



# 5THHUBCAP.COM

DESIGN DOCUMENTS

2009

# DESIGN CONCEPT FOR PHOENIXGAMES-ATL.COM

## **Project Information**

**Project Name:** PhoenixGames-atl.com

**Client:** Phoenix Games

**Project Manager:** Jake Beachboard

**Creative Director:** Jake Beachboard

## ***Introduction to the Project***

Phoenixgames-atl.com is a website designed for a miniature game shop located in Georgia. The site not only needed to be easy to update and maintain but also needed to be used as a community portal for the local gaming community.

## ***Communication and Business Objectives***

The real business objective behind this site was to give the local gaming community a place that they could still interact with other local gamers while not in the shop, thus why PHPbb was installed.

## ***Target Audience***

The target audience of the site was anyone with an interest in miniature war gaming in Georgia

## **Design**

### ***Experience Design***

The site needed to not only be welcoming but it also needed to bring across the of the brick and mortar location. By doing this people that would be visiting the store for the first time would have a seamless transition as to what to expect after visiting the site and those that we regulars at the shop could find a familiar feeling in the website.

### ***Overall Design Approach***

Most of the design pulled elements that were used to design the brick and mortar shop. This page needed to not only convey the scale of the store but it also needed to bring over the sharp square lines and solid tones that were used to design the shops interior.

## ***Branding and Identity***

The branding needed to reflect the same branding that was already in place as well as keeping it neutral to the gaming community so not to focus their branding with any one particular game.

## ***Graphic Style and Typography***

The graphical style was pulled from the brick and mortar location where sharp lines and solid tones were used. For typography there was a mix between both serif and sans-serif fonts. The navigation was to use a similar font to the logo but still be web and SEO friendly while the headers got a block font treatment to draw attention.

## ***Layout***

The layout of this site was mainly forced by the use of Wordpress as its back end. The site was split into three major sections; a header, sidebar, and navigation.

## ***Colors***

Black, Reds, and neutrals were used to not only blend in with the logo but to also work with the brick and mortar shop.



## ***Interaction and links***

For links a darker red was used with a highlight color of bright red. Header links to new articles highlight in gray. On the event calendar days with events highlight in red.

## ***Challenges***

The entire site needed to be updated by the client, to solve this Wordpress was used and skinned extensively to suit the client's needs. On top of Wordpress, PHPbb needed to be skinned to match the site and several applications needed to be customized to suit the needs of the client.

## ***Technology Used***

The main technology behind the site was Wordpress but on top of that a mixture of JavaScript, PHP, PHPbb and MySQL was brought in to build the core functionality of the site.