

Web Project Jung Chan

Apple iPhone14 Pro

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Intention of Project

기획의도

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디자인

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제작기법



Ways to save on iPhone.



Trade in your current phone for credit toward iPhone 14 Pro.

Get \$200–\$600 in credit when you trade in iPhone 11 or higher.¹

[See what your device is worth >](#)



Save up to \$800 on iPhone 14 Pro with carrier deals at Apple.

Get the latest iPhone for less.²

[See iPhone deals >](#)



Pay 0% APR over 24 months with Apple Card.³

Choose Apple Card Monthly Installments when you check out.

[Learn more >](#)



기존 사이트

- 과도한 정보
- 일반 사용자가 이해하기 어려움



The mastermind behind it all.

Nearly 16 billion transistors
for industry-leading speed and efficiency

Faster 6-core CPU
handles demanding workloads smoothly and efficiently

The Neural Engine performs nearly **17 trillion operations per second**, allowing for a pixel-by-pixel analysis to optimize your photos

5-core GPU with **50% more memory bandwidth** for complex graphics in the latest video games

Advanced ISP powers the creative flexibility of the quad-pixel sensor

Power-efficient performance allows A16 Bionic to run at blazing-fast speeds for longer



The Pro camera system adds a 2x Telephoto with optical-quality zoom, giving you **more framing flexibility** than ever.

The new Photonic Engine preserves even more image data to deliver **brighter, more lifelike colors and beautifully detailed textures** — in much less light.



1

Intention of Production

- iPhone에 관한 정보
- 깔끔한 디자인
- 다양한 서비스 정보



2

Production Design


- 깔끔하고 알기 쉬운 정보
- Selling Point에 부합하는 정보

[Apple](#)[Product](#)[Entertainment](#)[Support](#)[Search](#)[Shopping Bag](#)[Buy](#)

New
Buy iPhone 14 Pro
From \$999 or \$41.62/mo. per month for 24 mo. months before trade-in*

Get \$40 – \$600 for your trade-in.

Get 3% Daily Cash back with Apple Card.



Left arrow: < Right arrow: >

Model. Which is best for you?

iPhone 14 Pro
6.1-inch display

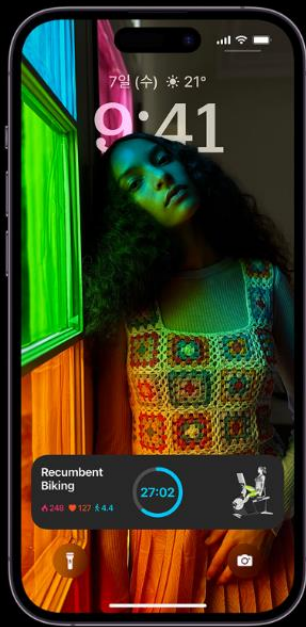
From \$999 or \$41.62/mo. per month for 24 mo. months before trade-in*

iPhone 14 Pro Max
6.7-inch display

From \$1099 or \$45.79/mo. per month for 24 mo. months before trade-in*

Your photo. Your font. Your widgets. Your iPhone.

iOS 16 lets you customize your Lock Screen in fun new ways. Layer a photo to make it pop. Track your Activity rings. And see live updates from your favorite apps.



다양한 시각화

- 다양한 효과로 시각에 재미를 더함
- 원하는 정보를 볼 수 있는 기능





Apple 에서 제공하는 서비스

- Apple Music

Apple

Product

Entertainment

Support

🔍


🛒

Buy

Apple Music

Try 1 month free*

Introducing the Apple Music Classical app. Included with an Apple Music subscription.[Learn more >](#)



Apple Music

Hear sound all around.

