BEBOP. | PHOTOVISION

DALLMEYER WEB DESIGN PROJECT / 2020.01.03

01 BACKGROUND

02 STRUCTURE

03 CONCEPT A

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04 CONCEPT C

01

BACKGROUND

Based on the product design and packaging design we have done for the Dallmeyer lens, we explored how we could extend the design identity to the website design.

During our design exploration, it was important to note that the web design needed to be rooted in the same design language while still finding different ways to further accentuate and celebrate the Dallmeyer lens.

02

STRUCTURE

Single Page Structure

Since the initial launch of Dallmeyer website will only contain a single product, we recommend a single page scrolling structure, where every content is all loaded within a single page.

When there is a need to expand, the website can be simply split up into separate pages accordingly with simple design updates while maintaining the same look and feel.

The following three design concepts are all based on this single page structure.

LANDING	The first screen the viewer sees
ABOUT	Brief summary of all contents in the website
HISTORY	Background/story about how Dallmeyer came to be
PRODUCT	Detailed full description about the Dallmeyer lens
SPECIFICATION	Technical specifications
IN THE BOX	Information about what is included in the product package
CONTACT	Company's contact information
FOOTER	Standard footer

The three design explorations are heavily dependent on the image content, and we have worked with digital renderings only as temporary means. Therefore we ask that you keep this in mind during inspection of the concepts.

03

CONCEPT A

Dallmeyer

HOME HISTORY PRODUCT SPECIFICATION IN THE BOX CONTACT

COHERENCE

Powerful.
Even in the lowest light.

Leica lenses are among the best in the world. They have been developed with the aim of fulfilling the most stringent quality demands for digital and film photography.

Their performance is unrivaled when it comes to contrast, resolution, and tonal depth. Photographs taken with them possess a natural signature, especially when captured under challenging lighting conditions.

CONCEPT A

COHERENCE

A more direct conversion of design from the product packaging, Coherence emphasizes the contrast between image and typography, where neatly ordered typography is in harmony with bold images.

Dallmeyer

Powerful.
Even in the lowest light.

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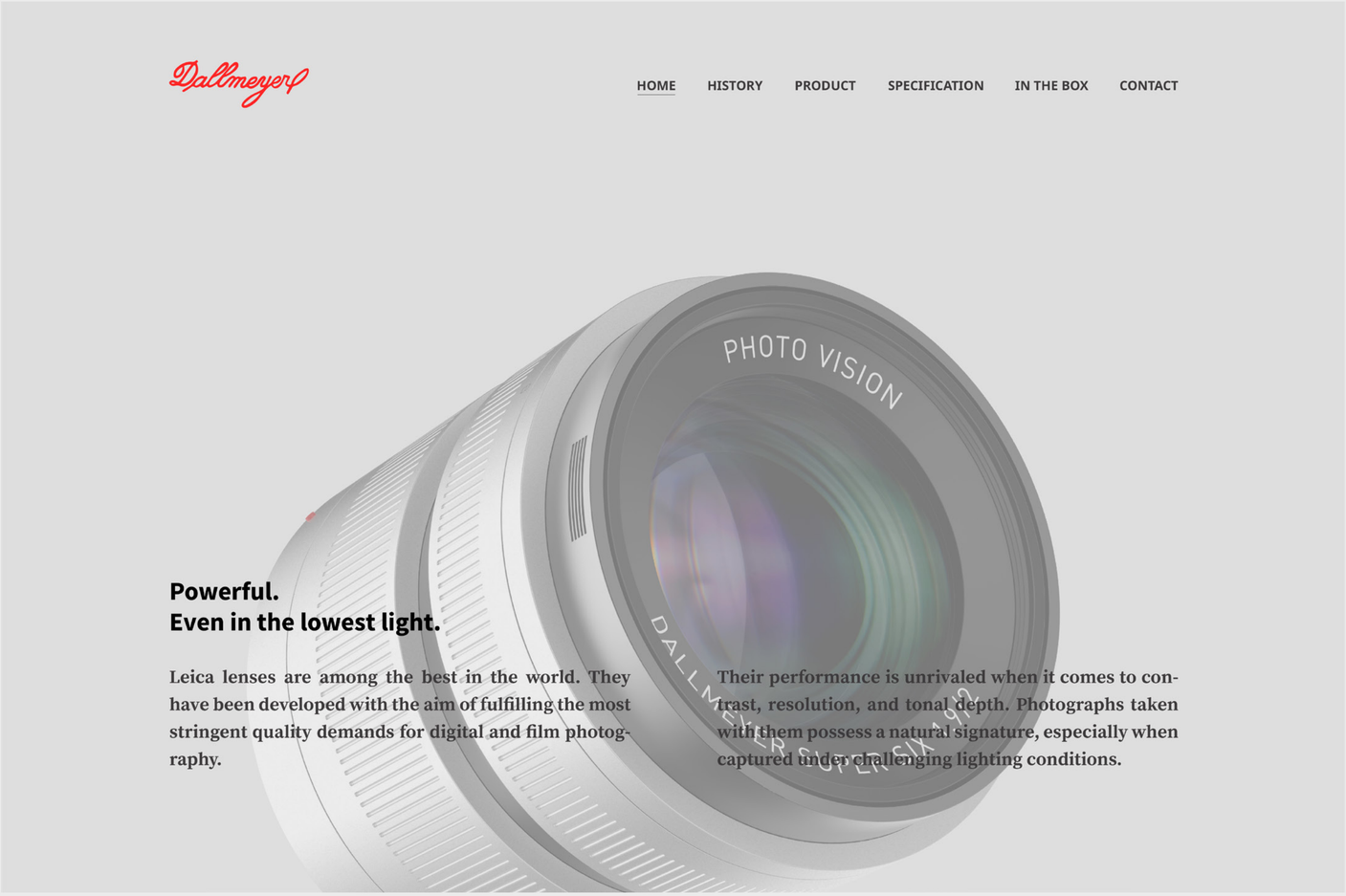
Their performance is unrivaled when it comes to contrast, resolution, and tonal depth. Photographs taken with them possess a natural signature, especially when captured under challenging lighting conditions.

CONCEPT A

Landing Page

Coherence's Landing page is empahsizing the product by showing it in a large image. On the other hand, the neatly ordered typography creates a unique balance between being bold and classic.



