

Professor: Ryan Achzet
Project Process Book
Laurel Fosnight 11/29/2015

> **Web Design 2**

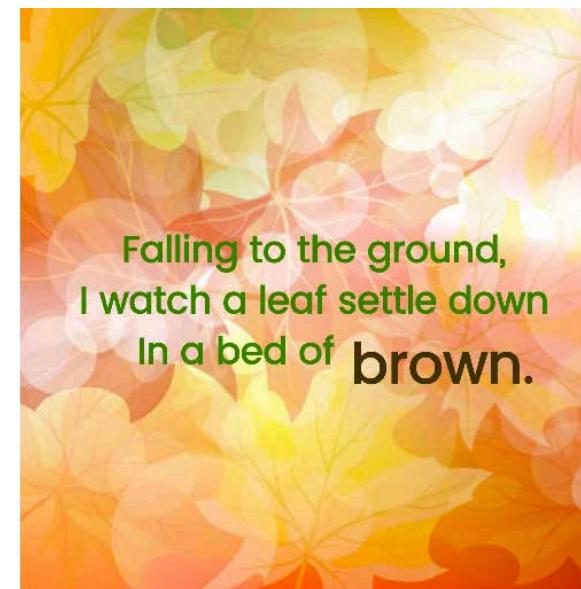
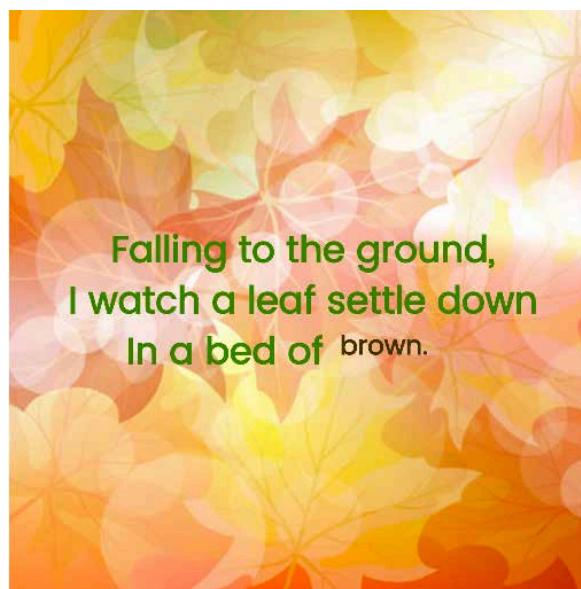
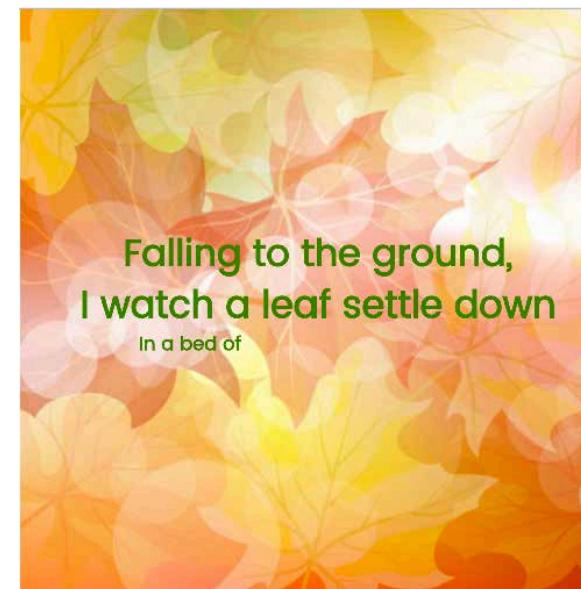
Semester I

