

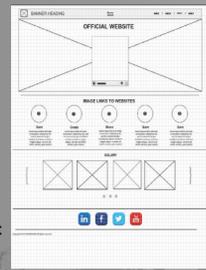
The Plan

To re-design the landing homepage of the website Vampires Rock so it is more modern and responsive for mobile and tablet. To take the single image / hotspot design below and give it more pizzazz & style.



The Layout

For layout inspiration I researched web-pages of other tribute bands and was impressed with the Killer Queen video page so I decided to include this element in my wire-frame design plan.



To make sure the web-page would be responsive I used Start Bootstrap templates as a base.



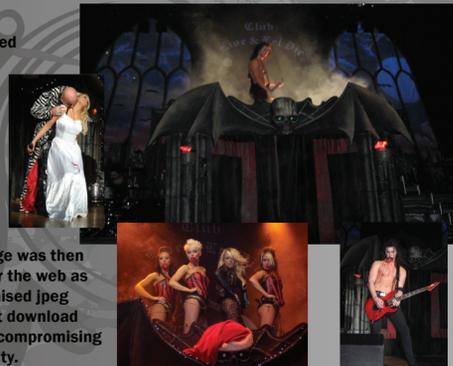
I could not find a single template that was exactly like my wire-frame so I took the best bits from two complementary templates; 'Lonely' for the top half and 'Starnight' for the bottom.

The Rock Background

The background image to the top 'rock' section was constructed from three separate photographs in Photoshop. Using vector masks to cut around the figures they were then resized and positioned so they appear to be on the stage all along.



The image was then saved for the web as an optimised jpeg for a fast download without compromising the quality.



The Vampires Rock Logo

To create this logo I started by simplifying the skull and wrapping the ribbon and flushes around it. I used the same 'Old English' font as I had for the Vampires Rock Badge and used the type on a path tool to curve the text on the ribbon. Lastly I added the bat wings using the perspective tool to bend and pull them up.

To integrate the skull more into the design I brought some of the flourish pieces to the front.

I was not happy with the vampire teeth so I drew new vectors with the pen tool and removed one of the skulls teeth so they fitted more evenly.



Logo Elements



The Meatloaf Story Logo

This logo is made up of nine vectors not including the text which is Bauhaus 93. I stylised the logo on the Meatloaf Bat Out Of Hell designs. I searched the free vectors available and picked the design elements that would work best together

With this design it was just a matter of resizing the elements, layering them and changing colour schemes.

Logo Elements



The Fonts & Colours

- Fonts...
- Main headers - font-family: 'Lovers Quarrel', cursive;
 - Navigation - font-family: 'Lovers Quarrel', cursive;
 - Plain text - font-family: 'Ruthie', cursive;
- Colours...
- Main headers - font-color: #999;
 - > text-shadow: 2px 2px #fff;
 - Navigation - font-color: #fff;
 - > background-color: transparent;
 - Navigation - hover
 - > background-color: #800
 - Plain text - font-color: #fff;



Our Websites

Vampires Rock

Vampires Rock is a show like no other. With a twist of rock and a hint of comedy, you're guaranteed to be in your seat!

I used Google fonts so the type face would be the same in all browsers and because I wanted a nice gothic cursive handwriting style.

Designed by Spacebabyuk
<http://www.spacebabyuk.co.uk/Vamps/index.htm>

PORTFOLIO OF A WEBPAGE

Steve Steinman's Vampires Rock Landing Page Re-Design

TE3002 Applied Graphics By Heather Amanda List



The Video

My original video was shot with a 10 mega-pixel compact camera as a 22.9MB AVI file. Dimensions standard 640 by 480, at 20 fps and in mono. It was also orientated at a 90° angle.

To correct this orientation I opened the file in After Effects and rotate it clockwise then rendered it as a Quick Time Mov file in stereo at 24fps.

I then uploaded the file to YouTube where it was compressed and stored as an Mp4 movie with a file size of just 1.96MB. I also used YouTube's video enhancing capabilities to clean up the shaking and make the video playback more stable.

I was not happy with Youtube's Iframe so I transferred the Mp4 to Vimeo and used their 'Fancybox' JQuery and JavaScript pack to display the video when the bat button is clicked. I changed the css of the frame so it was clear and customised the colour of the navigation bar.



The Vampires Rock Badge

Using the font Old English Text AT I followed a tutorial to create the layered lettering in Illustrator using a method of outlining the text and off setting the object path.

I then used the same path offset technique to stylise the wings. Of the 3 colour schemes I choose the red wings as they made the text stand out.

Logo Elements



Bat Button

My first button was an old illustrator vector I designed in my first year at Uclan. I wasn't happy with it so I created a new design by combing a simple heart and bat vector and adding the bootstrap play button png.



The Ghost Train Logo

This logo was the hardest and yet the most fun to create. Hard because to get the clown face I needed I had to de-construct the evil clown, extract the elements I wanted then rebuild them around a new head.

It took some trial and error to get the ribbon to twist right; in the end I split it into three segments so I could manipulate each separately.

The font is Baskerville Old Face; I used the touch type tool to move the text into position and then created outlines and off set the path. The drop shadow on the text makes them look almost 3D.

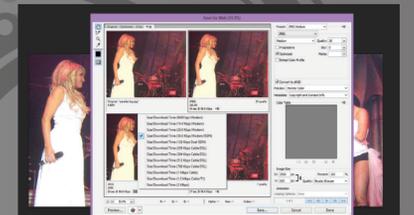


The Gallery Background

All the photographs I used were from my own personal collection taken over three years from 2009 to 2012. The background image to the 'gallery' section was one of the largest landscape photographs I had and only required minimal resizing for optimum height and width then optimising for the web to allow a smooth page load as the user scrolls down.

Normal carousel gallery's use thumbnail images then load the larger image when clicked.

The bootstrap carousel uses full size images and css responsive styling to create smaller screen thumbs then when they are clicked they open up in a larger light-box with a caption beneath.



Gallery jpeg's resized to 553 x 738 and optimised



The Web-page



Steve Steinmans response when I showed him this portfolio; "It's good that is, hope you get a good mark" (Manchester Opera House, 2015)

The Icons

After all the fancy work at the top of the web page I decided the bottom required a bit of a flourish as well. Not wanting to reinvent the social icons completely I gave them a tribal tattoo makeover instead. To add to the bazinga effect I moved them from the center to the right and used the bounce-in-animation to drop them down from the top of the page.

