

DIAMOND THUNDERBOLT

DESIGN DOCUMENT

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ITGM 715
Prof. Lomelino
Interactive
Web Design

07/22/2018

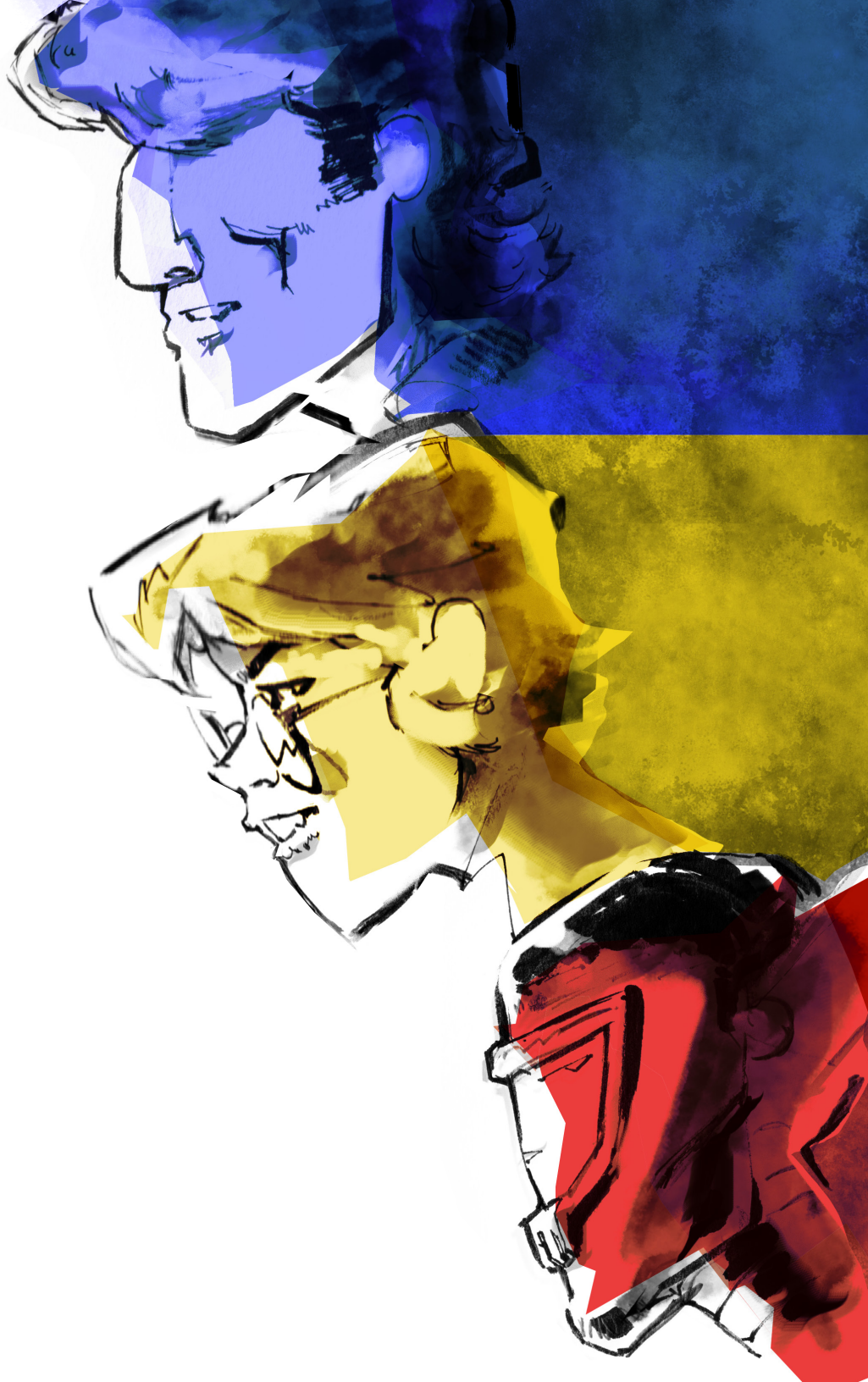


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VS

PROPOSAL

PROPOSAL

CONCEPT STATEMENT

In Sanskrit, Vajra mean both **Diamond** (indestructibility) and **Thunderbolt** (irresistible force). Buddhism defines *Diamond Thunderbolt* as an instantaneous enlightening and creative moment.

Under the auspice of Diamond Thunderbolt and the domain DMNDthunderbolt.com, I want to build a cohesive brand identity centered around a webcomic series created by me, *Order of the Rose*.

I want to use this initial property to build out a new web portal that gives *Order of the Rose* and other indie properties branding and merchandising. Furthermore, I want to build a modular website design that can be expanded to become a landing-point through DMNDthunderbolt.com to showcase other independent/creator-owned properties, leveraging their brand appeal toward crowd-funding sources for publishing and further merchandising opportunities.

KEY SOLUTIONS

A problem that many fans have with independent comics is that they do not get the the same exposure to the mass-market as the larer publishers. However, a proper web present can level the playing field, allowing for a strong brand.

- Customers/users need a dynmaic web and one-stop-shop experience for all things based around the comic property *Order of the Rose*. And subsequently, more comic brands under fabricated corporate identites

DMND Thunderbolt Publishing and Titanium Holdings LLC.

- Using *Order of the Rose*, I want to be build a brand strategy that incorporates lifestyle goods, apparel, collectibles, videogames.
- DMNDthunderbolt.com will feature a high end comic-reader plugin that is scalable and can dynamically load either CBR or CBZ files on a myriad of devices and screen sizes.
- Branching from the core reader experience will be character bios, interactive gifs, and links to croud-funding like Patreon.
- Finally the domain will be able to take on oth-er brands in the same modular fashion. Tak-ing independent branding from the collector to the mainstream with a web-first roll-out model.

PRIMARY TARGET AUDIENCE

Diamond Thunderbot and DMNDthunderbolt.com are meant to appeal to a YA market. Todays teens and preteens are very knowledgable about the music, toys, and the media that happened before their generation because of the easy access that they have through the internet and Youtube.com. By using ingredients from the Cold War, action-adventure works like Indiana Jones and Tin Tin, and the styling of 1970s European comics, I hope to appeal to a discerning YA viewer.

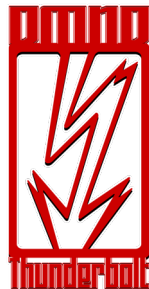
PROPOSAL

PROJECT SUMMARY

This is a birth of a new independent brand identity. I have been working on a webcomic project, *Order of the Rose* and I am now prepared to release it. With DMNDthunderbolt.com I plan to do a fully featured roll-out centered around a weekly webcomic and more. But just as my comic deals in allegory more than fact, I will also deliver a comprehensive (and somewhat fabricated) corporate identity built around *DMND Thunderbolt Publishing* and *Titanium Holdings LLC*.

I will focus towards merchandising, videogames, board games, and other media. I want to deliver a fully cohesive lifestyle branding similar to WB or Disney, but consistent to other independent properties.

The teen and preteen market is a robust one, with the current YA demographic demanding a unique, sophisticated, and fiercely independent property. *Rick 'n Morty*, *Five Nights at Freddy's*, *Adventure Time*, and *Minecraft* having leveraged their successes, going from humble beginnings to multimillion dollar money-makers, and huge drivers of culture.

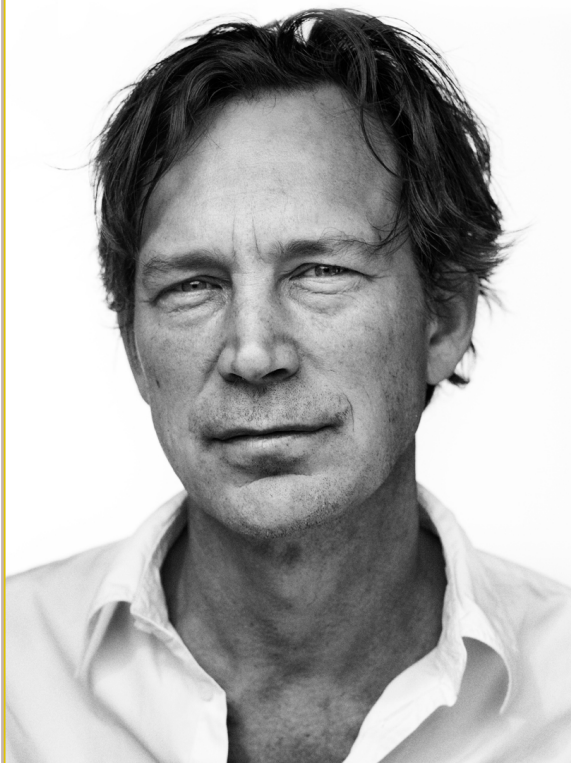




VS

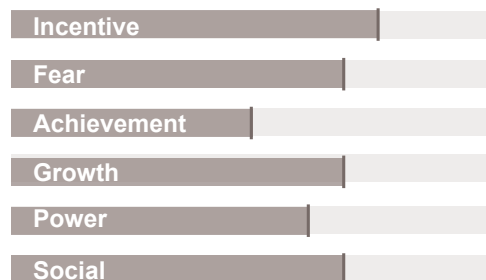
PERSONAS

JACK B.



AGE 58
OCCUPATION Owner
STATUS Married
LOCATION Hoboken, NJ

MOTIVATIONS



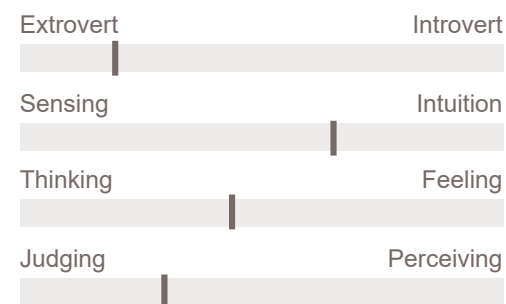
NEEDS

Jack owns a small comic shop and consistently looking for independent comics to showcase in his store. They're not really money makers though, so before he stocks them he needs to make sure they have fans.

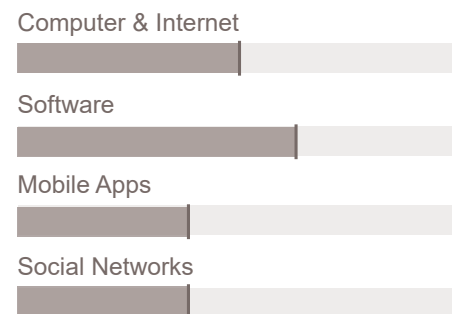
Bio

Jack loves comics and has owned a small-to-medium sized comic shop for almost 2 decades. However business has slowed as the industry has constricted. But comics are everywhere now in popular culture so he knows that with a little bit of research he can find hits to stock.

PERSONALITY



TECHNOLOGY



FEATURE NEED

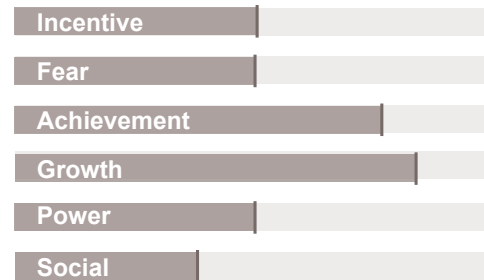
Quick links to Patreon showing supporters and full analytics on the website.

ALLISON D.



AGE 28
OCCUPATION 3D Modeler
STATUS Single
LOCATION Houston, TX

MOTIVATIONS



NEEDS

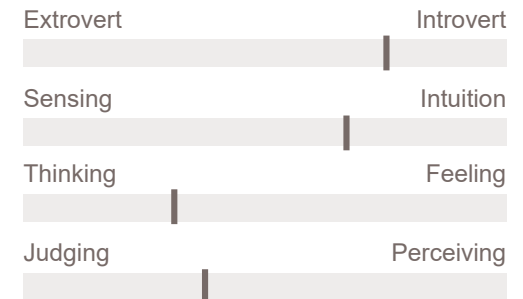
Allison makes comics too, and would love to see what other artists are doing to promote their indie work.

Bio

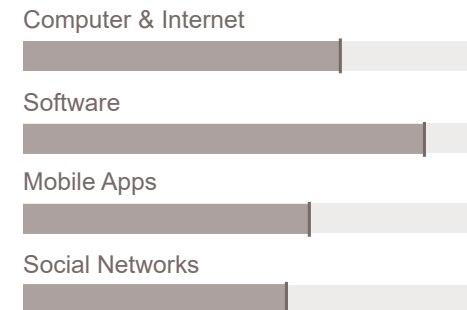
Allison has just begun making sequential art, though she's been an artist for a long time.

Her comics are not really "mainstream" so she's hoping to connect with like-minded individuals and share her work online.

PERSONALITY



TECHNOLOGY



FEATURE NEED

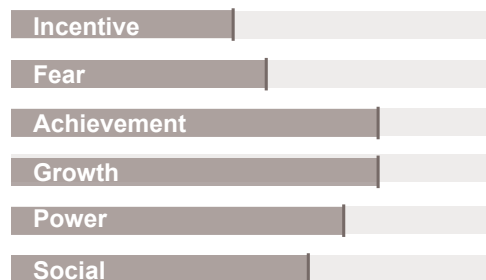
Quick links to contact authors and owners on the website.

ANDREW F.



AGE 30
OCCUPATION Art Director
STATUS Married
LOCATION Portland, OR

MOTIVATIONS



NEEDS

Andrew is a comic collector and wants to expand his comic collection beyond the big three comic companies.

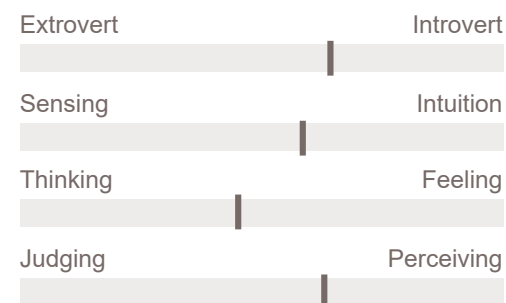
But because of time he needs to read online.

BIO

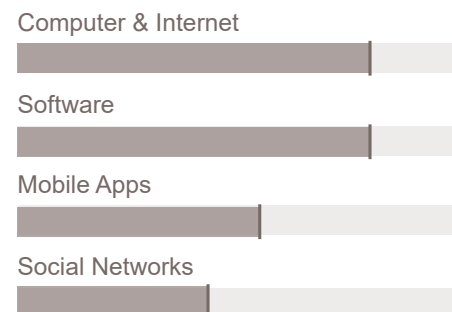
Andrew is a creative professional and a lover of kistche.

He grew on Manga and Marvel comic superheroes, but always has gravitated toward supporting smaller publishers. Now he's reading a lot online.

PERSONALITY



TECHNOLOGY



FEATURE NEED

Easy reader and archiving that allows for access to a bunch of copies, and a way to buy too.

BEN R.



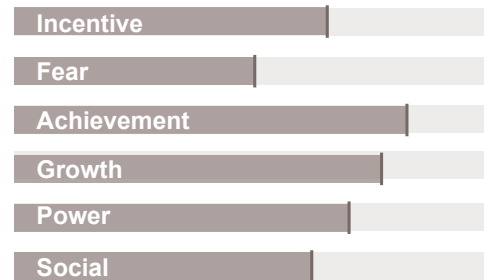
AGE 37

OCCUPATION Art Director

STATUS Married

LOCATION Ann Arbor, MI

MOTIVATIONS



NEEDS

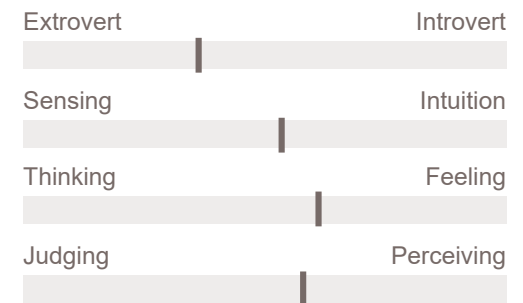
Ben needs an easy way to read comics in his busy life (digitally), but also a way to feel connected to the artists.

Bio

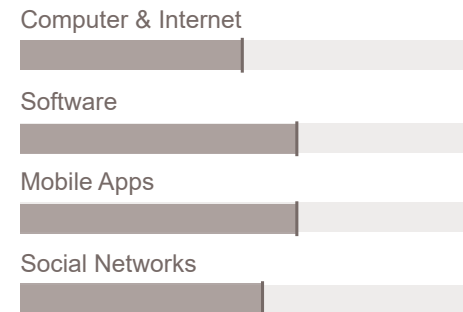
Ben loves to read, especially about history and science. He also is very artistic and museums and collects art.

He has just begun to get into comics as a way to be exposed to other facets of art.

PERSONALITY



TECHNOLOGY



FEATURE NEED

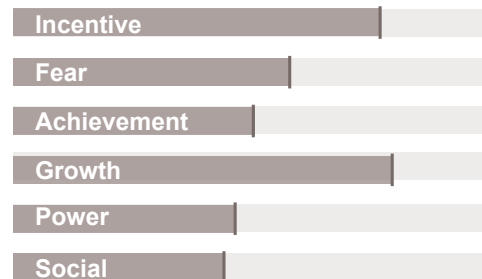
Easy reader and archiving that allows for access to a bunch of copies. Then support and contact the authors.

