



NEW MEDIA DESIGN

II STDV

FOODTRUCK WEBSITE

BRIEFING

De examenopdracht houdt in dat elke student individueel een website maakt ter promotie van een foodtruck naar keuze. Het gaat om een totaalconcept: hieraan hangt een eigen ontworpen huisstijl vast met een logo, kleurenpalet enzovoort.

DELIVERABLES

RESPONSIVE WEBSITE

Centraal staat de website met minstens 5 pagina's. Er wordt gestart met een wireframe versie van de site, dit aan de hand van Bootstrap. Later wordt deze wireframe versie verder ontwikkeld tot een volwaardige responsive website met stijlen en animaties. De vereisten zijn dat er een Google Maps API met een eigen style in worden verwerkt, er moet een youtube video gehost worden die ook op de website staat, en er moet custom animatie toegevoegd worden met css of Javascript. Daarna wordt de website gehost via GitHub Pages.

DIGITALE NIEUWSBRIEF

Met Mailchimp codeert de student een eigen template voor een newsletter. Het design moet aansluiten bij de website. Ook de in- en uitschrijvingspagina moet gestijld worden.

SOCIALE MEDIA

Sociale media maken een zeer groot deel uit van de hedendaagse maatschappij. Daarom is het voor een bedrijf belangrijk om hier ook actief op te zijn. Er hoort dus een (simulatie) gemaakt te worden van een Facebookpagina en van een Youtube-kanaal, dit met ten minste één gehoste video.

ONTWIKKELSTAPPEN

CONCEPTVORMING - IDEABOARD

Eerst en vooral ben ik op zoek gegaan naar een concept. Dit begon met het nodige onderzoek: een foodtruck, wat is dat precies? Welke mogelijkheden bestaan er? Hoe plaatst men zich in de markt? Ik ben gelijksoortige websites gaan opzoeken en wat mij inspireerde heb ik verzameld. Zo ben ik tot een ideaboard gekomen, de voorganger van mijn moodboard.



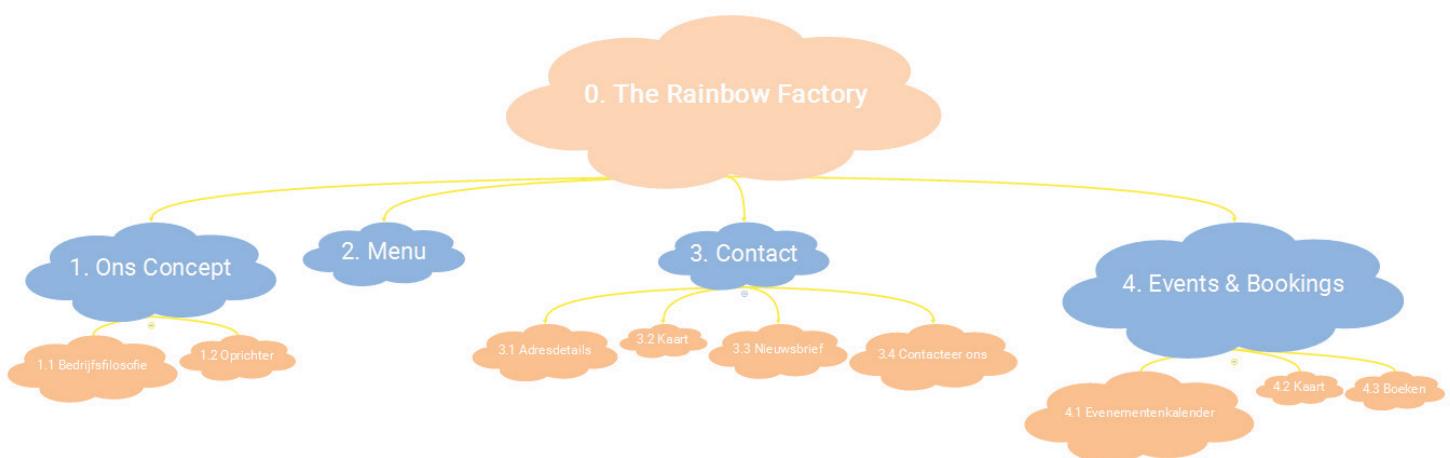
CONCEPTVORMING

Aan de hand van dit research ben ik tot een concept gekomen, iets wat mij al langer interesseert: rainbow & unicorn food. Vandaag de dag is dit een trend op sociale media zoals Instagram en Pinterest. De naam 'The Rainbow Factory' leek mij hiervoor gepast. Dan is mijn moodboard tot stand gekomen:



INHOUD - SITEMAP

Vervolgens ben ik begonnen nadenken over de inhoud van de website: welke informatie is er essentieel en in welke hiërarchie wil ik deze meegeven aan de bezoeker van de website? Dit heb ik overzichtelijk in een sitemap gegoten:



Op vlak van copywriting heb ik alles kort en bondig proberen te houden. Ik heb hedendaagse, vrolijke taal gebruikt die vooral een jeugdig publiek aanspreekt. Zakelijk is het zeker niet, het is heel informele taal die de toegankelijkheid van het bedrijf uitstraalt. De content kan je lezen op de website zelf.

HUISSTIJL - STYLE TILE

De vrolijke pastelkleuren brengen je helemaal in de sfeer..

