

Interactive Message  
Design



Kara Edwards

SVR

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# *Creative Brief*



## Who are we

Swank is an auto restoration company that provides a complete range of services from basic car add-ons to custom frame creations. We have separated from the competition due to our skilled staff and ability to bring a vintage flare to our designs. Most companies throw on accessories or install kits but we make everything in house to customize your car.

## What we do

Swank has the ability to re-create the complete interior with our fabrics and materials that we find from all over the world. Our company has been known to re-build every square inch of the vehicle with precision. Our finishing department can restore the beauty that once was in the classic car with our unique book of paints. Lastly, we can arrange a secure transport to your front door, any where in the world.

## Why does it matter

Putting show pieces on the road is our passion and having customers satisfied is our number one priority. Our business has grown from referrals and repeat customers only. We have never advertised online or in print because of our stellar reputation. Delivering an excellent product supersedes taking on too many projects, with a churn and burn mentality.

## Audience

The audience is 35-73 and it is geared towards people that are interested in cars and more specifically, vintage or classic cars.

## Tone

Worn and vintage.

## Tag

Vintage renovations done right!



# Personas



## Primary User

Daniel is an investment banker that has multiple homes along the east coast and has a number of new and classic cars to match. When he was younger, his father worked at the General Motors plant in Atlanta, Georgia which is how his obsession began. He is always in awe of the curves and bends that most classic cars have. These cars appeal to him because each car has a story and should have a certain style to match.

Name: Daniel Jack

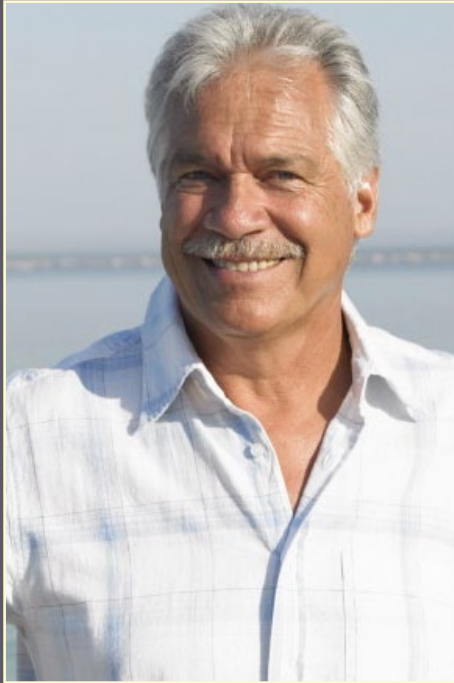
Age: 48

Salary: \$665,000 per year

Interest: Collecting Classic Cars

“  
The best things in life require time.  
”





## Secondary User

Wofford is a newly retired former C.E.O of the largest bottling company in the world. He began collecting coins when he was child because his grandfather introduced him to it. After finding coins on the ground and occasionally receiving them during holidays, Wofford discovered flea-markets which sparked his interest in more expensive collectibles. Now, he has his eyes set on a 1968 Ford Mustang, Shelby GT Edition. He is at a point in his life where he is willing to spend anything on his dream car.

Name: Wofford Creek

Age: 63

Salary: Retired

Interest: Vintage and Collector

Items

“It’s better to have things that appreciate in value due to age.”



