PROCESS BOOK

Michael Hilario

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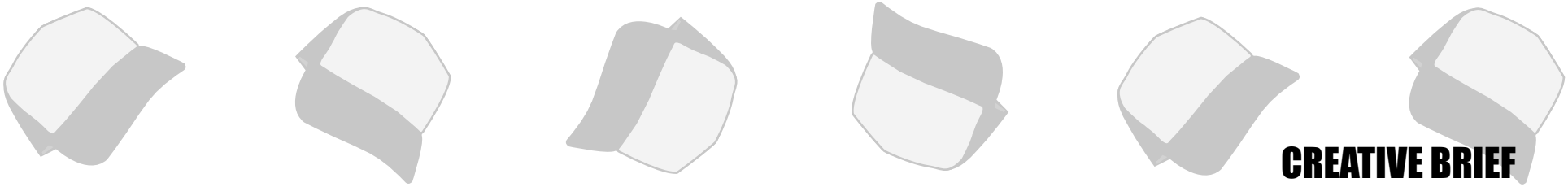


CREATIVE BRIEF

Project Summary:

Hatted Up is an online store where users can browse and purchase signature and designer hats.

Content:

Home.....News and Featured items will be displayed here.

About.....A brief description of what Hatted Up Company is all about.

Shop.....An interactive drag and drop shopping cart displaying all items sold.

Order.....Lists and totals items added to cart.

Contact.....Contains form in which users can e-mail the store.

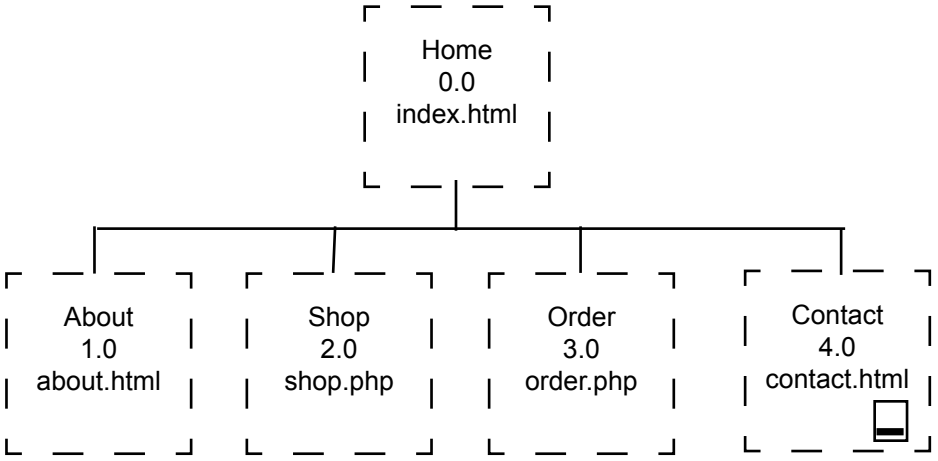
Audience Profile:

For all ages. Anyone who wears hats.

Perception/Tone:

Urban and innovative.