Dallmeyer

Ortiginating from

Dallmeyer

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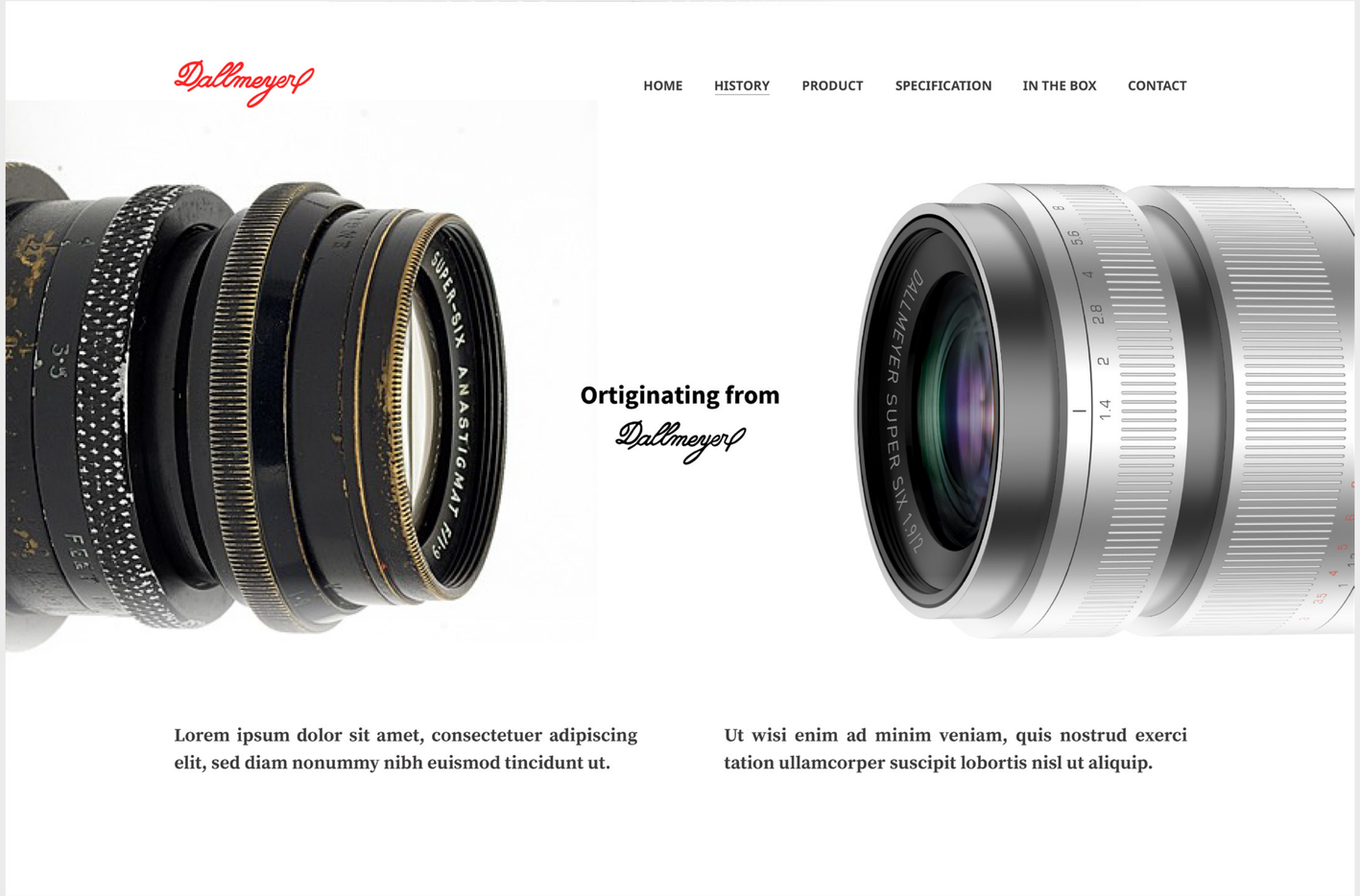
Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip.

CONCEPT A

History

The history page is stressing the contrast between the old and new lens. The centered typography infroms the correlation of two images.



Dallmeyer

Compact.
And Versatile.

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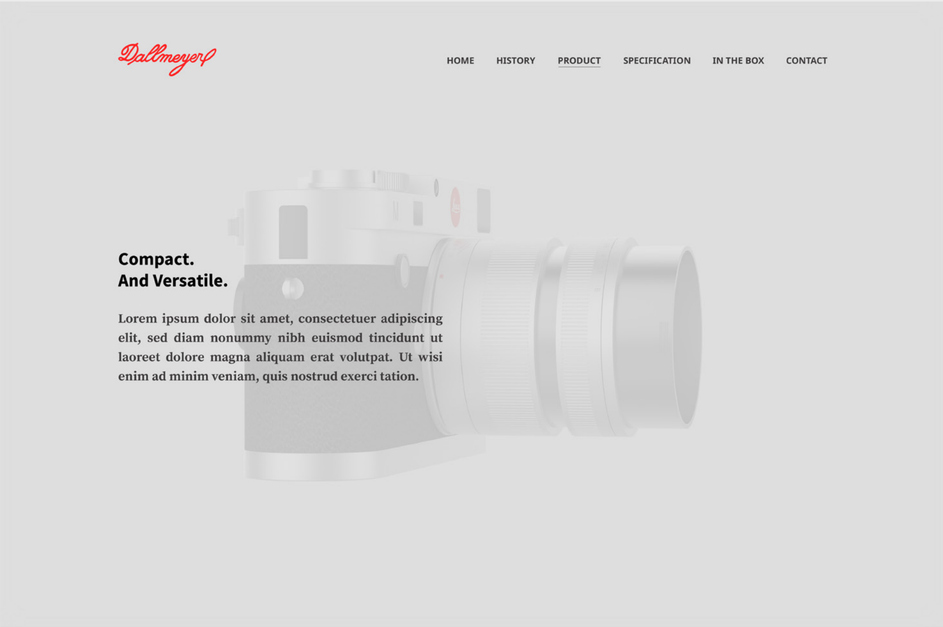
CONCEPT A

Product (1/2)

The sequence of a full image shown first and followed by description text with faded backgrounds presents the contents in a clean order without disturbing each other.



Dallmeyer

Technical Details.
Refined aesthetic with Easy accessibility.

