

TITLE PAGE

DINE-IN THEATER PROJECT

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CSS Design
Summer 2019

CREATIVE BRIEF

- Client
 - Movie Theater Company / Chain Restaurant
- Target audience
 - Families, young adults, professional critic / movie journalist
 - Age Demographic: 17 – 30 yrs. old
 - Mid to High income
- Needs and goals
 - A website that facilitate and enhance the experience of movie going and advertise the dine-in theater chain restaurant.
 - Combine the restaurant experience with the movie going experience.
- Design
 - UI that allows the user to search information for their movie as well as look up menu items.

PERSONAS

Annie Anderson – Annie is an 18 years old college student. She currently studying for her Associates in Political Science and is working as a McDonalds Cashier. When she not working or studying, she likes to hang out with her friends on the weekends.



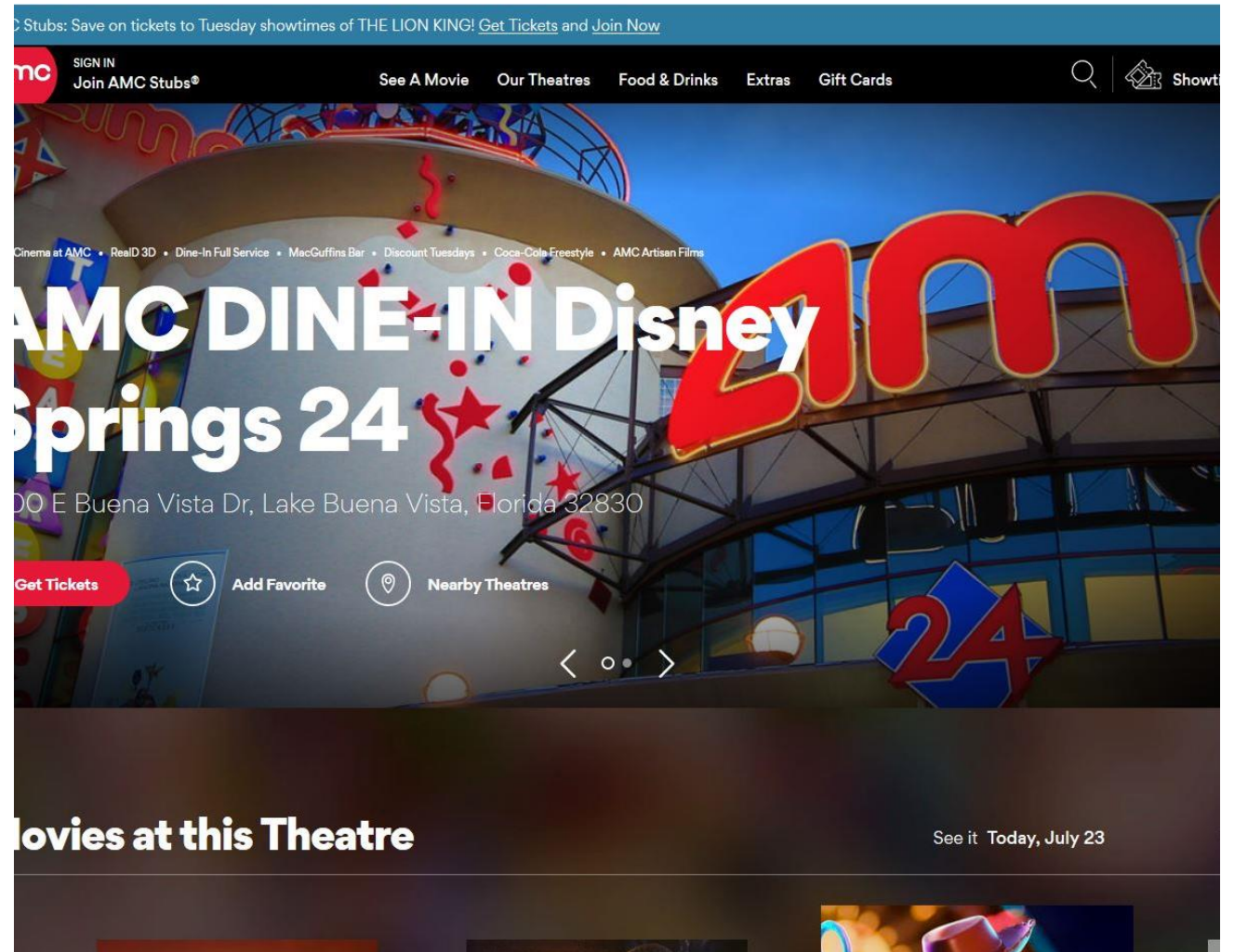
PERSONAS

John Fisher – John is 30 years old. He works as a journalist and movie critic for popculturemagazine.com. He is also an author of several books. He has a passion for films and the film industry. As a journalist, he keeps up with all the latest news of upcoming films. Reviews movies for a living.



