

# PROCESS BOOK

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## 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 screenshot shows a Microsoft Internet Explorer browser window displaying the website for the Wicomico County Autumn Wine Festival. The page has a purple header with the festival's name and a logo featuring a bunch of grapes. Below the header is a navigation bar with links to Home, Wineries, Vendors, Entertainment, Lodging, Photos, and Info. The main content area features a large image of people at a picnic and text about the festival's purpose and schedule. To the right, there are three columns of sponsors: Winery Merchant (CLEAR CHANNEL OUTDOORS, pepsi, prd Public Radio Delmarva), Winery Connoisseur (COURTYARD Marriott, Courtesy of Salisbury, Chevrolet, Cadillac), and Wine Maker. The bottom of the browser window shows the taskbar with various open applications.

WICOMICO COUNTY  
Autumn Wine Festival

Home | Wineries | Vendors | Entertainment | Lodging | Photos | Info

## Maryland Autumn Wine Festival in Salisbury

Do you love wine, the great outdoors, delicious food and live entertainment? Join us for the Autumn Wine Festival at Pemberton Historical Park in Salisbury, Maryland. Hosted by Wicomico Recreation, Parks & Tourism, this two-day festival is slated for Saturday, October 17th and Sunday, October 18th. Wine festival hours are Saturday from 11:00am until 8:00pm and Sunday from 12:30pm until 6:00pm.

**OCT 17-18, 2009**  
**PEMBERTON PARK**  
Salisbury Maryland

The Autumn Wine Festival is produced in conjunction and sanctioned by the Maryland Wineries Association and is the only one of its kind in the Salisbury area. Now in its seventh year, this event offers wine tastings (included with admission), wine by the glass and bottle purchases from 21 incredible Maryland wineries, a variety of arts and crafts, live music performances, and tasty regional

**2009 - 2010 Sponsors**

**Winery Merchant**

CLEAR CHANNEL OUTDOORS   Public Radio Delmarva

**Winery Connoisseur**

**Wine Maker**

Internet | Protected Mode: On

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.

http://www.winefestival.com/

Favorites Windows Live Hotmail http://learn.vccs.edu/cour... Blackboard Academic Suite Cincinnati International... Food Network New York C... Maryland Wine Festival in ...

*Home*  
*Sponsors*  
**Local Retailers**  
*Beneficiaries*  
*Local Wine Events*  
*Press Releases*  
*About Us*  
*Medal Winners*  
*Contact Us*  
*Hotels and Packages*

*Presented By:*



*11th Annual  
Russ Wiles Memorial Golf Tournament*

*Upcoming Events*

*Receive Information*

Please enter your name and e-mail address below to receive more info. We value your privacy.

Name:

Email:

Submit

Internet | Protected Mode: On 100% 8:13 PM



11159 KENWOOD ROAD, SUITE F CINCINNATI, OHIO 45242

Mark Your Calendars  
June 7, 2010

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.

## Option 2

### Color Schemes

Warm pastels are welcoming for a spring wine festival.

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

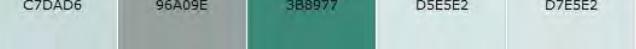
Palette URL: <http://colorschemedesigner.com/#5e32b2HNNx-k4>

### Option 1

#### Color Palette by Color Scheme Designer

Palette URL: <http://colorschemedesigner.com/#2X52080sO6g6q>

Primary Color:	7DA78C 7DA78C	799E87 799E87	699B7B 699B7B	86AF95 86AF95	87AF96 87AF96
Secondary Color A:	728494 728494	6E7F8D 6E7F8D	5F768A 5F768A	7C8F9F 7C8F9F	7D909F 7D909F
Secondary Color B:	C4D6A1 C4D6A1	BBCB9B BBCB9B	B2C786 B2C786	C9DAA6 C9DAA6	CADA99 CADA99
Primary Color:					
Secondary Color A:					
Secondary Color B:					

Primary Color:	EDD9E3	AEA3A9 AEA3A9	95406A 95406A	F3E1EA	F3E4EB
Secondary Color A:	C7DAD6 C7DAD6	96A09E 96A09E	3B8977 3B8977	D5E5E2 D5E5E2	D7E5E2 D7E5E2
Secondary Color B:	FFFDEA	BBBAB0 BBBAB0	A09845 A09845	FFFDED	FFFEFO
Primary Color:					
Secondary Color A:					
Secondary Color B:					