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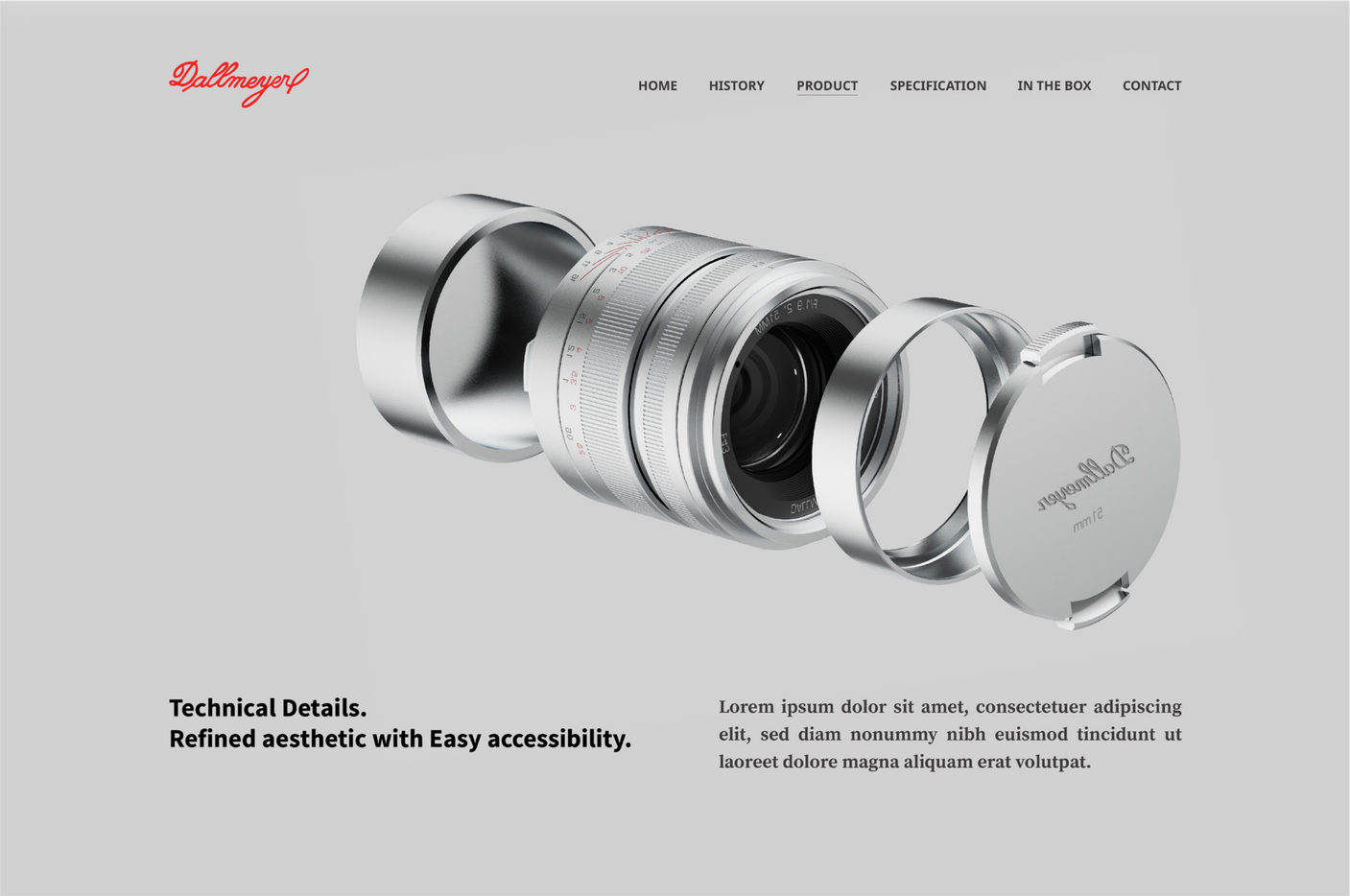
Product (2/2)

The second product page can describe more details compared to the previous one. The continued two-column style of text layout feels classic and sophisticated.

