

# PROCESS BOOK

By Sokhara Tourn

## DEBRIEFING

### Design Project

This design project is to create a working website of a fictional or nonfictional festival consisting of at least 15 pages. The festival in particular that I've chosen is a fictional wine festival called Dulles Wine Festival. This project must include:

- Out of the  $\geq 15$  pages, they will consist of an events page, a sponsor's page with an order form, a flash movie including a photo slideshow, a photo gallery, external links page and other possible topic pages such as tickets page, exhibits and visitor information.
- Photo gallery containing at least 8 images using behaviors or Flash and all images must be my own or paid for.
- Page design must be no larger than 1024px wide and all pages are in HTML.
- Use CSS to format text to provide a consistent appearance to your site. The layout must be created with original DIV containers inserted without the help of templates.
- All pages of the web site will have an originally created navigation bar included.
- An order form needs to be included so that the user can request festival brochures, fliers, maps and other information.
- A Flash element must be included on the homepage (interactive ad, slideshow, etc.)

### Design Problem

The primary design problem is creating a fictional wine festival from scratch with no basis. Really, this can be looked at as either as a pro or con. The pro would be I can design this site any which way I please. The con is there's no such basis to get me started. There are no color schemes, no logos I can incorporate, and really not sure where to begin. I basically start with a blank canvas and this can be a bit of a challenge.

## The Big 'Picture'



## Analysis

*How am I to design this project? What would be the overall look and feel?*

With enough research and ideas, the right compilation of design, colors, and concept will be designed for this project. The overall look and feel will be warmth, relaxation, and fun.

*How have other sites on the same topic dealt with the design issues?*

The following are three great examples of wine festivals, all of which contain a great majority of the requirements for this project:



Though there is no slideshow or any sort of activity or effects on the main page, this website is crisp and clean cut. Its visual esthetics make you want to return to this site repeatedly. The navigation is different but unusually cool and the graphics are nicely created and put together.



The slideshow is nicely placed at the top left of the page and so is the logo and name of the festival. The logo does not blend in as nicely but it still works. The colors are nice but need a bit more of a contrasting, lighter purple for the content. All of the information is easy to find from this main page and the navigation needs a few tweaks but offers what is needed in a navigational bar.



Out of these three samples, this one is my favorite. The purpose of the site is clearly given and the layout is nice positioned but not jumbled. Navigation is easy to find and to use. The large slideshow in the middle projects the kind of feel you can expect at the upcoming wine festival. My only complaint is the font. The primary font is not a typical font and the times new roman font on the right seems a little too different and out of place.

## Color Schemes

Warm pastels are welcoming for a spring wine festival.

### Option 1

#### Color Palette by Color Scheme Designer

Palette URL: <http://colorschemedesigner.com/#2X52080sO6q6g>

|                    |                  |                  |                  |                  |                  |
|--------------------|------------------|------------------|------------------|------------------|------------------|
| Primary Color:     | 7DA78C<br>7DA78C | 799E87<br>799E87 | 699B7B<br>699B7B | 86AF95<br>86AF95 | 87AF96<br>87AF96 |
| Secondary Color A: | 728494<br>728494 | 6E7F8D<br>6E7F8D | 5F768A<br>5F768A | 7C8F9F<br>7C8F9F | 7D909F<br>7D909F |
| Secondary Color B: | C4D6A1<br>C4D6A1 | BBCB9B<br>BBCB9B | B2C786<br>B2C786 | C9DAA6<br>C9DAA6 | CADAAB<br>CADAAB |

|                    |  |  |
|--------------------|--|--|
| Primary Color:     |  |  |
| Secondary Color A: |  |  |
| Secondary Color B: |  |  |

### Option 2

The use of all these colors are not a good idea but two or three would work well.