CONNER M.



AGE 19
OCCUPATION Salesclerk
STATUS Single
LOCATION Jacksonville, FL

MOTIVATIONS



NEEDS

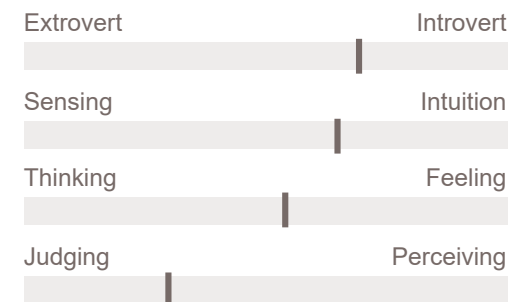
Conner collects as much comics as he can. He loves comics and wants to have every little piece of merch from his favorite properties.

Bio

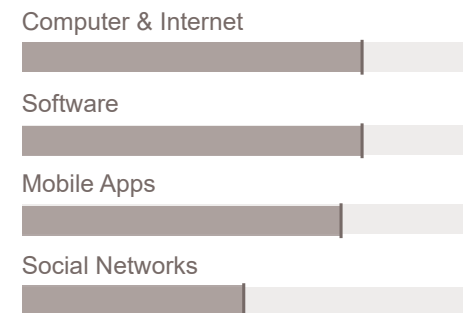
Conner has always been a nerd. He grew up playing RPG videogames and watching animated TV shows. But he also loves 80s movies.

He is obsessed with collecting independent comics. He is always on the lookout for unique and weird work that inspires him.

PERSONALITY



TECHNOLOGY



FEATURE NEED

Full Store with trade paperbacks, toys, and videogames. Also Patreon.

CYAN P.



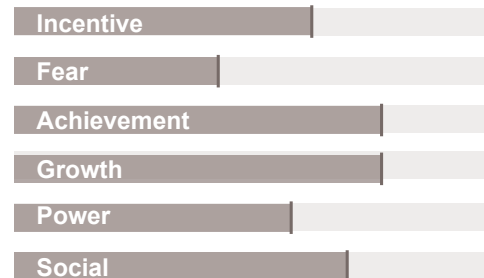
AGE 29

OCCUPATION Post-Doc

STATUS In a Relationship

LOCATION Ann Arbor, MI

MOTIVATIONS



NEEDS

Cyan is a huge fan of independent comics and needs an easy way to access them with her busy schedule.

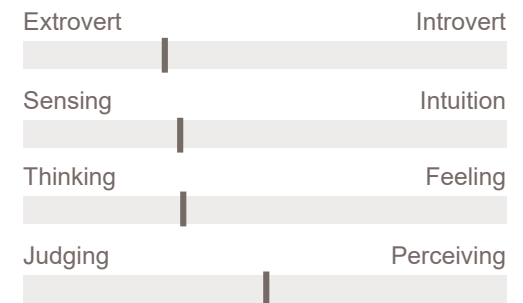
She also is always looking for material for cosplay.

Bio

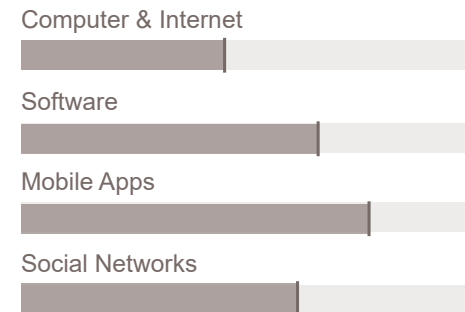
Cyan is a post-doc has a passion for science and comics.

In between her busy daily schedule she wants to follow and support independent artists.

PERSONALITY



TECHNOLOGY



FEATURE NEED

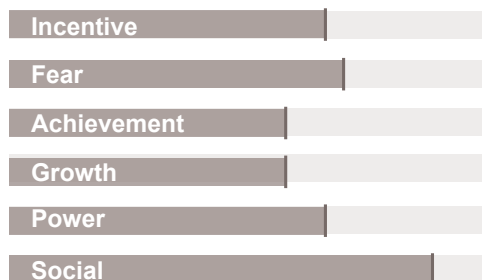
Easy reader and way to archive comics. Read them on the go. And plenty of character pics for ref.

DANIEL J.



AGE 16
OCCUPATION Student
STATUS Single
LOCATION Tacoma, WA

MOTIVATIONS



NEEDS

Daniel is looking for a property that he can call his own. Something that is retro but also new, like the characters do in Ready Player One.

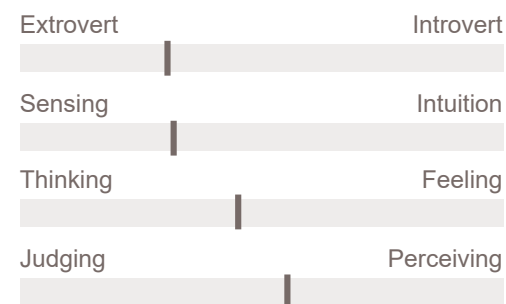
He wants comics on his ipad.

Bio

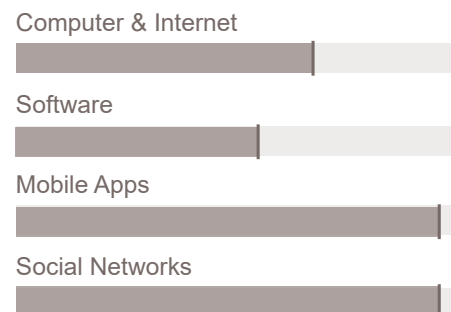
Daniel is into the 1980s, and loves the past style of music and movies and TV. He's constantly on the look-out for classic memorabilia.

His favorite movie is Ready Player One and e's seen the movie 10 times and read the book. He also has alot of retro games and comcis on his ipad.

PERSONALITY



TECHNOLOGY



FEATURE NEED

Spotlighting indie comics, and allowing connection to the artists and support on Patreon, also Instagram.

IAN S.



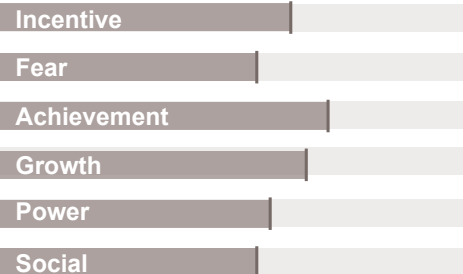
AGE 35

OCCUPATION Manager

STATUS In a Relationship

LOCATION Omaha, NE

MOTIVATIONS



NEEDS

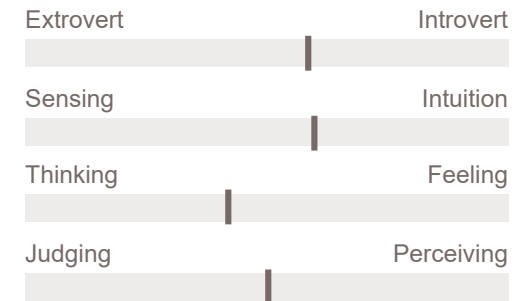
Ian is trying to break-through and sell his comics. He has sold at comic-cons. He also have some copies at a local store. But he hasn't tried online yet.

Bio

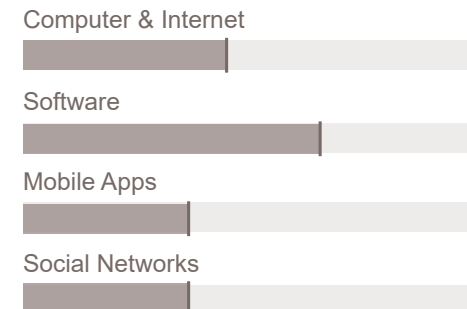
Ian has been working as a part-time artist on various projects but really wants to find his footing as a full time artist making his comics.

He needs some help to focus, be accountable to break-through.

PERSONALITY



TECHNOLOGY



FEATURE NEED

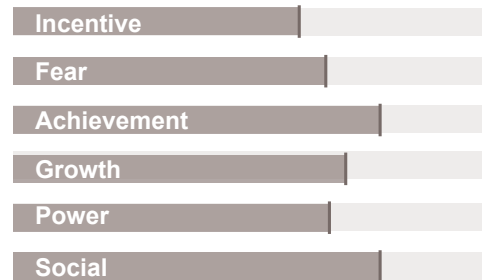
Spotlighting indie comics, connection to the artists and the owner of the website.

ROSIE C.



AGE 34
OCCUPATION Teacher
STATUS In a Relationship
LOCATION Vancouver, BC

MOTIVATIONS



NEEDS

Rosie wants to start building an audience for her hobby comic book before she prints copies to sell.

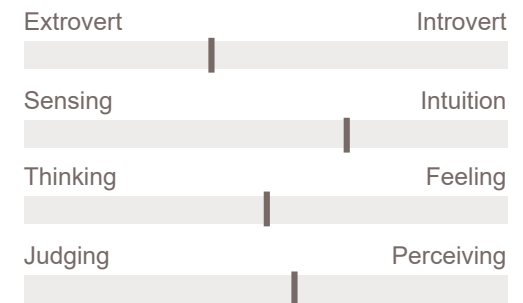
She also wants to share comics to her gradeschoolers.

Bio

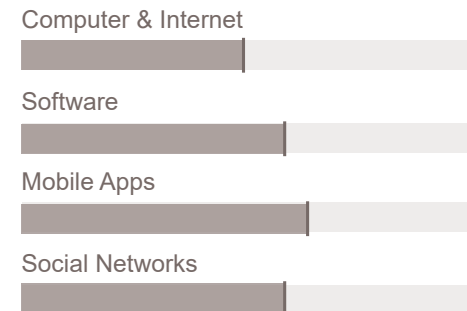
Rosie has been making a graphic novel. She's always imagined his comic in a printed form but needs a way to connect to a possible purchasers.

She needs to be part of a collective of talent and learn how to best promote his work.

PERSONALITY



TECHNOLOGY



FEATURE NEED

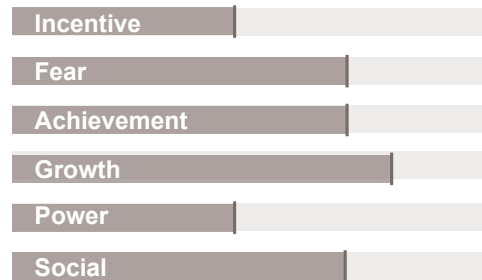
Spotlighting indie comics, and connection to PATreon showing supporters. Also full web site analytics.

TOBIAS T.



AGE 14
OCCUPATION Student
STATUS Single
LOCATION Sacramento, CA

MOTIVATIONS



NEEDS

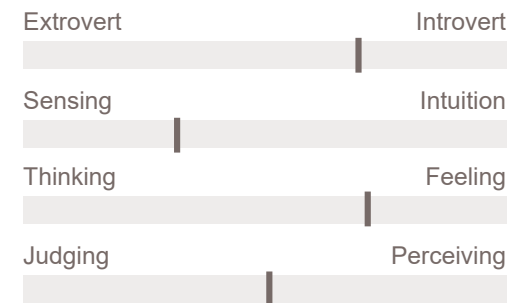
Tobias is always looking for good stories with characters that are like him; intelligent and not overly muscular or athletic. He also loves to draw and wants to be influenced.

Bio

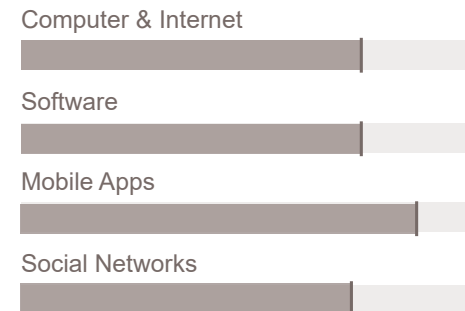
Daniel is just starting to find himself. He's not very athletic and doesn't really get the gils so he feels a bit of an outsider.

He loves being creative and wants to be a videogame designer one day. He likes to draw and wants to follow other artists online.

PERSONALITY



TECHNOLOGY



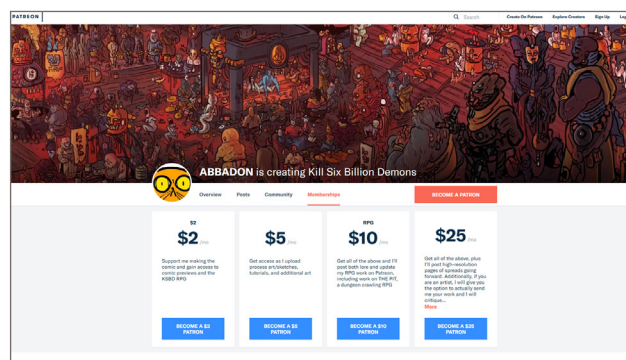
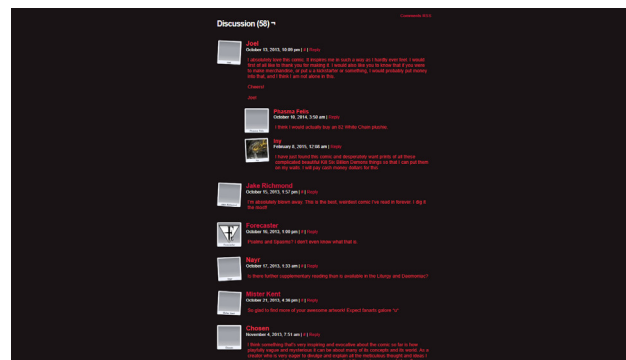
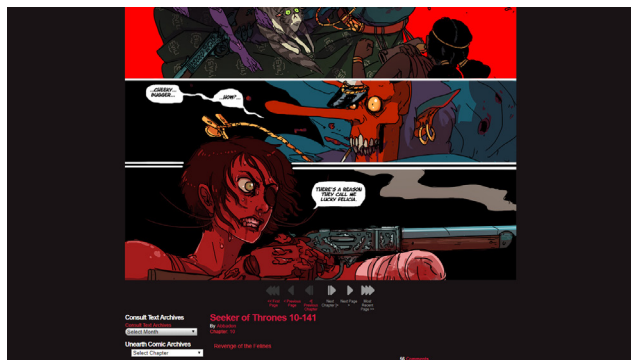
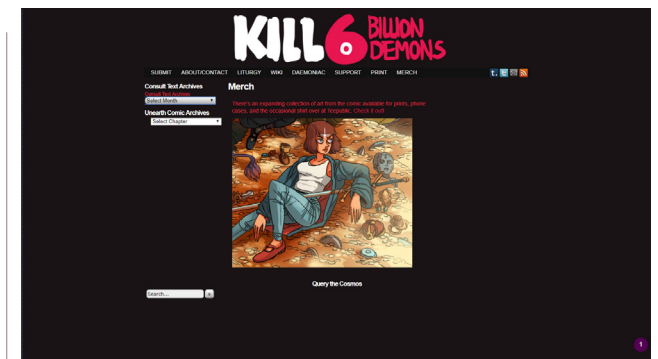
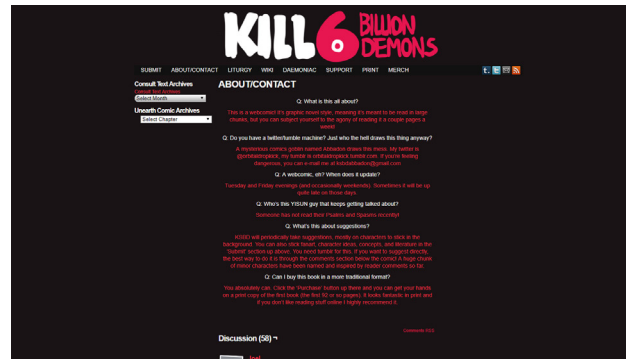
FEATURE NEED

Spotlighting indie comics, full comic reader, and easy-access archives.



