

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 redesign 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.

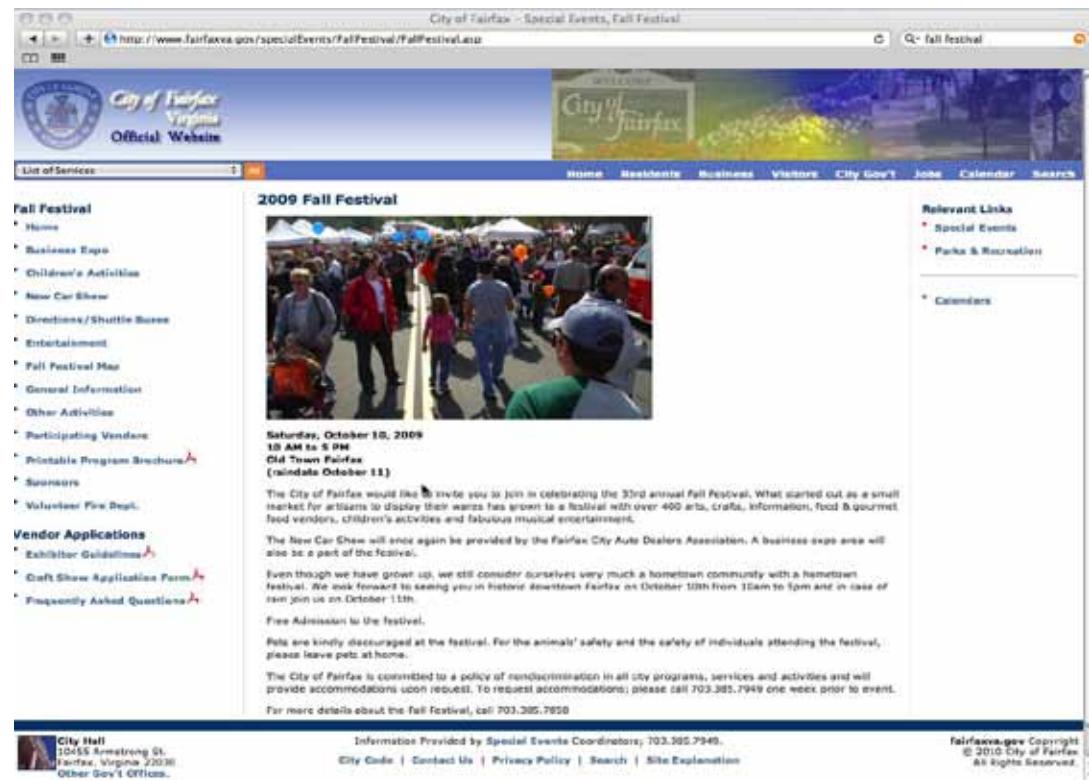
I am going to redesign the Fairfax County Fall Festival web site. Here is a screenshot of the current homepage. The web site is: <http://www.fairfaxva.gov/specialEvents/FallFestival/FallFestival.asp>

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, Arial/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:



The screenshot shows the homepage of the West Side Nut Club (WSNC) website. The header features a large, ornate gold logo with the text "WEST SIDE NUT CLUB" and a banner below it that reads "Since 1921 From Small Acorns, Large Oaks Grow". The main navigation menu includes links for "FESTIVAL SCHEDULE", "MUNCHIE MAP", "VIDEOS", "PHOTOS", and "HOME". A search bar at the top right is set to "Q: fall festival".

The main content area has a black background. On the left, a red sidebar lists various club activities: "FALL FESTIVAL" (Home, Festival Schedule, 2009 Family Day, Amateur Hour, Festival Food, Parades, Queen Contest, Rides, Tag of War, Youth of the Day), "THE CLUB" (Cruise-in, Easter Egg Hunt, Projects, Santa Land, Scholarships, The People, News, Contact Us, Search), and "MEMBERS ONLINE" (We have 58 guests online). A "VISITORS" section shows statistics: 600906 (Today), 286 (Yesterday), 472 (This Week), and 6705 (This Month).