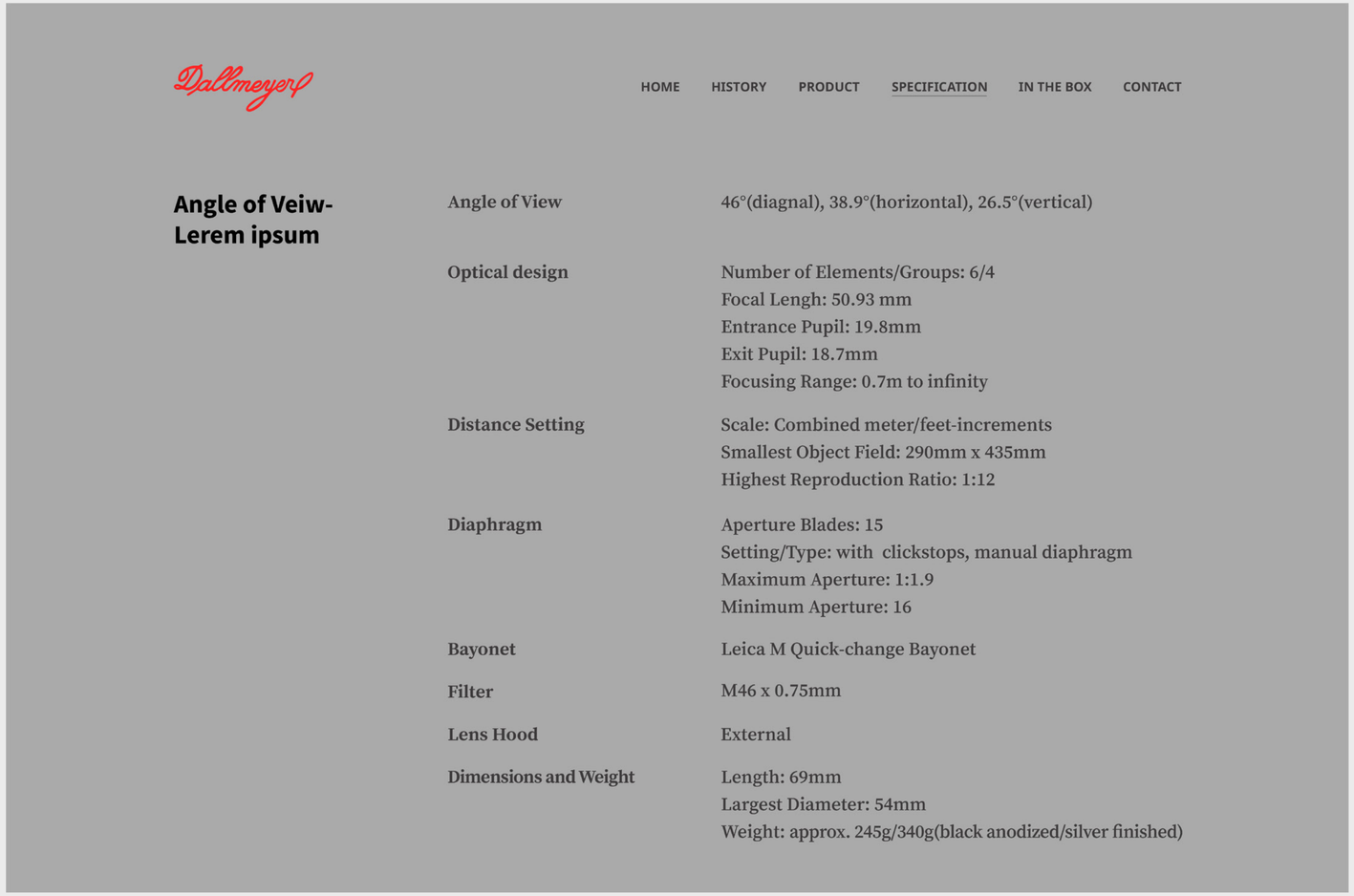


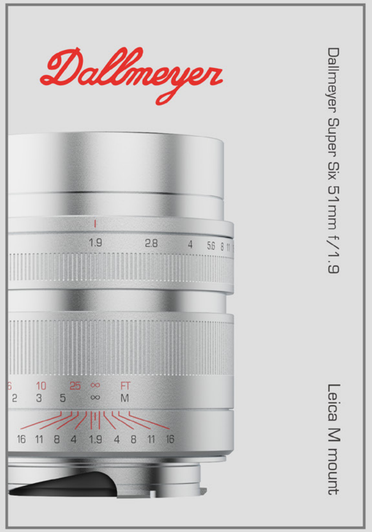
Angle of Veiw-
Lerem ipsum

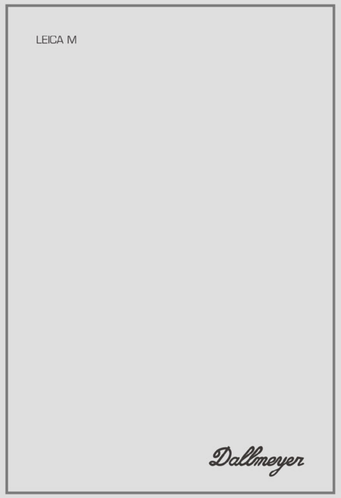
Angle of View	46°(diagnal), 38.9°(horizontal), 26.5°(vertical)
Optical design	Number of Elements/Groups: 6/4 Focal Lengh: 50.93 mm Entrance Pupil: 19.8mm Exit Pupil: 18.7mm Focusing Range: 0.7m to infinity
Distance Setting	Scale: Combined meter/feet-increments Smallest Object Field: 290mm x 435mm Highest Reproduction Ratio: 1:12
Diaphragm	Aperture Blades: 15 Setting/Type: with clickstops, manual diaphragm Maximum Aperture: 1:1.9 Minimum Aperture: 16
Bayonet	Leica M Quick-change Bayonet
Filter	M46 x 0.75mm
Lens Hood	External
Dimensions and Weight	Length: 69mm Largest Diameter: 54mm Weight: approx. 245g/340g(black anodized/silver finished)

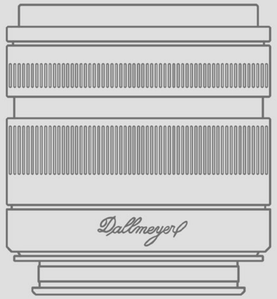
Specification

The specifications are again in similar text layout, showing the full list easily.





