

03.02.06



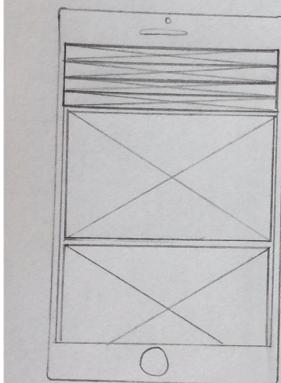
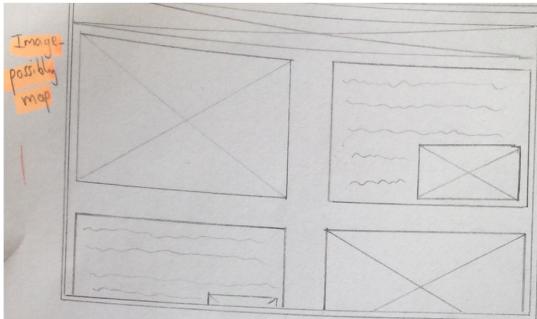
TEAM JUICY

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A BICYCLE GUIDE FOR NON DANES

WIREFRAMES & STYLE TILE



Clickable images
Text drops down
over image when
clicked

Front page
Layout for
iPhone

Wireframes

Front Page

Same layout on a
Laptop as on an Ipad

Nav bar follows
page as you scroll
down. The nav bar
highlights as you scroll
to different sections

Content

- Sustainable bike shops
- Harbour
- Locations
- Maps - pics - facts
- Brochure
- (instruction video)(bike shop interview)

Responsive elements

- Links to alternative information
- Bike / bike wheel as cursor
- Menu/nav bar - scrolls with page
- Pics - also links + clickable
- Prop text drawn over images

#FFFFFF #FCE3DF #0C807E #000C2E



Group - Team Juicy

Title - KBH Bold

Text - KBH Light

THEME

Harbour Circle

A Day on the Harbour

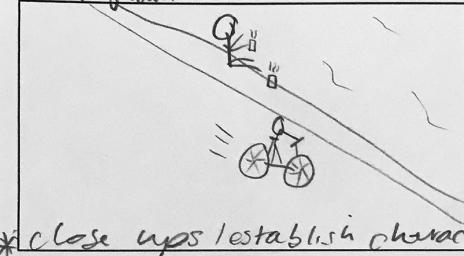


STORY BOARD



Scene No. 1 Shot No. 1

Nyhavn

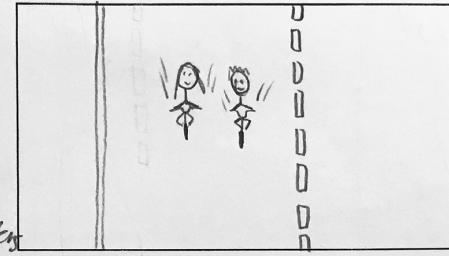


*close ups / establish character

Duration 5-10s Shot size 16x9
Angle sideways Camera mov. pan in
Transition N/A Props coffee / bikes
Audio Song - Happy - T80
Washed out - feel it all around

Scene No. 2 Shot No. 2

Following



Duration 5s Shot size 16x9
Angle front Camera mov. still
Transition Following Props bikes
Audio Song " "

Scene No. 2 Shot No. 3

Following

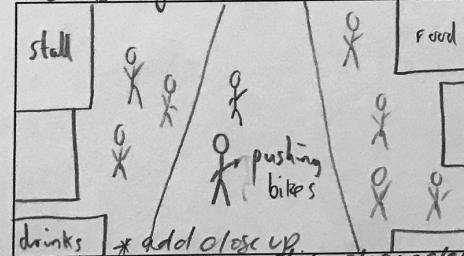


*character connection

Duration 5s Shot size close up
Angle ride in & follow Camera mov. still + follow
Transition " " Props " "
Audio Song + bike noises
" "

Scene No. 3 Shot No. 4 + 5

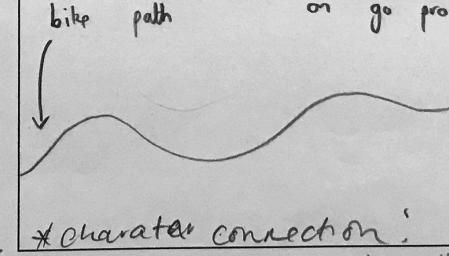
Braers gadekøkken



*add close up connect to characters
Duration 10s + Shot size multi (close up)
Angle multiple Camera mov. pan in - out
Transition Props People
Audio Song " "

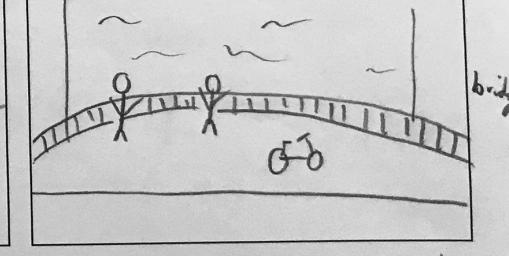
People walk to off screen to on screen

Scene No. 4 Shot No. 6 + 7



Duration 15s + Shot size " "
Angle Pov Camera mov. Pov
Transition Props bikes
Audio Song Some bike sounds