The style tile consists of three main sections:

- Top Section:** A pink background featuring a white speech bubble containing the text "The Rainbow Factory" in a blue, handwritten-style font. The background is decorated with various colorful candies and pastries.
- Middle Section:** A light blue background featuring a pink food truck icon with a rainbow on top. To the right, the word "TITLE" is displayed in large, bold, pink letters, with the font name "Asap Regular" and the color code "#ffcccc" in a small callout. Below it, the word "NAVBAR" is displayed in pink, with the font name "Roboto" and the color code "#ef678f" in a yellow callout. At the bottom left, the text "This is an example of body text" is shown in blue, with the font name "Roboto" and the color code "#006699" in a yellow callout.
- Bottom Section:** A pink background featuring a row of colored circles with corresponding hex codes: #ffcccc, #ffe6e6, #ff6699, #ffe273, #fffff9, #add8e6, and #006699. Below this, there is a social media navigation bar with icons for Facebook, Twitter, and Instagram, followed by input fields for "type your mail adress" and "SUBSCRIBE NOW". The bottom half of the section displays six images of various desserts: macarons, cupcakes, a lollipop, a milkshake, colorful sprinkles, and a decorated cake.

INHOUD: FOTOMATERIAAL

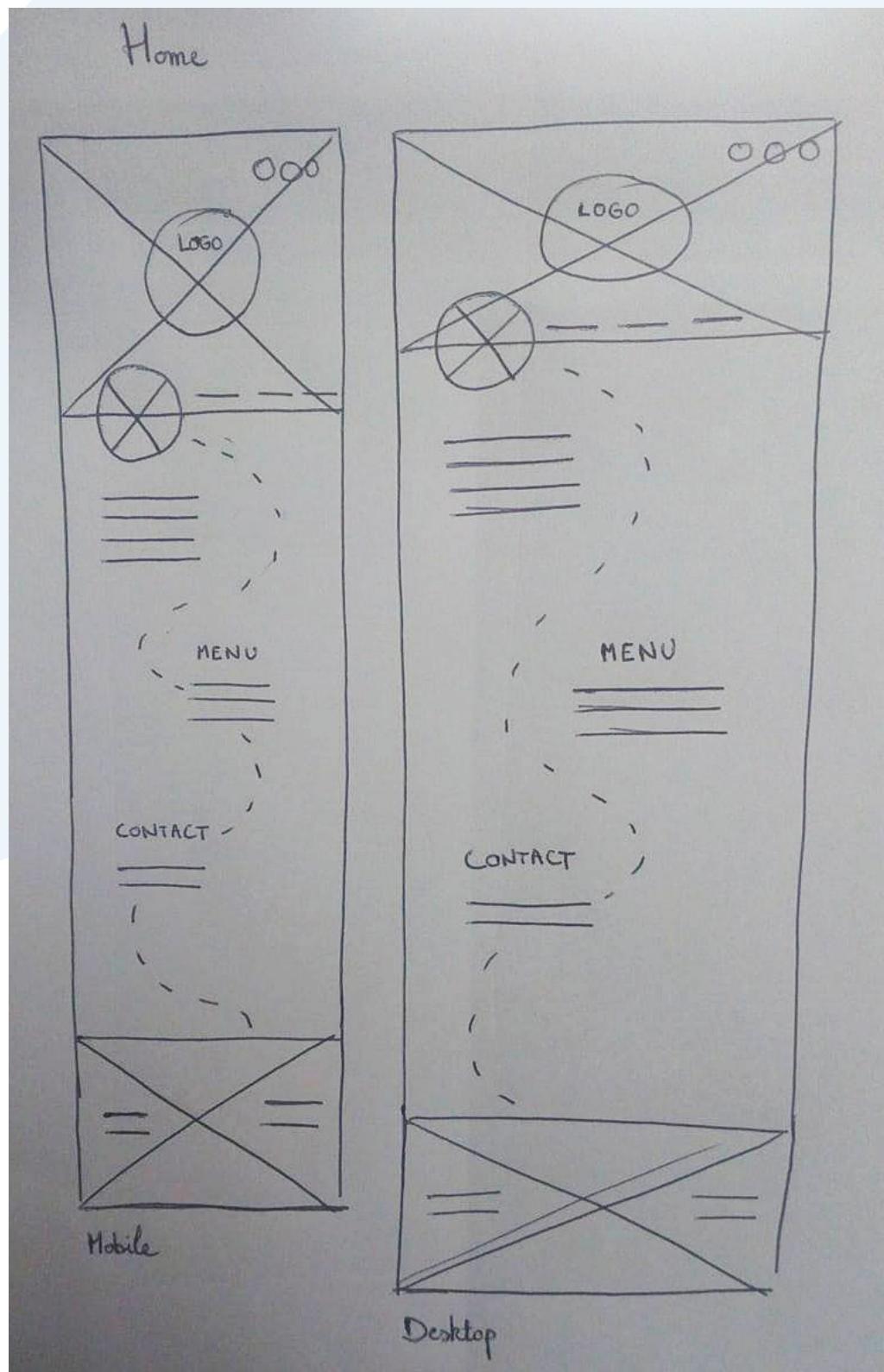
Ik ben zelf aan de slag gegaan met receptjes om het te fotograferen, maar de meeste foto's heb ik van stock websites gehaald, wegens geen zo'n goed resultaat. Ook in de video die gehost wordt op mijn Youtube-channel heb ik stock footage gebruikt.