# ***Content Inventory***

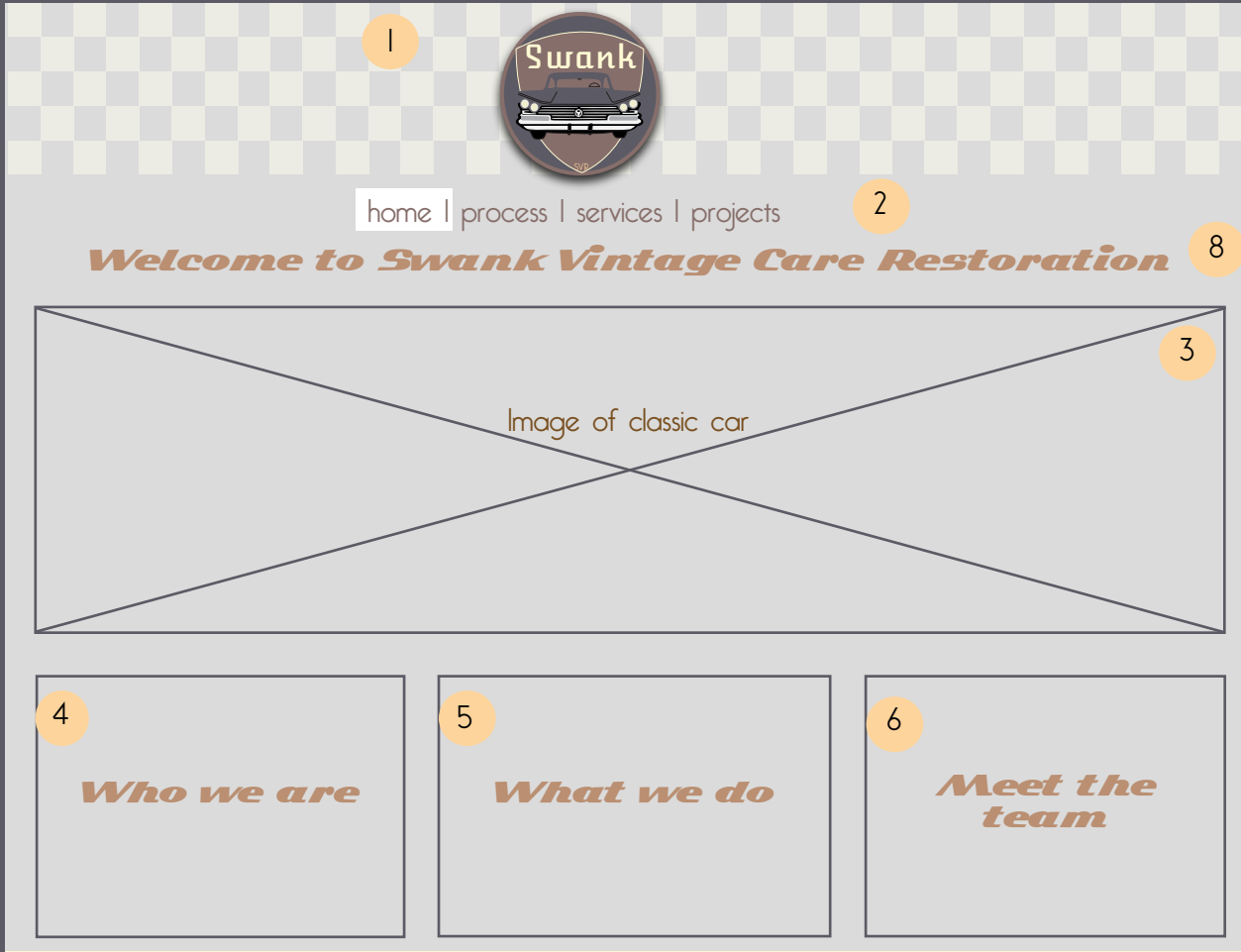


## Swank Content Inventory

Id	Page Title	File Name	Content
0.0	home	index.html	who we are, what we do, meet the team
1.0	process	process.html	restoration process, enter the shop and paint process
2.0	services	services.html	upholstery-interior images, mechanical-engine and electrical components, and finishing-start to finished product
3.0	projects	projects.html	current projects and featured projects



