



East End Arts Live on The Vine

Website Redesign Request For Prosoal

September 24th, 2014

Cutting Edge Design

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Ms. Kathryn Simos
Festival Coordinator
East End Arts
133 East Main Street
Riverhead, NY 11901

Request for Proposal (RFP) for May 2, 2014 Live on the Vine - The Long Island Winterfest website redesign

Dear Ms. Simos,

With over 3 years of experience developing web based design and marketing solutions from a User-Centered standpoint, we are an ideal candidate to redesign the Long Island Winterfest website. We bring your company a record of planning, executing and delivering successful and effective interactive media based applications to a range of organizations from not-for-profit to mid-sized companies.

Having existed as a user-centered design firm for the past three years, we present a unique combination of competencies; management, human interaction techniques, design, programming, and rapid cloud-based development. As a company, we are known to produce “structured creations equaling sharp innovations” and our portfolio reflects that same degree of devotion to excellence and satisfaction.

We look forward to the opportunity to bring these skills and experiences to East End Arts and the Long Island Winterfest. Enclosed are the specific parameters as defined in your Request for Proposal (RFP) dated May 14, 2014. Thank you for your consideration.

Sincerely,

Chris Bell
Project Manager



Non disclosure Agreement

Response to proposal

I agree that any information disclosed to me by Cutting Edge Design in connection with my review of the company will be considered proprietary and confidential, including all such information relating to Cutting Edge Design's past, present, or future business activities, research, product design or development, personnel and business opportunities. This includes any SEO and/or marketing strategies shared, stated or recommended by Cutting Edge Design.

Confidential information shall not include information previously known to me, the general public or previously recognized as standard practice in the field. However solutions to known or foreseen issues presented by Cutting Edge Design shall not be disclosed.

I agree that for a period of five years, I will hold all confidential and proprietary information in confidence and will not use such information except as may be authorized by Cutting Edge Design and will prevent its unauthorized dissemination. I acknowledge that unauthorized disclosure could cause irreparable harm and significant injury to Cutting Edge Design. I agree that upon request, I will return all written or descriptive matter, including the business plan and supporting documents to Cutting Edge Design.

Accepted and agreed to:

Signature: _____

Printed name: _____

Company/Title: _____

Date: _____





Executive summary

Challenge

Redesign the Live On The Vine Winterfest website to promote greater awareness of the event in return bringing in a larger revenue, earning more income for Long Island during the off season. The website should include up to date code and have social media interaction. Tickets and transportation should be accessible as well as events and performers. There should be easy access to uploading photos and video of the Live on The Vine event. All requirements must be held within the website so that the user does not defer to an outside page.

Solution

Cutting Edge Design will use a user-centered based approach to recreating the Live On The Vine's website to ensure that the user will be pleased along with East End Arts confirming a successful outcome. To do so, Cutting Edge Design will make all of its changes and redesigns based on the event's target audience summarized into three personas: the local long Islander, the out-of-state visitor, potential sponsors. Cutting Edge design will have the website incorporate a heavy social media influence to help broaden the range of users. The constant social media updates will bring in more potential users between the websites itself and social media; Facebook, Twitter, etc. Cutting Edge will make sure that interaction with social media will be accomplished by using an RSS feed to ensure that the user will not be directed to an outside website; other plug-ins will also be used to secure the user from leaving the website.

Deliverables

Cutting Edge will first dive into the research; learning about the area of Long Island and the Live on the Vine event. This will provide the basis for the persona(s) on which the site is based. Once the personas are complete Cutting Edge will start building the wire framing. This will define the information hierarchy to determine a user-friendly design. Testing will be done, and redesigning may be necessary based on the outcome. Once testing of the wireframes and visual layout of the site are complete Cutting Edge design can start the backend design plunging into the coding. It's important to make sure the site is tested on all browsers as well as devices before launch. Lastly is any daily maintenance that might be required upon the approval of East End Arts.

Pricing

Pricing is calculated on a fixed rate estimated at \$42,000.00. For information go to the price schedule to see in detail how much each requirement will cost as well as add-ons if East End Arts feels it is necessary to include.

Project Team

Cutting Edge design is a user-centered, design-based company. We devise our work on the user's needs to guarantee a successful result built on our on research and testing. Cutting Edge Design portrays structured creations equaling sharp innovations, always beings dedicated and devoted to our work.

