

Bethany Butler Design

Creative Blueprint

Client: Michael Sparling

Date: September 1, 2008

Job# IMD212

Deadline: September 26, 2008

Objective: What in the broadest sense should we accomplish with the design?

We will recreate the site at www.mrscribbles.com, to focus on the cartoonist and children's entertainer, Mr. Scribbles. The site will provide information about what he does as a cartoonist/entertainer, and include specific information concerning hiring Michael Sparling, a.k.a. "Mr. Scribbles!" for entertainment. The design will be fresh and fun, and convey exactly what the cartoonist does, as well as provide information. It will be kid-friendly, but not a children's site.

Target: Who do we wish to reach and influence?

Although Mr. Scribbles does cartooning for kids, the site would be primarily for parents, school teachers and administrators, day care centers and festival organizers, etc., to learn about how to hire Mr. Scribbles for an event.

Desired Result: What effect should this design have on the target audience?

It should provide information as stated above, as well as give a good sense of the type of work Mr. Scribbles does, by including illustrations and perhaps some photos of him at work. It should instill confidence and desire on the part of the audience to hire the artist.

Tone/Personality: What kind of feeling should be communicated to the viewer?

The site should be friendly, light-hearted and inviting, as well as uncomplicated and informative.

Tempo: What will be the delivery characteristics of this design?

Splash Page:

A splash page will be used to display a cartoon drawing in the process of being created in the manner of Mr. Scribbles (bright colored “scribble” lines will serve as the under layer and suggested shape for a black line-drawing).

Four inside pages: Activities and Events (describes what he does), About (includes contact and bio information, and possibly a slide show of photos of Mr. Scribbles at work), Hire (Includes information about how to hire Mr. Scribbles), Calendar (where he is scheduled to be).

Limited sound effects and cartoon-like navigation buttons will complement the cartoon style of Mr. Scribbles.

Technical Requirements:

The site is to be created using Adobe CS3 software – predominantly Flash, but also any of the other programs, if needed. The site will be uploaded to the server hosting www.mrscribbles.com.

Content: What specific assets will be required for this design?

Colors will be as close to fluorescent as possible (these are the colors of markers Mr. Scribbles uses in his cartoons), as well as black and white.



A splash page animation will be done using a guide layer or masked layer(s), utilizing a cartoon created by Mr. Scribbles, and his logo/signature, as well as additional drawing techniques, in Adobe Flash CS3.

Additional “scribbles” will be used (smaller versions) on inside pages; moderate animation may be done on some of these smaller images.

Other graphic elements, such as navigation buttons and static images, logo, etc., will be included on the site. A photo album/slide viewer may be included, linked to the site.

Competitive Analysis: How will this design distinguish the client from the competition?

While the work that Mr. Scribbles does is decidedly low-tech, animating his web site and creating a site that is clean, up-to-date, and professional, and which includes the essential information concerning hiring him, which is easy to locate and understand, will instill confidence in potential customers. Using Flash to create an animated site is an obvious choice for a site about cartooning. It will also allow a sense of fun and play, which is appealing to the intended customers. Eliminating parts of the site not related to

his festival cartooning and this aspect of his creative endeavors will eliminate potential confusion (in the future, I think a separate site should be created for Michael Sparling, the artist, which focuses on his serious artwork – which is intended for an entirely different audience). Mr. Scribbles offers a unique entertainment service; providing easy access to information about this service, in an attractive and professional looking format, will aid his business.

Opportunities/Caveats: What should we be aware of that would affect our design decisions?

First of all, as stated above, this site will be about Mr. Scribbles the cartoonist and children’s entertainer. Unrelated information will not be included in this site. Animations will need to be kept simple to be accomplished within the given time frame. We want to avoid having the site mistaken for a children’s entertainment site, or being too busy or overly “cute”.

Budget: List potential costs/expenses and suggested budget: content and labor

40 hours of labor will include one major animation (Splash page) and several smaller animation effects, including mouse-over effects; organizing content; and overall site design.

All images and animation will be created using existing images from the current web site, www.mrscribbles.com.

Total 40 hours labor X \$25 = \$1000.