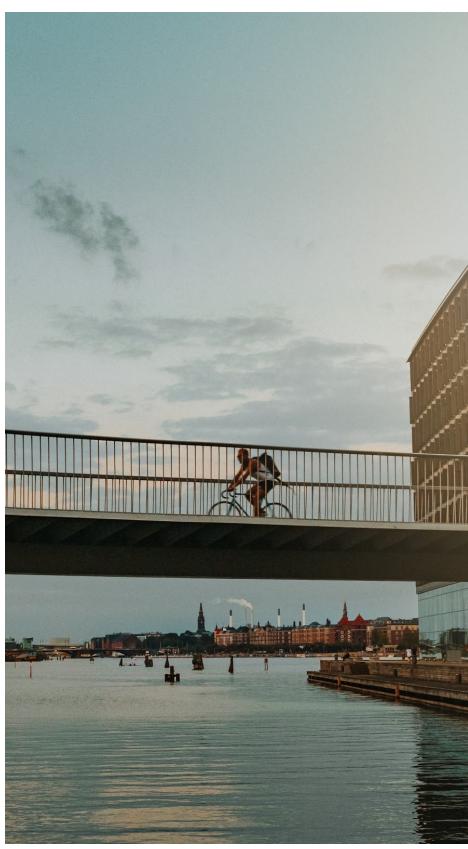
Valentin- <http://valentin99dumitrache.dx.am/cyclecph/>

Technical Documentation



Dimensions: 1300x866

Size: 198 KB



Dimensions: 2044X3633

Size: 3,4 MB



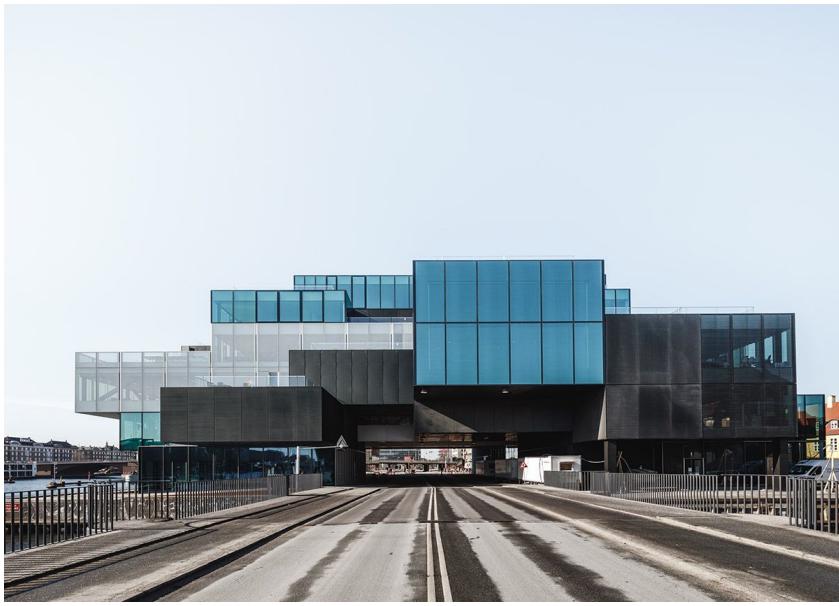
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Size: 3,1 MB



