

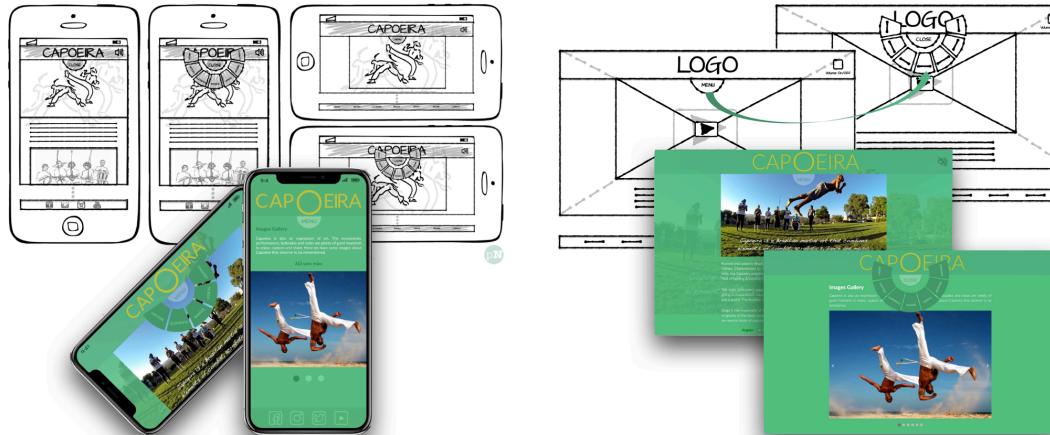


Project Design Plan

web & mobile interfaces

October 2019

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1.1. Website Purpose

- The website's main objective is to present an overview about Capoeira*, and offer a variety of contents, resources, and references related to the theme
- The expected resulting experience should stimulate the divulgation and interest about Capoeira through its cultural, social and sportive aspects
- As a plus, the website intends to promote the understanding about the Capoeira's phenomena not only concerned to the Brazilian community, but also related to its peculiar propagation and presence in different parts of the globe

* Borned and raised in Brazil, Capoeira is a cultural expression and a mix of martial art, corporal language and rhythms.

1.2. Website Audience

- The website will target English visitors/readers (intentionally, no Portuguese version available). The audience will go from people with general interest in:
 - Brazilian history and culture
 - music, rhythms, percussion instruments, choreography, and acrobatics
 - fitness and leisure activities

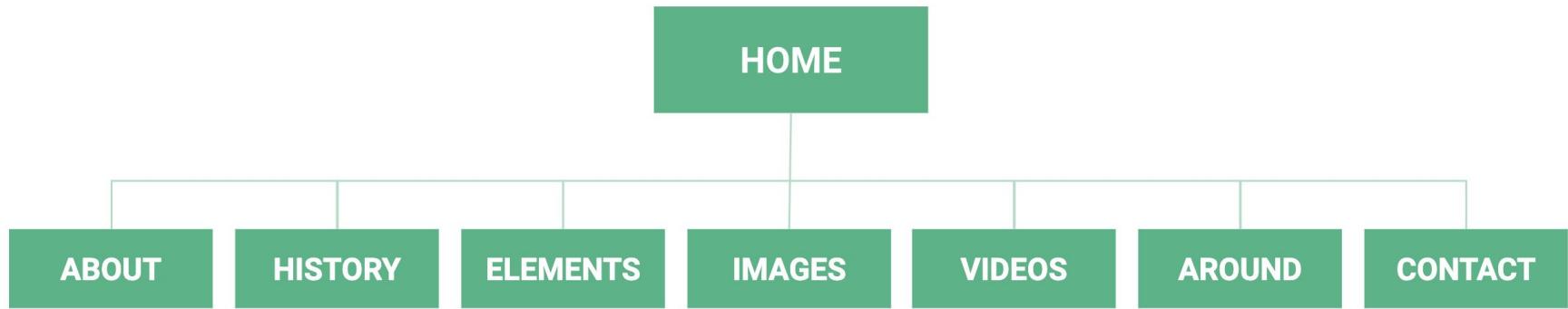
To visitors with more specific interest:

- Capoeira practitioners and fans
- athletes and martial arts audiences

1.3. Website - Concepts & Guidelines (under construction)

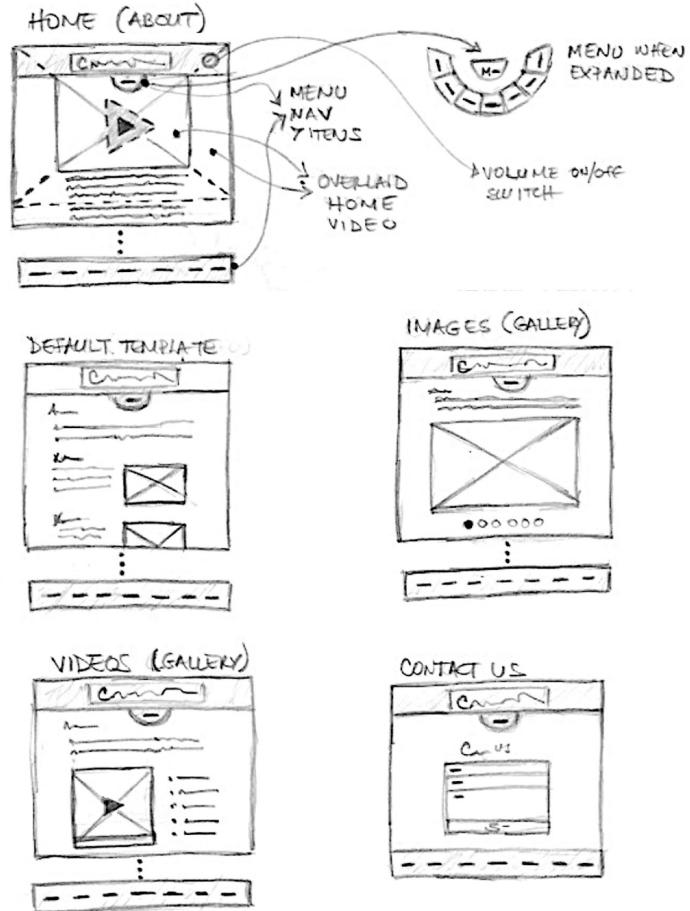
- The website palette will be based on the main colors of the Brazilian flag: Green(nature) and Yellow(gold), and adopting some variations of that #00973B #FFDF00
- The UI look & feel should be preserved whenever possible among different devices. Web, mobile, portrait, landscape views and the resulting interface experience should present minimum variance from each other. The idea is to have a simplified and unified way to navigate the website
- The Roda (wheel/circle) is a very important and singular element of Capoeira, and the main stage where all the performance and interchange take place. The navigation menu should resemble this element, aggregating and disposing the navigation buttons in a circle, which will form the main access point to all the website's content 
- The web version should also present a flat navigation alternative at the pages' footer. For mobiles, the footer should be reduced to a short list of social media anchors