COMPETITORS

COMPETITORS

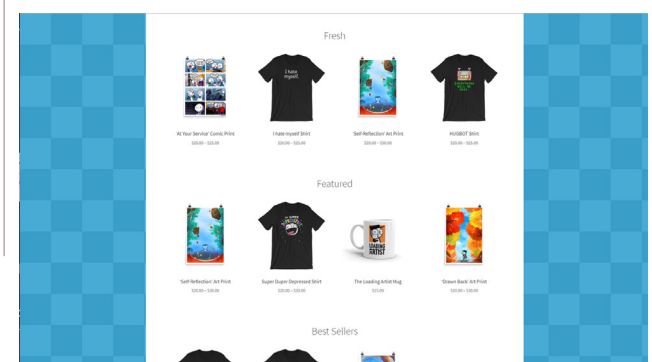
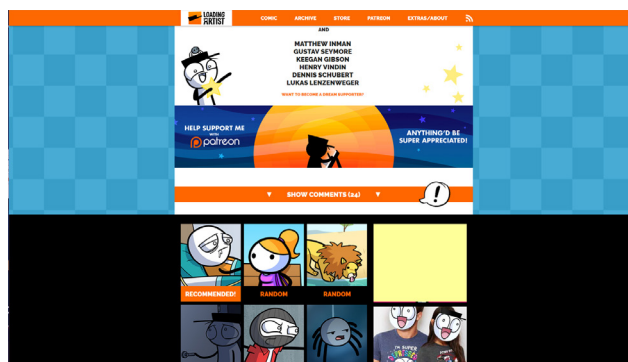
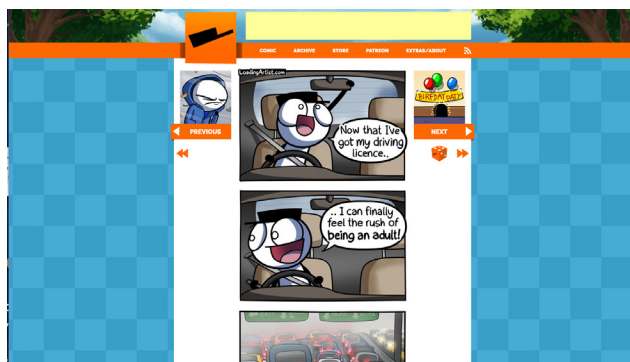
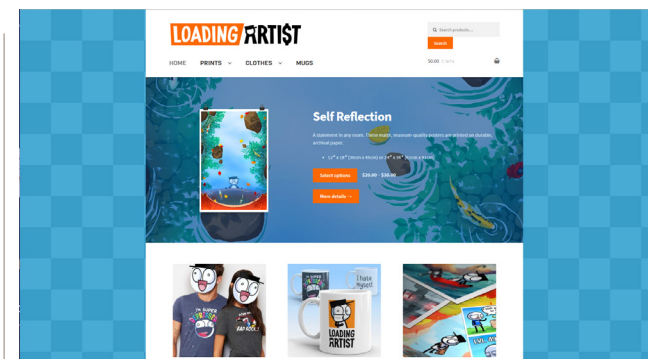
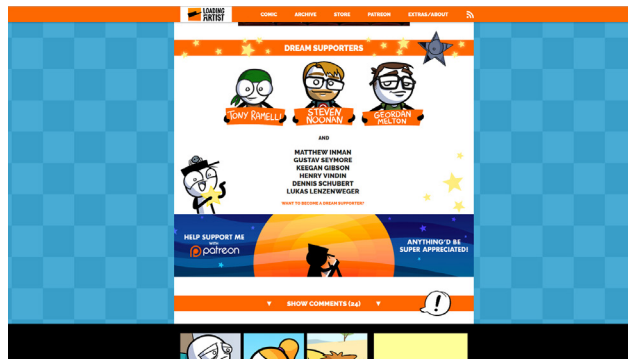
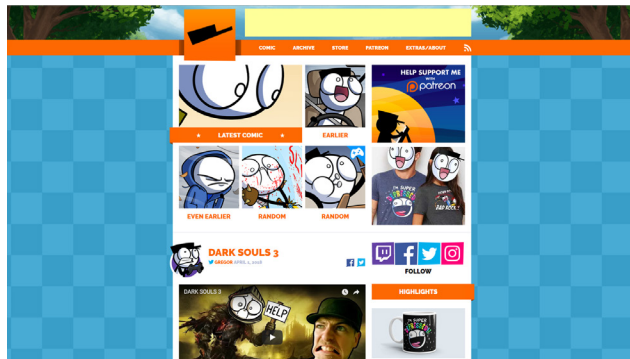


FEATURE SET

This independent comic balances a homegrown look with a slick interface and a vast archive of info that included notes, demonology, and written stories. Fidelity wise, it is similar to what I'm hoping to deliver in my own work.

- **STRONG COMIC READER**
- **GREAT DESIGN/COLORS**

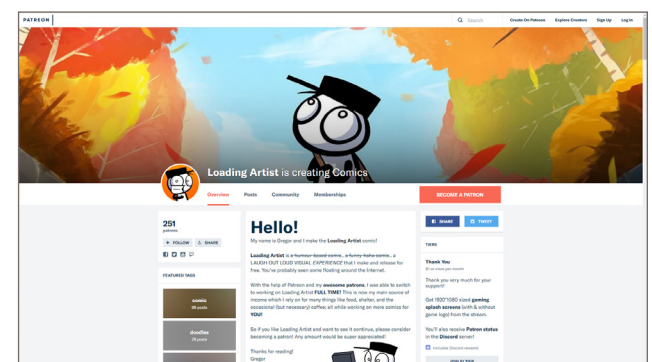
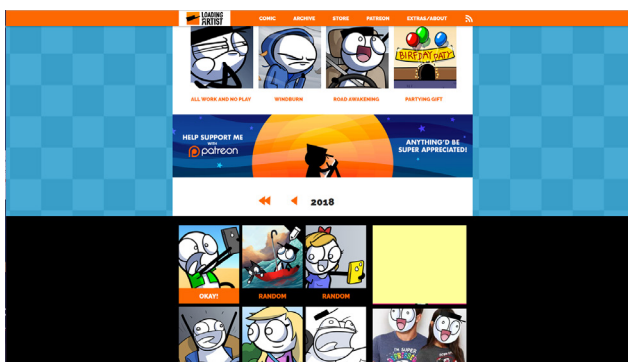
COMPETITORS



FEATURE SET

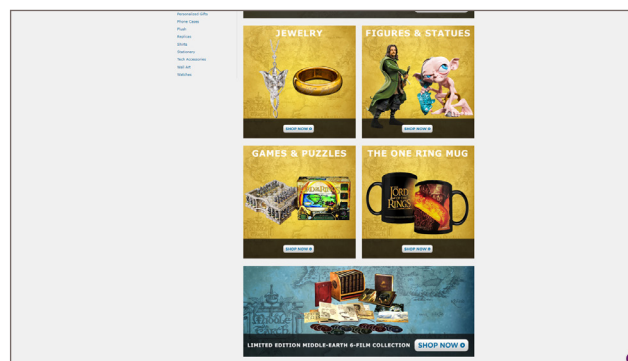
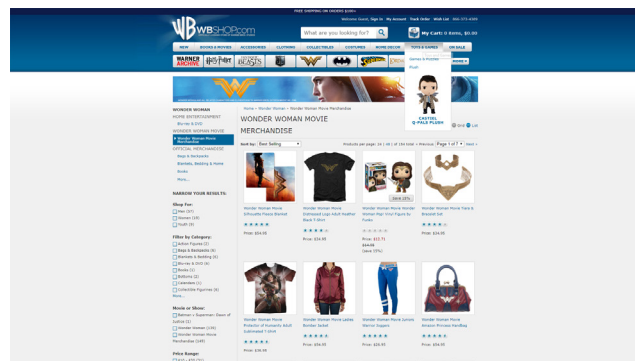
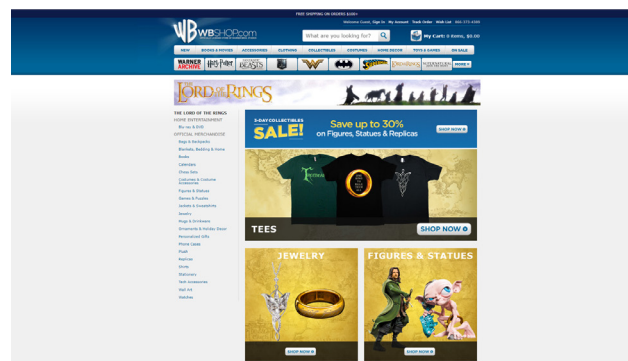
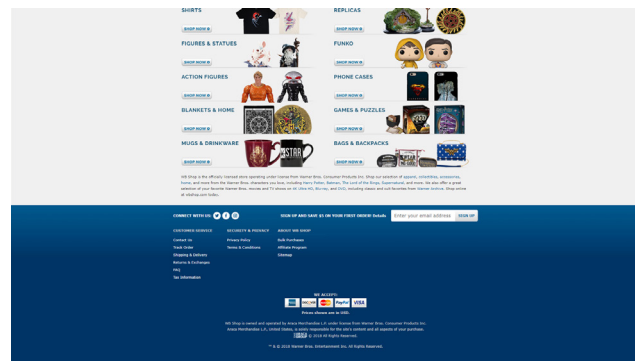
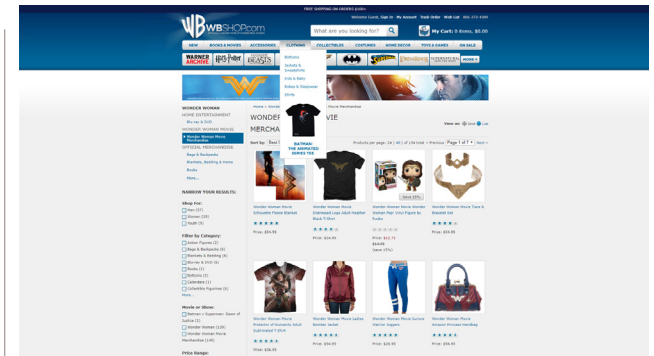
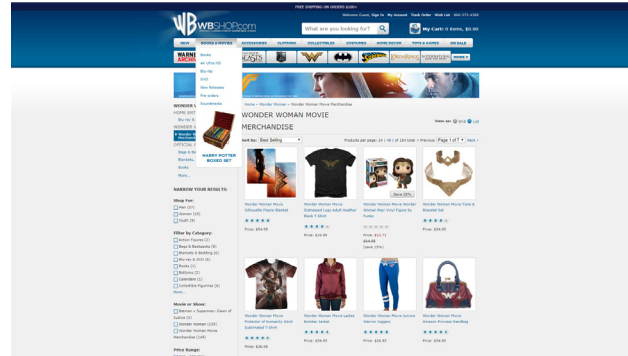
I came across this site looking into best ways to program a comic reader for a website. After a user-journey through this site, it does a great way of marketing what I consider a rather sub-par comic with slickly designed website.

- GREAT DESIGN
- STRONG DEVELOPMENT



3.2 LOADING ARTIST

COMPETITORS

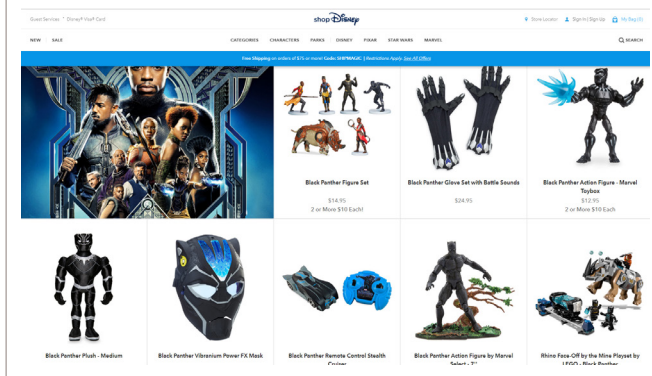
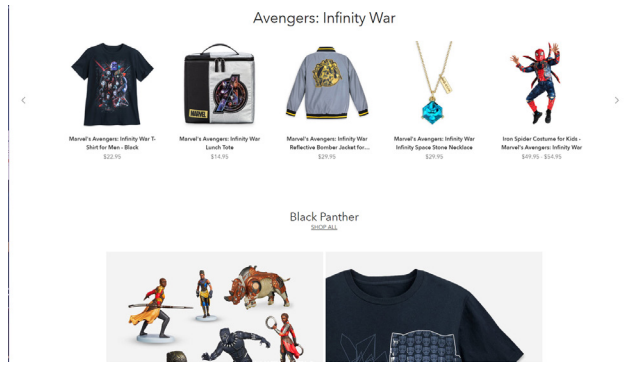
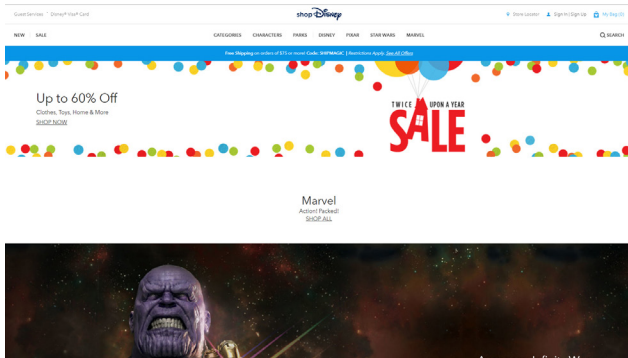
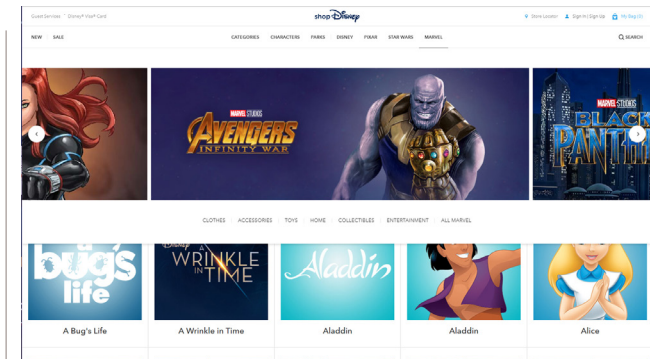
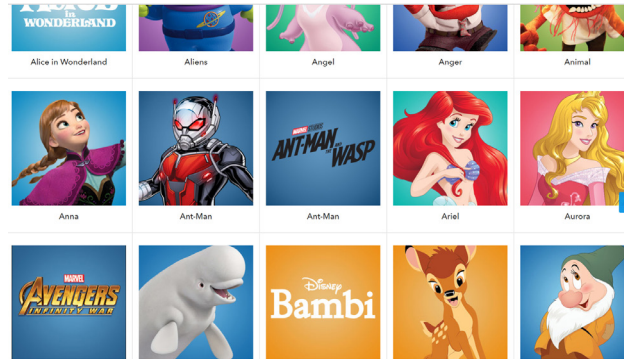
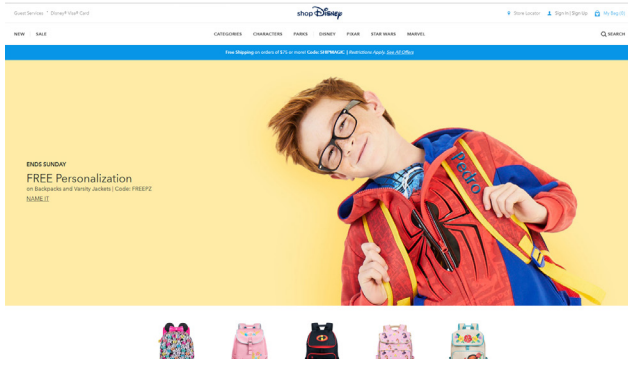


FEATURE SET

With their different tone and textured properties including the cartoon universe of Bugs Bunny, Batman, and live-action teen properties. Their concepts for organized storefront online is really well developed.

- CLEAN DESIGN
- GOOD NAVIGATION MENU
- SORT BY BRAND

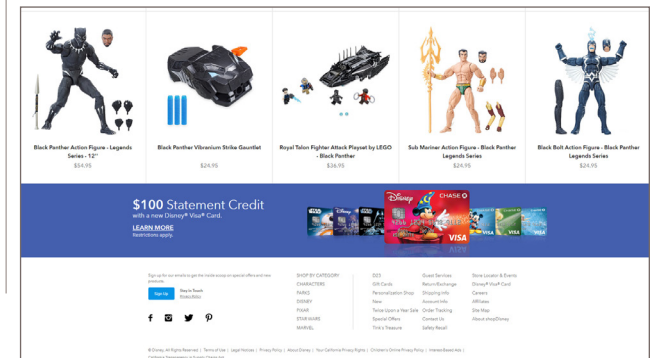
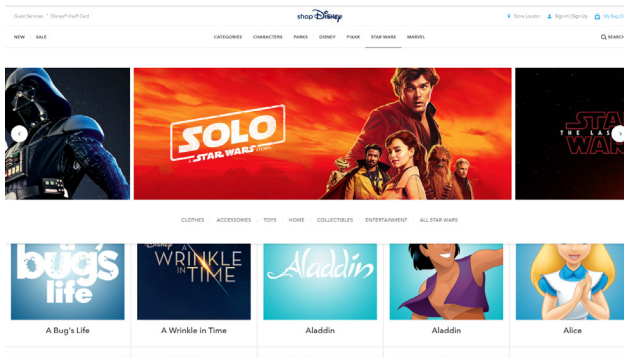
COMPETITORS



FEATURE SET

With their powerhouse brands of Marvel and Star Wars, Disney is a perfect example of how many products work with -in a cohesive website store. However, their misses are just as informative as their hits.