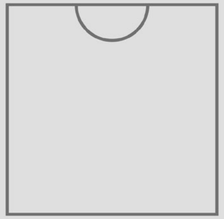




Lens

Cap

Pouch

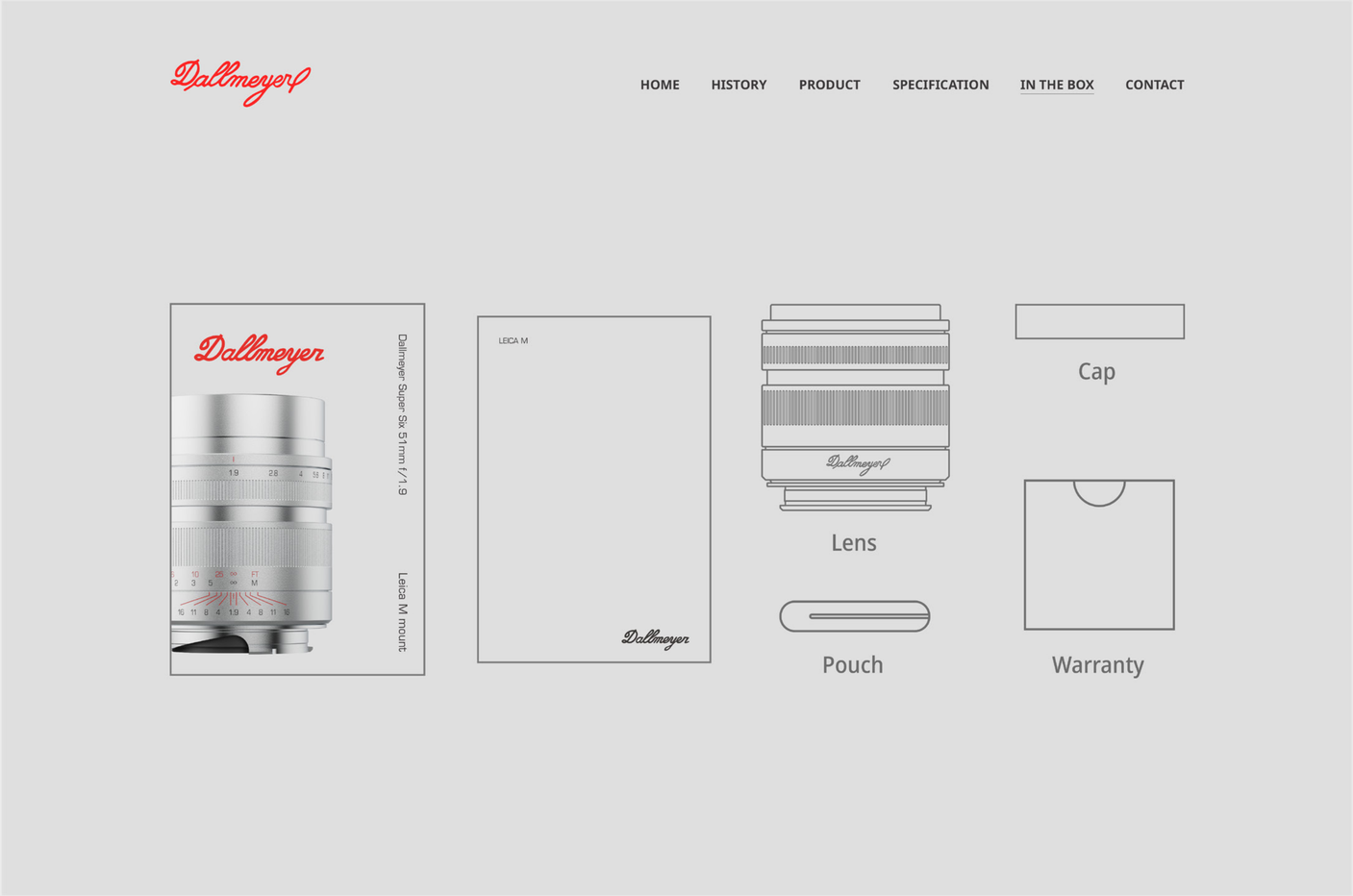


Warranty

CONCEPT A

In The Box

Here the viewers can see all of the contents that will be included in their purchase. We recommend either a real photo or a digital rendering to show the contents realistically.



04

CONCEPT B

Dallmeyer
HOME
HISTORY
PRODUCT
SPECIFICATION
Powerful
PRIME
Leica lenses are among the best in the world. They have been developed with the aim of fulfilling the most stringent.
DALLMEYER SUPER SIX

CONCEPT A

PRIME

Prime is a much bolder take, where there is a big contrast between imagery and typography. Creating a sense of dynamic interest, Prime aims to make a powerful impact to the viewers.

Dallmeyer

Powerful.

Leica lenses are among the best in the world. They have been developed with the aim of fulfilling the most stringent.

CONCEPT B

Landing Page

The overlapping of image and bold text creates a striking impression, while the editorial-like detail text keeps the design grounded and stable. In order to achieve the right look with this design concept, we highly recommend the use of digital rendering instead of photography in order to make use of transparent backgrounds for text overlap.

Dallmeyer

HOME

HISTORY

IN THE BOX

Ortiginating from

1860

Dallmeyer

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CONCEPT B

History

The old and new lenses are displayed in a detail view, giving it a much more dynamic feel, and the strong typography helps to keep the focus at the center.

Dallmeyer

Dallmeyer

Compact.

Leica lenses are among the best in the world. They have been developed with the aim.

CONCEPT B

Product (1/2)

The product page adds another layer of dynamic look by overlaying a dark opaque layer. The sequence presents the lens as well as the detail product text in a clean manner.

Dallmeyer

Refined aesthetic.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit.

Product (2/2)

The second product page shows another different contrast imagery, keeping each sections constantly dynamic. With the pure black background, the exploded view of the lens is powerfully visualized.

Dallmeyer

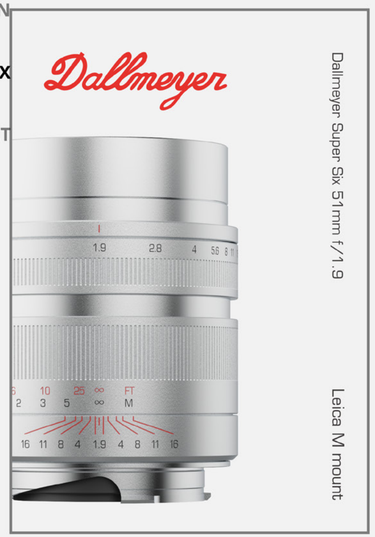
Lorem ipsum Velope.

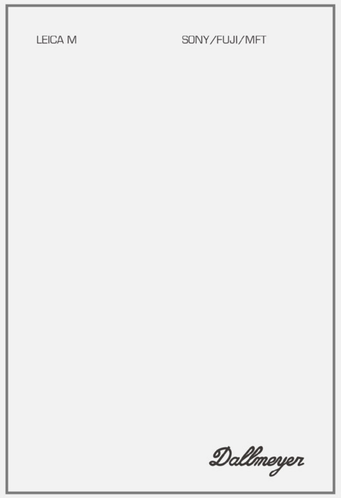
Angle of View	46°(diagnal), 38.9°(horizontal), 26.5°(vertical)
Optical design	Number of Elements/Groups: 6/4 Focal Lengh: 50.93 mm Entrance Pupil: 19.8mm Exit Pupil: 18.7mm Focusing Range: 0.7m to infinity
Distance Setting	Scale: Combined meter/feet-increments Smallest Object Field: 290mm x 435mm Highest Reproduction Ratio: 1:12
Diaphragm	Aperture Blades: 15 Setting/Type: with clickstops, manual diaphragm

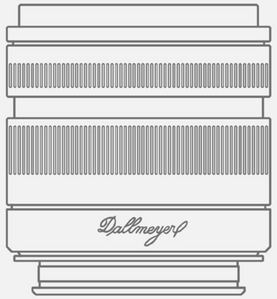
Specification

The specification page keeps the big typography in use, while the detailed list remains easy to read.