- 1-2 Exercises
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> Exercises

Exercise I | Transitions

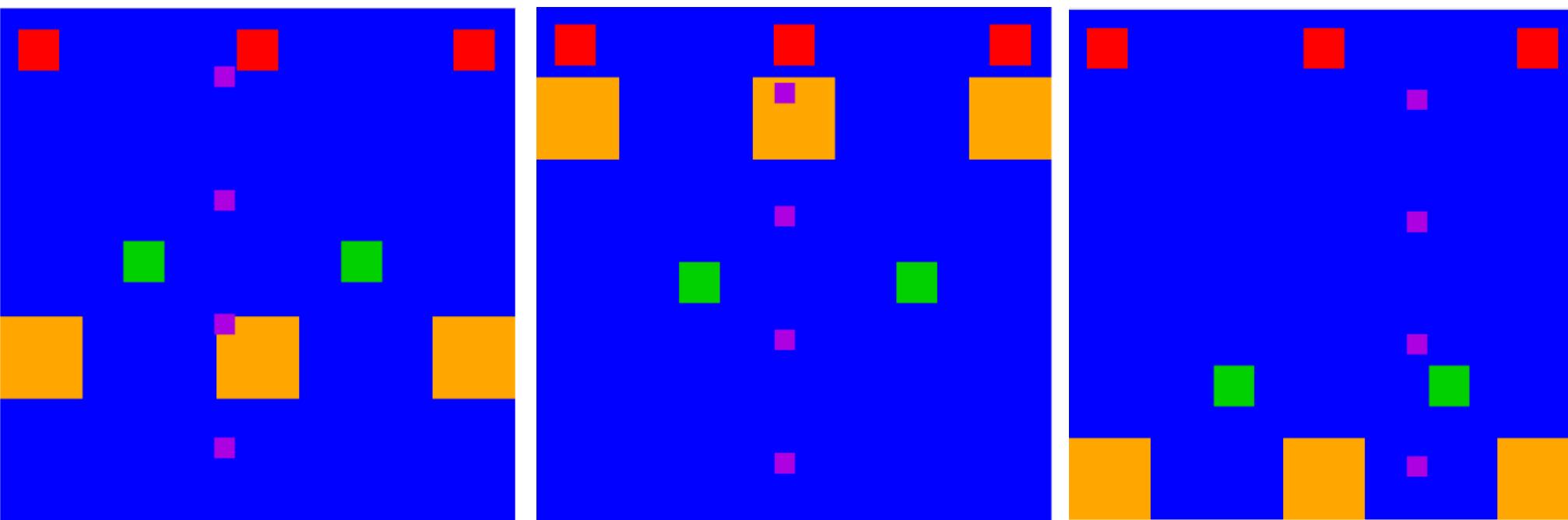
Exercise I was an exploration of transitions. We were asked to choose a haiku and then animate those words using transitions that communicated the concept of the haiku.



> Exercises

Exercise 2 | Animation

Exercise 2 was an exploration in animation. We were prompted to code a pattern and animate it using keyframes and the transitions we learned from the previous exercise.



Project I | Microsite

We were prompted to create a microsite for Adobe Lightroom to refresh our memories on the coding process. We were to create a wireframe and design comp and code based on the layout.

The image displays five screenshots illustrating the design process for a microsite:

- Wireframe:** A basic wireframe showing the layout structure with placeholder text and sections like "Your Best Shots. Made Even Better." and "Let's Get Started".
- Design Comp:** The wireframe with visual styles applied, including a dark background, a large central image of a coastal sunset, and a prominent "\$9.99/mo" button.
- Initial Mockup:** The design comp with some UI elements like input fields and dropdown menus.
- Final Mockup:** The completed design, matching the initial mockup but with a more polished look and a "Sign Up" button.
- Final Design:** The final version of the microsite, featuring a large header image, a "Buy Now" button, and a "Learn More" button.

Project 2 | Banner Ad (Sketches)

In our second project, we were prompted to create a banner ad for our final microsite. The content needed to be something about Starbucks, though it could be any aspect of the company we wanted. For my concept I chose to focus on the Anniversary Blend.

> Project 2



Coffee cup starts very zoomed in with steam coming up from coffee. Eventually it zooms out to the siren's hand.



Once zoomed out to the siren's hand, the image continues to zoom out until the full mermaid is in view.



Type slides in from the left as the view is finished zooming out.



Fin swipes across the image, removing the text and the siren. Bubbles follow, or water color shapes.



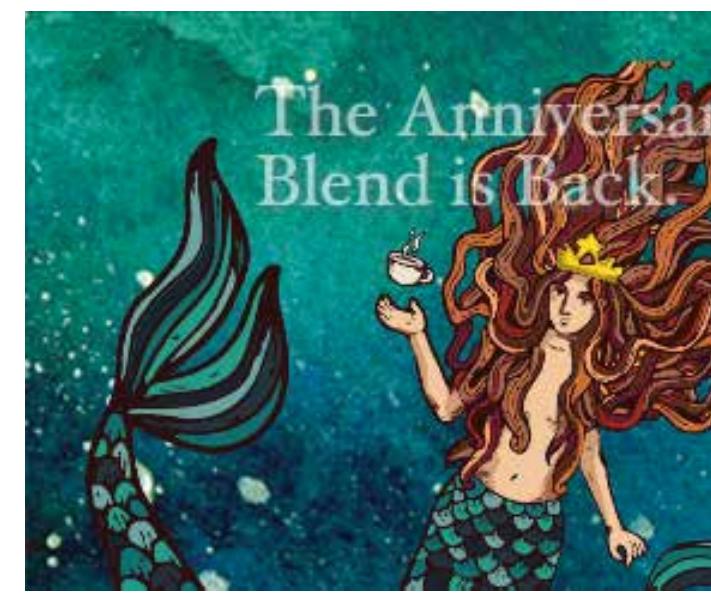
Hair waves across the screen, more bubbles.