- **STRONG GRID DESIGN**
- **GREAT STORE**
- **SORT BY BRAND**

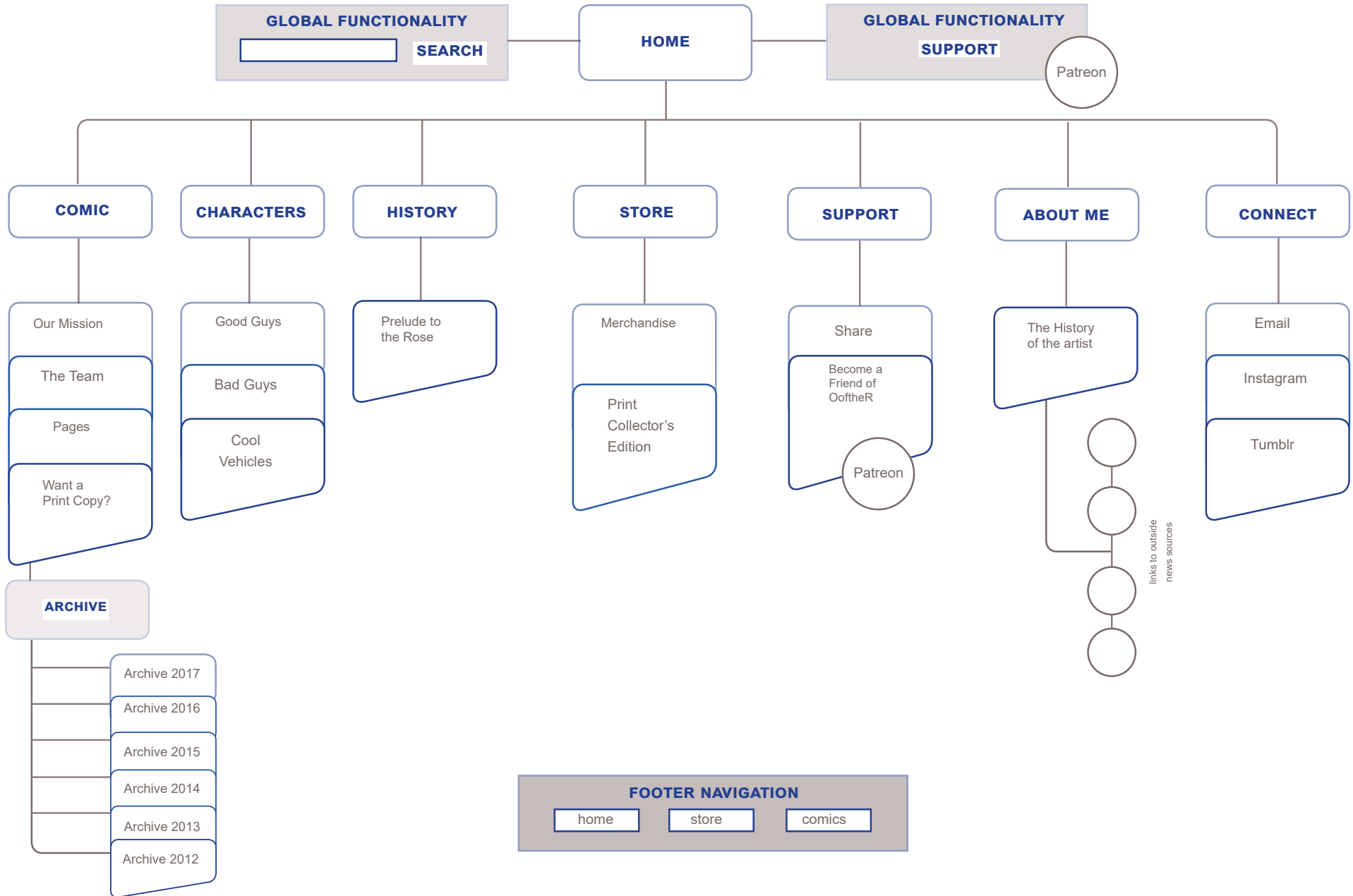




VS

SITE MAP

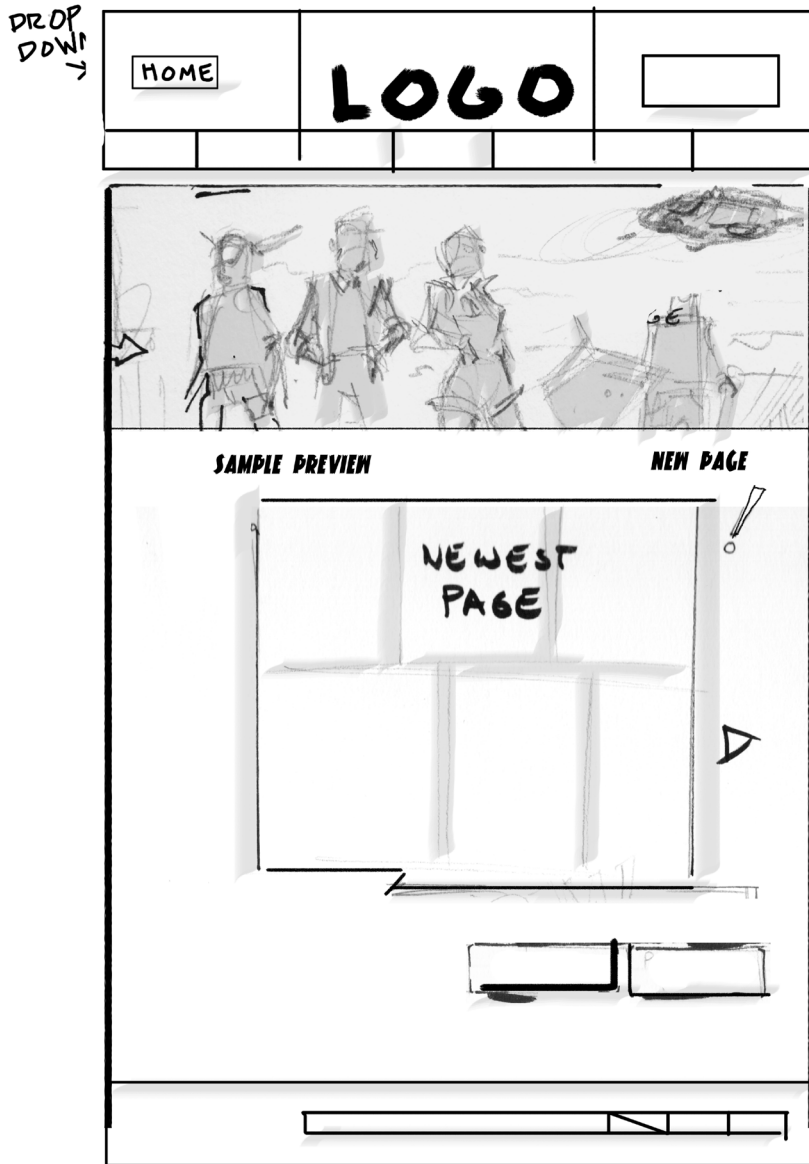
SITE MAP



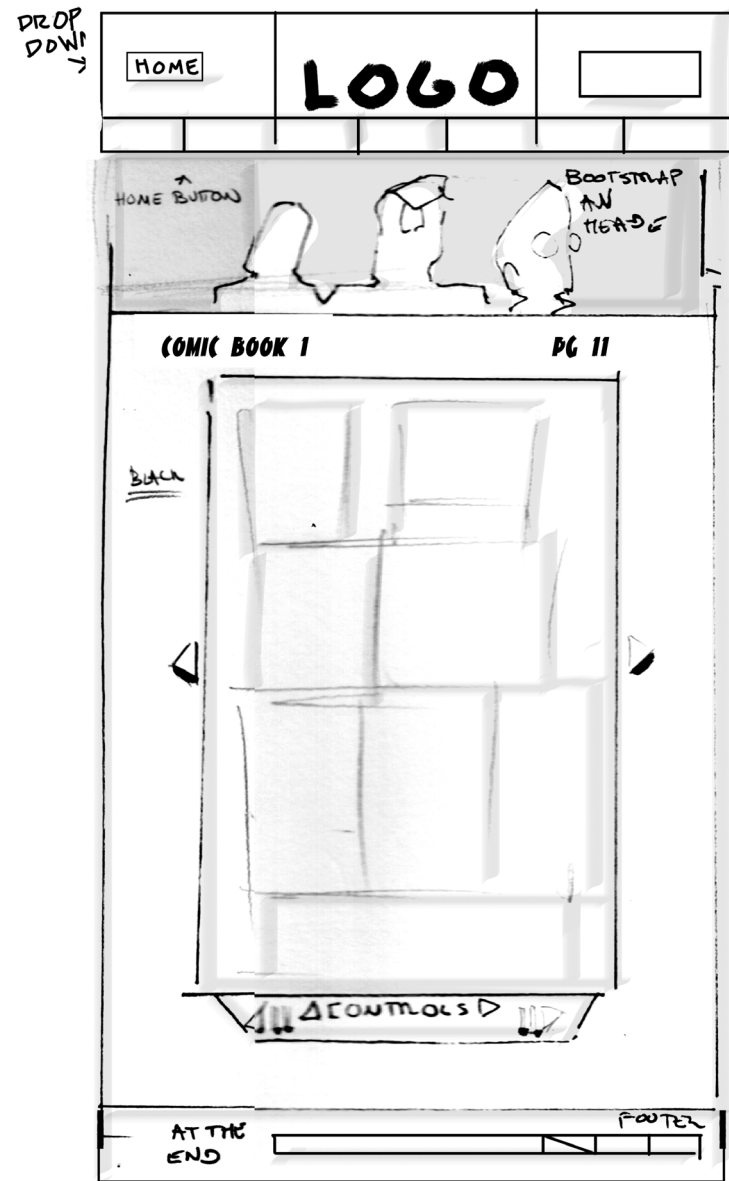


UI SKETCHES

UI SKETCHES

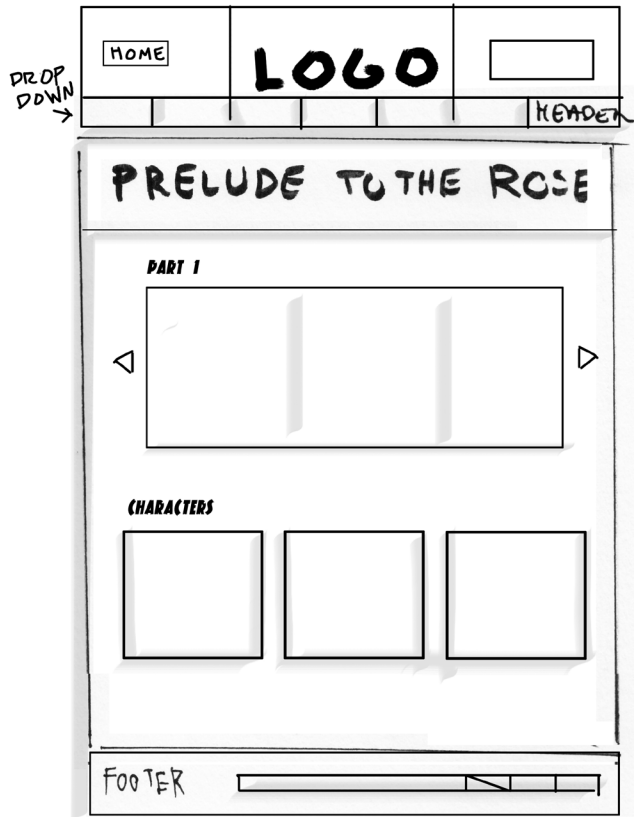


HOME PAGE



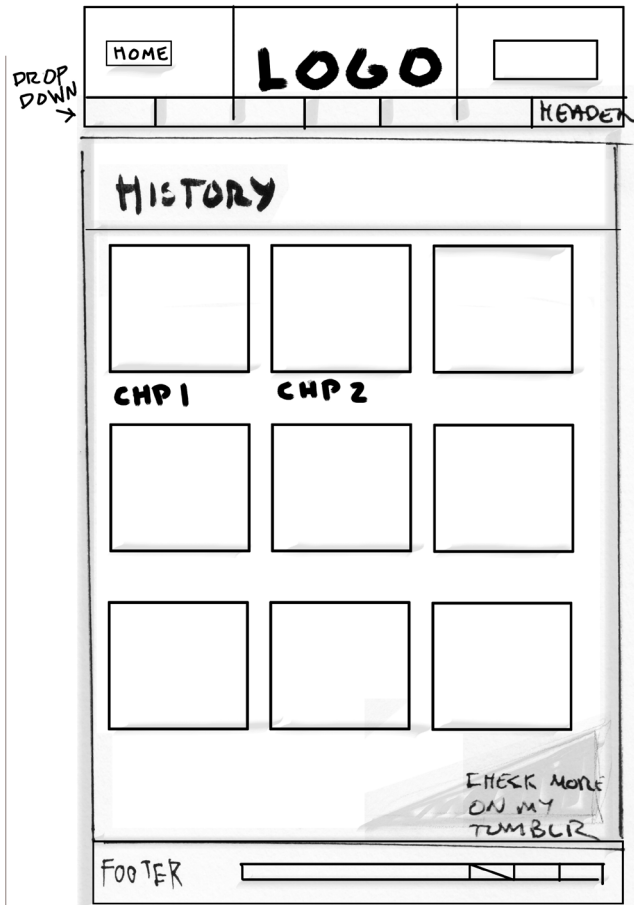
COMIC PAGE

UI SKETCHES



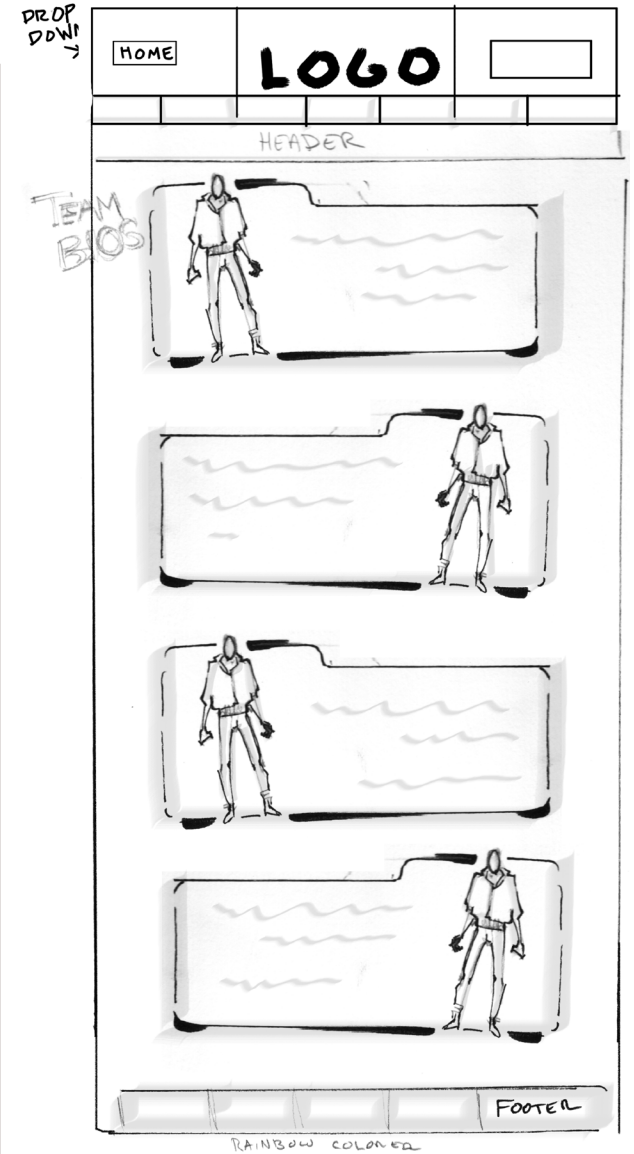
↑
ICONS

PROLOGUE
STRIP



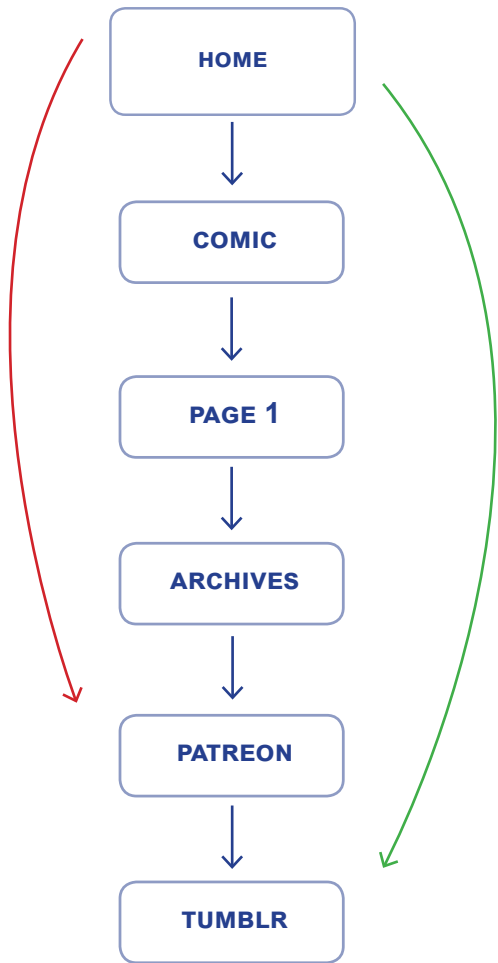
↑
ICONS

HISTOGRAPHY

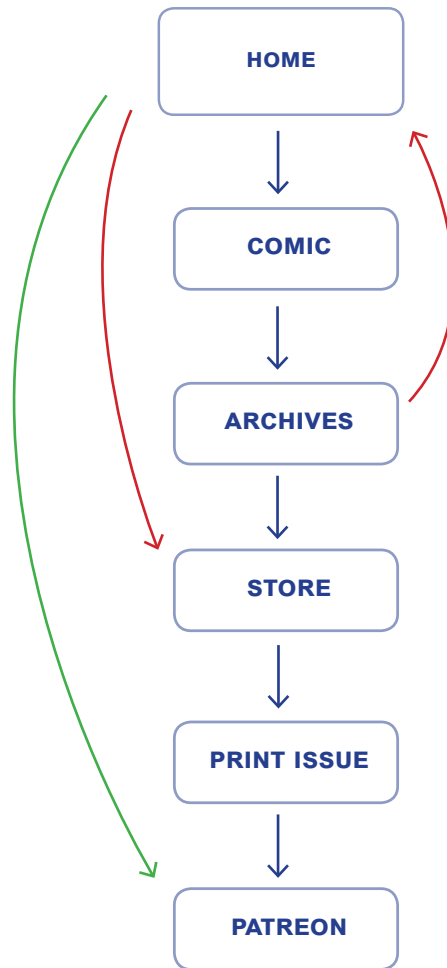


CHARACTER PAGE

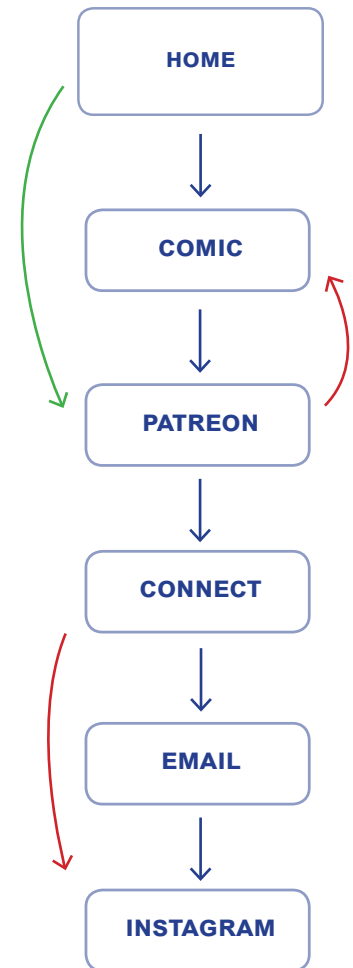
USER JOURNEYS



USER #1



USER #2



USER #3



VS

WIREFRAMES

WIREFRAMING

Working going from the rough wireframes to the finals. I wanted to make sure that key parts of the user experience was being addressed. I'm working within the Axure workspace, which allows me to post work-in-progress prototypes on the cloud. It also allows user mark-ups and additional notes to be added.

With the posting of my working prototypes throughout the high-resolution wireframing process has allowed me crucial feedback for a small, but very knowledgeable user group. The usergroup consisted of web professionals, design professionals, personal friends, scientists, and peers at college in the ITGM.

Key elements that were further developed going to the final wireframes are as follows:

- **TERTIARY HEADERS**

In the original wireframes the Tertiary Header the were Arial, hich seemed too basic. After considerable user feedback I went back to my Style palette and added in a Century Gothic that would pop better off of the predominantly back and white graphics.

Century Gothic will also be used throughout to highlight active elements of the design.

- **STRUCTURE & NAVIGATION**

This fell into two strategies, discovery & delineation. I continue to try an address core navigational considerations by the stakeholders.

Using my Online testing prototype, I was able to get insight into key design elements.

(Example: keeping visual aids in the dropdown mega menu).

For the testers (and assuming the shareholders), it makes the most sense to keep the font categories well defined. Making sure to not vary the secondary header with the tertiary header, specifically in the font choice.

While the variation actually comes in the form of distinct page layout determined by their usage and the information on them. This is actually a key to the layout for the DMND Thunderbolt website, as the information displayed dictates the design. I tried to accommodate for this fact in my wireframes.

- **ORDER & PROPER DESIGN**

Trying to convey what information will be on the page to the users.

I also have been constantly referring other competitors sites to make sure that I utilize some of their tricks to be readable and properly placed.

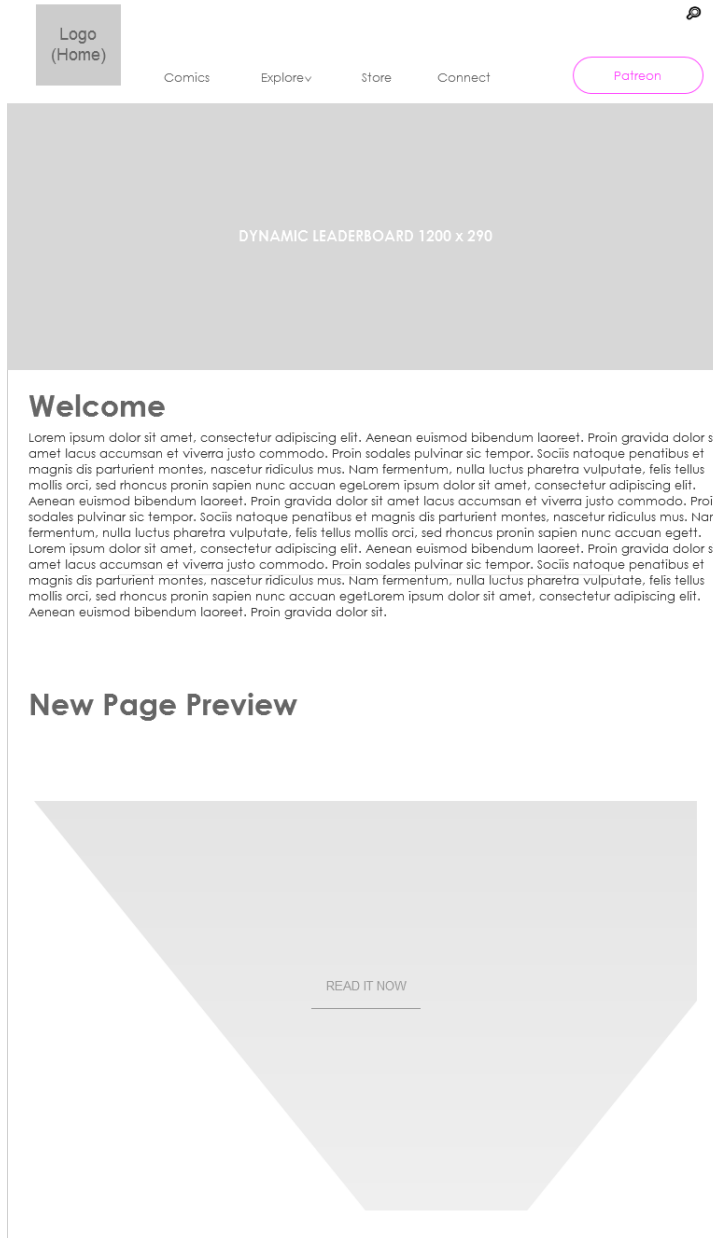
I've done this by using local testing where I share my two screens with visiting stakeholders. I observe their journey through the original site, and with certain information that they find important. I then make sure to properly highlight that on my own designs.

I've shared an interactive Adaptive wireframe prototype of DMNDThunderbolt.com. Please visit this link and provide feedback if you desire.