Palette URL: <http://colorschemedesigner.com/#5e32b2HNNx-k4>

|                    |                  |                  |                  |                  |                  |
|--------------------|------------------|------------------|------------------|------------------|------------------|
| Primary Color:     | EDD9E3<br>EDD9E3 | AEA3A9<br>AEA3A9 | 95406A<br>95406A | F3E1EA<br>F3E1EA | F3E4EB<br>F3E4EB |
| Secondary Color A: | C7DAD6<br>C7DAD6 | 96A09E<br>96A09E | 3B8977<br>3B8977 | D5E5E2<br>D5E5E2 | D7E5E2<br>D7E5E2 |
| Secondary Color B: | FFFDEA<br>FFFDEA | BBBAB0<br>BBBAB0 | A09845<br>A09845 | FFFDDE<br>FFFDDE | FFFEF0<br>FFFEF0 |

|                    |  |  |  |  |
|--------------------|--|--|--|--|
| Primary Color:     |  |  |  |  |
| Secondary Color A: |  |  |  |  |
| Secondary Color B: |  |  |  |  |

### Option 3

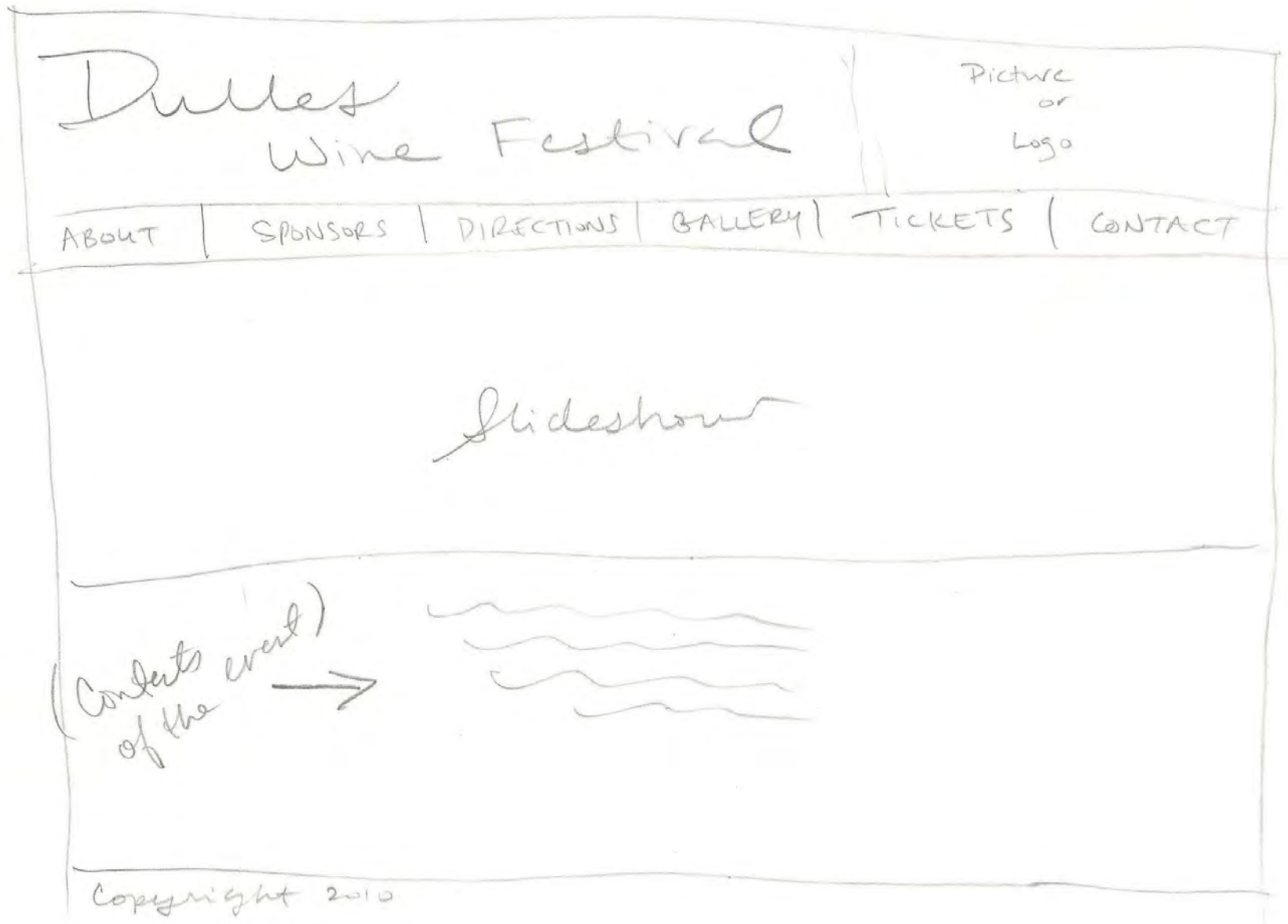
Palette URL: <http://colorschemedesigner.com/#2M22P80hW6q6g>

