

Process Book

design problem and design project

The criteria states that I must complete this 15 page design by May 10. That gives me 8 weeks to work through the design process.

I have to work with CSS DIV's and must incorporate a Flash element on the homepage.

I need to research current festivals to see if I can re-design one of those sites. This will be helpful because I can grab the content from this site. I realize that this site is for educational purposes and ethically understand that I should not take any type of content from any site for professional use.

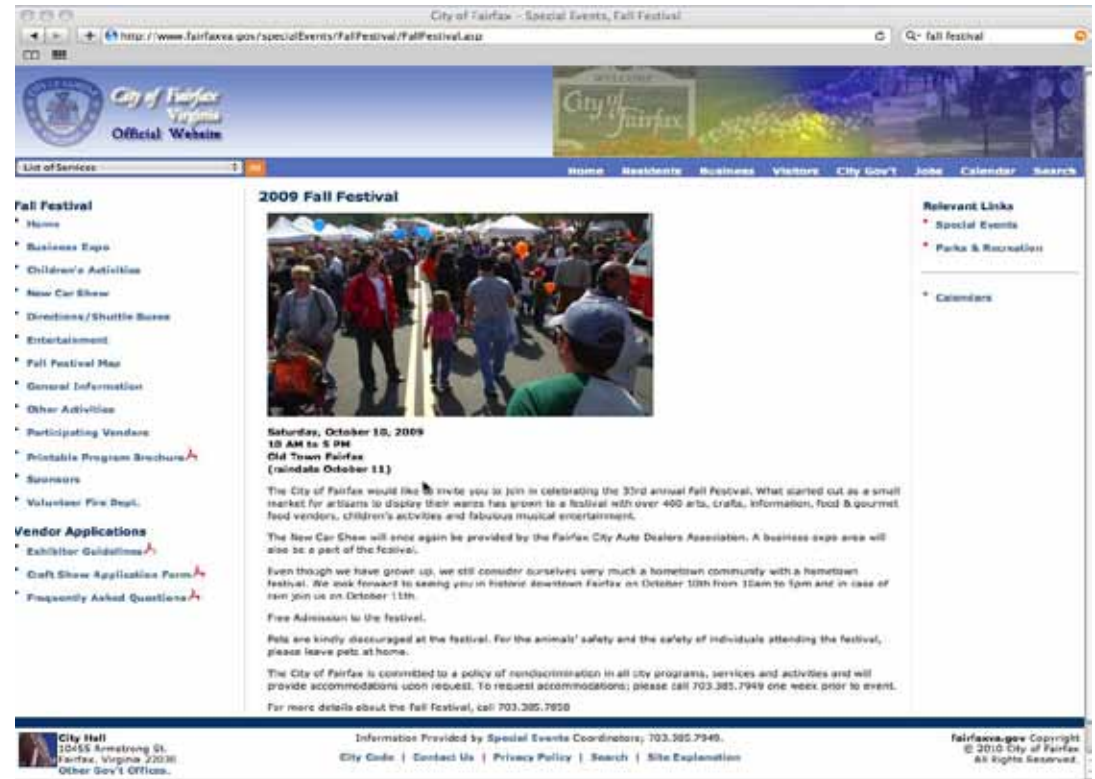
I am going to redesign the Fairfax County Fall Festival web site. Here is a screenshot of the current homepage. The web site is: <http://www.fairfaxva.gov/specialEvents/FallFestival/FallFestival.asp>

Design problems:

The site has to exist on the Fairfax County Government Site, which has limited the visuals.

I am not required to stay with the same colors, but am required to stick with a three column format.

I would like to create a homepage for the Fall Festival site that stays with the same theme and visual as the parent site, but change the visual once the visitor is within the content of the festival. Or I might abandon the parent sites design altogether.





big 'picture'

analysis

What is being asked of me? How am I to design this project? What would be the overall look and feel? What are my 'points of view' towards the subject matter? How have other sites on the same topic dealt with the design issues?

I need to complete a comprehensive web site design for the Fairfax County Fall Festival. From the requirements I know there are certain sections that must be included, such as a events page. Sponsors page and a gallery.
I need to have a Flash slideshow.

I need to stick to a clean, professional looking site since it will be linked off the government site. The site is very content intensive currently, I need to figure out how I'm going to get all the content into an user-friendly, easy to read and view site.

Fairfax Counties colors are blue and gold, but that doesn't lend itself to a "fall-feeling." I need to keep try to the government site, yet give the "fall feeling." Currently the site is designed using all sans serif, Ariel/Helevetica. Is sticking to this required of me... I need to find out.

The site has to be more visual fun and inviting. The idea is for people to come out and have a good time, currently the site is very boring. I need to address the visual appeal that will pull visitors to the festival.

Some examples of other sites:



I like the logo design.

They did a nice job of chucking the information together.

The black background is difficult to look at.