NAVIGATION MAP

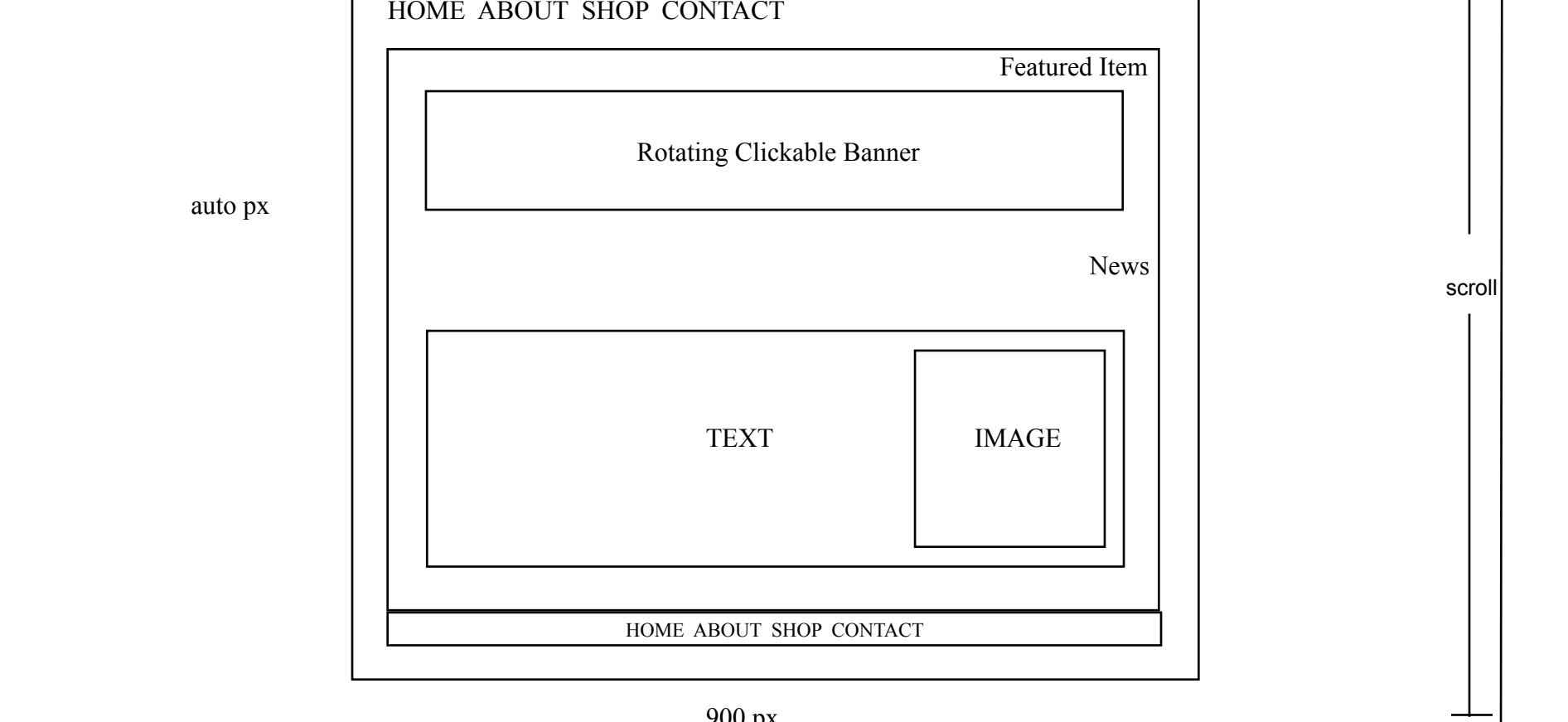


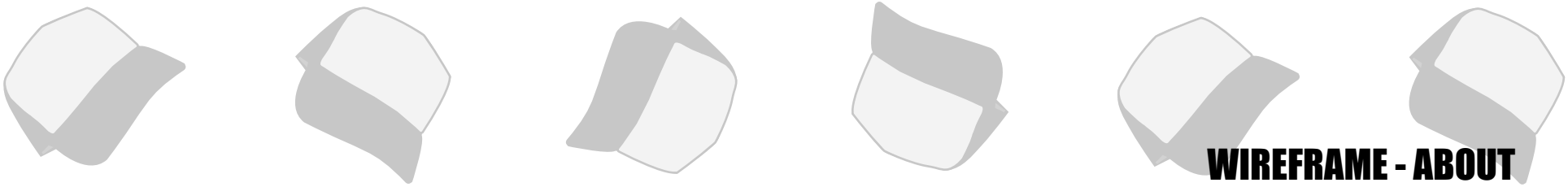
LEGEND

Global Menu

Form

WIREFRAME - HOME





WIREFRAME - ABOUT

width = 100%

BANNER IMAGE

HOME ABOUT SHOP CONTACT

About

Mission Statement

Here at Hatted Up, we strive to sell our customers the best quality hats at the best quality prices. We don't sell hats that we wouldn't wear ourselves. And that's a promise! Our products come with the Hatted Up guarantee:

100% Quality Material
Timely Shipping
Great Customer Service
Sweatshop Free
Made in the USA

Don't believe us? Just ask the millions of customers that have bought our hats!