# Wire Frames



## HOME PAGE

1. Logo
2. Navigation
3. Image of classic car
4. Who we are
5. What we do
6. Meet the team
7. Footer
8. Quote

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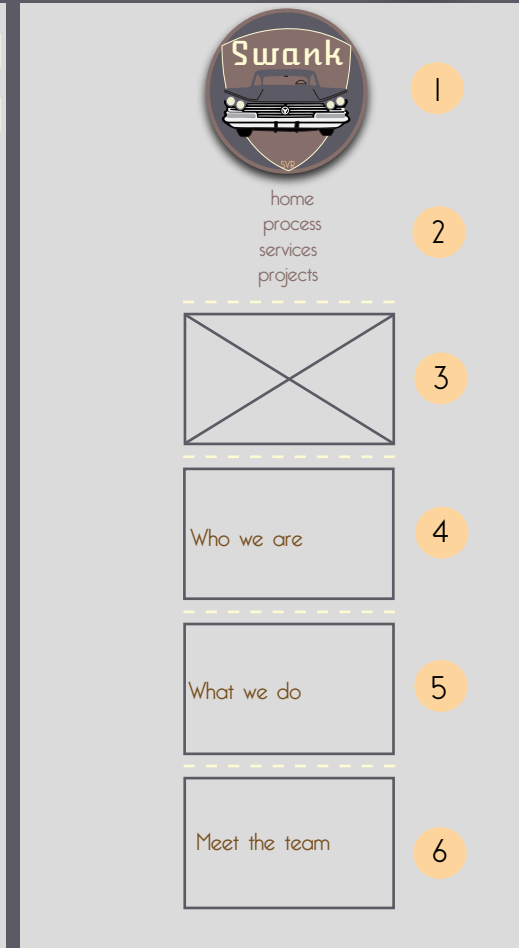
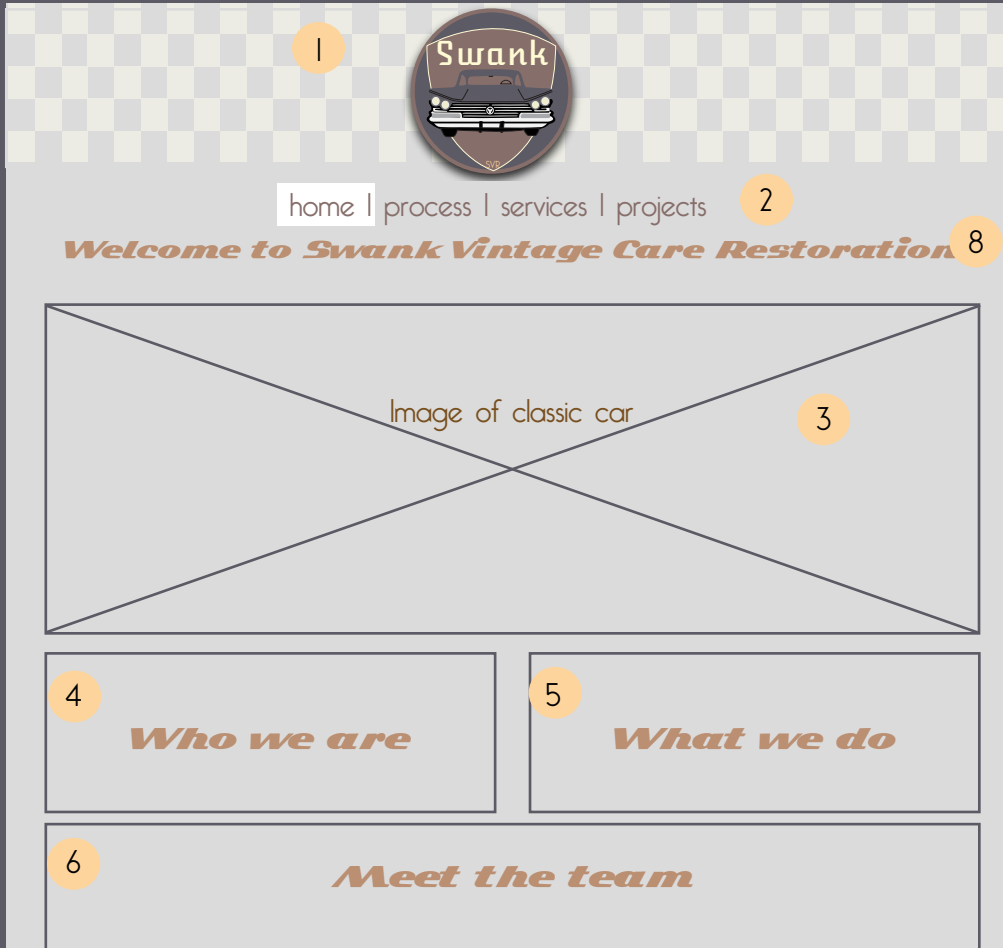
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# Wire Frames



## HOME PAGE

1. Logo
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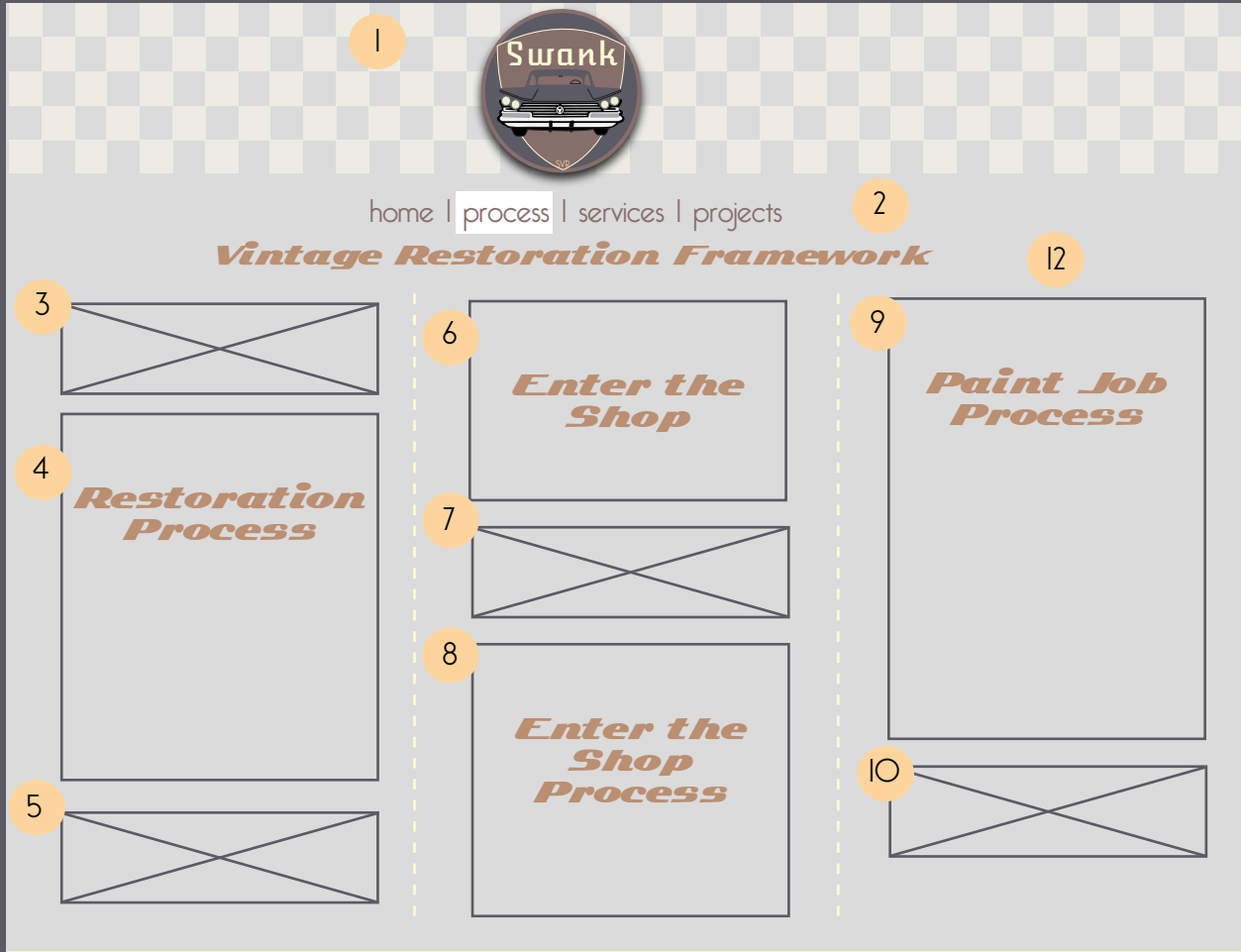
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# Wire Frames



