

**Web Dev S2018 Sec B**

**Mid Term Proposal:  
Concept for Consultancy**

**Liam Panero**

# Concept:

A friend talked to me about the idea of consultancies, specifically around product design development. The idea sounded cool but I could tell a website's design would be hard while starting because any "previous work" pages would be barren at first (their prior work protected by NDA). The question is how could such a business have a compelling site without a library of previous work.

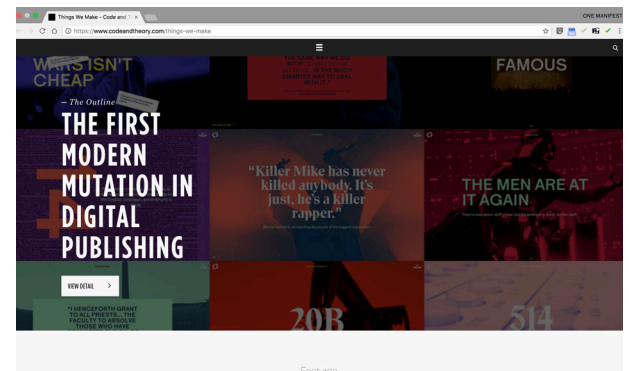
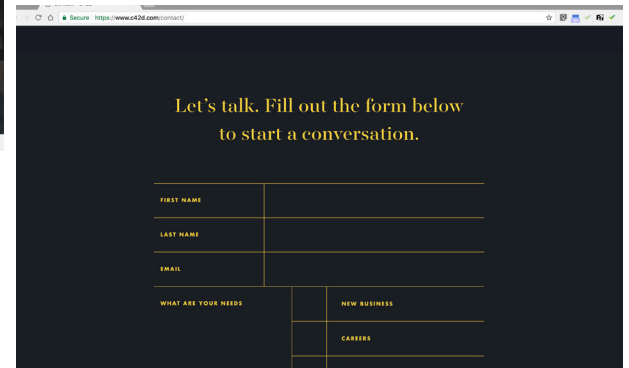
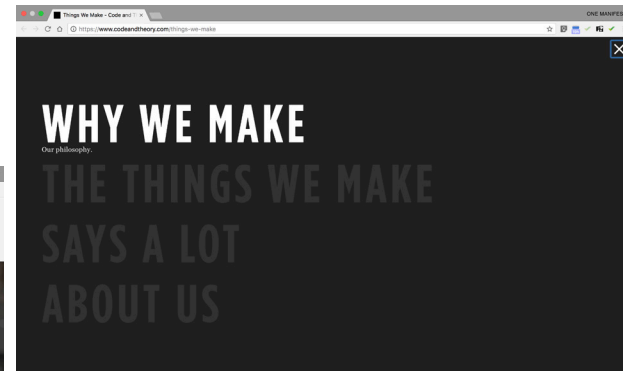
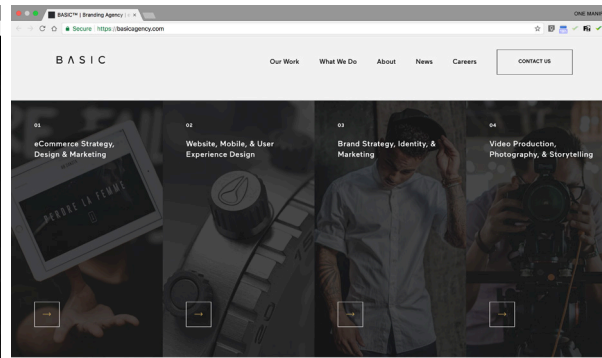
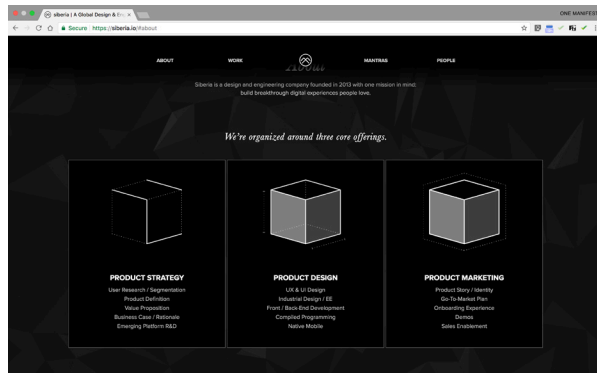
My theory a site designed around storytelling the mindset and methodology in a minimalist style could be effective even without a previous work library.