Try 1 month free*


9:41

Listen Now


Top Picks

Made for You


Updated Playlist



9:41



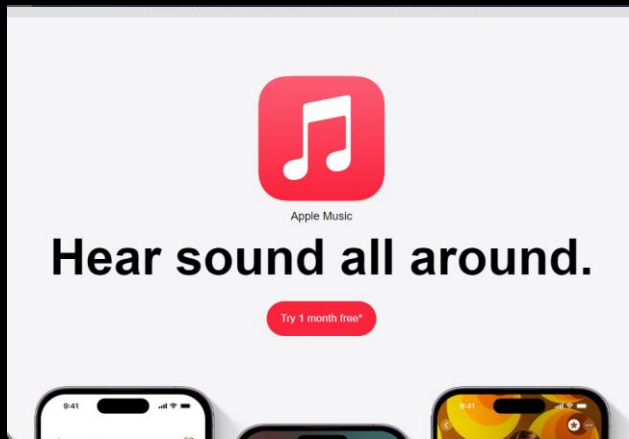
9:41



Apple Support



Which service You want?



Production

메인페이지로 아이폰14프로에
대한 정보를 제공합니다

Entertainment

애플에서 런칭한 서비스페이지로
현재는 Music서비스를 구현했습니다

Support

애플 기기에 대한 support를
담당하는 페이지입니다

03

Production Technique

제작기법



Mark Up & Language



HTML



CSS



JavaScript

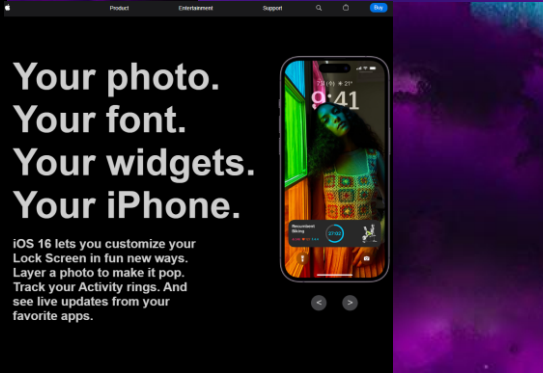
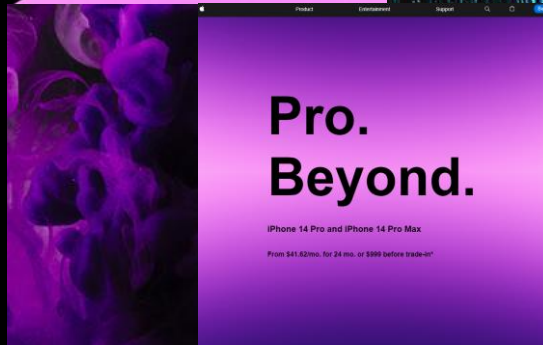
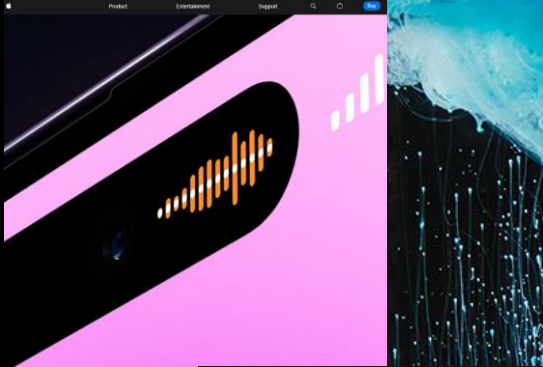


jQuery

Main

MAIN PAGE





Main Page

video

비디오 태그를
사용하여 생동감을 줌

Sticky

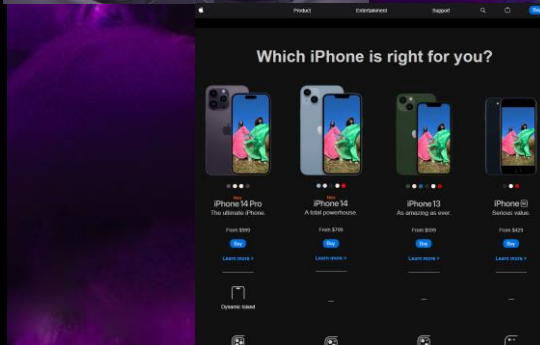
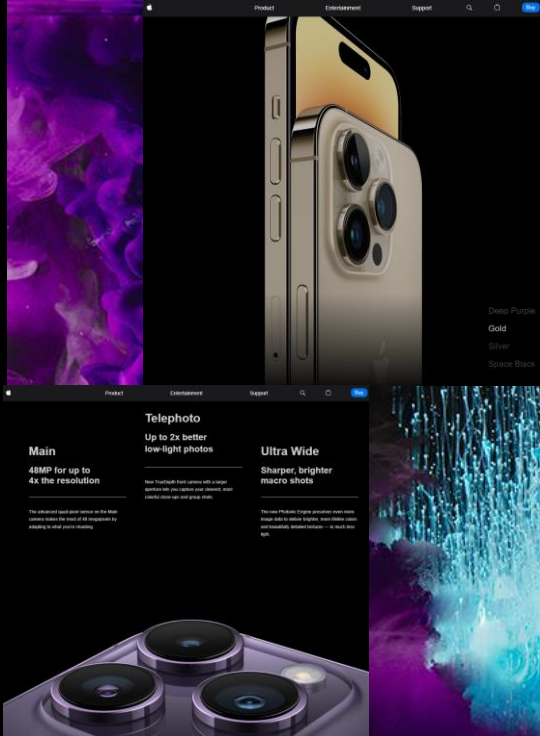
박스를 고정시켜
배경화면이 이동하는
효과를 줌