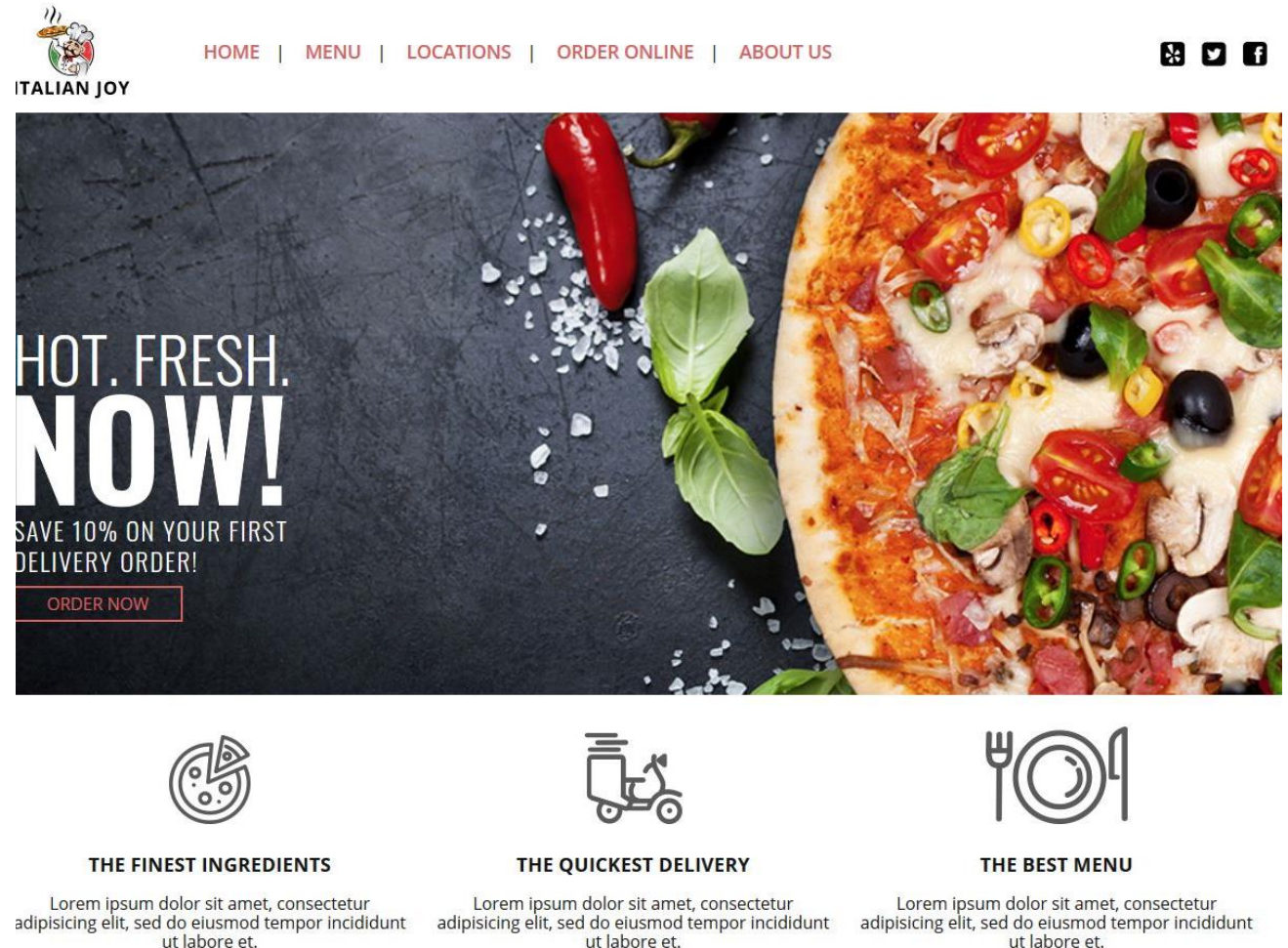
RESEARCH & INSPIRATION

For this assignment, my initial inspiration was an example given to us: AMC Dine-In Theater. I used the nav bar and footer as inspirations for my own. I used this website as a jumping off point, as a template, for my website.



