tonyWIN DESIGNS

Tony Nguyen

Process Book

tonywindesigns.com

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Mesotopia

Mobile App Design

Mesotopia is a Social Network Platform for beer lovers.
The app encourages enthusiasts to explore and expand their horizons and allow them to become a connoisseur.

Mesotopia
Help | Settings | Log Out
Today's Beer
Suggested Beer
Track & Rate
Profile
Celebrities
Restaurants
Bars
Lounges
Stores
Guinness Draught
Dry Stout
Yesterday
Info
782
people are drinking this today
Andrew Tamiya
Tsu Nosa Grill
2.7 miles from you
7 x
Guiness Draught
Dry Stout
Tommy Wang
Joey's Salleosa
3.2 miles from you
4 x
Julia Yeh
Olive Garden
3.7 miles from you
Teresa Yeh
David Koo
Cheesecake Factory
Ben Lee
Uni Sake House
Profile
Today's Beer
Track & Rate
Guinness Draught
Dry Stout
Yesterday
Info
782
Find the Nearest One

Creative Brief

1 **Background**
The company brand “Mesotopia” was derived from two words. The Meso is from an ancient region in the eastern Mediterranean called Mesopotamia, where the oldest evidence of beer is believed to be originated from. The second word being utopia which symbolizes a community or society possessing highly desirable or perfect qualities.

2 **Target Audiences**
-Beer Enthusiasts | Connoisseurs
-Social Networkers
-Ages 24-36
-Restaurant | Bar Directors

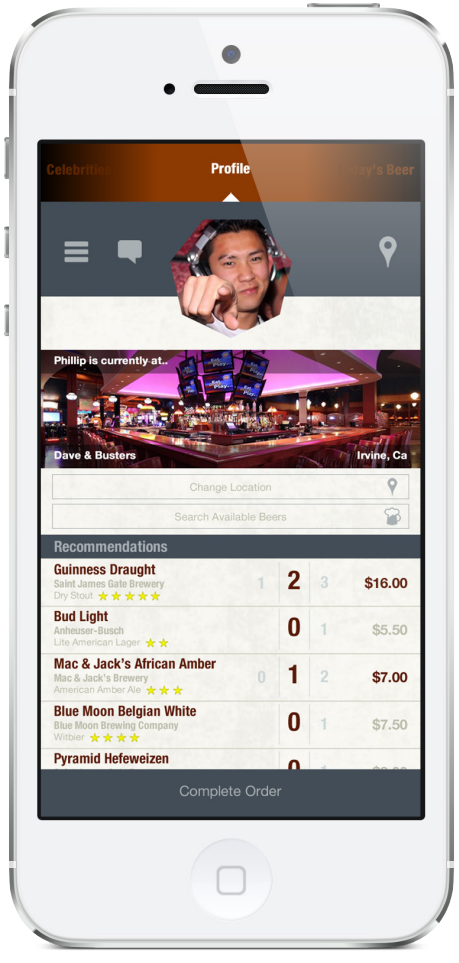
3 **Objectives**
-Encourage Audiences to Explore New Drinks
-Include Ratings to Help them make Decisions
-Suggestions that Relates to their Taste Palete
-Make People more Sociable
-Reward Consumers who are Regulars

4 **Obstacles**
There are people who sometimes are afraid of trying new things. Some people are just more comfortable with what they are more familiar with. Or simply they do not want to spend the money for something unknown to themselves.

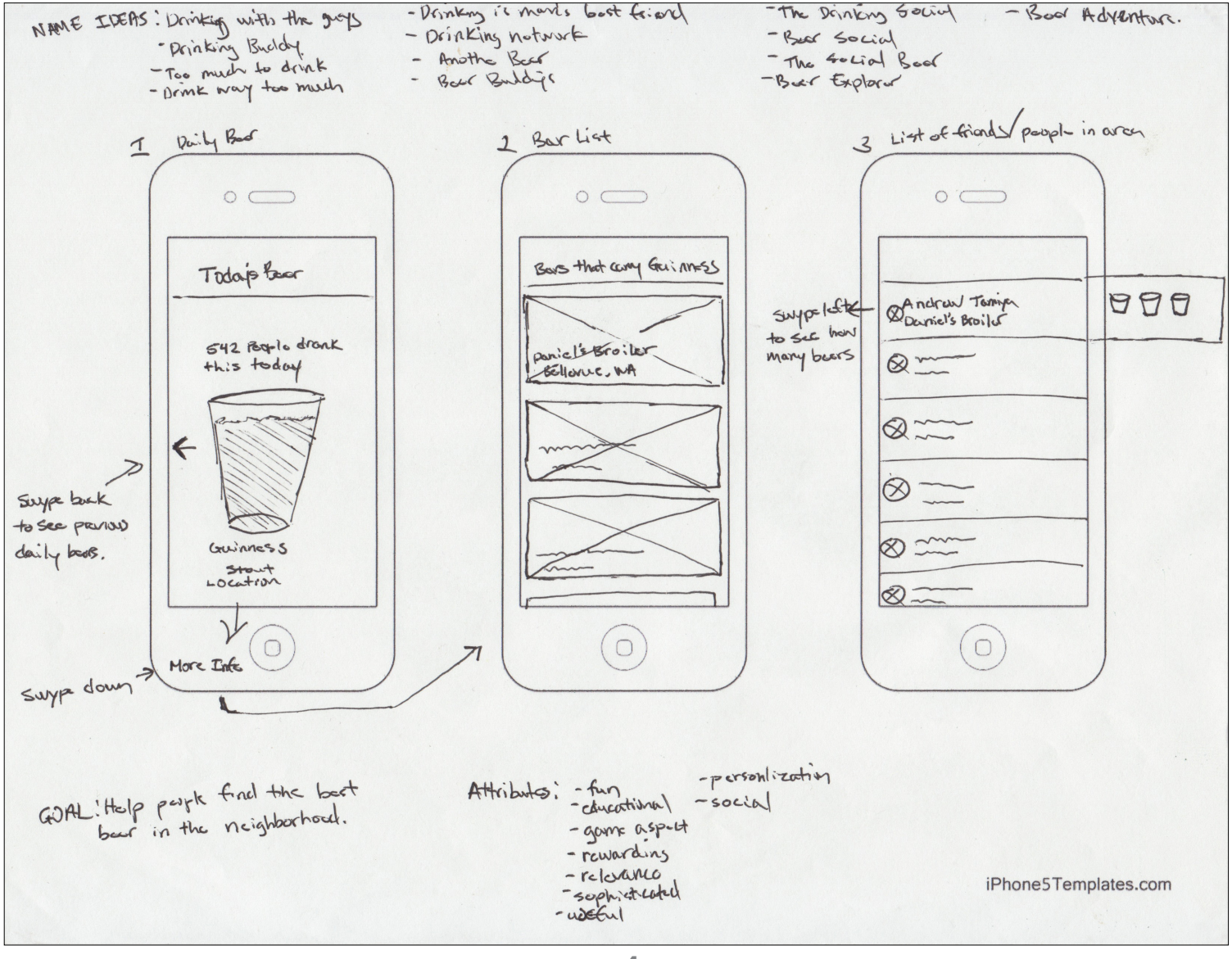
5 **Key Benefits**
-Can Produce more Traffic to Restaurants & Bars
-Ordering Drinks for Non-Local Friends
-Promote a Specific Venue that Carries Unique Craft Beers

6 **Tone**
Offers engaging interactivity, fun knowledgeable facts, and rewarding social aspects.

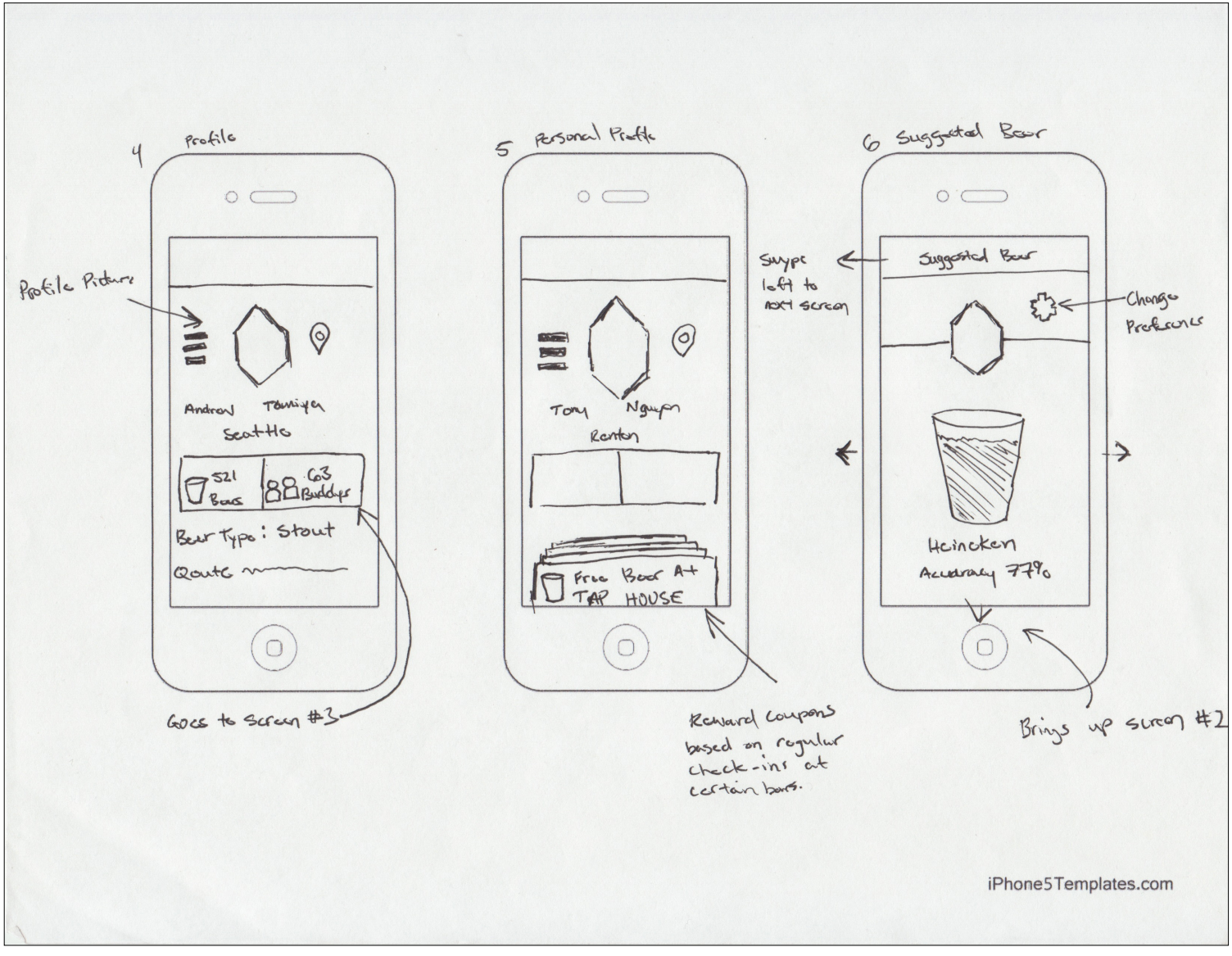
7 **Media**
Mobile Application | Website Integration



Sketches


NAME IDEAS: Drinking with the guys
- Drinking Buddy
- Too much to drink
- Drink way too much
- Drinking is man's best friend
- Drinking network
- Another Beer
- Beer Buddies
- The Drinking Social
- Beer Social
- The Social Beer
- Beer Explorer
- Beer Adventure.
1 Daily Beer
Today's Beer
542 People drank this today
Guinness
Stout
Location
More Info
Swype back to see previous daily beers.
Swype down
2 Bar List
Bars that carry Guinness
Daniel's Broiler
Bellevue, WA
3 List of friends / people in area
Swype left to see how many beers
Andrew Tamiya
Daniel's Broiler
GOAL: Help people find the best beer in the neighborhood.
Attributes:
- fun
- educational
- game aspect
- rewarding
- relevance
- sophisticated
- useful
- personalization
- social
iPhone5Templates.com

Sketches


4 Profile
Profile Picture
Andrew Tamiyen
Seattle
521 Beers
63 Buddys
Beer Type: Stout
Route
Goes to Screen #3
5 Personal Profile
Tony Nguyen
Renton
Free Beer At TAP HOUSE
Reward coupons based on regular check-ins at certain bars.
Swype left to next screen
6 Suggested Beer
Suggested Beer
Change Preferences
Heincken
Accuracy 77%
Brings up screen #2
iPhone5Templates.com

Daily Beer - Overview

1 | Main Navigation

2 | Beer Name

3 | Beer Type

4 | Previous Daily Beers

5 | Displays more Info About the Beer

6 | Tap to see who are drinking this beer today closes to your GPS Proximity

Daily Beer - Info

7 | Find the Nearest Bars Serving this Beer

8 | Swipe down to empty Glass to Track & Rate

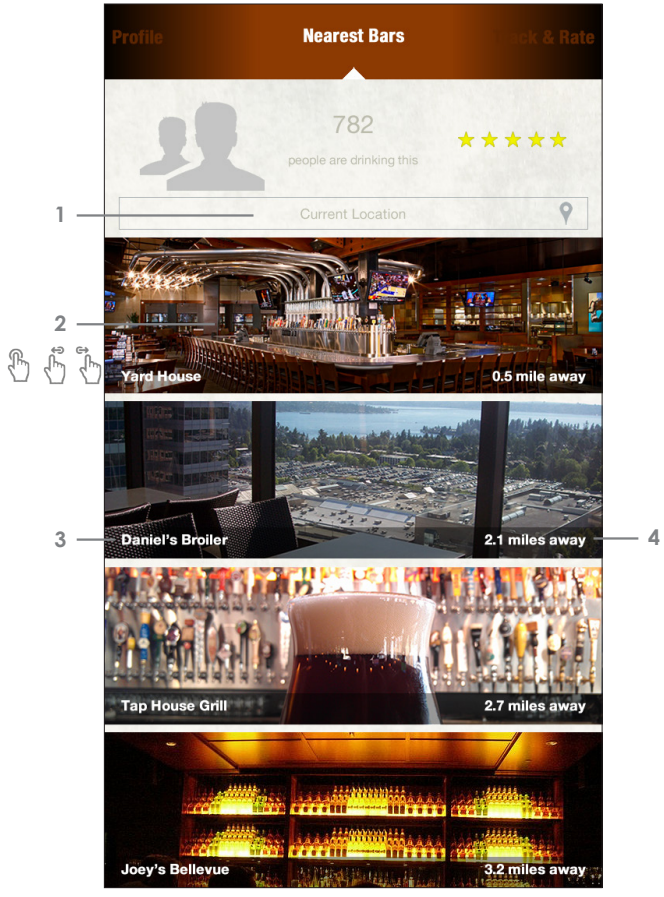
9 | Brewer/Company

10 | Location

11 | Alcohol % and Calories

12 | Beer Rating

Nearest Bars



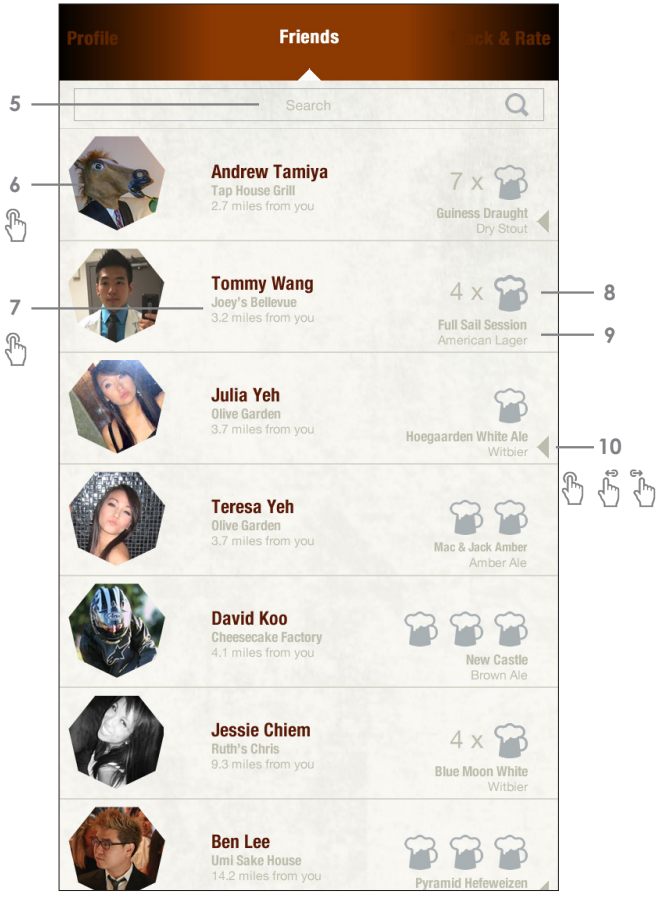
1 | Default Current Location within 10 Miles or Search other Areas

2 | More Info of Restaurant | Bar

3 | Name of Restaurant | Bar

4 | Distance from current Location

Friends | People



5 | Search within Friends or Other People

6 | Profile Photo Tap General Area to look at Profile

7 | More Info and Directions

8 | Quantity of Beer

9 | Name & Type of Beer

10 | Tap or Swipe Left-Right to View more Beers drank

Track & Rate

1 | Search for other Beers to Track & Rate

2 | Rate out of Five Stars

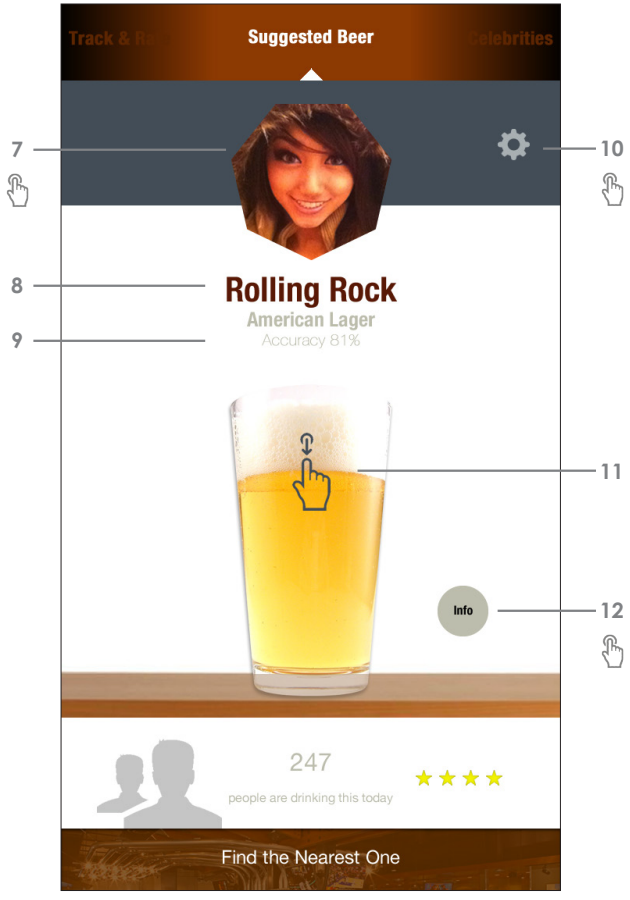
3 | Share your Tracked Beer VIA Facebook & Twitter

4 | Comment on the Beer

5 | Swipe Up or Down to Input Quantity of Beers Consumed

6 | Check-In & Track

Suggested Beer



7 | Tap User's Profile Picture to go to Profile Page

8 | Name & Type of Beer

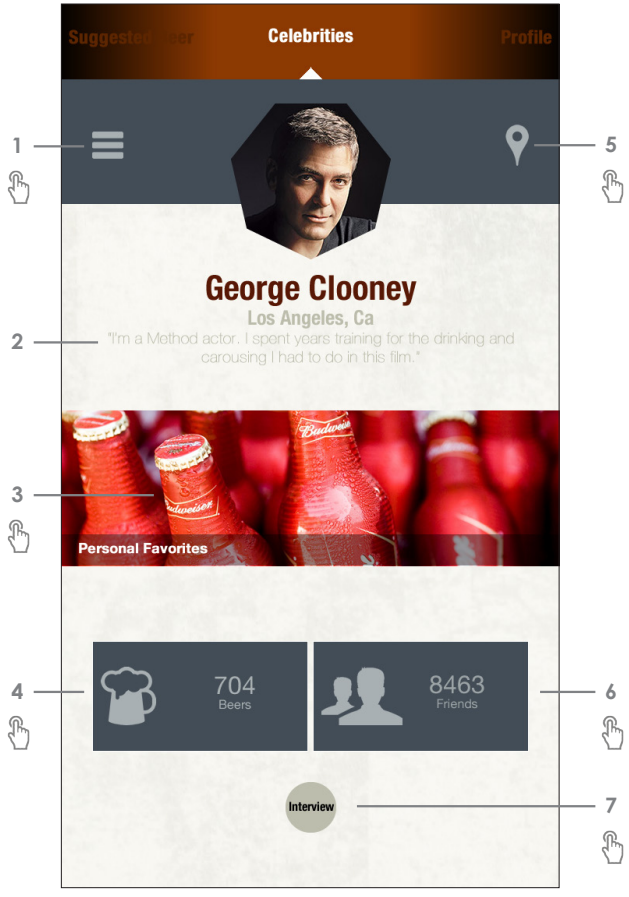
9 | Accuracy Based on Beers Tracked & Rate