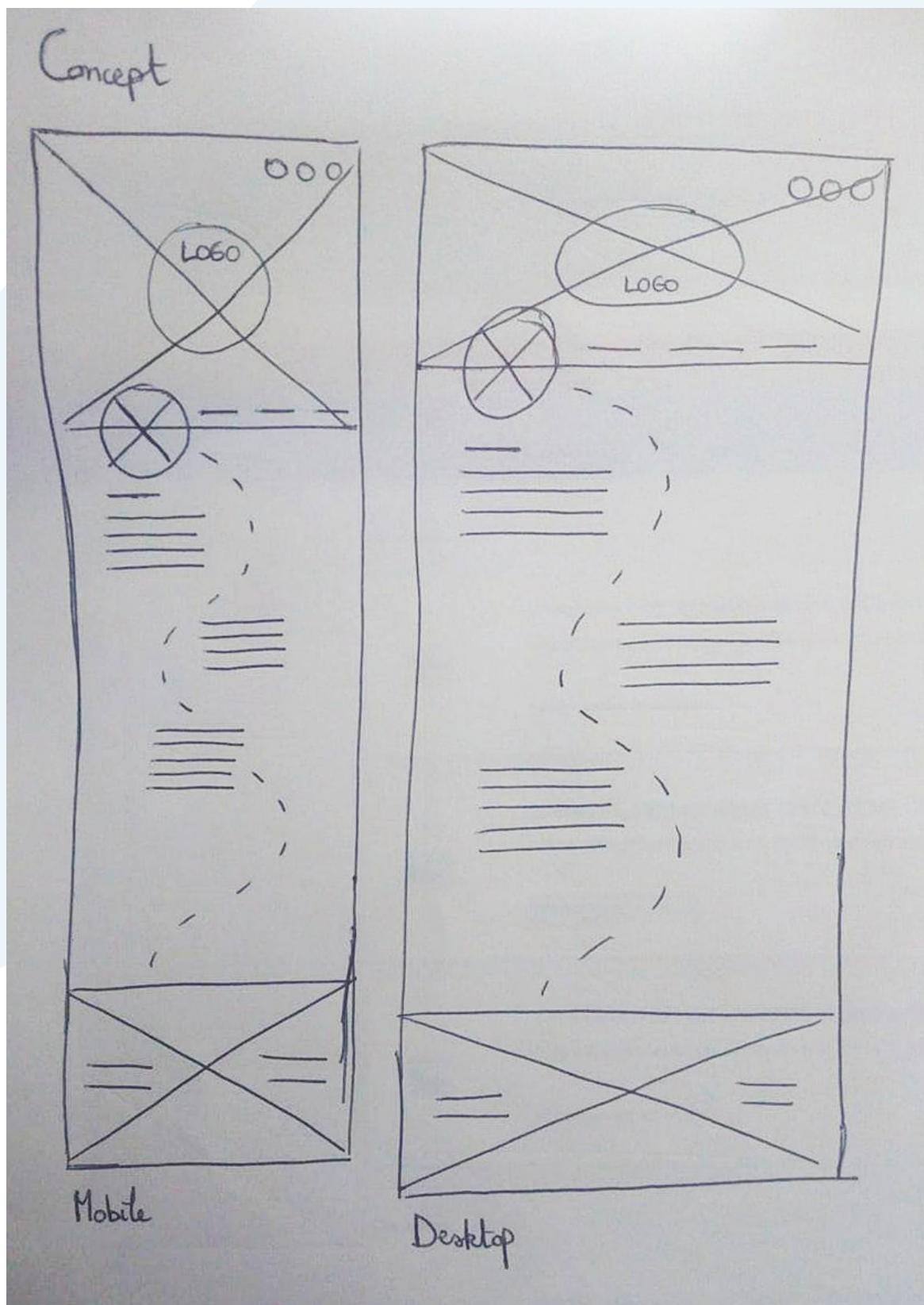
WIREFRAMES: LOW FI

Bij de low-fi wireframes had ik een idee in mijn hoofd, maar bij nader inzien was dat toch niet helemaal wat ik wilde. Het concept van de header ennn footer heb ik behouden, maar andere delen heb ik aangepast in de high-fi wireframes.