Dallmeyer



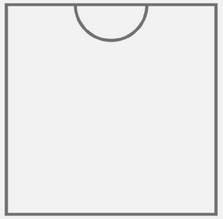




Lens

Pouch

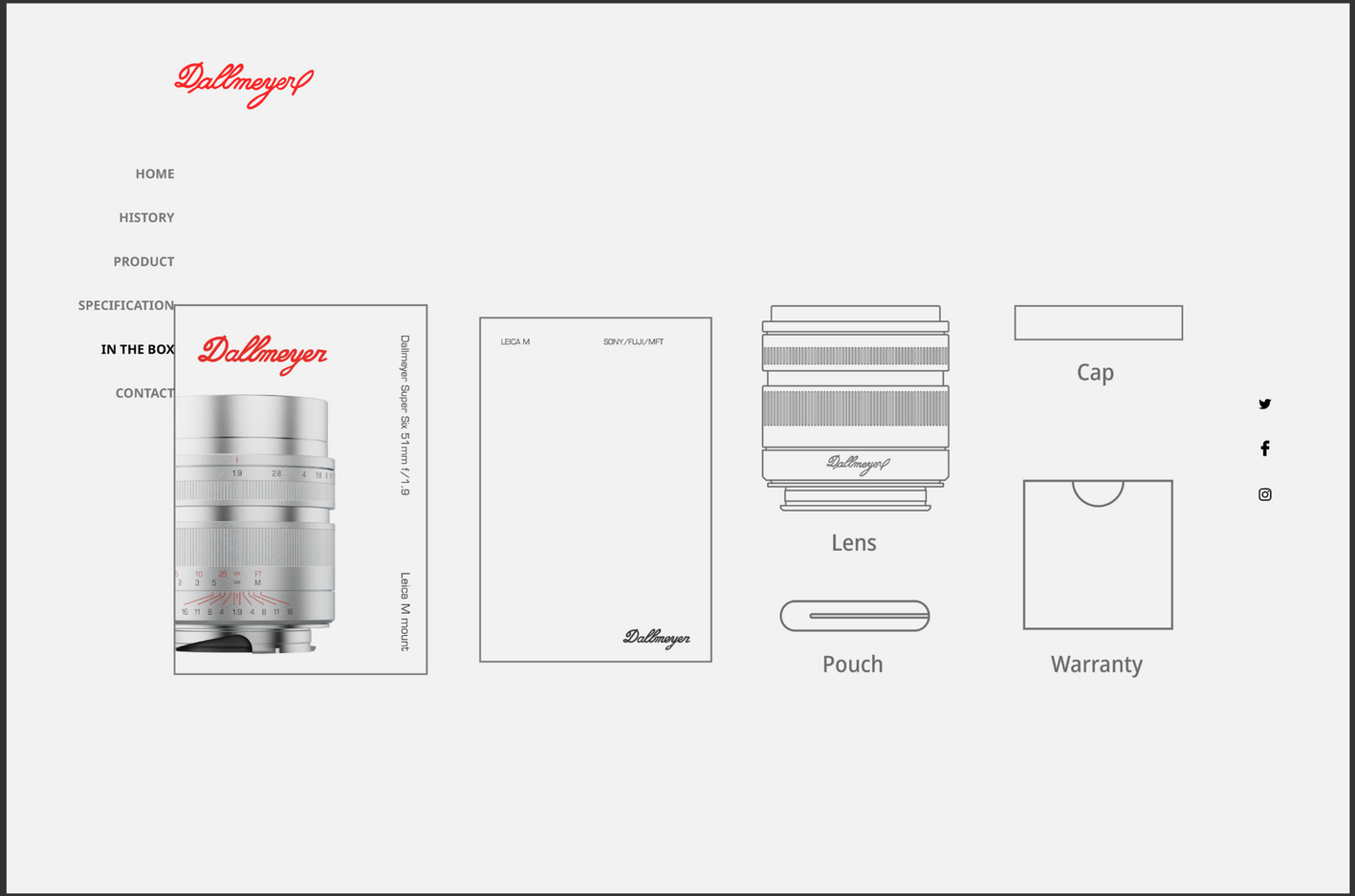
Cap



Warranty

In The Box

This section remains fairly the same, where the full contents of the package can be clearly viewed.



05

CONCEPT C

Dallmeyer

HERO

CONCEPT C

HERO

Evolving from the lens design and a typographic packaging design, Hero is a bold and dynamic design that makes a strong impression while feeling grounded and clean with the layout that accentuates a nicely organized grid. Overall it can be seen as a good balance between the Coherence and Prime concepts.

Dallmeyer

Legend born again.

Dallmeyer

CONCEPT C

Landing Page

The landing page is a strikingly simple introduction that makes a strong slogan statement for the lens, and then reveals the main image in full screen. The lack of menus and any other elements except the logo makes the viewers instantly pay attention and presents an iconic reveal.

Dallmeyer

Powerful.
Even in the lowest light.

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CONCEPT C

About

After revealing the main product, we show the main text in the center putting the most attention to it. The background image should also help to put attention towards the center of the composition.

Dallmeyer

Powerful.
Even in the lowest light.

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- About
- History
- Product
- Specification
- In The Box
- Contact

Powerful.
Even in the lowest light.

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Menu

The menu is accessible at any point of the website in the form of a “hamburger button”. After opening the menu, clicking on any section will take the viewer to that section by automatically scrolling up or down. Otherwise, the menu remains hidden in order to maintain a clean look that puts the contents at the center of the stage.