10 | Change Preferences by Type of Beer Liked

11 | Swipe down to empty Glass to Track & Record

12 | Displays more Info of Beer

Celebrities



1 | Displays Main Profile Screen

2 | Celebrity's Quote

3 | Cover Photo of Personal Favorites, Tap to see more

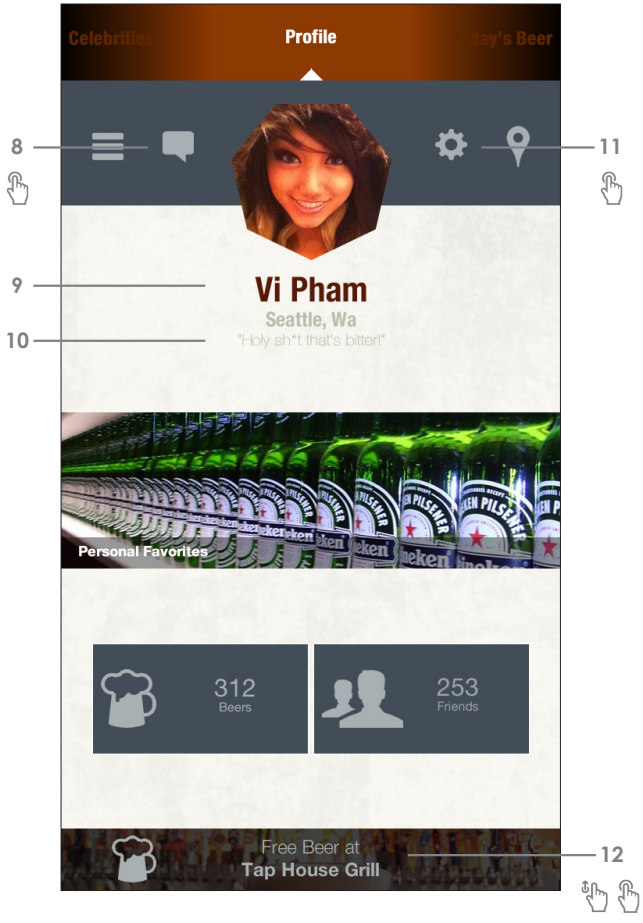
4 | Celebrity's Beers Tracked

5 | Displays Map of Check-Ins

6 | Shows Celebrity's Friends

7 | Displays Celebrity Interview

Profile UI



8 | Brings Up Message & Chat Screen

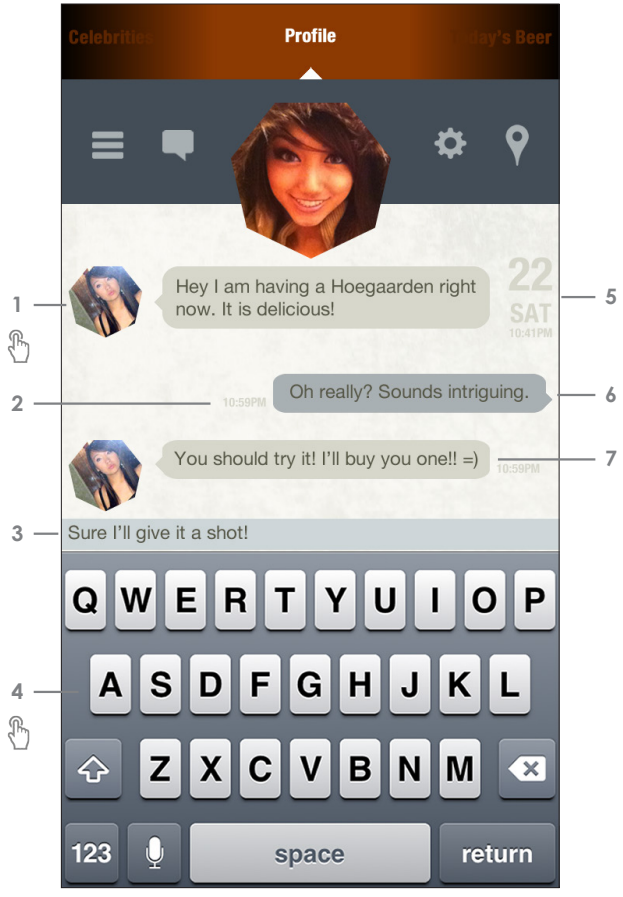
9 | Name of User

10 | User's Quote

11 | Change User's Settings

12 | Tap or Swipe Up to see Rewards & Vouchers Accumulated

Messenger



1 | Tap to see Profile

2 | Time of Message

3 | User's Text Input

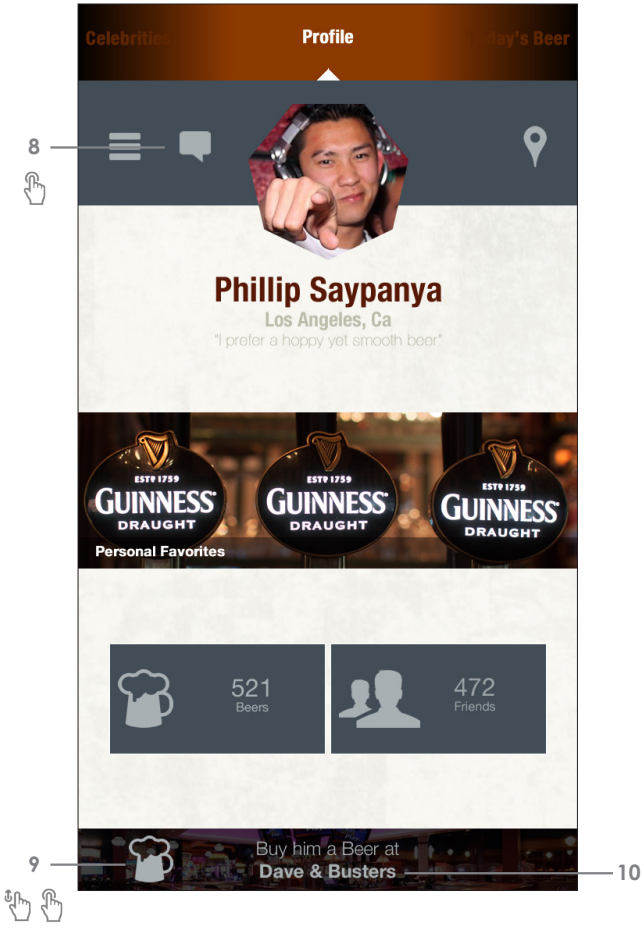
4 | Standard iPhone Keyboard

5 | Date of Message

6 | User's Text Bubble

7 | Friend's Text Bubble

Profile

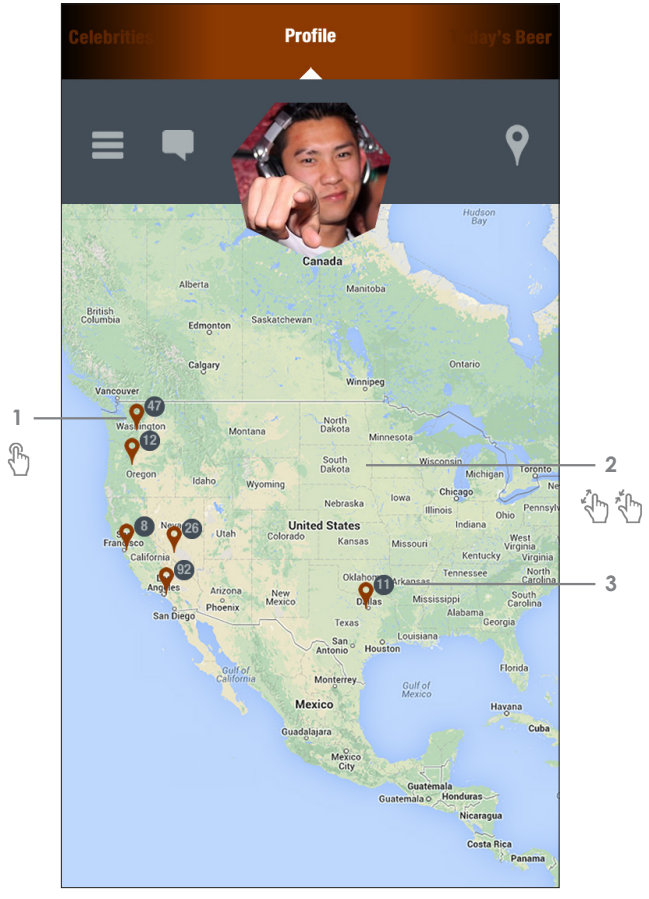


8 | Message or Chat with this Current Profile

9 | Tap or Swipe Up to Buy this Person a Drink

10 | Shows the Current Checked-In Location of this Person

Map of Check-Ins

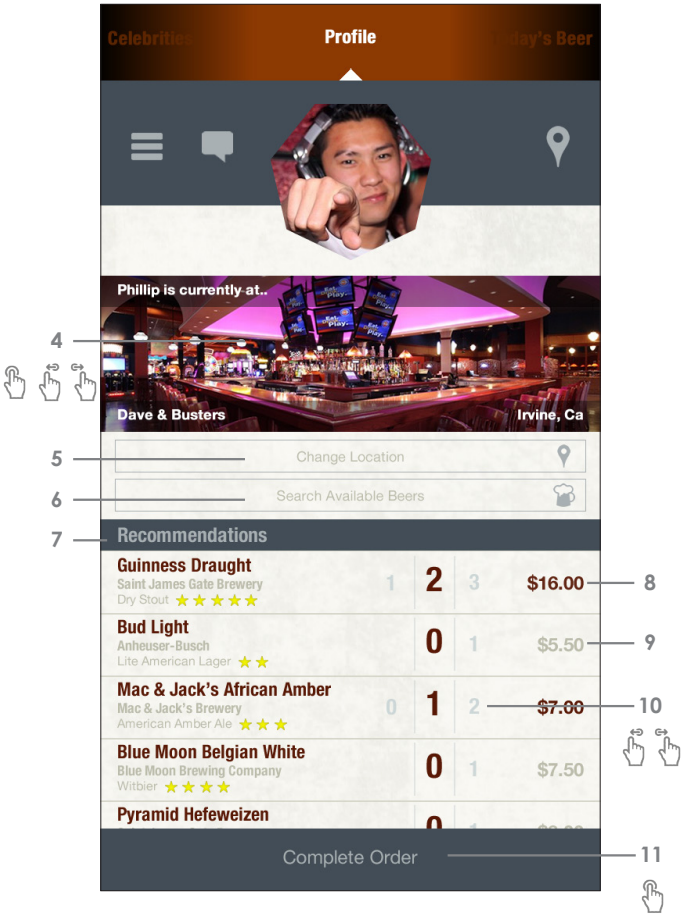


1 | Pin of General Area Checked-In, Tap to Expand That General Area

2 | Expand or Minimize Map Area

3 | Number of Places Checked-In that Area

Order



4 | More Info of Venue

5 | Change Locations

6 | Search Specific Beer

7 | Based on User's Preferences

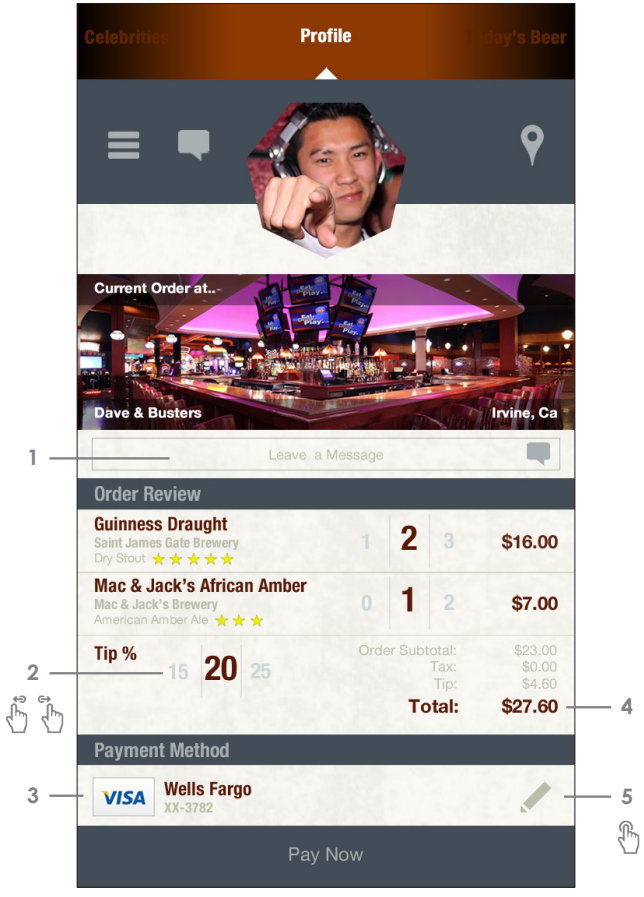
8 | Based on Quantity Selected

9 | Base Price

10 | Swipe for Amount Desired

11 | Complete Current Order

Payment Platform



1 | Leave a Personal Message

2 | Adjust Tip Amount

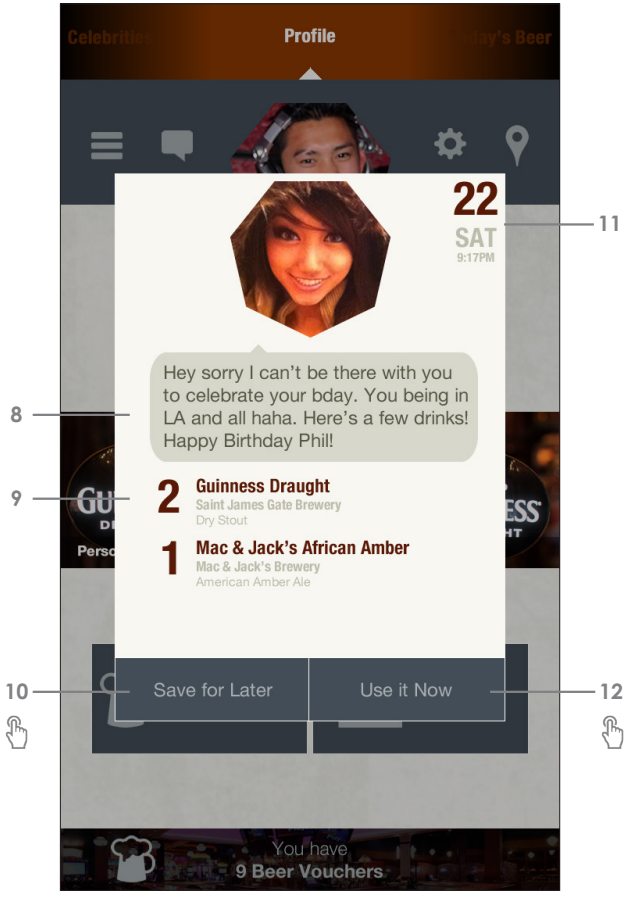
3 | Saved Payment Method

4 | Total Amount

5 | Edit Payment Method

7 | Displays Celebrity Interview

Beer Notification



8 | Personalized Message from Buyer of the Voucher

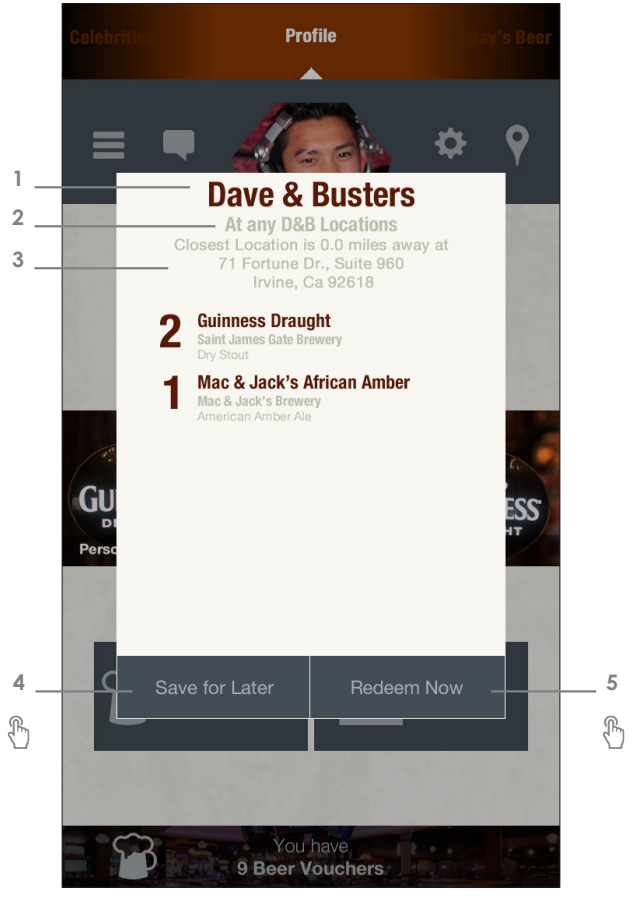
9 | Quantity of Beers

10 | Save in the Accumulated Section of Rewards & Vouchers

11 | Date of Voucher

12 | Displays Authenticating Screen

Redeem



1 | Name of Location

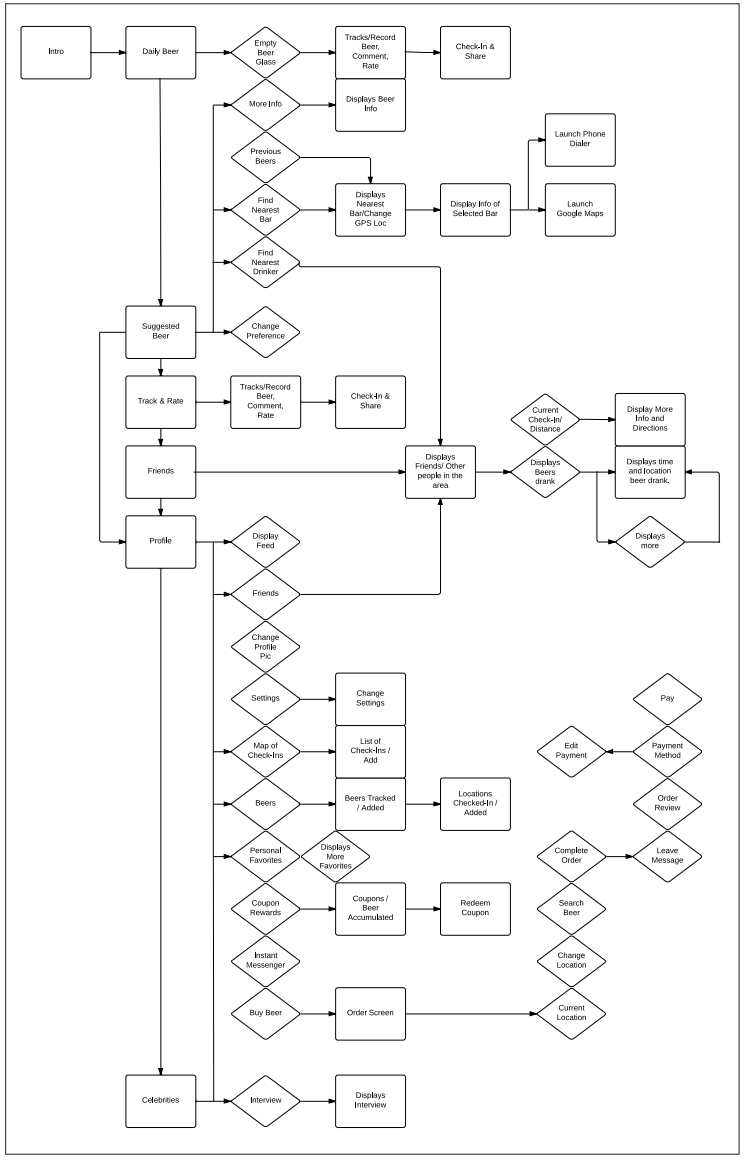
2 | Fine Print

3 | Displays Closest Location to Current GPS

4 | Save in the Accumulated Section of Rewards & Vouchers

5 | Confirm with Server to complete the Use of WW Voucher

Logic Map

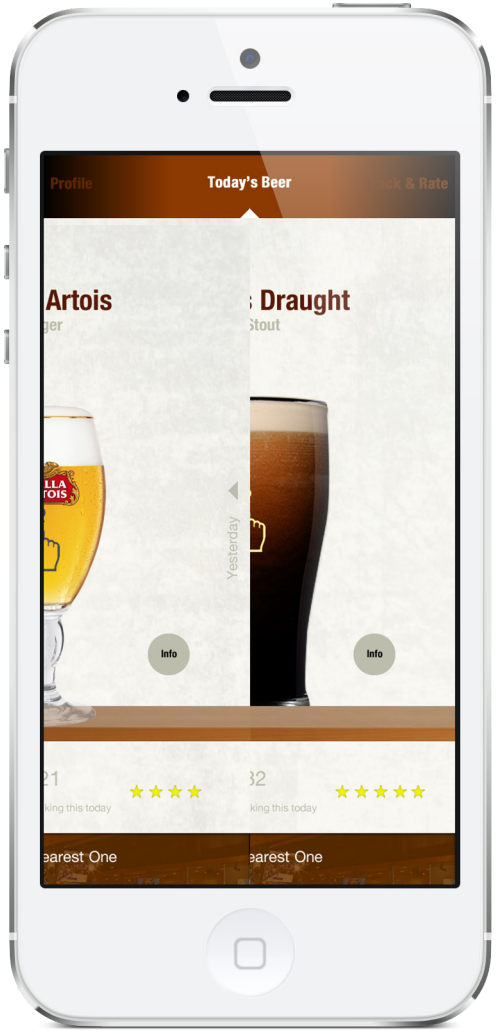


Profile
Today's Beer
Guinness Draught
Dry Stout
Yesterday
Info
782
people are drinking this today
Find the Nearest One

Profile
Today's Beer
Guinness Draught
Dry Stout
Yesterday
Info
782
people are drinking this today
Find the Nearest One

Track & Rate
Search
Guinness Draught
Dry Stout
How was it?
2
1
0
782
people are drinking this today
Check-In & Track

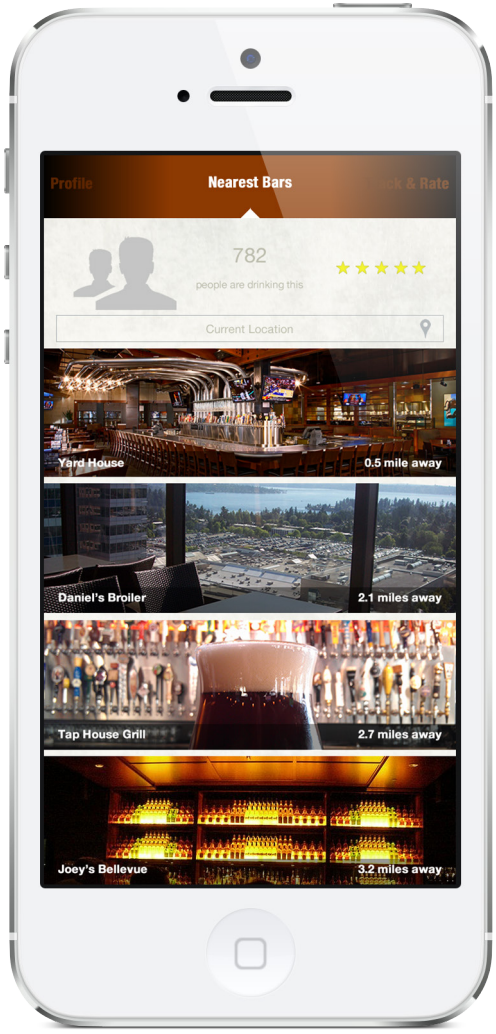
Profile
Today's Beer
Guinness Draught
Dry Stout
Yesterday
Info
782
people are drinking this today
Find the Nearest One


Profile
Today's Beer
Artois
Draught
Yesterday
Info
Find the Nearest One

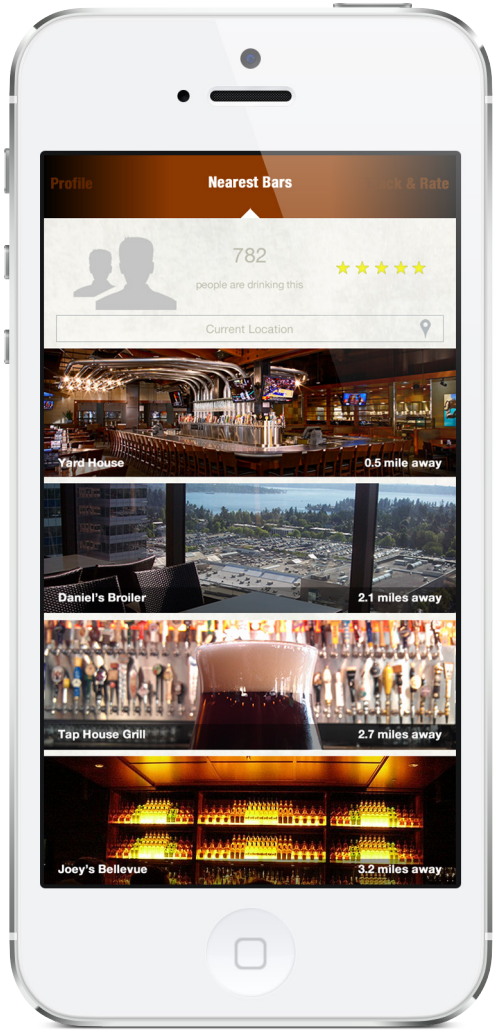
Profile
Today's Beer
Stella Artois
Lager
Yesterday
Next Day
Info
521
people are drinking this today
Find the Nearest One

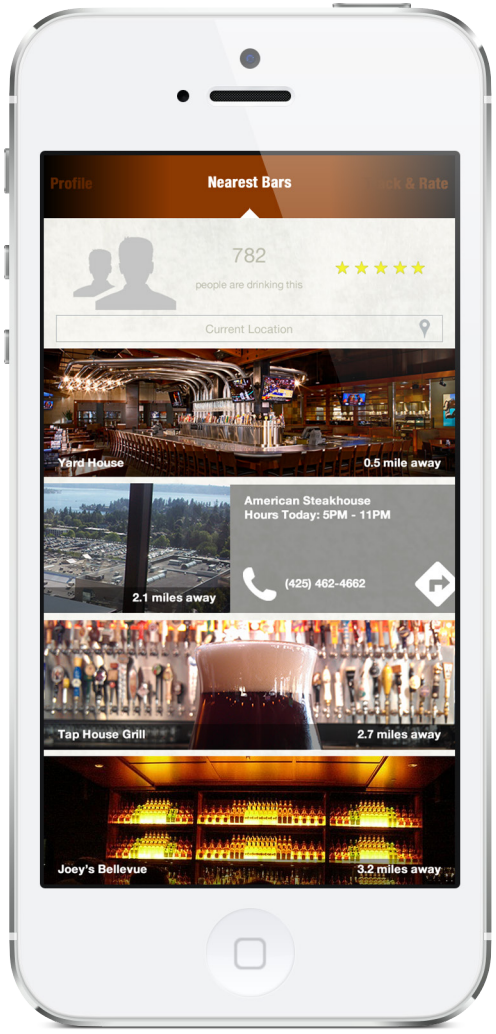
Profile
Today's Beer
Guinness Draught
Dry Stout
Yesterday
Info
782
people are drinking this today
Find the Nearest One

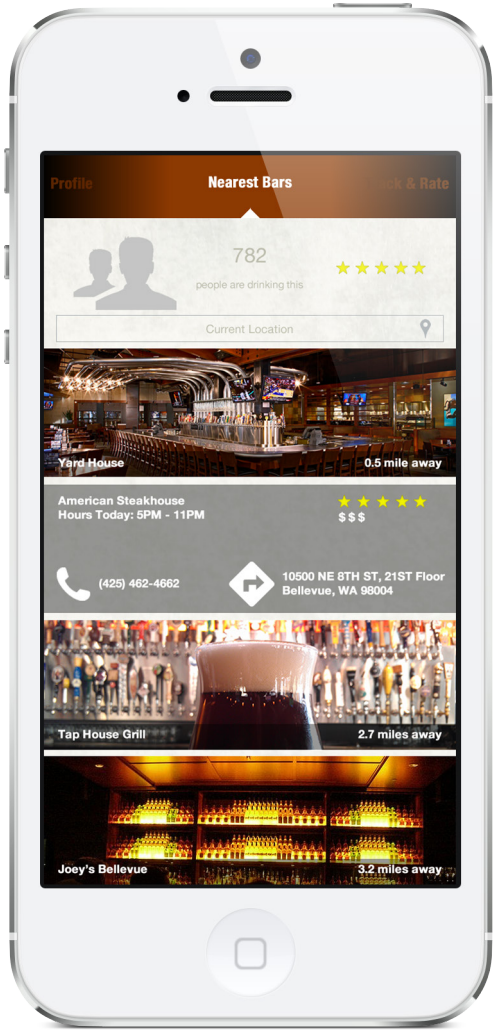
Profile
Today's Beer
Guinness Draught
Dry Stout
Yesterday
Find the Nearest One
Profile
Nearest Bars
782
people are drinking this
Current Location


Profile
Nearest Bars
782
people are drinking this
Current Location
Yard House
0.5 mile away
Daniel's Broiler
2.1 miles away
Tap House Grill
2.7 miles away
Joey's Bellevue
3.2 miles away

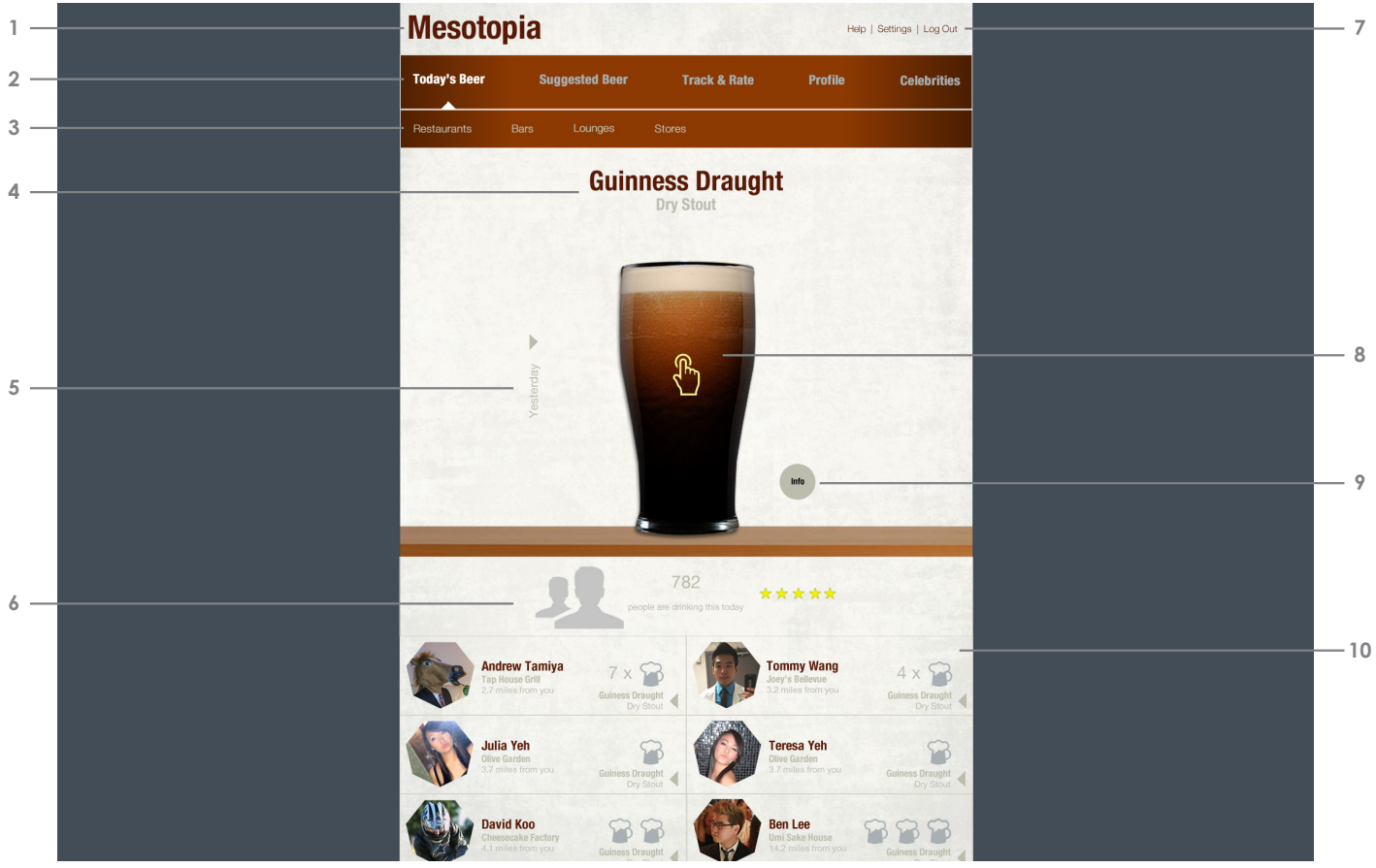
Mockup Sequences | Nearest Bars - Details







Profile
Friends
Search
7 x
Guiness Draught
Dry Stout
22
SAT
8:51PM
Tommy Wang
Joey's Bellevue
3.2 miles from you
4 x
Full Sail Session
American Lager
Julia Yeh
Olive Garden
3.7 miles from you
Hoegaarden White Ale
Witbier
Teresa Yeh
Olive Garden
3.7 miles from you
Mac & Jack Amber
Amber Ale
David Koo
Cheesecake Factory
4.1 miles from you
New Castle
Brown Ale
Jessie Chiem
Ruth's Chris
9.3 miles from you
4 x
Blue Moon White
Witbier
Ben Lee
Umi Sake House
14.2 miles from you
Pyramid Hefeweizen
Bud Light
American Lager



1 | Logo

2 | Main Navigation

3 | Sub Navigation

4 | Beer Name & Type

5 | Previous Daily Beers

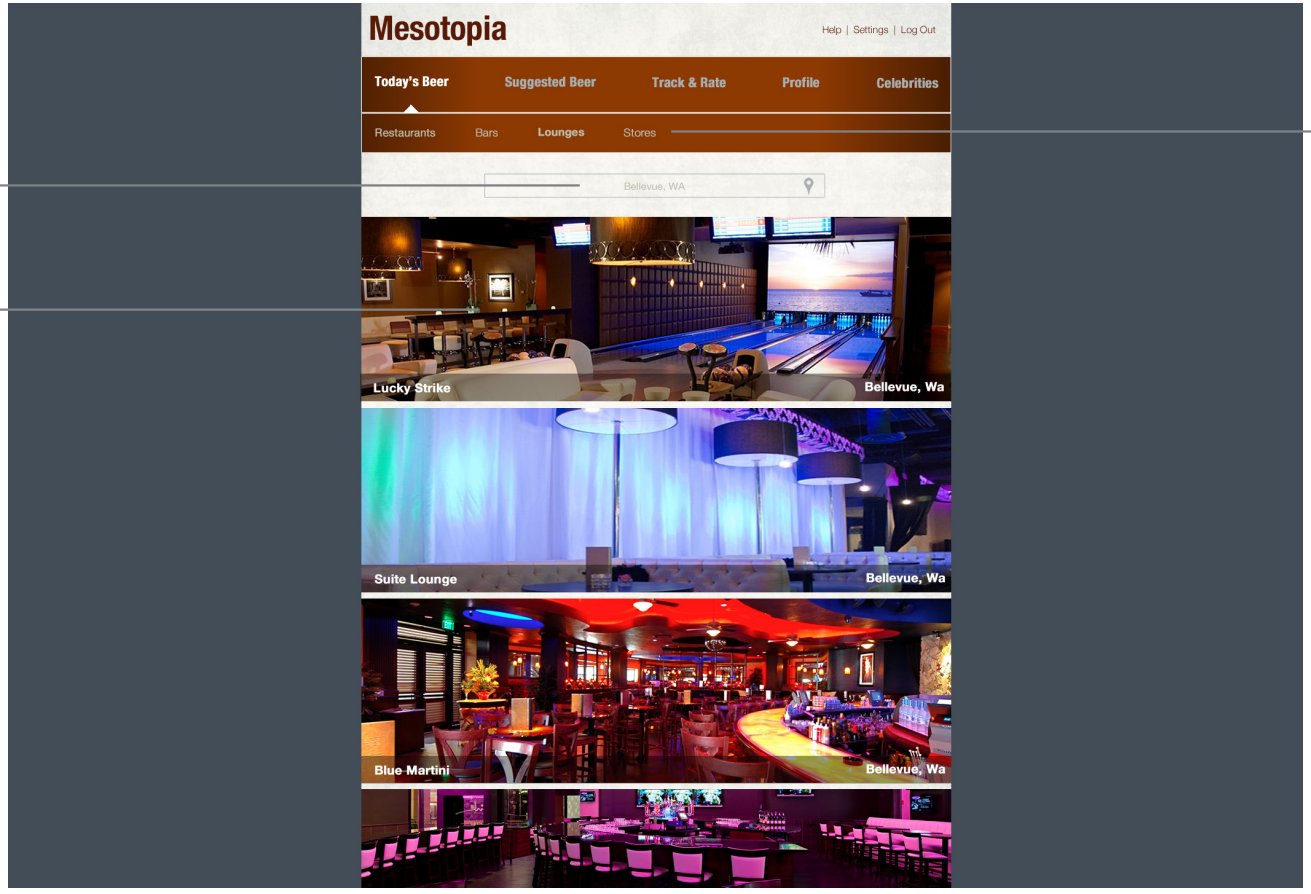
6 | Click to Toggle between Friends or other people.

7 | Header

8 | Click to Track & Rate

9 | Click for more Info

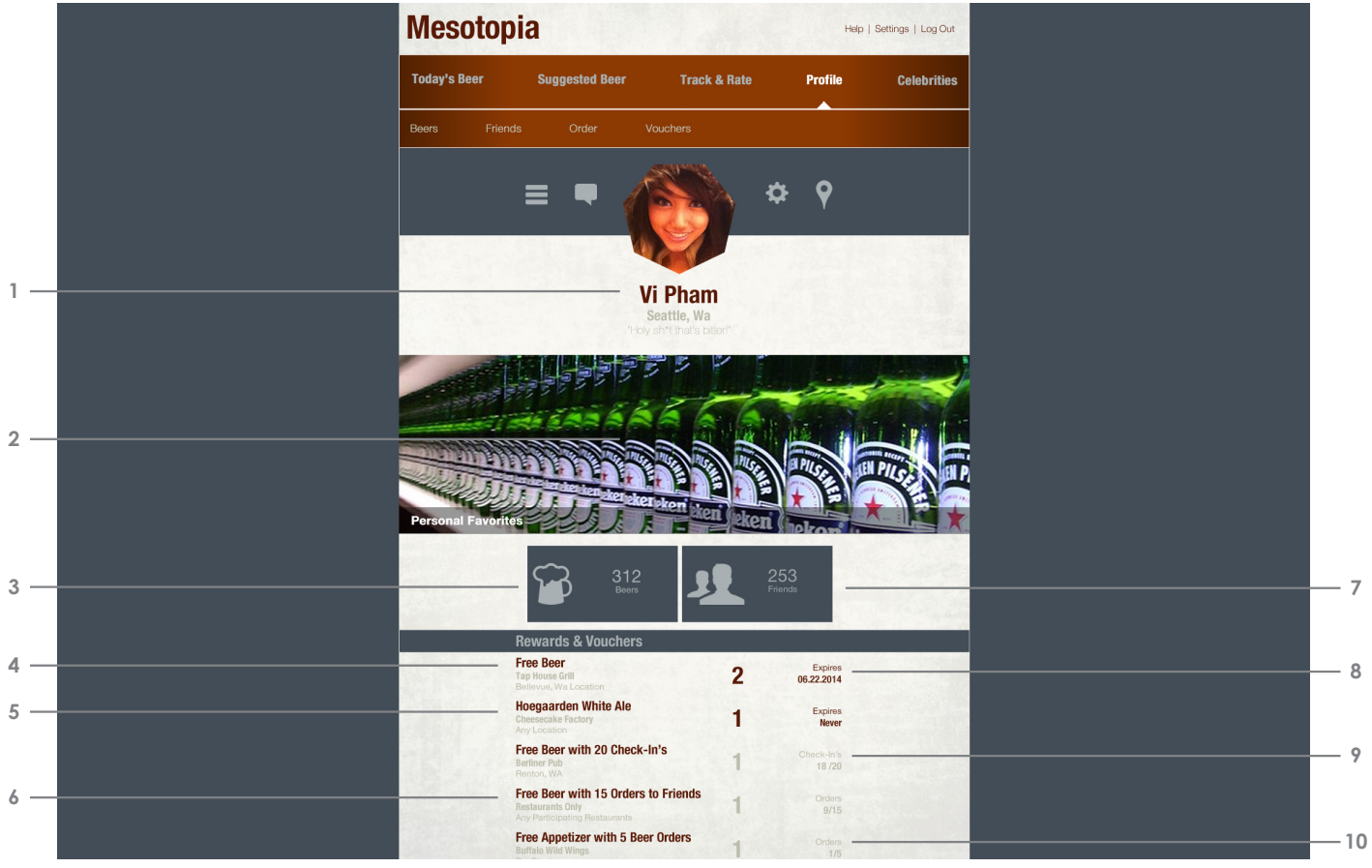
10 | Friends who are Drinking this Beer Today (Defaulted)



1 | Type in Zip Code or City & State for General Area

2 | Click anywhere on Photo for more Info on Specific Venue

3 | Choose Type of Venue Desired for Beer Experience



1 | User Profile

2 | Cover Photo of Personal Favorites, Click to see more

3 | Click to see Beers Tracked

4 | Acquired Free Beer Voucher

5 | Beer Voucher Friend Bought

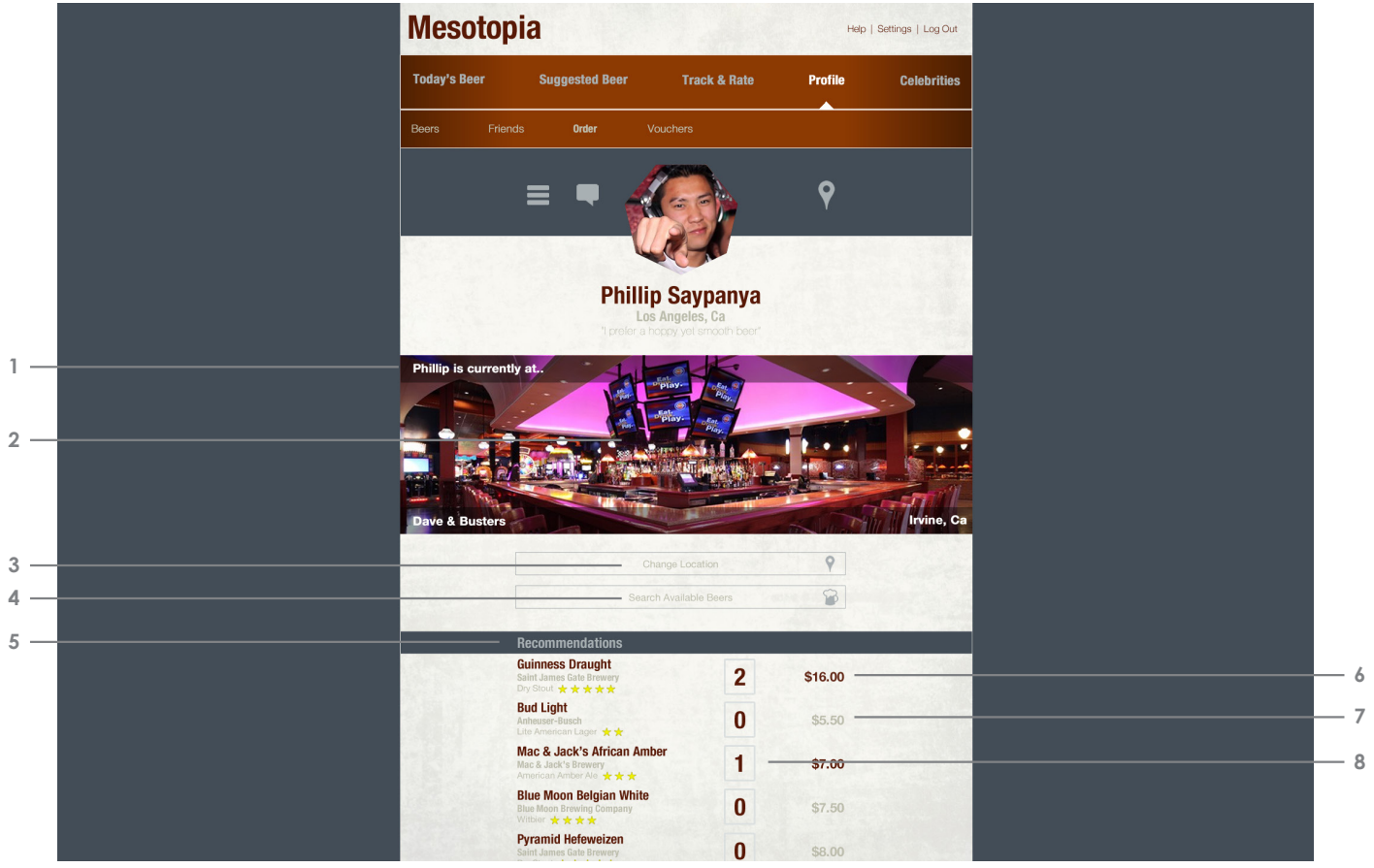
6 | Possible Rewards

7 | Click to See Friends

8 | Expiration Date

9 | Required Check-In's to Acquire Rewards Voucher

10 | Required Orders made to Acquire Rewards Voucher



1 | Friend's Current Location

2 | Photo of Current Location's Venue

3 | Change Location

4 | Search Available Beer

5 | Recommendations Based on User's Preferences that are Available within this Venue

6 | Adjusted Total Price Based on Quantity

7 | Price for One

8 | Quantity

Lamborghini

Website Proposal

Automobili Lamborghini is the world's leading exotic automotive manufacturer that achieves remarkable performance and retains a prestigious stature that is only exclusively available.