Project 2 | Banner Ad

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> Project 2

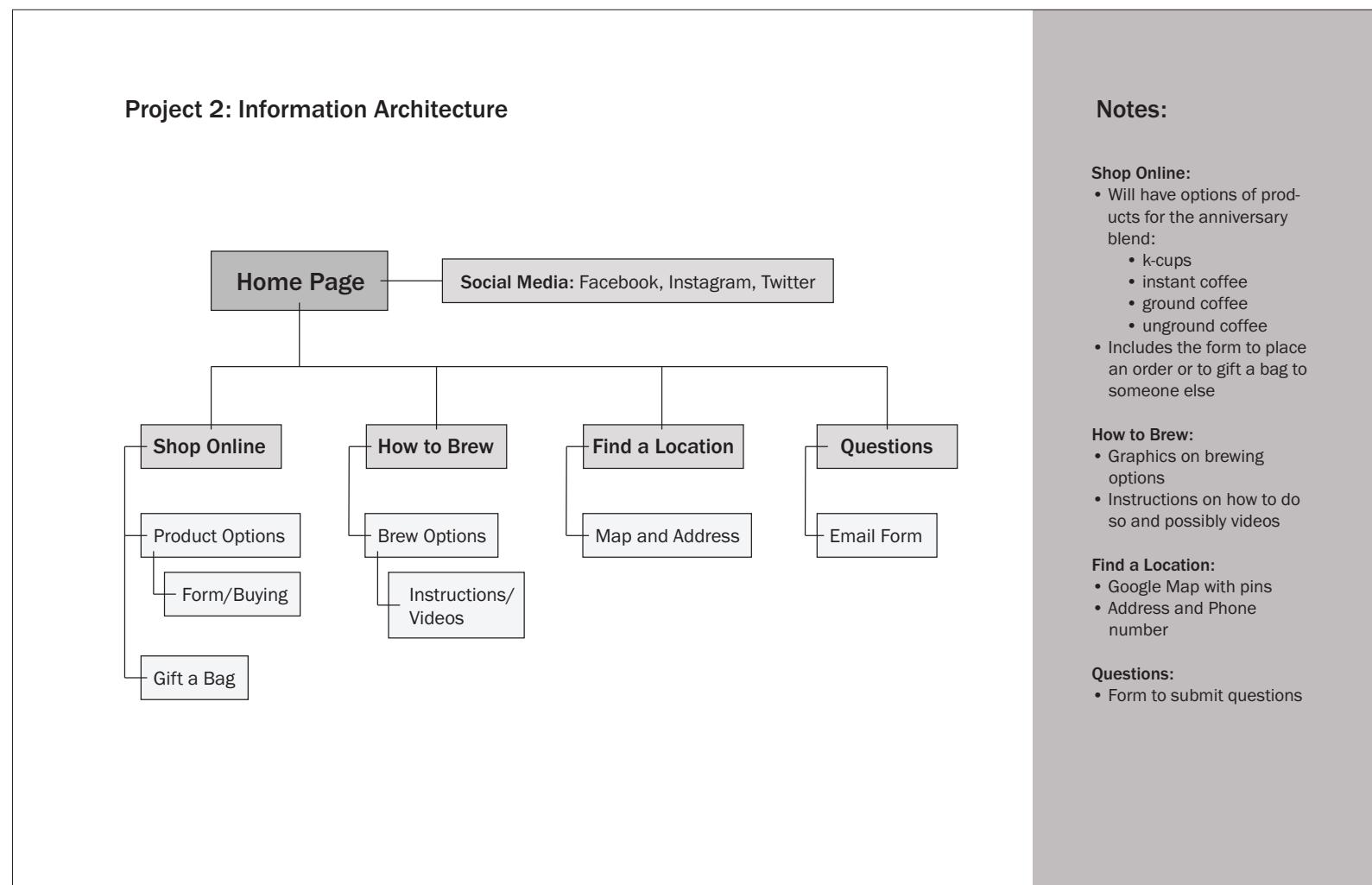


Project 3 | Microsite (Concept and Information Architecture)

Originally created as a tribute to their 25th year in business, the Anniversary Blend has been a seasonal blend offered by Starbucks that embodies the company and the coffee that they offer. The package always features the siren found in their logo. The only difference is that the siren is liberated from the circle and allowed to "swim" across the packaging. Her hair is meant to represent fluidity—a water-coffee metaphor; as well as the fluid line work and use of watercolor.

In the design of my microsite, I would like to focus on the "fluidity" of the page. Whether it be graphic elements or just the navigation through the page, I would like the viewer to have a sense of ease and fluid movement as they progress through the pages. To achieve this I will have the same curvilinear shapes found in the original painting of the siren. This will include sans-serifed typefaces with curved terminals or soft edges. Graphics featuring the sirens hair, tail, scales, etc. will also be included in the site for design elements.