2. Sitemap

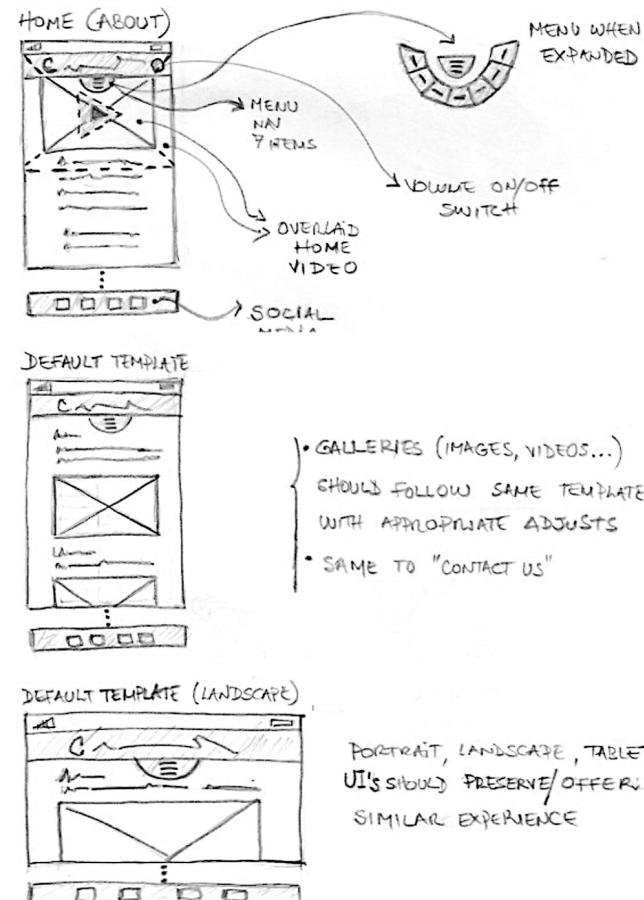


3. Thumbnails

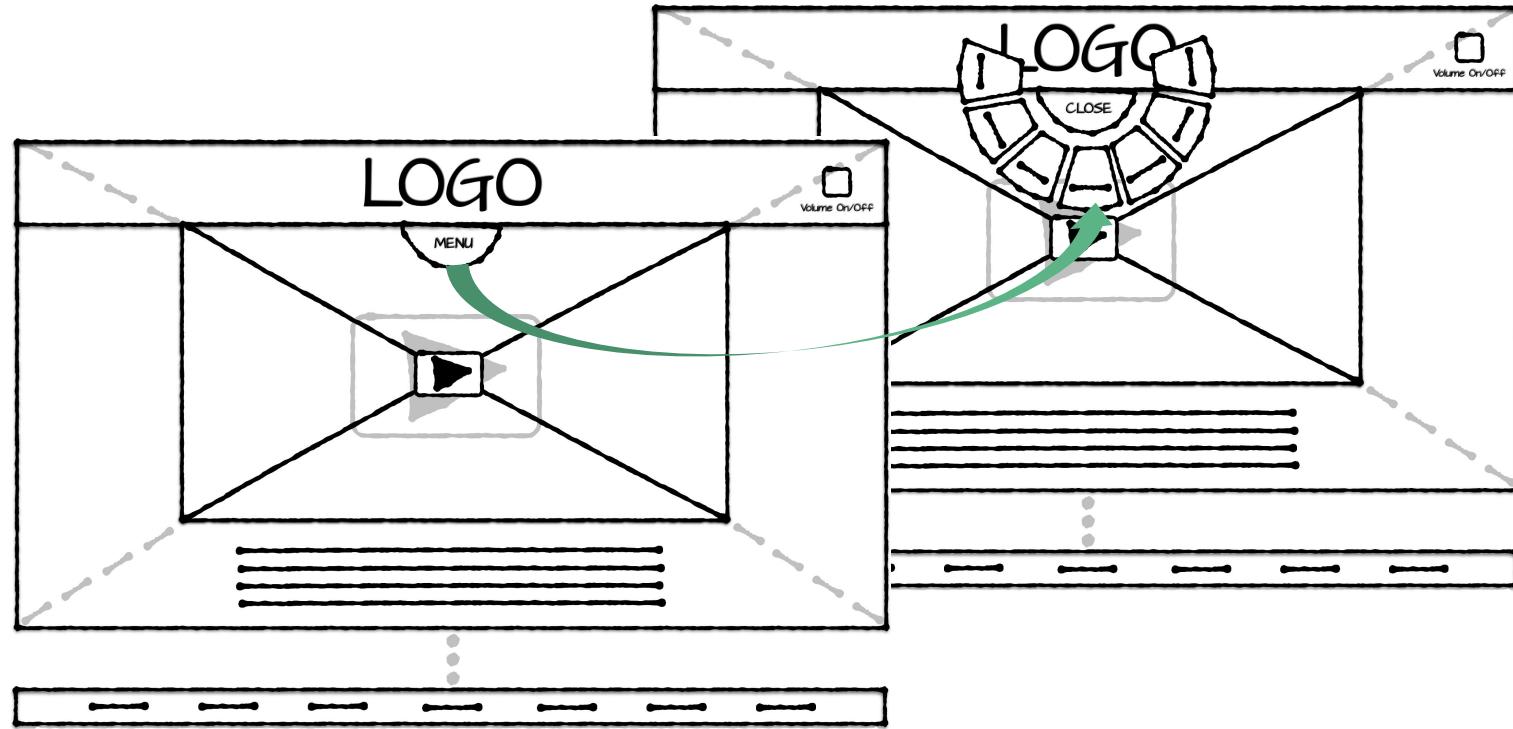
web



mobile



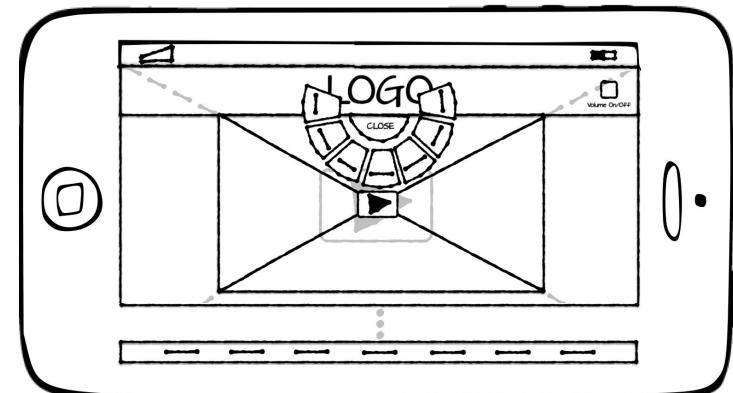
