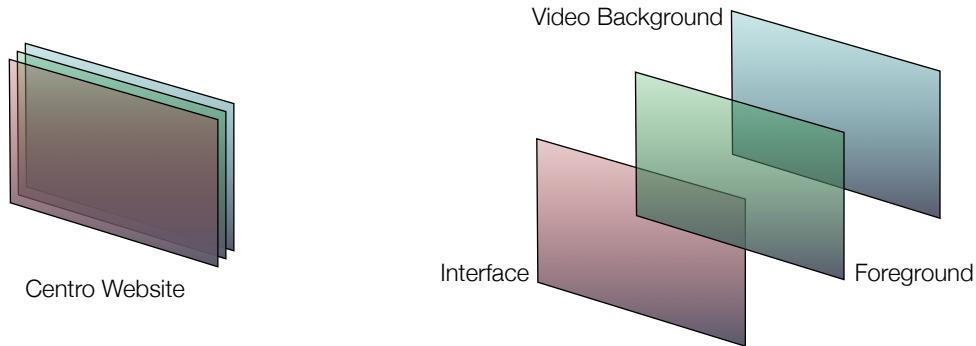


1.0 Overview

Centro's new website will be built in three layers - The interface, the foreground and the background.



The Interface layer will host whatever text will be placed on the website, buttons, images.

The Foreground layer will host animation, other subtle hints of movement and action.

The Background layer will host modified videos of Centro.

The emotive element of the site will be expressed through the layering. The following image resembles the feeling we want to project through Centro's new site.

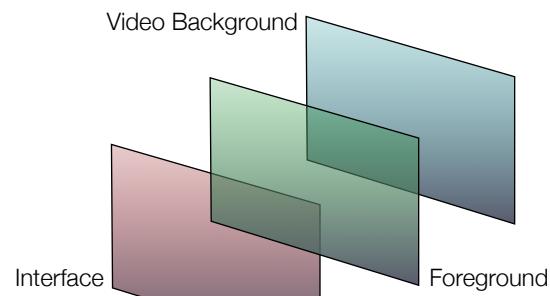
anything farther than a few feet away is blurred and light sources sparkle like that, what happens when you squint. mid-ground would be like the hand in the second photograph, lots of motion blur, plates of food, menu, everything else would be like the beer and glass.