Needs analysis

Stated client need

East End Arts desires a redesign of their Live on the Vine festival website to enhance their web portfolio by updating its user interface and incorporating new web technologies. Specifically, the organizers seek a greater interaction between web users and festival attendees via social media integration and a browsing experience that keeps users within the Live on the Vine website without the need for external navigation or redirection.

The website redesign will facilitate increasing revenue streams for the Long Island area during the wintertime by providing a “one stop shop” information portal for area visitors patronizing the festival and surrounding areas during this off peak season. The festival organizers want to draw patrons in from New York City to the west and Connecticut to the east into Long Island. To effectively achieve this end, Cutting Edge Designs must visually and functionally highlight the following from the Long Island area; vineyards, tasting rooms, hotels, fishing, boating, whale watching, museums, art galleries and golf courses. The primary area of focus for the site design is on wine tasting and live music. Secondly, drawing attention to the surrounding attractions provide additional experiences for “first time” as well as “returning” visitors.

Industry needs

There are varying degrees of issues that arise in areas where revenue streams decrease as a result of seasonal conditions. The main issue boils down to profits and how to generate them during off season lulls to increase year end revenue. Depending on the industry, businesses may opt to lower prices when demand was low, and raise prices when demand was hot. The more flexible business owners are, regarding pricing helps manage demand; and just as important, improve profits. An often underutilized approach is to develop a counter-cyclical revenue source similar to landscape companies affixing plows in the winter and offering snow removal services. A hybrid approach is to offer a level pricing model, or a monthly fee for year around services. A more common approach is to market events and promotions to boost sales during slack periods. Although a great idea; return on these initiatives would be better if businesses had pre-set budgets for advertising to remind customers of their presence even when business is slow.

Proposed solution

In response to your request, Cutting Edge will redesign the liwinterfest website from a user-centered approach focusing design decisions around three distinctive personas; (1) the local Long Islander (2) the out-of-state visitor and (3) sponsors looking to capitalize on the growing winterfest revenue stream. These personas directly represent the targeted users for the site as well as the typical patron to the winterfest.

Utilizing a social media design solution allows the festival planners the opportunity to incorporate a year long advertising approach by creating specifically targeted ads and allowing users to “post” to and “review” via multiple social media outlets from within the liwinterfest website. Adding additional social media outlets increases the market saturation as well extends the life and value of “user comments.”

Utilizing a social media design solution allows the festival planners the opportunity to incorporate a year long advertising approach by creating specifically targeted ads and allowing users to “post” to and “review” via multiple social media outlets from within the liwinterfest website. Adding additional social media outlets increases the market saturation as well extends the life and value of “user comments.”

Expanding the capabilities from within the website without external navigation increases the amount of time users linger. The incorporation of a social media feed area within the site provides enhanced visceral stimulation and added functionality in the site. Aside from social media interactivity, examining the information and structural architecture provides insight into the most effective content hierarchy. Addressing the primary tasks of (who, what, when, where and how) from the perspective of festival personas, Cutting Edge designs will utilize icons and quick navigation to ensure users always possess the most direct and logical route to primary destinations within the site without external redirection.

These design and layout solutions provide user level interaction while our utilization of LAMP virtualization software within the cloud9 development area provides the environment for rapid product development, testing, deployment and delivery.

Geographical analysis



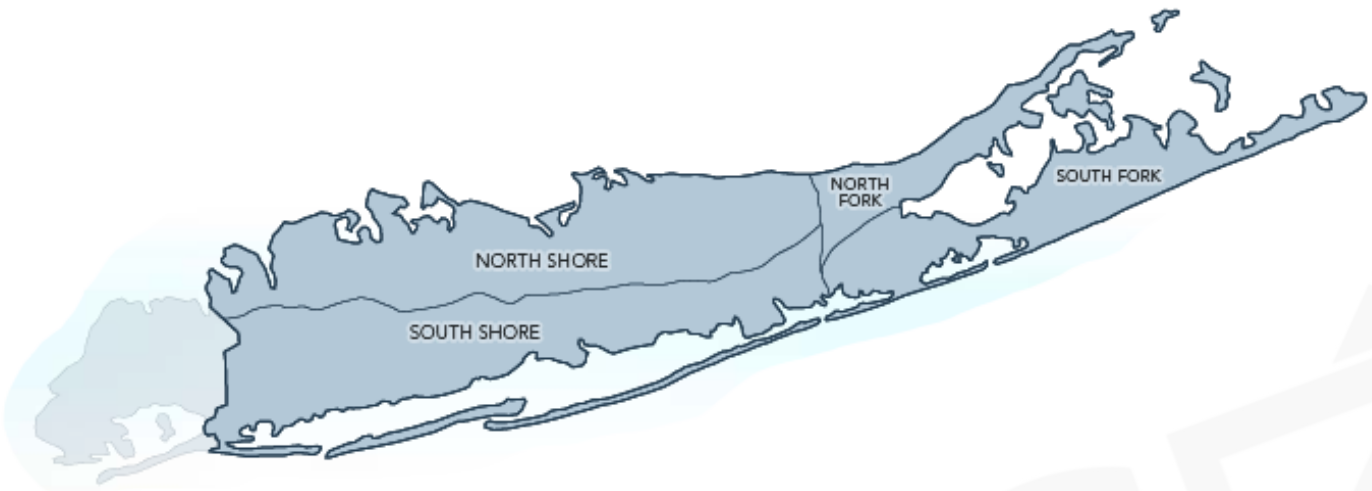
Long Island vineyards
&
Connecticut attractions