- **[HTTPS://10Y473.AXSHARE.COM](https://10y473.axshare.com)**

WIREFRAMES

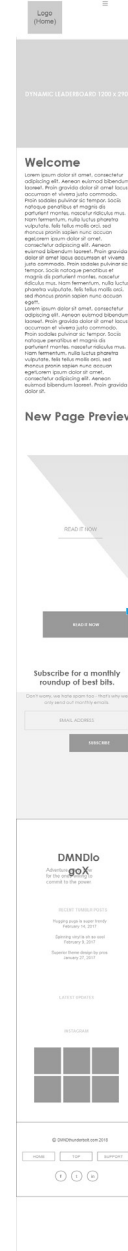
HOME PAGE



• BASE

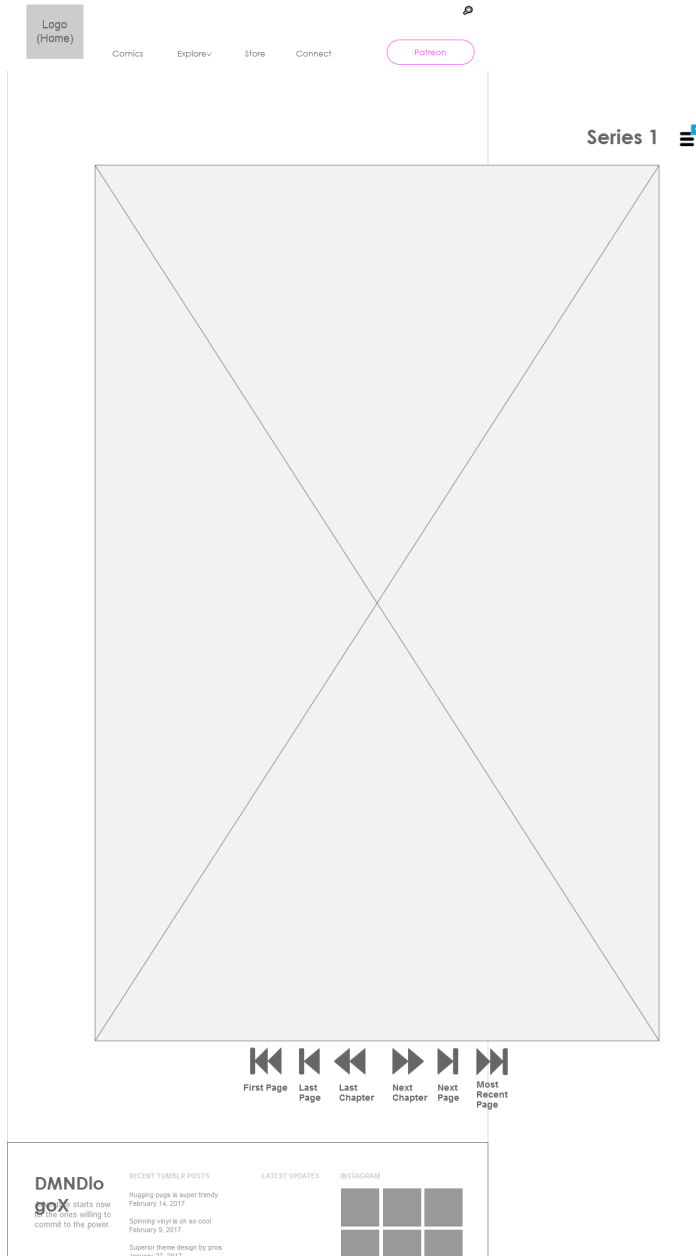


• TABLET



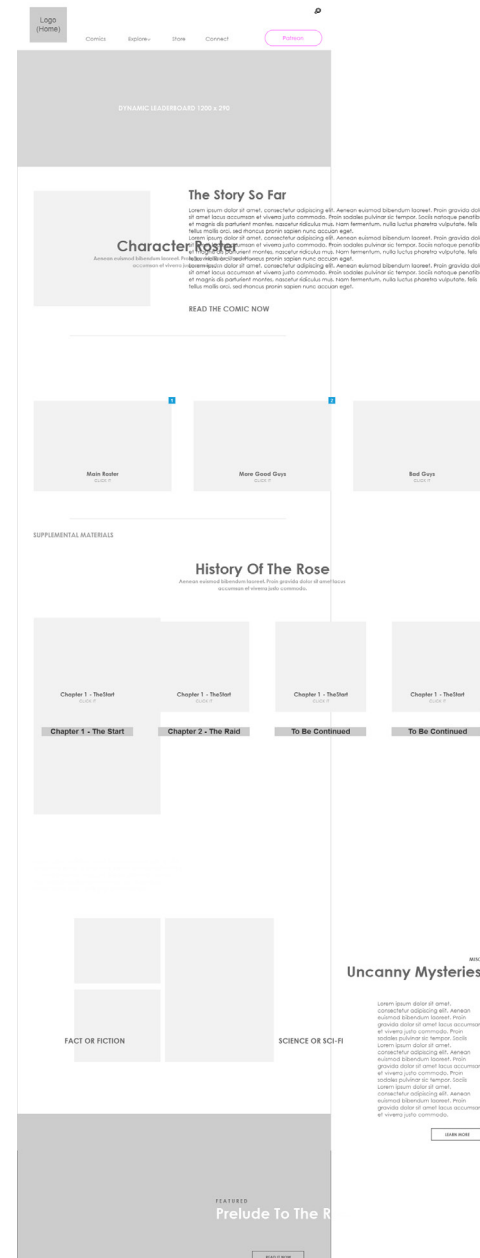
• PHONE

COMIC READER PAGE



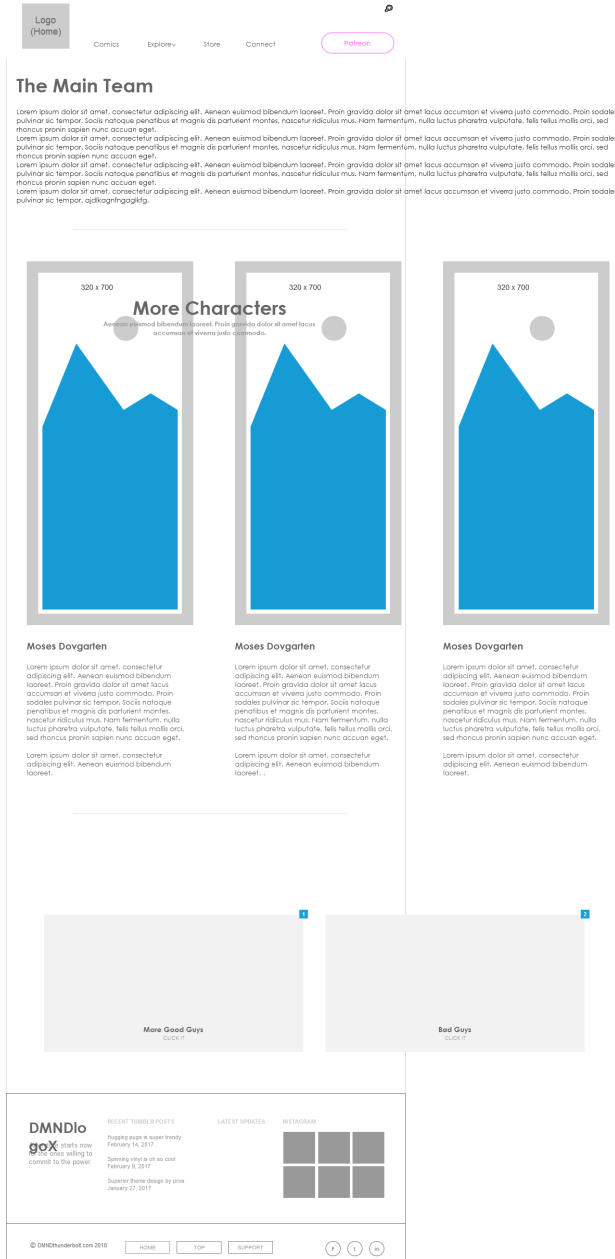
• BASE

EXPLORE PAGE



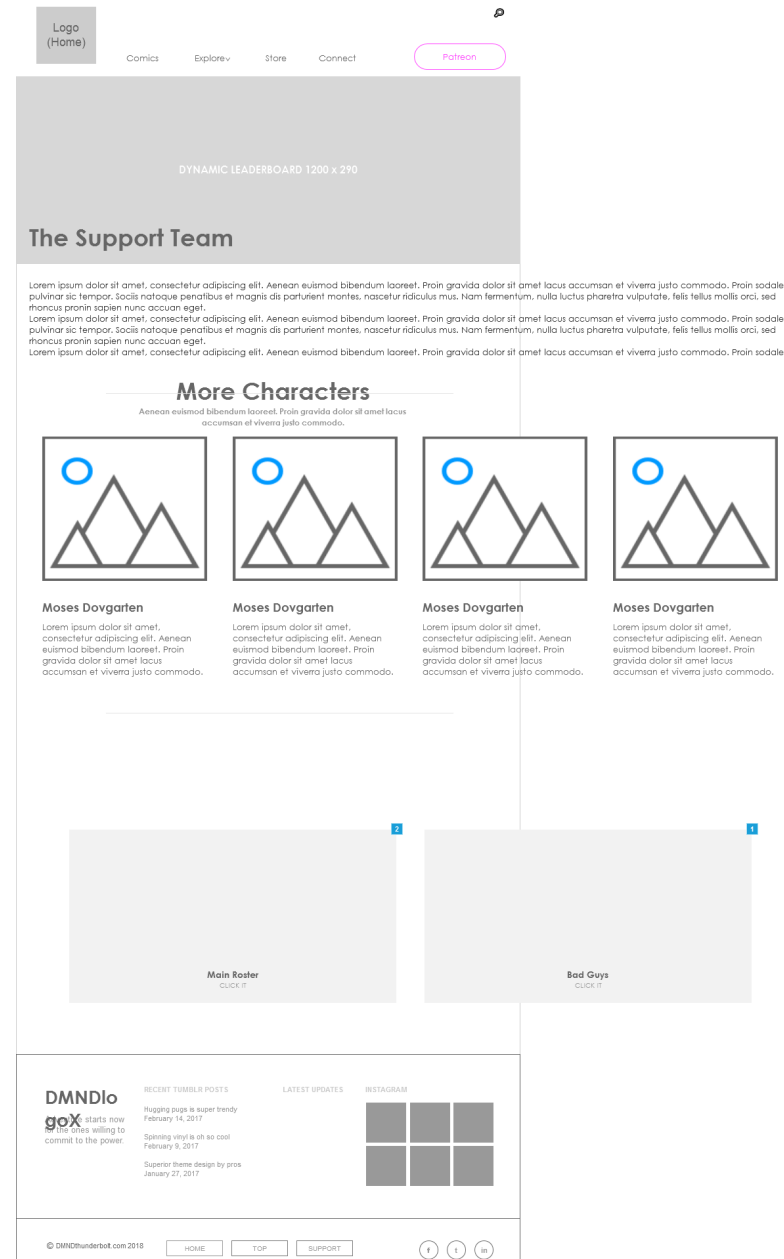
• BASE

CHARACTER PAGE 1



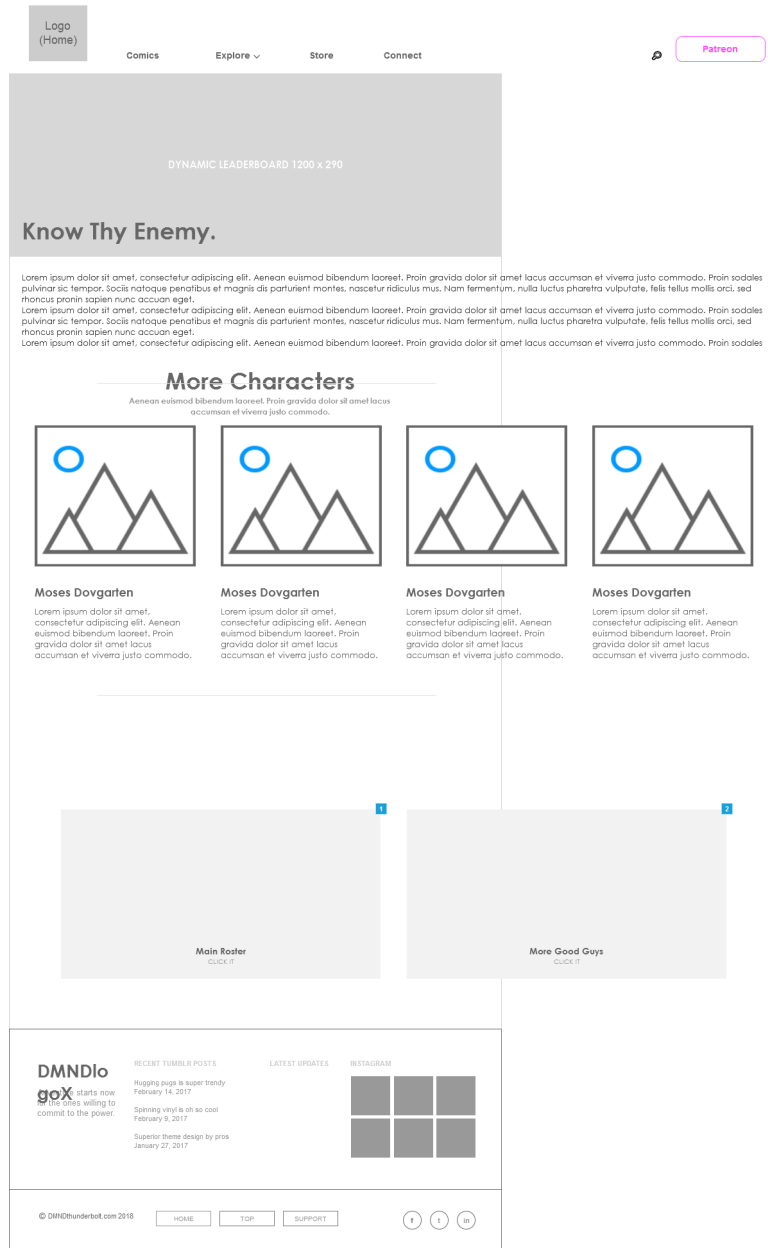
• BASE

CHARACTER PAGE 2



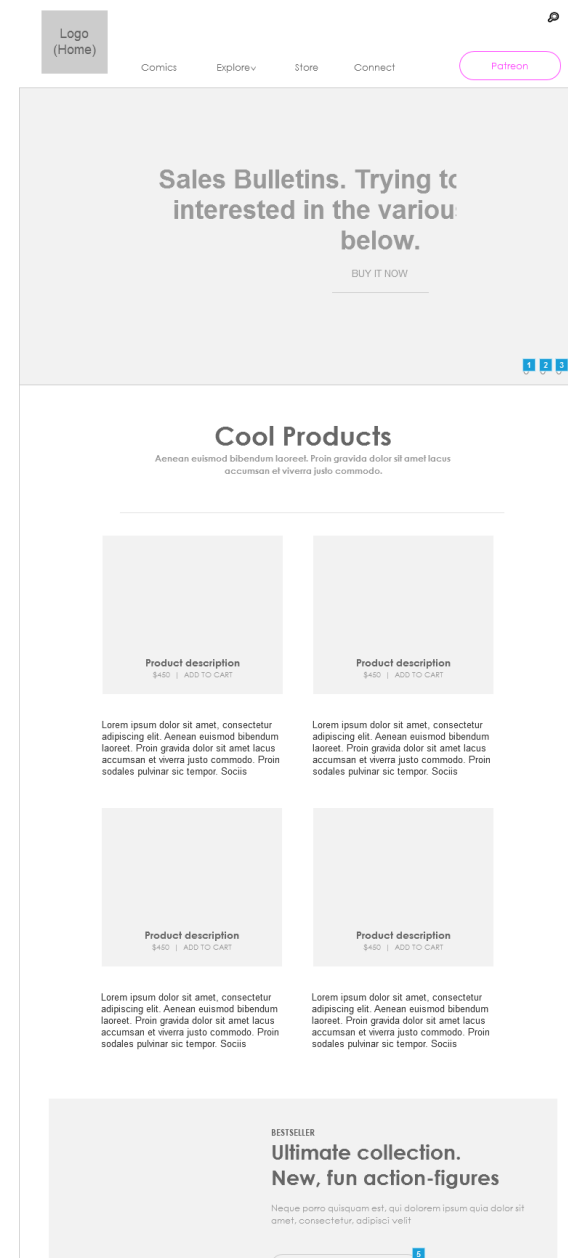
• BASE

CHARACTER PAGE 3



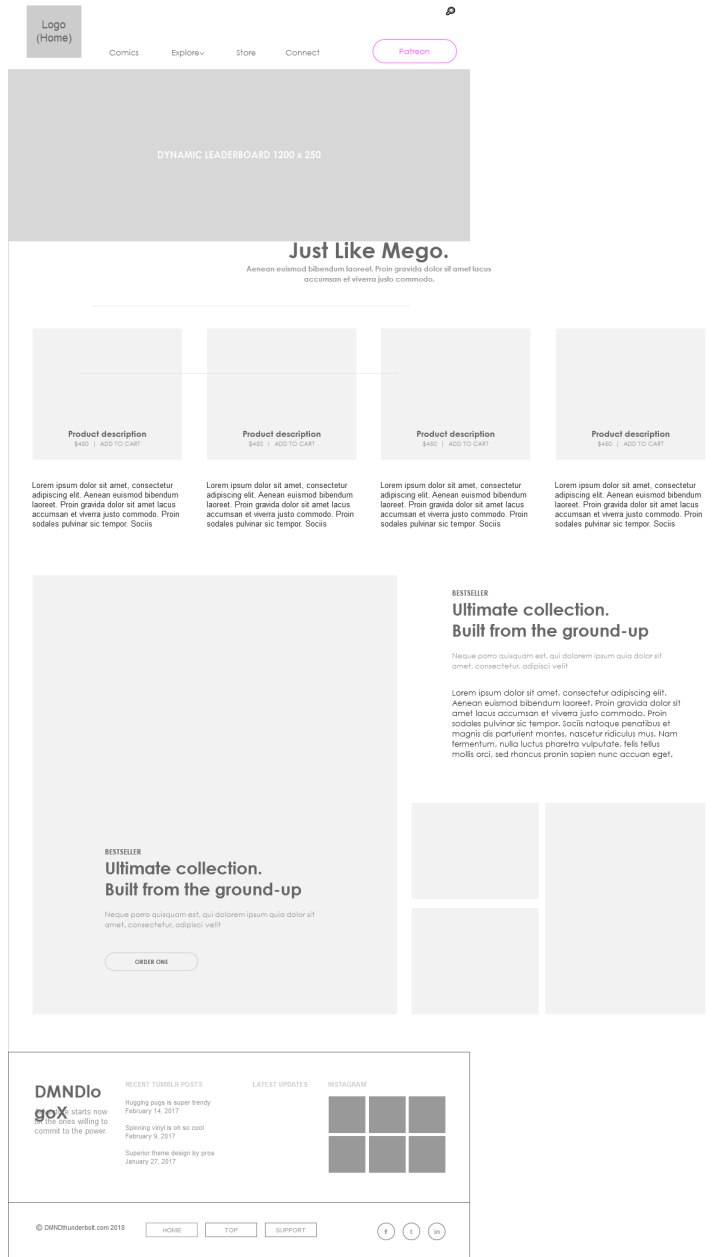
• BASE

STORE PAGE 1



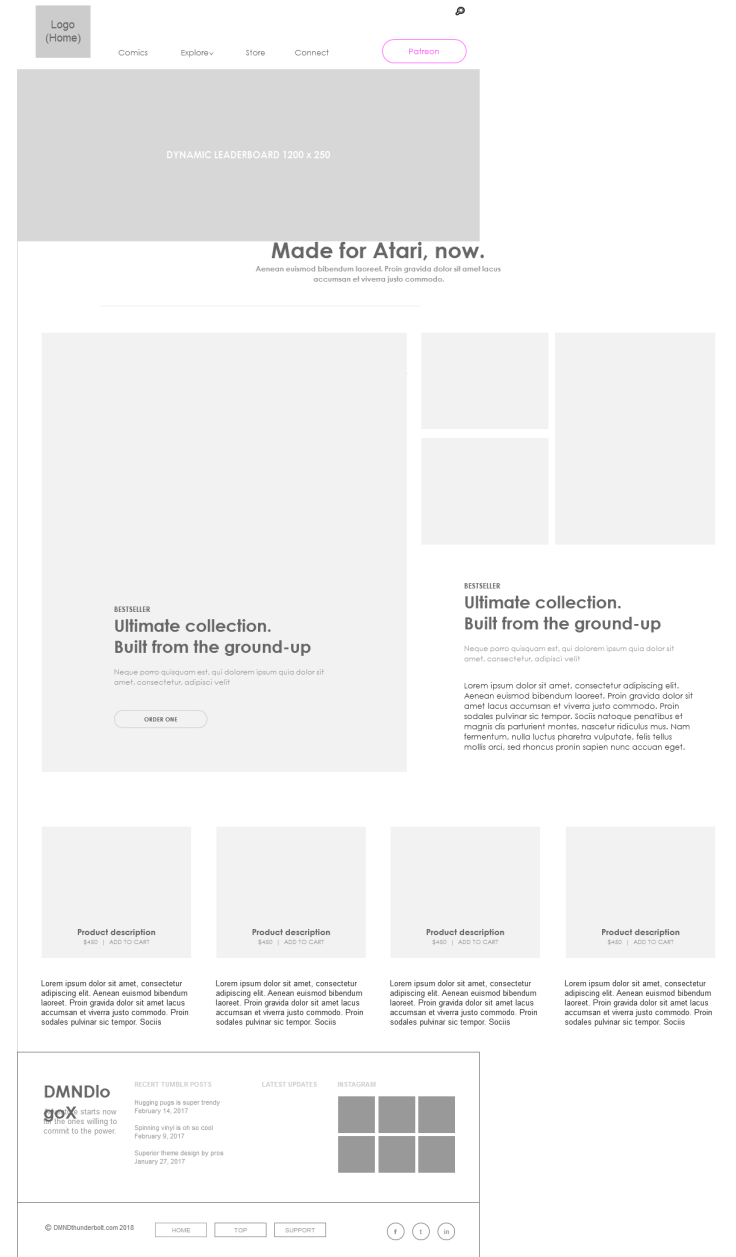
• BASE

STORE PAGE 2



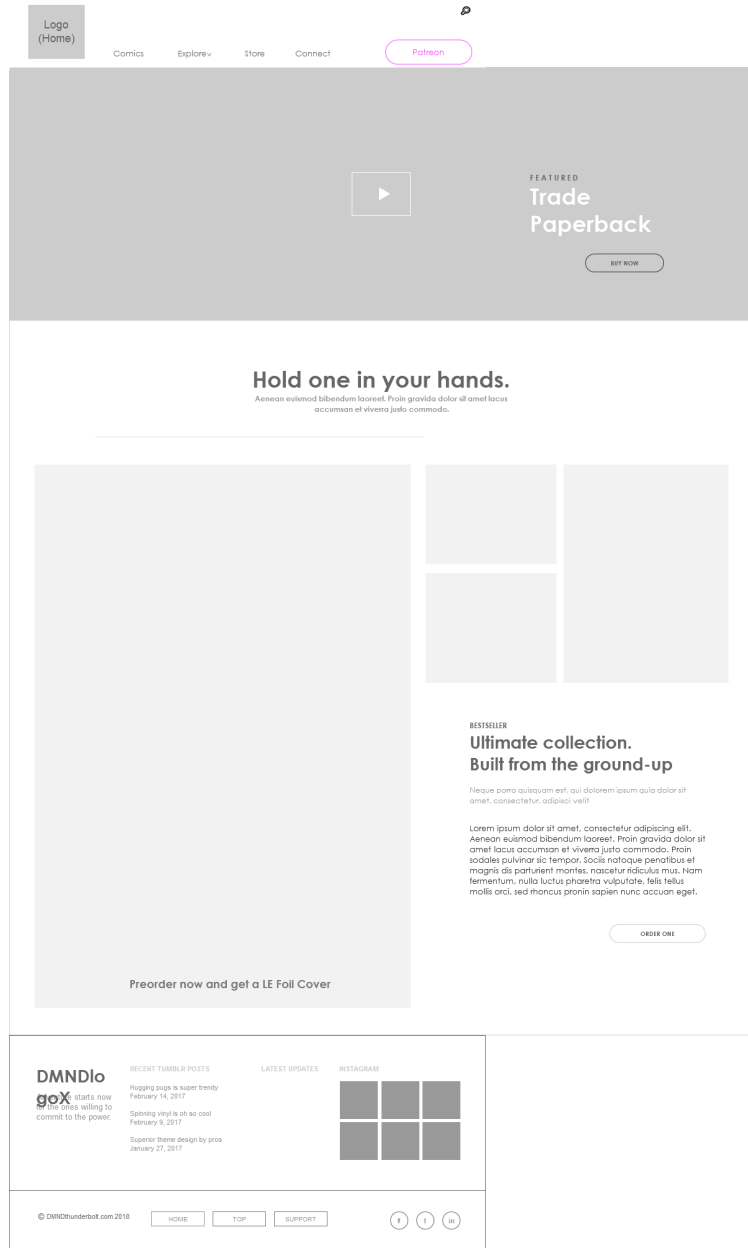
• BASE

STORE PAGE 3



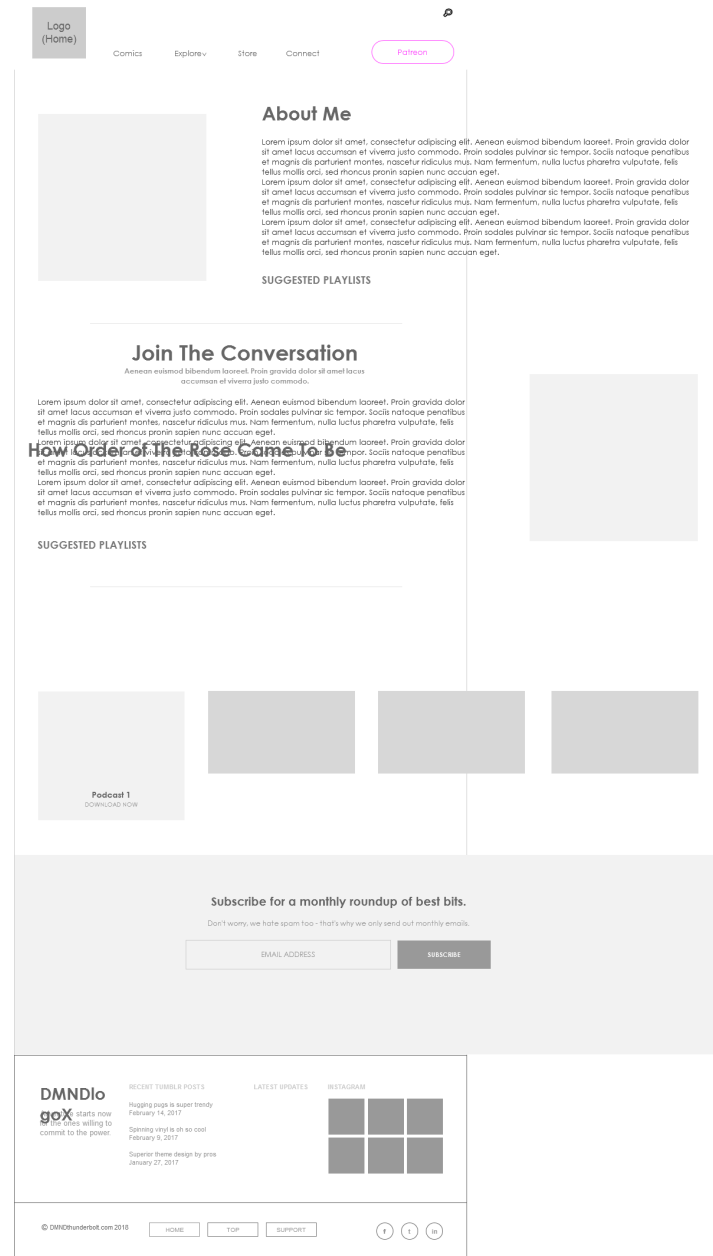
• BASE

STORE PAGE 4



• BASE

ABOUT / CONTACT



• BASE



VS

MOOD BOARDS

MOOD BOARDS

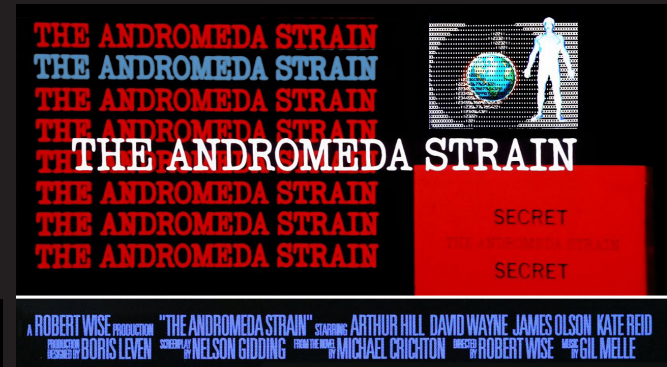
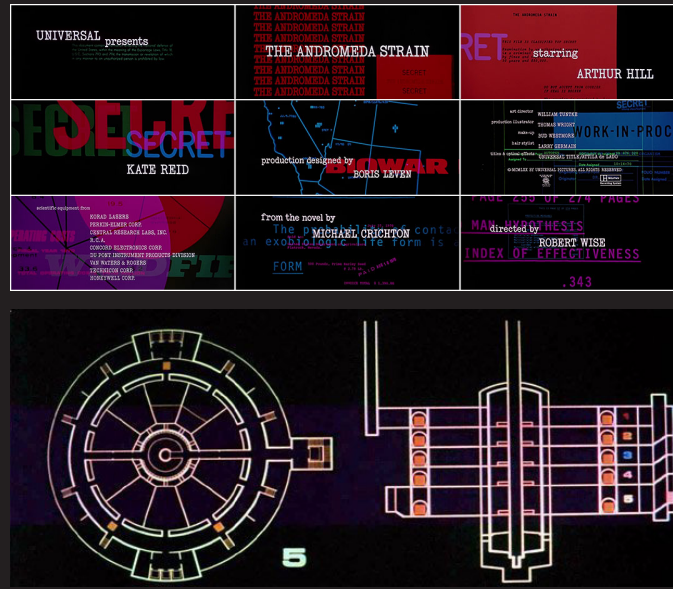
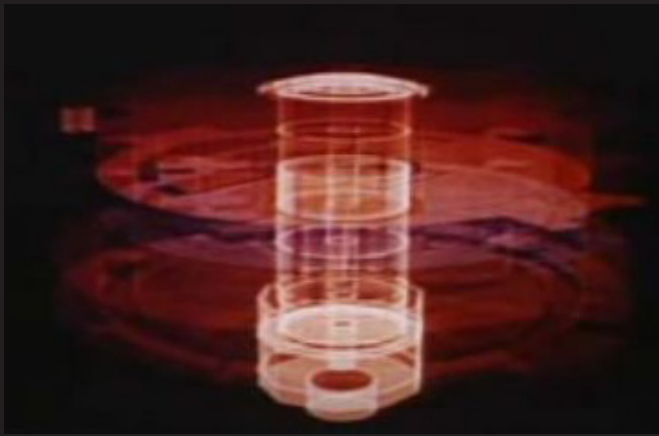


EARLY HOME COMPUTER

SONY WEGA



MOOD BOARDS



ANDROMEDA STRAIN


CLASSIC TOYS





STYLE TILES

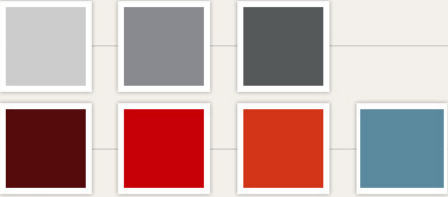
STYLE TILES




DMND Thunderbolt

Style Tile
version:1


Possible Colors



Textures



This is an example of a Button



This is an Example of a Header
Font: Quarto #ffff

This is an Example of a Sub Head
Font: Century Gothic Bold #666666


Chapel guides are available to enrich your experience for groups. After a brief introduction, your group is free to experience the space and view the art, after which your guide leads an informal discussion about your experience, providing interesting details about the Chapel's history and the significance of the Broken Obelisk sculpture outside on the plaza.
Font: Century Gothic #666666

This is an example of a Text link » info@dmndthunderbolt.com
Font: Century Gothic #550b0c

Descriptors

Retro Modern **Bold**
CLEAN CREATIVE **Print Advert**

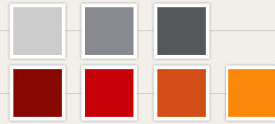
Asante.




DMND Thunderbolt

Style Tile
version:1

Possible Colors



Textures



This is an Example of a Header
Font: Quarto #ffff

This is an Example of a Sub Head