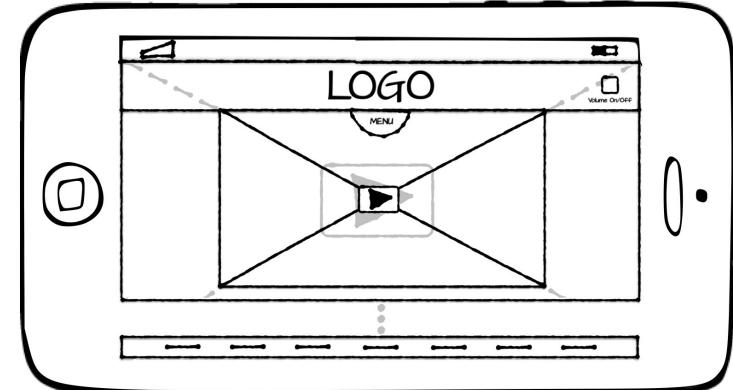
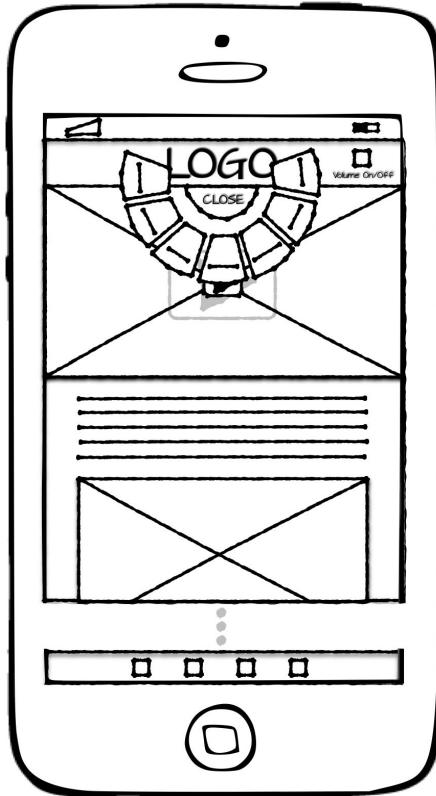
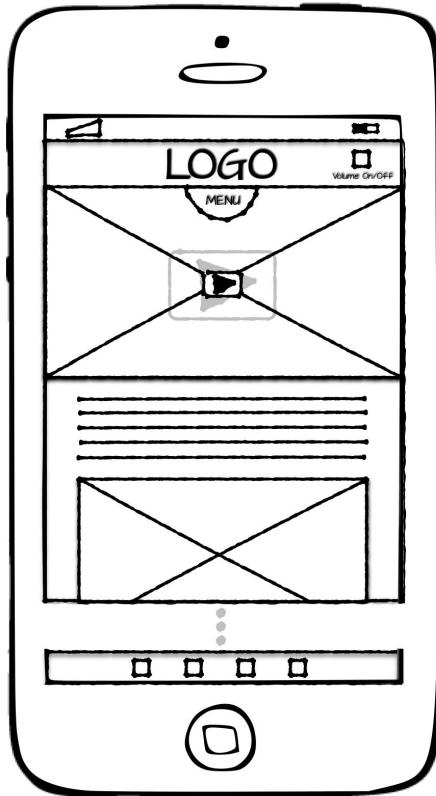
4.1. Wireframes (web)