|                      |                  |                  |                  |                  |                  |
|----------------------|------------------|------------------|------------------|------------------|------------------|
| Primary Color:       | 5D7659<br>5D7659 | 597056<br>597056 | 4F6E4A<br>4F6E4A | 698465<br>698465 | 6A8466<br>6A8466 |
| Complementary Color: | 8B686B<br>8B686B | 846567<br>846567 | 81575A<br>81575A | 977376<br>977376 | 977477<br>977477 |

|                      |  |  |
|----------------------|--|--|
| Primary Color:       |  |  |
| Complementary Color: |  |  |

As a means to keep it simple, these two lighter complementary colors are an option.

## Sketches



# Dulles Wine Festival

HOME

WINERIES

DIRECTIONS

GALLERY

TICKETS

CONTACT US

Slide Show

Latest News

~~~~~

~~~~~

~~~~~

~~~~~

~~~~~

~~~~~

Slide show

# Dulles Wine Festival

HOME

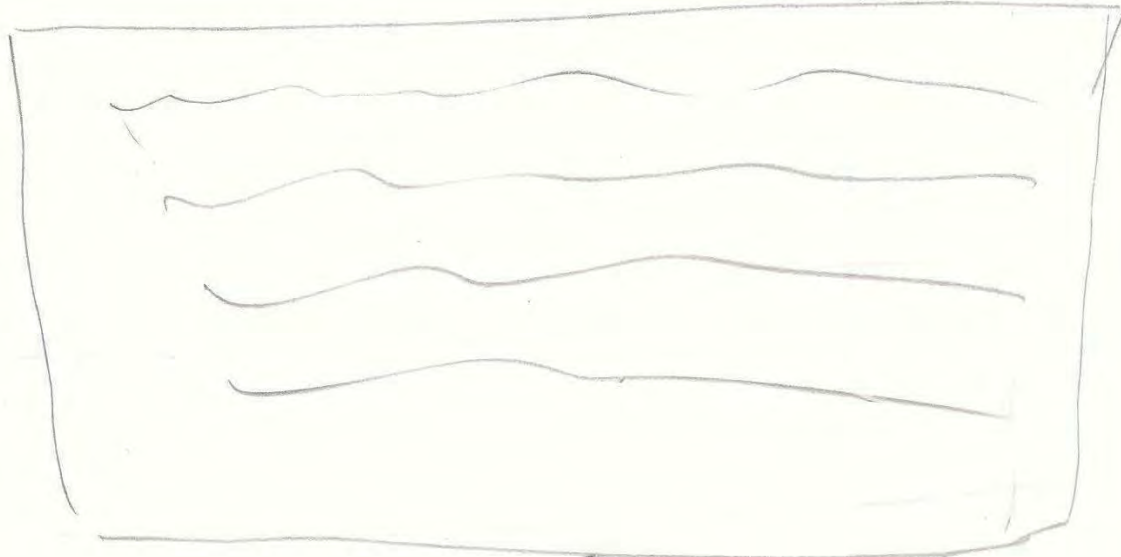
WINERIES

DIRECTIONS

GALLERY

TICKETS

FIRST ANNUAL WINE FESTIVAL IN DULLES



Footer / Copyright