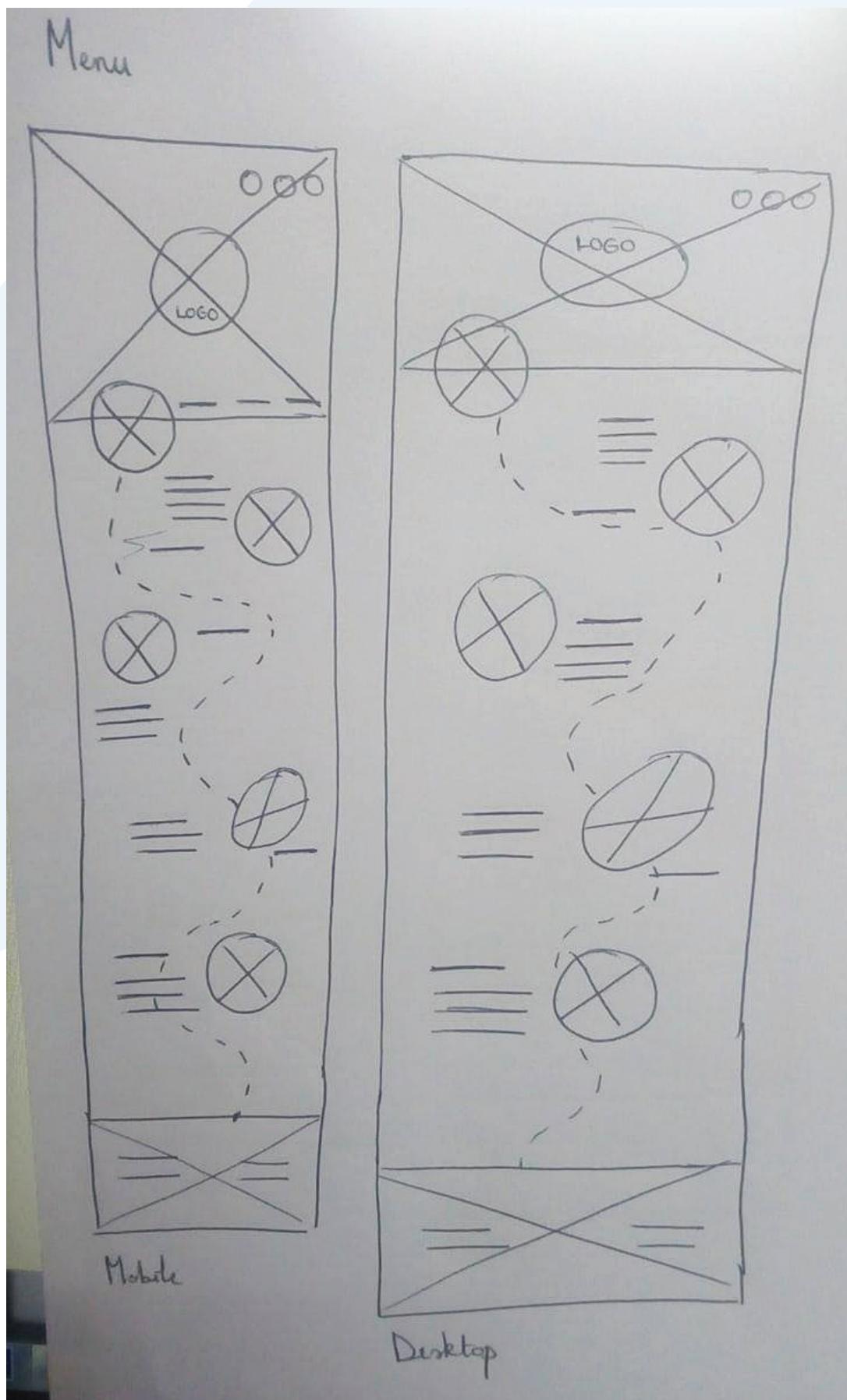
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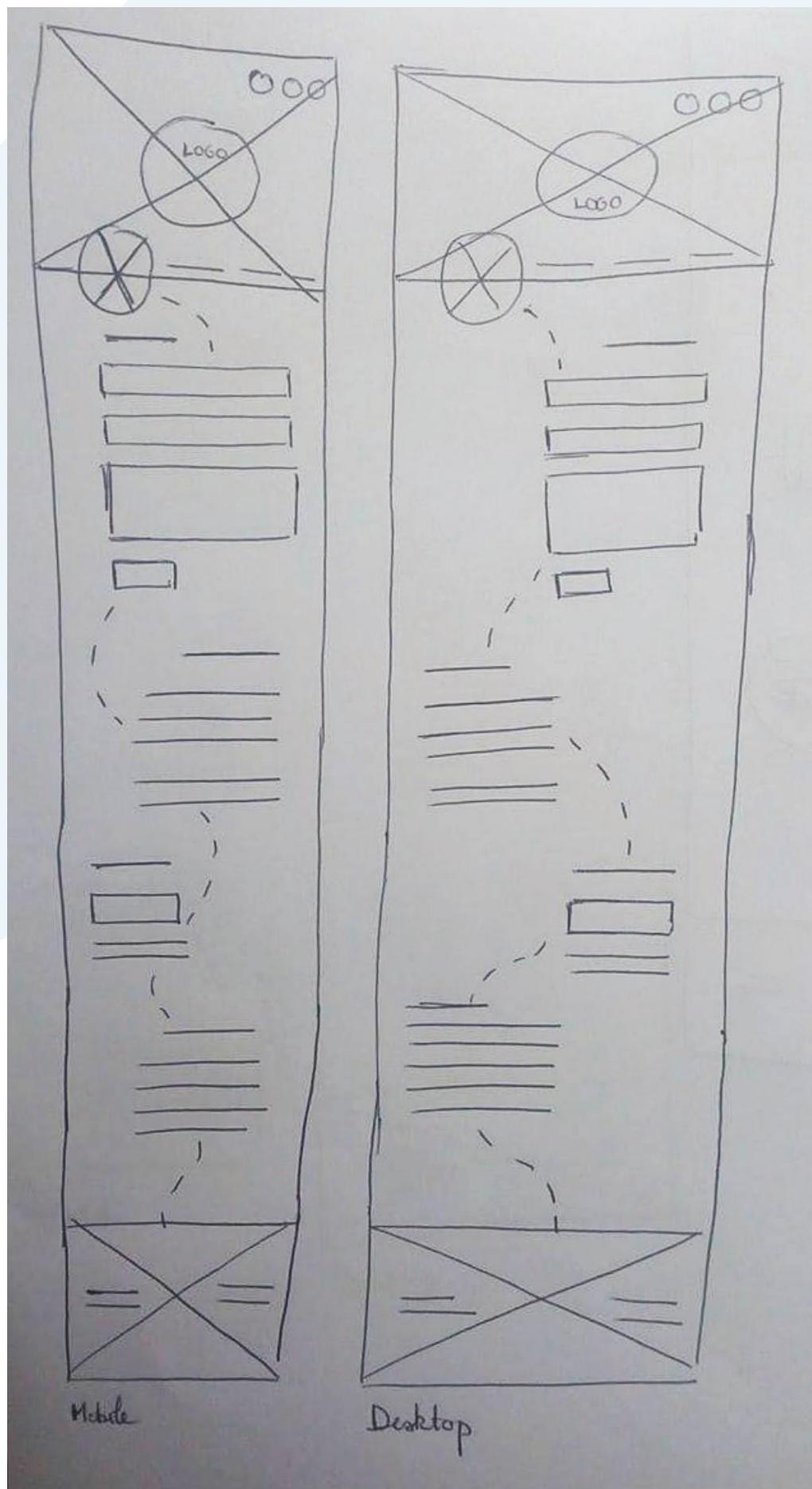
WIREFRAMES: LOW FI CONCEPT