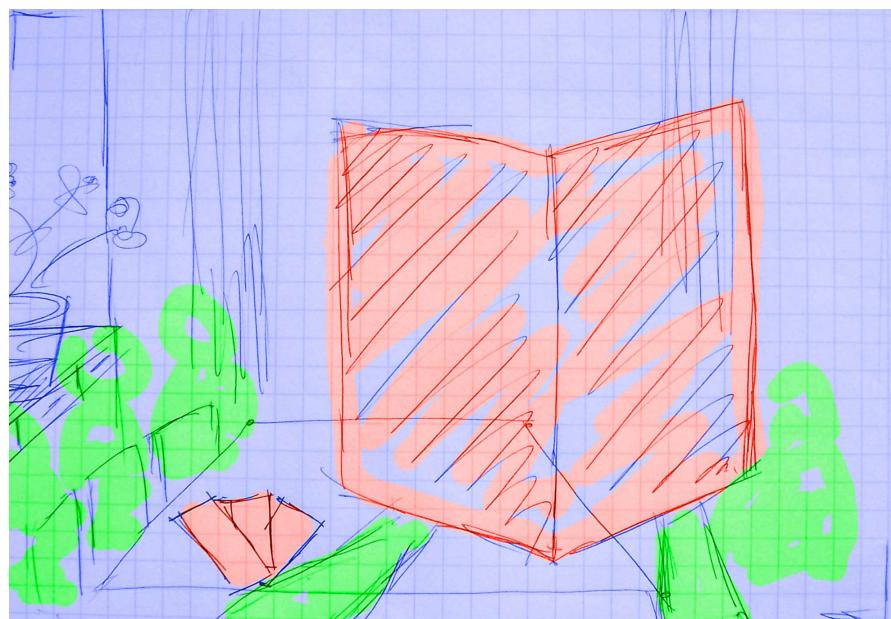
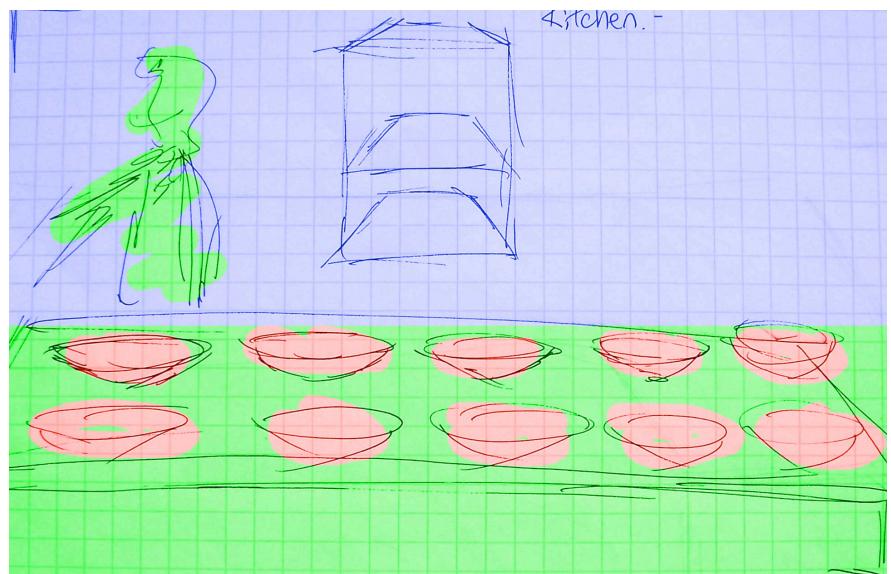
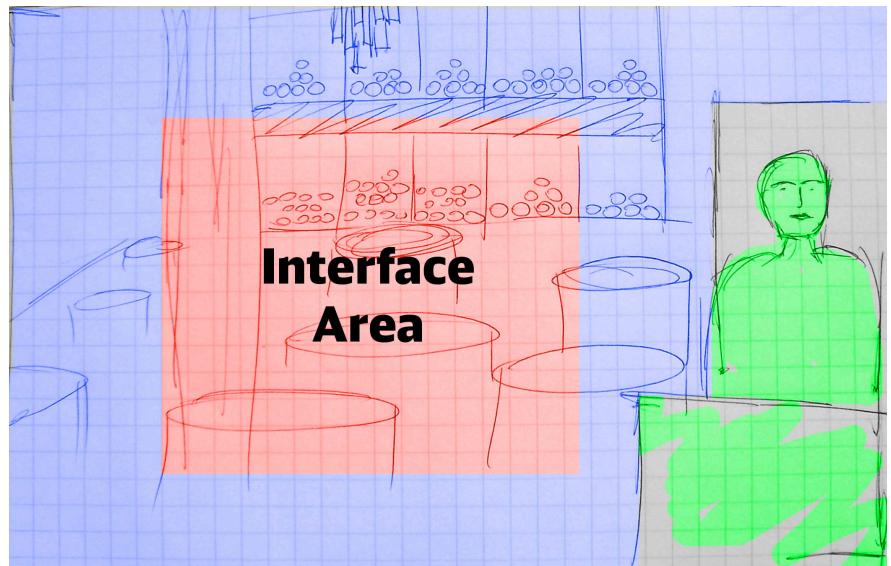
Post Production will provide a treatment of the video. A potential treatment is to blur the footage and add vignette to duplicate the attention focus of the human eye.



In these sketches, it provides an overview of which part of what you see on the website belongs to which layer.



Please refer to the following sections for more detailed explanations.



1.1 Opening Page, Reception Area

Centro's opening scene will be a shot of the Restaurant reception area, giving a depth of field view of the location.