GALLARDO LP 570-4 SQUADRA CORSE

Acceleration 0-100 km/h (0-62 mph): 3.4 s

Creative Brief

1 **Background:**
Automobili Lamborghini is the world's leading exotic automotive manufacturer that achieves remarkable performance and retains a prestigious stature that is only available exclusively.

2 **Target Audience:**
-Shareholders of the Company
-Automotive Enthusiasts
-Successful Individuals age, 34-42

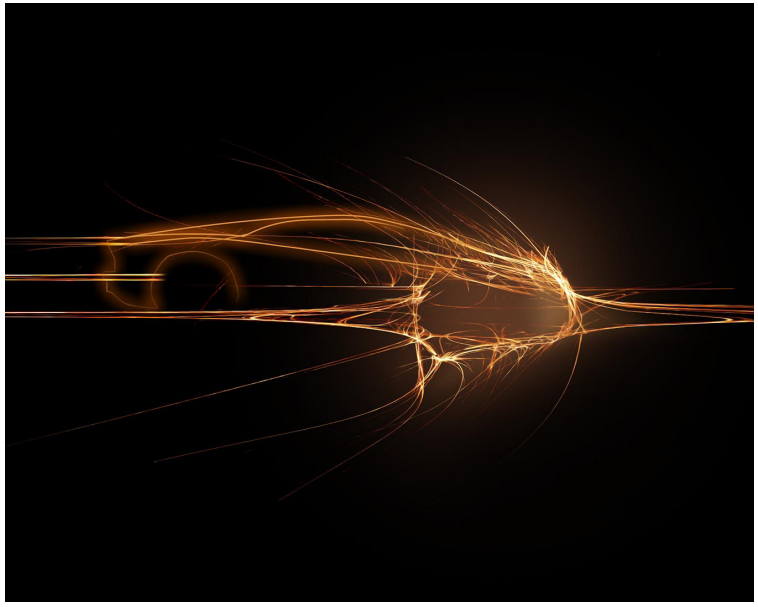
3 **Objectives:**
-To better portray the necessity of owning one
-To display phenomenal attributes
-To reach out a broader spectrum of audiences

4 **The Message/Tone:**
Lamborghini wants to provide consumers a remedy to embrace their urges and desires.

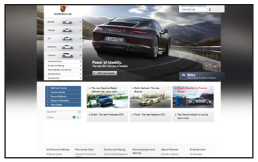
5 **Media:**
The report will be available online, print, and in PDF.

6 **Creative Considerations:**
Graphics should portray the aerodynamically aggressive contours to display the exoticness of the automobile.

7 **The Deadline and/or Other Requirements:**
The message needs to be ready for the next SEMA Show 2012 in Las Vegas, Nevada for the Luxury and Exotic Show.



Competitive Analysis



Home Page Image Slideshow

LAMBORGHINI

Ferrari

ASTON MARTIN

Home Page Animated Video

BUGATTI

Interactive Navigation Roll-overs

LAMBORGHINI

Ferrari

PORSCHE

BUGATTI

Search Bar

PORSCHE

ASTON MARTIN

Social Media Plug-ins

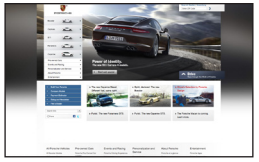
LAMBORGHINI

Ferrari

PORSCHE

ASTON MARTIN

Competitive Analysis



Multi-Language Option

Background History

Facts and Figures

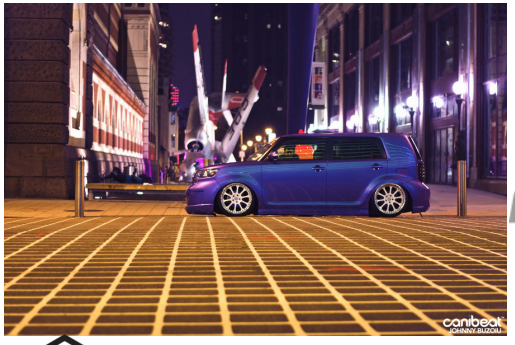
Clearly Displayed Technical Specifications

Comparison Option

Mood Board

IMPORT Tuner

WEKSOS



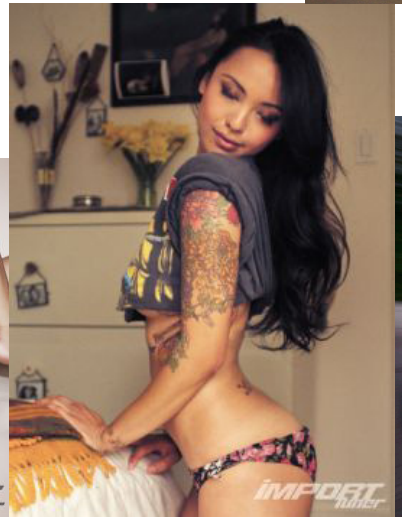
allthingsproper.
www.allthingsproper.com

LoweredLifestyle.com

STANCE | WORKS

KLUTCH REPUBLIK

"The Low. United"



Flashy Rapper

Life Style
He was first noticed on American Idol back in 2007, where Simon Cowell saw no talent, Dr. Dre took a big interest in him and decided to give him a chance and sign onto his record label "Aftermath Entertainment". His first single "Lambo's Gets Hoe's" put him number 1 in the top 100 Billboard in 2008. He has a very active nightlife, his typical routine would be to roll in one of his collection of Lamborghini's then pick 5 women that intrigues him at the entrance. He then would always get a bottle of Dom Perignon and Cristal for each of the women and asks them if they are having a time of their life. He goes to the gym 6 days a week and consumes alcohol 7 days a week.

Web Usage
He has a personal e-mail he checks every weekend and a fan based e-mail which he checks everyday. He loves to use Facebook and always updates his twitter. He likes to read on articles about him.

Web Competency
-Intermediate, just knows how to surf the web and check his Facebook/twitter.
-Frustrations with the Web
-He hates seeing fake Facebook pages of people trying to pose him.

Background
Name: J-Dub Michael Jones
Age: 27
Gender: Male
Marital Status: Single
Ethnicity: African-American
Location: Hollywood, CA
Education: AA from Orange County Community College
Occupation: Rap Artist
Employment: Aftermath Entertainment
Attributes:
- -Outgoing
- -Confident
- -Lyrical Genius
- -Fit

"Lambo's gets hoes! I be popping bottles oh fo SHO!"

Mid-Life Crisis

Life Style
He is married with a 12 year old son and 5 year old daughter. His wife is unemployed and takes care of his children. He's rarely ever home because of his life at work. With his stressful life he feels he would need a toy car to get away and help relieve his stress. On his spare free time he would research on the Lamborghini forums to help him shop for one of his own. Also he would get better acquainted with all the performance modifications available for each different models, to see what would be his best bang for the buck fastest Lamborghini after installed performance parts.

Web Usage
He checks his e-mail everyday, his favorite sites are lamborghiniclubamerica.com and lamborghiniclub.net which are Lamborghini enthusiast forum.

Web Competency
Intermediate, know how to look on forums and online shops for aftermarket Lamborghini parts.

Frustrations with the Web
When both of his forum websites servers go down and spam e-mail.

Background
Age: 39
Gender: Male
Marital Status: Married
Ethnicity: Chinese-American
Location: Laguna Beach, CA
Education: MA in Business from Harvard University
Occupation: CEO
Employment: Sony Electronics
Attributes:
- -Car Enthusiast
- -Sophisticated
- -Compulsive
- -Cunning

"I need a car that not only takes me to point A to point B but to take me away from this reality every now and then"

Headstrong Feminist

Life Style
She was married in 2009 but in 8 months time, she divorced her husband due to he was too much of a pushover. She occasionally goes to clubs on her business travels. A lot of men would approach her but only to get rejected by her. Not only does she like to collect art but she loves to collect automobiles and motorcycles.

Web Usage
She checks her e-mail everyday, reads up on the latest fashion news online.

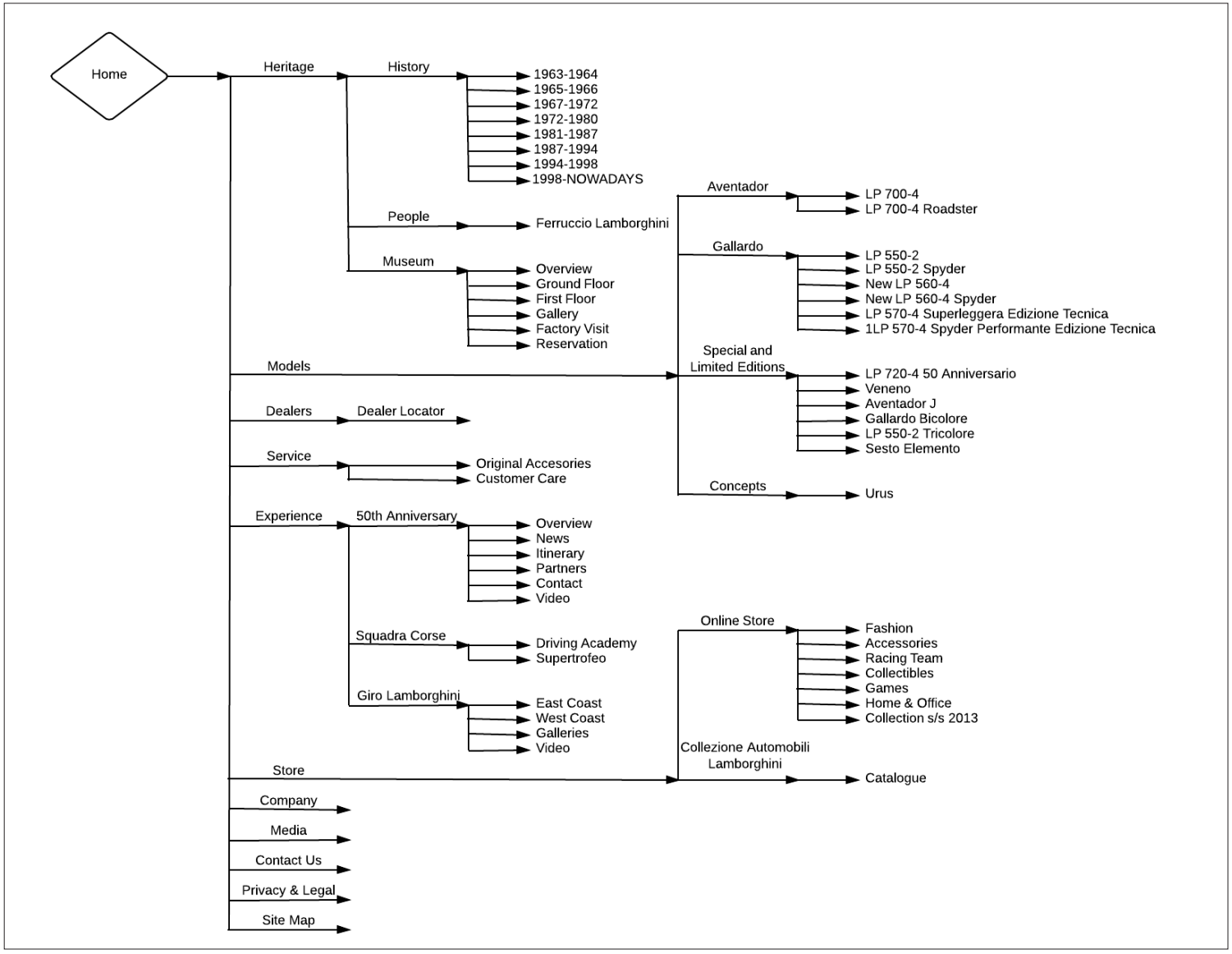
Web Competency
Advanced, She can find just about anything she needs to know on the web.

Frustrations with the Web
She hates idiots on the web which can include people who are posting false facts, rambling on about how their life sucks, etc.

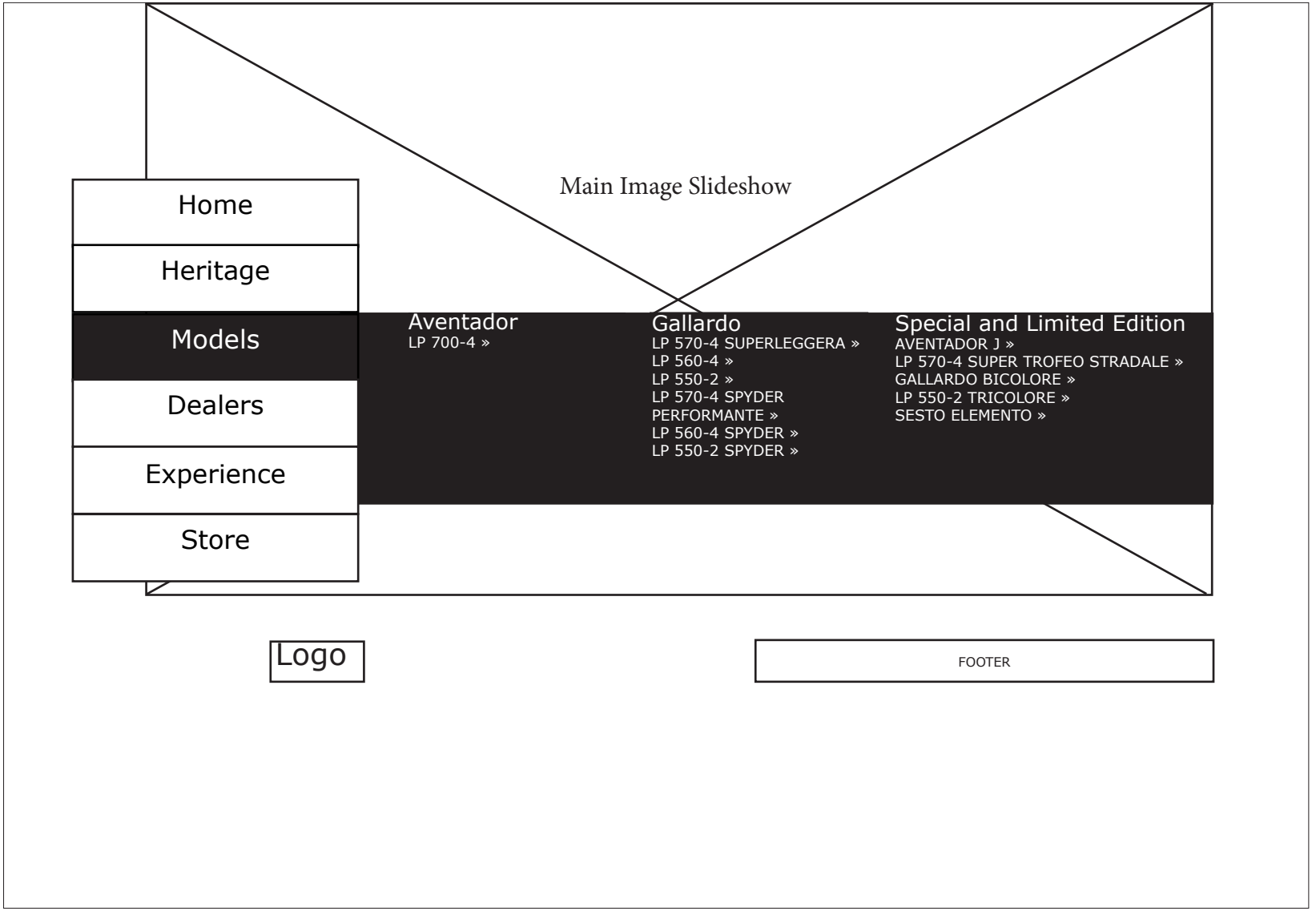
Background
Age: 32
Gender: Female
Marital Status: Divorced
Ethnicity: American
Location: Las Vegas, Nevada
Education: MA in Business from Stanford University
Occupation: CEO
Employment: Chanel
Attributes:
-Dominant
-Headstrong
-Leader
-Feisty

"It takes a lot to impress me. I dare you to give it a shot"

Site Map


Home
Heritage
History
1963-1964
1965-1966
1967-1972
1972-1980
1981-1987
1987-1994
1994-1998
1998-NOWADAYS
People
Ferruccio Lamborghini
Museum
Overview
Ground Floor
First Floor
Gallery
Factory Visit
Reservation
Models
Aventador
LP 700-4
LP 700-4 Roadster
Gallardo
LP 550-2
LP 550-2 Spyder
New LP 560-4
New LP 560-4 Spyder
LP 570-4 Superleggera Edizione Tecnica
1LP 570-4 Spyder Performante Edizione Tecnica
Special and Limited Editions
LP 720-4 50 Anniversario
Veneno
Aventador J
Gallardo Bicolore
LP 550-2 Tricolore
Sesto Elemento
Concepts
Urus
Dealers
Dealer Locator
Service
Original Accesories
Customer Care
Experience
50th Anniversary
Overview
News
Itinerary
Partners
Contact
Video
Squadra Corse
Driving Academy
Supertrofeo
Giro Lamborghini
East Coast
West Coast
Galleries
Video
Store
Online Store
Fashion
Accessories
Racing Team
Collectibles
Games
Home & Office
Collection s/s 2013
Collezione Automobili Lamborghini
Catalogue
Company
Media
Contact Us
Privacy & Legal
Site Map

Lo-Fidelity Prototype | Home Page



Home
Heritage
Models
Dealers
Experience
Store

Logo

FERRUCCIO LAMBORGHINI »

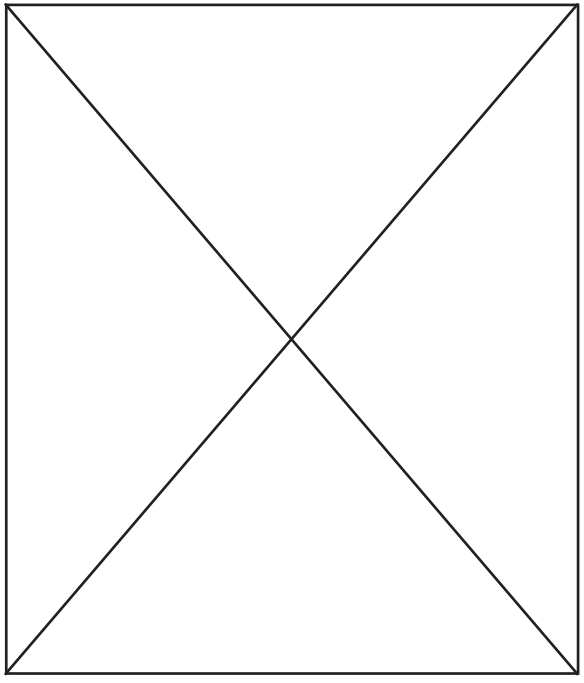
History

1963-1964 »
1965-1966 »
1967-1972 »
1972-1980 »
1981-1987 »
1987-1994 »
1994-1998 »

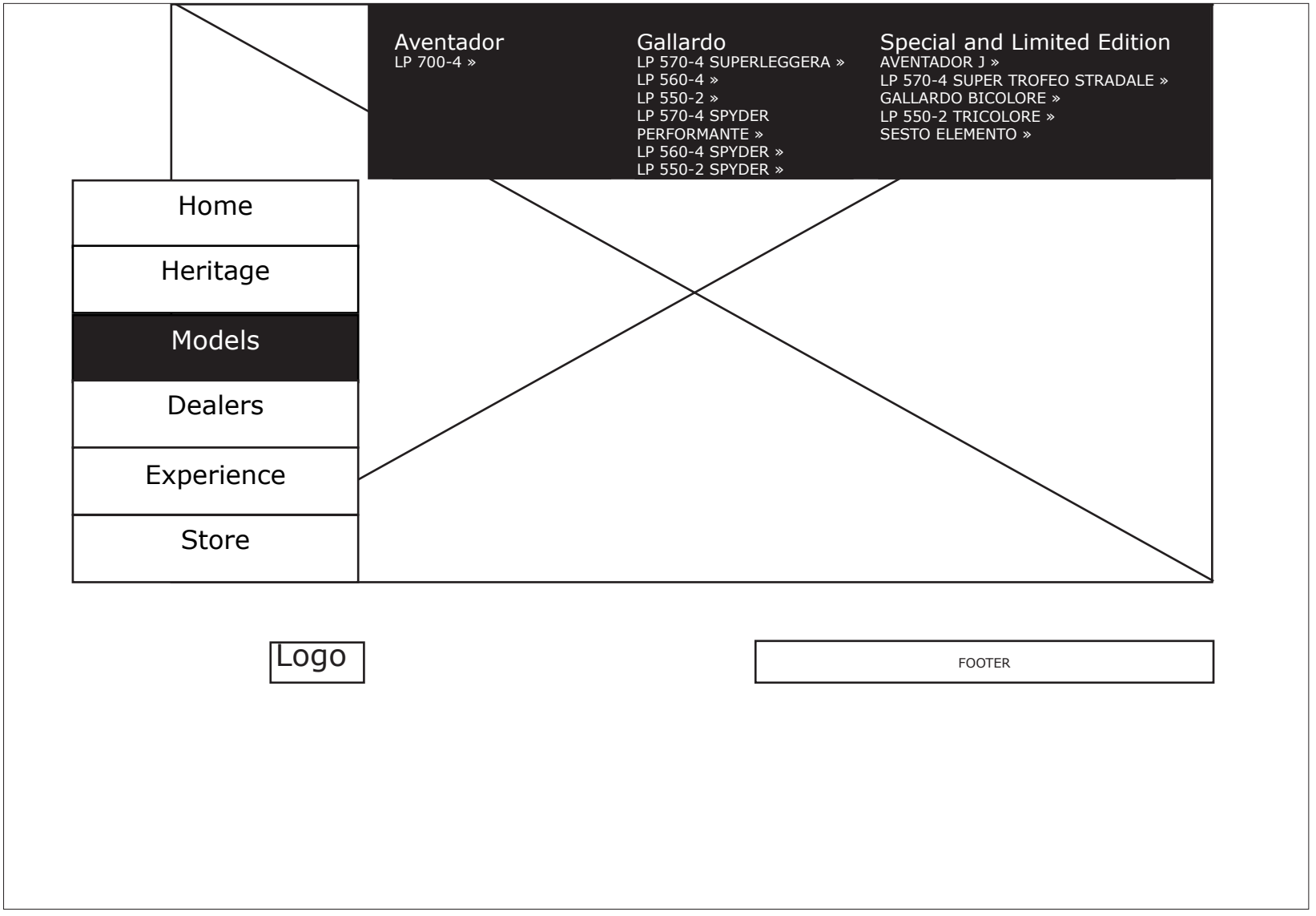
1998-NOWADAYS »

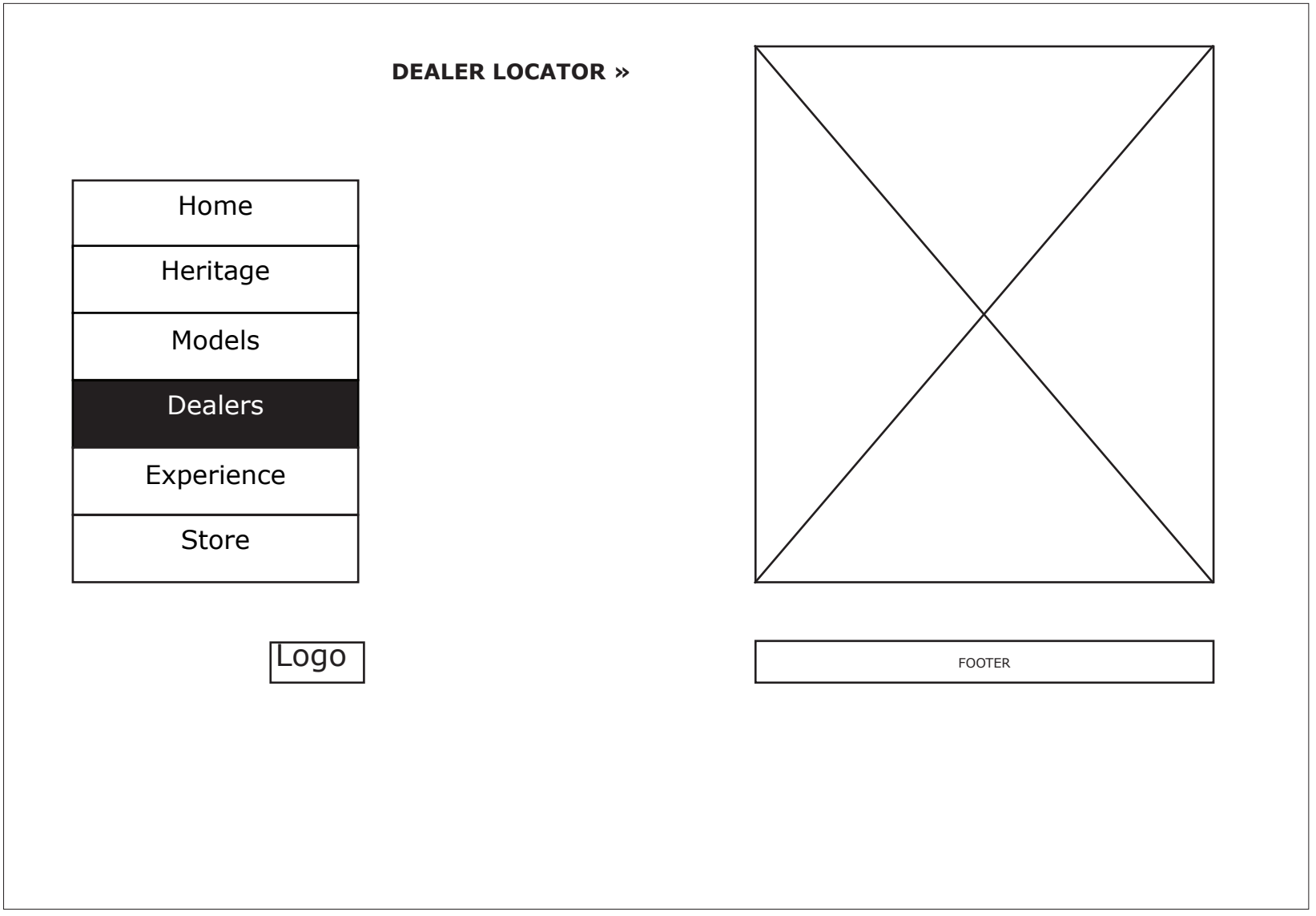
Museum

OVERVIEW »
GROUND FLOOR »
FIRST FLOOR »
FACTORY VISIT »
GALLERY »
RESERVATION »



FOOTER


Aventador
LP 700-4 »
Gallardo
LP 570-4 SUPERLEGGERA »
LP 560-4 »
LP 550-2 »
LP 570-4 SPYDER PERFORMANTE »
LP 560-4 SPYDER »
LP 550-2 SPYDER »
Special and Limited Edition
AVENTADOR J »
LP 570-4 SUPER TROFEO STRADALE »
GALLARDO BICOLORE »
LP 550-2 TRICOLORE »
SESTO ELEMENTO »
Home
Heritage
Models
Dealers
Experience
Store
Logo
FOOTER


DEALER LOCATOR »
Home
Heritage
Models
Dealers
Experience
Store
Logo
FOOTER

Home
Heritage
Models
Dealers
Experience
Store

Logo

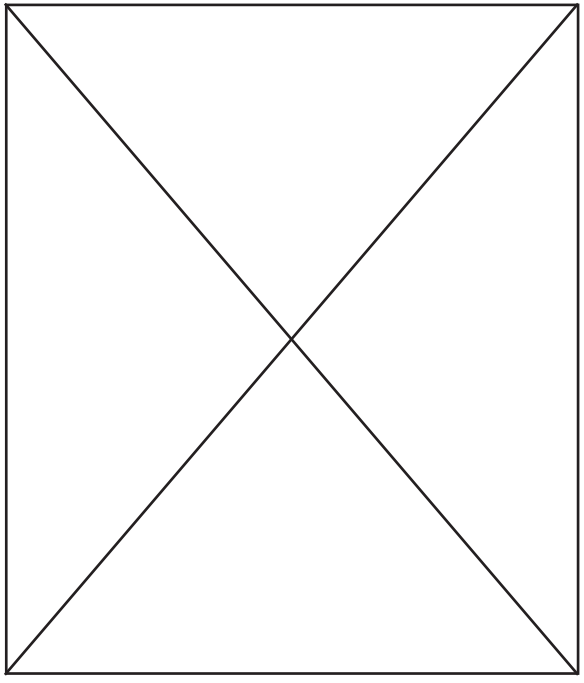
Experience

Events

LAMBORGHINI ACADEMY »
GIRO LAMBORGHINI »
50TH ANNIVERSARY »

Racing

SUPER TROFEO EUROPE »
SUPER TROFEO ASIA »

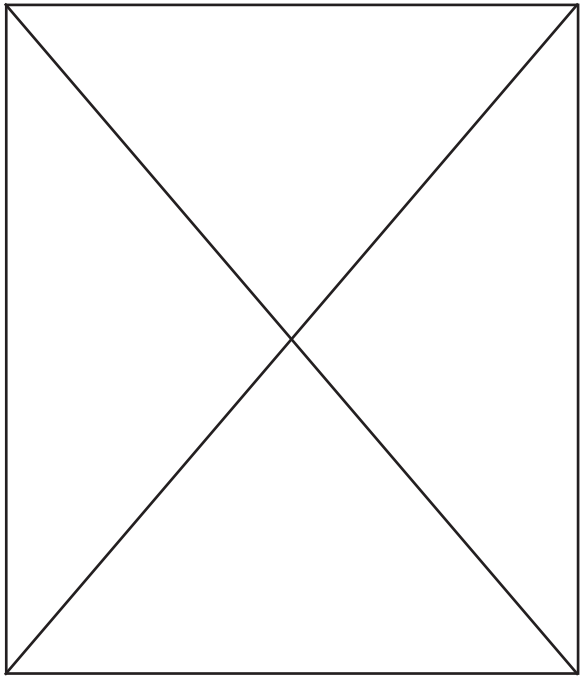


FOOTER

Store

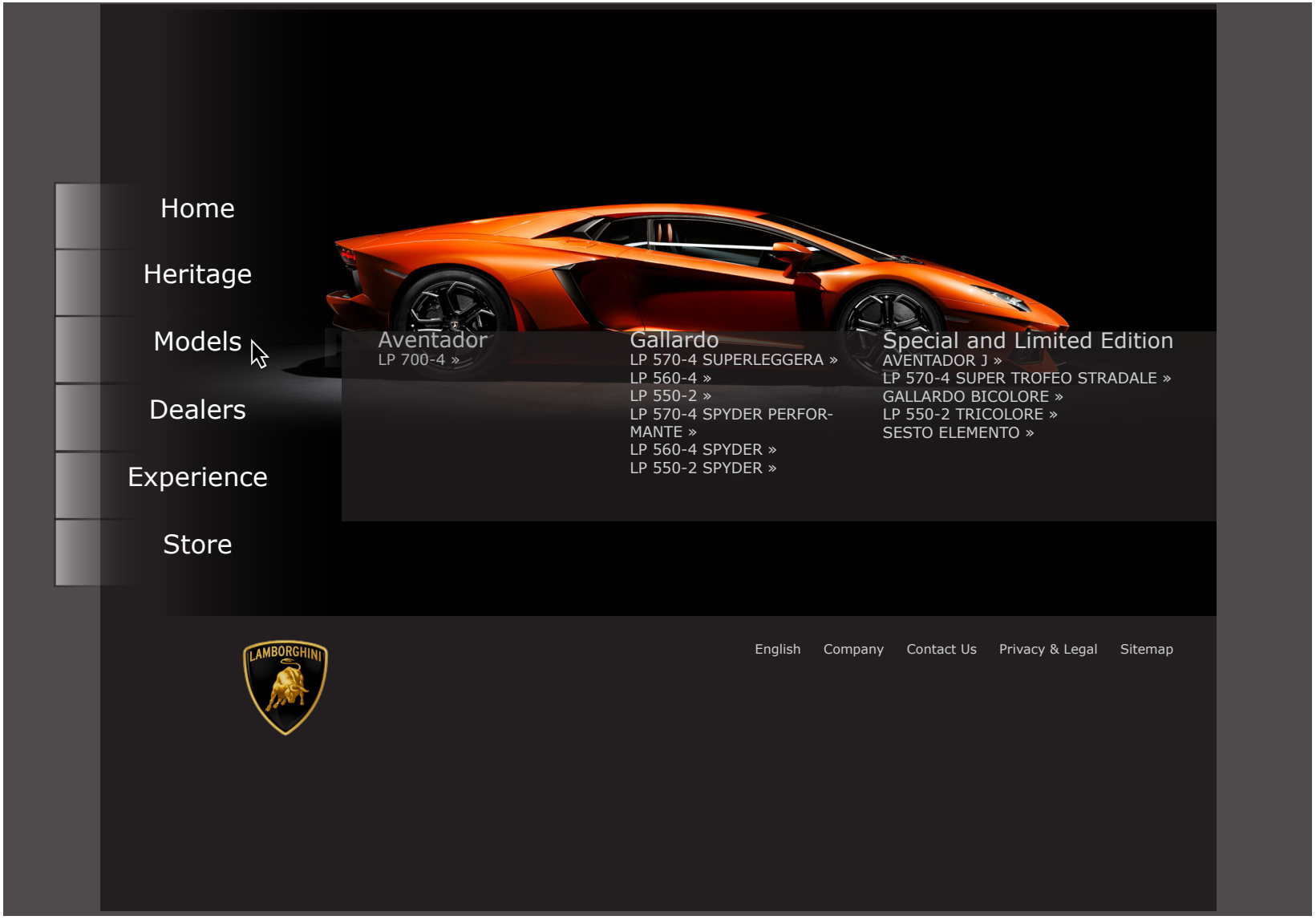
ONLINE STORE »
COLLEZIONE »