WIREFRAMES: LOW FI MENU



WIREFRAMES: LOW FI CONTACT



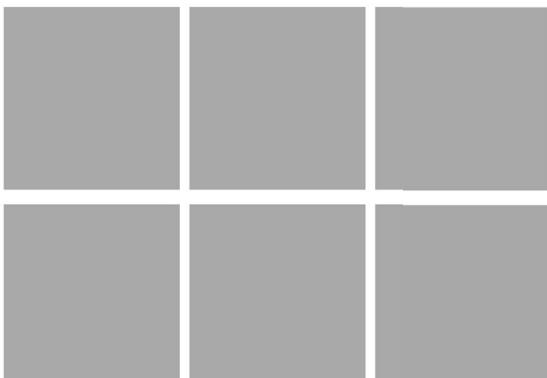
WIREFRAMES: HIGH FI INDEX

CONCEPT MENU CONTACT EVENTS & BOOKINGS

SWEET FOODTRUCKS

The Rainbow Factory designs & caters every kind of celebration imaginable. We offer you the opportunity to make all your parties unforgettable sweet! Thanks to our foodtrucks with their range of delicious rainbow-themed desserts, all guests can be pleased in their own way. START PLANNING YOUR EVENT OR PARTY TODAY!

OUR FOODS



EXPLORE

PLANNING A PARTY?

Looking for a sugared catering at your party or event? Book one of our unique and supah-sweet foodtrucks now and spread the love and happiness!

CONTACT US

OUR THEMESONG



Contact
Arteveldehogeschool
Dossier Shelsey Pattyn

type your mail address SUBSCRIBE NOW

WIREFRAMES: HIGH FI CONCEPT

The wireframe illustrates a high-fidelity design for a website section. At the top, a dark blue header bar contains the text "CONCEPT MENU CONTACT EVENTS & BOOKINGS". Below this, a large gray rectangular area is labeled "OUR PHILOSOPHY". Inside this area, a smaller text block reads: "We are all about making people smile, happiness all over the place! Everyone is allowed to be himself! Our fresh and handmade foods are all rainbow-y - unicornish and strawberrylavenderscented, they make all your sweet dreams come true!" Below this, another large gray rectangular area is labeled "THE FOUNDERS". Inside this area, a dark gray rectangular placeholder is labeled "JULIA & FLORENT". Below this placeholder, a small text block provides a brief history of the company's founding: "The company was founded in 2013 by Julia and Florent, the couple who has always been passionate about desserts. It all started when they moved in together and Julia was always spoiling her husband with desserts. They both loved this so much that after a year, they decided to make a business out of their hobby." At the bottom of the page, a light gray footer bar contains links for "Contact", "Arteveldehogeschool", and "Dossier Shelsey Pattyn". It also features a form field for "type your mail adress" and a "SUBSCRIBE NOW" button.

CONCEPT MENU CONTACT EVENTS & BOOKINGS

OUR PHILOSOPHY

We are all about making people smile, happiness all over the place! Everyone is allowed to be himself! Our fresh and handmade foods are all rainbow-y - unicornish and strawberrylavenderscented, they make all your sweet dreams come true!

THE FOUNDERS

JULIA & FLORENT

The company was founded in 2013 by Julia and Florent, the couple who has always been passionate about desserts. It all started when they moved in together and Julia was always spoiling her husband with desserts. They both loved this so much that after a year, they decided to make a business out of their hobby.

Contact

Arteveldehogeschool

Dossier Shelsey Pattyn

type your mail adress

SUBSCRIBE NOW

WIREFRAMES: HIGH FI MENU

The wireframe shows a high-fidelity representation of a website's menu page. It features a dark blue header bar with the text "CONCEPT MENU CONTACT EVENTS & BOOKINGS". Below the header is a large light gray rectangular area containing a placeholder image. Underneath this is a section titled "HOMEMADE SWEETNESS" with a descriptive paragraph: "All of our daily fresh rainbow-themed foods are handmade by our professional chefs. We always use the best ingredients we can find!". The main content area is titled "OUR FOODS" and includes a "RECIPE OF THE MONTH" placeholder image. Below this is a "WINTER SHAKE" placeholder image with the caption: "This shake keeps you warm and happy on cold, snowy days! It's made of fresh white chocolate, combined with apples and cinnamon!". The main content area also contains six food items arranged in two rows of three:

- RAINBOW MACARONS**
Don't these babies look finger-licking good?
Taste them in all 8 colours!
- SKY BLUE CUPCAKES**
Soft vanilla cupcakes filled with blueberry sauce and decorated with a pastel vanilla buttercream.
- RAINBOW SMOOTHIES**
Tossing some rainbow lovin' on top of a dessert is the best way to bring smiles to everyone's faces.

- POPCORN MILKSHAKE**
Can you resist the sweet and savory combination of this Caramel Popcorn Milkshake?
- CATERPILLAR CANDY**
Delicious gummy treats for sweet-tooths who'd love to become a butterfly someday..
- UNICORN BARK**
This magical white chocolate unicorn pop bark brings you to greater heights!

A "BOOK NOW" button is located in the center of the main content area. At the bottom, there is a footer section with links to "Contact", "Arteveldehogeschool", and "Dossier Shelsey Pattyn". There are also input fields for "type your mail adres" and a "SUBSCRIBE NOW" button.

WIREFRAMES: HIGH FI CONTACT

CONCEPT MENU CONTACT EVENTS & BOOKINGS

COMPANY DETAILS

The Rainbow Factory
Iepersestraat 75
8890 MOORSLEDE
+32 474 35 94 25
info@therainbowfactory.be
BTW BE0648 483 952

OUR HOMEBASE



SEND US A MESSAGE

Excited about all our yummy rainbow food? Would you like to book a foodtruck or just ask us a question? Fill in this form and we will contact you as soon as possible!