## PROCESS PAGE

1. Logo
2. Navigation
3. Image of restored car
4. Restoration process
5. Advertisement
6. Enter the shop
7. Image of restored car
8. Shop process
9. Paint process
10. Image of restored car
11. Footer
12. Title of page

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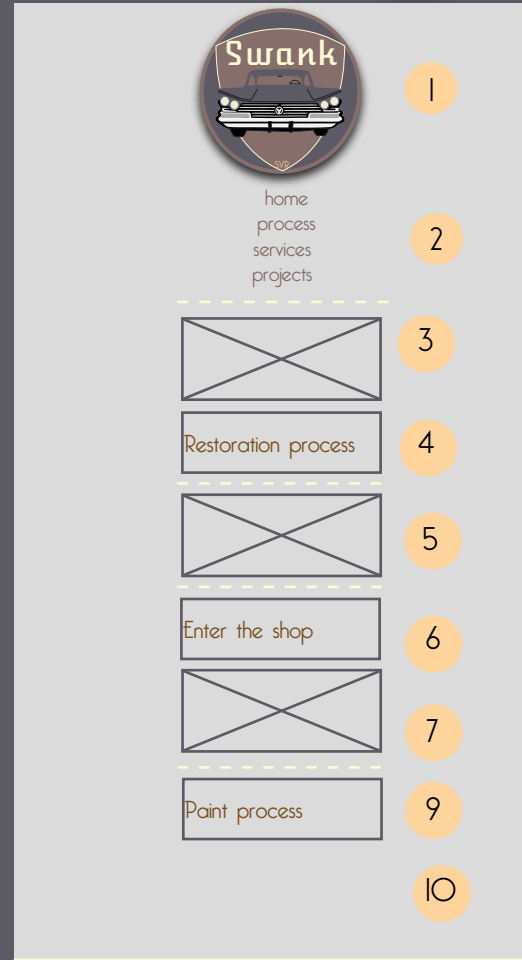
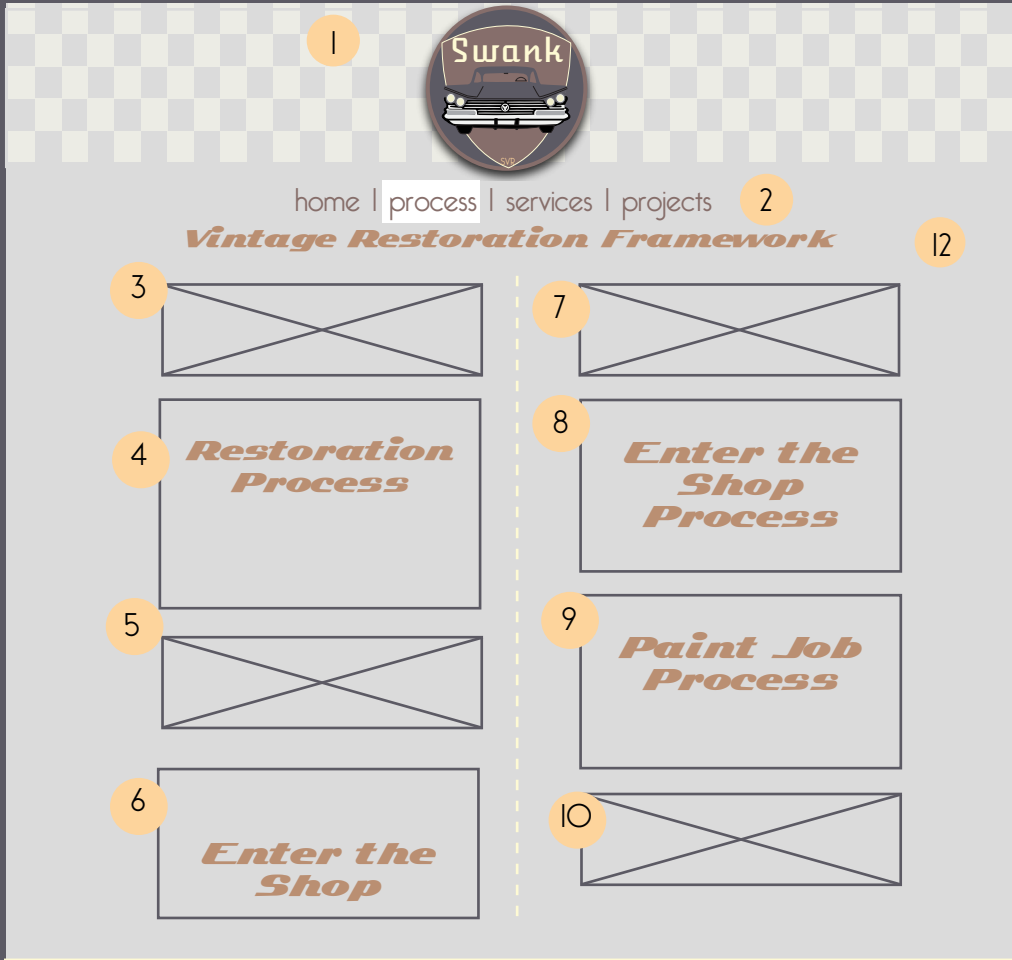
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# Wire Frames