Scene No. 5 Shot No. 8



Duration 5-10s Shot size " "
Angle behind Camera mov. N/A
Transition Fast cut Props " "
Audio Song - film cuts to music

STORY BOARD



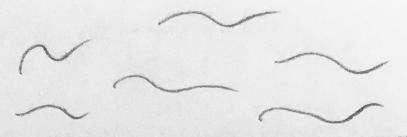
Scene No. 6 Shot No. 9

Biking along
cobbled streets

*character connection

Duration 5-10s Shot size close ups
Angle multiple Camera mov. multi
Transition " Props "
Audio Song "

Scene No. 7 Shot No. 10



People chilling

Duration 5s Shot size " "
Angle multi Camera mov. zoom
Transition fast cut Props " "
Audio Song

Scene No. 8 Shot No. 10



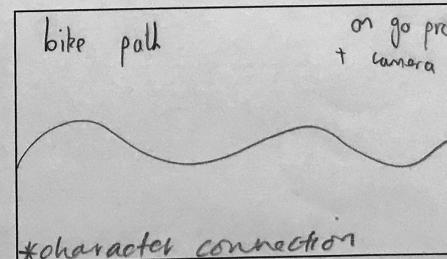
Duration 5s + Shot size " "
Angle POV Camera mov. POV
Transition " Props "
Audio Song

Scene No. 8 Shot No. 11



Duration 5s Shot size close up
Angle front on Camera mov. "
Transition off to sky Props towel
Audio Song

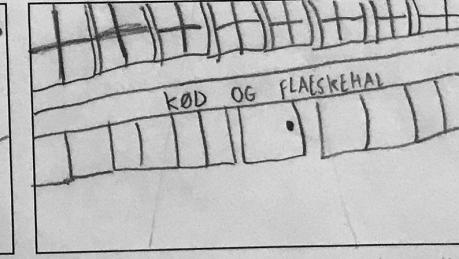
Scene No. 9 Shot No. 12



*character connection

Duration 10s + Shot size close ups
Angle multi Camera mov. multi
Transition in from side Props bikes
Audio Song bike sandy

Scene No. 10 Shot No. 13+14

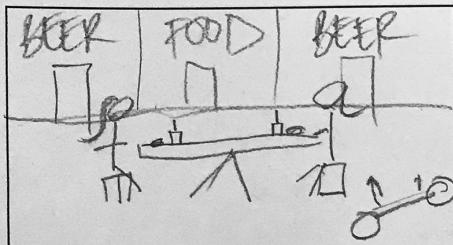


Duration 5s Shot size close up
Angle multi Camera mov. multi
Transition fast cut Props food shop?
Audio Song

STORY BOARD

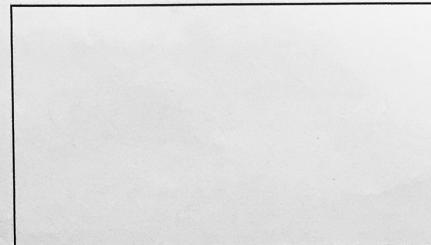


Scene No. 11 Shot No. 15

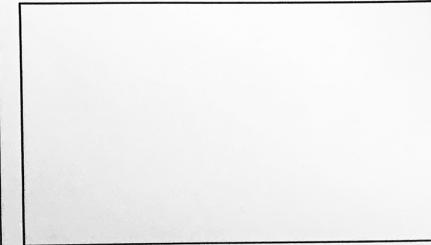


Duration 10s + Shot size " "
 Angle multi; (fan) Camera mov. multi
 Transition Fade to black Props Food, drinks
 Audio Song Laughter

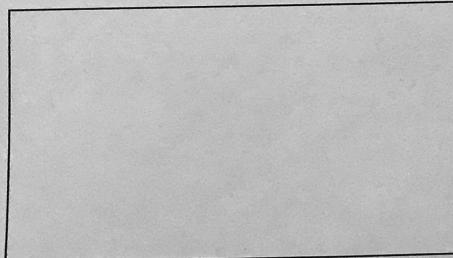
Scene No. _____ Shot No. _____



Scene No. _____ Shot No. _____

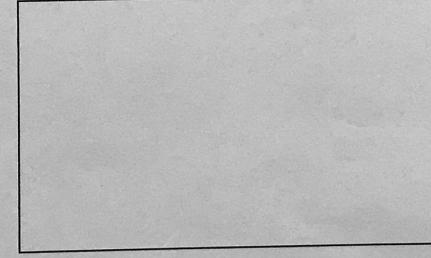


Scene No. _____ Shot No. _____



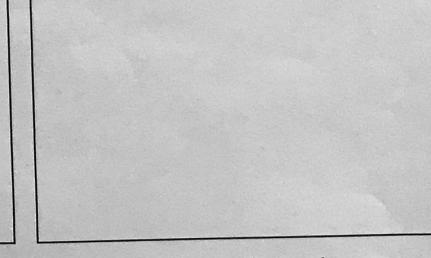
Duration _____ Shot size _____
 Angle _____ Camera mov. _____
 Transition _____ Props _____
 Audio _____