Font: Century Gothic Bold #666666

Chapel guides are available to enrich your experience for groups. After a brief introduction, your group is free to experience the space and view the art, after which your guide leads an informal discussion about your experience, providing interesting details about the Chapel's history and the significance of the Broken Obelisk sculpture outside on the plaza.
Font: Century Gothic #666666

This is an example of a Text link » info@dmndthunderbolt.com
Font: Century Gothic #550b0c

Descriptors

Retro Modern **Bold**
CLEAN CREATIVE **Print Advert**

Asante.

CREATIVE STRATEGY

Starting with the first Style Tile, I am trying to compliment a multitude of colors and styles that comes from the core assets of the comic pages, logos, and varied other assets. My motto is to compliment but not to overpowering.

With this in mind I drew from the colors of the assets themselves. Establishing a gray tonal palette for the substructure elements of the site (fonts, accents, and BG), then included very minimal splashes of simple hues.

In "B", I then went for just a palette of hot hues, eliminating the blue.

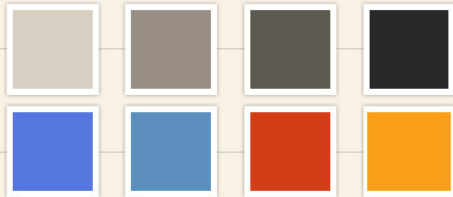
STYLE TILES



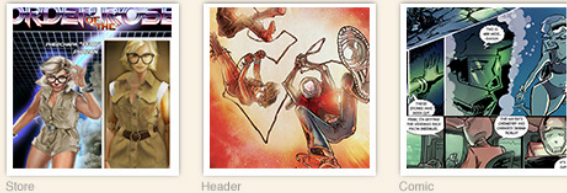
DMND Thunderbolt

Style Tile
version:2

Possible Colors



Textures



This is an example of a Button



This is an Example of a Header

Font: Quarto #fffff

This is an Example of a Sub Head

Font: Century Gothic Bold #666666

Chapel guides are available to enrich your experience for groups. After a brief introduction, your group is free to experience the space and view the art, after which your guide leads an informal discussion about your experience, providing interesting details about the Chapel's history and the significance of the Broken Obelisk sculpture outside on the plaza.

Font: Century Gothic #666666

This is an example of a Text link » info@dmndthunderbolt.com

Font: Century Gothic #5577df

Descriptors

Retro Modern Bold
CLEAN CREATIVE Print Advert

Asante.

CREATIVE STRATEGY

I continued the design philosophy in the 2nd Style Tile. Complimenting a multitude of colors and styles that comes from the core assets, to compliment and not to overpowering.

