

# OVERVIEW

## INTRODUCTION

After looking through the current design I noticed there was a lot of information that could be hidden, and using javascript we can show and hide elements of our page. I feel that the search filters on the left should only be displayed if requested by the user allowing more space for the database grid and giving us a minimalist view. In this case I have hidden this section however it can be revealed by clicking on the universal icon for search.

## TABLE

The table shown here uses alignment, rules, colour, column width and line spacing to structure information. Text that is aligned left, right or centered immediately creates vertical structure. With the additional space I can now have a consistent margin of 100px on the left and right of the page. Key information in this chart is displayed in the eye-catching green and with a heavier font weight. Less important information is in the lighter grey. I have used some custom icons that I created, they are outlines to avoid using heavy blocks of colour. I feel the images should have their own column separate from the title. A smooth border radius around the image prevents the page looking sharp. Notice how numeric values on the right are aligned to the right to display symmetry within the text. The "+" icon adds items to the basket. A thin 0.5px grey line separates each piece of data clearly and effectively without being too abrasive. The width of each row is dependent on the potential amount of data that needs to be displayed.

## PRIMARY HEADER

In the primary header I have removed all information other than the brand logo centralising and emphasising its importance. Both headers are fixed meaning they will scroll with you down the page always being at the top.

## SECONDARY HEADER

The additional space has allowed me to remove the large search bar in the secondary header. I have made all text in the header uppercase in a negative colour combination which transitions to green on hover. I have added three icons to the secondary header. I feel it would be great if each one of these icons when clicked opens in the same way as the search bar with the appropriate information.

## SEARCH MENU

When clicking on the search icon; Opacity of dimmer div transitions 0 - 50%, the Logo div on the right slides in from the right, Menu1 slides in up, Menu2 slides in down, Function lasts 0.5 seconds. This is shown with the pink arrows on the previous page.

The menu which opens up not only frees up space on the main body of the page but it also adds a nuance of animation and playfulness to the site. All options when left unselected are a midtone grey, however when selected they display as green. In the top left the user can write in information and use the icon to the left of the input box to submit their data. Under the title coverage the users can input their data in the green rectangles where the placeholders read "to" and "from". The filter button which changes colour on hover applies these filters to the search. There is also a link to the basket in this menu, showing the amount of items in there.

## FOOTER & DISPLAY OPTIONS











I have added a dark footer to the bottom of the page to frame the contents. The header and footer together create symmetry, which is complemented by the left and right margin. Inside this footer currently there is just the logo, however we could add social media icons, important links and even a map. Before the footer the display options are available to be selected. The display buttons allow the user to pick the number of items displayed in the table, selected is green and unselected is grey. The page number is a similar but also includes arrows which can be clicked for navigation. Order by is simply if you click on the current selection a 'dropdown' menu appears with the other options.

## CONCLUSION

Good design is sometimes about simplicity, less is more. Notice how I have only used a minimal colour pallet. Using the midtone grey + Crossvertise green for text I have forced the user to distinguish between more and less important information. The rounded shapes make the design feel soft and playful. Animation of SVG throughout make any app/website fun and engaging, its like giving the user micro games to keep them engaged. I would like to think if Crossvertise used my designs we would have a fun and unique user experience offering and showing unprecedented design.