Interaction available here - **Book a Reservation**

Book a Corporate Event

Show Contact Information

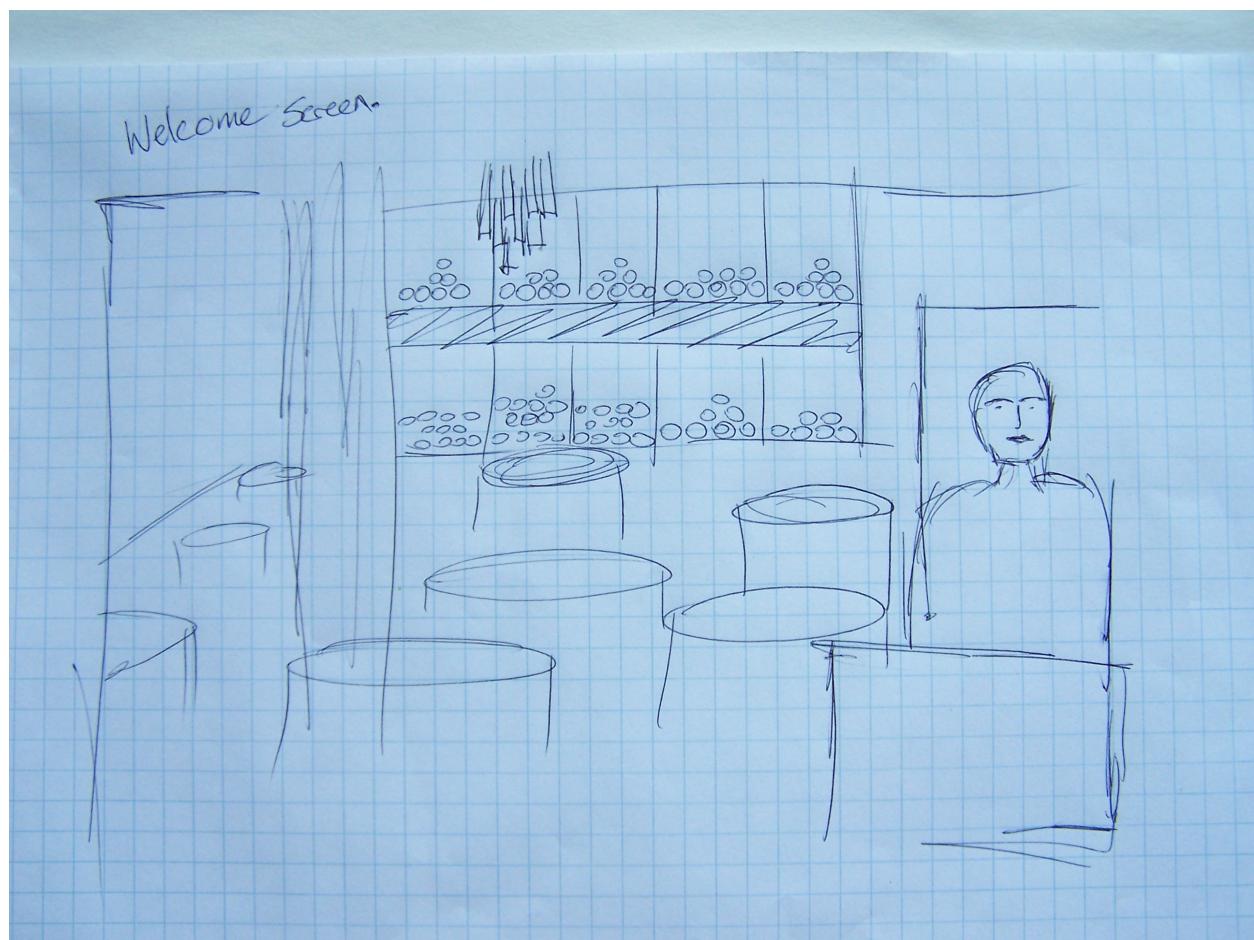
Peek into the Kitchen

Check out the Menu

From here, a user can book their reservation or book a corporate event(which will show pictures of the individual rooms etc. Contact information is pretty straight forward.

Peek into the Kitchen goes to section 1.2

Check out the Menu goes to section 1.3



1.2 Gallery of Food, Kitchen Area.

Centro's Kitchen will feature a video of the chefs at work in the background, sizzling and chefs bantering with a burst of flames here and there.

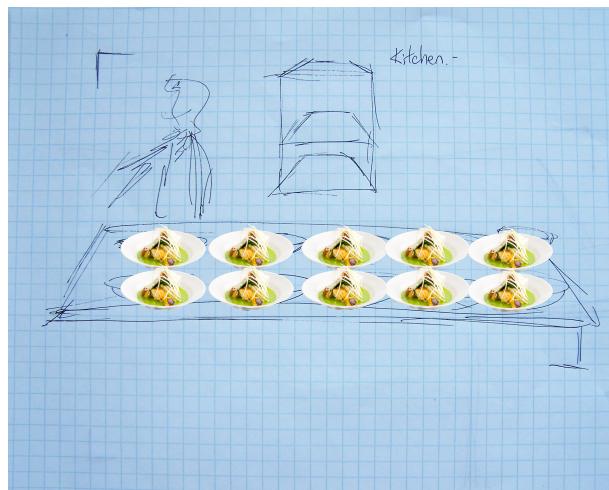
Interaction available here - **Select dish to view.**

A number of dishes will be placed here for users to select and view

Clicking the dish will bring it up to full size with a short description of what it is. The video background and the scene will still be rolling. a 66% black overlay will reduce the colors on the site and allow for focus to be placed on the dish itself.

There will be arrows that allow a user to scroll through the dishes.

clicking the description of the dish will bring you to section 1.3



1.3 Menu, Dining Area

Centro's Dining Area, a few people in the background drinking and looking at their own menus, the clinking of cutlery, people laughing and talking in the distance.

Interaction available here - **Flip through Menu**

Browse Drink/Winelist

Browse through Catering Menu

The Restaurant's food menu will open by default. Other Menus will be on the table and a user can switch between them by clicking. Using flash, the menu can emulate a physical book allowing users to page through.