The central content area features a large image of many colorful Easter eggs with the text "11,000 eggs" overlaid. To the left of this image is a box for the "2010 Easter Egg Hunt", which describes the event as the 13th Annual Easter Egg Hunt at Mater Dei High School. It mentions over 11,000 eggs filled with candy and prizes, including stuffed animals and candy-filled Easter baskets. The event is for age groups including pre-school, kindergarten, special education, and 1st-3rd grades, with a 1pm start time. The event will be held rain or shine.

On the right side, there is a "NOTEWORTHY" section featuring a "BURDETTE Park" logo. Below this is a "POLL" section titled "Will You Attend The 2010 Easter Egg Hunt?", with three options: "Yes", "No", and "Maybe". Buttons for "Vote" and "Results" are present. Further down, there is a "LATEST WSNC NEWS" section with a "WSNC Newsletter" sign-up option, a "WSNC NEWSLETTER" section with a sign-up form for the "West Side Nut Club Community Newsletter", and a "2010 FALL FESTIVAL" section with a timer showing 194 days, 15 hours, 33 minutes, and 54 seconds remaining. A "WSNC ON FACEBOOK" button is also present.

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/>

The City of Maryville's 2010 Foothills Fall Festival

Concerts Arts & Crafts Adventure Land

Children's Adventure

Foothills Fall Festival October 10-18, 2009

Participate Information Sponsors Contact Home

Welcome to Maryville!

2010 FOOTHILLS FALL FESTIVAL DATES OCTOBER 8 - 10.

ArtWay Arts and Craft Show Applications are Now Available! Applications due April 1.

Download by clicking here

Food Vendor Applications are now available to download.

Download by clicking here

Food Vendor rules and regulations are now available to download.

Download by clicking here

The Foothills Fall Festival, located in downtown Maryville, Tennessee is renowned for its world-class entertainment at Theater in the Park, arts and crafts on Broadway, children's activities in the award winning Greenbelt Park and a wide variety of foods throughout the festival. Admission and activities at the Arts and Crafts show and Children's Adventure Land are free. Concerts at Theater in the Park require a ticket. The City of Maryville proudly presents the festival in partnership with Ruby Tuesday, GreenBank, First Tennessee, DENSO, Massey Electric, Clayton Homes, Cherokee Millwright, Blount Memorial Hospital, and US Cellular authorized agent B&H Computers. For more information, visit the Foothills Fall Festival website at www.foothillsfallfestival.com or call 865-273-3445.

Other Event Information -

- 11th Annual Foothills Fall Festival October 8, 9, and 10

[Join us on Facebook](#)

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/>

Corvallis Fall Festival - 2010

http://corvallisfallfestival.org/

Corvallis Fall Festival - An Arts Celebration

Visit Participate About Us



You are here: Home

Festival Dates

38th Annual 2010 Corvallis Fall Festival Central Park

Saturday
September 25, 2010
10 a.m. to 6 p.m.
Street Dance
6 p.m. to 10 p.m.

Sunday
September 26, 2010
10 a.m. to 5 p.m.
Sorry, No Pets allowed,
Service Dogs ok

Latest Poll

I'm coming to Fall Festival primarily to:

- Discover New Artwork
- Purchase Gifts
- Sample Great Food & Wine
- Boogie to Music
- Play in Art Discovery Zone

Corvallis Fall Festival - 2010

Corvallis Fall Festival - 6 months to go...

We're already in full swing for our 38th Annual Festival!

Artists, Musicians & Food Booth Vendors: Applications available to download from the [Applications Page](#). If you need one US mailed to you please [contact us](#).

Artists: learn more about the art jurying process on our [FAQs page](#). We invite back 50-60 top artists but have 100 open slots to fill.

Seeking NEW Partners

Be involved with the biggest community event in town. We hope to make many new partnerships with individuals and businesses this year. We invite you to join us for a rewarding experience, [contact us](#).