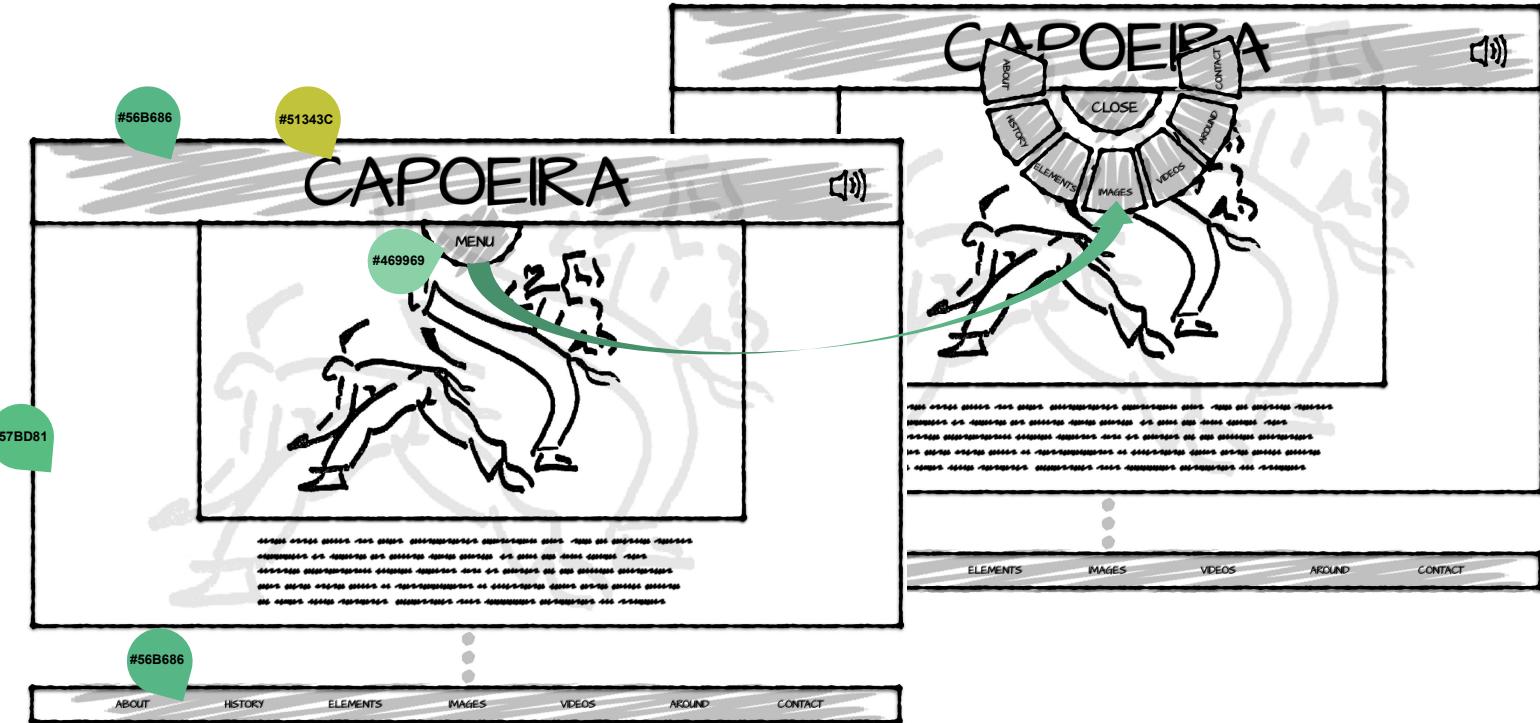
web . expanded Nav Menu detail

4.2. Wireframes (mobile)

mobile

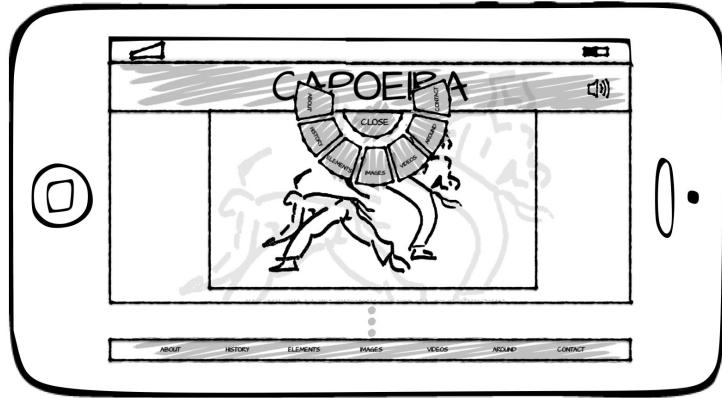