First name Last name
 Email address
 Are you new
 Booking
 Your message

SUBSCRIBE TO OUR NEWSLETTER

Would you like to receive a weekly update of our recipes and event calendar?

type your mail address

Contact
Arteveldehogeschool
Dossier Shelsey Pattyn

type your mail address

WIREFRAMES: HIGH FI EVENTS

CONCEPT MENU CONTACT EVENTS & BOOKINGS

OUR EVENT SCHEDULE

Over here you can check our planned event dates.

APRIL 29	Private Event
MAY 5-6	Cake Wars Brussels
MAY 11-13	Jazzanova Festival
MAY 24-28	Banjo Cantina Gent Korenmarkt
JUNE 3	Private Event
JUNE 11	Banjo Cantina Oostende
JUNE 24	Bos Festival
JULY 8	Local Sweet Market Lokeren
JULY 20-21	Rock Herk
AUGUST 8	Private Event
AUGUST 14	Muzikale dinsdagen Ieper
AUGUST 22-25	Food Truck Festival Sunshine

WHERE TO FIND US

All of our public event locations will be added to this map, come and see where we are!



BOOK US NOW

Can't wait any longer to taste all of our delicious rainbow food? Book one of our foodtrucks and have a blast on your event!

First name Last name
Email address
Phone number
Booking
Your message:

Contact
Arteveldehogeschool
Dossier Shelsey Pattyn

type your mail address SUBSCRIBE NOW

DESIGN: SCREENSHOTS

INDEX

The Rainbow Factory

SWEET FOODTRUCKS

The Rainbow Factory designs & caters every kind of celebration imaginable. We offer you the opportunity to make all your parties unforgettable & sweet! Thanks to our foodtrucks with their range of delicious rainbow-themed desserts, all guests can be pleased in their own way. START PLANNING YOUR EVENT OR PARTY TODAY!

OUR FOODS

TOP

EXPLORE!

TOP

PLANNING A PARTY?

Looking for a sugar-coated catering at your party or event? Book one of our unique and supah-sweet foodtrucks now and spread the love and happiness!

TOP

CONTACT US

THE MAKING OF

The Rainbow Factory

Contact

Arteveldehogeschool

Dossier Shelsey Pattyn

type your mail address

SUBSCRIBE NOW

TOP

DESIGN: SCREENSHOTS CONCEPT

The screenshot displays a website concept for 'The Rainbow Factory'. The header features a pink background with social media icons (Facebook, Instagram, Twitter) and a navigation menu with links to CONCEPT, MENU, CONTACT, and EVENTS & BOOKINGS. The main title 'The Rainbow Factory' is centered in a white, rounded rectangular box with a shadow effect, set against a background of various colorful, spiral-shaped desserts (marshmallows and cookies) on a pink surface. Below the title, a yellow section contains the heading 'OUR PHILOSOPHY' in bold pink text, followed by a paragraph of text: 'We are all about making people smile, happiness all over the place! Everyone is allowed to be himself! Our fresh and handmade Foods are all rainbow-y - unicornish and strawberrylavenderscented, they make all your sweet dreams come true!' A large blue callout box labeled 'THE FOUNDERS' contains a photograph of a man and a woman sitting together, smiling and holding a large, light blue, multi-layered paper fan between them. The man is wearing glasses and a dark shirt, while the woman is in a purple lace dress. The background of the callout box is a light blue gradient. At the bottom of the page, there is a light blue footer section containing links to 'Contact', 'Arteveldehogeschool', and 'Dossier Shelsey Pattyn', along with a form field for 'type your mail address' and a 'SUBSCRIBE NOW' button. Three small circular 'TOP' navigation buttons are positioned on the right side of the page.

TOP

TOP

TOP

TOP

Contact

Arteveldehogeschool

Dossier Shelsey Pattyn

type your mail address

SUBSCRIBE NOW

DESIGN: SCREENSHOTS

MENU

[Facebook](#) [Instagram](#) [Twitter](#)

CONCEPT MENU CONTACT EVENTS & BOOKINGS

The Rainbow Factory

HOMEMADE SWEETNESS

All of our daily fresh rainbow-themed foods are handmade by our professional chefs. We always use the best ingredients we can find!

TOP

OUR FOODS

RECIPE OF THE MONTH



WINTER SHAKE

This shake keeps you warm and happy on cold, snowy days! It's made of fresh white chocolate, combined with apples and cinnamon!

TOP



RAINBOW MACARONS
Don't these babies look finger-licking good? Taste them in all 8 colours!



SKY BLUE CUPCAKES
Soft vanilla cupcakes filled with blueberry sauce and decorated with a pastel vanilla buttercream.



RAINBOW SMOOTHIES
Tossing some rainbow lovin' on top of a dessert is the best way to bring smiles to everyone's faces.

TOP



POPCORN MILKSHAKE
Can you resist the sweet and savory combination of this Caramel Popcorn Milkshake?



CATERPILLAR CANDY
Delicious gummy treats for sweet-tooths who'd love to become a butterfly someday.



UNICORN BARK
This magical white chocolate unicorn poop bark brings you to greater heights!

TOP

BOOK NOW

Contact
Arteveldehogeschool
Dossier Shelsey Pattyn

type your mail address [SUBSCRIBE NOW](#)

TOP

DESIGN: SCREENSHOTS

CONTACT

The screenshot shows the contact page of the website "The Rainbow Factory". The top navigation bar includes links for CONCEPT, MENU, CONTACT, EVENTS & BOOKINGS, and social media icons for Facebook, Instagram, and Twitter. The main header features a pink rainbow food truck icon and the text "The Rainbow Factory". Below this, the "COMPANY DETAILS" section provides the company's address (Lepersestraat 75, 8890 MOORSLEDE), phone number (+32 474 35 94 25), email (info@therainbowfactory.be), and BTW number (BE0648.483.952). A large map of Europe highlights Belgium and surrounding regions. The "SEND US A MESSAGE" form allows users to enter their first name, last name, email address, phone number, booking details, and a message. A "SUBMIT" button is at the bottom. The "SUBSCRIBE TO OUR NEWSLETTER" section at the bottom encourages users to receive weekly updates, with fields for email address and a "SUBSCRIBE NOW" button.