## PACKAGE DEALS

TITLE	PHOTO	CONTENTS	PUBLISHER	PRICE	
<b>Amber BAG Bäckereitüte</b> 150.00 Tüten, 50 Verkaufsstellen		<ul style="list-style-type: none"> <li>Verteilung in den Verkaufsstellen (50 Verkaufsstellen)</li> <li>Produktion der amber BAG Bäckereitüten (15,000 Tüten)</li> <li>Kampagenreporting (1 Reporting)</li> </ul>	AMBER MEDIA	<del>€8,980.56</del> <b>€7,926.70</b> SIE SPAREN 12%	
<b>Amber BAG Bäckereitüte</b> 450.00 Tüten, 150 Verkaufsstellen		<ul style="list-style-type: none"> <li>Verteilung in den Verkaufsstellen (150 Verkaufsstellen)</li> <li>Produktion der amber BAG Bäckereitüten (450,000 Tüten)</li> <li>Kampagenreporting (1 Reporting)</li> </ul>	AMBER MEDIA	<del>€22,602.47</del> <b>€19,888.44</b> SIE SPAREN 12%	
<b>Amber CUP Coffee 2 go Becher</b> 150.00 Stück, 150 Verkaufsstellen		<ul style="list-style-type: none"> <li>Production der Amber CUP (150.000 kaffeebecher)</li> <li>Verteilung in den Verkaufsstellen (150 Verkaufsstellen)</li> <li>Kampagenreporting (1 Reporting)</li> </ul>	AMBER MEDIA	<del>€33.435.81</del> <b>€29,640.70</b> SIE SPAREN 12%	
<b>Amber CUP Coffee 2 go Becher</b> 50.00 Stück, 50 Verkaufsstellen		<ul style="list-style-type: none"> <li>Production der Amber CUP (50.000 kaffeebecher)</li> <li>Verteilung in den Verkaufsstellen (50 Verkaufsstellen)</li> <li>Kampagenreporting (1 Reporting)</li> </ul>	AMBER MEDIA	<del>€22,602.47</del> <b>€11,088.44</b> SIE SPAREN 12%	
<b>Bikecards</b> 150.00 Stück, 150 Verkaufsstellen		<ul style="list-style-type: none"> <li>Production der Amber CUP (150.000 kaffeebecher)</li> <li>Verteilung in den Verkaufsstellen (150 Verkaufsstellen)</li> <li>Kampagenreporting (1 Reporting)</li> </ul>	MORE MEDIA	<del>€33.435.81</del> <b>€29,640.70</b> SIE SPAREN 12%	
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SEARCH BY:

- NAME
- CONTAINED MEDIA
- PUBLISHER**
- MIN REACH VOLUME

MEDIUM:

- PRINT**
- RADIO
- ONLINE
- BILLBOARD**
- TV
- DIRECT
- SERVICES

CLUSTER:

- KIDS & FAMILY**
- MID-AGES
- BEST-AGES
- MALE
- FEMALE**
- ELECTORAL

COVERAGE

PRICE RANGE

AVG. CPM

PERIOD START

PERIOD END

**FILTER**



**GO TO BASKET**

Verkaufsstellen)	AMBER MEDIA	€19,888.44	+ Sie Sparen 12%
uten (450,000 Tuten)	AMBER MEDIA	€29,640.70	+ Sie Sparen 12%
kafeebecher)	AMBER MEDIA	€11,088.44	+ Sie Sparen 12%
Verkaufsstellen)	AMBER MEDIA	€29,640.70	+ Sie Sparen 12%
kafeebecher)	MORE MEDIA	€11,088.44	+ Sie Sparen 12%
Verkaufsstellen)	MORE MEDIA	€11,088.44	+ Sie Sparen 12%



ER BY  
**ME**

PAGES  
< 12345 >

Amber BAG Bäckereitüte  
450.00 Tüten, 150 Verkaufsstellen

Amber CUP Coffee 2 go Becher  
150.00 Stück, 150 Verkaufsstellen

SEARCH



FILTER



GO TO BASKET

SEARCH BY:

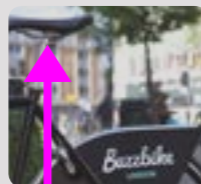
- NAME
- CONTAINED MEDIA
- PUBLISHER
- MIN REACH VOLUME

MEDIUM:

- PRINT
- RADIO
- ONLINE
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- TV
- DIRECT



- Verteilung in den Verkaufsstellen (150 Verkaufsstellen)
- Kampagenreporting (1 Reporting)



- Production der Amber CUP (50.000 kaffeebecher)
- Verteilung in den Verkaufsstellen (50 Verkaufsstellen)
- Kampagenreporting (1 Reporting)

ORDER BY  
NAME

PAGES  
< 12345 >