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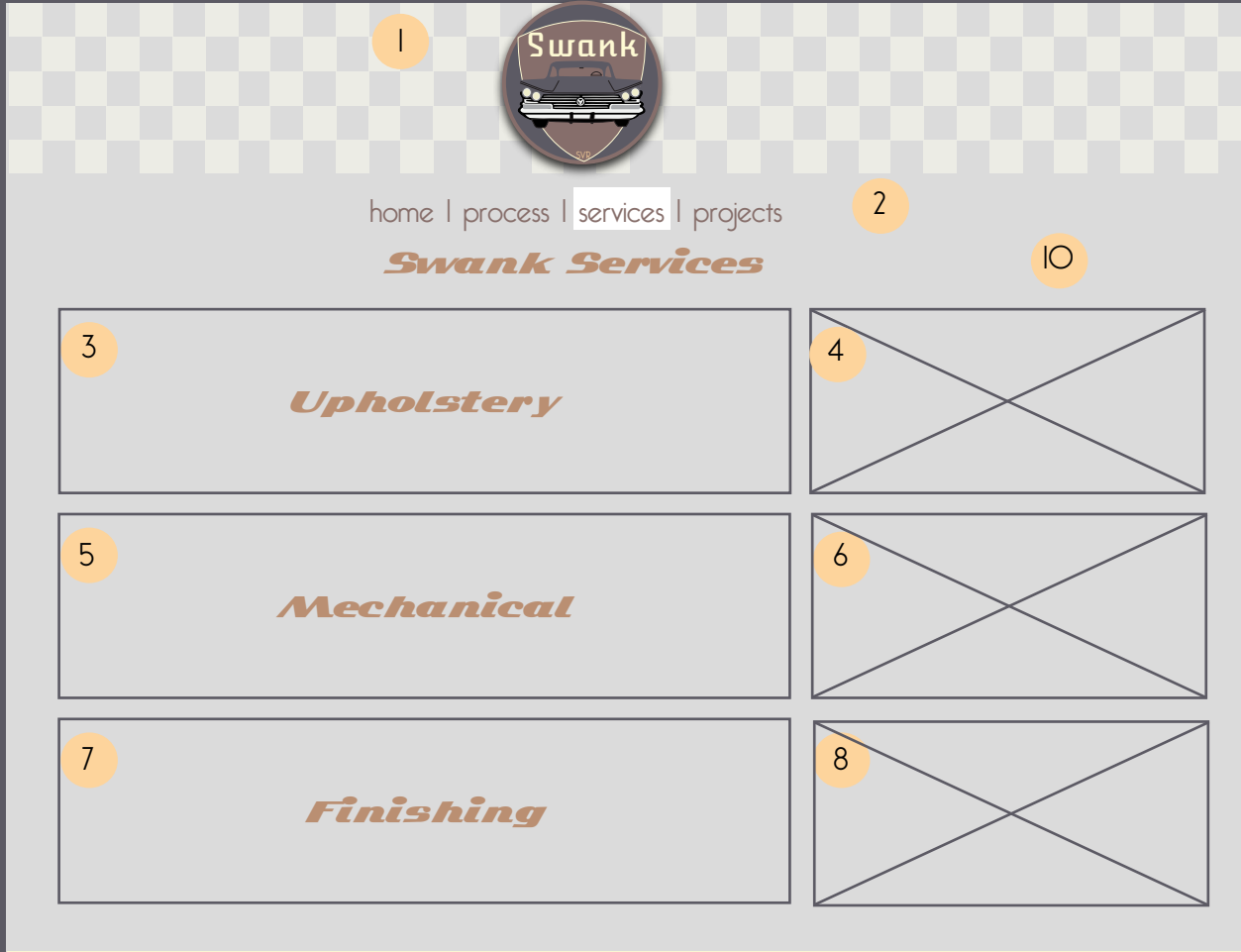