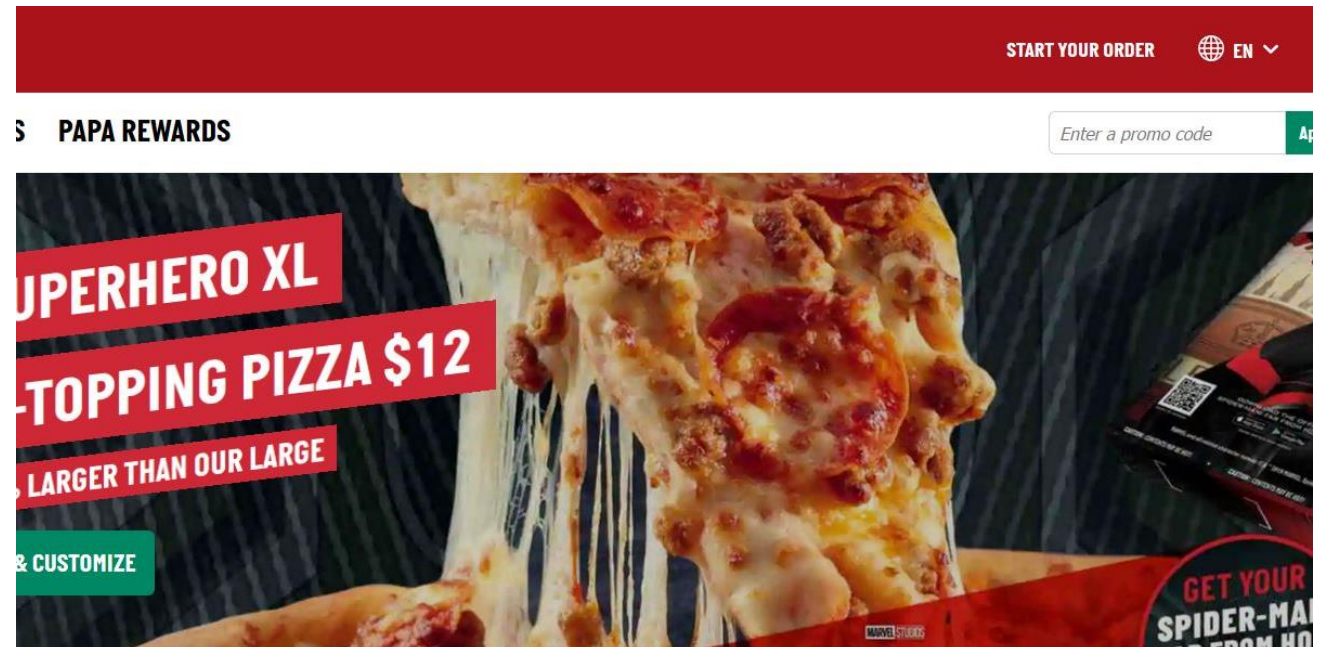
RESEARCH & INSPIRATION

For inspirations, I look back to our previous assignments for ideas for layout, design, and aesthetics.



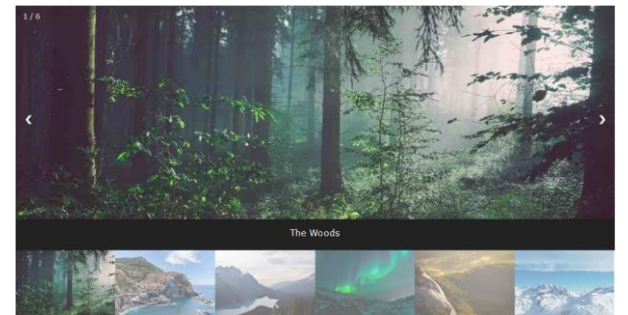
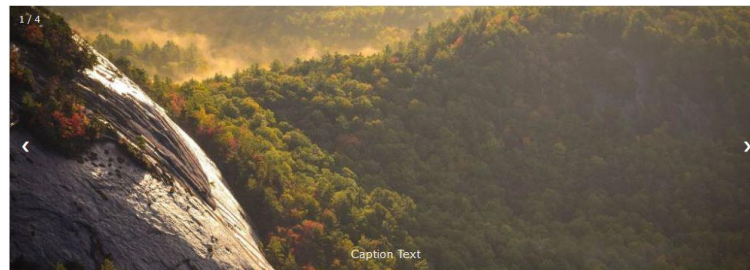
RESEARCH & INSPIRATION

Other websites that I investigated were restaurant sites, such as Papa John's.



