



AI NEWS

Art Institute of Washington
Video Site Design

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IMD340
Process Book

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Project Summary

The purpose of The Art Institute of Washington video site design was to give the members of AiW an additional way to access thier community through video.

Content:

- Splash Page: Home page with an introduction to the AIW video news site.
- Video Page: Video Player.

Design Summary

The overall design of the piece is meant to reflect the cutting edge of today's art scene that is shown in the work of the students in a clean, crisp style with a funky twist. Simple geometric lines and shapes combine with typography for a contemporary look and feel. The two fonts chosen are Myriad Pro and Arial, reinforcing the simple lines and shapes of the design. A wide selection of colors were used in moderation on a white background to showcase the information and images represented.

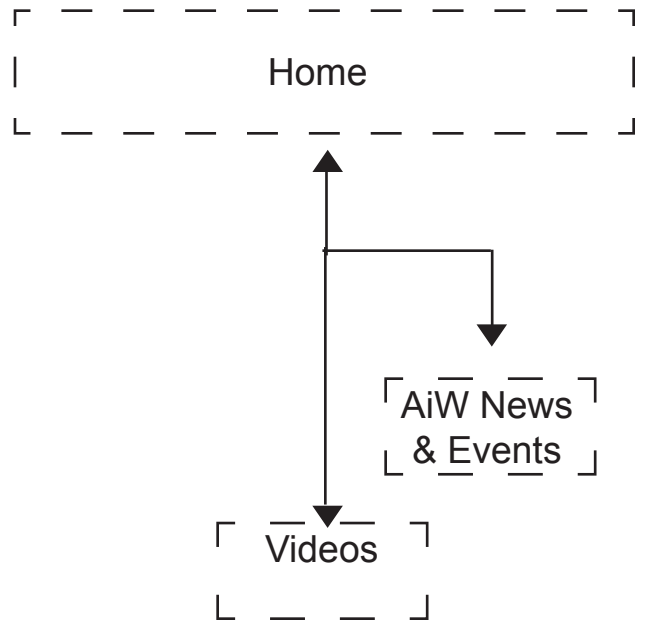
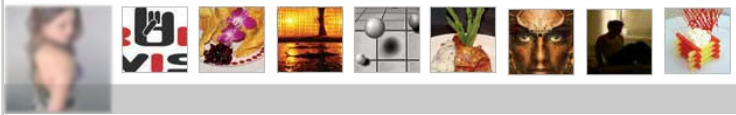
Audience Profile