LI-CT-NY bridges & tunnels



Based on the clients need a geographical analysis was conducted to identify the attractions and travel to and from the Long Island area. The target area, as shown above, ranges from New York City to the west and Connecticut to the east into Long Island. All forms of travel were explored (planes, trains, buses, trolleys, bridges and ferries) to handle transportation. The regions examined where: north fork, south fork, north shore, south shore and southern Connecticut. Specific attraction categories compiled, were: wineries, museums, hotels, and golf courses.



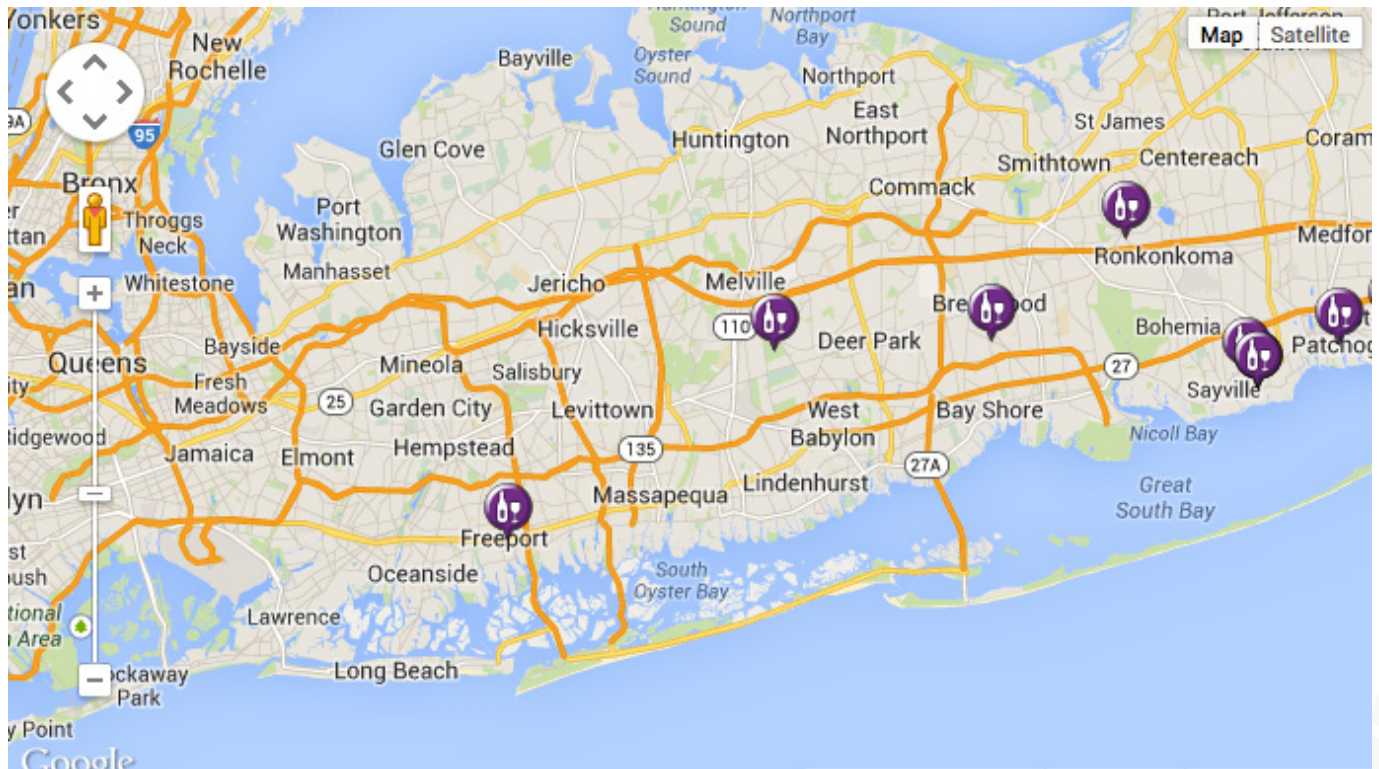
Long Island (broken into four areas)