Dimensions: 864X576

Size: 381 KB



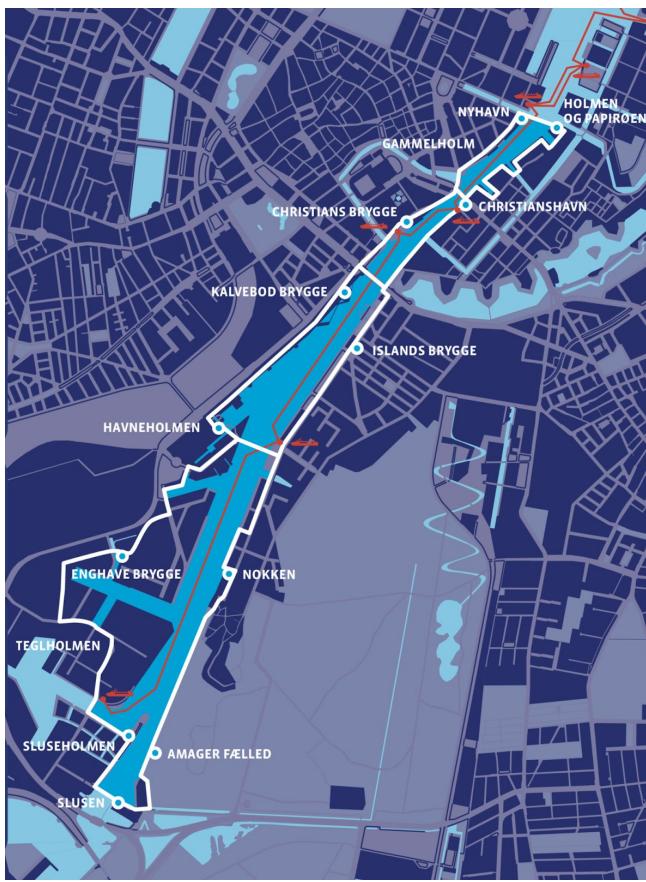
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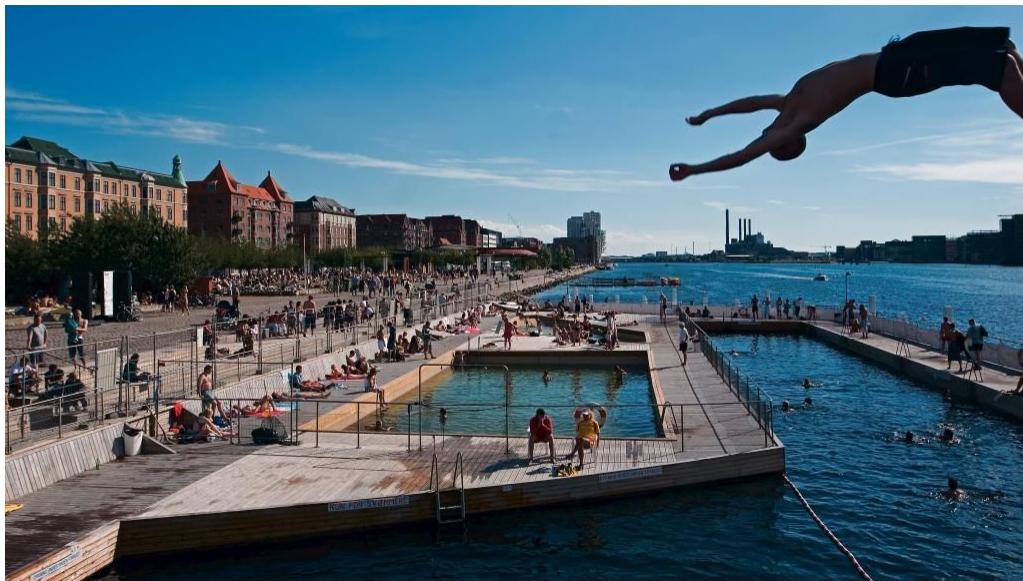
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Size: 1,6 MB