Primary: Prospective/current students and/or parents of the AI of Washington


Secondary: Faculty and staff of the AI of Washington

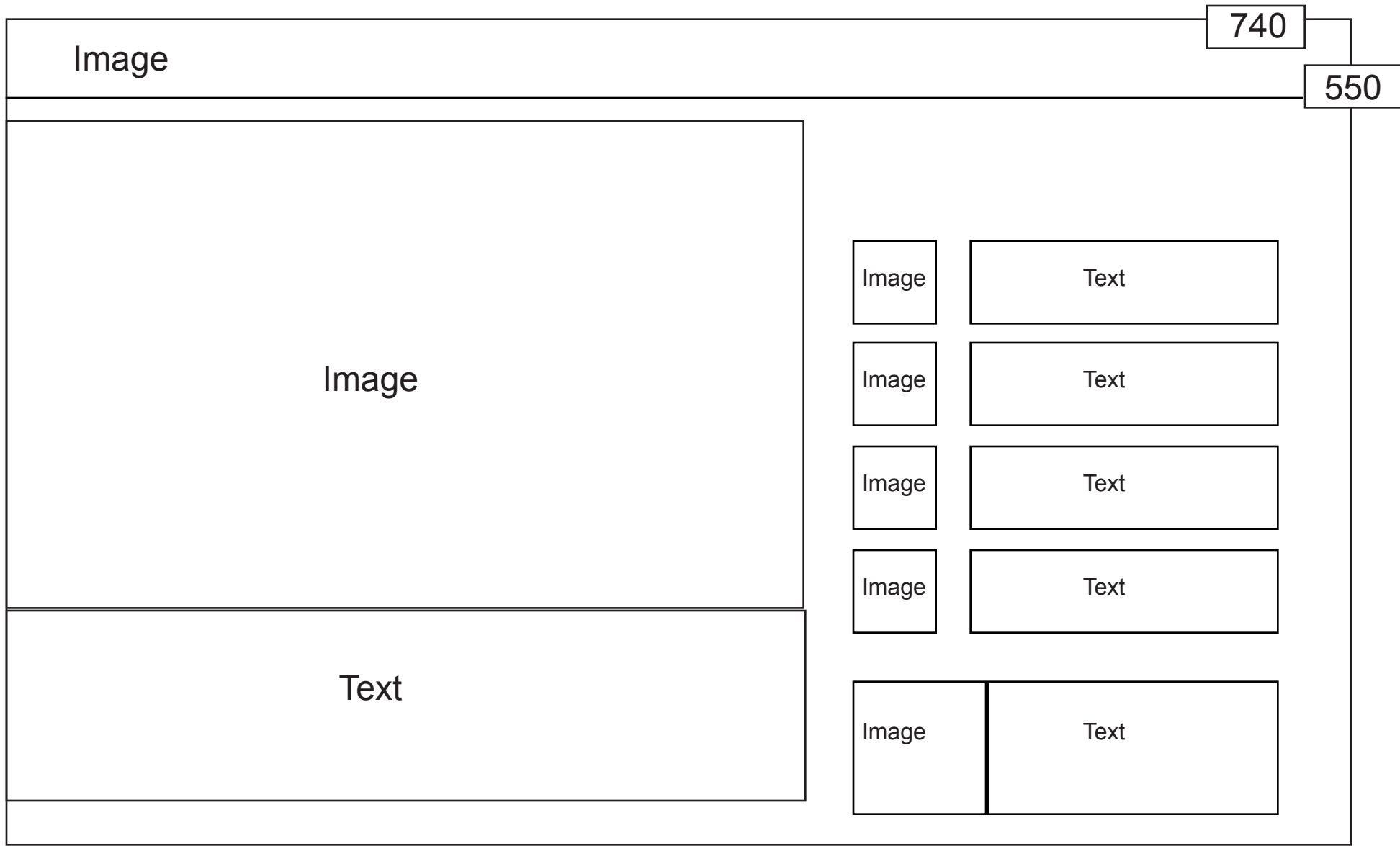
Perception/Tone

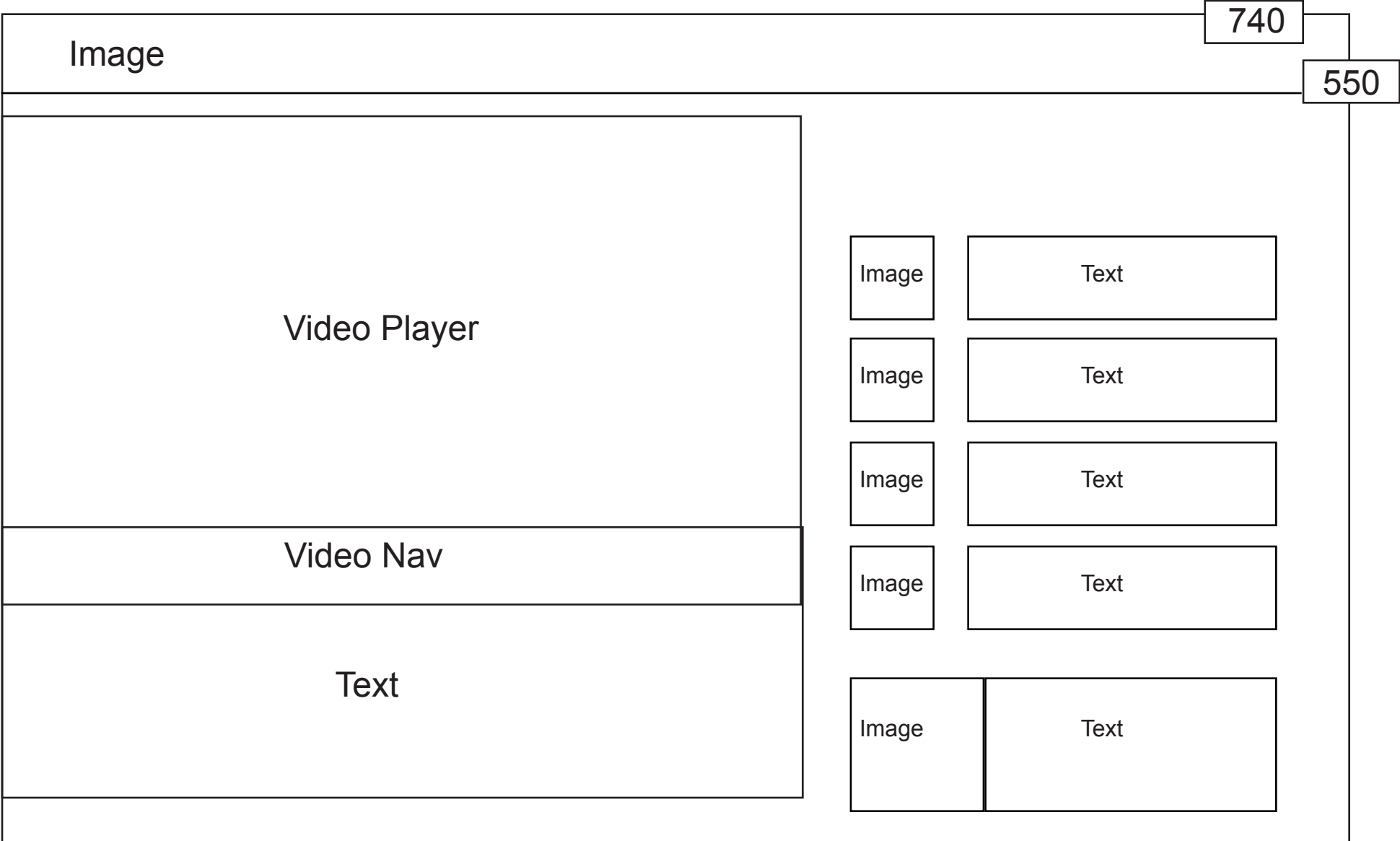
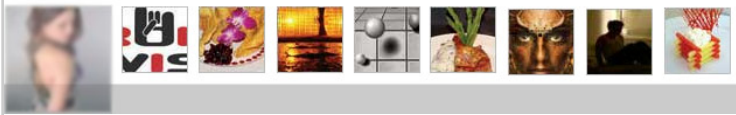
clean, contemporary, artistic

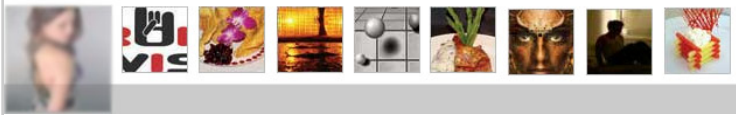


Key

-  Global Access
-  Similar Pages
-  Form
-  Email







Fonts, HTML

Names: Arial

Size: Menu 12px, Body Text 12px

Color: #000000

Fonts, Images

Name: Myriad

Size: Title 36px

Color: #000000

Colors

Images



Name: Brick Red
Color: #CB6E4B



Name: Burnt Orange
Color: #BF5017



Name: Red
Color: #AC360E



Name: Maroon
Color: #884B47



Name: Ochre
Color: #975A39



Name: Peach
Color: #EDA869



Name: Pale Yellow
Color: #FEE272



Name: Orange
Color: #FCBB41



Name: Gold
Color: #E8AC4D



Name: Turquoise
Color: #63B6E1



Name: Deep Blue
Color: #4377C6



Name: Dark Grey
Color: #01030A



Name: Light Yellow
Color: #FFFFD6



Name: Light Grey
Color: #AAA2A2



Name: Lilac
Color: #CEB7D4



Name: Purple
Color: #95409E



Name: Light Green
Color: #91A66D

Background



Name: White
Color: #FFFFFF



Name: Gold
Color: #E8AC4D



Name: Grey
Color: #999999



Text

All Copyright Kati Patrick

Images

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