- Home
- Heritage
- Models
- Dealers
- Experience
- Store



Logo

FOOTER


Home
Heritage
Models
Dealers
Experience
Store
Aventador
LP 700-4 »
Gallardo
LP 570-4 SUPERLEGGERA »
LP 560-4 »
LP 550-2 »
LP 570-4 SPYDER PERFOR-
MANTE »
LP 560-4 SPYDER »
LP 550-2 SPYDER »
Special and Limited Edition
AVENTADOR J »
LP 570-4 SUPER TROFEO STRADALE »
GALLARDO BICOLORE »
LP 550-2 TRICOLORE »
SESTO ELEMENTO »
LAMBORGHINI
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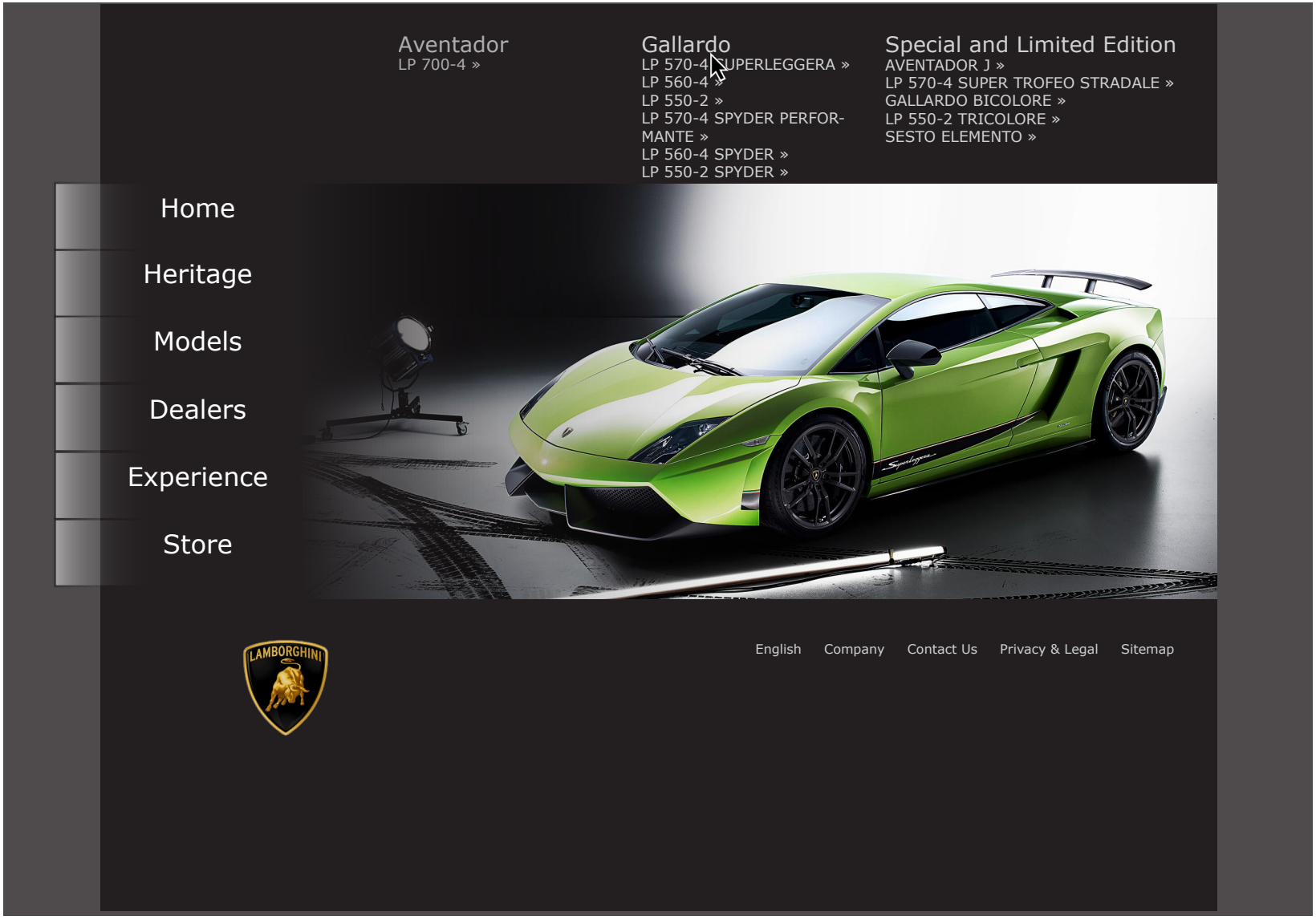
Aventador
LP 700-4 »
Gallardo
LP 570-4 SUPERLEGGERA »
LP 560-4 »
LP 550-2 »
LP 570-4 SPYDER PERFOR-
MANTE »
LP 560-4 SPYDER »
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Special and Limited Edition
AVENTADOR J »
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Experience

Events

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GIRO LAMBORGHINI »
50TH ANNIVERSARY »

Racing

SUPER TROFEO EUROPE »
SUPER TROFEO ASIA »

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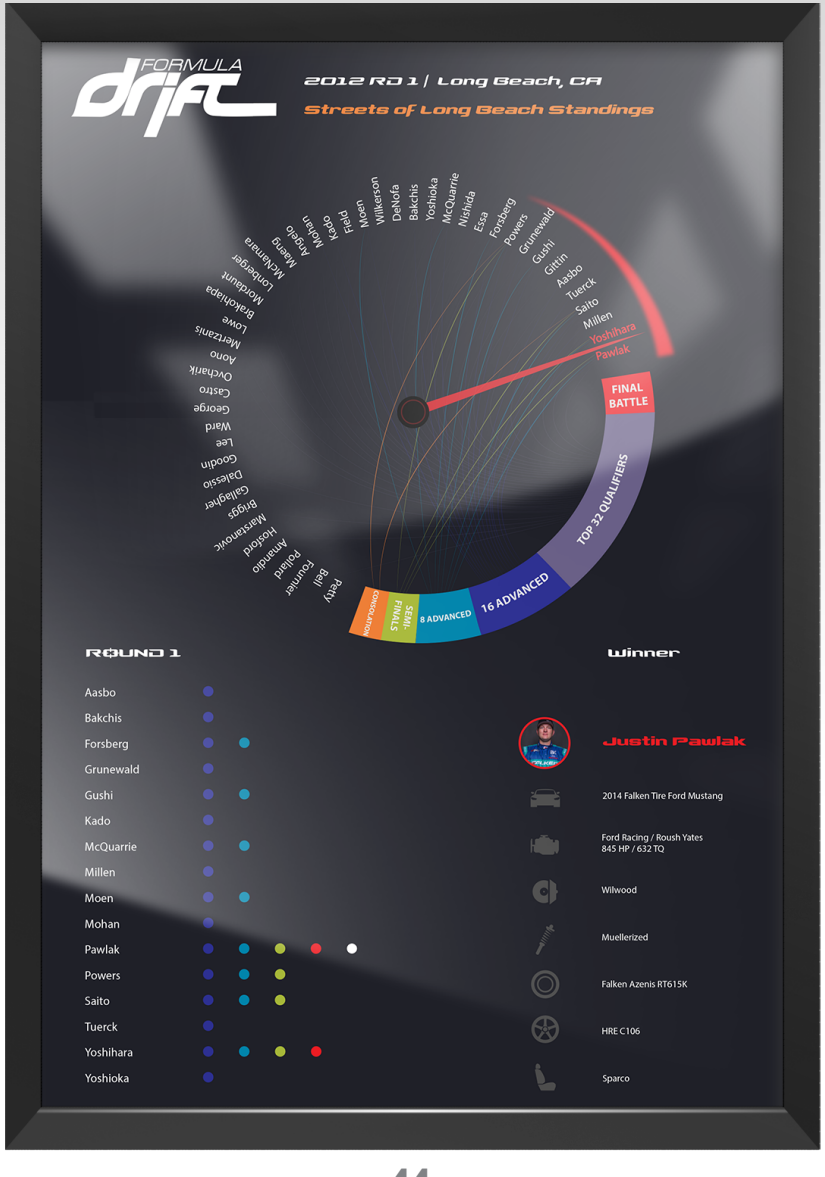
"Mini Cooper - SL1." Klutch Republik. N.p., n.d. Web. 21 Sept. 2012. <http://www.klutchrepublik.com/>.

"Stance Works - Low Is a Lifestyle." Stance Works. N.p., n.d. Web. 21 Sept. 2012. <http://www.stanceworks.com/>.

Formula Drift

Advanced Data Visualization

Formula D is North America's first official drifting competition series that started out in 2003 by Jim Liaw and Ryan Sage. Where the fastest time is not as relevant as the execution and style.


FORMULA drift
2012 RD 1 | Long Beach, CA
Streets of Long Beach Standings
Yoshihara
Pawlak
FINAL BATTLE
TOP 32 QUALIFIERS
16 ADVANCED
8 ADVANCED
SEMI-FINALS
CONSOLATION
ROUND 1
Aasbo
Bakchis
Forsberg
Grunewald
Gushi
Kado
McQuarrie
Millen
Moen
Mohan
Pawlak
Powers
Saito
Tuerck
Yoshihara
Yoshioka
Winner
Justin Pawlak
2014 Falken Tire Ford Mustang
Ford Racing / Roush Yates
845 HP / 632 TQ
Wilwood
Muellerized
Falken Azenis RT615K
HRE C106
Sparco

Creative Brief

1 Background
Formula D is North America's first official drifting competition series that started out in 2003 by Jim Liaw and Ryan Sage. Where the fastest time is not as relevant as the execution and style. The "F" of Formula D symbolizes them as the first drifting championship to have factory backed teams, first official and sanctioned competition on city streets, first to be aired on national cable, and first to be filmed and featured in HD and 3D.

2 Target Audiences
-Fans
-Car Enthusiasts
-Ages 16-32

3 Objectives
To let target audiences intake data in a entertaining, modern and visually appealing way. They can track the 32 drivers who qualified, the champion of each rounds, and the statistics of each driver.

4 Obstacles
The social norm would assume drifting is another form of racing, on contrary belief, drifting is less about completing the course in a shorter time and more about displaying astonishing style, execution, and consistency.

5 Key Benefit
Visually stunning to appeal target audiences.

6 Support Statements/ Reasons Why
The judging system will show that its not a race against time but the impressiveness each driver displays.

7 Tone
Engaging

8 Media
PDF | Poster

Mood Board

FALKEN
SUPER STREET

FALKEN
MOTORMAVENS.com

MOPAR

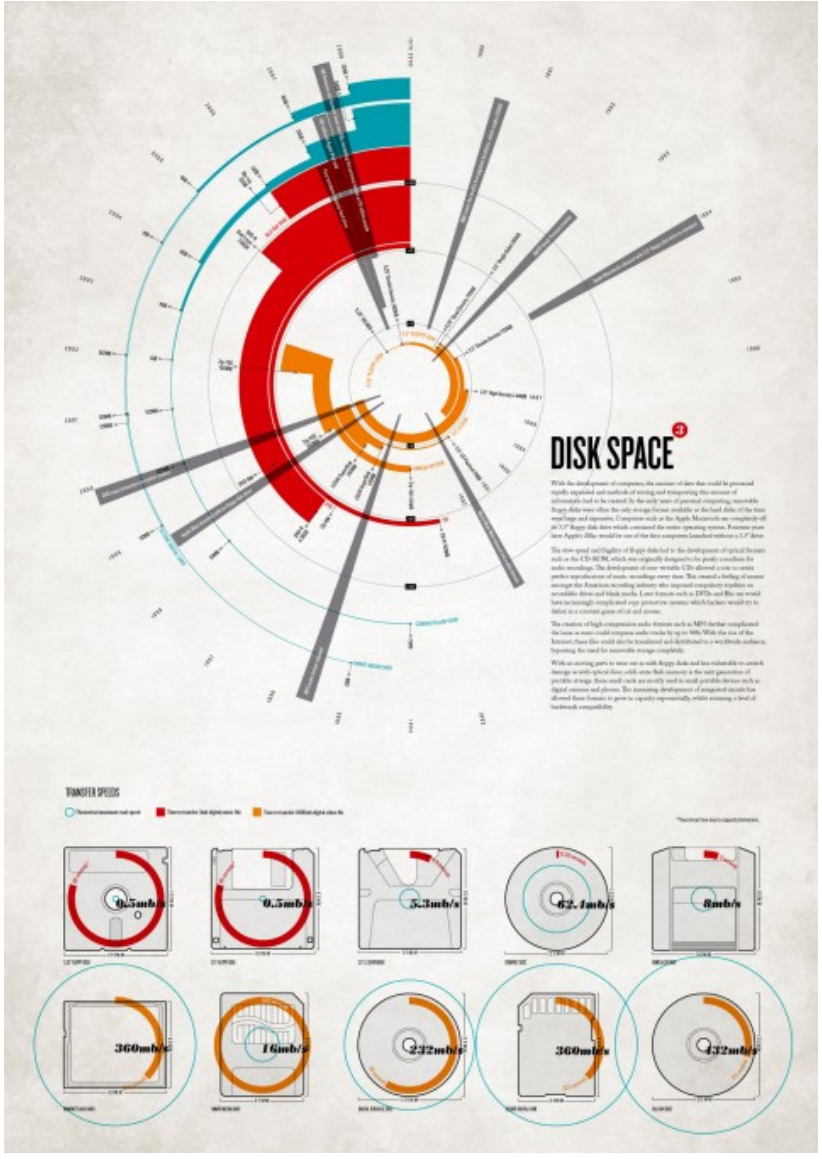
MPH

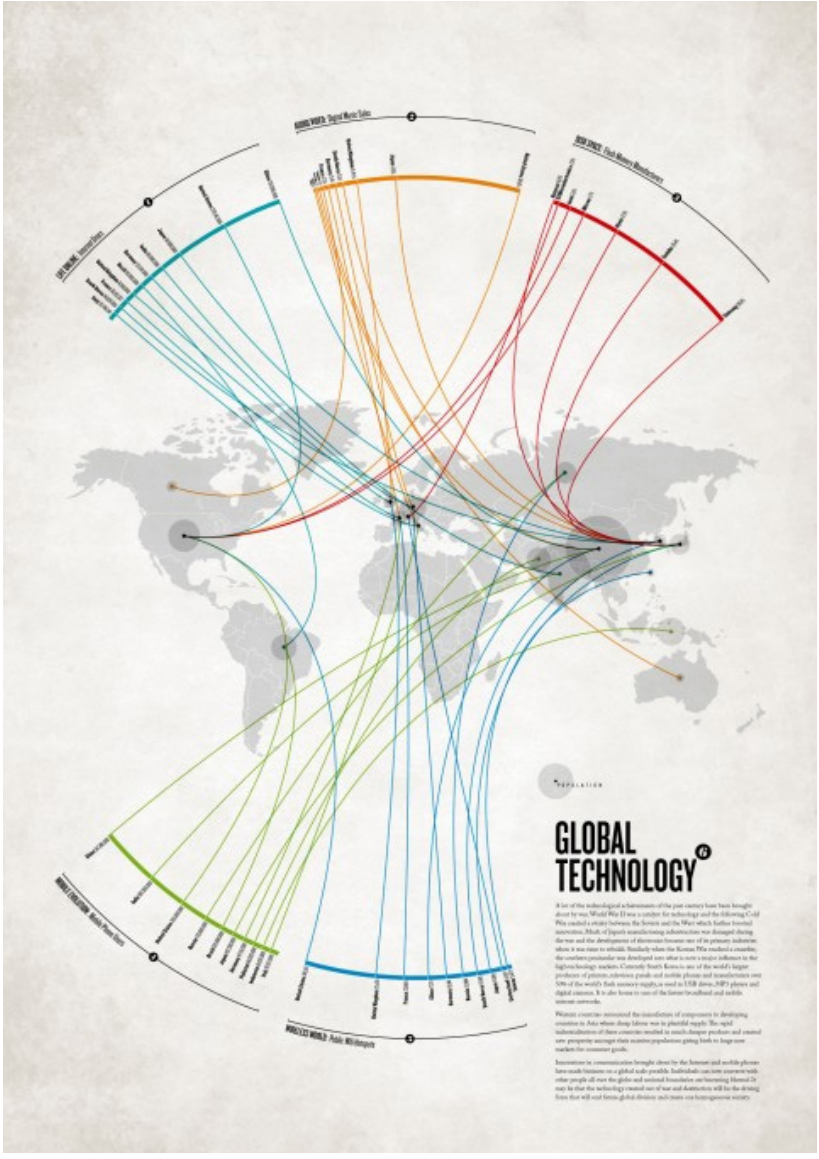
drifted

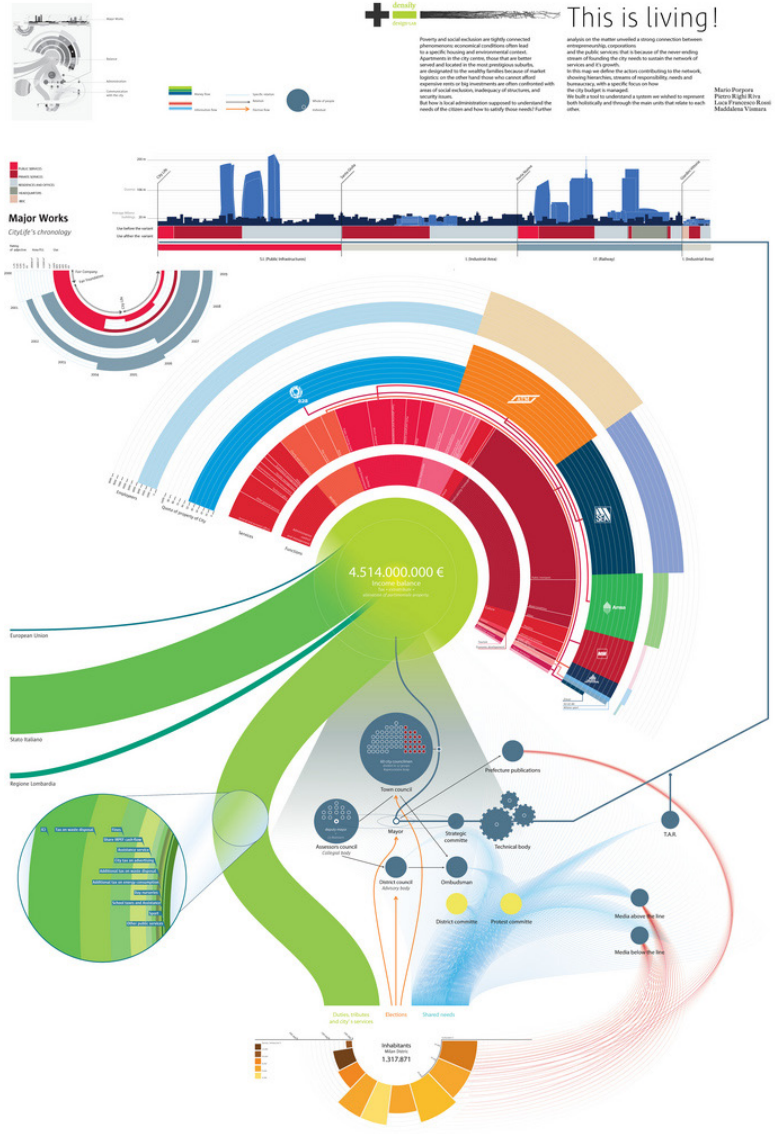
MOTORMAVENS.com

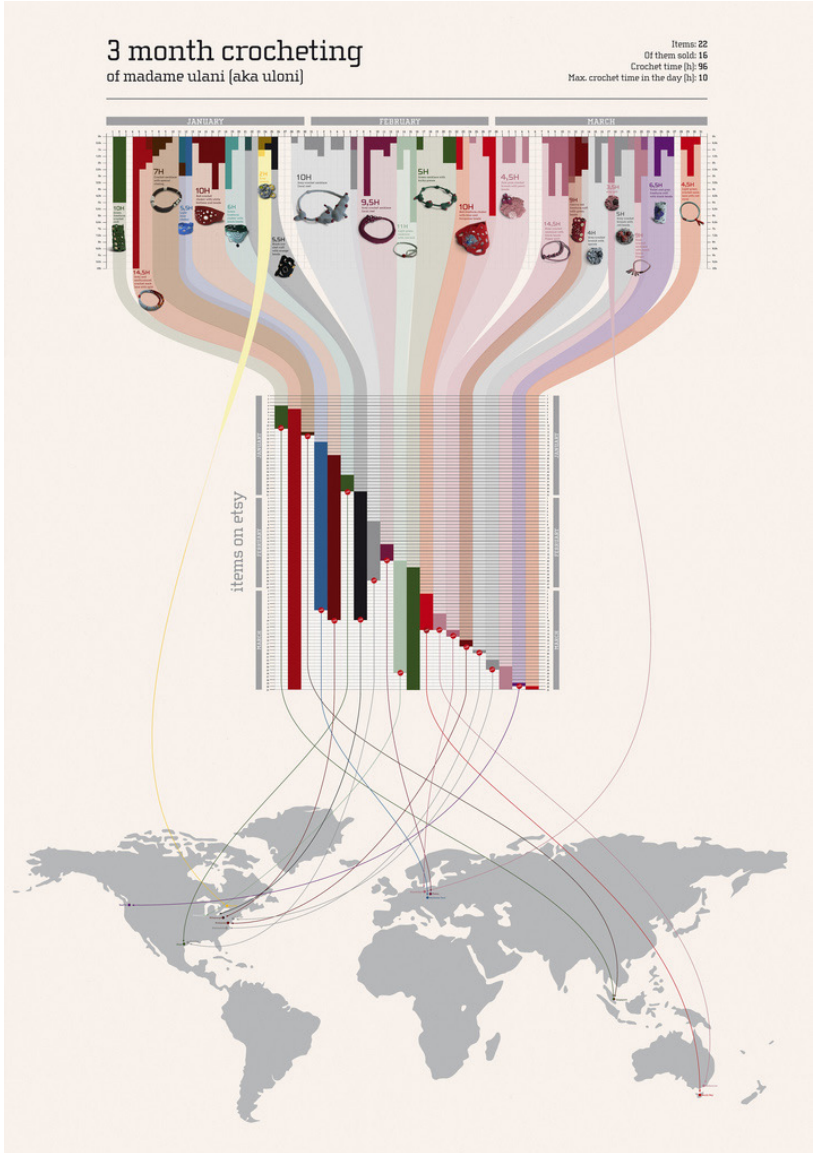
FALKEN

IMPORT

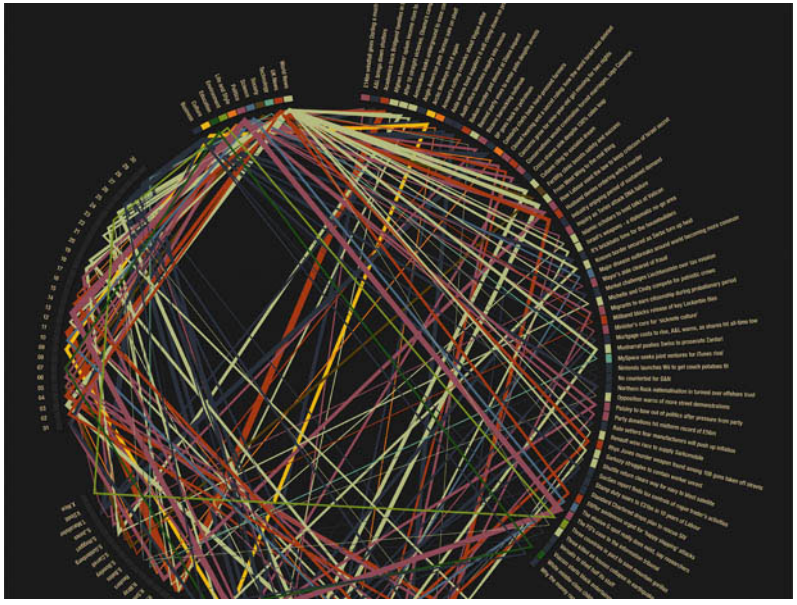

DISK SPACE
TRANSFER SPEEDS
0.5mb/s
0.5mb/s
5.3mb/s
62.1mb/s
8mb/s
360mb/s
76mb/s
232mb/s
360mb/s
232mb/s

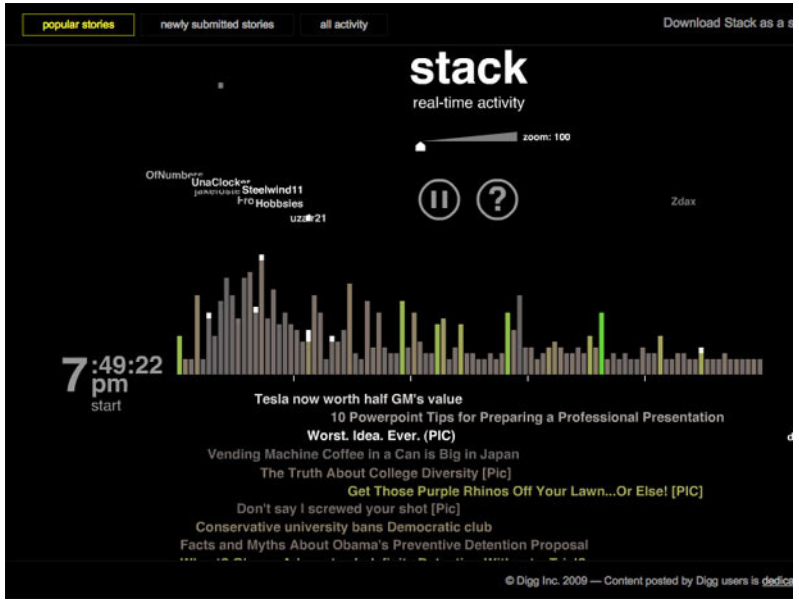

GLOBAL TECHNOLOGY

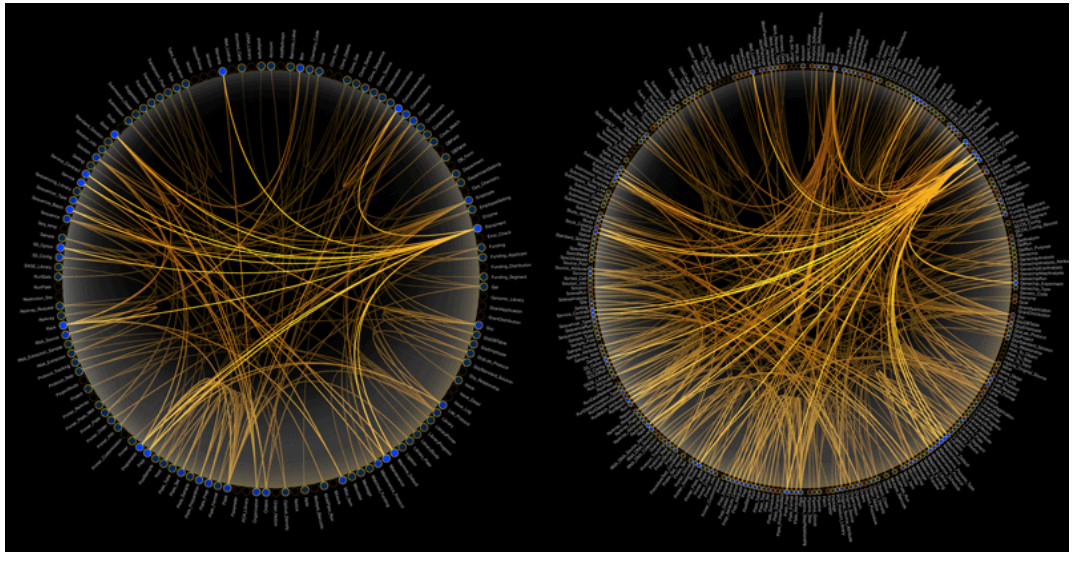

This is living!
Major Works
CityLife's chronology
4.514.000.000 €
Income balance
European Union
Stato Italiano
Regione Lombardia
Prefecture publications
Town council
Mayor
Strategic committee
Technical body
TAR
Assessors council
Ombudsman
District council
District committe
Protest committe
Media above the line
Media below the line
Inhabitants
Max. there
1.317.871


3 month crocheting
of madame ulani (aka uloni)
Items: 22
Of them sold: 16
Crochet time [h]: 96
Max. crochet time in the day [h]: 10
JANUARY
FEBRUARY
MARCH
items on etsy