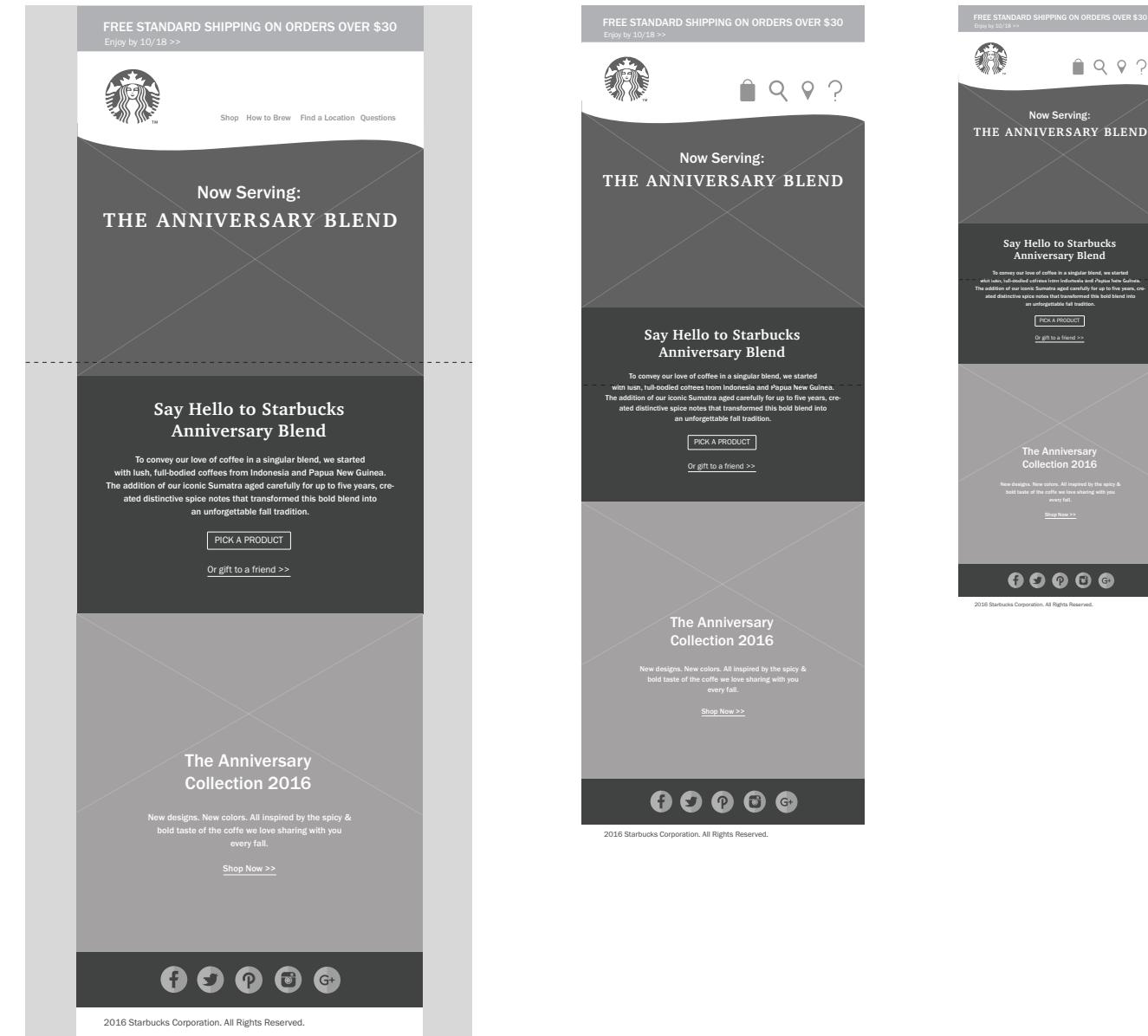
> Project 3



> Project 3

Project 3 | Starbucks Microsite (Wireframes)