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# Wire Frames



## SERVICES PAGE

1. Logo
2. Navigation
3. Upholstery
4. Image of car interior
5. Mechanical
6. Image of engine and electrical components
7. Finishing
8. Image of car painted
9. Footer
10. Title of page

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# Wire Frames




1 

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**Swank Services** 10

3 <b>Upholstery</b>	4
5 <b>Mechanical</b>	6
7 <b>Finishing</b>	8

 1

home  
process  
services  
projects 2

Upholstery 3

Mechanical 5

Finishing 7

8

## SERVICES PAGE

1. Logo
2. Navigation
3. Upholstery
4. Image of car interior
5. Mechanical
6. Image of engine and electrical components
7. Finishing
8. Image of car painted
9. Footer
10. Title of page

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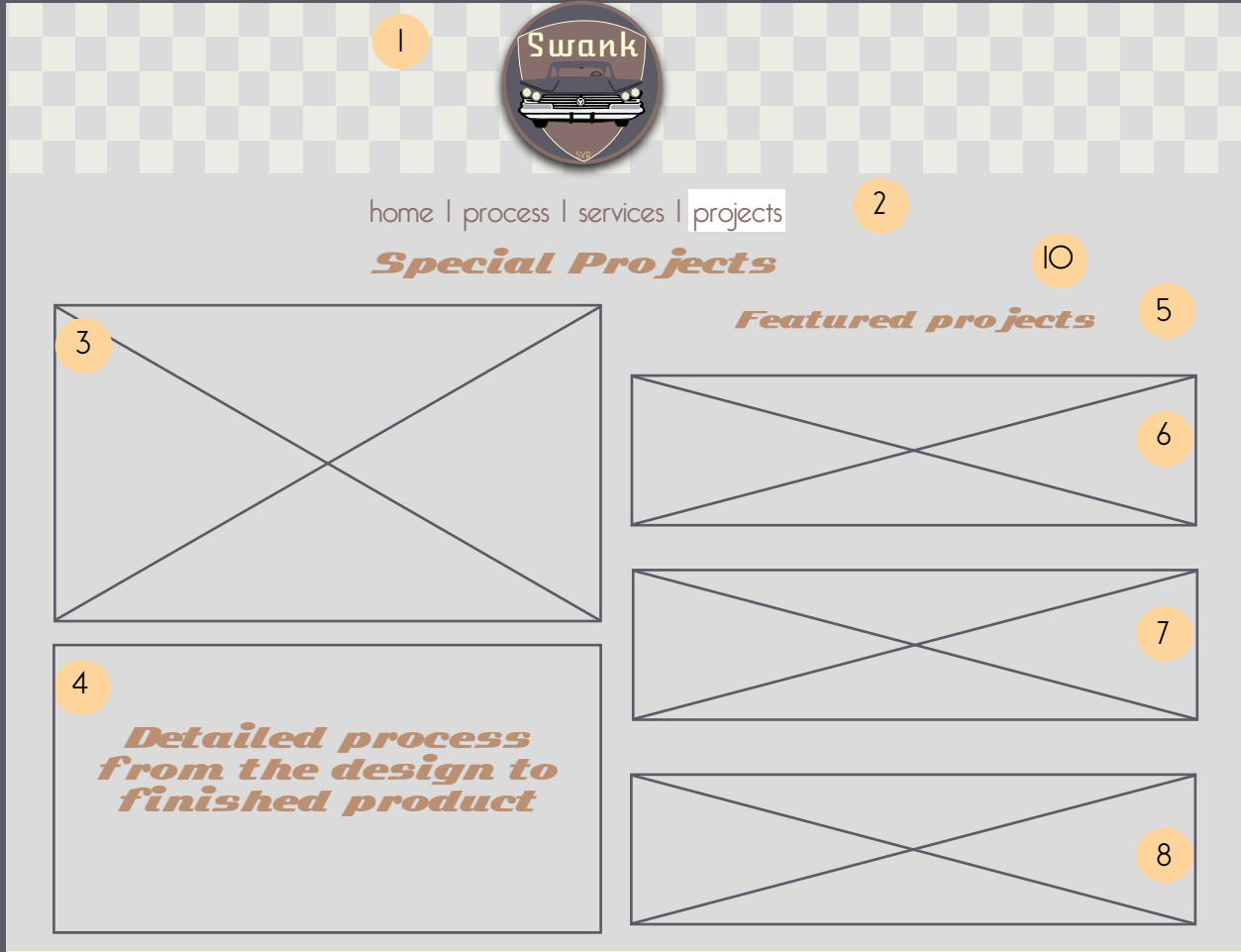
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# Wire Frames