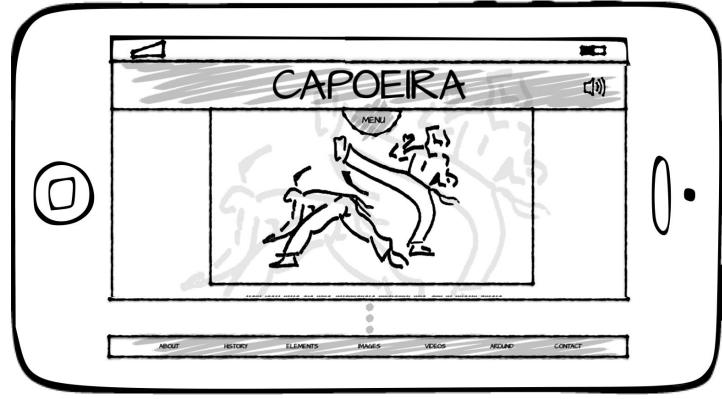
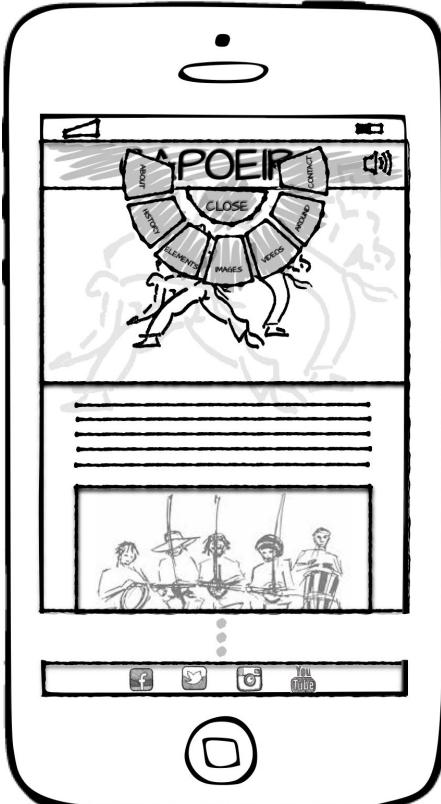
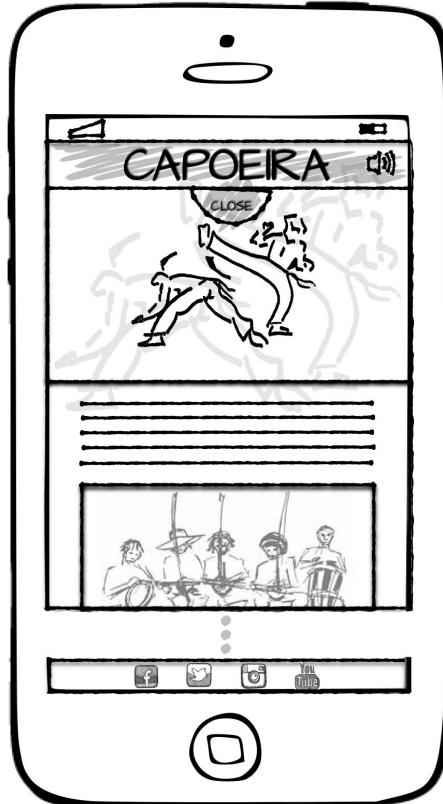