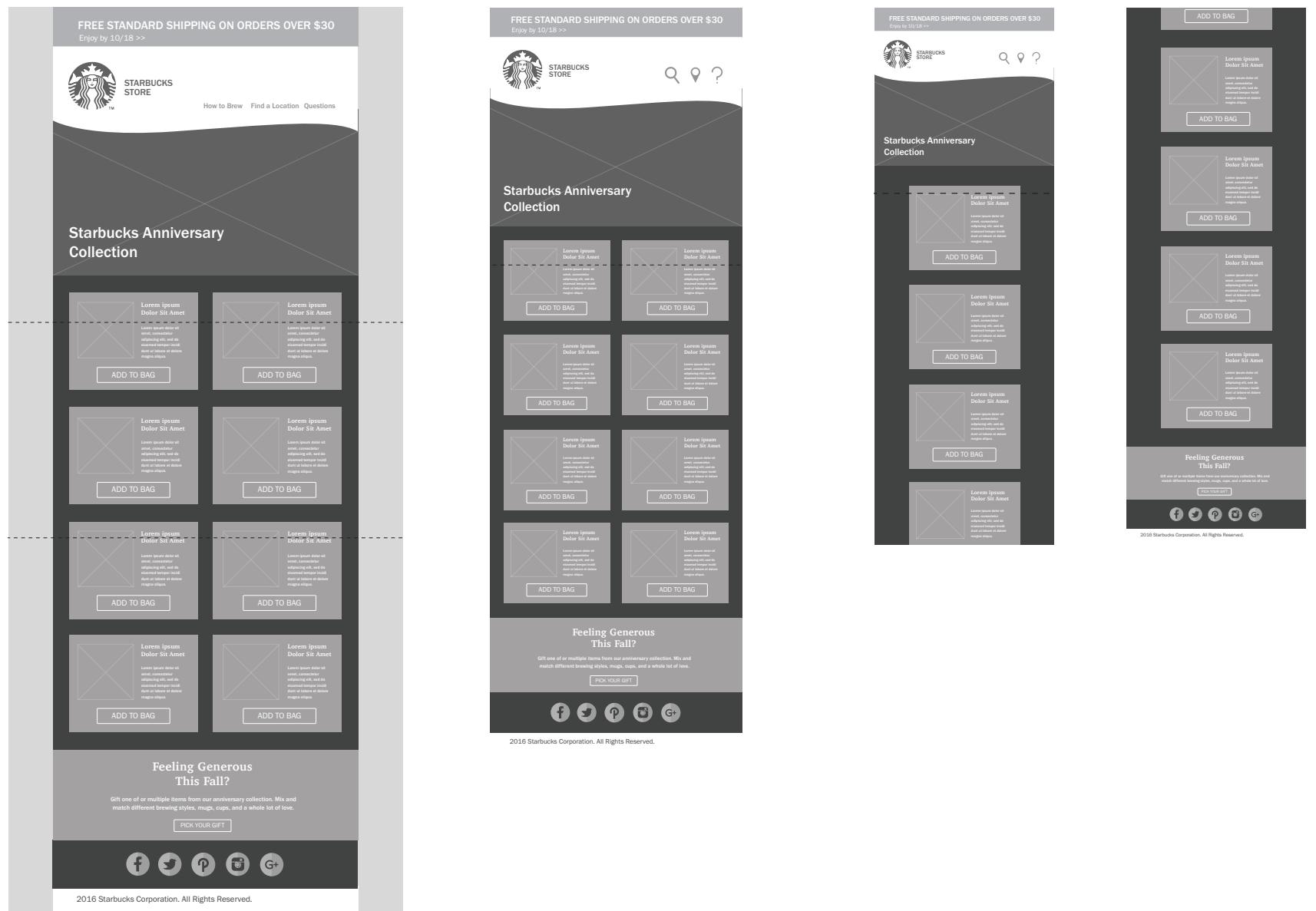
Once our concept was hashed out, we needed to create wireframes that matched the banner ad. Each needed to be designed responsive.



> Project 3

Project 3 | Starbucks Microsite (Wireframes)

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> Project 3

Project 3 | Starbucks Microsite (Wireframes)

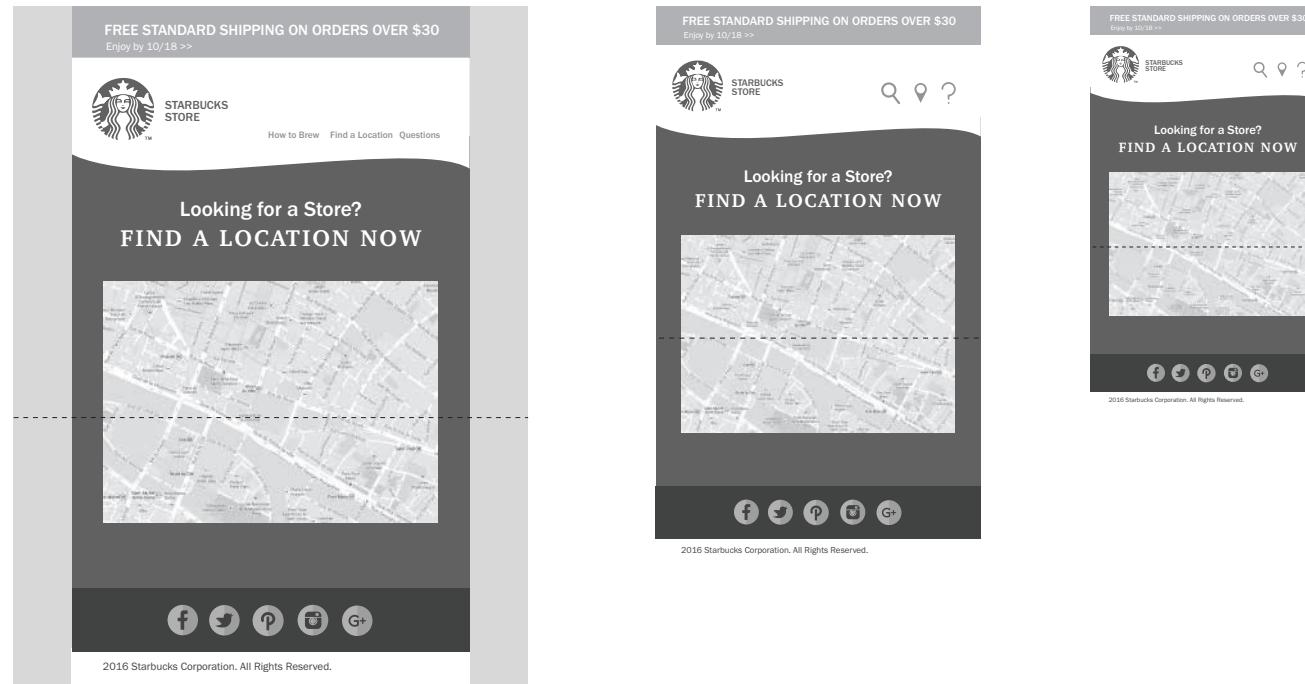
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The image displays three responsive wireframes for a Starbucks shipping information form, arranged horizontally. Each wireframe shows a different screen size and layout, demonstrating how the design adapts to mobile devices. The screens include the Starbucks logo at the top left, a search icon, a location pin icon, and a question mark icon. The main section is titled "Shipping Information:" and contains fields for First Name*, Last Name*, Street Address 1*, Street Address 2*, Zip Code*, City*, State*, Email*, and Phone*. At the bottom of each screen, there are three checkboxes for billing address, email newsletters, and gift status, followed by a "CONTINUE TO CHECKOUT" button and social sharing icons for Facebook, Twitter, Pinterest, Instagram, and Google+.

