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Design for the WWW II
Final Project Proposal
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Final Project: Branding Website

For my final project, I want to create it based on my product for Package Design called “ELBOHTON”. ELBOHTON is a fruit-flavored energy drink company made for young car shop mechanics, adding a sweet boost of energy in their day. My audience for my website would be the mechanics, describing what the drink is made of, the benefits of the drink, how it holds up against competitors (such as unhealthy energy drinks), and how they can order or buy it. The color scheme I want to use is going to be ultra-blue as one of the primary colors followed by orange, yellow and red as potential secondary colors. I want to use the patterns from the product as background art along with having a GIF advertisement on the page.

Time-willing, I want to record an ad for my product and use it on the website. Typefaces I plan on using are “Dodger” which is the logo design text, and a possible body text I can use is Bahnschrift which is easy to read, has a tall x-height, and great for reading digitally. I want to create images like the “Absolut” Vodka ads, using type along with images of my drink in different environments, specifically around cars, to drive home catering to auto mechanics. I want to incorporate design elements in my product and package design, such as the logo along with using rounded corners, to make the website feel cohesive in design and theme.

For interactivity, I want to create one of the pages where people can click on the individual flavors with a price at the bottom, and I want to use lightbox to help advertise the products through a slideshow. I plan on creating GIFs for the website as well as the bottle spinning to create animations for it.

Quote: “When life gives you lemons, drink ELBOHTON instead.”