DESIGN: SCREENSHOTS

EVENTS

The screenshot shows a pink-themed event calendar for 'The Rainbow Factory'. At the top right are links for 'CONCEPT', 'MENU', 'CONTACT', 'EVENTS & BOOKINGS', and social media icons. The main title 'The Rainbow Factory' is centered over a background of colorful candies. Below it, the heading 'OUR EVENT SCHEDULE' is displayed. A sub-headline says 'Over here you can check our planned event dates.' A table lists events from April to August:

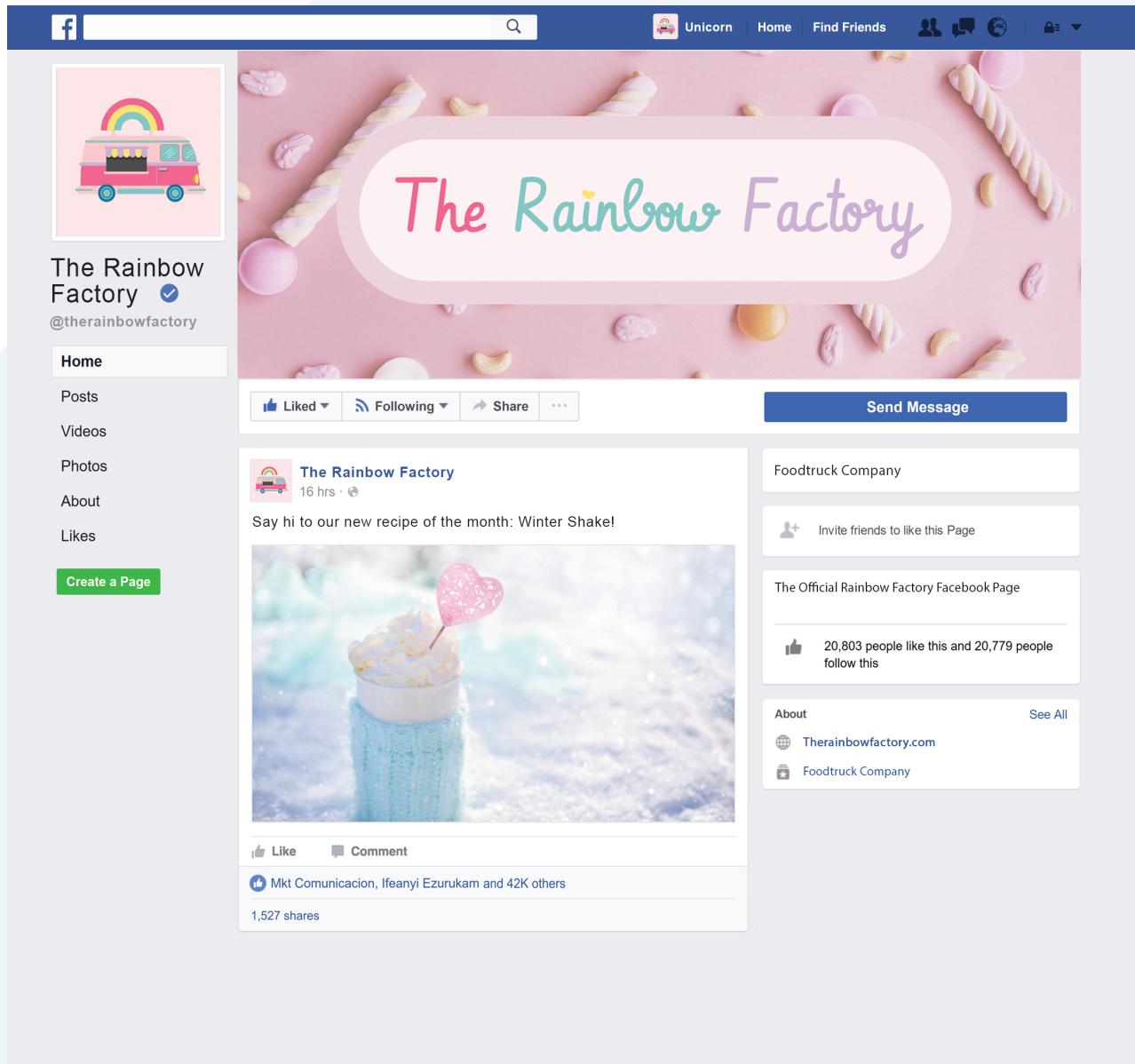
Date	Event
APRIL 29	Private Event
MAY 5-6	Cake Wars Brussels
MAY 11-13	Jazzanova Festival
MAY 24-28	Barrio Cantina Gent Korenmarkt
JUNE 3	Private Event
JUNE 11	Barrio Cantina Oostende
JUNE 24	Bus Festival
JULY 8	Local Sweet Market Lokeren
JULY 20-21	Rock Herk
AUGUST 8	Private Event
AUGUST 14	Muzikale dinsdagen Ieper
AUGUST 22-25	Food Truck Festival Sunshine

The screenshot shows a map of Europe with red dots indicating event locations. Labels for cities like Clacton-on-Sea, Dover, Calais, Ostende, Antwerpen, Brussel, Hasselt, and Düsseldorf are visible. A small 'TOP' button is located in the bottom right corner.