I also landed on my fonts with Headers being Quarto. This font makes my layouts have a similar quality to the Time Life books that I grew up loving, and which I emulated in-part. It gives it a more "literary" look, which is not as cool as going all Century Gothic.

The big departure in Version 2 is the tones for the background and fonts are now a warmer brownish-gray. Also the color palette or the splashes is adjusted.

Both of these changes were drawn directly from late 1970s to early 1980s PCs and electronics.

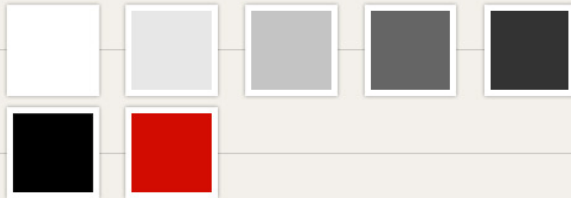
STYLE TILES



DMND Thunderbolt

Style Tile
version:3

Possible Colors



Textures



This is an Example of a Header

Font: Quarto #fffff

This is an Example of a Sub Head

Font: Century Gothic Bold #656565

Chapel guides are available to enrich your experience for groups. After a brief introduction, your group is free to experience the space and view the art, after which your guide leads an informal discussion about your experience, providing interesting details about the Chapel's history and the significance of the Broken Obelisk sculpture outside on the plaza.

Font: Century Gothic #656565

This is an example of a Text link » info@dmndthunderbolt.com

Font: Century Gothic #333333

Descriptors

Retro Modern **Bold**
CLEAN CREATIVE **Print**
Advert

Asante.

CREATIVE STRATEGY

With the 3rd Style Tile I decided to go in a completely different direction with the colors. But never losing site from the core ideas of complimenting the assets but not overpowering them.

I kept the font types the same, but took them back to a cool gray in all shades.

I then drew from Frog Designs early work for Sony Wega and Apple (especially their Snow White design methodology).

I build out the background color and other accents with more of a gradient of grays, then added a white knock-out.

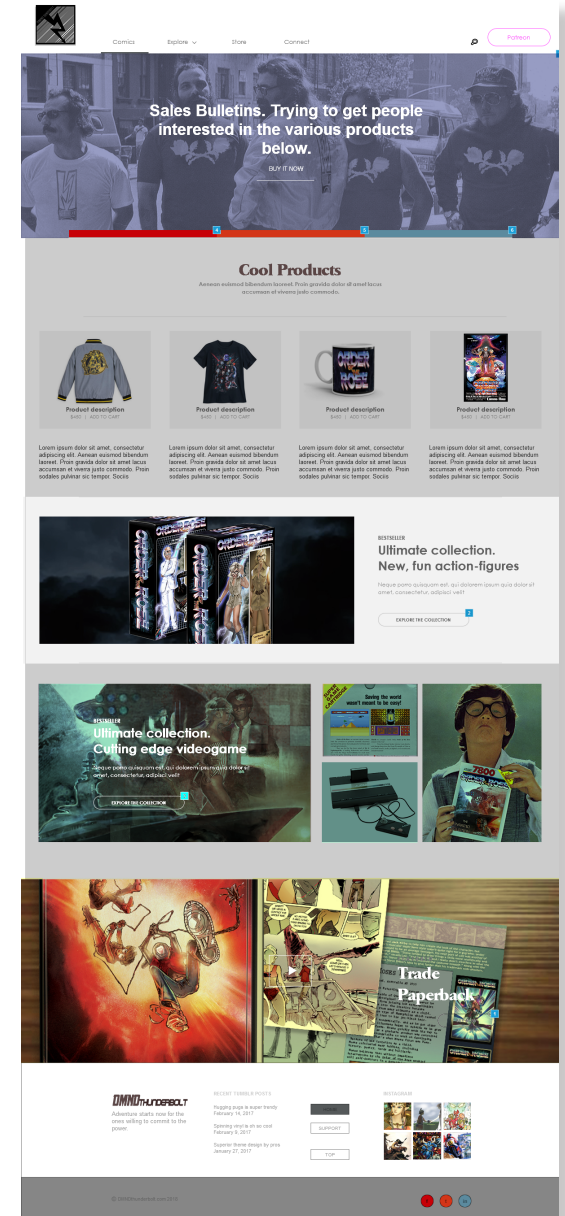
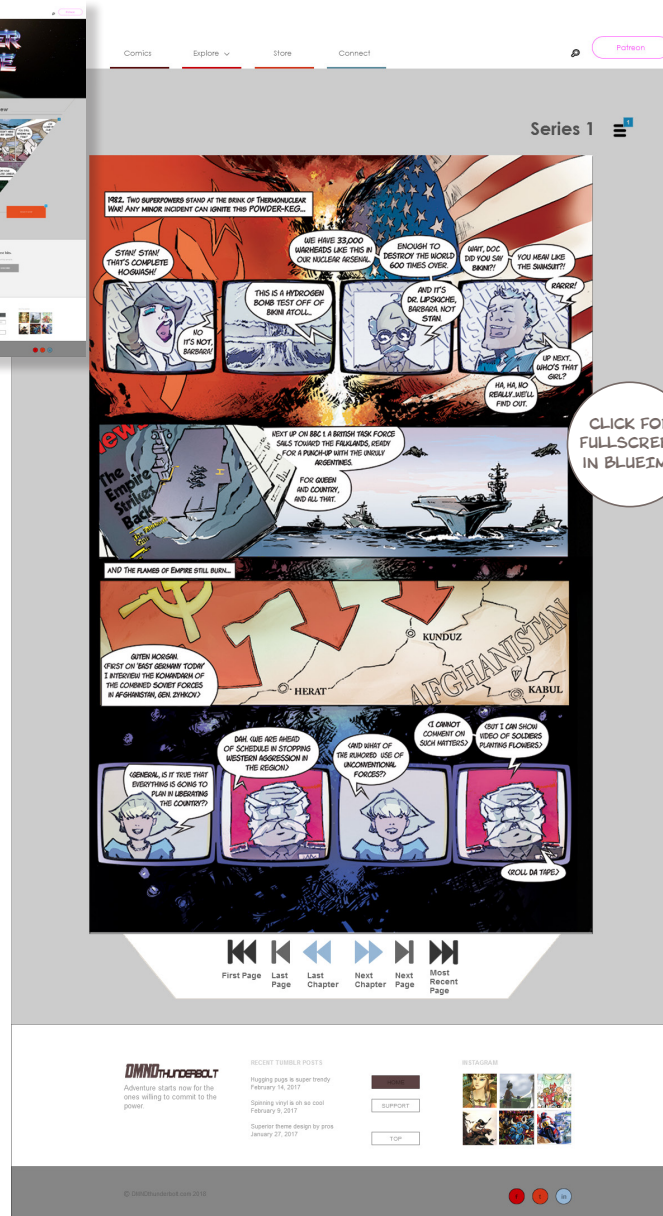
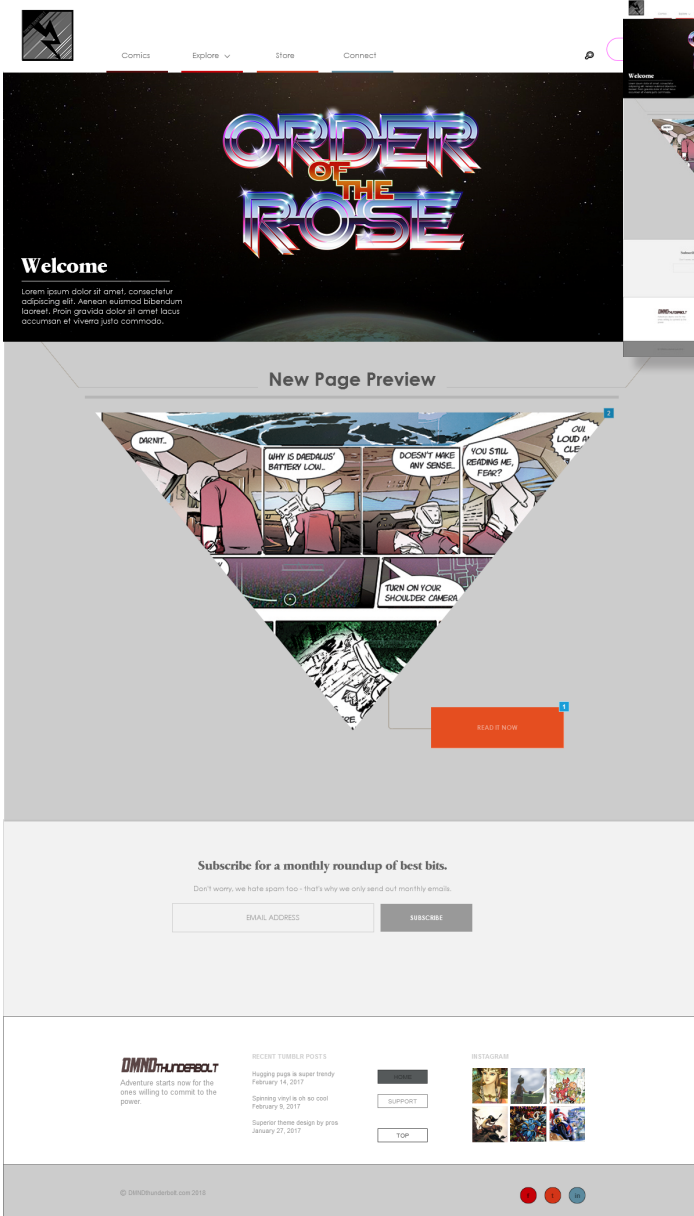
For the highlight colors I kept it to a minimum, bringing in a warm red and pure black.