# Themes:

- Minimalism
- Non Standard Labels for Information Architecture
- Illustrative Progressions
- Reactive Focusing (transforms)
- Low Color Necessity

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## Moodboard:



*Sylva Labs is an innovation and brand design consultancy.*  
By applying our imagination to complex business problems and opportunities, we develop brands and re-imagine products. Our tools are science and whimsy. Wholly independent and founded in 2010.



## Site Map:

Landing Page - Why

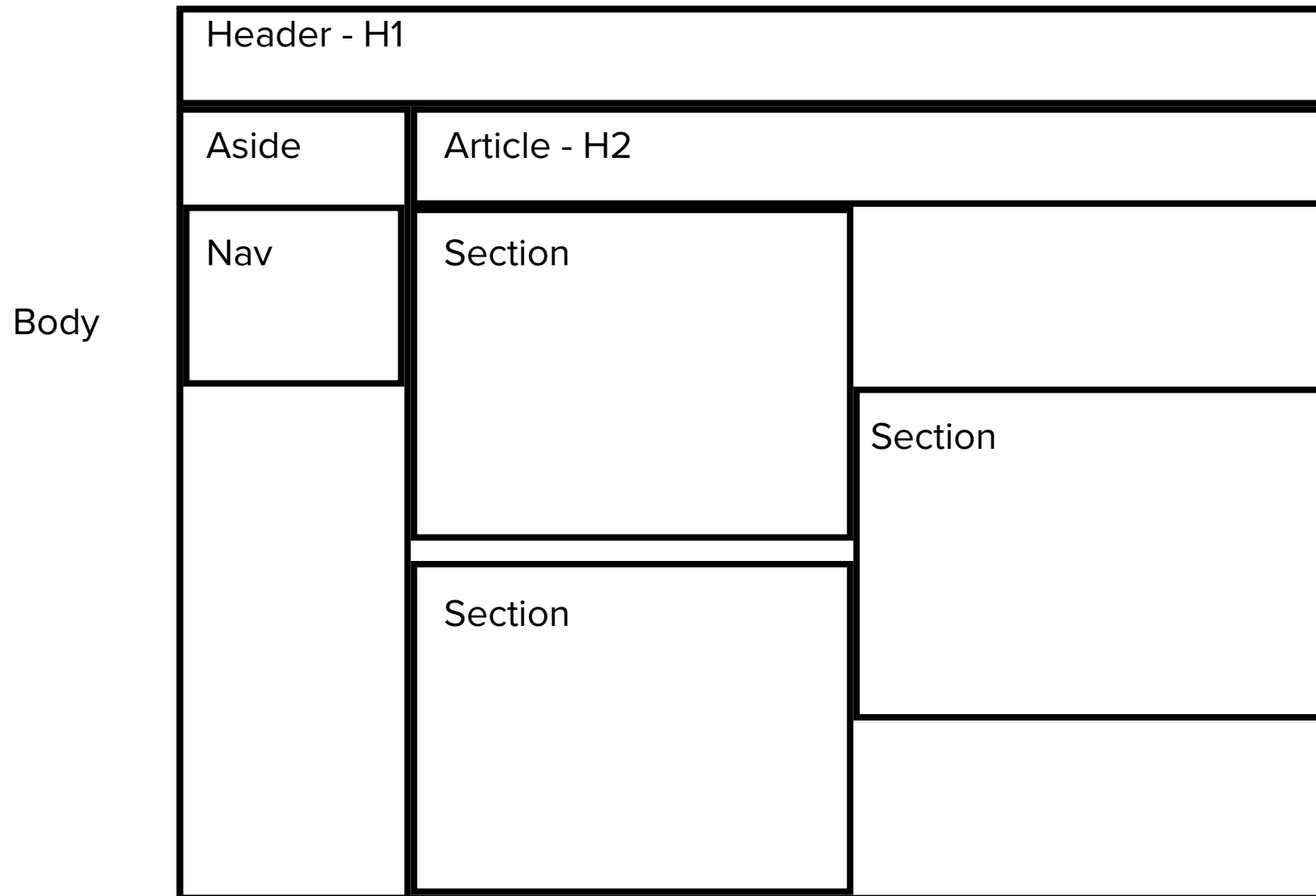
About - Who

Contact - Build Some Fun?



```
graph TD; A[Landing Page - Why] --- B[About - Who]; A --- C[Contact - Build Some Fun?]
```

# Wire Frame:



# Skills:

## Current

- Semantic HTML
- Class and IDs
- Querying
- Basic CSS
- Transforms

## To Learn

- Basic p5 load-ins
- Video load-in
- Forms