## PROJECTS PAGE

1. Logo
2. Navigation
3. Four images of a finished car
4. Detailed process of the entire design for feature
5. Title
6. Feature project image
7. Feature project image
8. Feature project image
9. Footer
10. Title of page

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VintageCars

The All-American Vintage Car Collector Magazine



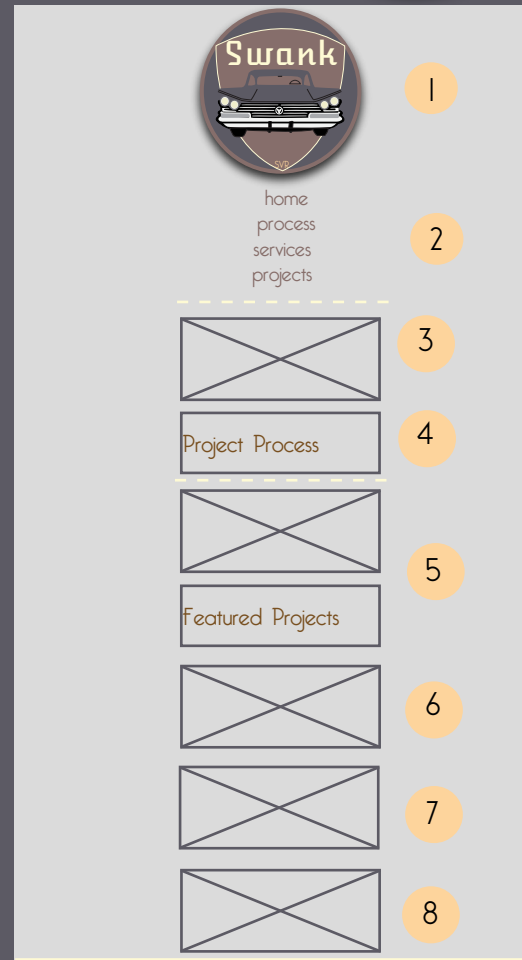
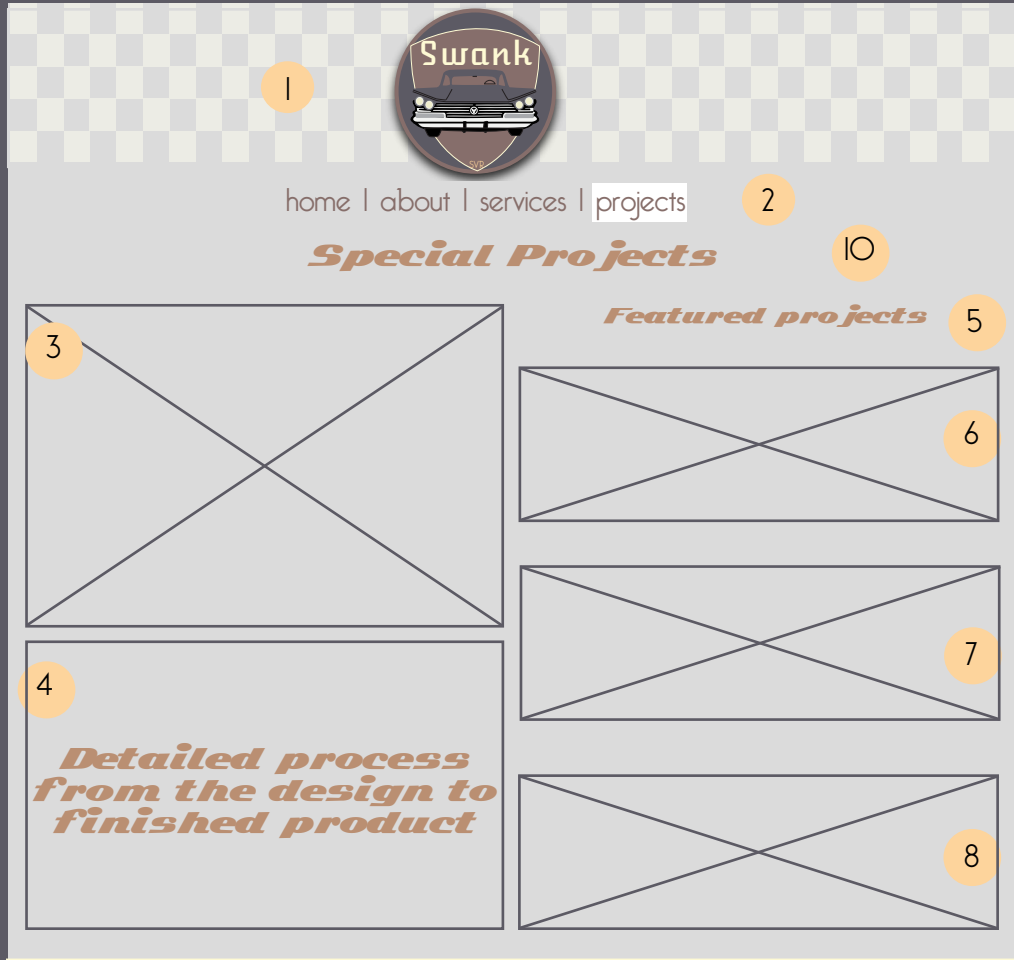
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# Wire Frames