Go Slide

버튼을 누르면
슬라이드가 이동됨

Mobile Drag

터치이벤트를 이용하여
모바일화면에서
드래그하여 슬라이드 됨



Main Page

Button

색상 버튼을 클릭 시
해당 색상 연출됨

Font Effect

스크롤 이벤트 시
설명들에 대한 속성
변화

Image Effect

스크롤 이벤트 시
사진 등장

Footer

iPhone 종류와
핵심기능 요약

sub

SUB PAGE



Buy iPhone

Click & Scroll

옵션 선택 후 자동으로 다음 옵션으로 스크롤 됨

Stop Touch

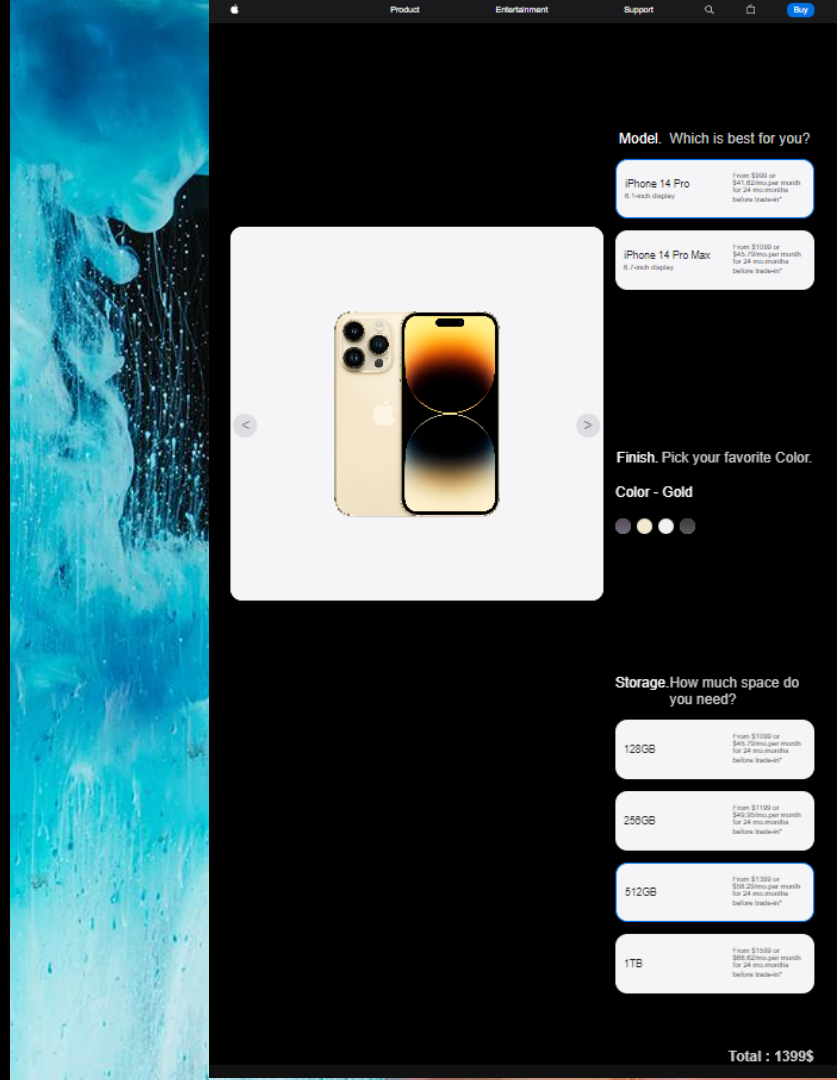
이전 옵션이 선택 되지않으면 다음 옵션을 못함

Change Color

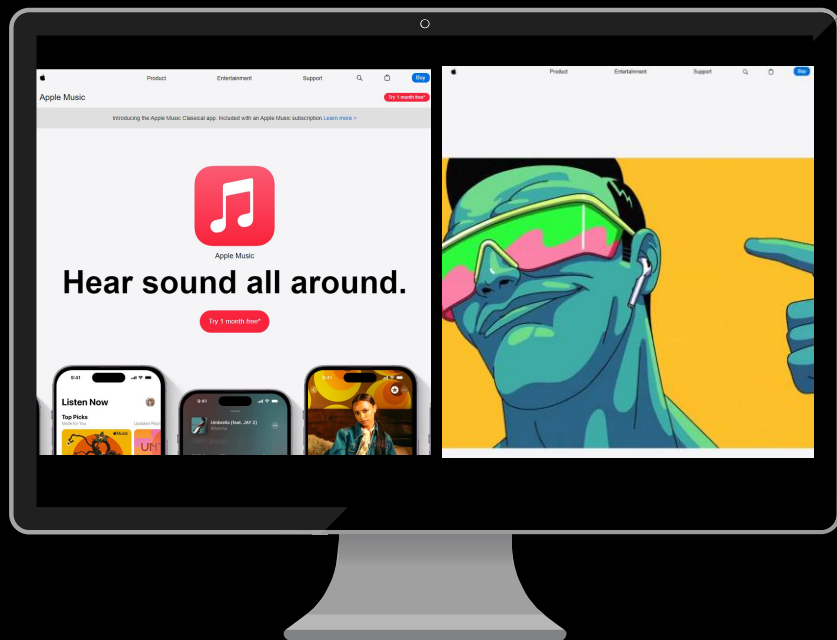