Main Menu

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- [» Entertainment](#)
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- [Festival Store](#)
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Facebook

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Twitter



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:



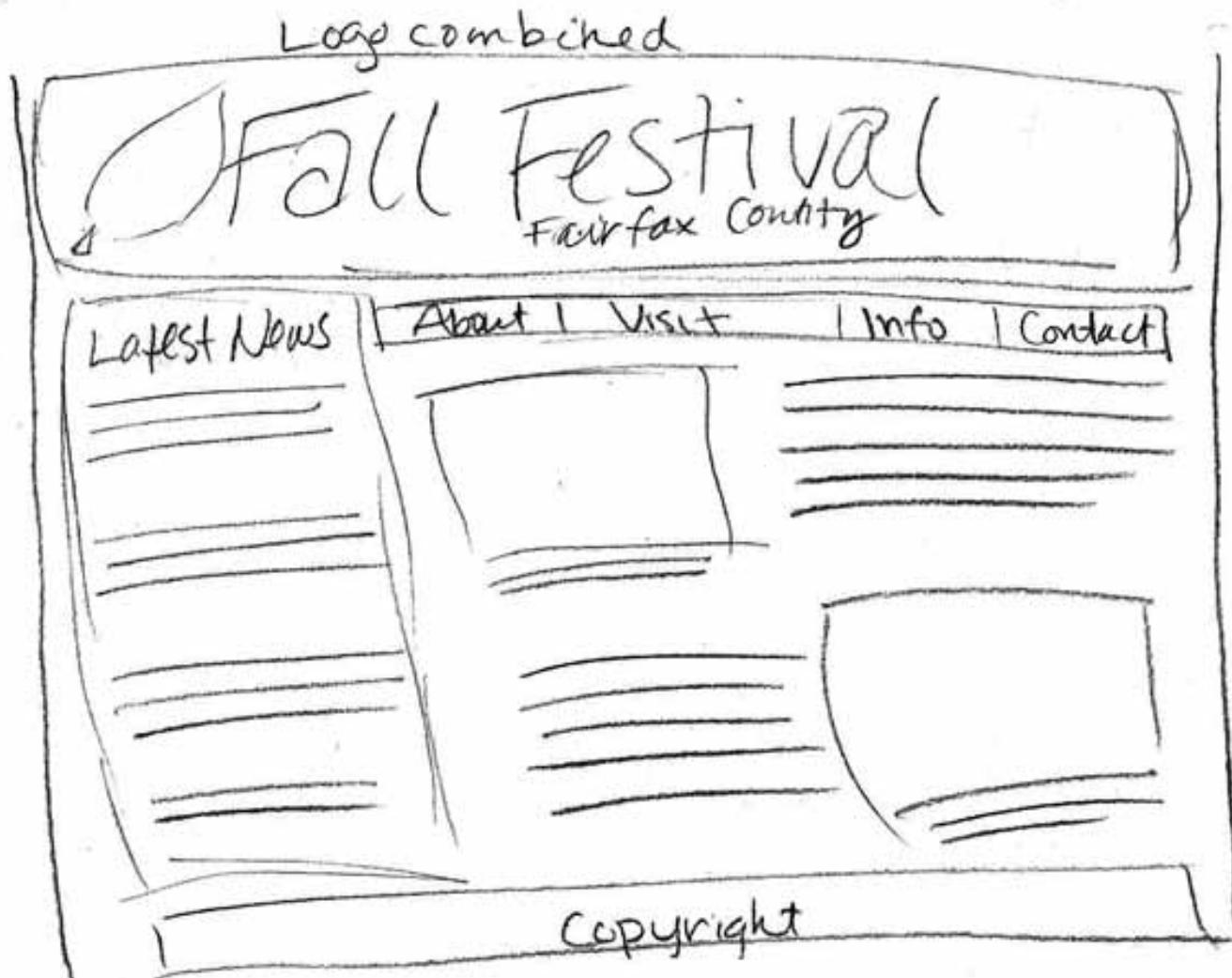
I like photos that show the different aspects of the fair.

