



amanda anderson
GRAPHIC DESIGN

design storyboards the helping coupon

The Helping Coupon is a revolutionary new online concept that harnesses the power of “deal-of-the-day” purchasing and social media to benefit charity.

Design Rationale

To create a theme that evokes a feeling of yesteryear;
a time when sharing was customary,
donating to charity was commonplace and
helping your neighbor was routine...

cheerful contemporary

a bright, fresh, welcoming site that just hints at the friendliness and helpfulness of childhood...



colour influence
bright, cheerful, fresh, welcoming

HEADER TYPE body type

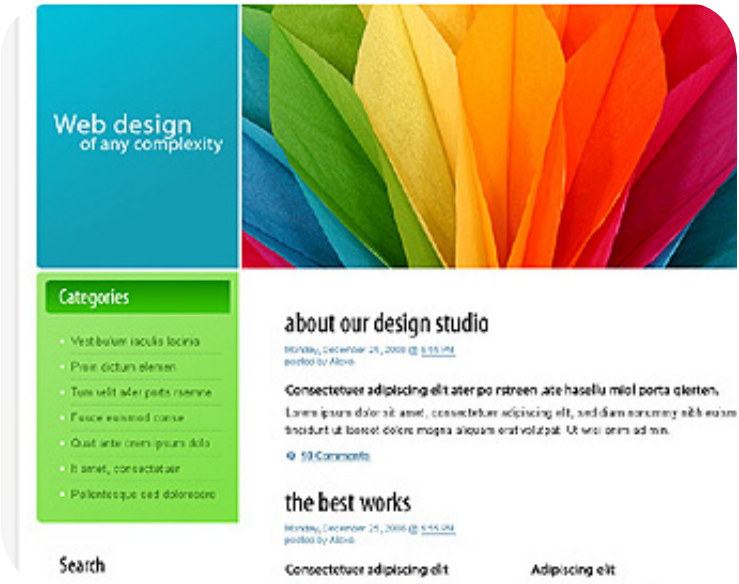
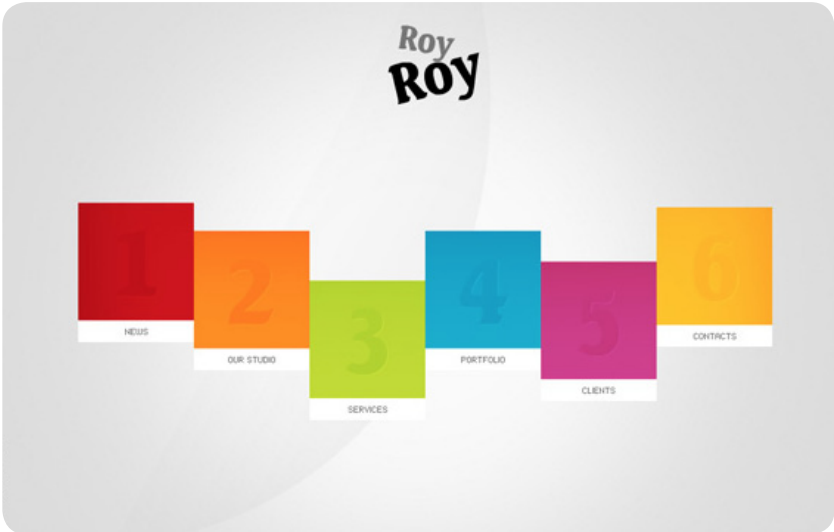
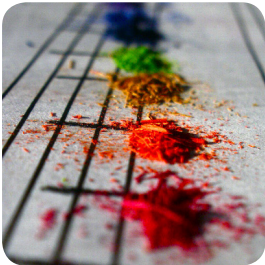
header typeface influence
clean, simple, round
must be web safe font
i.e. Helvetica Bold Condensed

body typeface influence
clean, simple, round
must be web safe font
i.e. Helvetica Light



wordmark typeface influence
creative script that
indicates friendliness
and helpfulness
i.e. house industries
“ed benguiat script”