Dallmeyer

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Dallmeyer

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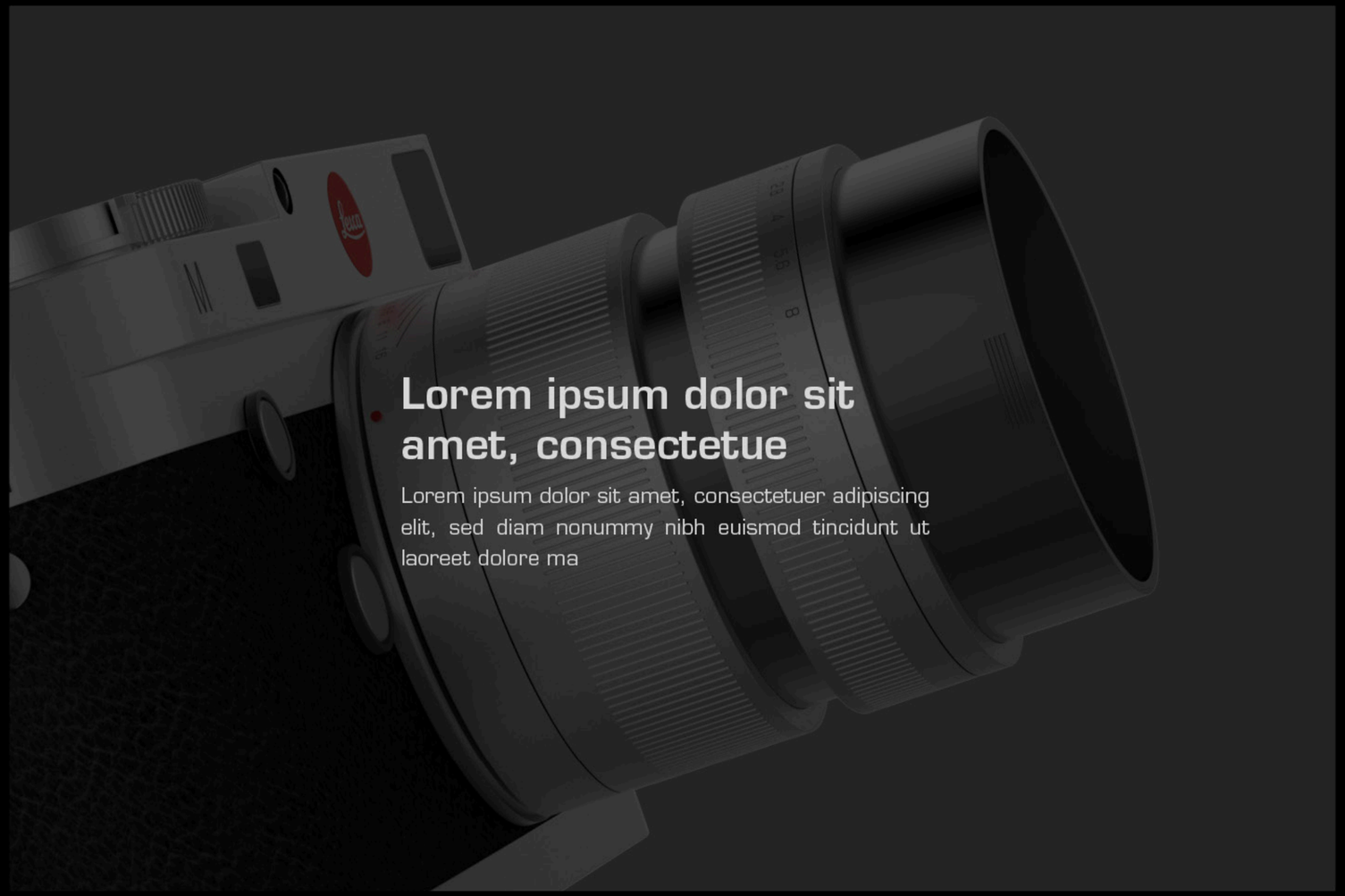
CONCEPT C

History

The story of Dallmeyer is described in two cuts as the user scrolls down the website. In a clean editorial inspired layout, this effectively shows the contrast and the similarities between the old and the new lens.

Dallmeyer



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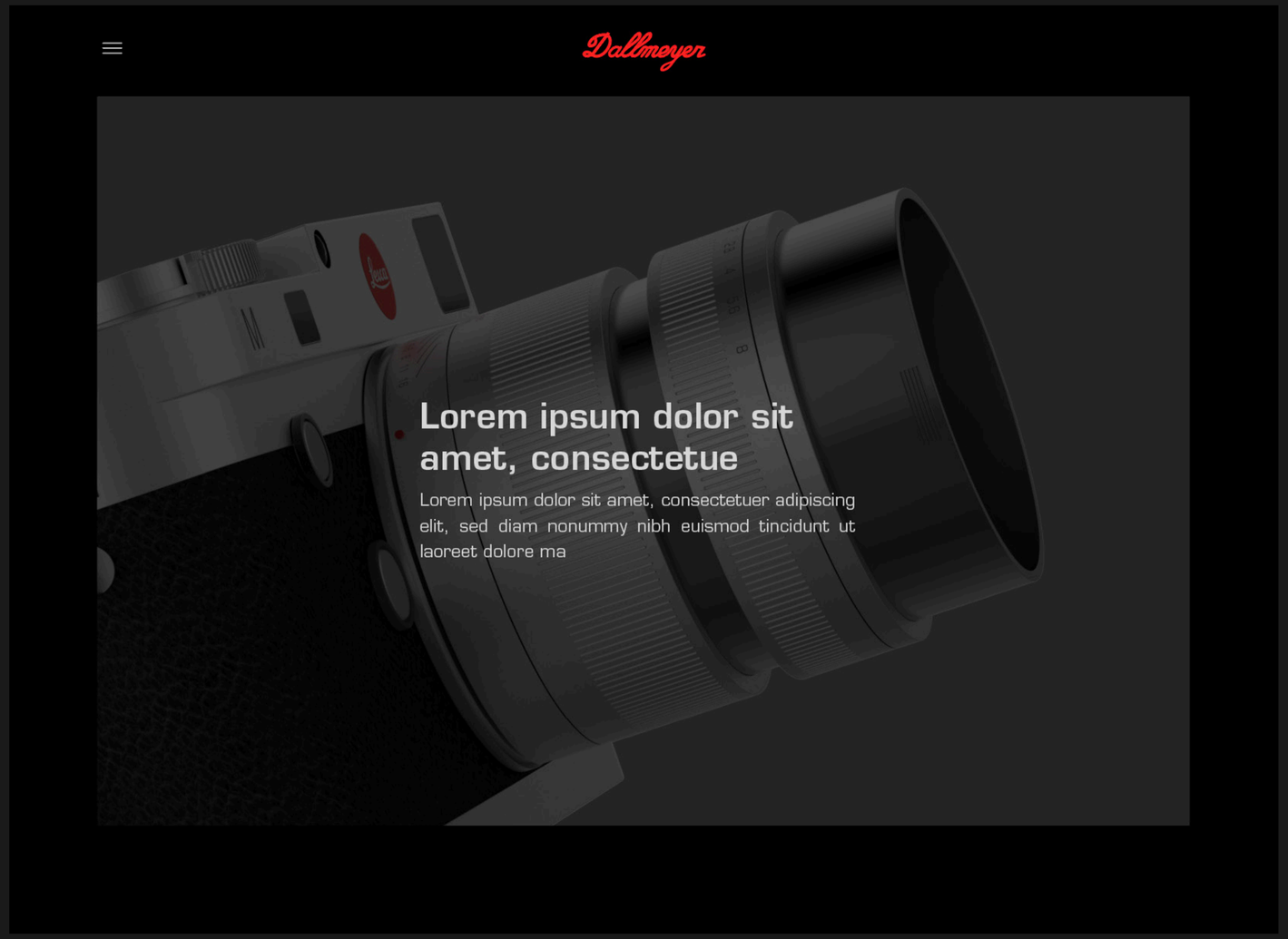
Product (1/3)

The detailed description about the lens can start here. The large imagery in the background can also show the product in detail.



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Product (2/3)

This is another section that can further describe the product in detail.