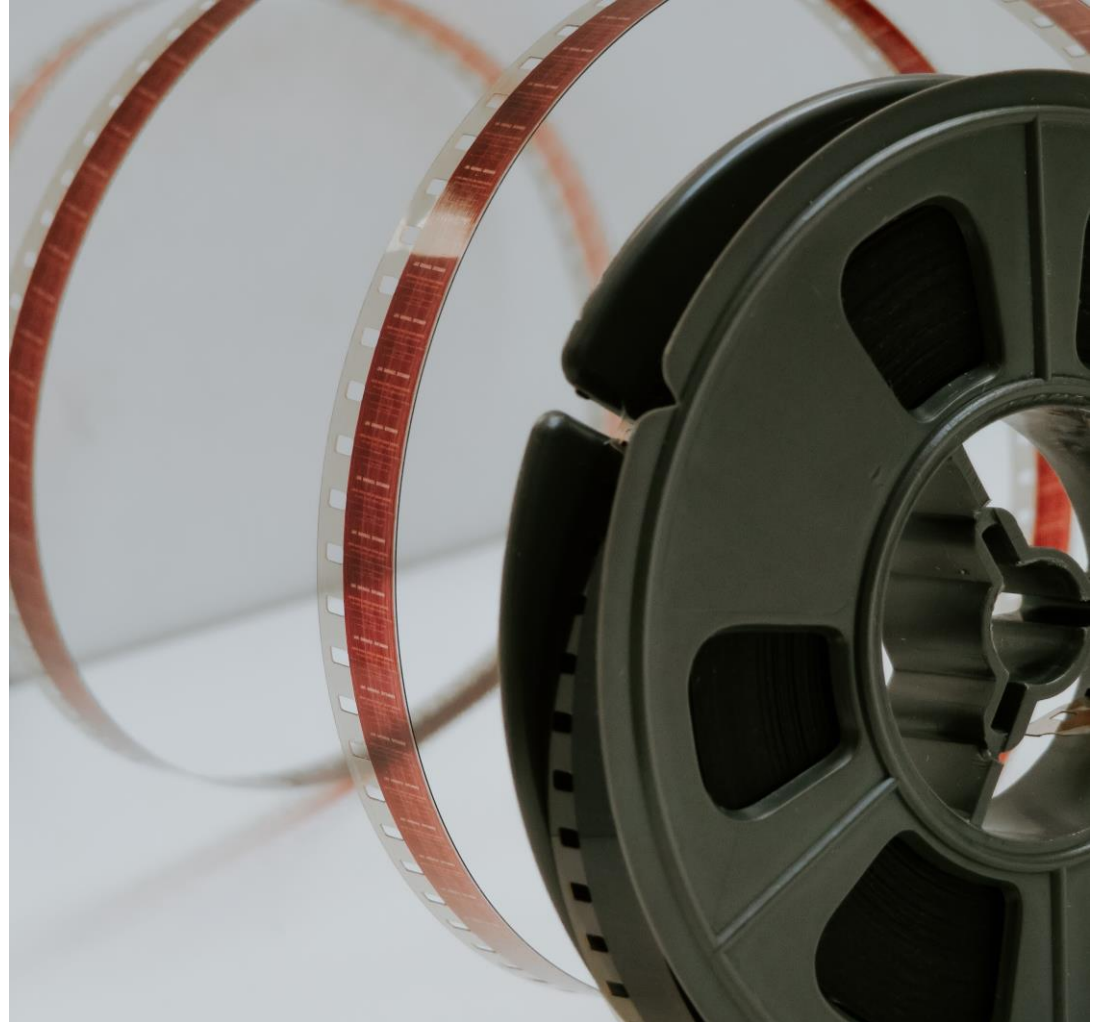
RESEARCH & INSPIRATION

My next research is looking into sliders and slider types. This project will require the use of a slider to show movies and information. I looked up several type of sliders for inspiration. I decided to choose a slider with images as indicator so that the user know what movies are available.



RESEARCH & INSPIRATION

One idea that I got while researching, was to incorporate a film reel onto the design of the website. While it did not pan out as I hoped, I did use a film reel as part of the logo for this website.



RESEARCH & INSPIRATION

In terms of color schemes, I take inspirations of the velvet curtains of classic movie theaters.



RESEARCH & INSPIRATION

Other inspirations that I was looking into was old black and white films for color scheme ideas.