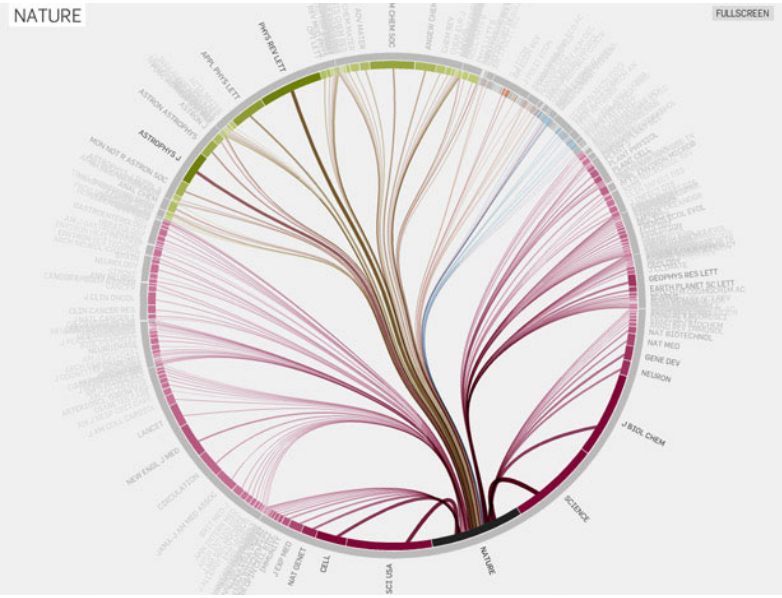
Inspiration

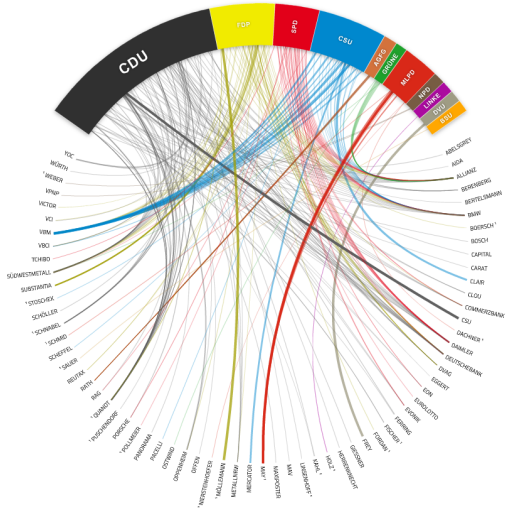






Inspiration



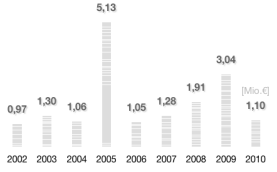


Parteispenden über 50.000 €

Zeitraum: Juli 2002 bis Dezember 2011

CDU

Gesamt: 17.356.420,–€

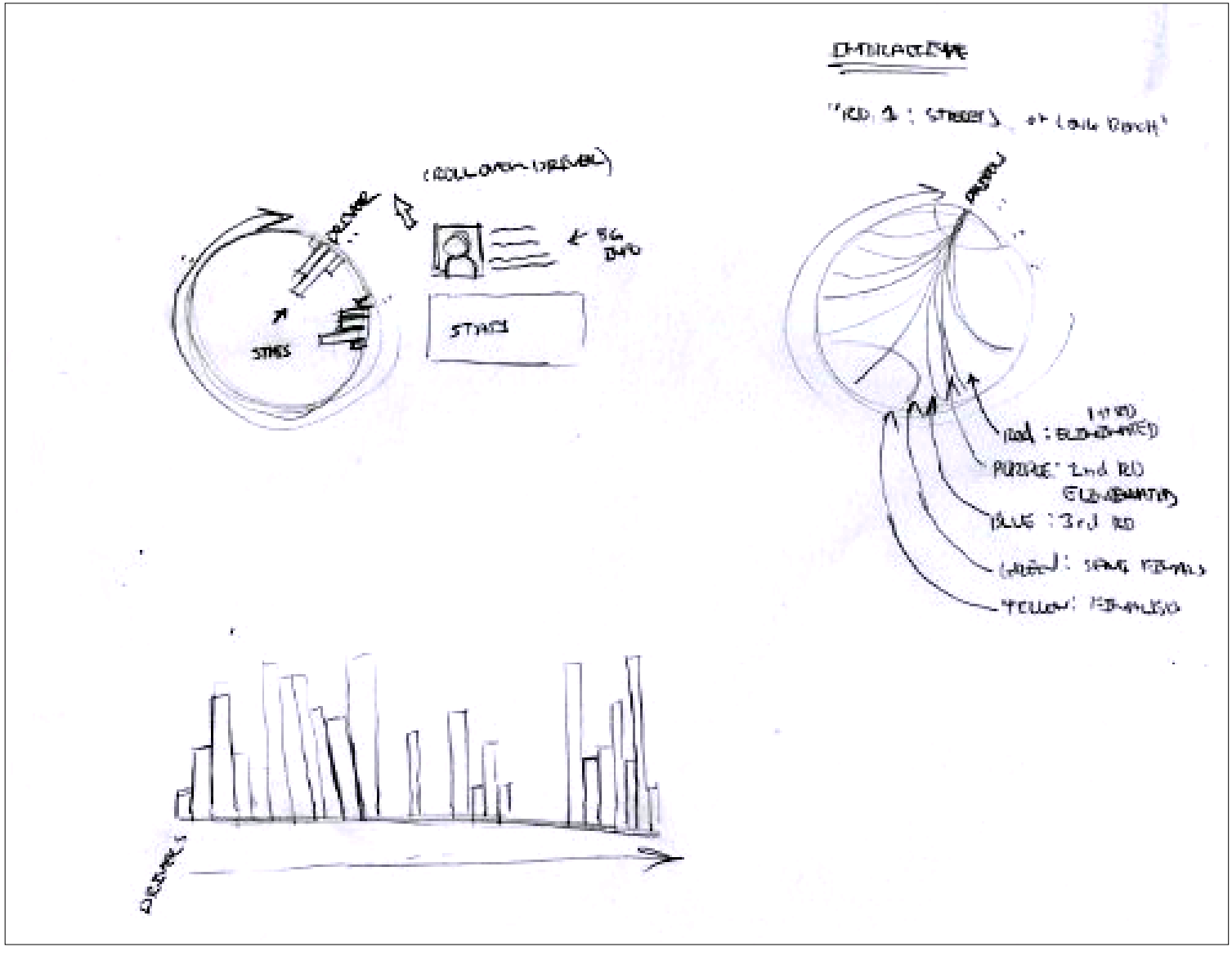


Version 0.7

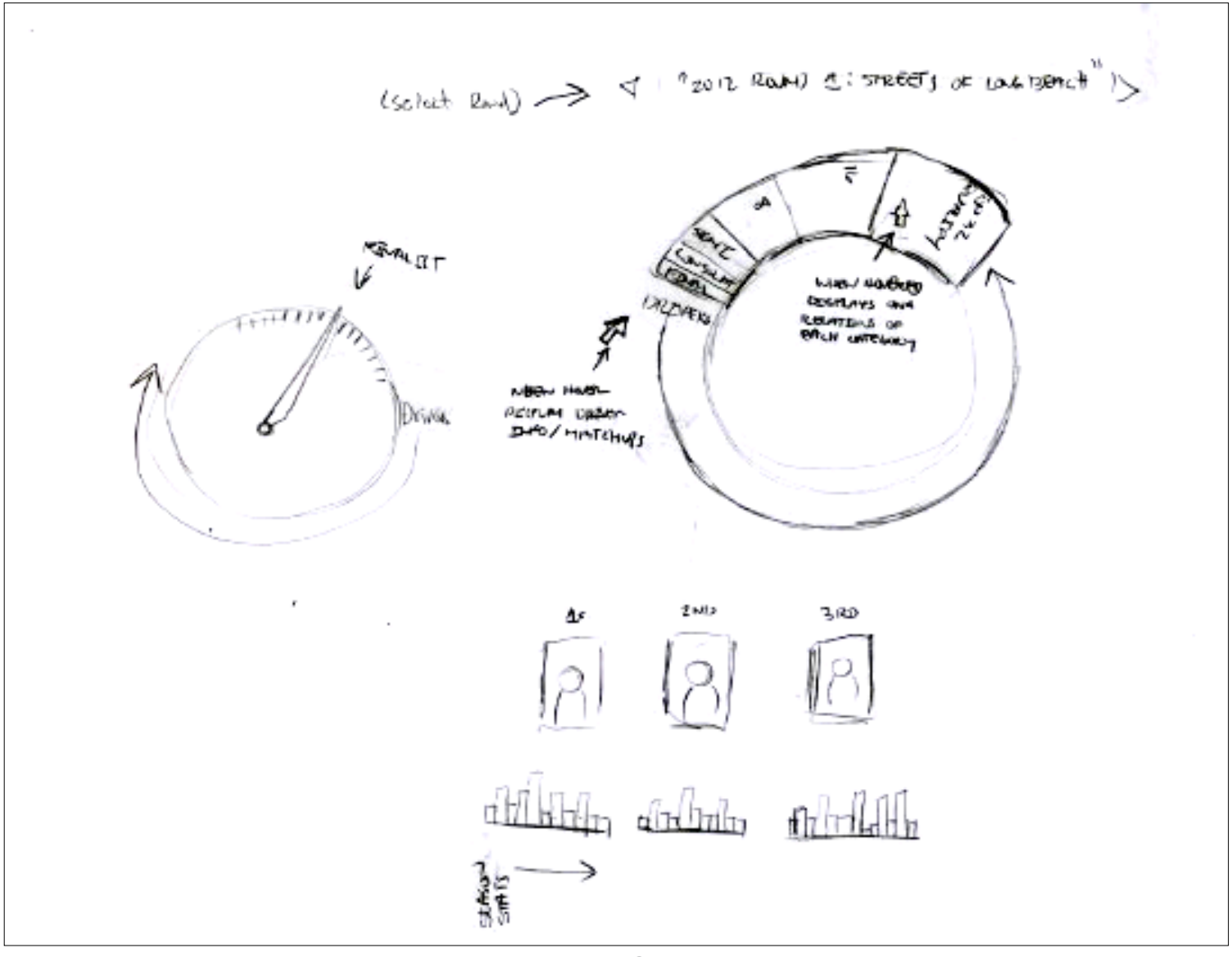
Datenquelle: www.bundestag.de (csv)

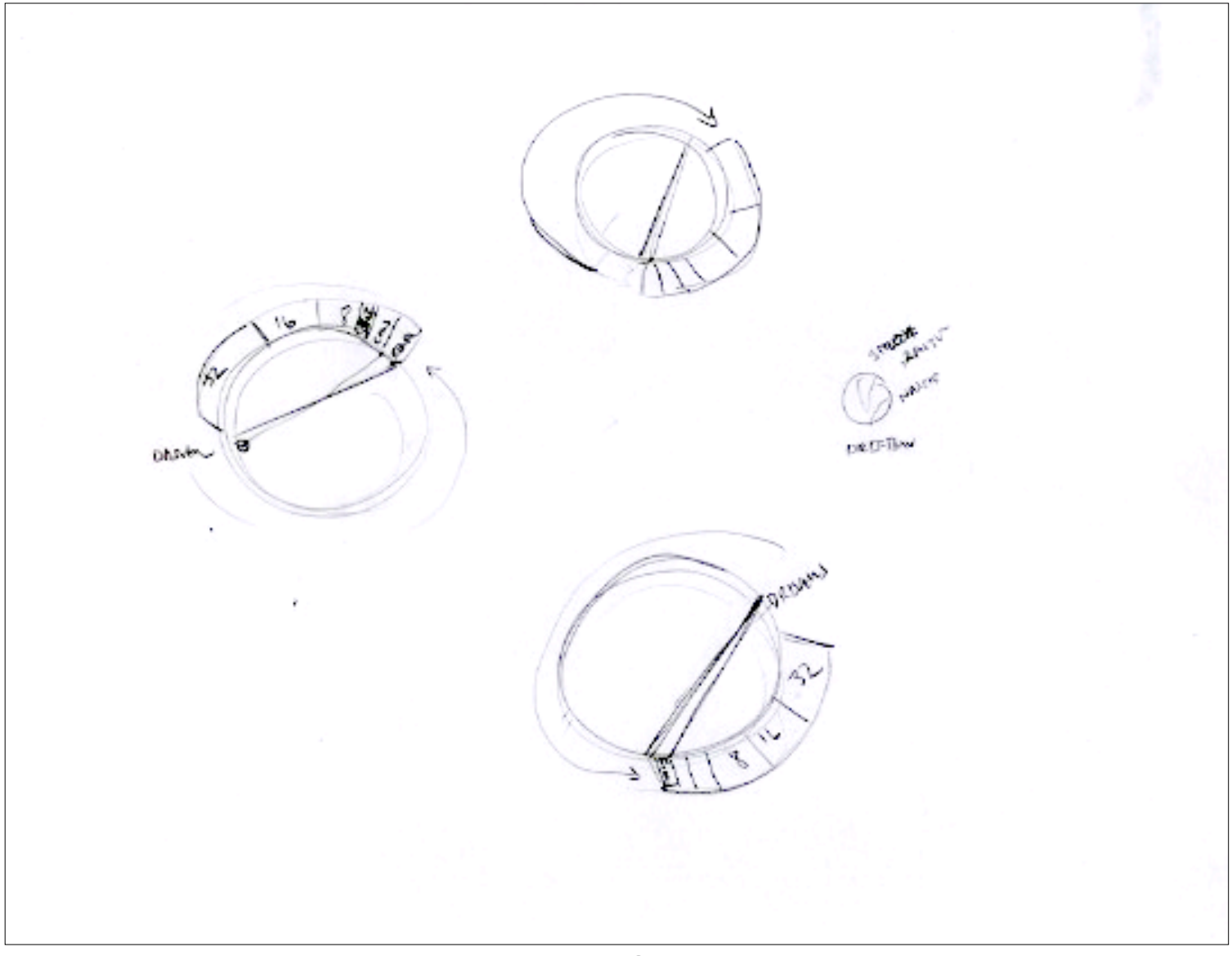
Visualisierung: Gregor Aisch

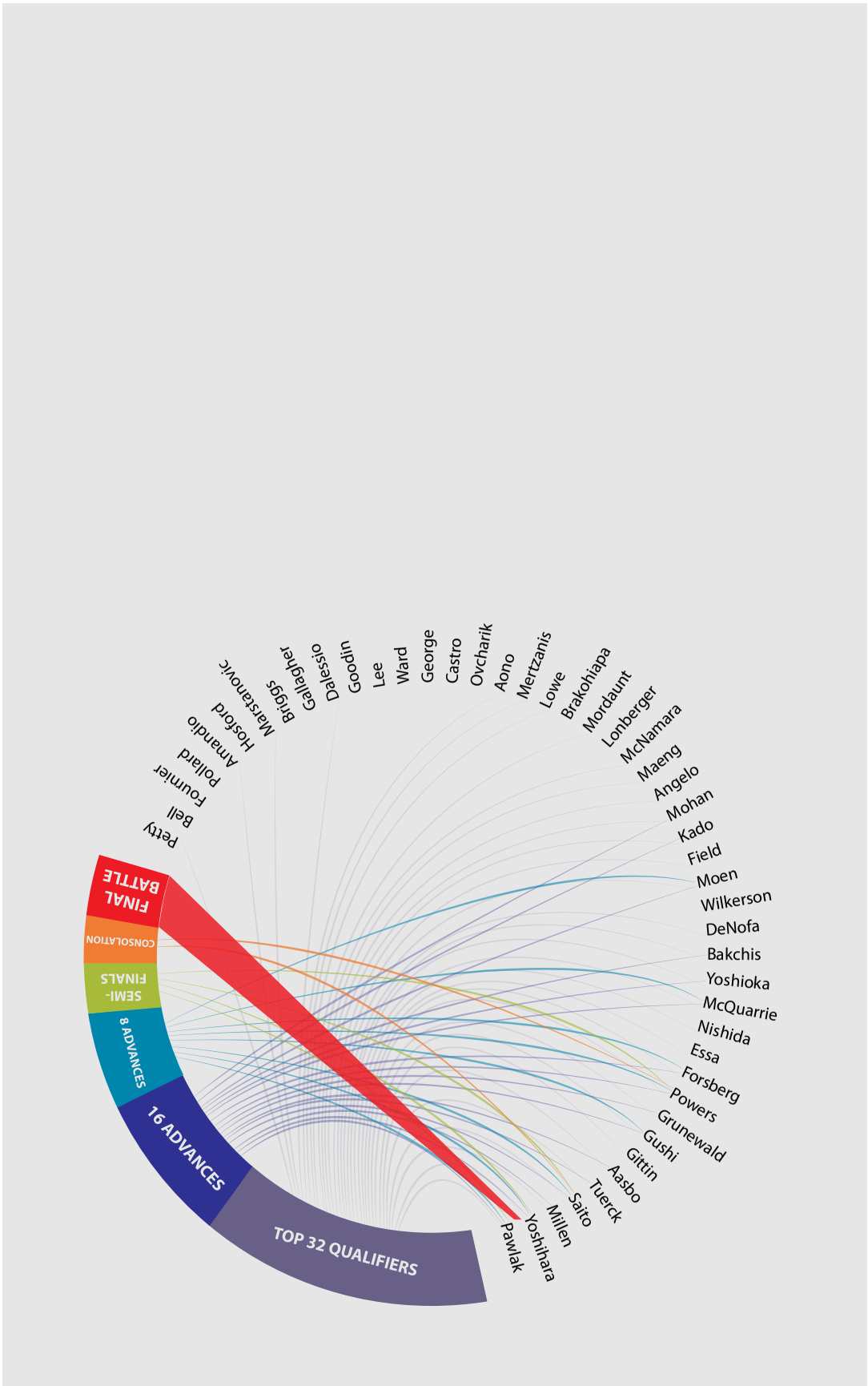
Suche:



Sketches






FINAL BATTLE
CONSOLATION
SEMI-FINALS
8 ADVANCES
16 ADVANCES
TOP 32 QUALIFIERS
Petty
Bell
Fournier
Pollard
Amandio
Hosford
Marstanovic
Briggs
Gallagher
Dalessio
Goodin
Lee
Ward
George
Castro
Ovcharik
Aono
Mertzanis
Lowe
Brakohiapa
Mordaunt
Lonberger
McNamara
Maeng
Angelo
Mohan
Kado
Field
Moen
Wilkerson
DeNofa
Bakchis
Yoshioka
McQuarrie
Nishida
Essa
Forsberg
Powers
Grunewald
Gushi
Gittin
Aasbo
Tuerck
Saito
Millen
Yoshihara
Pawlak

Career Results
2012
Ranking: 8
Points: 379.50

2011
Ranking: 14
Points: 314.75

2010
Ranking: 15
Points: 252.50

Name – Kenshiro Gushi
Age – 25
Height – 5'8"
Weight – 140
Eye Color – Black
Hair Color – Black
Nationality – Japanese

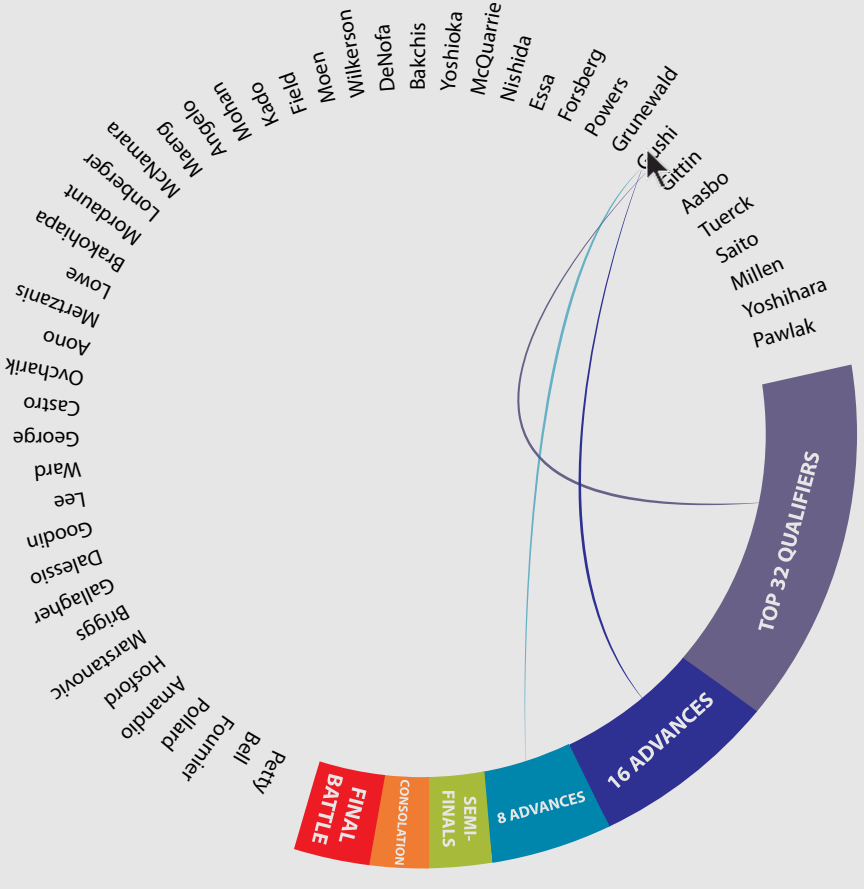
Nickname – Kenshiro Gushi
Car Number – 21
Hometown – Okinawa, Japan
Current Residence – Montebello, CA
Languages – Japanese, English
Occupation – Professional Driver

Team – GPP Scion Racing
Crew Members – Kenji, Shuji, Takeshi, Mike, Shimizu
Car – 2013 GPP Scion Racing FR-S w/ Hankook

Tires – Hankook RS-3
Engine – Cosworth
Suspension – KW Suspension
Brakes – Greddy
Wheels – Rays Engineering
Sponsors – Greddy Performance Products,
Scion Racing, Hankook Tire, DTA,
Rays Engineering, Cosworth, KW

Website – scionracing.com
Facebook – facebook.com/kengushi
Twitter – twitter.com/kengushi
YouTube – youtube.com/highereducationact

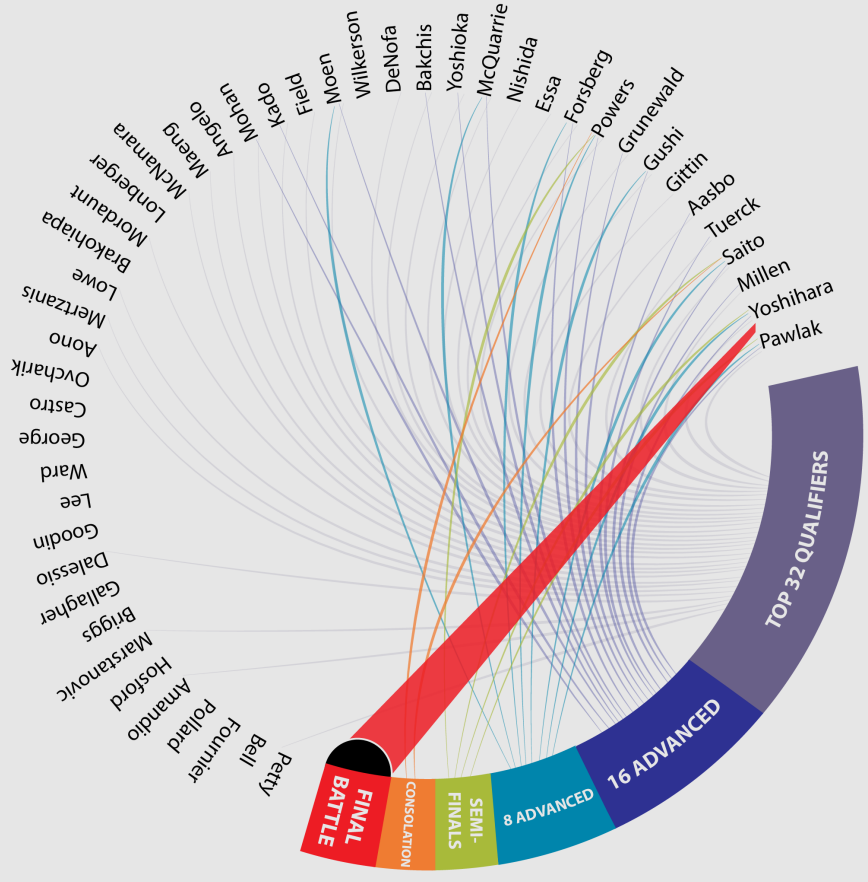
I am the driver of the Greddy/Scion Racing Hankook FR-S. Drifting was introduced to me as a young teenager even before having my license. My father has been my role model growing up. At the age of 15, I became a professional driver in the Formula Drift Series. In 2005, I finished the FD series in overall 3rd place championship ranking. I also have experience doing rally, autocross, time attack, and some road racing. In 2011, I won the Toyota Pro Celebrity Race in the Long Beach Grand Prix. Stunt driving is also in my resume. Check me out.



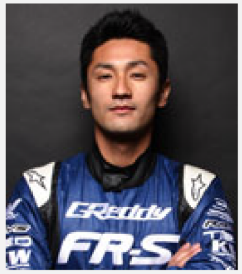
2012 ROUND 1: STREETS OF LONG BEACH

Roll-Over each driver to see their info/stats and click on them to lock that screen.

Roll-Over each heat to see who qualified/advanced and click on them to lock that screen.



2012 ROUND 1: STREETS OF LONG BEACH



Career Results

2012
Ranking: 8
Points: 379.50

2011
Ranking: 14
Points: 314.75

2010
Ranking: 15
Points: 252.50

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Age – 25
Height – 5'8"
Weight – 140
Eye Color – Black
Hair Color – Black
Nationality – Japanese

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CAR#

Nickname – Kenshiro Gushi
Car Number – 21
Hometown – Okinawa, Japan
Current Residence – Montebello, CA
Languages – Japanese, English
Occupation – Professional Driver

Team – GPP Scion Racing
Crew Members – Kenji, Shuji, Takeshi, Mike, Shimizu
Car – 2013 GPP Scion Racing FR-S w/ Hankook

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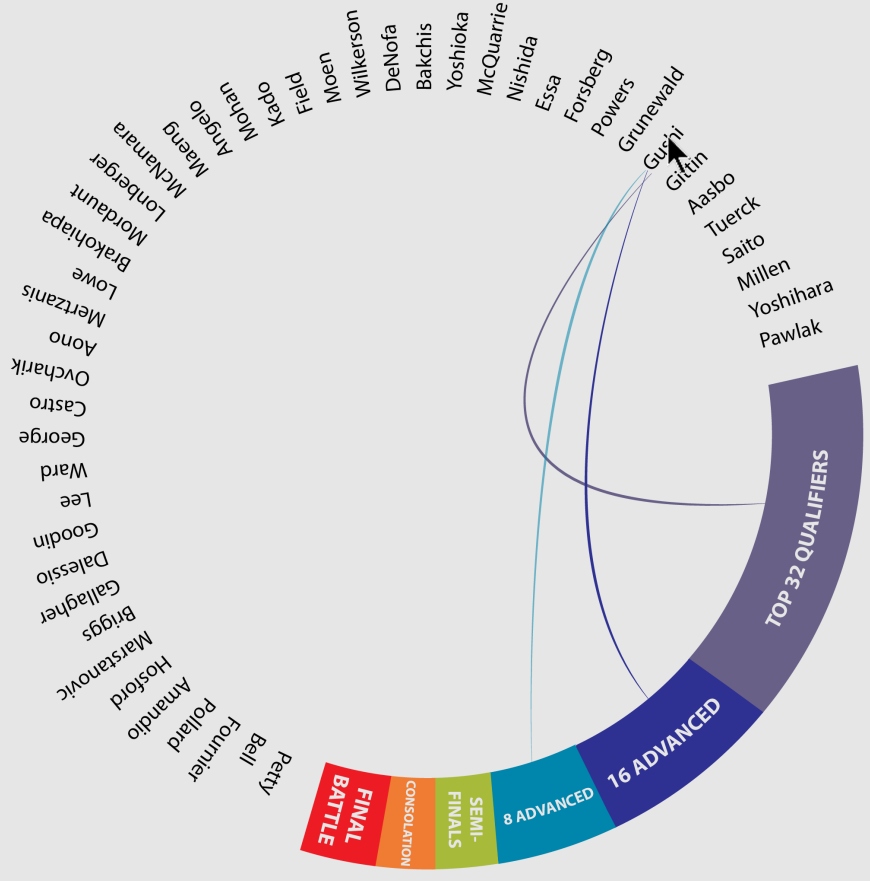

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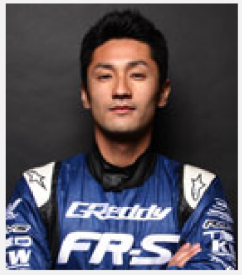

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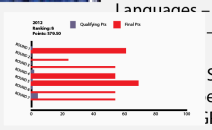

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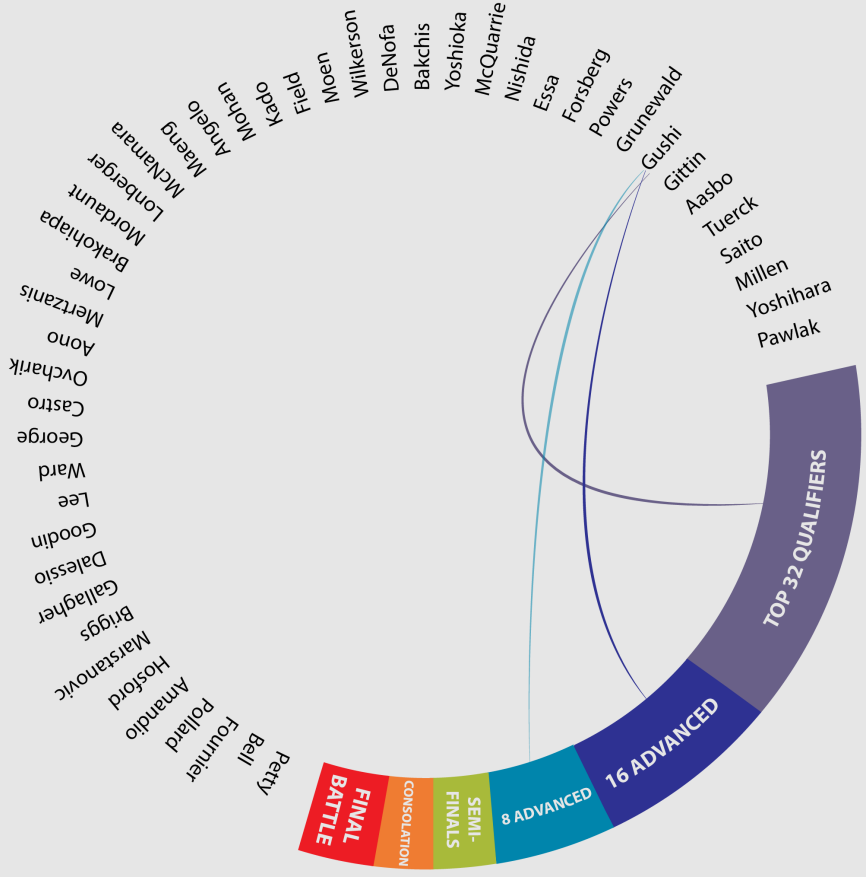

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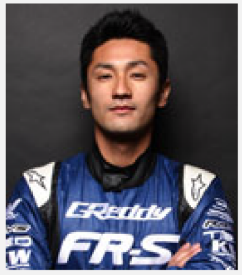

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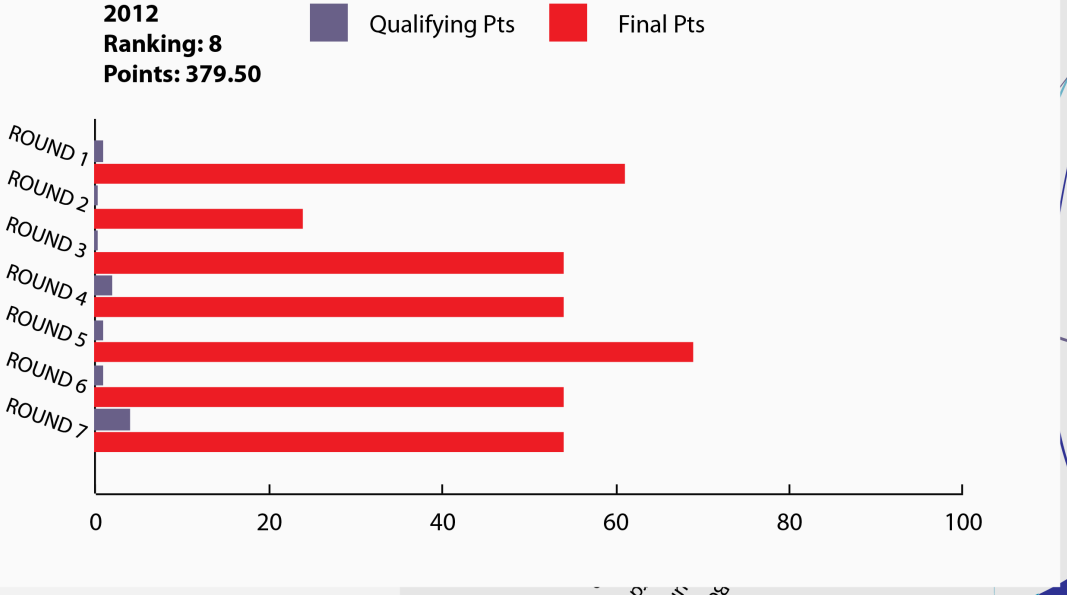

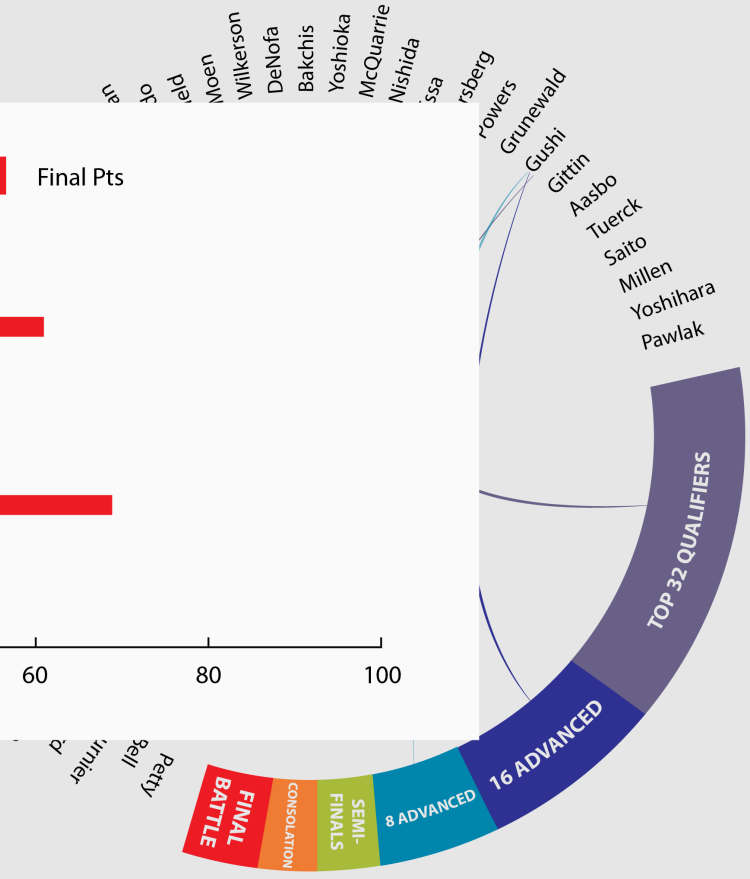

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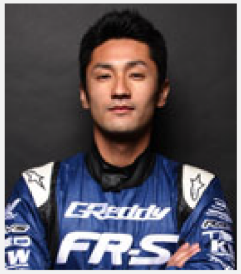

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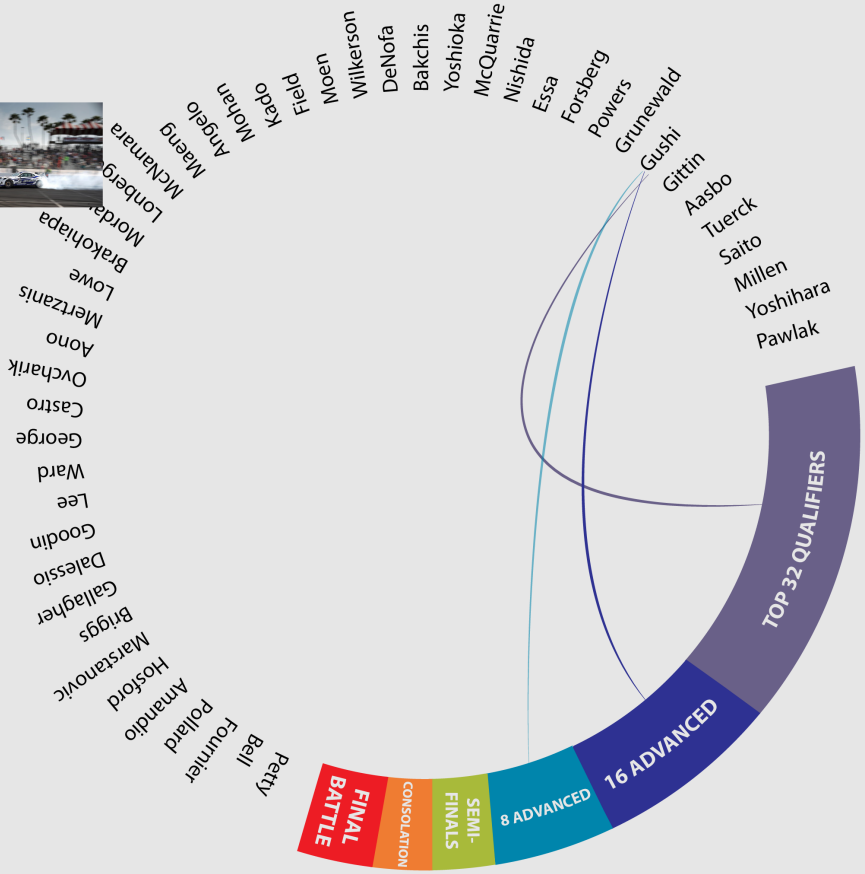