> Project 3

Project 3 | Starbucks Microsite (Wireframes)

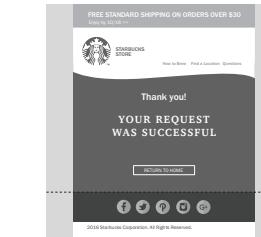
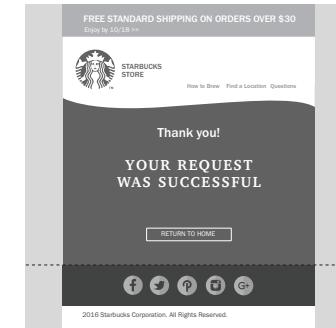
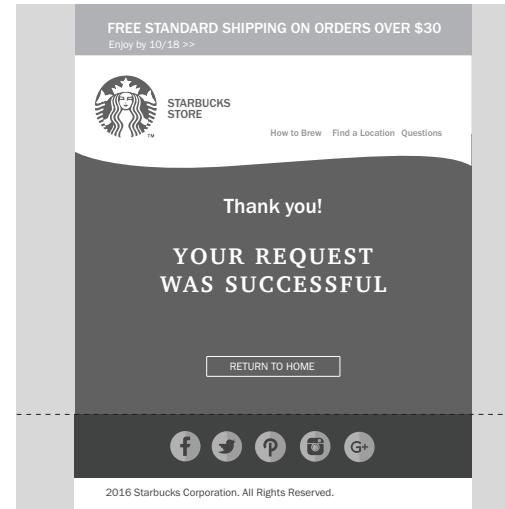
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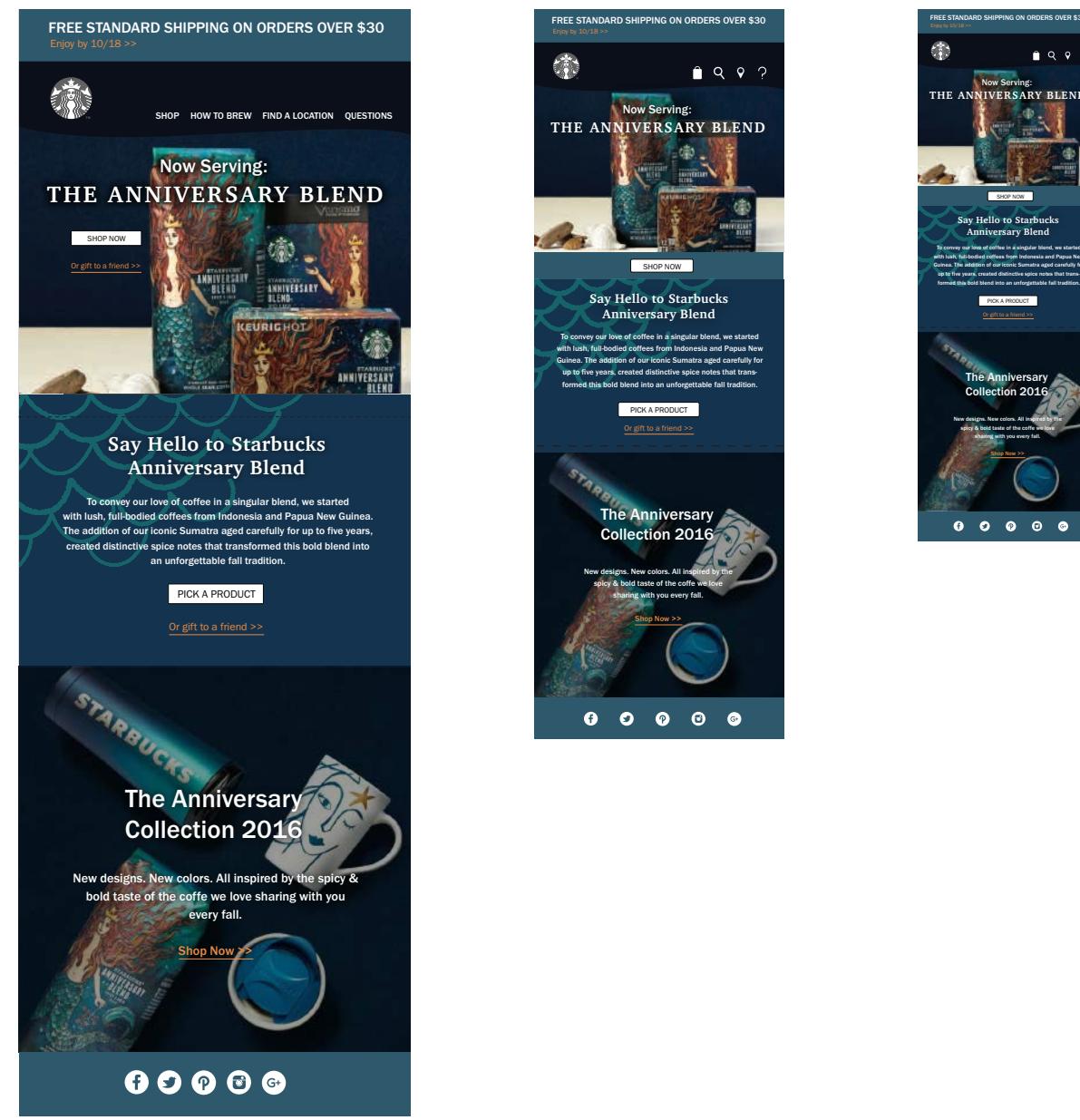