They did a nice job of sectioning off a lot of information.

resource: <http://www.nutclub.org/>



This site has a neat Flash movie banner, but it runs behind the logo and doesn't stop.

The colors are closer to the "fall feel."

All the text is centered, VERY difficult to read.

The edges of the images are nice.

The font used of the logo is cool.

The site uses CSS pretty well.

resource: <http://www.foothillsfallfestival.com/>



I like the layout of this site, it is easy to look at.

They have the 3 columns.

The font selection makes for easy reading.

The narrow columns make sure the lines don't run long.

The banner design is very "fall."

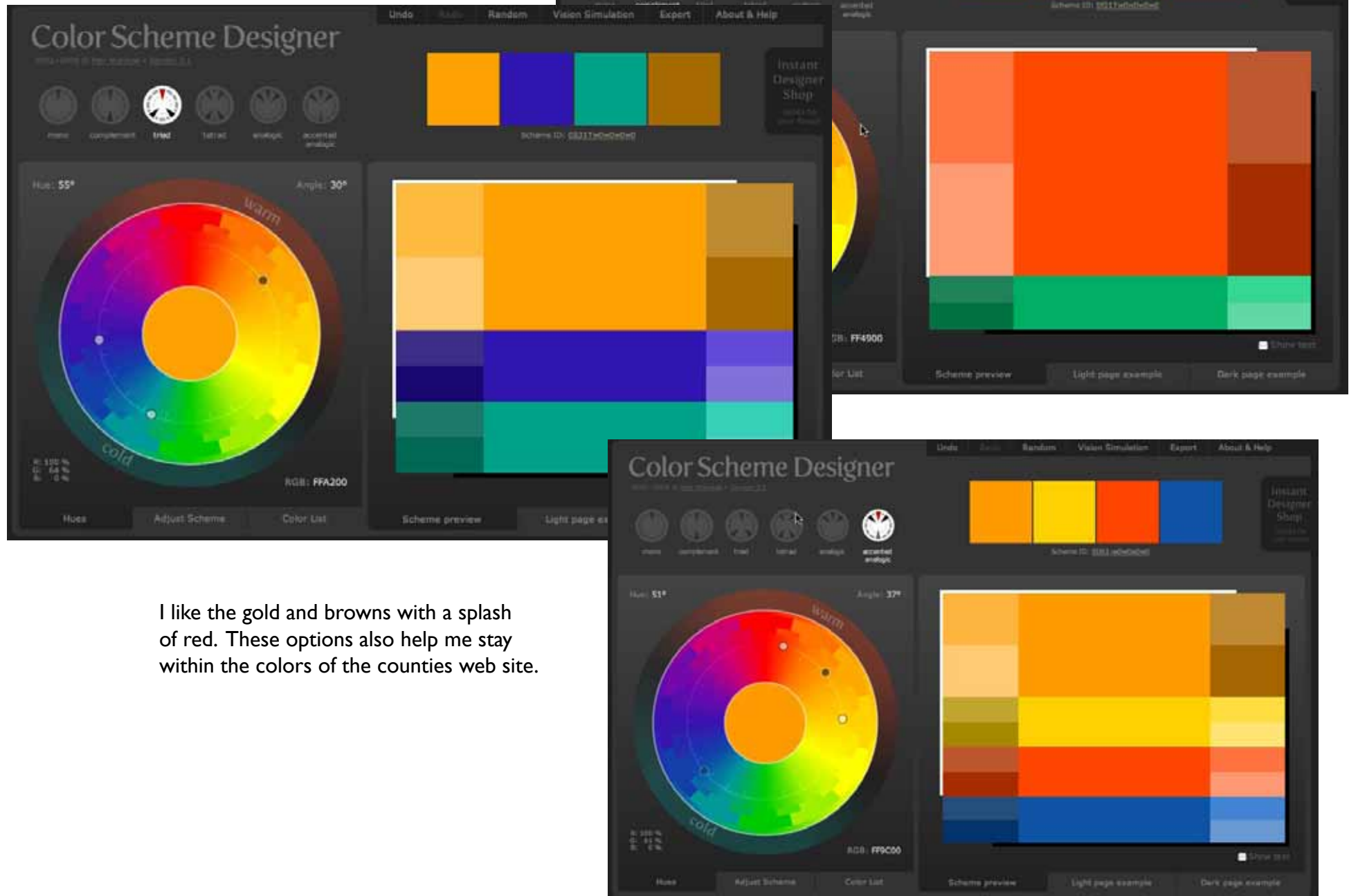
The FAQ's is a nice idea. Good content and organization.

resource: <http://corvallisfallfestival.org/>

Each of the sites have some good content. The sectioning of the content was handled differently and more thought will need to be put into how I will handle the required amount of content on the site.

I talked to the organizer of the Fall Festival and was provided with more insight into what should be on the site. More photos are needed, more promotion of what the festival offers is needed. They showed me around the festival site and explained how all the areas would be laid out.