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Product (3/3)

The last product detail page. We think it will be good to render a fully exploded view of the lens itself, revealing the complex glass components.

Dallmeyer

Lorem ipsum dolor sit amet, consectetuer adip

Angle of View	46°(diagnal), 38.9°(horizontal), 26.5°(vertical)
Optical design	Number of Elements/Groups: 6/4 Focal Lengh: 50.93 mm Entrance Pupil: 19.8mm Exit Pupil: 18.7mm Focusing Range: 0.7m to infinity
Distance Setting	Scale: Combined meter/feet-increments Smallest Object Field: 290mm x 435mm Highest Reproduction Ratio: 1:12
Diaphragm	Aperture Blades: 15 Setting/Type: with clickstops, manual diaphragm Maximum Aperture: 1:1.9 Minimum Aperture: 16
Bayonet	Leica M Quick-change Bayonet
Filter	M46 x 0.75mm
Lens Hood	External
Dimensions and Weight	Length: 69mm Largest Diameter: 54mm Weight: approx. 245g/340g(black anodized/silver finished)

Specification

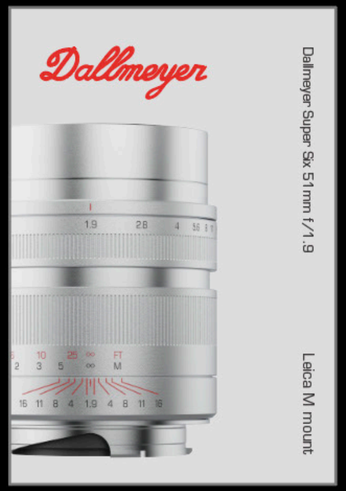
The technical specifications are cleanly listed here in full screen view. We maintain the light text on dark background to keep the dramatic and professional look.

Dallmeyer

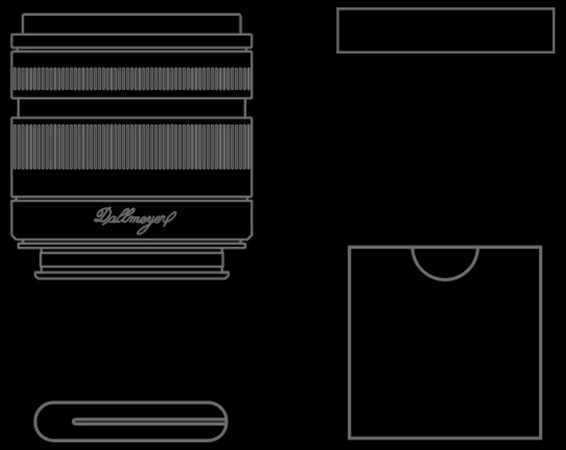
Lorem ipsum dolor sit amet, consectetuer adip

Angle of View	46°(diagnal), 38.9°(horizontal), 26.5°(vertical)
Optical design	Number of Elements/Groups: 6/4 Focal Lengh: 50.93 mm Entrance Pupil: 19.8mm Exit Pupil: 18.7mm Focusing Range: 0.7m to infinity
Distance Setting	Scale: Combined meter/feet-increments Smallest Object Field: 290mm x 435mm Highest Reproduction Ratio: 1:12
Diaphragm	Aperture Blades: 15 Setting/Type: with clickstops, manual diaphragm Maximum Aperture: 1:1.9 Minimum Aperture: 16
Bayonet	Leica M Quick-change Bayonet
Filter	M46 x 0.75mm
Lens Hood	External
Dimensions and Weight	Length: 69mm Largest Diameter: 54mm Weight: approx. 245g/340g(black anodized/silver finished)

Dallmeyer


Dallmeyer
Dallmeyer Super Six 51mm f/1.9
Leica M mount

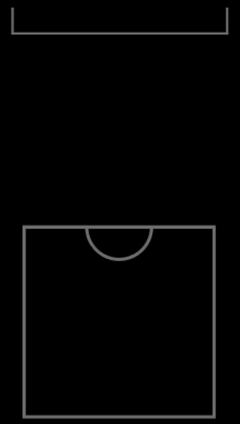
LEICA M
Dallmeyer


Dallmeyer

CONCEPT C

In The Box

We recommend either a rendering or a photograph of the whole package laid out in a clean manner here. If needed, we can add additional text to indicate what's included.



Dallmeyer

No.18 Medine Mews
Sir Celicourt Antelme
St., Port Louis

Phone: +34 944 520 152
Fax: +34 944 521 372
E-Mail: Ardesa@ardesa.com

Footer

The footer again retains the dark background, however it is slightly lighter to hint at the fact that it is the end of the website.

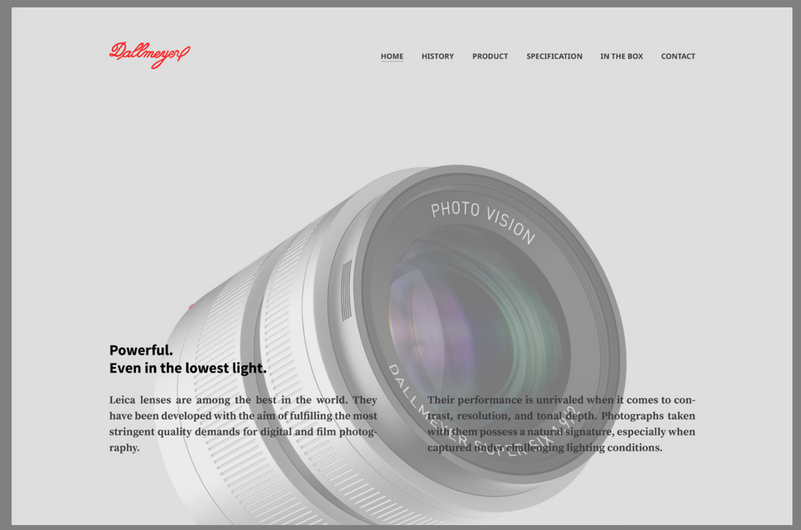
Dallmeyer

No.18 Medine Mews
Sir Celicourt Antelme
St., Port Louis

Phone: +34 944 520 152
Fax: +34 944 521 372
E-Mail: Ardesa@ardesa.com

CONCEPT A

COHERENCE



CONCEPT B

PRIME

CONCEPT C

HERO

BEBOP.

WWW.BEBOPDESIGN.CO
rich@bebopdesign.co
soohun@bebopdesign.co