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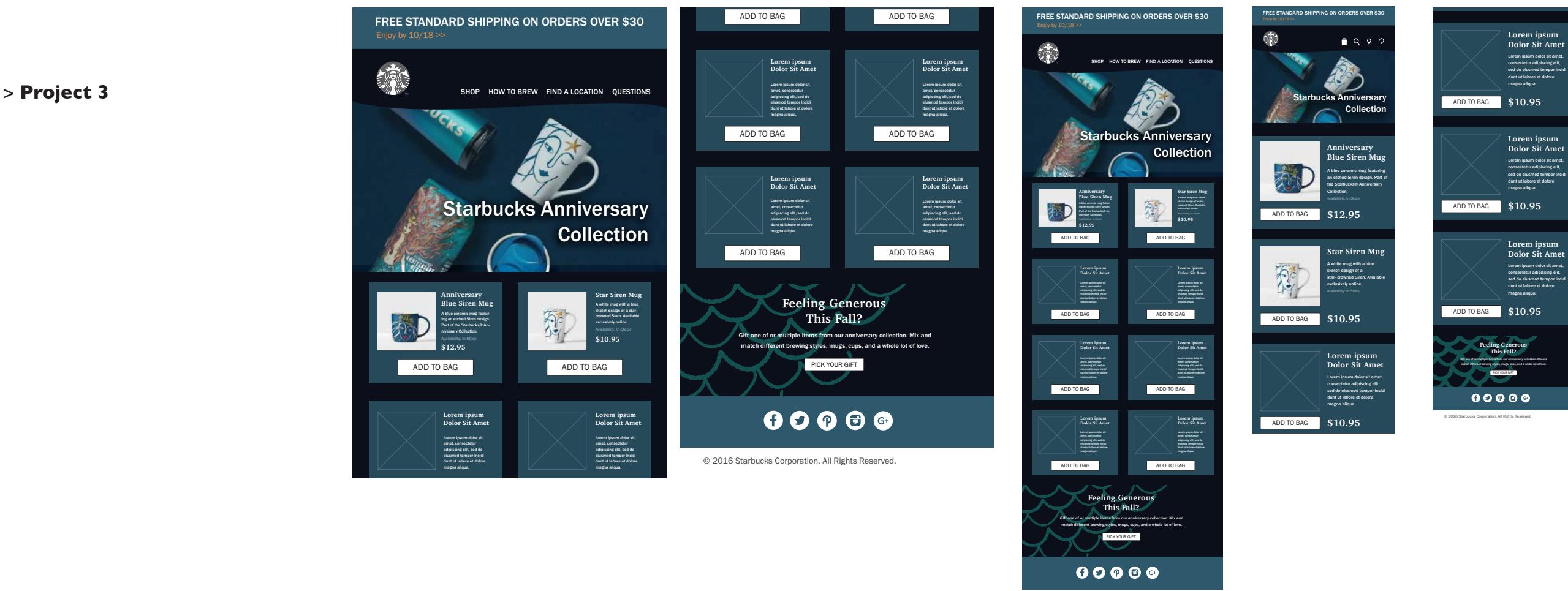
Project 3 | Starbucks Microsite (Final Mockups)

Once our concept was hashed out, we needed to create mockups that matched the banner ad and wireframes. Each needed to be designed responsive as well.