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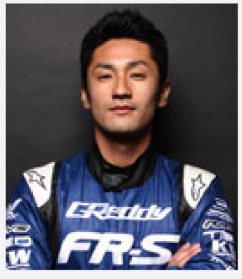

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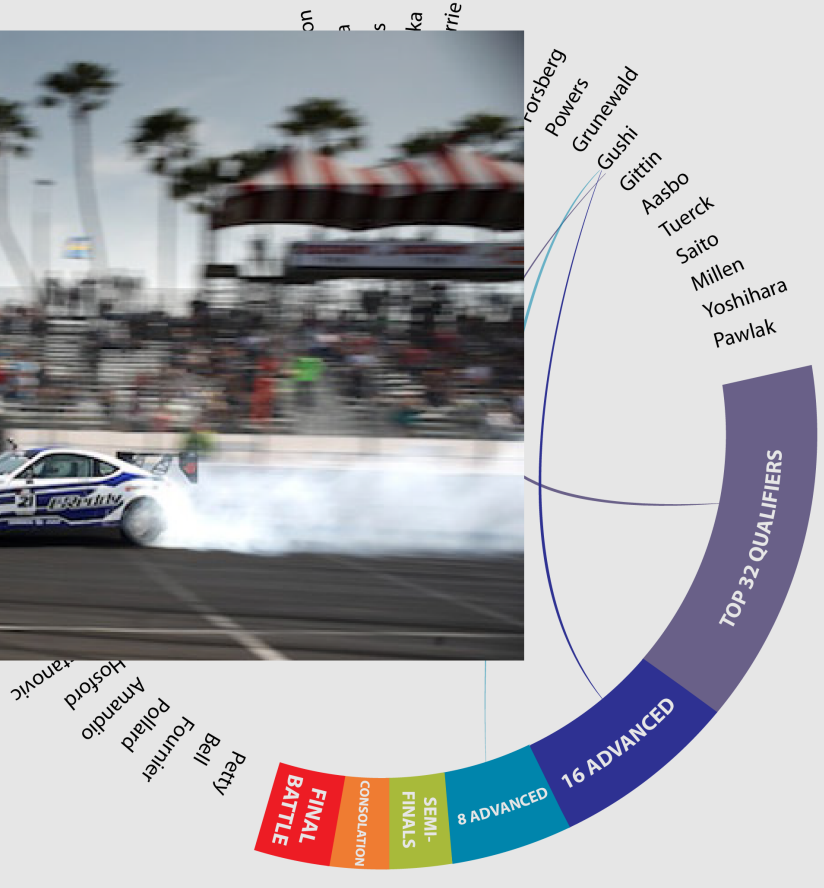

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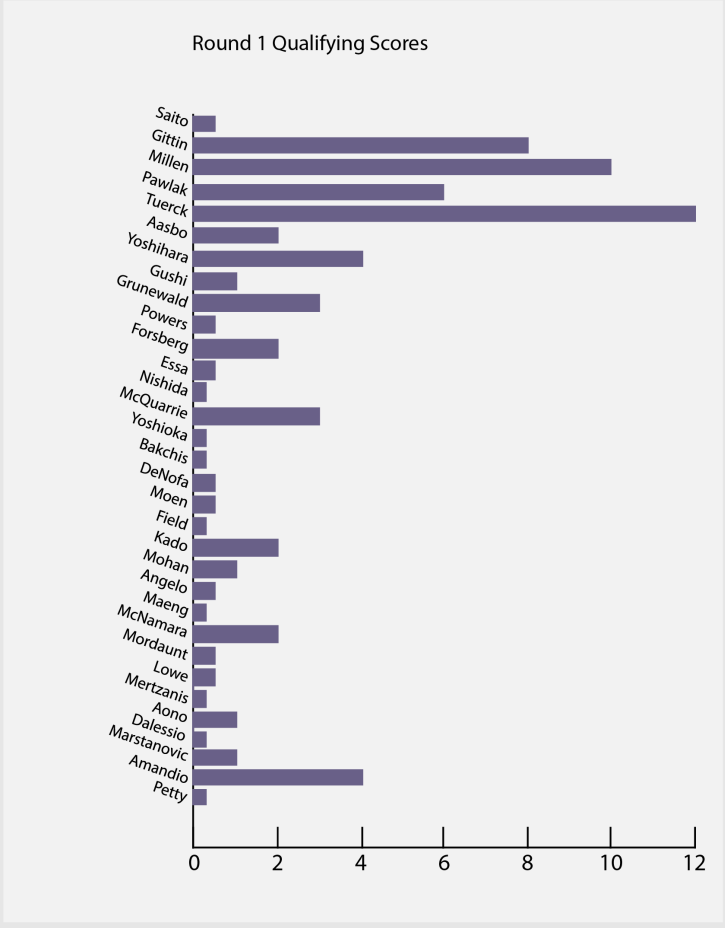
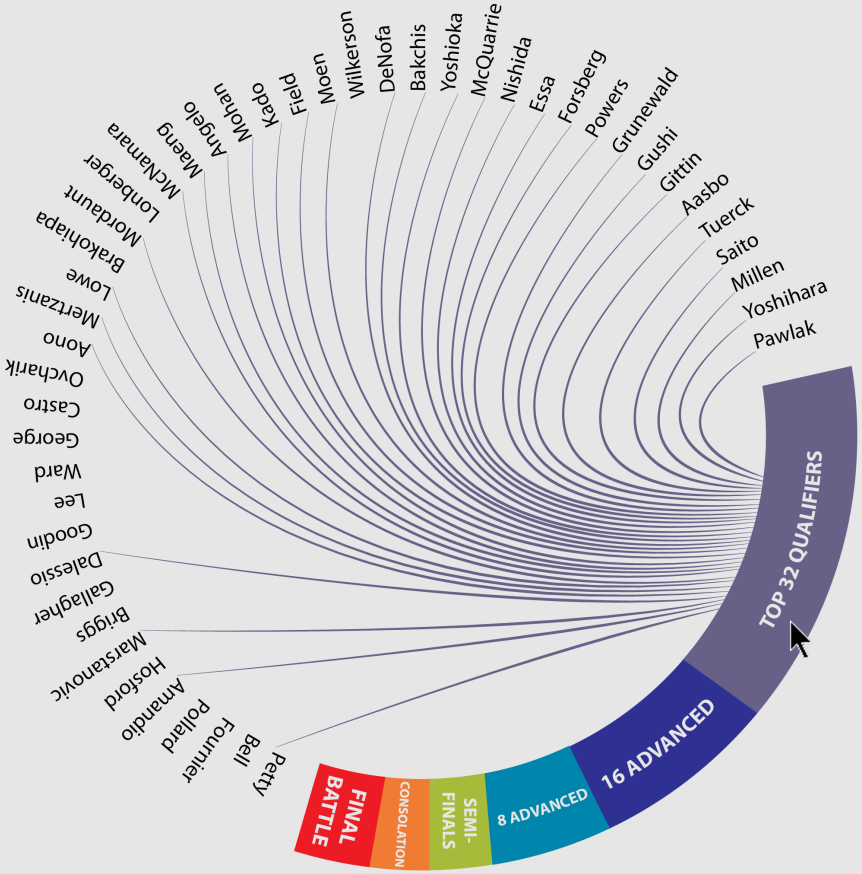
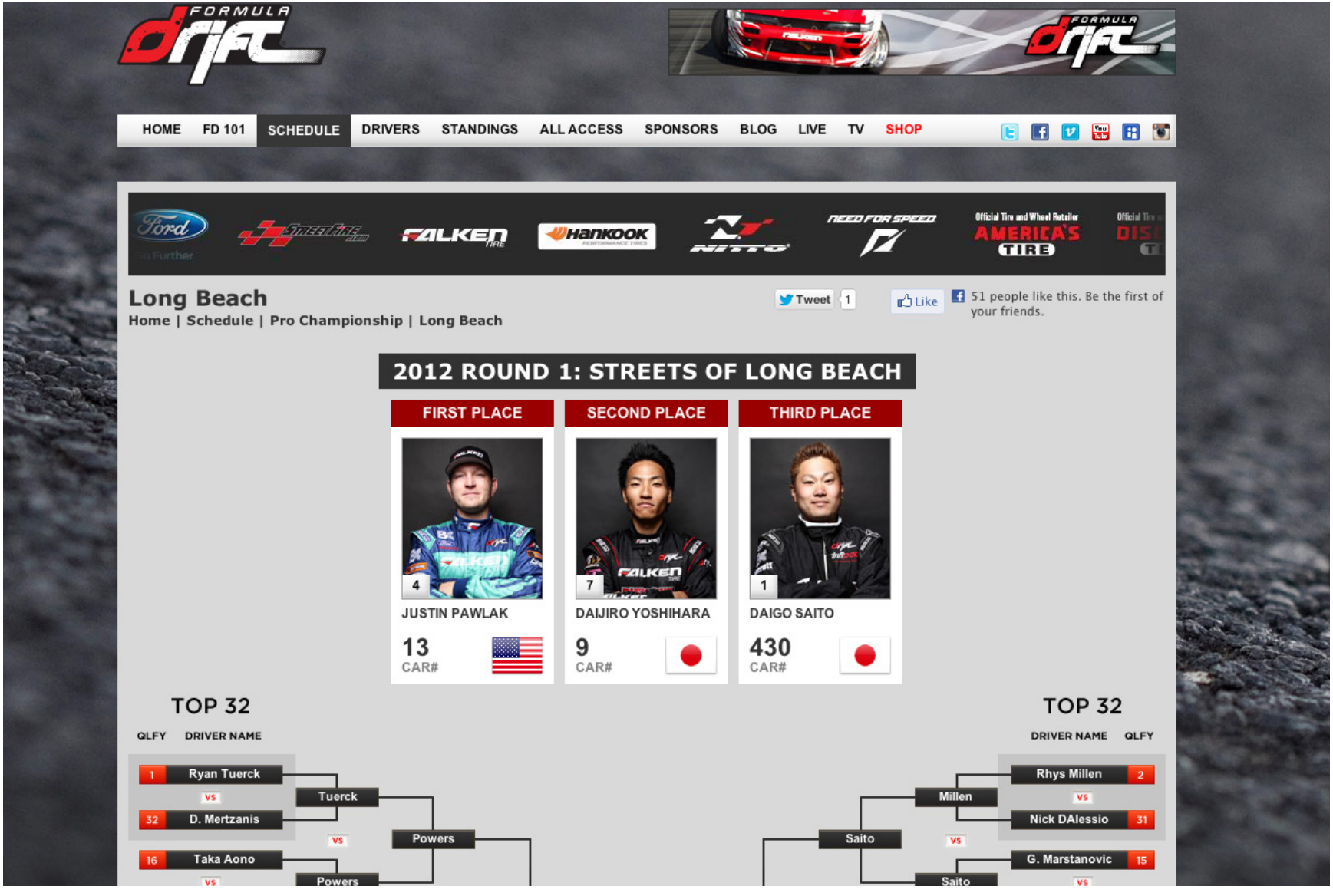
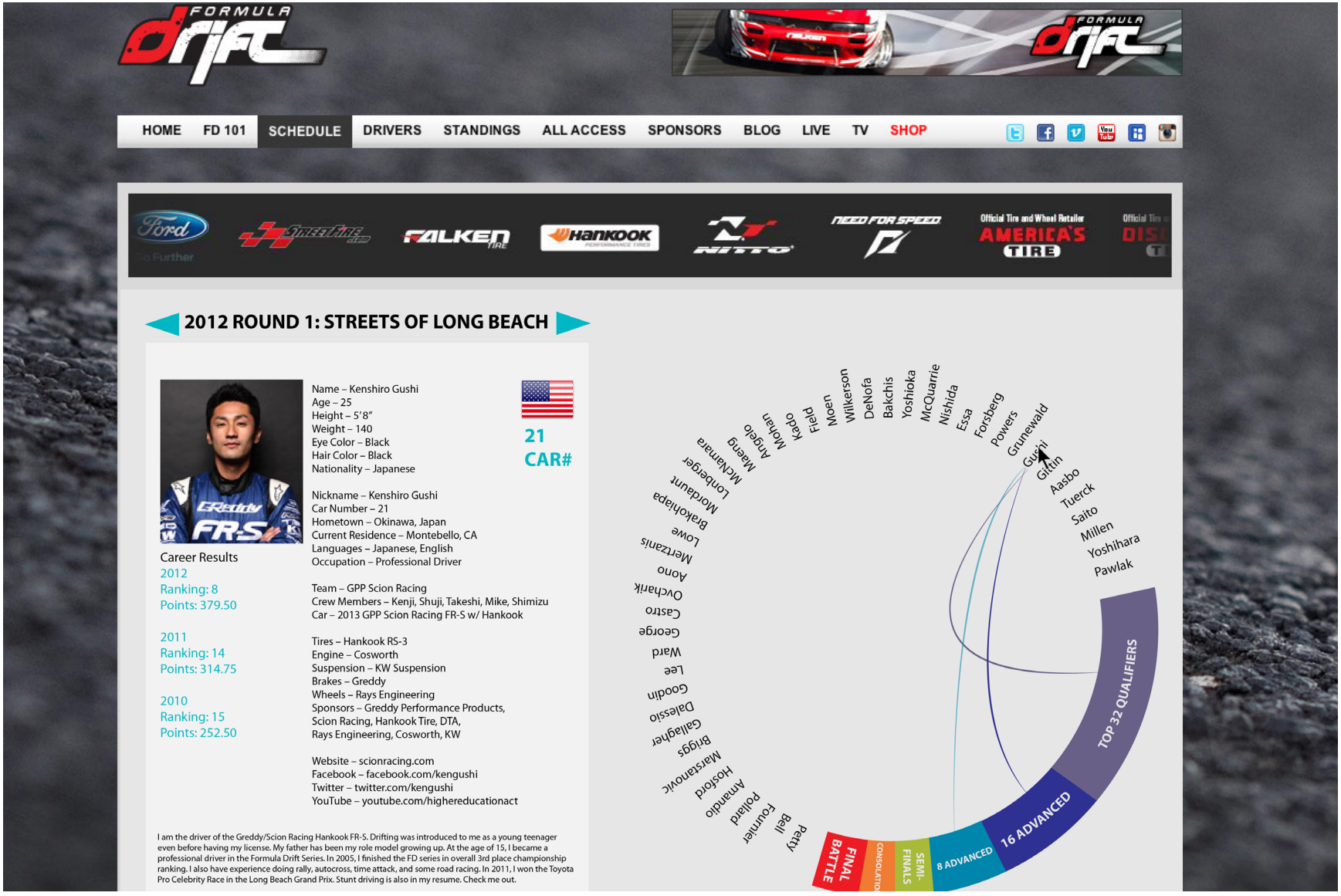




Current Website




FORMULA drift
HOME
FD 101
SCHEDULE
DRIVERS
STANDINGS
ALL ACCESS
SPONSORS
BLOG
LIVE
TV
SHOP
Official Tire and Wheel Retailer
AMERICA'S TIRE
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Petty
Bell
Fournier
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Amarillo
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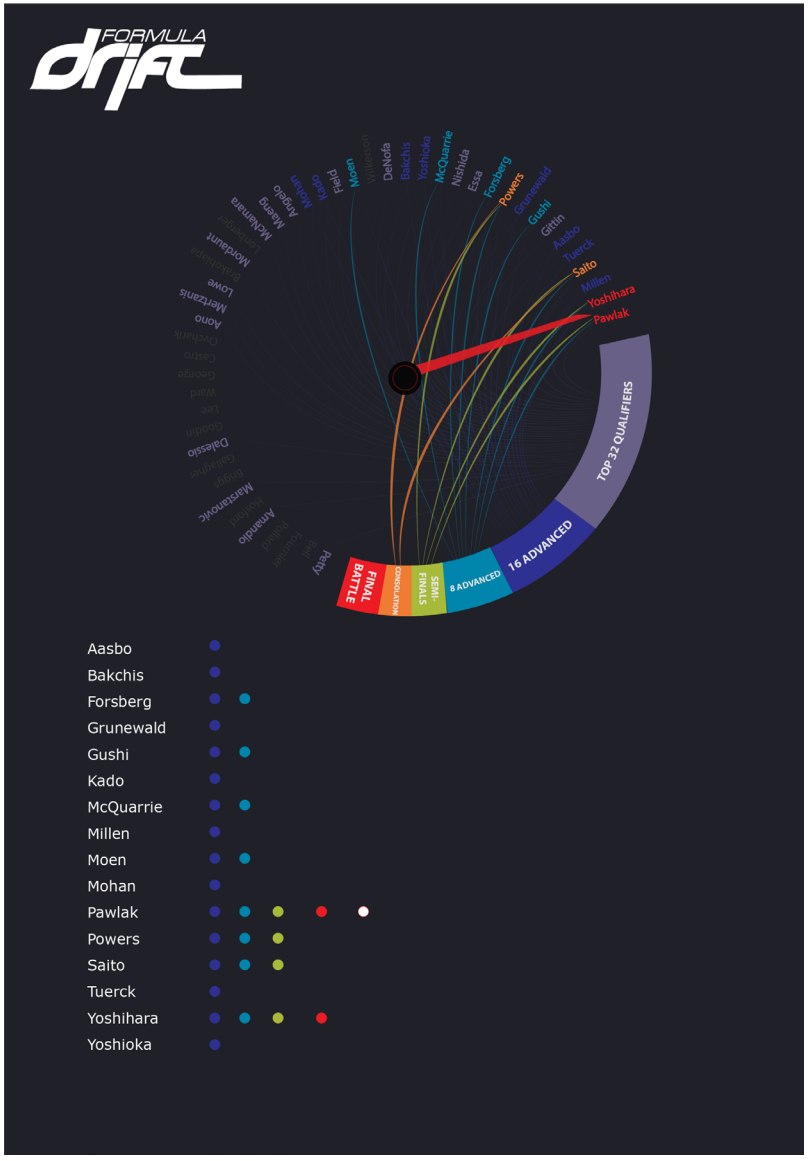
Marstanovic
Briggs
Gallagher
Delessio
Goodin
Lee
Ward
George
Castro
Ovcharik
Aono
Mertzanis
Lowe
Brakohiapa
Mordaunt
Lonberger
McNamara
Maeng
Angelo
Mohan
Kado
Field
Moen
Wilkerson
DeNofa
Bakchis
Yoshioka
McQuarrie
Nishida
Essa
Forsberg
Powers
Grunewald
Gushi
Giftin
Aasbo
Tuerck
Saito
Millen
Yoshihara
Pawlak
TOP 32 QUALIFIERS
16 ADVANCED
8 ADVANCED
SEMI-FINALS
CONSOLATION
FINAL BATTLE


FORMULA drift
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FINAL BATTLE
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Bakchis
Forsberg
Grunewald
Gushi
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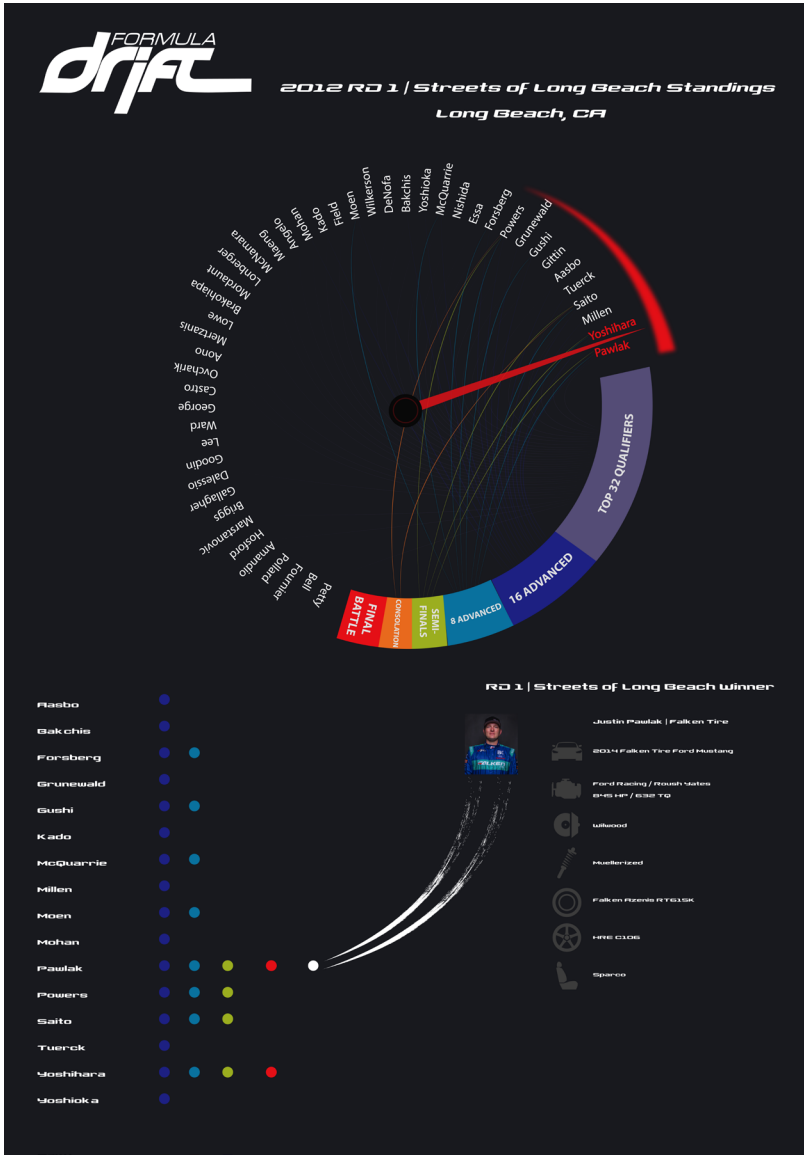
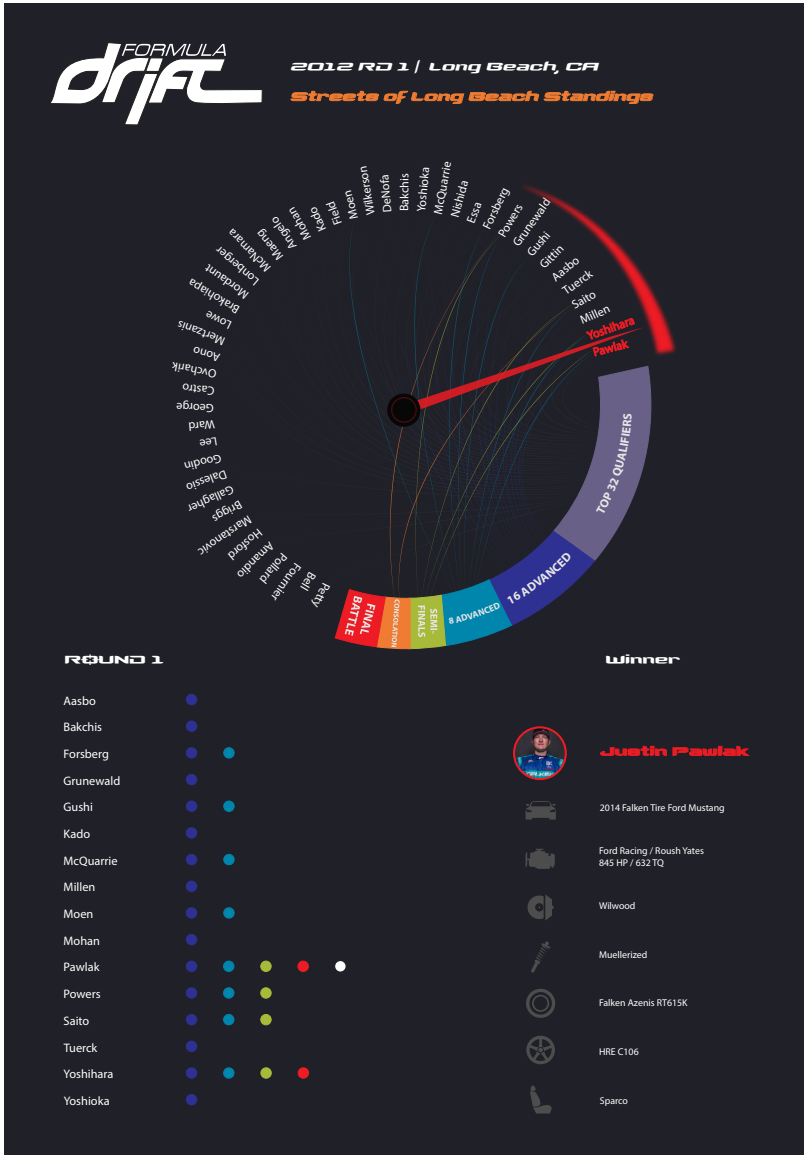

FORMULA drift
2012 RD 1 | Streets of Long Beach Standings
Long Beach, CA
TOP 32 QUALIFIERS
16 ADVANCED
8 ADVANCED
SEMI-FINALS
CONSOLATION
FINAL BATTLE
RD 1 | Streets of Long Beach Winner
Justin Pawlak | Falken Tire
2014 Falken Tire Ford Mustang
Ford Racing / Roush Yates
845 HP / 632 TQ
Wilwood
Muellerized
Falken Azenis RT615K
HRE C106
Sparco


FORMULA drift
2012 RD 1 | Long Beach, CA
Streets of Long Beach Standings
Aasbo
Bakchis
Forsberg
Grunewald
Gushi
Kado
McQuarrie
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Moen
Mohan
Pawlak
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ROUND 1
Winner
Justin Pawlak
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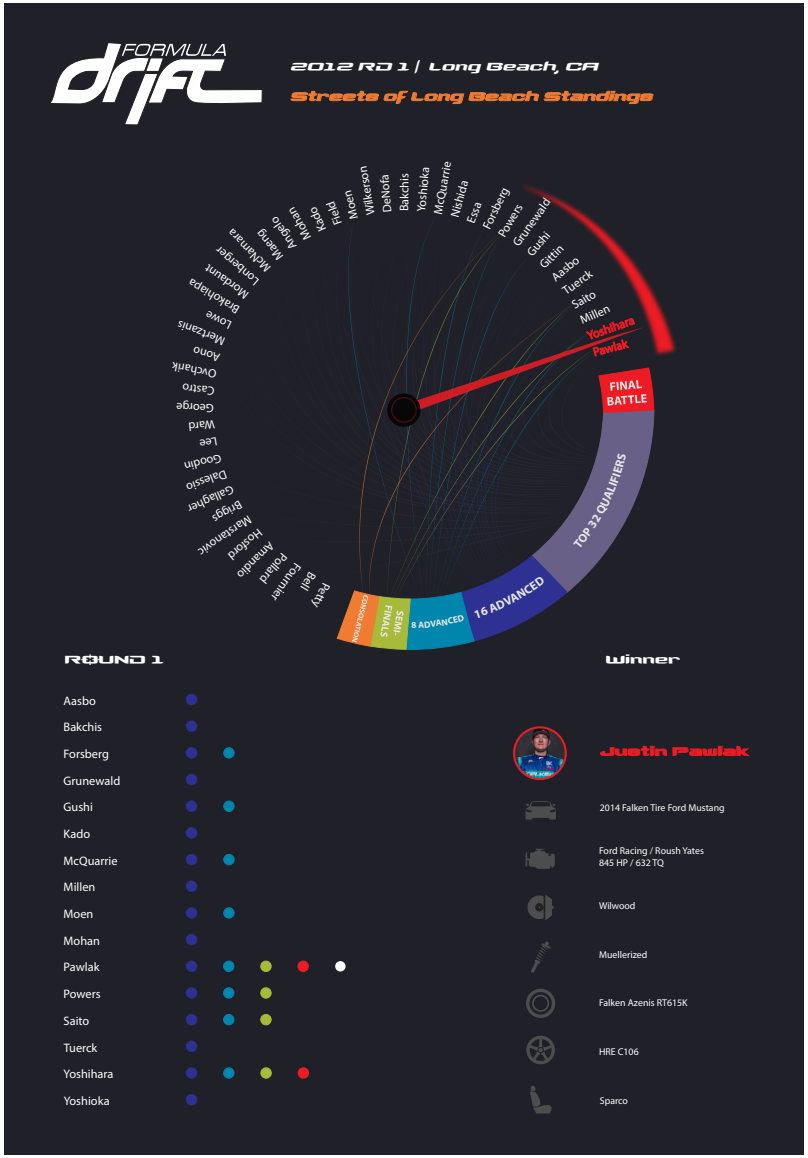
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Pawlak
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RØUND 1
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Sparco

Mood Board

http://formulad.com/myFiles/images/pages/tandem-battle-falken.jpg
http://www.motormavens.com/emAlbum/albums/Yoshi%20Shindo/Events/Formula%20D%20Atlanta%202011/_fullsize/437.jpg
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http://www.canibeat.com/wp-content/uploads/2011/06/FormulaD_Rd4_Bob_15.jpg
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Inspiration

http://labs.vis4.net/parteispenden/
http://www.webdesignerdepot.com/2009/06/50-great-examples-of-data-visualization/
http://mkweb.bcgsc.ca/schemaball/?home
http://well-formed.eigenfactor.org/
http://www.flickr.com/photos/densitydesign/3409542518/
http://www.flickr.com/photos/madame_ulani/3455161546/in/pool-datavisualization

Images/Data

www.formulad.com
http://en.wikipedia.org/wiki/Formula_D

Sports Illustrated

Advanced Data Visualization

Sports Illustrated is one of the oldest and most recognizable sports magazines to be nationally known. A franchise that is owned by Time Warner, they became popular in the 1960's and the first magazine to reach over one million sales which won them the "National Magazine Award for General Excellence."

SI.COM
NBA
Who Needs The Hype?
"There is no "I" in team but there is in win."
-Michael Jordan
Top Stories
KIA NBA COUNTDOWN 7:00 PM/ET
TONIGHT 7:30 PM/ET

Creative Brief

1 **Background**
Sports Illustrated is one of the oldest and most recognizable sports magazines to be nationally known. A franchise that is owned by Time Warner, they became popular in the 1960's and the first magazine to reach over one million sales which won them the "National Magazine Award for General Excellence".

2 **Target Audiences**
-Sport Enthusiasts
-Fanatics Ages 16-35

3 **Objectives**
Having target audiences have a better understanding of the NBA statistics, in a more concise and entertaining way with a plot of a story.

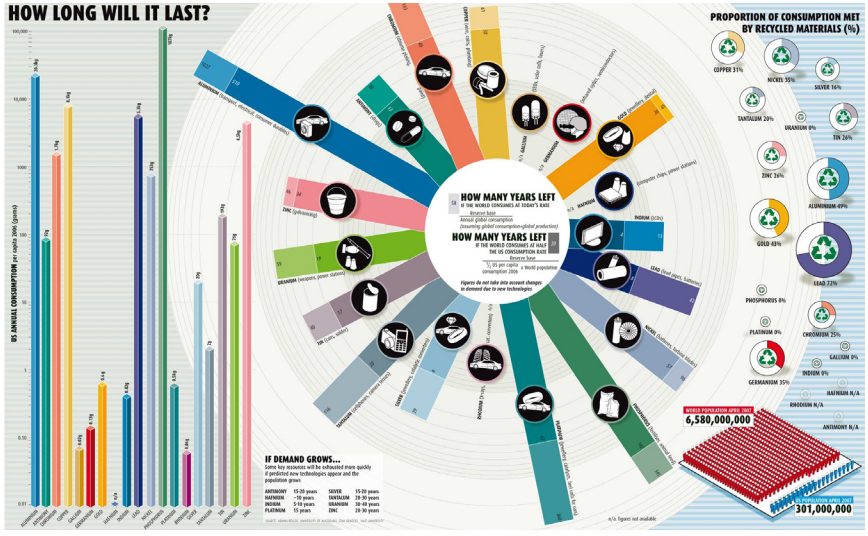
4 **Obstacles**
NBA statistics can get quite lengthy and complex. They are just so many key points that are displayed and they can get as technically precise as coming down to percentage ratings.

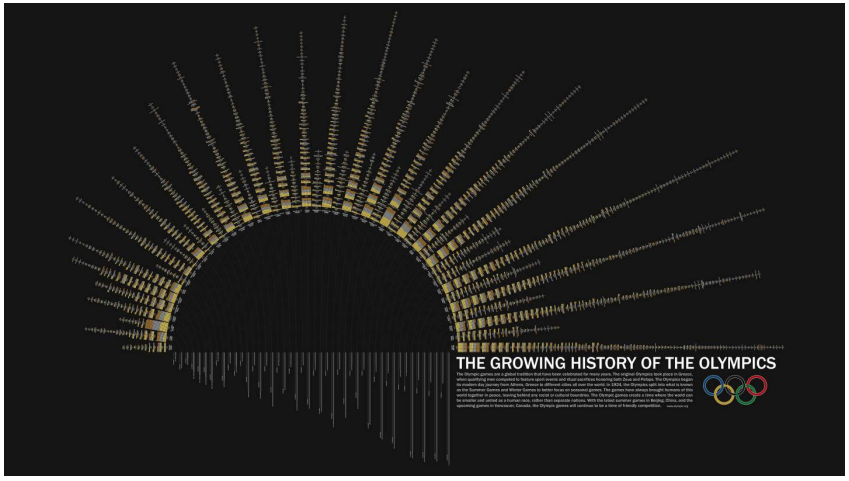
5 **Key Benefit**
Audiences will be able to get familiarized with the sport.