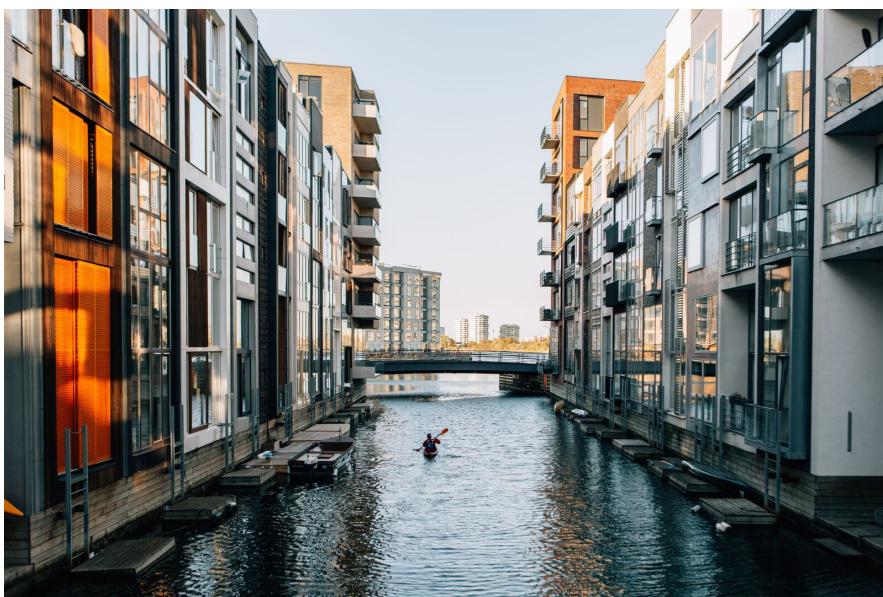
Dimensions: 1024X557

Size: 112 KB



Dimensions: 1125X954

Size: 1,4 MB



Dimensions: 1600X1067

Size: 336 KB



Dimensions: 1024X576

Size: 130 KB



Dimensions: 1024X576

Size: 205 KB



Dimensions: 1316X1320

Size: 2,1 MB



Dimensions: 1024X576

Size: 185 KB

Video Documentation

“Find your Route”

Theme:

Biking; the best way to experience the gems of Copenhagen.

Logline:

On a visit to Copenhagen, Carla discovers the practically and places to see while biking around the city. This includes seeing Nyhavn, Sluseholmen, and a picnic.

Treatment:

Background: Carla invited Anna for a visit in beautiful Copenhagen. Carla started to study in Denmark after the highschool, they were close friends.

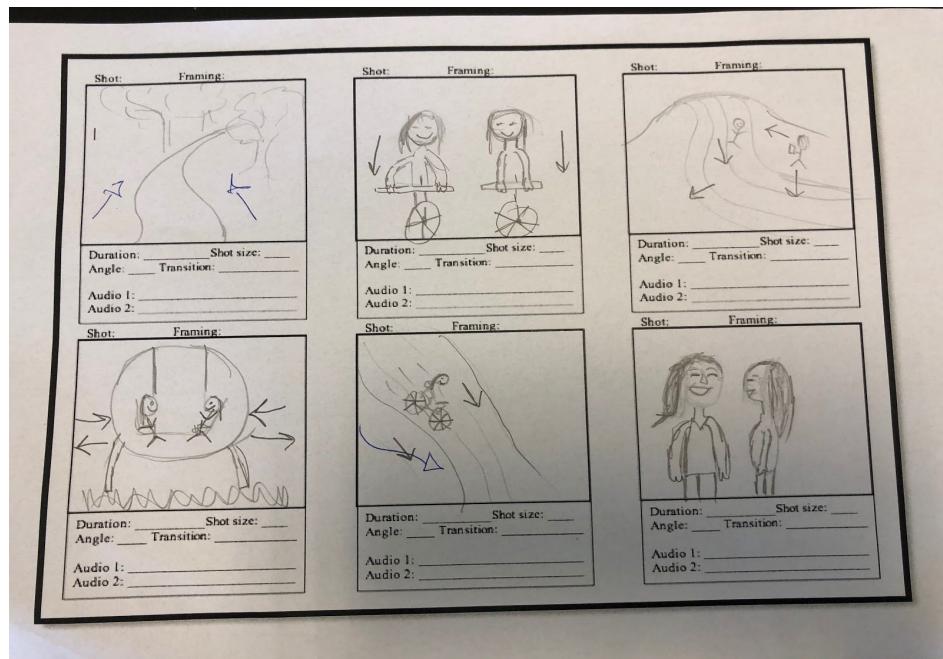
Ultimately, she is on her way to visit Carla in Amager Faelled.