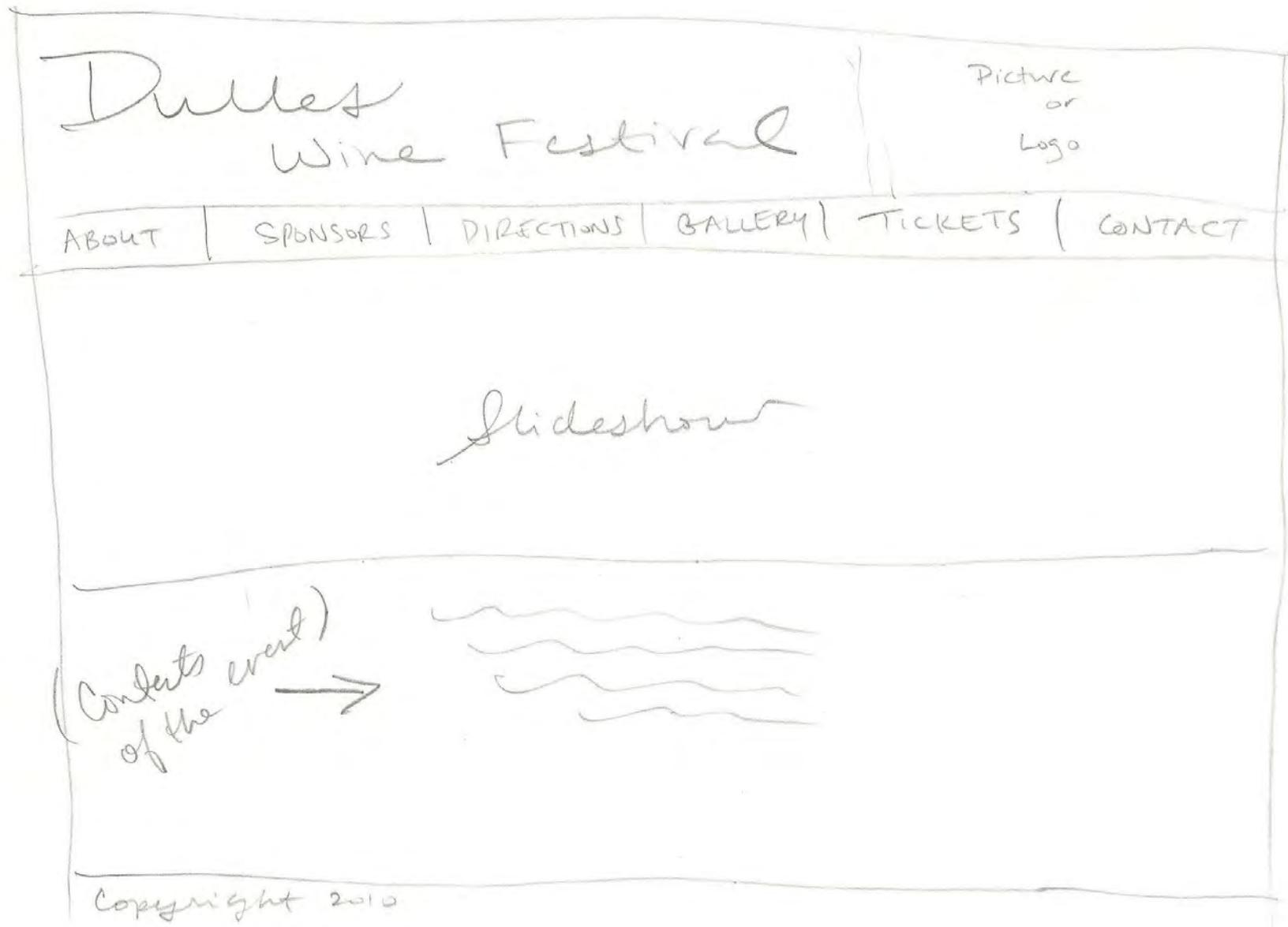
### Option 3

Palette URL: <http://colorschemedesigner.com/#2M22P80hW6g6q>

Primary Color:	5D7659 5D7659	597056 597056	4F6E4A 4F6E4A	698465 698465	6A8466 6A8466
Complementary Color:	8B686B 8B686B	846567 846567	81575A 81575A	977376 977376	977477 977477
Primary Color:					
Complementary Color:					
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

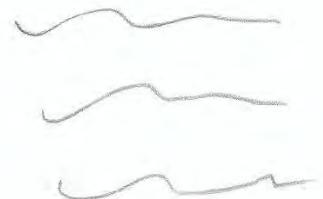
GYALLERY

TICKETS

CONTACT US

Slide Show

Latest News



Slide Show

# Dulles Wine Festival

HOME

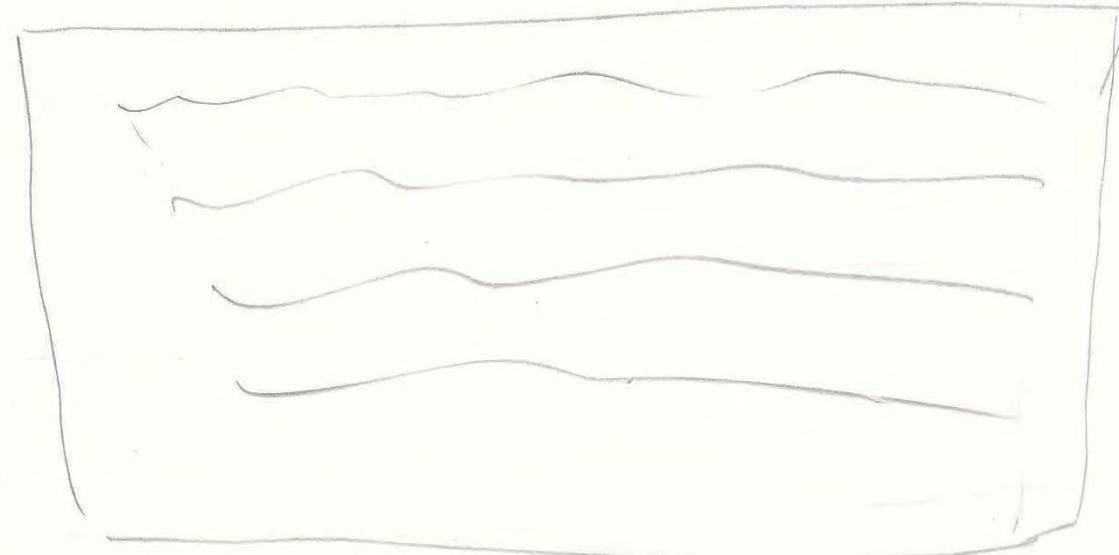
WINERIES

DIRECTIONS

GALLERY

TICKETS

FIRST ANNUAL WINE FESTIVAL IN DULLES



Footer / Copyright