RESEARCH & INSPIRATION

While researching for this project, I looked to photographs of food as source of inspiration for images and layouts.

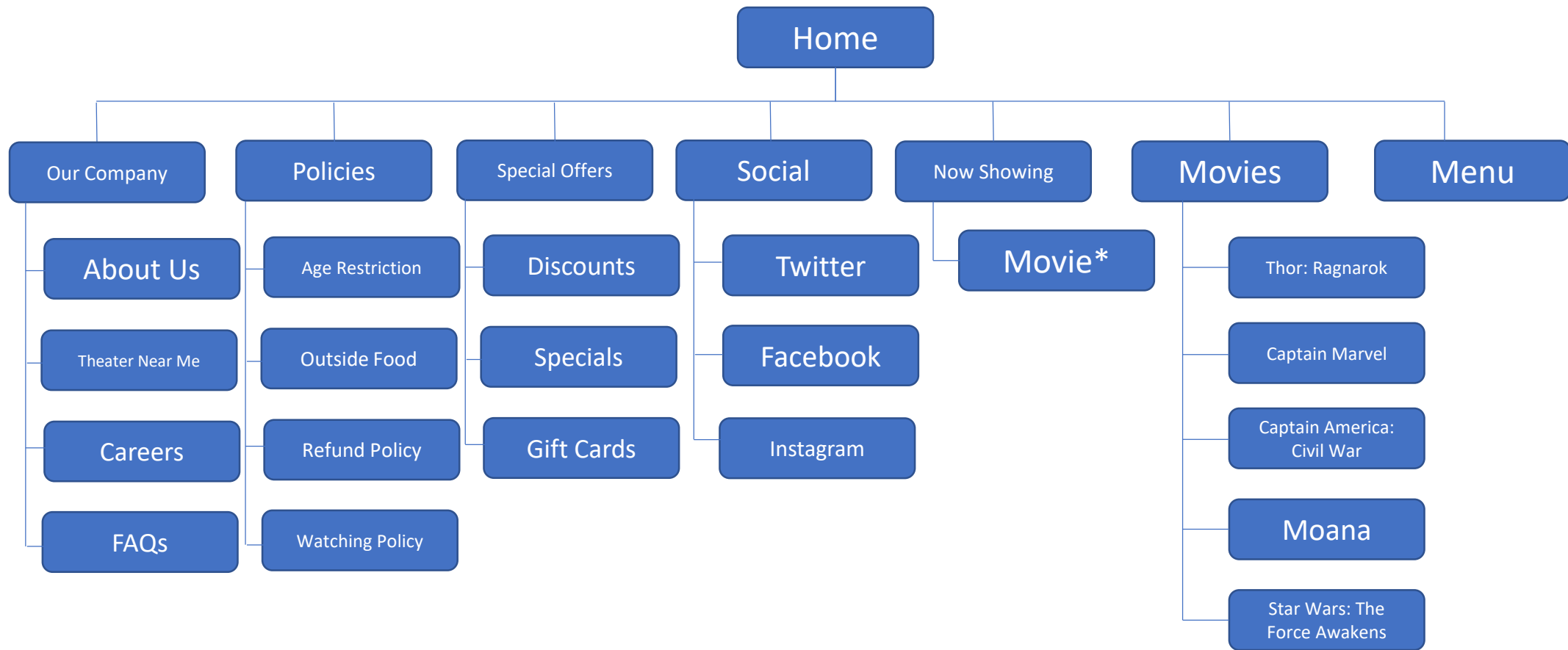


RESEARCH & INSPIRATION

While sitting through multiple pictures of movie posters, it got me starting to think of what kind of movies that I would have to show to the target audience, which affected how I designed the website to be family friendly.



SITEMAP



* Page changes according to what movie is currently showing

TYPE & COLOR STUDIES

MONOTON

Bahaus 93

Broadway

The fonts that were chosen was chosen because I was going for fonts that would fit with the film and movie theme.

#9c0000	#ffffff	#e3e3e3	#232323
#660000	#cc0000	#ff3333	#ff9999
#292a3c	#535578	#8688ab	#c2c3d5

The color scheme of the website were chosen based on my research and inspirations. I was going for a color scheme that matches old film or velvet carpet, colors that are associated with movie theaters. The first color scheme was using velvet red with black and white colors to contrast. The second is a monochromatic color scheme with velvet as its basis. The third is a monochromatic color scheme that is themed around black and white films, but with a slightly blue hue.

WIREFRAME