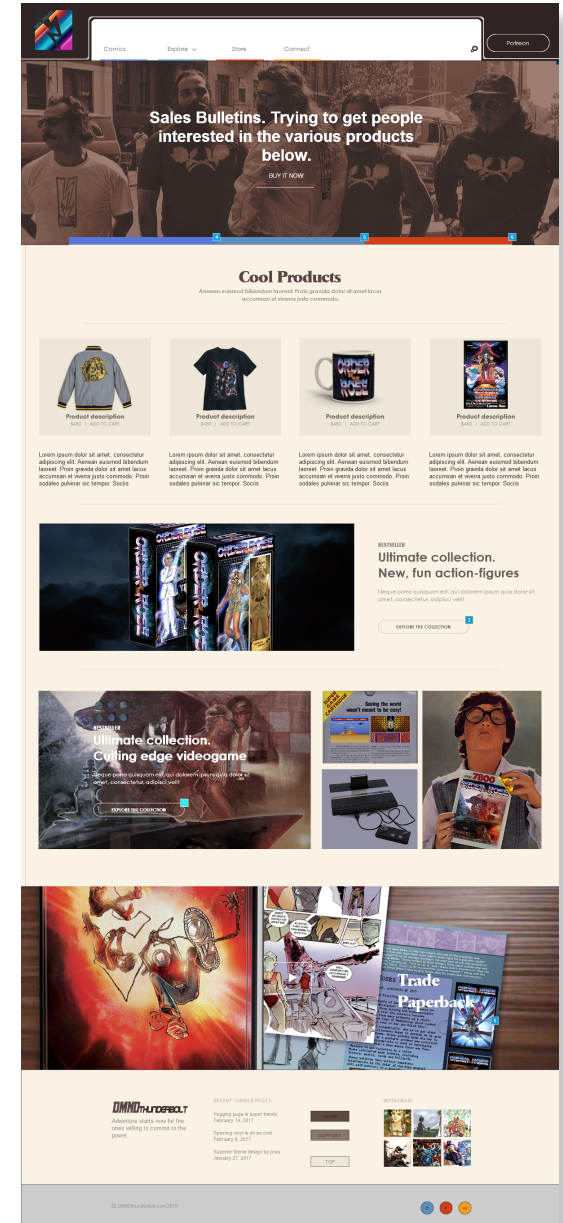
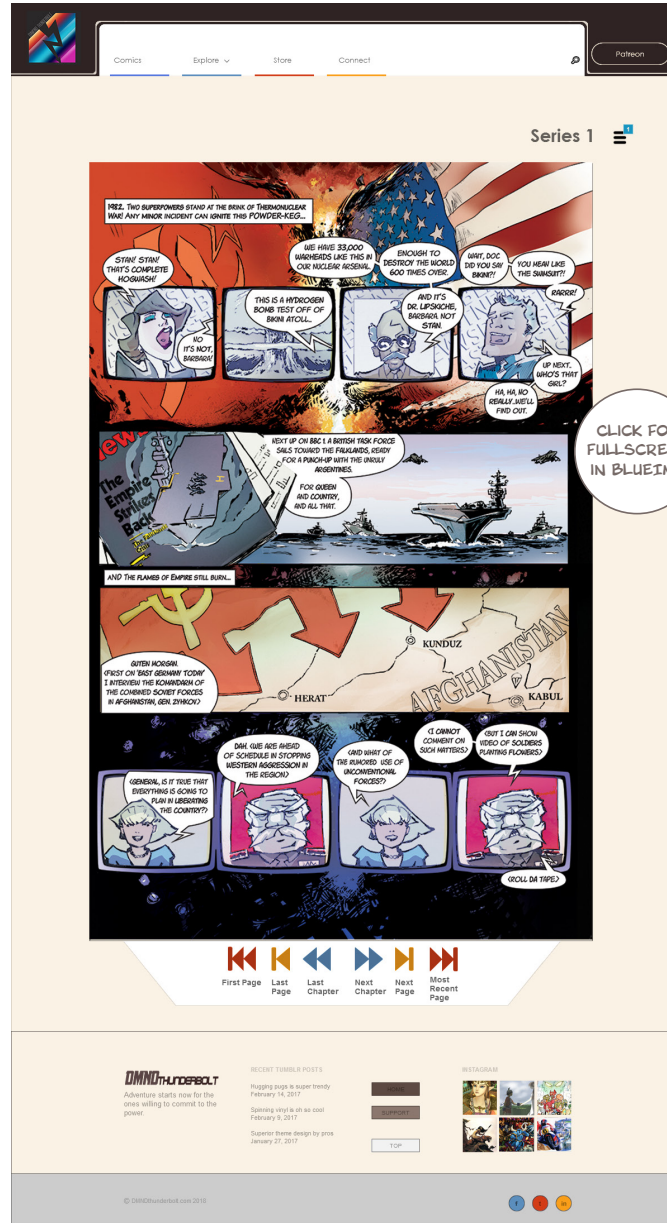
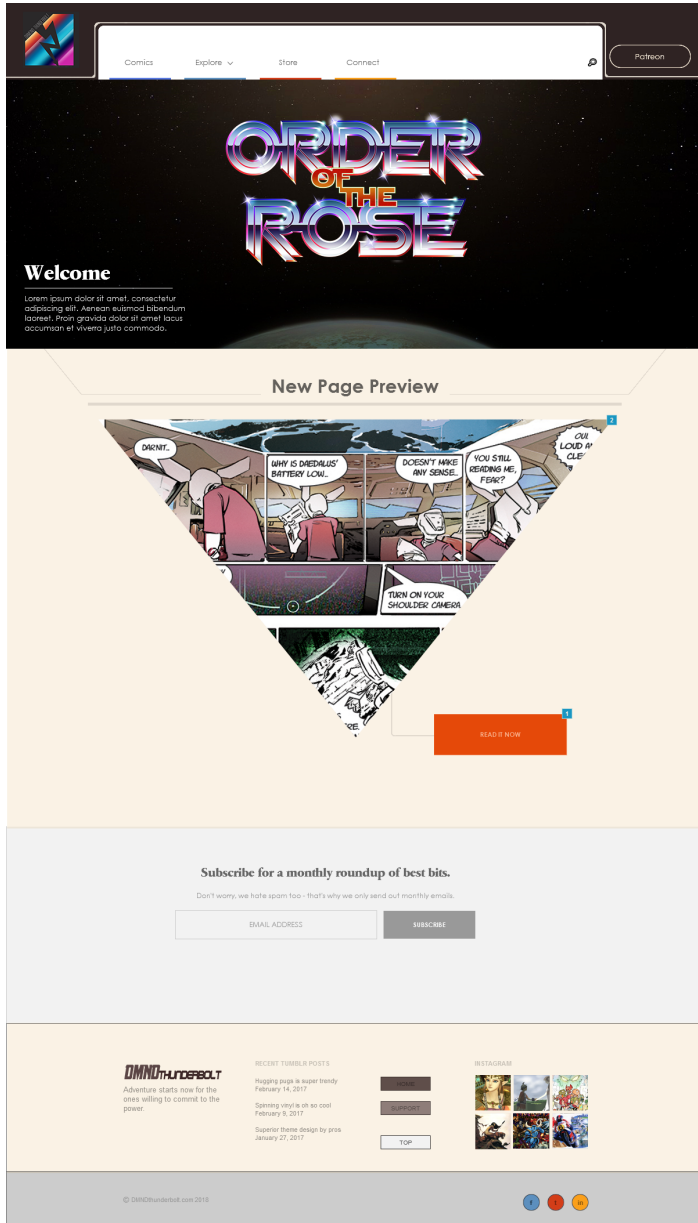
This starkness in color has a mid 1980s Sci-Fi flavor to it. Especially Star Wars Death Star II and "V" TV show.



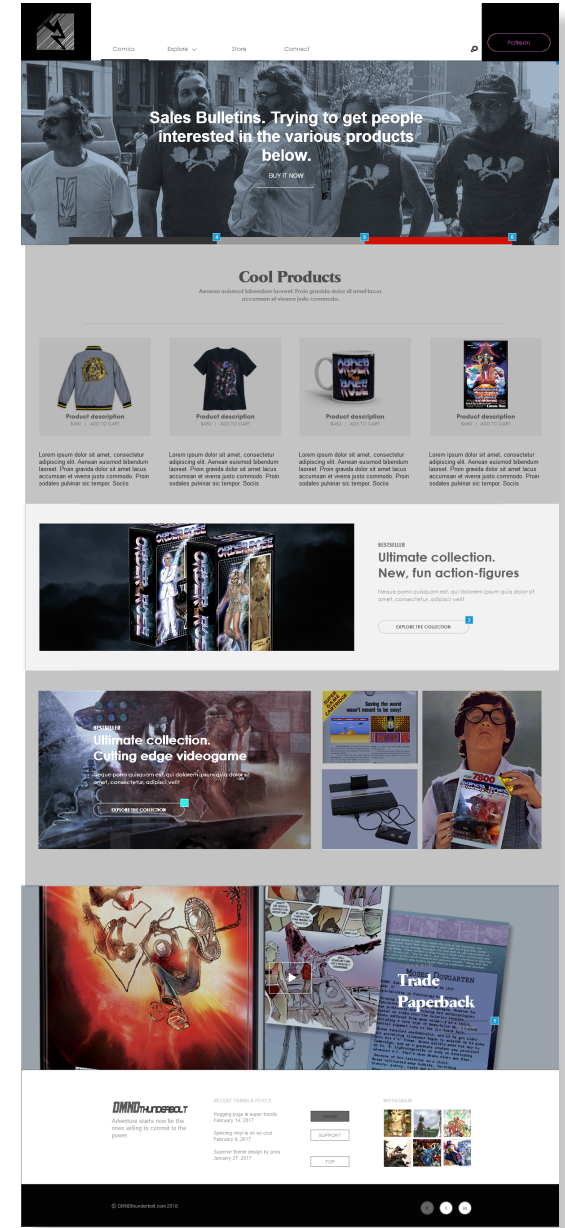
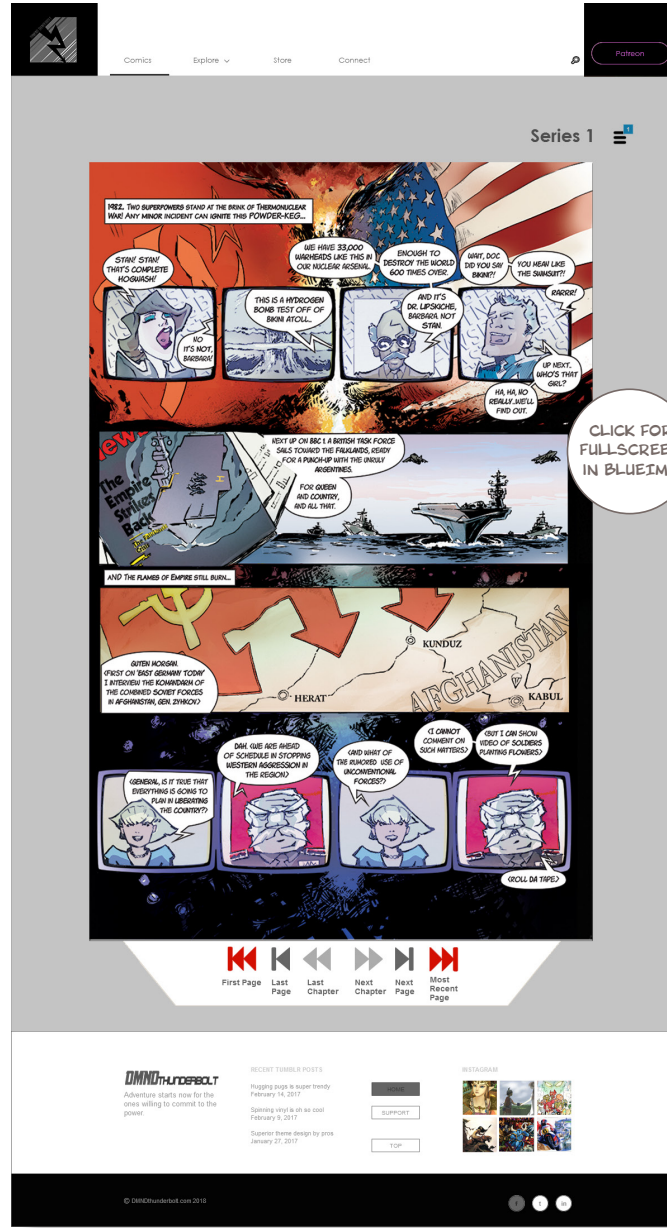
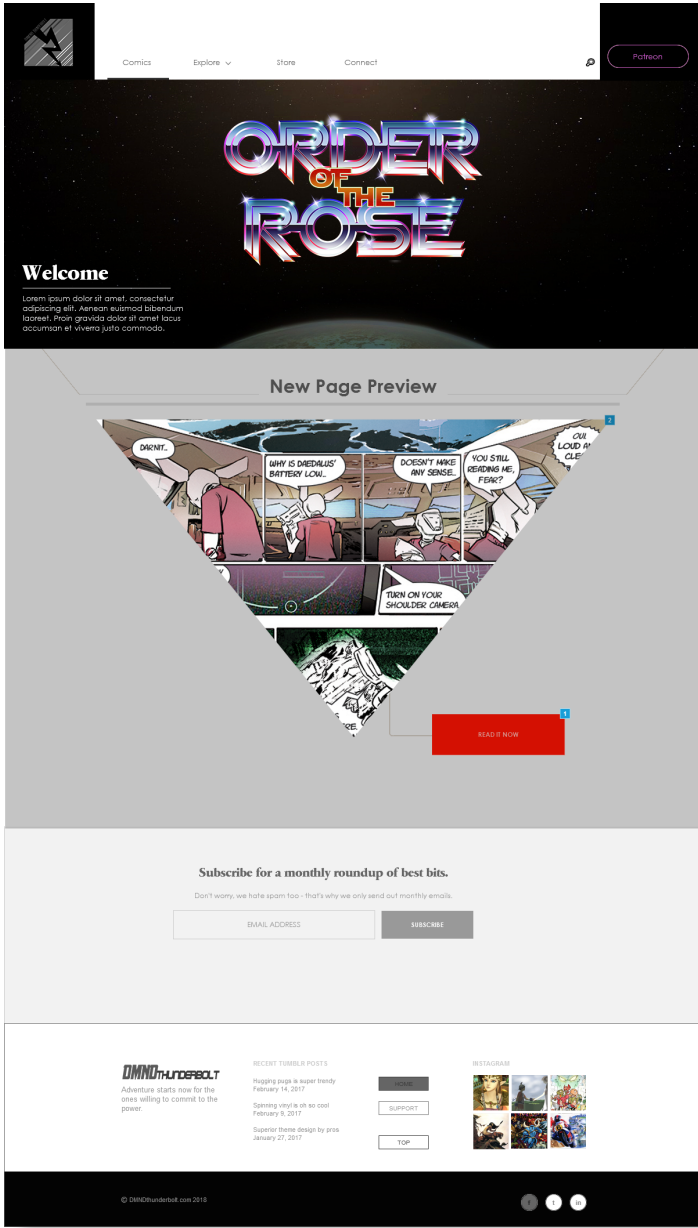
VS

DESIGN MOCKUPS





DESIGN MOCKUPS



DESIGN MOCKUPS