## PROJECTS PAGE

1. Logo
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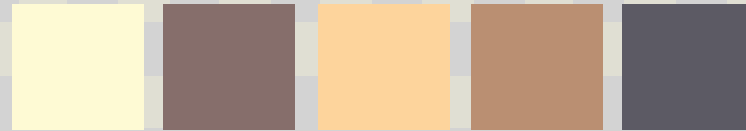
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# Mood Board



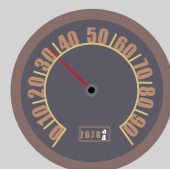
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## Heading 1

## Heading 2

## Article

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever. Lorem Ipsum is simply dummy text of the printing and typesetting is fun industry. Lorem Ipsum is simply dummy text industry.





## VintageCars

The All-American Vintage Car Collector Magazine



The **ULTIMATE**  
Classic Cars

SWANK HIGHLIGHTED ■ BEST IN SHOW REVEALED

March 2013



9 781932 698183



# Original Mood Board



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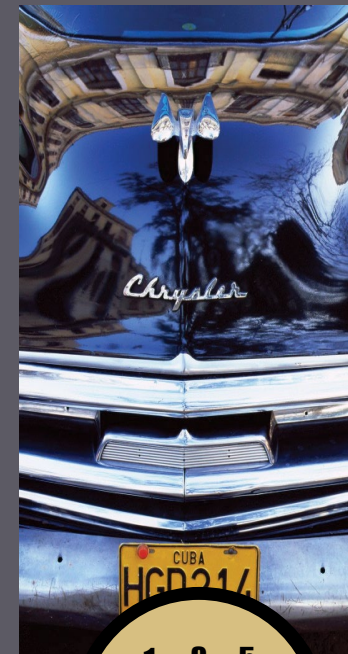
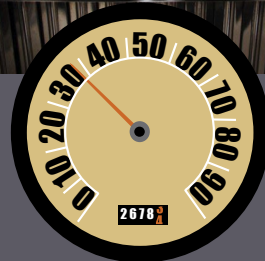


## Heading 1

Heading 2

Article

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially the same. In the 1960s, when lettypesetting was largely replaced by the then-new digital typesetting industry, Lorem Ipsum was the standard.



# Original Site Ideas

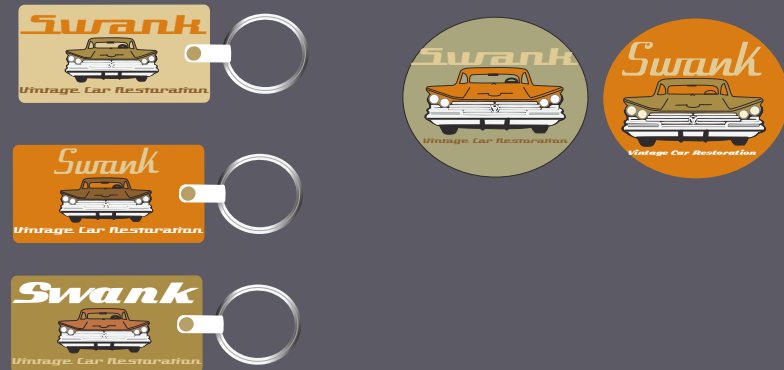


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*Swank*  
*Swank*

Final Type Options

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*Swank*      *Swank*      *Swank*  
**Swank**      **Swank**      **Swank**

Final Type Options



# Sketches