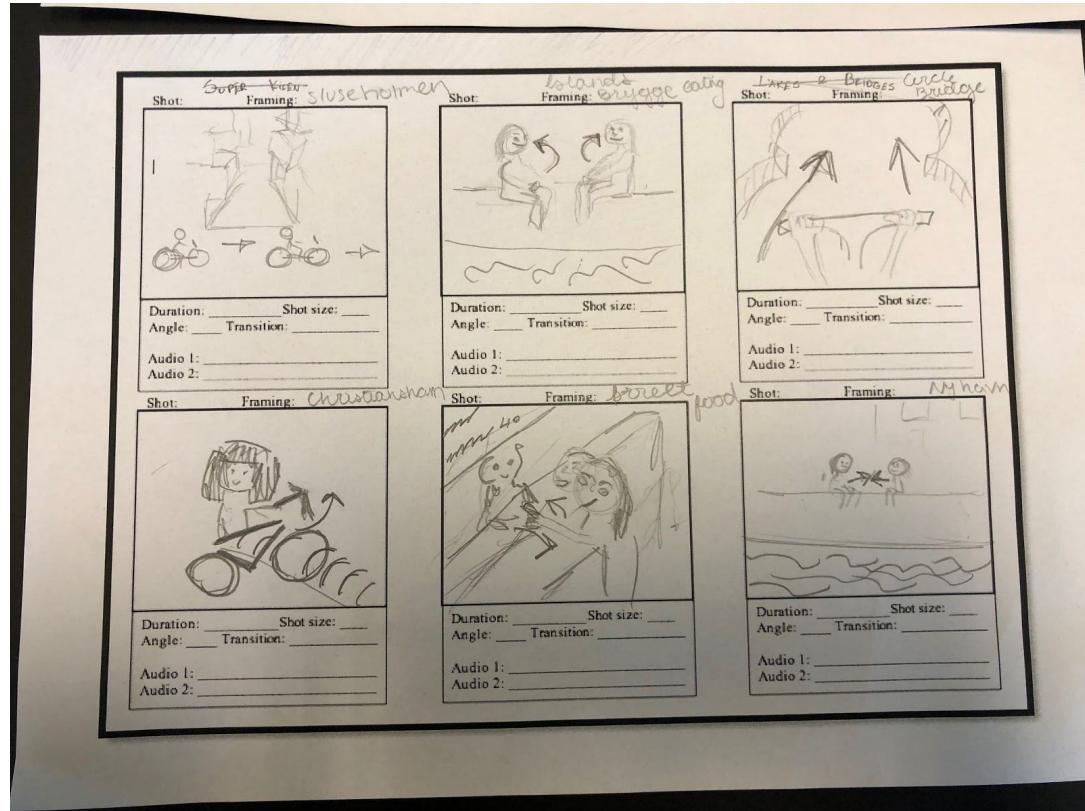
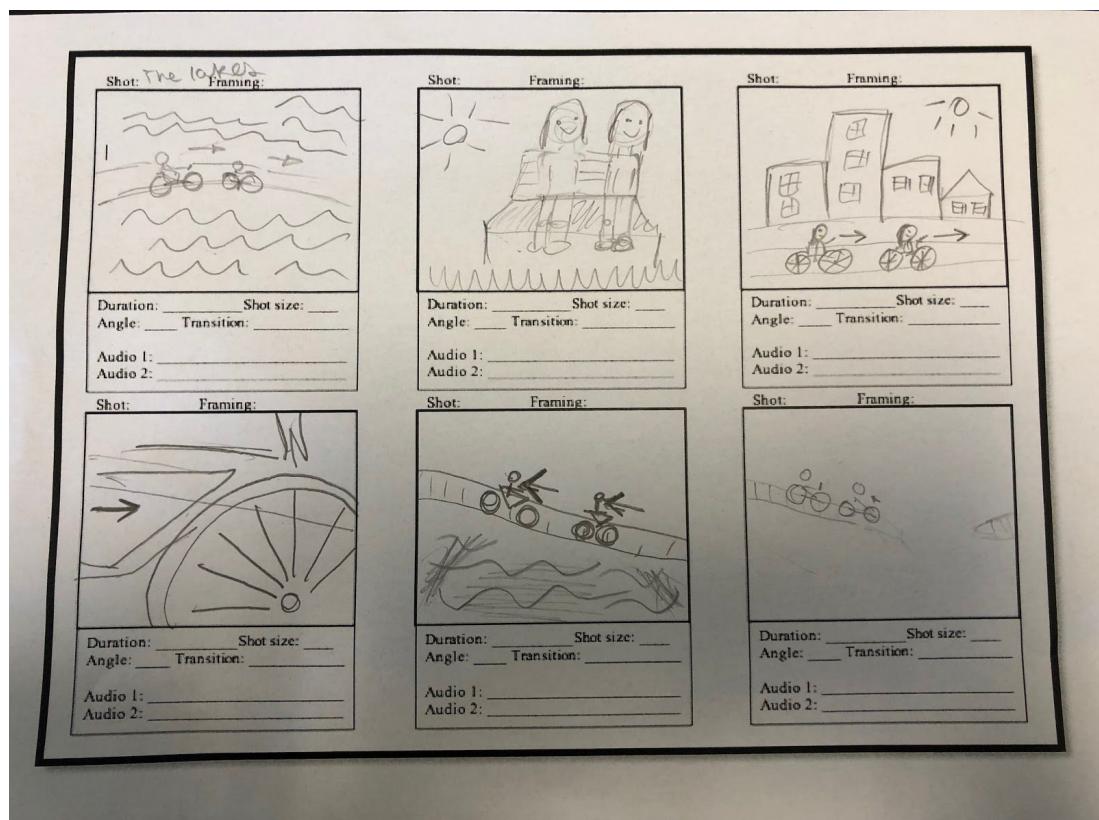
She is confronted with a decision between taking public transport (a bus) or taking her bike. Tension escalates as the bus approaches and camera switches between the bus, the bike, her face and her rejsekort. Finally she throws down her rejsekort, hops on her bike, and takes off into the distance of Copenhagen.