색상을 클릭하면 해당 색상에 이미지들을 보여줌

Payment

선택된 옵션에 해당 가격을 보여줌



MUSIC

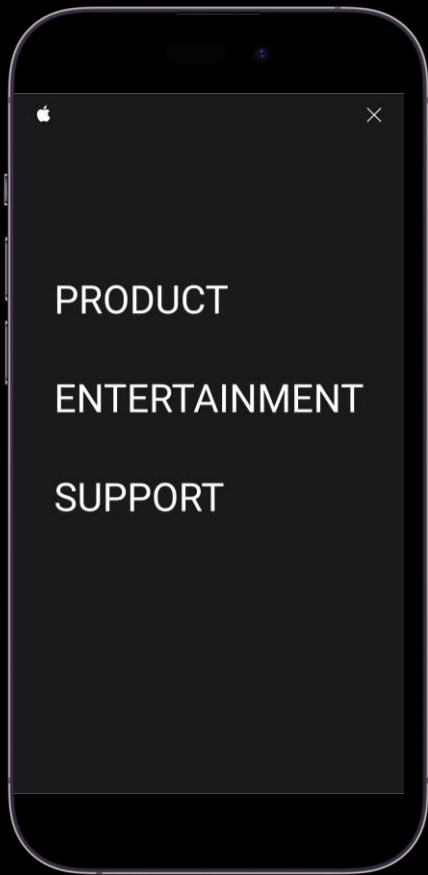


- **Scroll & Move**
스크롤 시 1페이지 기기들이 움직임
- **Icon Resize**
로드 시 아이콘의 크기가 변함
- **Video Resize**
스크롤 시 비디오의 크기가 줄어듦
- **Font Disappear**
아래로 스크롤 되면 비디오 박스 내 글씨가 사라짐

MB

MOBILE PAGE





Mobile Web

모바일에서 확인 시 모바일크기에
맞게 변경됩니다



Thanks!

Do you have any questions?



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