5.1. Rough Mockups (web)

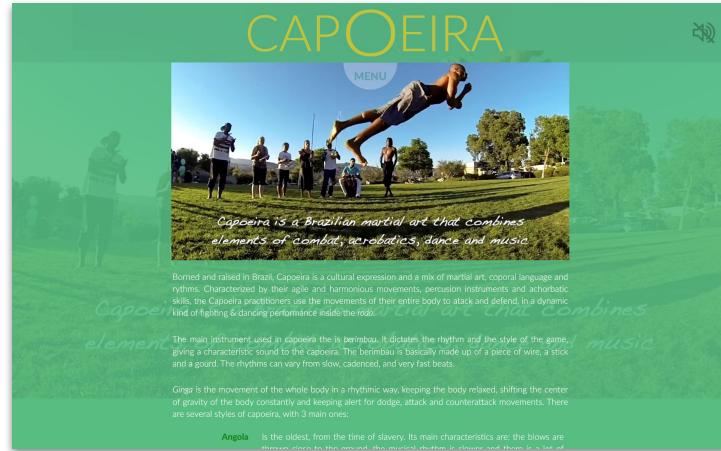
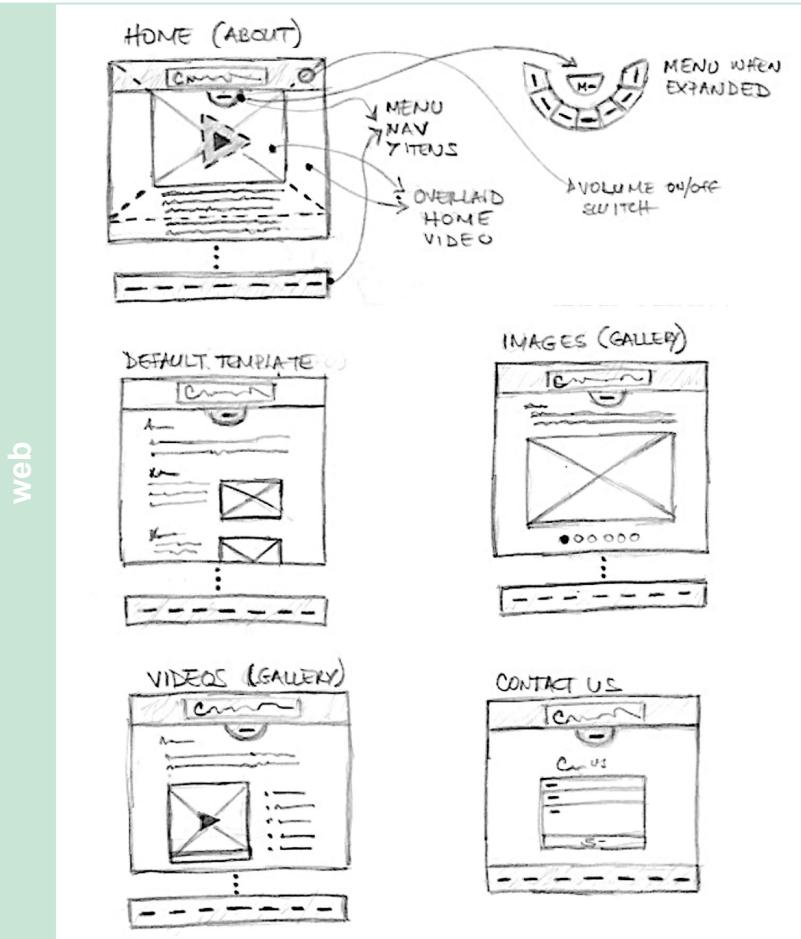