The screenshot shows a yellow-themed booking form. The title 'BOOK US NOW' is at the top. Below it, a sub-headline reads: 'Can't wait any longer to taste all of our delicious rainbow food? Book one of our foodtrucks and have a blast on your event!' The form includes fields for 'First name', 'Last name', 'Email address', 'Phone number', 'Booking', and a large 'Your message...' area. A 'SUBMIT' button is at the bottom. Small 'TOP' buttons are in the corners.

The screenshot shows a light blue-themed contact page. It includes a 'Contact' section with 'Arteveldehogeschool' and 'Dossier Shelsey Pattyn' links. At the bottom, there's a 'type your mail adres' input field and a 'SUBSCRIBE NOW' button. A small 'TOP' button is in the bottom right corner.

DESIGN: SOCIAL MEDIA FACEBOOK



The screenshot shows a Facebook page for "The Rainbow Factory". The page header features a pink food truck icon and the page name "The Rainbow Factory" with a verified checkmark and the handle "@therainbowfactory". The cover photo is a vibrant pink background decorated with various colorful, unicorn-themed marshmallows and candies. A central white button on the cover photo displays the page's name, "The Rainbow Factory", in a playful, multi-colored font.

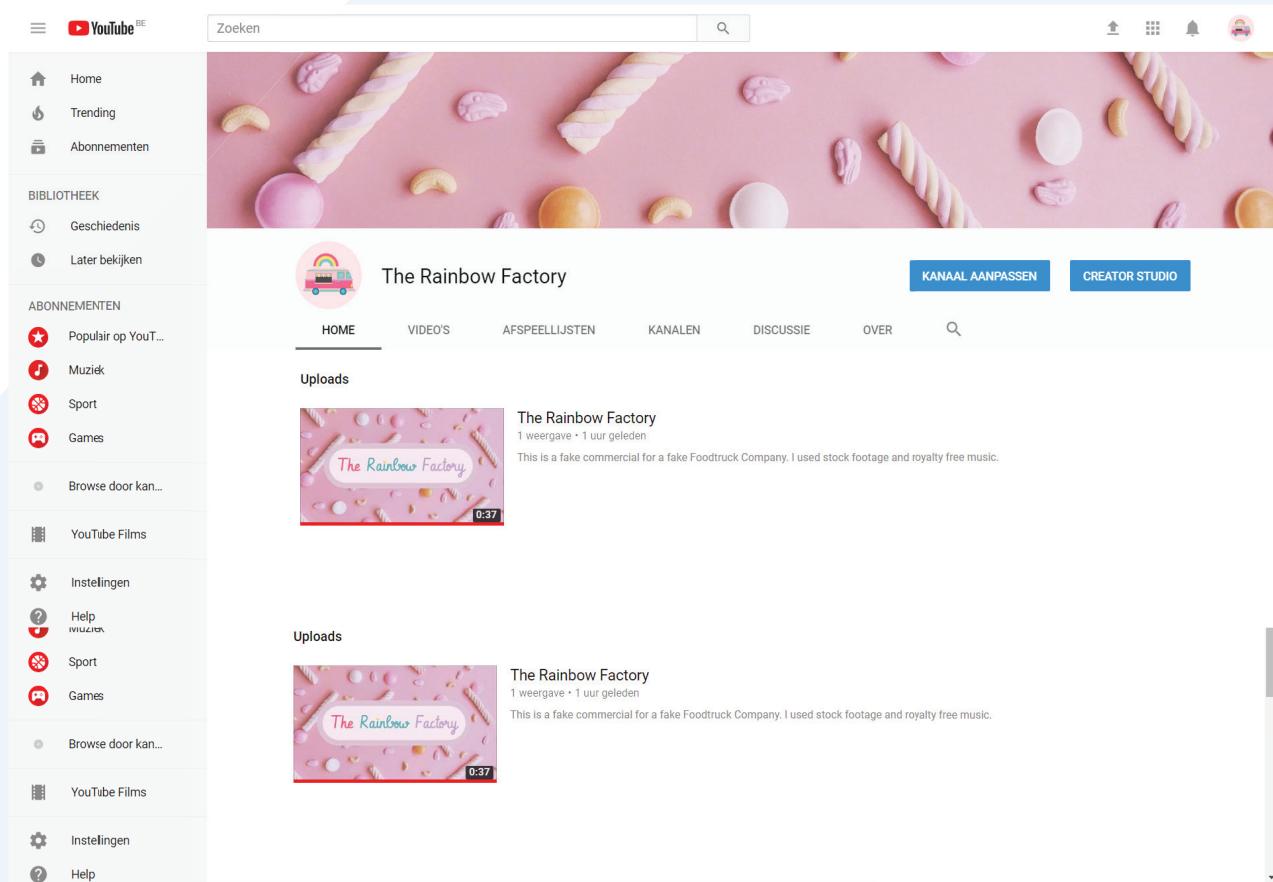
The left sidebar contains navigation links: Home, Posts, Videos, Photos, About, Likes, and a green "Create a Page" button.

The main post area shows a post from "The Rainbow Factory" (16 hrs ago) announcing a new recipe: "Winter Shake!". The post includes a photograph of a light blue, frothy shake topped with whipped cream and a pink heart-shaped candy. Below the photo are standard Facebook interaction buttons: Like, Comment, and Share, along with a note that 1,527 shares have been made.

On the right side of the page, there are several sidebar modules:

- About:** Foodtruck Company
- Actions:** Invite friends to like this Page
- Page URL:** The Official Rainbow Factory Facebook Page
- Statistics:** 20,803 people like this and 20,779 people follow this
- See All:** About, Thetherainbowfactory.com, Foodtruck Company

DESIGN: SOCIAL MEDIA YOUTUBE



DESIGN: SOCIAL MEDIA

WEBSITE

shelpatt.github.io

YOUTUBE

<https://www.youtube.com/channel/UCDtAR62Y9M7rdulb-FEOP-uQ?>