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> Project 3

The Starbucks Anniversary Collection

Shipping Information:

First Name*: [Input Field] Last Name*: [Input Field]

Street Address 1*: [Input Field]
Street Address 2*: [Input Field]

Zip Code*: [Input Field] City*: [Input Field]

State*: [Select Box] Please Select

Email*: [Input Field]

Phone*: [Input Field]

Billing address is same as shipping
 Yes, please email Starbucks news and promotions to this address.
 Is this item a gift?

CONTINUE TO CHECKOUT

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The Starbucks Anniversary Collection

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First Name*: [Input Field] Last Name*: [Input Field]

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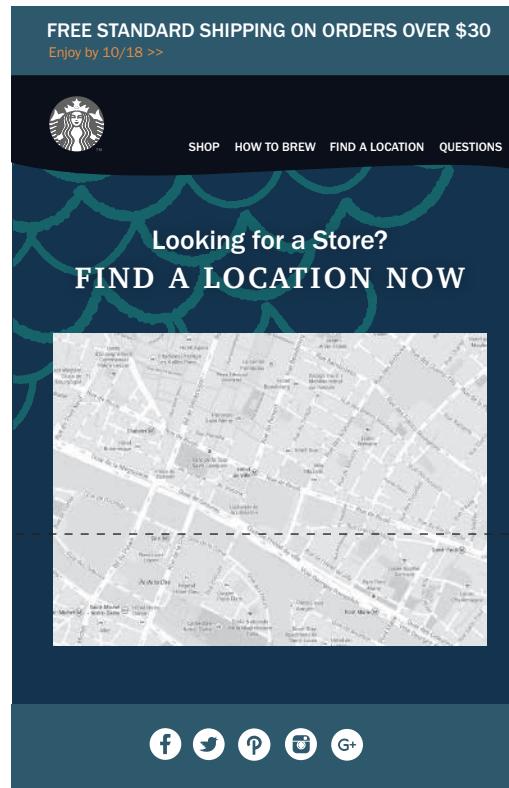
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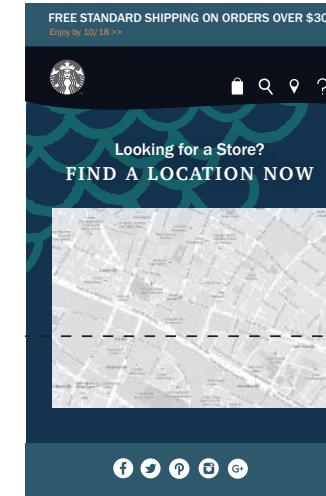
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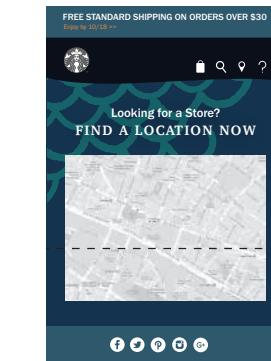
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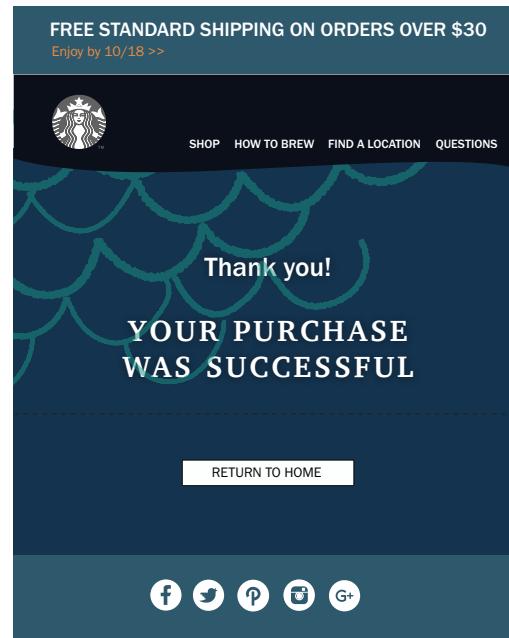


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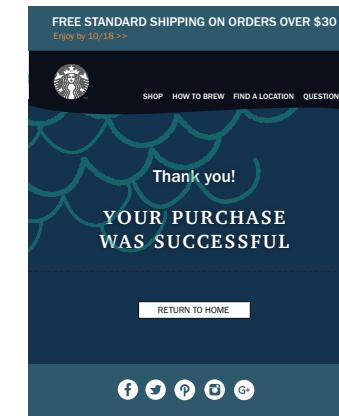
> Project 3

Project 3 | Starbucks Microsite (Final Mockups)

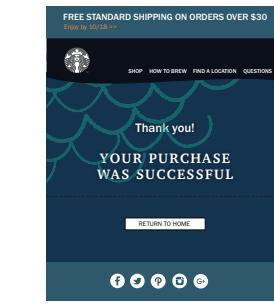
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> Project 3

Project 3 | Starbucks Microsite

Once our designs were done, we were to completely code the website in a responsive form.