5.2. Rough Mockups (mobile)

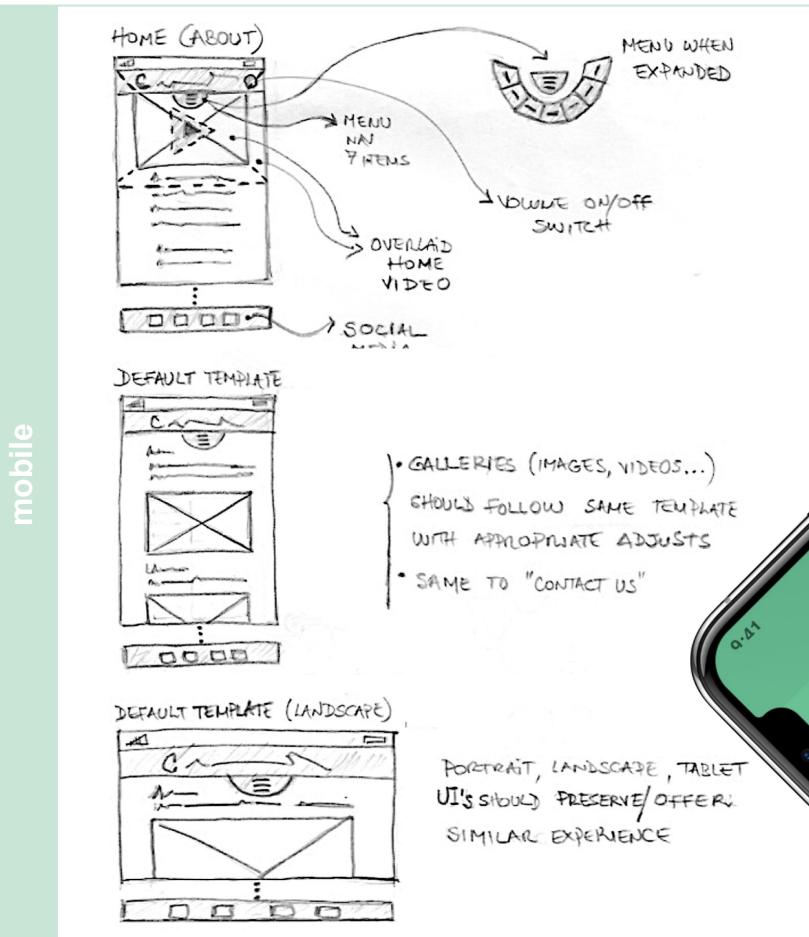
mobile



6.1. Graphics - Web Design Process (from thumbnails to prototype)



6.2. Graphics - Mobile Design Process (from thumbnails to prototype)



6.3. Graphics - App Icon