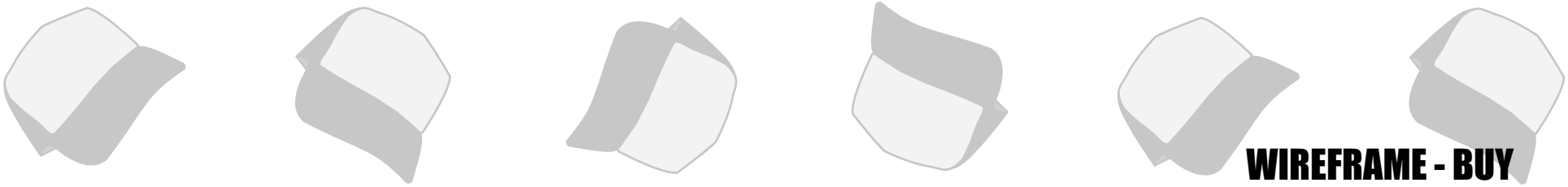
HOME ABOUT SHOP CONTACT

auto px

scroll

900 px

WIREFRAME - BUY



width = 100%

BANNER IMAGE

HOME ABOUT SHOP CONTACT

Shop

Drag Items to Cart

IMAGE IMAGE IMAGE IMAGE

IMAGE IMAGE IMAGE IMAGE

CART

HOME ABOUT SHOP CONTACT

auto px

scroll

900 px

WIREFRAME - ORDER

width = 100%

BANNER IMAGE

HOME ABOUT SHOP CONTACT

Your Order

1 x Juicy Trucker Hat x $23

Other items listed here...

Total: $23

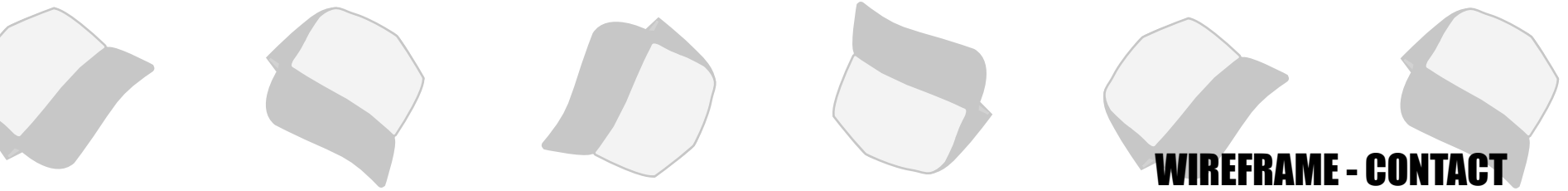
HOME ABOUT SHOP CONTACT

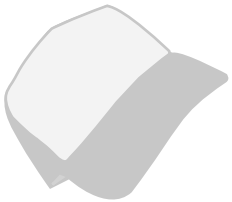
auto px

scroll

900 px

WIREFRAME - CONTACT





STYLES

Fonts on images:

Font Name(s).....Impact
Arial

Font Sizes.....12 pixels
14 pixels
18 pixels

Font Colors.....#000000
#CC0000

Image Color.....#000000
#CCCCCC
#CC0000
#FFFFFF

Color Palette:

HEX: #000000
Color: Black

HEX: #FFFFFF
Color: White

HEX: #CC0000
Color: Crimson

HEX: #CCCCCC
Color: Light Gray

Images

Medioimages/Photodisc. Tilted image of a semi-truck. Medioimages/Photodisc. <http://www.gettyimages.com>.

Stockbyte. Close up of Hong Kong conference centre. Stockbyte. 4 May 2010. <http://www.gettyimages.com>.

All other images created by Michael Hilario.

Text

All text written by Michael Hilario