Biking through the city, shots shift between close ups of her biking, her smiling joyous face, and various wide angles of the places she bikes past. These places include, Nyhavn, Sluseholmen, and different bridges.

In addition, she swiftly bikes past a traffic jam in the city. Confirming the right decision ways to take the bike around the city.

Finally she approaches Amager Faelled, where she embraces Carla in a huge hug. Panning over the picnic in the park. Fading out with the words “Experience Copenhagen on bike. Find your route. Cycle Copenhagen”





Mood Board



Style Tile

our website style tile

COLOURS

#33363f
#436c8e
#f2b189
#c1b0ac
#84a6a8

TYPOGRAPHY

Headings	Paragraphs
Montserrat abcd 123	Roboto abcd 123

ADJECTIVES

SYMBOLS



warm

motion

rustic

Design Principles



Experience Copenhagen on two wheels like a local. A tradition that is rooted in the little nation's everyday lifestyle.

Spread out all-over Copenhagen are routes that make biking in the city very enjoyable. You can choose between all kinds of roads for biking but the latest developments in the city's infrastructure have created

Composition

The main idea behind the composition of the website was to make it simple, with a symmetrical feel. On the front page, the picture, title and texts are centered, creating a very static effect. However, on our supporting pages take on a more dynamic symmetry. When the breaking point goes to the mobile version, the grid changes to be on top of each other, perfectly static symmetry. This further emphasises simplistic theme, which will help the easy usability.

Gastels

Symmetry or the gastal law of symmetry is used throughout our website. Either the content is centered to the page or the page is divided with a picture on one side and content on the other.

By using a simplistic structure, we hope to bring the users a sense of their past experiences, which will assist in a smooth user experience.

Additionally, our content pictures (shown on this page) are all sized the same to dimensions, to demonstrate the gastel laws of similarity and proximity. All the photos with the same sizes carries the same purpose and shows the same type of information when you click on it. For example, the pictures guiding our users to the next route are smaller than the pictures.

Sites along the route:



Is this route not for you ?



Islands Brygge is the most iconic harbour swimming! With 5 pools, two for children (starting at 30 cm), and diving towers, three, and five metres high. In addition, there is also large lawn in front of the pools, lots of room for sun-bathing, picnics or football. Officially open with lifeguards and daily quality inspections from the 1st of June to the 30th of September. Please, keep in mind, swimming Copenhagen's harbour is only permitted in the designated bathing zones throughout the harbour routes.