Color scheme options:



I like the gold and browns with a splash of red. These options also help me stay within the colors of the counties web site.

Typography options:

Fall Festival

FALL FESTIVAL

fall festival

Fall Festival

FALL FESTIVAL



I have gather some photos of Fall Festivals:



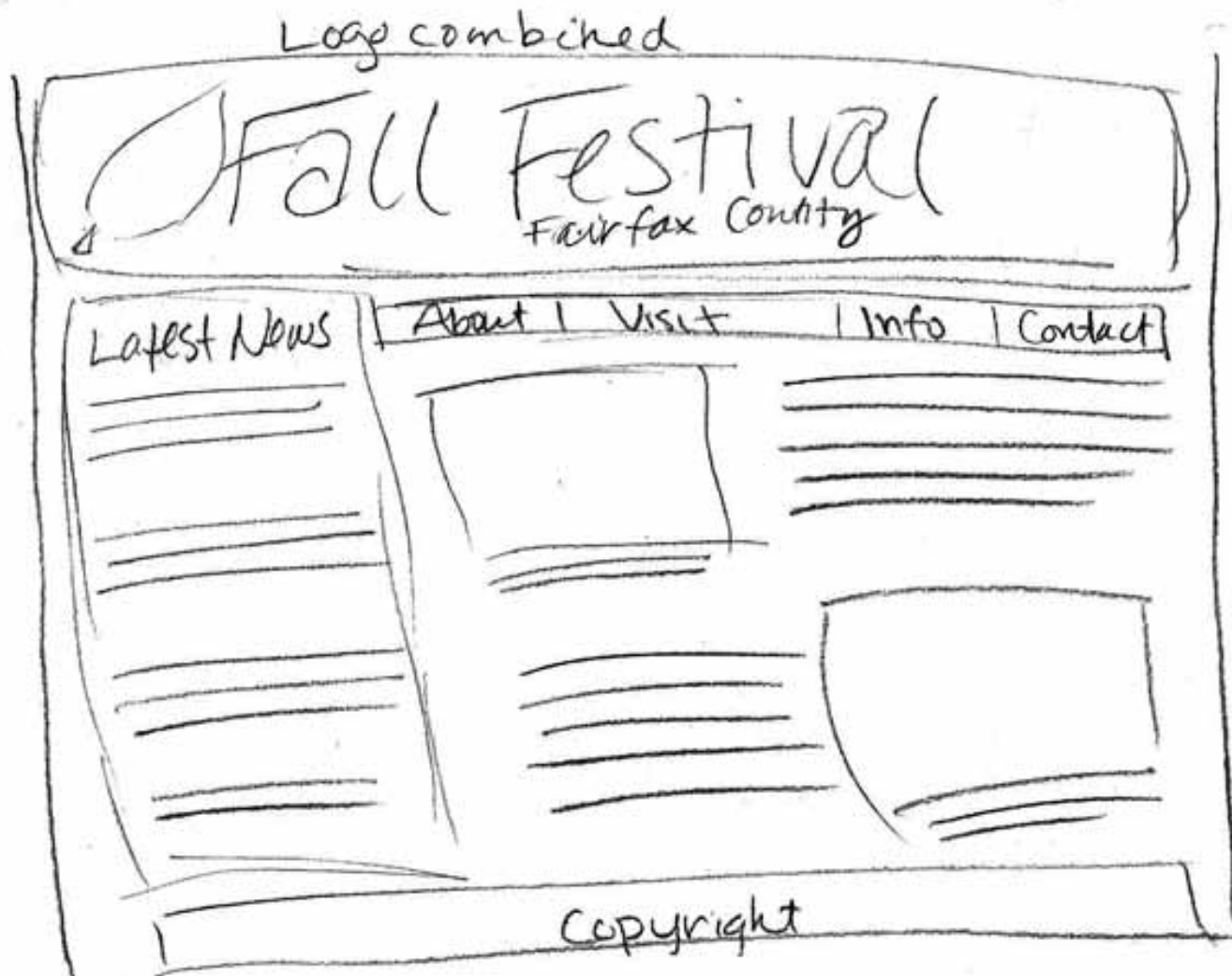
I like photos that show the different aspects of the fair.

My research includes a variety of photos to help me better understand what types of activities and entertainment goes on at festivals.

My sketches:

(the sketches are the quick pencil drawing of ideas you have at the moment,
with little research done on the topic and purpose of the site)

①



②

Logo



Fall Festival

Fairfax County

About

Visit

Info

Contact

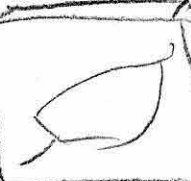
Extra

Slide Show of photos



Copyright

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FALL FESTIVAL			
About	Extra	Info	Contact
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<div>Slideshow Photo will rotate</div>		<div>Headline</div> <hr/> <hr/> <hr/> <hr/> <hr/>	
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