Scene No. _____ Shot No. _____



Duration _____ Shot size _____
 Angle _____ Camera mov. _____
 Transition _____ Props _____
 Audio _____

Scene No. _____ Shot No. _____



Duration _____ Shot size _____
 Angle _____ Camera mov. _____
 Transition _____ Props _____
 Audio _____

MOOD BOARD



PEER REVIEW



NAVIGATION

- Add navigation that allows you to return to the top of the page.
- Add fixed nav-bar to make it easier to jump around the site.
- Page is pretty tight and easy to scroll up and down.

DESIGN

- Flow is good, but some design errors.
- Links to be ordered.
- More contrast in the headings.
- Change aspect of video section ratio to match video.
- Layout of typography from safety section.
- Change the hierarchy
- Centre aligned text.
- Content is great. There's a good amount of text.
- Visuals are great.

I Changes to implement...

1. Amend text. (Focus on introducing our web site and the video.)
2. Embed the video within the Harbour section.
3. Add fixed navigation.
4. Use one map only and introduce the map.
5. Change the colour of the text so it's easier to read.
6. Changing the position of the text is none is centered.
7. Make the bike shops more obvious that they link to their webpages.

PEER REVIEW



USABILITY

- Easy to use.
- Simple and straightforward.
- May need to link sections a little more cohesive.
- Easy to navigate.
- Give rational to website.

Changes to implement...

Better link the section

**Swap some colours around so the text
is easier to read.**

**Also changing the position of the text
so none is centered.**

TARGET MARKET

- Young-families.
- 25-35.
- Young adult
- Adult - foreigner

BROCHURE

What part of the brochure did we group focus on?



| Our focus for our website was to
| highlight the incredible bicycle infrus-
| tracter that Copenhagen has to offer.
| As part of Copenhagen's bicycle
| network, green cycle routes connect
| the city's green areas such as parks
| and waterfronts via pedestrian and
| cycling routes completely separated
| from car traffic.
| We chose to promote the Harbour
| Circle.

VIDEO

What is the main purpose of the video?

| The main purpose of the video was to
| show tourists how simple, easy and
| accessible cycling around the Har-
| bour can be. It's safe, well protected
| and gives access to the water, an in-
| sight into the local food and craft beer
| scene and and a fun day out for sin-
| gles and families alike.



TARGET AUDIENCE



- | **I How we targeted our desired audience....**
- | **I Gen - Y / 25-35 / Singles & families**
- | **I 1. Visuals - We wanted our website to catch your eye, be visually interesting and communicate our websites message without using a lot of text.**
- | **I 2. Information - All our text is fact-based and to the point. Eat here, this is why.. Bike here, this is why.. Bike rules, here are 10. No time wasting with boring encyclopedia stuff.**
- | **I 3. Design - minimal, easy to navigate. Colour and imagery is used to support the information providing continuity and flow rather than over saturate and clutter.**

LETS GET TECHNICAL

What are the dramaturgical elements that have been used to communicate the message



LIGHT

We used a warm filter on our video in every frame. This was a way of making the video feel inviting in a way that could influence the viewers opinion of the locations that were shown.

SPACE ELEMENTS

We used a mix of interior and exterior shots, more of the latter. More than an intended element this was more of a way to show the range of activities on the Harbor Circle.

The Harbor Circle is also a mix of natural and architectural beauty, so the video contains both as they blend together seamlessly.

We used a mix of close, medium and long shots. This was a way to show a more natural view of the Harbor Circle, as we ourselves did the 'bike tour' we filmed and had fun doing it. So, a lot of the content is very natural and we are proud of this fact and makes the video itself very authentic.

LETS GET TECHNICAL

What are the dramaturgical elements that have been used to communicate the message



| SOUND

| We used a song throughout and timed the quick shot frame changes to the beat of the song.

| MOVEMENT

| We used quick pans and quick-fire frame changes to match the music and to fit the vast range of location changes throughout the video. The camera was set as horizontal for the whole video using a hand-held tripod to steady.

| TIME ELEMENTS

| We used a whole day to film, in a linear fashion but with many jumps throughout. The story itself has no time period other than right here, right now.

LETS GET TECHNICAL

**Explain how the video and
the site fits together.**



- | From the onset we wanted both the video and the website to be informative, entertaining, lighthearted to the point.
- | Sometimes tourist websites and brochures can be overloaded with information adding confusion and indecision for the reader. Frankly in most cases it's down right boring.
- | We keep our text minimal and to the point so the reader spends less time researching and more time out exploring.
- | Our video was shot with the same mission. We highlight what is an incredible full day out on the Harbour in just over 3 minutes.
- | Visually our images and video have a similar warm filter to invite the user in.
- | We also felt that the green, blue, pink and white colour way used on the website was professional yet not too serious which we hoped would evoke feelings of trust within the user.
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