

Design Model

The purpose of this Web site is to sell cars. Taking into consideration the types of cars they are selling I would assume their target audience to be car buyers between 20 – 30 years old and successful. The format will be a Home page for the Web site of Pohanka of Salisbury. To appeal to the target audience I will make the ad sleek, minimal, with only a few bold colors for contrast. The Web site is an alternate means of sales that will appeal to the younger, trendy car buyers of the target audience.

The original Web site is <http://www.pohankaofsalisbury.com>

Storyboard

Design Specs

Title - Haettenschweiler 72

Contact Info - Times New Roman 10

Images

Background - Background-set29

Center Foreground - C230_main_1

Digital Model

I decided to move the smaller images to the right and have them one over the other. I like the look of this better, some how the way I had it set on the storyboard did not seem to add to the design. Though the digital model is a very rough draft, it did show how much fewer images (compared to the original Web site) gives a sleeker look.

Final Deliverable

I am pleased with the finished product. I did accomplish what I wanted, a sleeker minimal look that invites the customers in.