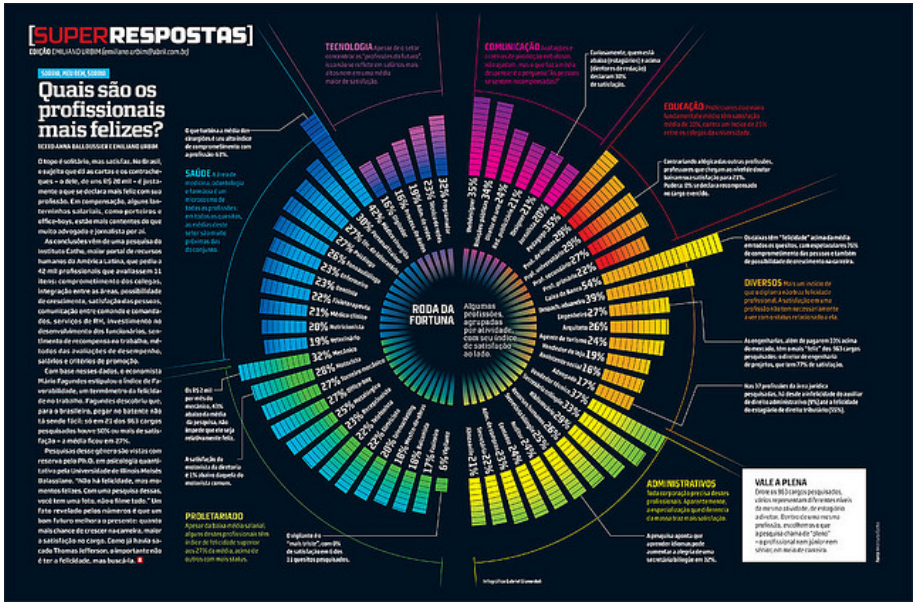
6 **Support Statements/ Reasons Why**
Knowledge is power; you can never get enough information.

7 **Tone**
Opinionated with statistics to support it.

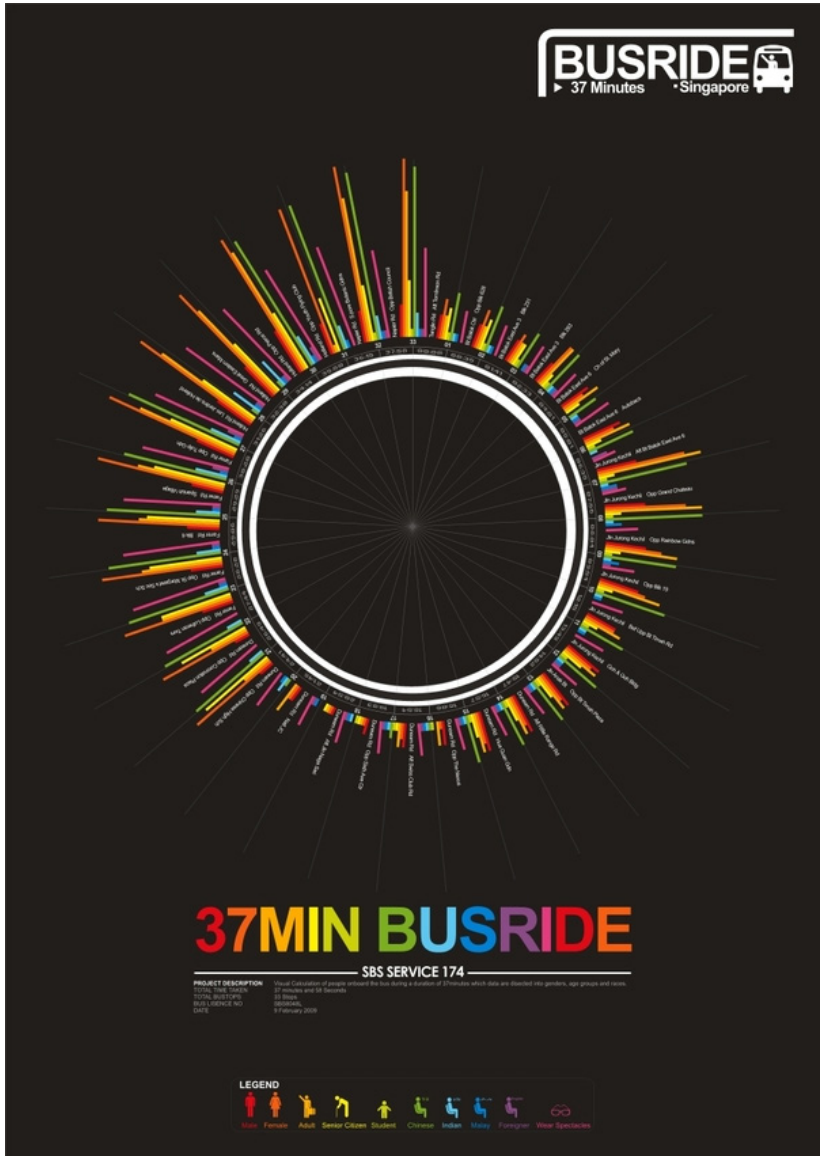
8 **Media**
Website, PDF.

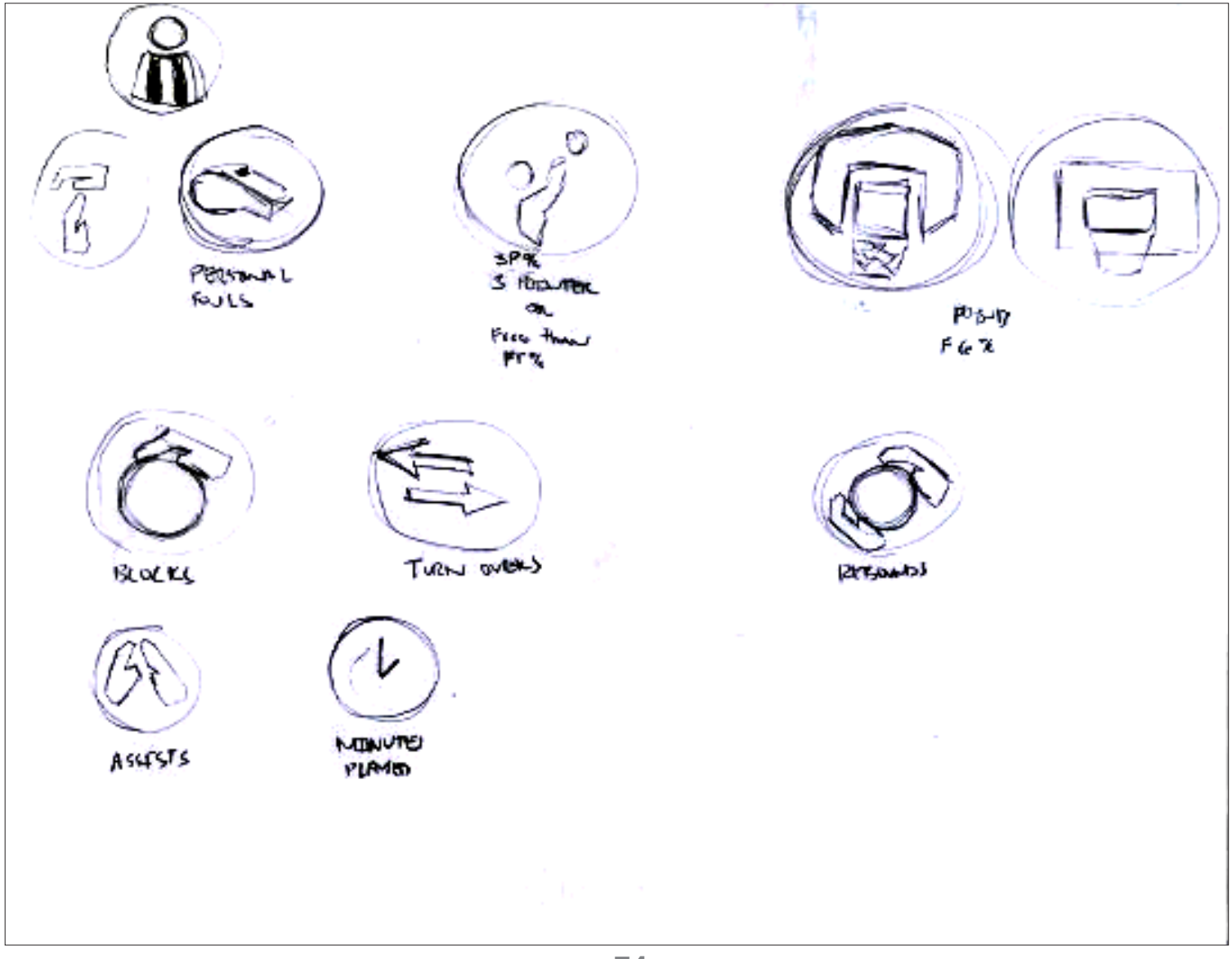

HOW LONG WILL IT LAST?
HOW MANY YEARS LEFT
IF THE WORLD CONSUMES AT TODAY'S RATE
HOW MANY YEARS LEFT
IF THE WORLD CONSUMES AT HALF THE US CONSUMPTION RATE
IF DEMAND GROWS...
PROPORTION OF CONSUMPTION MET BY RECYCLED MATERIALS (%)
WORLD POPULATION 2002: 6,580,000,000
US POPULATION 2002: 301,000,000

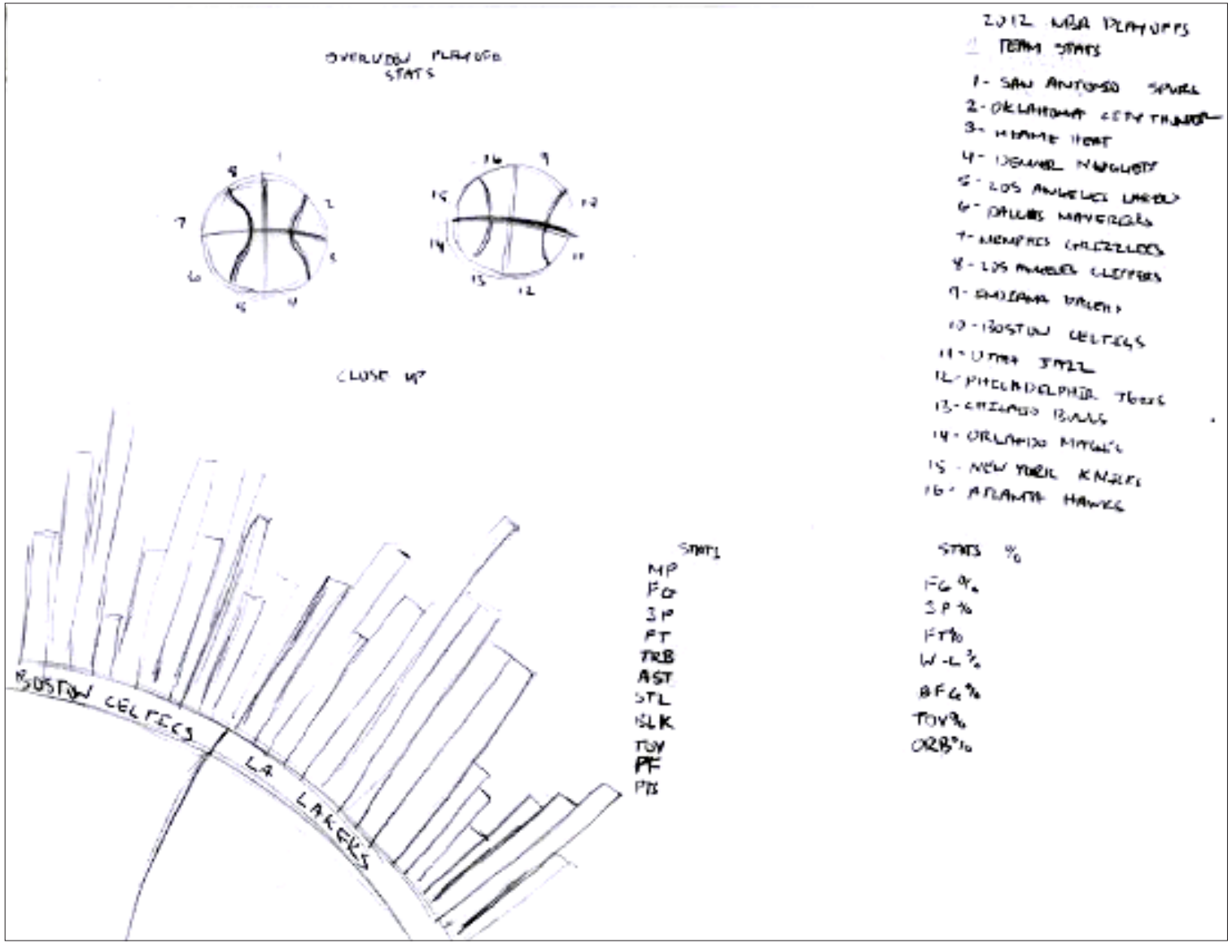

THE GROWING HISTORY OF THE OLYMPICS

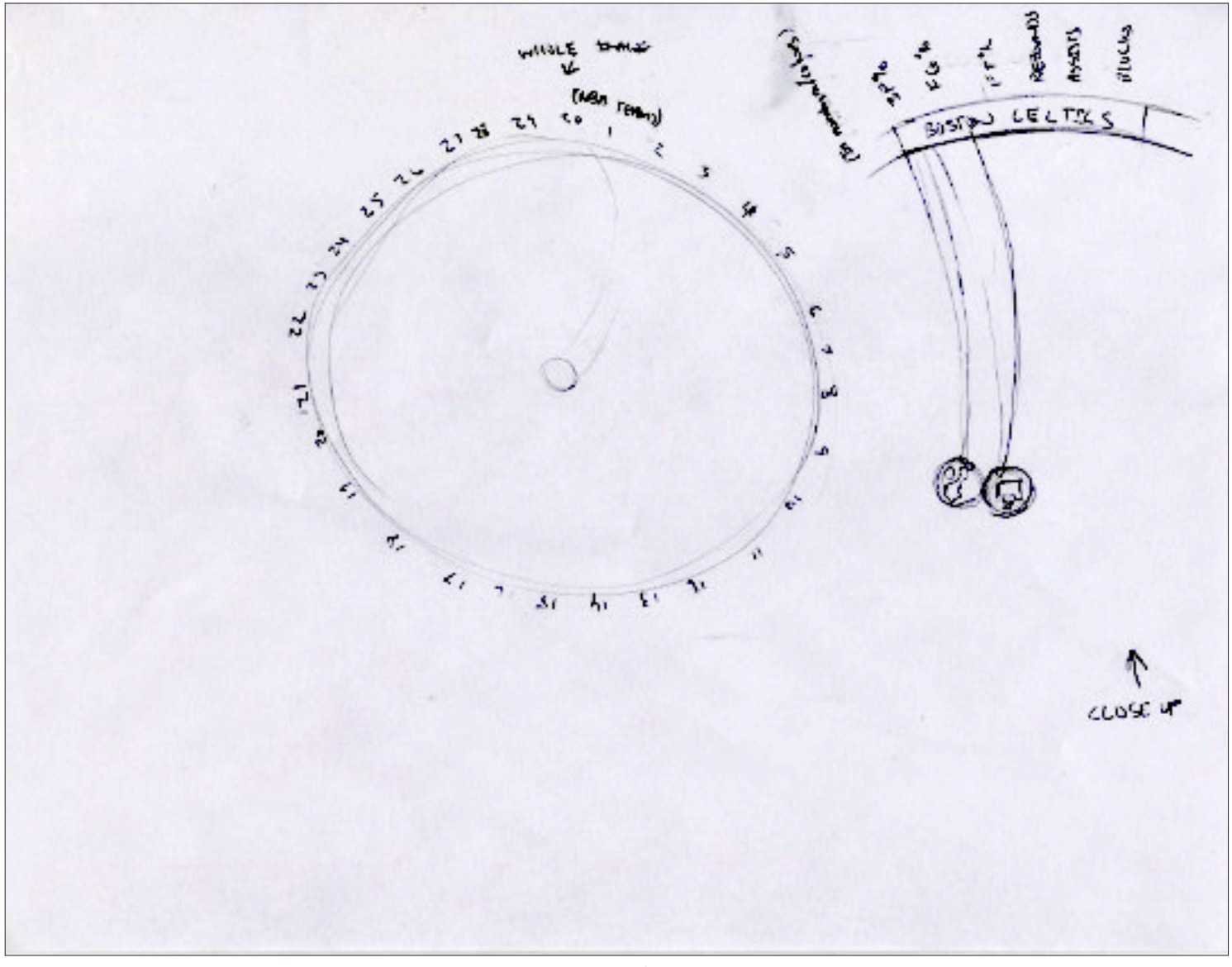

[SUPERRESPOSTAS]
Quais são os profissionais mais felizes?
RODA DA FORTUNA
TECNOLOGIA
COMUNICAÇÃO
EDUCAÇÃO
DIVERSOS
ADMINISTRATIVOS
PROLETARIADO
SAÚDE
VALE A PLENA

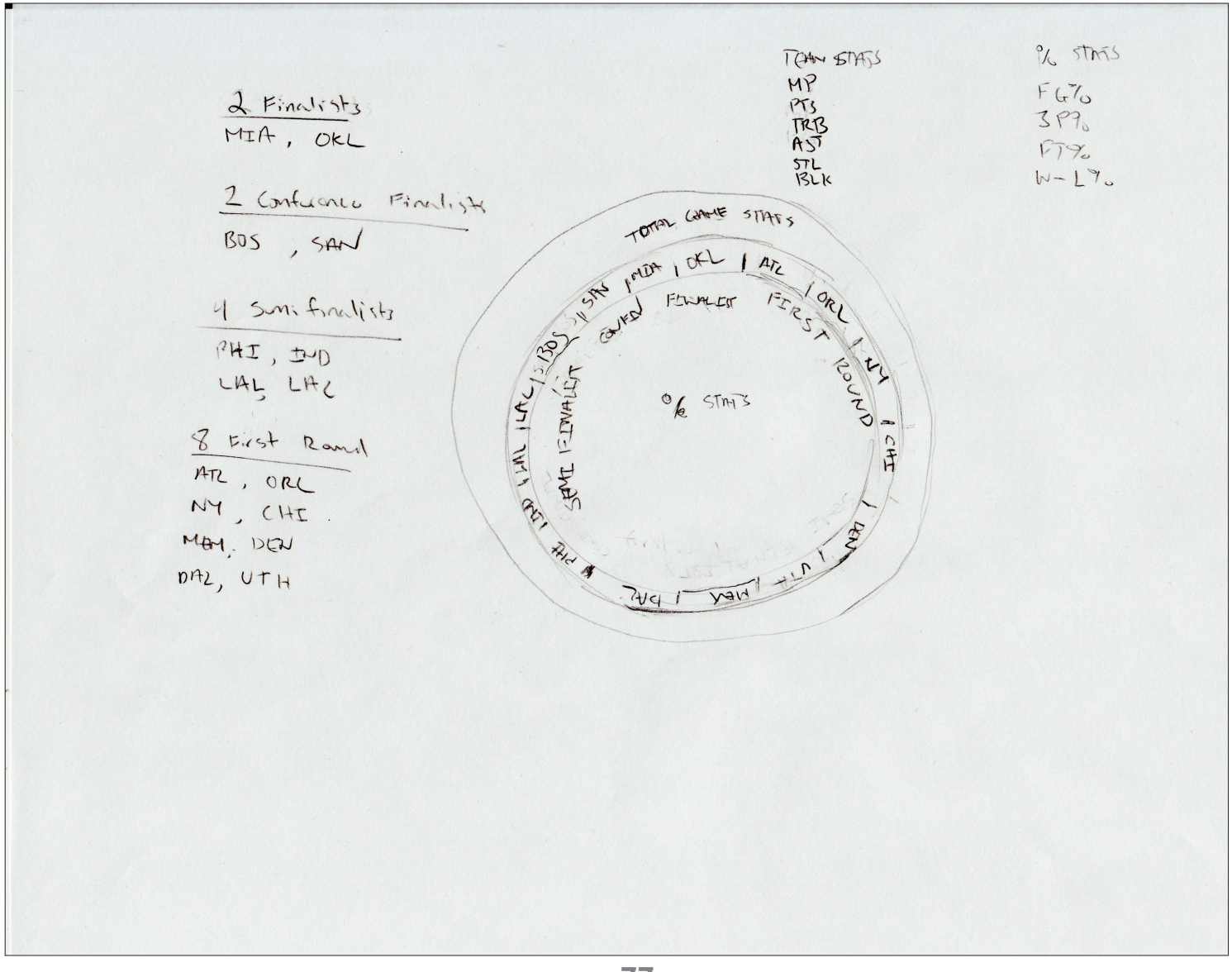
density design
the Profile of ITALIAN POVERTY
Poverty is the deprivation of common necessities which determine the quality of life, including food, clothing, shelter and potable drinking water; also include the deprivation of opportunities to learn, to obtain better employment in order to escape from poverty, and/or to enjoy the mutual respect of fellow citizens. According to the Italian Statistical Agency, the ISTAT, in Italy there are 7 million 597 thousand people living in a poverty situation, which is equal to 12.9 per cent of the entire population.
Thinking about this problem, the objective of this graphic table is to present an overview of the poverty in Italy and to show that this phenomenon is strongly associated with low levels of education, gender, age, low profiles (Working poor) and exclusion from the labour market.
It also reveals that the incidence of poverty among families, where two or more components are searching for employment, is almost four times higher than for those who are unemployed.
According to ISTAT, based on spending in 2006, 13 in 100 Italians are living below the poverty line.
Incidence of poverty for some characteristics of the person of reference and geographical distribution.
professional position
Gender
age
Condition of the family
Incidence of Poverty in Italy
Incidence of Poverty in the south of Italy
Incidence of Poverty in the Centre of Italy
Incidence of Poverty in the North of Italy

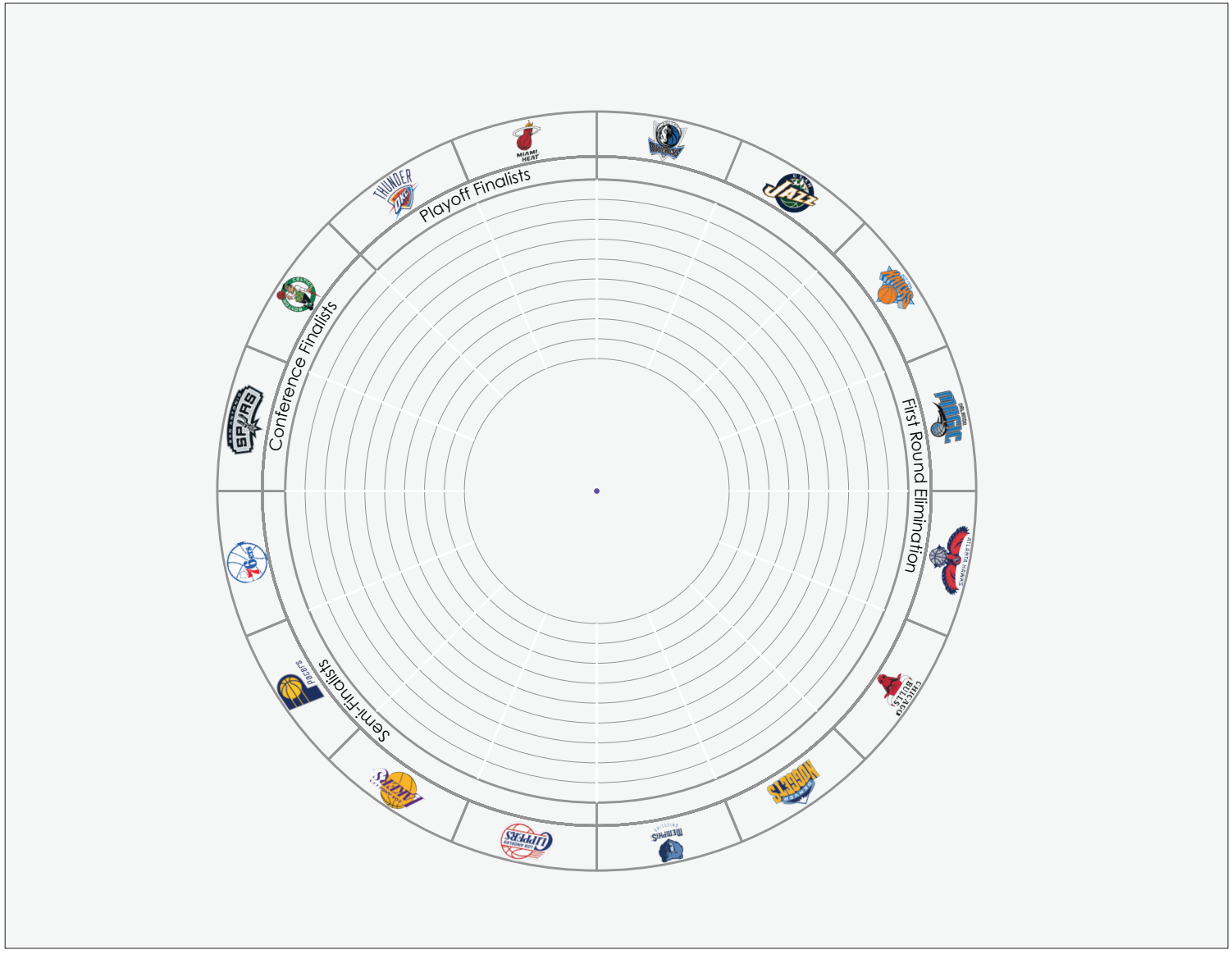

BUSRIDE
37 Minutes
Singapore
37MIN BUSRIDE
SBS SERVICE 174
PROJECT DESCRIPTION
TOTAL TIME TAKEN
TOTAL BUS STOPS
BUS LISENCE NO
DATE
37 minutes and 58 Seconds
33 Stops
SBS8048L
9 February 2009
LEGEND
Male
Female
Adult
Senior Citizen
Student
Chinese
Indian
Malay
Foreigner
Wear Spectacles


PERSONAL FOULS
3PT% 3 POINTER OR Free Throw FT%
PUSH F G %
BLOCKS
TURN OVERS
REBOUNDS
ASSISTS
MINUTES PLAYED

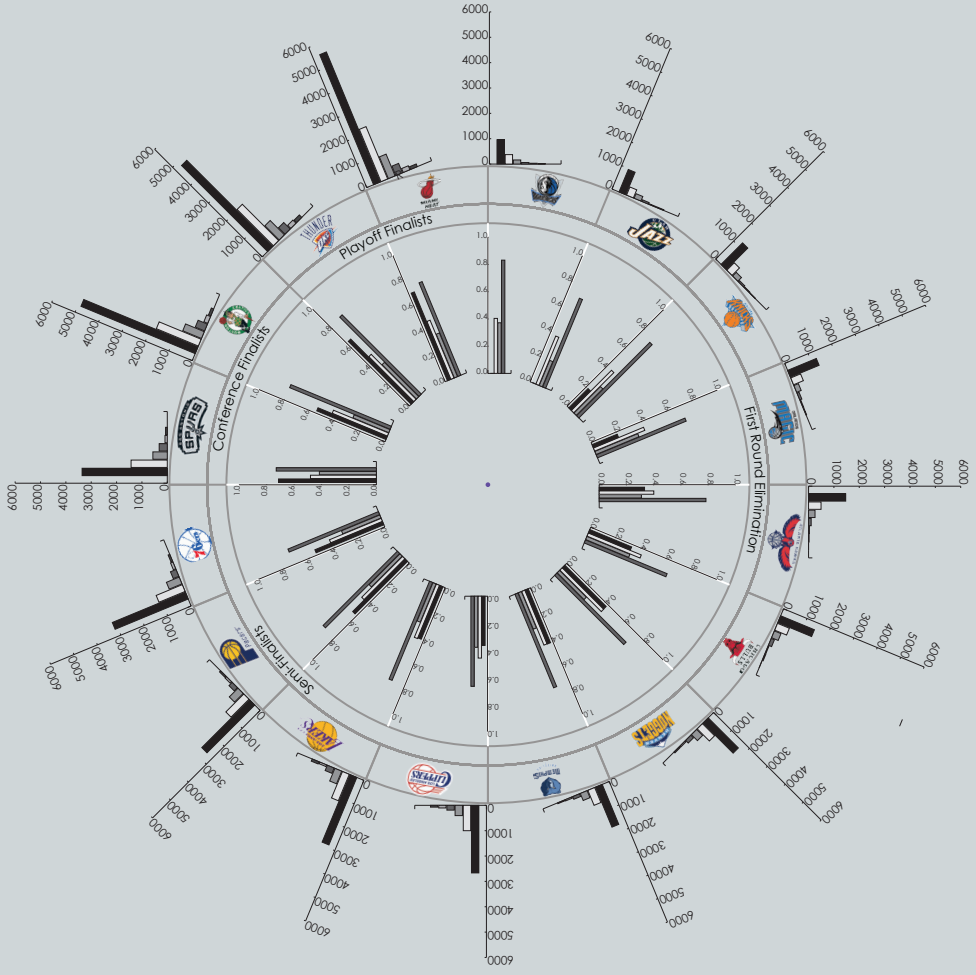

OVERVIEW PLAYOFF STATS
CLOSE UP
BOSTON CELTICS
LA LAKERS
STATS
MP
FG
3P
FT
TRB
AST
STL
BLK
TOV
PF
PTS
2012 NBA PLAYOFFS
TEAM STATS
1- SAN ANTONIO SPURS
2- OKLAHOMA CITY THUNDER
3- MIAMI HEAT
4- DENVER NUGGETS
5- LOS ANGELES LAKERS
6- DALLAS MAVERICKS
7- MEMPHIS GRIZZLIES
8- LOS ANGELES CLIPPERS
9- GOLDEN STATE WARRIORS
10- BOSTON CELTICS
11- UTAH JAZZ
12- PHILADELPHIA 76ERS
13- CHICAGO BULLS
14- ORLANDO MAGIC
15- NEW YORK KNICKS
16- ATLANTA HAWKS
STATS %
FG %
3P %
FT%
W-L %
BFG %
TOV%
ORB%


CLOSE UP


2 Finalists
MIA , OKL
2 Conference Finalists
BOS , SAN
4 Semi finalists
PHI , IND
LAL, LAC
8 First Round
ATL , ORL
NY , CHI
MEM, DEN
DAL, UTH
TEAM STATS
MP
PTS
TRB
AST
STL
BLK
% STATS
FG%
3P%
FT%
W-L%
TOTAL GAME STATS
% STATS
FIRST ROUND
CONF FINALIST
SEMI FINALIST


Playoff Finalists
Conference Finalists
Semi-Finalists
First Round Elimination

"There is no "I" in team but there is in win."
-Michael Jordan



"There is no "I" in team but there is in win."
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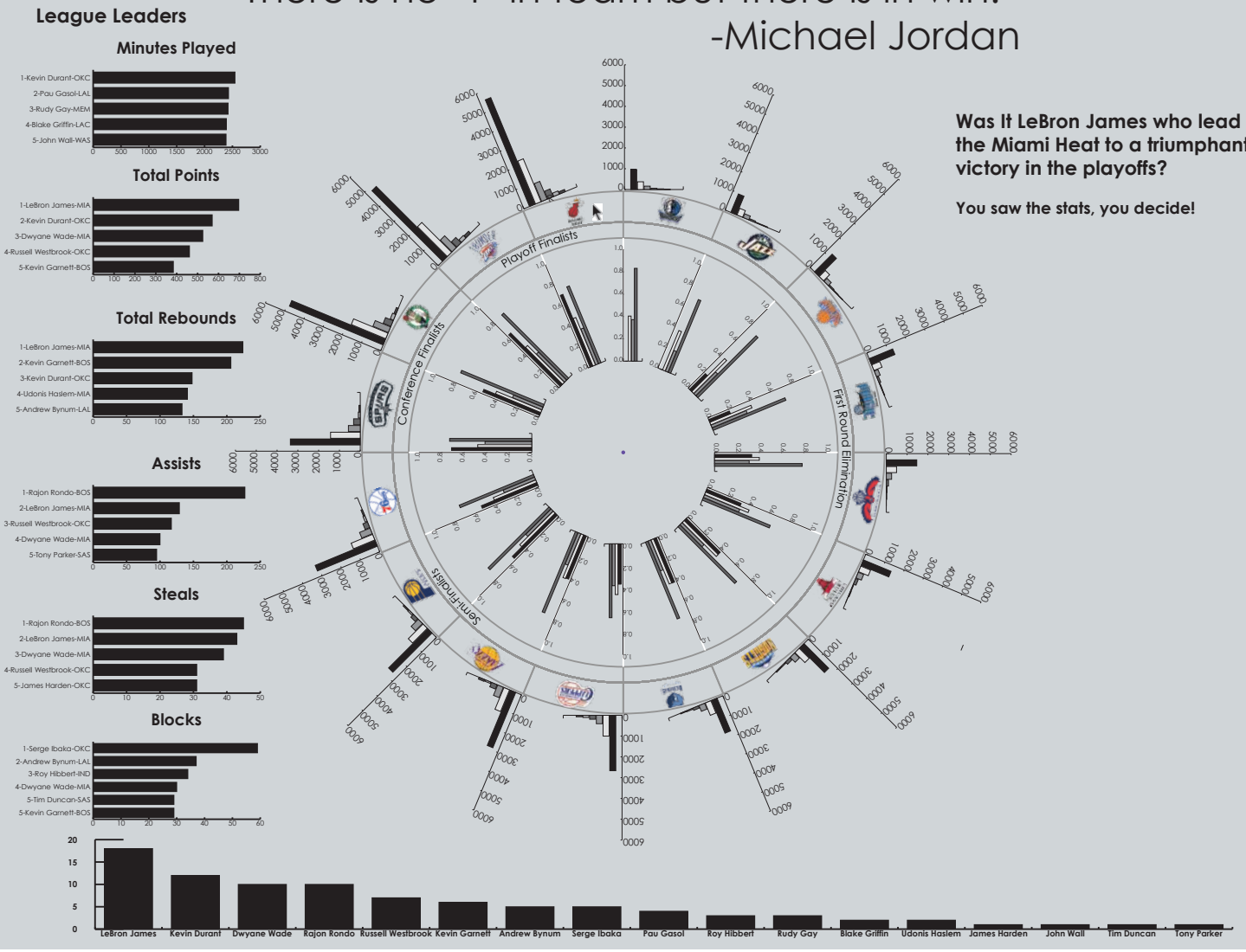
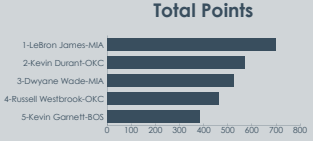


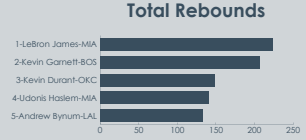
Was It LeBron James who lead the Miami Heat to a triumphant victory in the playoffs?