Is this route not for you ?



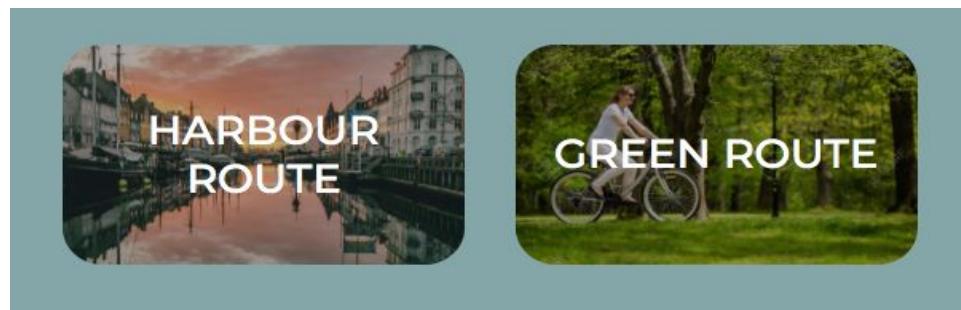
The use of the same sized photos also bring a sense of common fate. In the mobile version of our website, the images contain little arrows. This uses the gestel law of continuation of direction, to show you are also to see more if it is clicked more information is revealed.

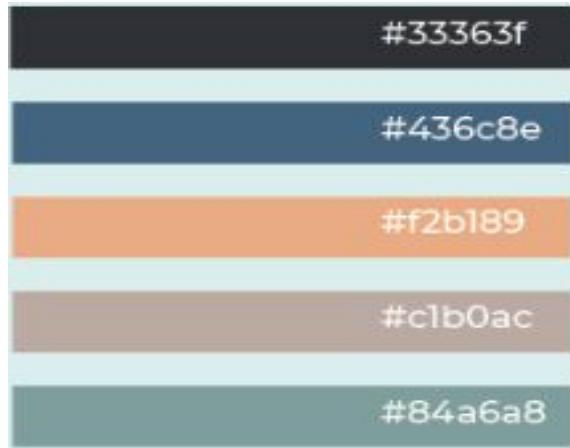


Contrasts

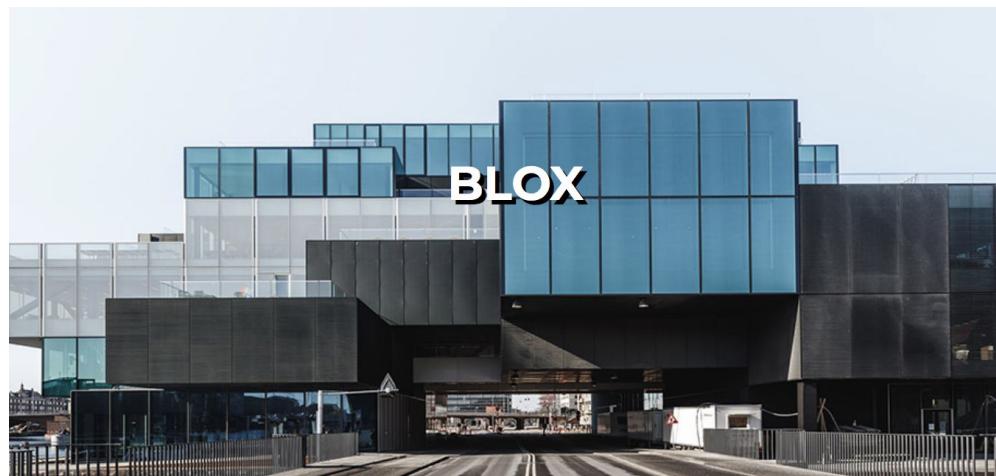
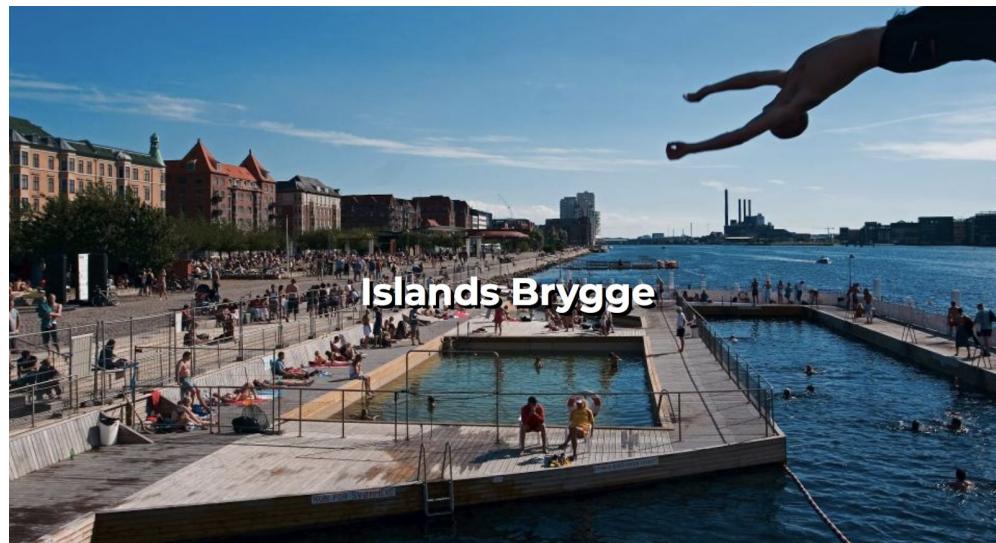
Size contrasts have been used with the photos to show association and purpose. For example, our main image is enlarged to fit the screen to emphasize its position as the general idea of our website. As opposed to our content photos, which have all been sized to appear smaller, with rounded corners to differ from the the header picture.

Furthermore, creating a sense of similarity to each other and difference from the main picture.





The colour scheme of our website features an array of soft contrasting colours. We have used a green-ish murky blue for the background, to demonstrate the colour of the water, greenery and reflection of the modern blue glass buildings.



In addition, pink and orange elements are highlighted and exaggerated in featured photos, bringing an aesthetic contrast through colour. The use of pink and orange symbolises the brick used to build the older more traditional buildings around Copenhagen and on the harbour circle. Revealing a theme of the contrasting old and new architecture and urban/ nature.

Furthermore, showing the transformation Copenhagen has undergone.



Additionally, the text was changed to white to stand out and have a contrast with the turquoise background. The white colour not only adds to the soft theme, but also puts the emphasis on the photos, our main focus.

THE HARBOUR ROUTE | THE GREEN ROUTE

Cycle
Cph

Test results

