

Concept Note

Introduction to the Project

GREEN is a branding web site for an imaginary store specializing in conventional plants, and futuristic, genetically modified plants.

Communication and Business Objectives

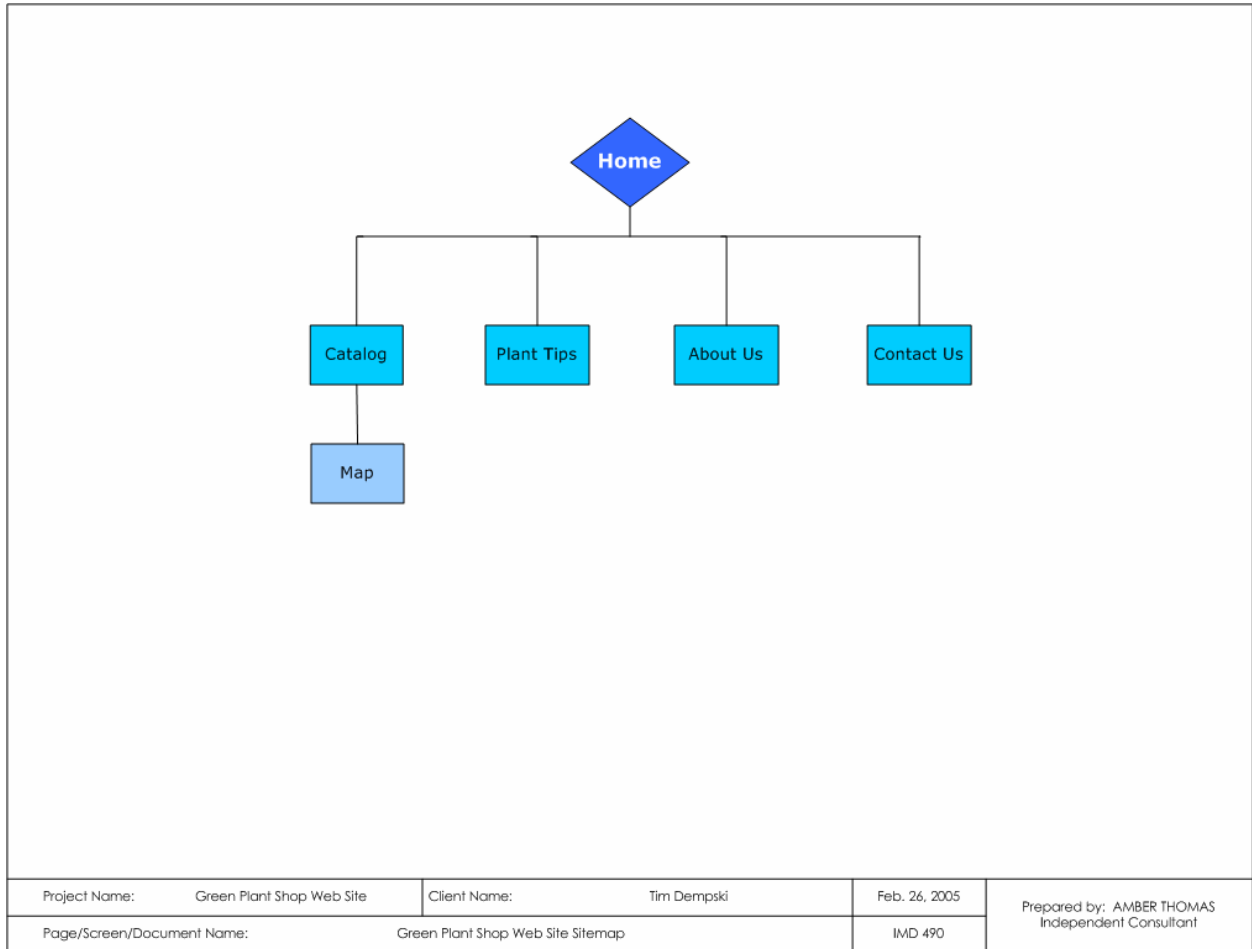
The communication objective is to give the visitor a Web site where they can learn more about GREEN and the products they offer.

The business objective is to establish an online identity, inform the user about the shop, and promote the business.

Target Audience

The target audience is adults who are interested in growing and caring for plants; as well as learning more about genetically modified plants.

Site Map



Design

Overall Design Approach

The most critical consideration with the design was creating a web site that was clean and elegant, so that the user can complete their goals with little interference.

For branding, a logo featuring the word "green" and a three-dimensional flower will be created in MAYA and Adobe Illustrator. It will be placed throughout the whole web site, and link to the home page.

The graphic style for this site would be one that reinforces the concepts of plants and nature. The main layout will have a monochromatic green color scheme. The fonts used will be Georgia for the logo, headers, and buttons; and Verdana for the body copy.

Layout

The common components of all the web pages will be the logo, buttons, and headers. Ample space (at least 5 pixels) will separate each element in order to create "breathing space".

The layout will begin at the top left with the logo, and then continue down with the global navigation. The content (body copy, images) will be on the left hand side. Text links will be included on the right side of the page, because the eye reads from top left to center right.

Each section of the web site will have a different header, letting the user know that they are on a different section (for example, the Catalog as opposed to the Home Page); and they will be large enough so that they will know where they are.

For the final web site, dashed borders were used to demark key areas of information.

Colors

The main colors for the layout will be a pale green color for the main layout, a slightly darker green for the global navigation at the top and the disclaimer at the bottom, and a medium green for the logo.

Interaction and links

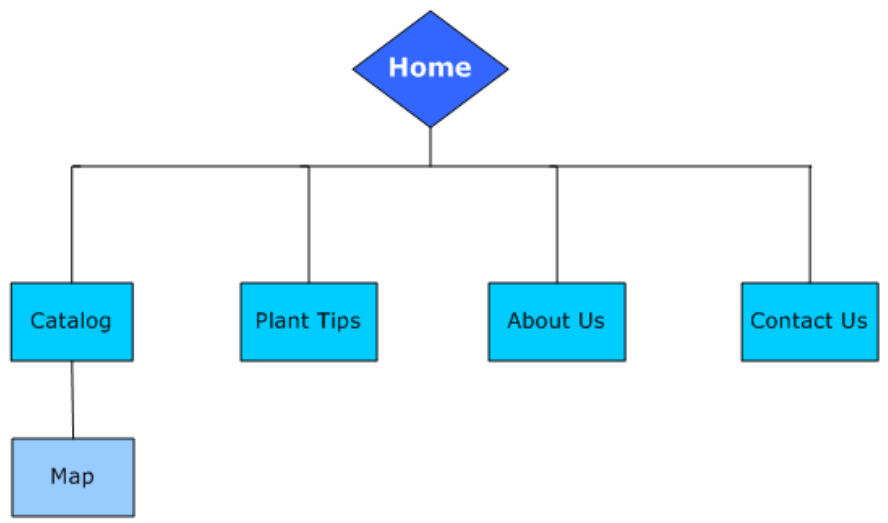
Images and text will be used for the global links; image links will be just below the logo, while text links will be to the right of the content.

Concept Board



Recommendation

To conclude, this concept for the site “green” would be the most appropriate one, given the considerations for the client and audience.



Project Name:	Green Plant Shop Web Site	Client Name:	Tim Dempksi	Feb. 26, 2005	Prepared by: AMBER THOMAS Independent Consultant
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