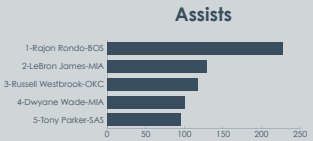
You saw the stats, you decide!

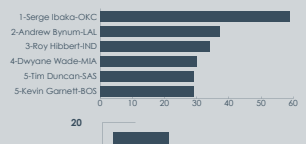
"There is no "I" in team but there is in win."
-Michael Jordan

League Leaders









Was It LeBron James who lead the Miami Heat to a triumphant victory in the playoffs?

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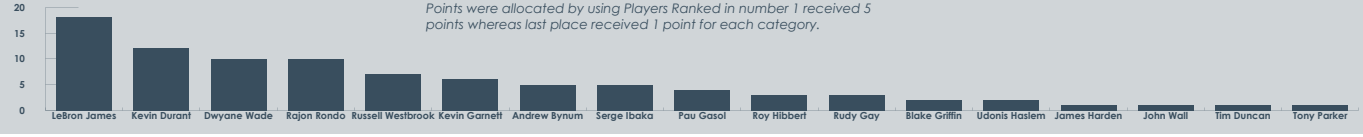
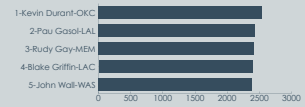
Points were allocated by using Players Ranked in number 1 received 5 points whereas last place received 1 point for each category.



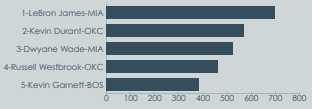
"There is no "I" in team but there is in win."
-Michael Jordan

League Leaders

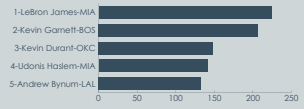
Minutes Played



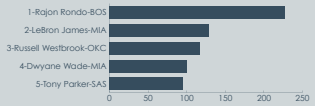
Total Points



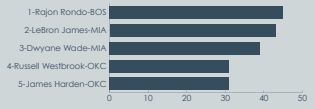
Total Rebounds



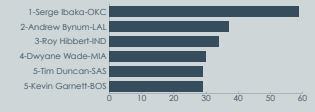
Assists

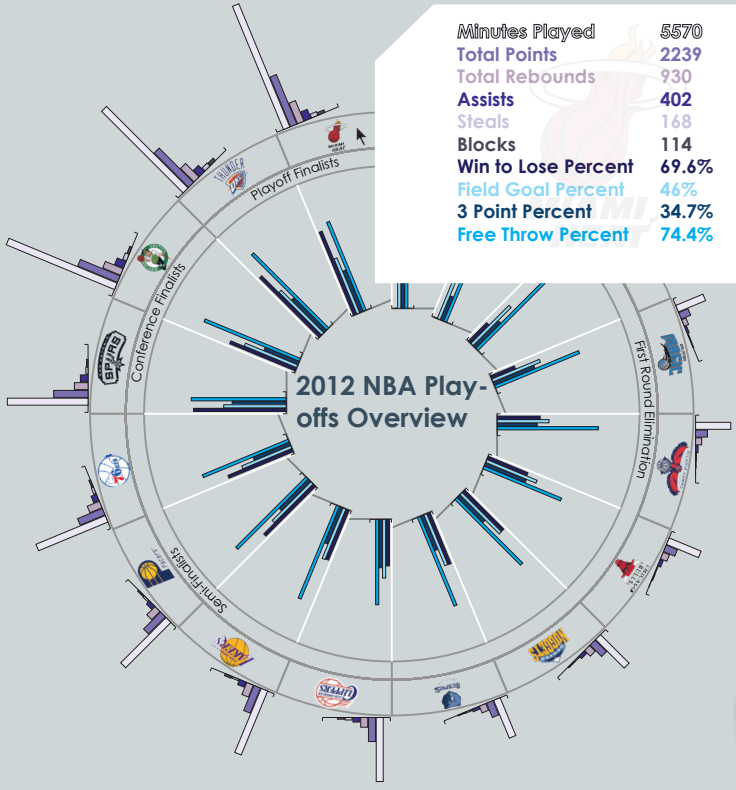


Steals



Blocks





Minutes Played	5570
Total Points	2239
Total Rebounds	930
Assists	402
Steals	168
Blocks	114
Win to Lose Percent	69.6%
Field Goal Percent	46%
3 Point Percent	34.7%
Free Throw Percent	74.4%

lt LeBron James who lead
Miami Heat to a triumphant
ory in the playoffs?

saw the stats, you decide!

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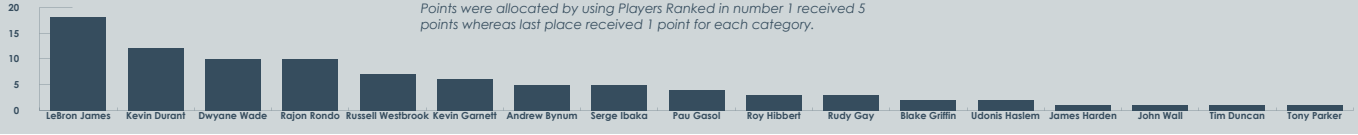

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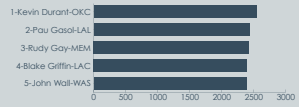
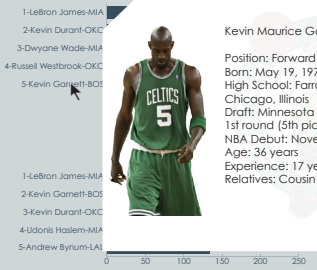
League Leaders

Minutes Played

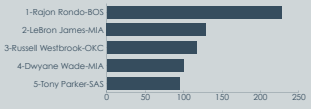




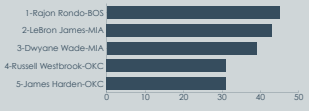
Kevin Maurice Garnett (KG, The Big Ticket, The Kid)

Position: Forward Height: 6-11 Weight: 220 lbs.
Born: May 19, 1976 (Age 36) in Mauldin, South Carolina
High School: Farragut Career Academy in Chicago, Illinois
Draft: Minnesota Timberwolves, 1st round (5th pick, 5th overall), 1995 NBA Draft
NBA Debut: November 3, 1995
Age: 36 years
Experience: 17 years
Relatives: Cousin of Shammond Williams

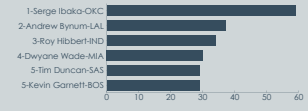
Assists

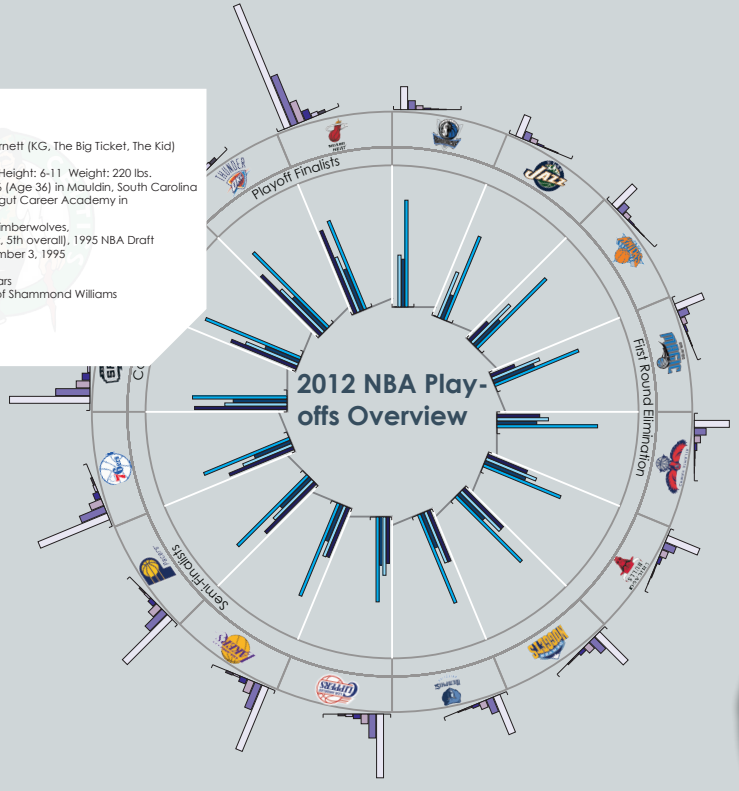


Steals



Blocks





Was It LeBron James who lead the Miami Heat to a triumphant victory in the playoffs?

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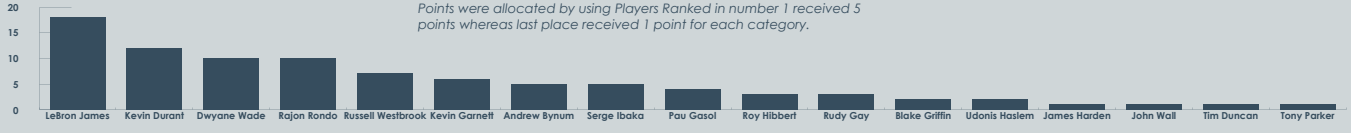

Current Website

Current Website

Resources

Inspiration
http://www.cityclouds.de/tag/data-visualization/
http://www.flickr.com/photos/ww4f/4108672641/sizes/l/
http://www.behance.net/Gallery/Information-Graphic--Bus-Ride-37-Mintutes/215694
http://sectiondesign.co.uk/digital-nostalgia
http://www.newscientist.com/data/images/archive/2605/26051202.jpg
http://1.bp.blogspot.com/_V1hky3QMM4k/SR4uANI8lgI/AAAAAAAAAz0/Mwd3dLxqGvo/s1600-h/Olympics_colorTIGHT1.jpg
http://www.flickr.com/photos/gianordoli/3220749528/in/pool-856209@N23
http://www.flickr.com/photos/densitydesign/2988114514/in/pool-16135094@N00

Images
http://cdn.cosbysweaters.com/wp-content/uploads/2012/07/Lebronbatman.jpg
http://images.wikia.com/nba/images/6/6c/Lebron_james_miami_heat_jersey.png
http://withmalice.files.wordpress.com/2008/11/kg.png
http://danson.misericordia.edu/accessibility/elderinterface/Images/Cursor.png

Qoute
http://www.michaeljordanquotes.org/

Research/Data
http://www.basketball-reference.com/
http://en.wikipedia.org/wiki/Sports_illustrated

Logos
http://www.logostage.com/logos/San_Antonio_Spurs.png
http://www.logostage.com/logos/Oklahoma_City_Thunder.png
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http://www.logostage.com/logos/Los_Angeles_Clippers.png
http://www.logostage.com/logos/Indiana_Pacers.png
http://www.greatestlogo.com/boston-celtics#.UJr6EkTTE60
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J-SPEC AUTO SPORTS

Website Proposal | Branding

This project was a collaberation with Michael Russell. I will only be presenting the portions I was involved in. J-Spec Auto Sports is a e-commerce website that sells import auto parts, engines to be specific. The website was not up to par with current standards and needed a re-design.

JSPEC
AUTO SPORTS

Mood Board

Hex: 10161D
RGB: 16,22,29

Hex: E0E1EE
RGB: 224,225,238

Hex: F2F1F3
RGB: 242,241,243

Hex: B54FC7
RGB: 181,79,199

Hex: 5B287D
RGB: 91,40,125

Hex: C01830
RGB: 192,24,48

Hex: A81830
RGB: 168,24,48

Hex: EBBE09
RGB: 235,190,9

Hex: FBFB00
RGB: 251,251,0

Helvetica
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Arial
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Century Gothic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Logo Inspiration

PROGRESSIVE EQUIPMENT
CUSCO

MOTORDYNE
ENGINEERING

APEXi

WORK

mopan
RACING

tanabe
racing development USA

TURBONETICS

TEIN
TM

skunk2
RACING

Competitive Analysis

	ASSAULTECH PERFORMANCE	B2 Auto Designs, Inc.	CZP CONCEPT Z PERFORMANCE	Do Work Son	IIR IMPORT IMAGE RACING
Navigation	Top, Drop Down Menu	Top, Pop-Up	Top, Basic	Top, Interactive	Top, Highlights
Search Bar	On Sidebar	Above Navigation	Top Right Corner	Below Navigation	Navigation Bar
Contact	Live Support, Phone Number, E-Mail	Phone Number, E-mail, Fax, AIM	Phone Number, E-mail, Fax	Phone Number, E-mail	Live Support, Phone Number
Sub-Navigation	Left Side	Left Side	Left Side, Darken Images	Bottom	Bottom
Imagery	Series of Medium Sized	Main High Quality Image, Two Thumbnail Ads	Series of thumbnails, High Quality Banner	Series of Main Interactive Images, Scrollable series of Thumbnails	Series of Main Slideshow of Images, Series of Thumbnails
Visual Hierarchy	Photos, Bottom "Proud Supporters" Logo/Series of Images/ Sidebar/Facebook Feed	Main Image/Navigation/ Side Bar/ Thumbnail Image Ad	Banner/Sidebar/ Thumbnails of Products	Main Interactive Images/ Logo/Series of Thumbnails/Bottom Ads	Main Slideshow Images/ Special Sale Ad/ Navigation/Logo/Bottom Ads
Background	Textured gray	Black	Darken Image	Black	White Pattern
Body	White	White	Transparent Black	White	White
Color Scheme	Red, White, Black, Gray	Black, White, Gray	Black, White, Gray, Red Accents	Black, Gray, White, Orange Accents	White, Black, Green & Yellow Accents
Typography	Legible, Sans Serif, some Italics	Legible, Sans Serif, All Caps	Legible, Sans Serif	Legible, Sans Serif	Legible, Sans Serif
Logo	Legible, Sans Serif, all Caps, Incorporates Color Scheme, Outline	Legible, Sans Serif, Does not Follow Color Scheme, Unoriginal Vector	Legible, Sans Serif, Incorporates Color Scheme, Acronyms	Illegible, Classy	Legible, Sans Serif, Incorporates Color Scheme, Acronyms
Testimonials	N/A	N/A	N/A	N/A	N/A
Social Network	Facebook, Facebook Feed, Twitter, Blog	Facebook Like Button	Facebook Like Button	N/A	Facebook, Twitter, Blog, Google +
Vehicle Tayloring	Top Right Corner	N/A	N/A	N/A	Right Below Main Slideshow

Competitive Analysis

Navigation	Top, Highlighted Boxes	Top, Highlighted Text	Top, Drop Down Menu	Top, Basic	Top, Vector Graphics
Search Bar	Right Below Logo	Left Navigation	Within Sidebar	Within Sidebar	Within Navigation
Contact	AIM, Yahoo, E-Mail, Phone Number, Fax	Phone Number, E-mail, Fax, Live Support	Phone Number, E-mail	Phone Number, E-mail, AIM	Phone Number, E-mail
Sub-Navigation	Left Side	Left Side	Left Side, Gray Texture	Left Side, Gray Texture	Left Side
Imagery	Series of Thumbnail Images	Main Choppy GIF, Series of Thumbnail Ads	Series of High Quality	Series of Slideshows and Thumbnails	Series of Thumbnail Images
Visual Hierarchy	Logo/Sidebar/ Navigation/Series of Thumbnails	Main GIF/Logo/Thumbnail Ads/Navigation/Sidebar	Banners Main Banner/Sub Banners/Logo/Sidebar/ Navigation	Main Slideshow/Sub Slide-show/Navigation/Sidebar	Free Shipping Ad/"Why Buy VR?"/Logo/Thumbnail Ads/Sidebar
Background	Darken Image	Textured Red	Black	White	Gradient Red
Body	White	White	White	White	White
Color Scheme	Black, Gray, White, Red & Blue Accents	Red, White, Black, Green & Yellow Accents	Black, White, Gray, Light Blue	White, Gray, Black, Red Accents	Red, White, Light Gray, Blue
Typography	Legible, Sans Serif	Legible, Sans Serif	Legible, Sans Serif	Legible, Sans Serif	Legible, Sans Serif
Logo	Playful, Semi-Legible	Legibile, Sans Serif, Nega-tive Space	Legible, Clean, Sans Serif, Incorporates Color Scheme	Legible, All Caps, Vector Graphic	Legible, Incorporate Color Scheme, Drop Shadow
Testimonials	N/A	N/A	N/A	Yes	Yes
Social Network	Facebook Like Button, Twitter	N/A	Facebook, Twitter	Facebook, Twitter	Facebook, Twitter, Linkedin, Google+, Youtube, Flickr, Vimeo, Feedburner
Vehicle Tayloring	N/A	Above Sidebar	Below Navigation	Navigation	Sidebar

Hex: 10161D
RGB: 16,22,29

Hex: E0E1EE
RGB: 224,225,238

Hex: F2F1F3
RGB: 242,241,243

Hex: B54FC7
RGB: 181,79,199

Hex: 5B287D
RGB: 91,40,125

Hex: A81830
RGB: 168,24,48

Century Gothic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

ALPENKREUZER
ABCDEFGHIJKLMNOPQR
STUVWXYZ
0123456789

J-SPEC
AUTO
J-SPEC
AUTO
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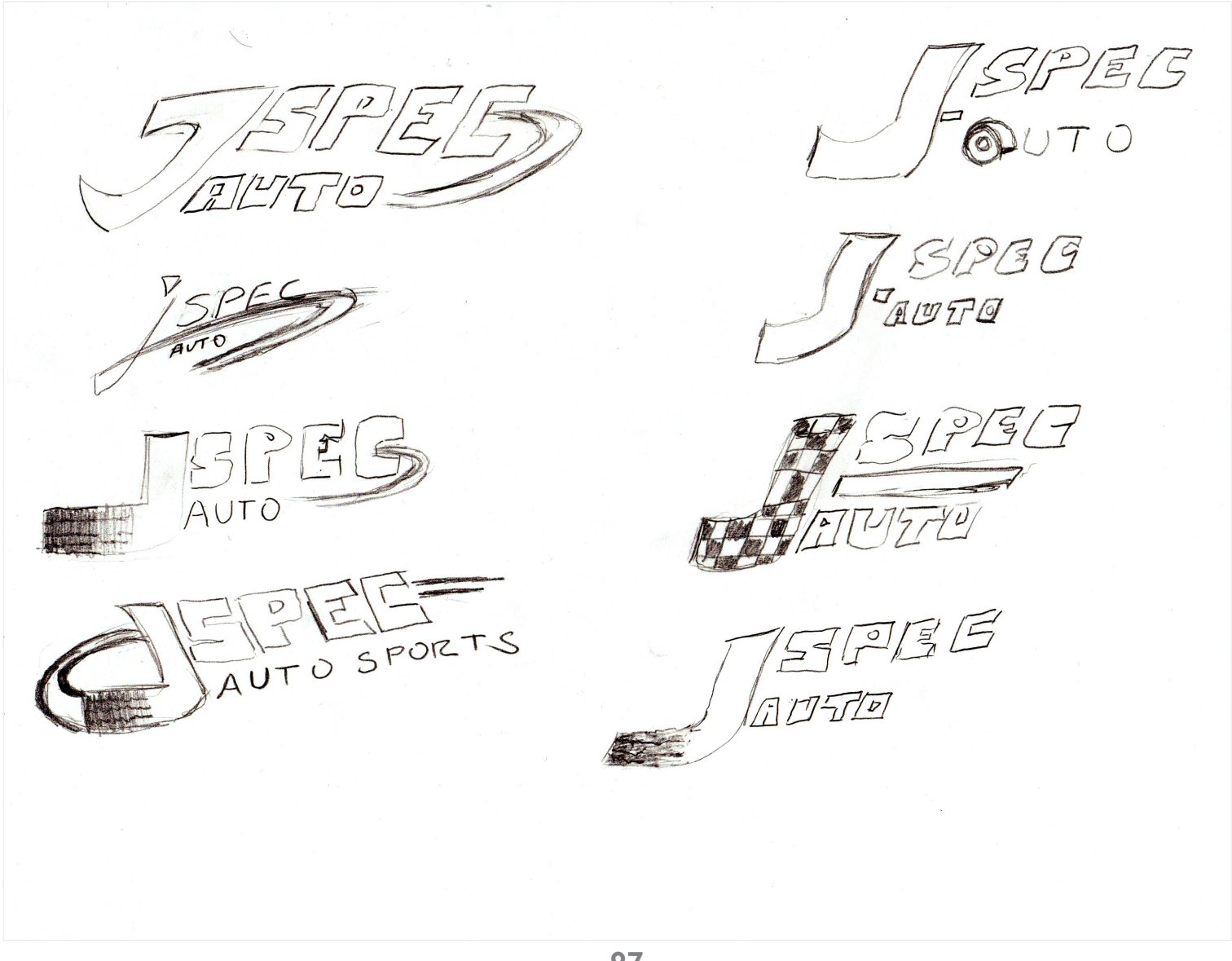
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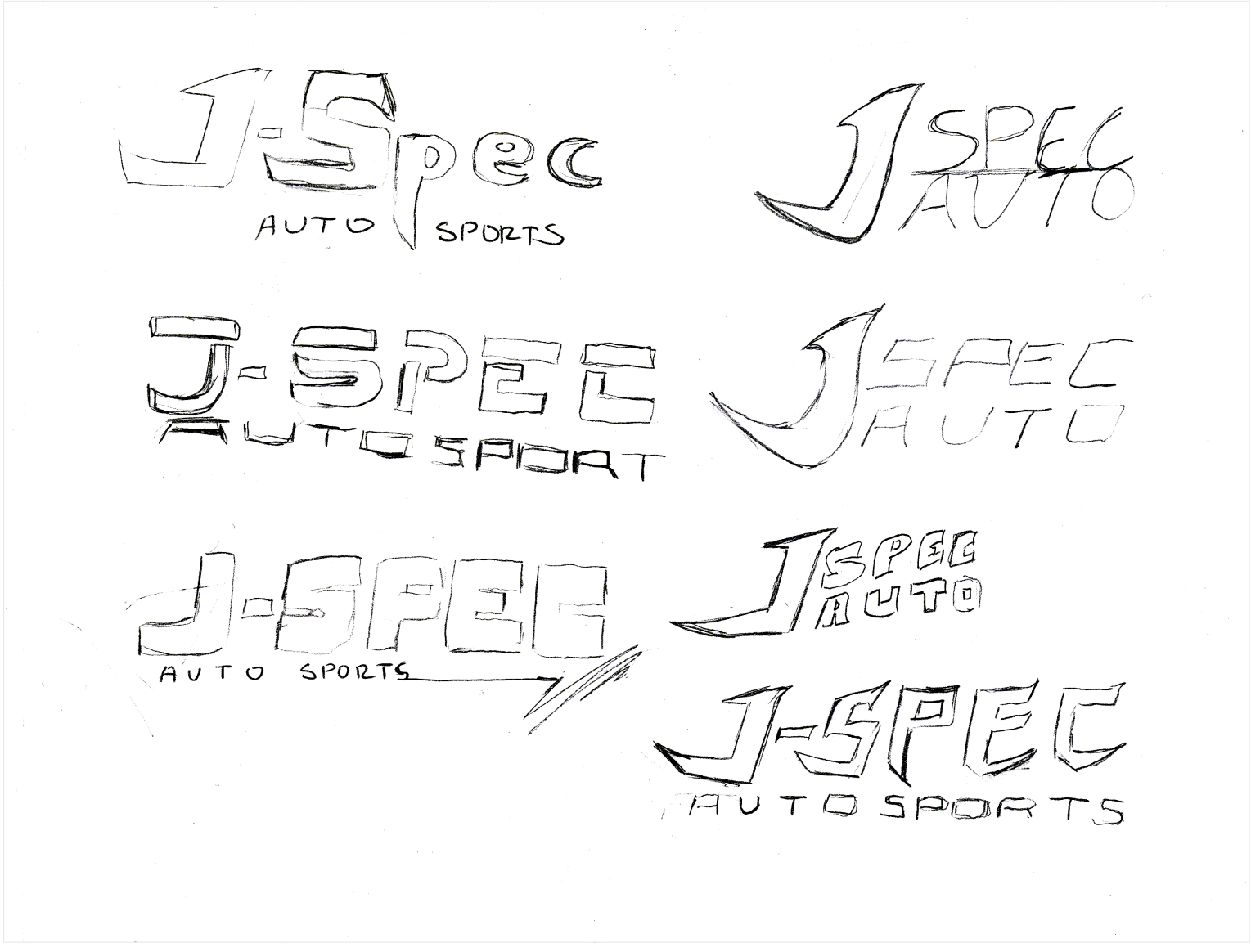
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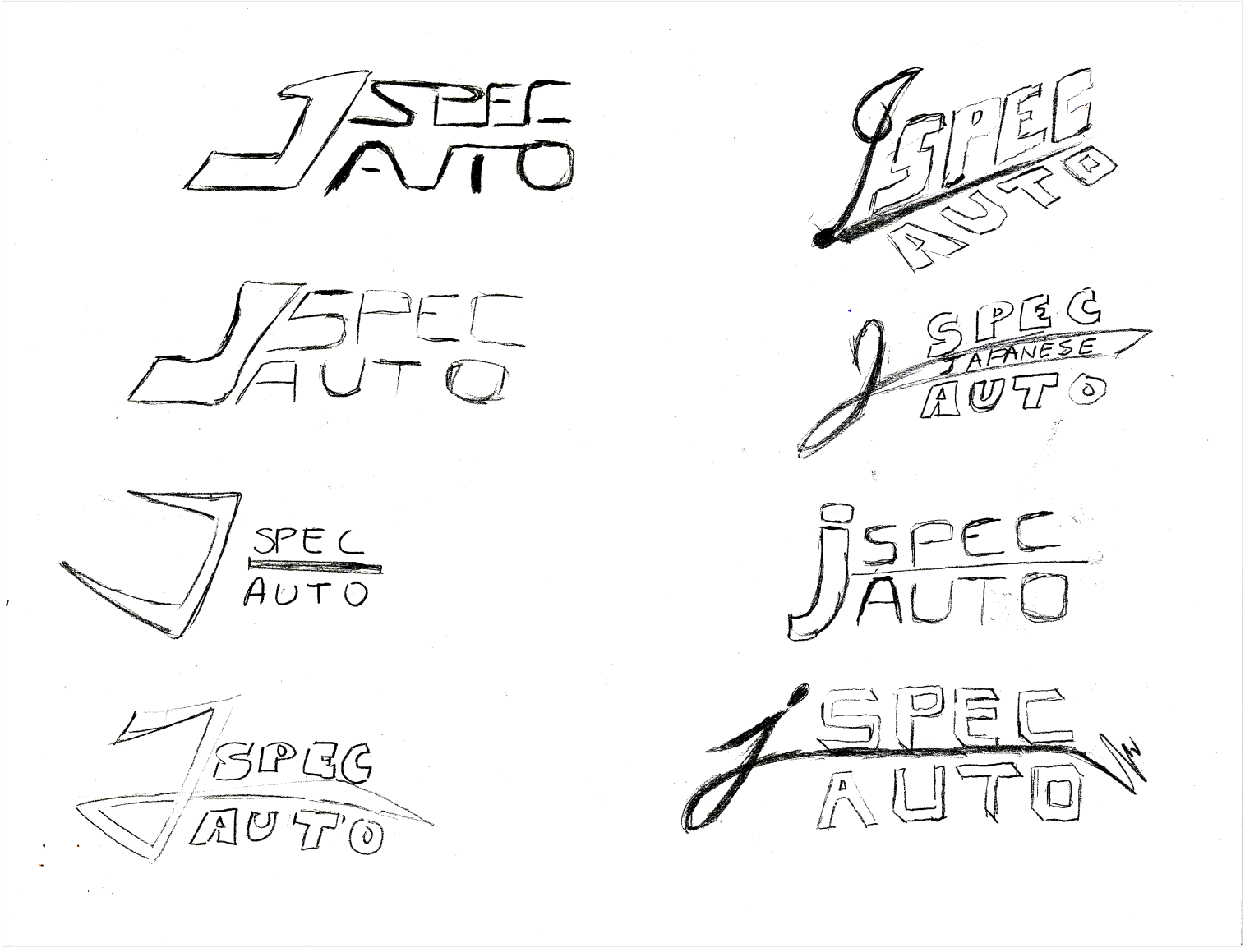
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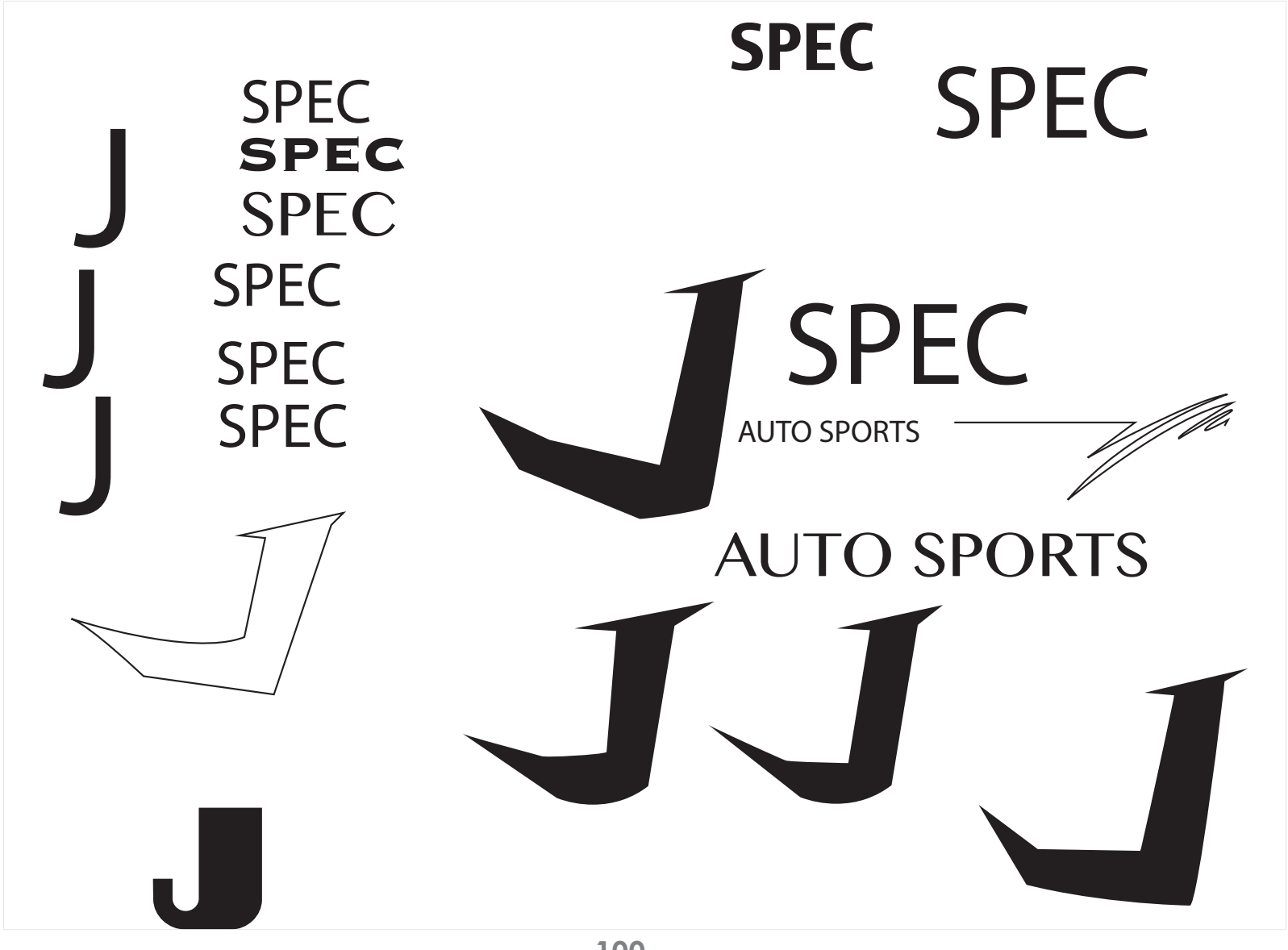
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