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

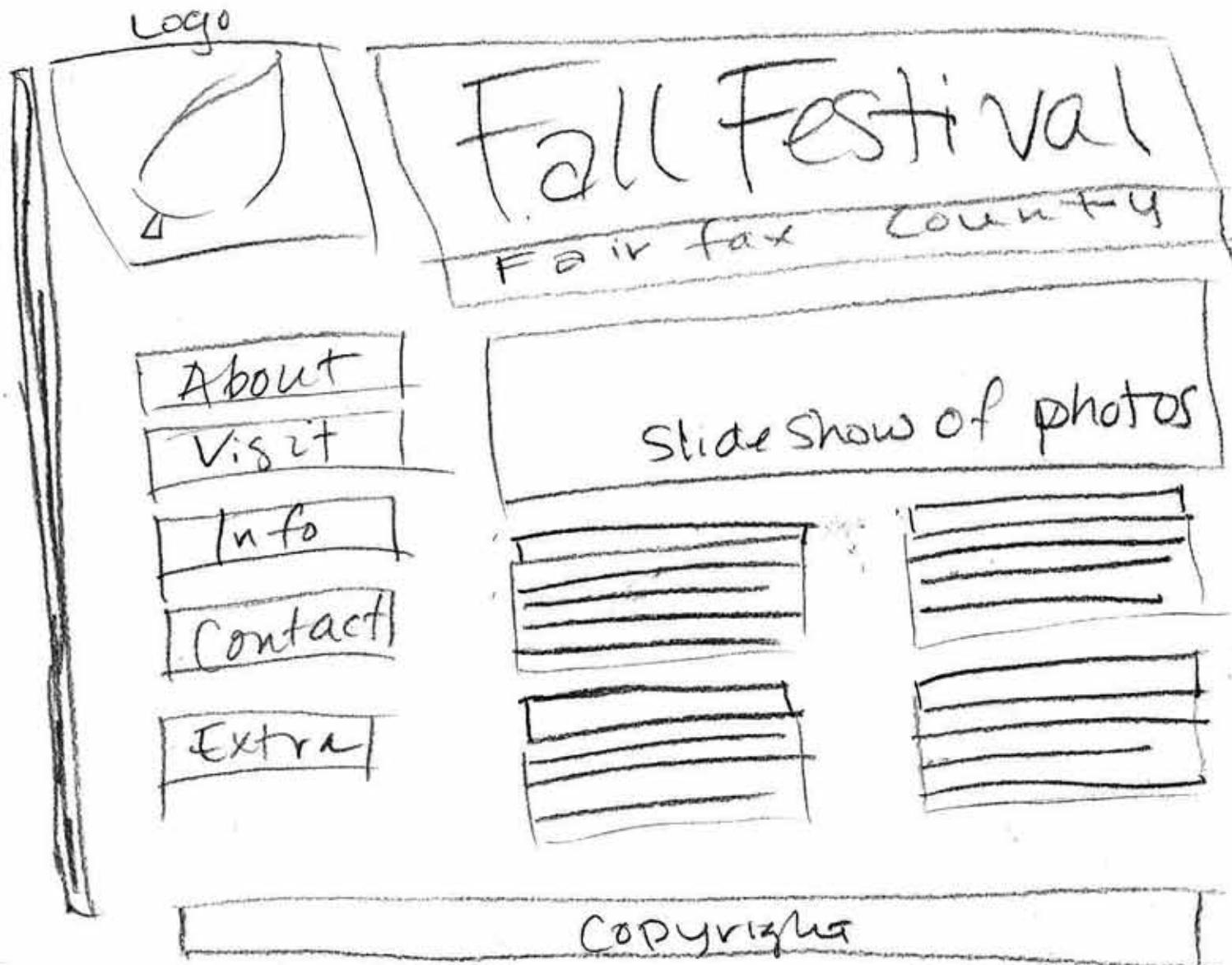
My sketches:

(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



③