About Rainbow Website Designs
Rainbow colours are appealing to a wide cross section of the population. It evokes memories of childhood innocence and a simpler time. When paired with a white background, rainbow themed websites are fresh and vibrant.



client: the helping coupon

project: website

item: design storyboard for “cheerful contemporary”

date: 18 Feb 2013

rationale: Colourful design as per client request. A bright, fresh, welcoming site that just hints at the friendliness and helpfulness of childhood...

remindful retro

a classically inspired retro site that reminds us of the security, comfort and community of years gone by...



colour influence

classic historical colours that evoke stability

HEADER TYPE

header typeface influence

classic condensed bold type
must be web safe font
i.e. Helvetica Bold Condensed

body type

body typeface influence

classic type
must be web safe font
i.e. Georgia Italic

the helpful coupon

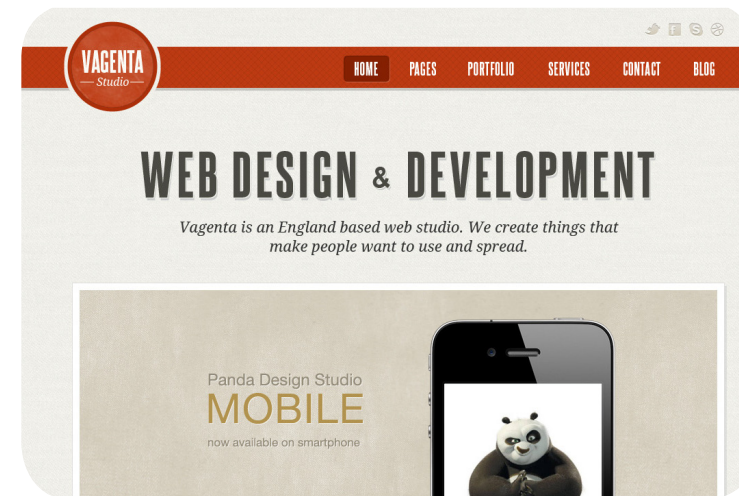
wordmark typeface influence

a modern take on a
classic script
i.e. font squirrel “Lobster”

About Retro Website Designs

Retro designing transcends time, styles, tastes and ages [...] Retro designing usually focuses on certain eras or pop cultures but enjoys a loyal group of followers across several countries. Color schemes and graphics are neither too dull nor too colorful. Interweaving of modern graphics with old designs helps in creating a vintage appeal. People have a tendency to associate “value” with old things [...] While value element helps in drawing visitors, modern designing elements keep them hooked. As such, retro designing offers the site owners best of both worlds – vintage looks with modern designing.

Source: <http://www.productivedreams.com/what-makes-a-design-retro-vintage/>



client: the helping coupon

project: website

item: design storyboard for “reminder retro”

date: 18 Feb 2013

rationale: Designer’s suggestion. A classically inspired retro site that reminds us of the security, comfort and helpfulness of years gone by...



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next door nostalgic

a nostalgic inspired site that evokes a time when neighbours were reliable and your best friend lived next door...



colour influence
reminds us of yesteryear

header type

body typeface influence:
an iconic 1950's typeface
must be web safe font
i.e. futura bold

body type

body typeface influence
an iconic 1950's typeface
must be web safe font
i.e. futura

the helping coupon

wordmark typeface influence
script that reminds
us of the 1950's
i.e. my fonts "Sonora"

About Retro Website Designs

Nostalgic designs arise feelings, awake memories and better manage to involve broad range of readers even although they don't really realize it. Furthermore, retro can look cool and offer readers or visitors something they haven't expected at all.

Source: <http://www.smashingmagazine.com/2008/04/21/celebration-of-vintage-and-retro-design/#more-415>



client: the helping coupon

project: website

item: design storyboard for "next door nostalgic"

date: 18 Feb 2013

rationale: Designer's suggestion. A nostalgic inspired site that evokes a time when neighbours were reliable and your best friend lived next door...



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