1. In our test we put two pictures- the front page and the harbour route information page. In total we had 5 questions about navigation, information that people can get and how fast they can do it.

We asked what our company's name was, because we had no logo in website. It was just written in every page in the same font and colour. The last question was about possible changes they would want to see in the website, for example, less text or different colours.

We sent our test not only to our classmates but to our friends so it would be more interesting to hear people opinions who are not in the design field.

2. The test should reveal the strongest and weakest points.

If the people answers to the same questions are the same then we will not change the concrete thing. But if people will not understand the question or just pass it- we will understand that something needs to be changed.

3. Our conclusions are simple- the background picture is not suitable for cycling theme.

A lot of people understood what our company's name is so it should not be changed. The weakest point of them all was the navigation. People mentioned that the navigation option was the menu bar but we did not even have it. And they were not sure if you can scroll down the page or just click to something. Another thing- we should change our header boldness or size because it is hard to separate the headers from paragraphs.

Our strongest point is the design. We are keeping up the minimalistic and grey-blue tones. It seems that people liked that.

- 4.

Our planned changes are to put different picture in the background, something that would symbolise biking. We are planning to make the logo too.

Navigation is going to be more easier to understand. We are going to change the button style so people could understand it is clickable. Maybe put little arrows to symbolize the page continues.

The paragraphs are going to be more separated, not in one block, easier to read but the headers are going to become bigger and maybe more bold to highlight them.