Wineries

South Shore

Coachman Luxury Transport
Mark of Elegance Limousine Service
Black Forest Brew Haus
Great South Bay Brewery

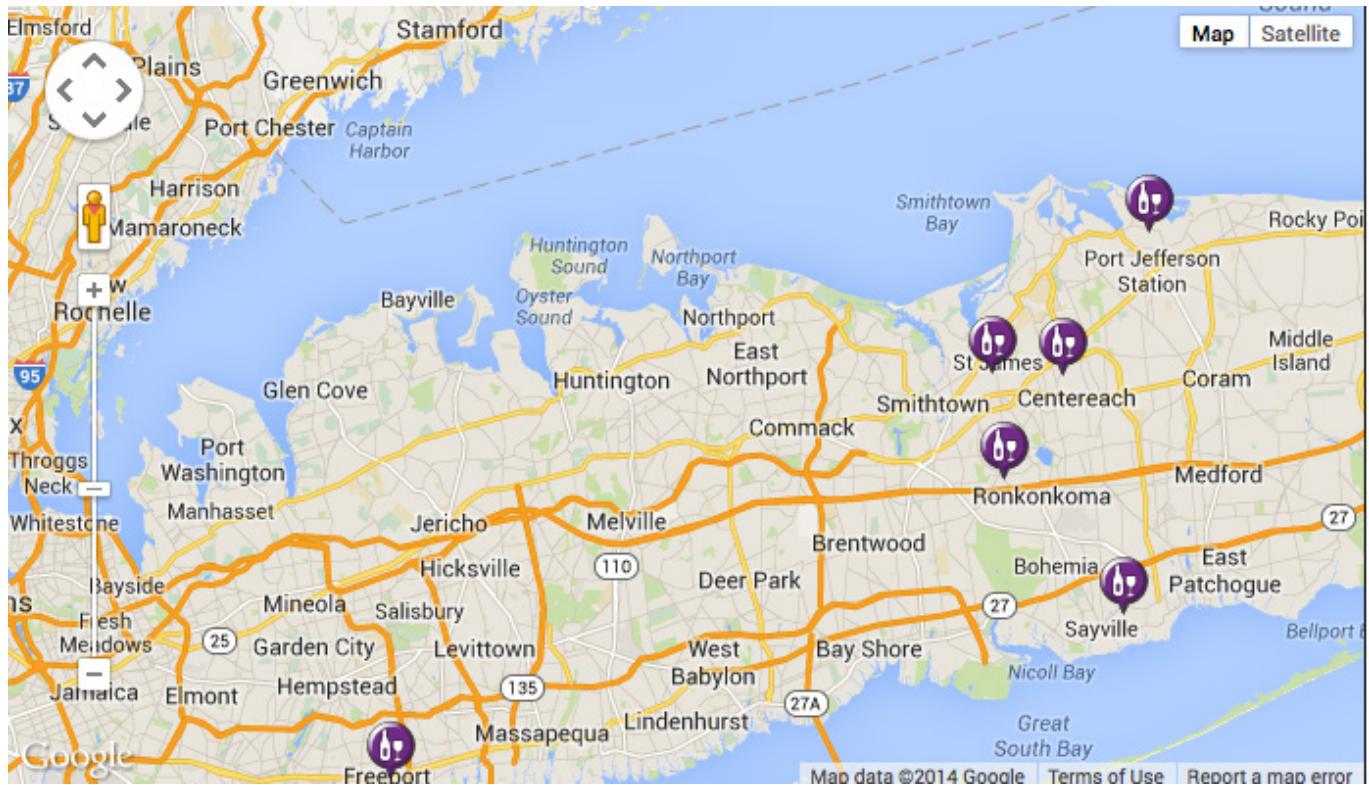
Loughlin Vineyards
Blue Point Brewing Company
Frosae Wine Sorbet
Long Island Vineyard Tours



North Shore

LI Vineyard Tours / Metro Limo Service
Port Jefferson Brewing Company
Fast Break Limousine
Fire Island Limousine

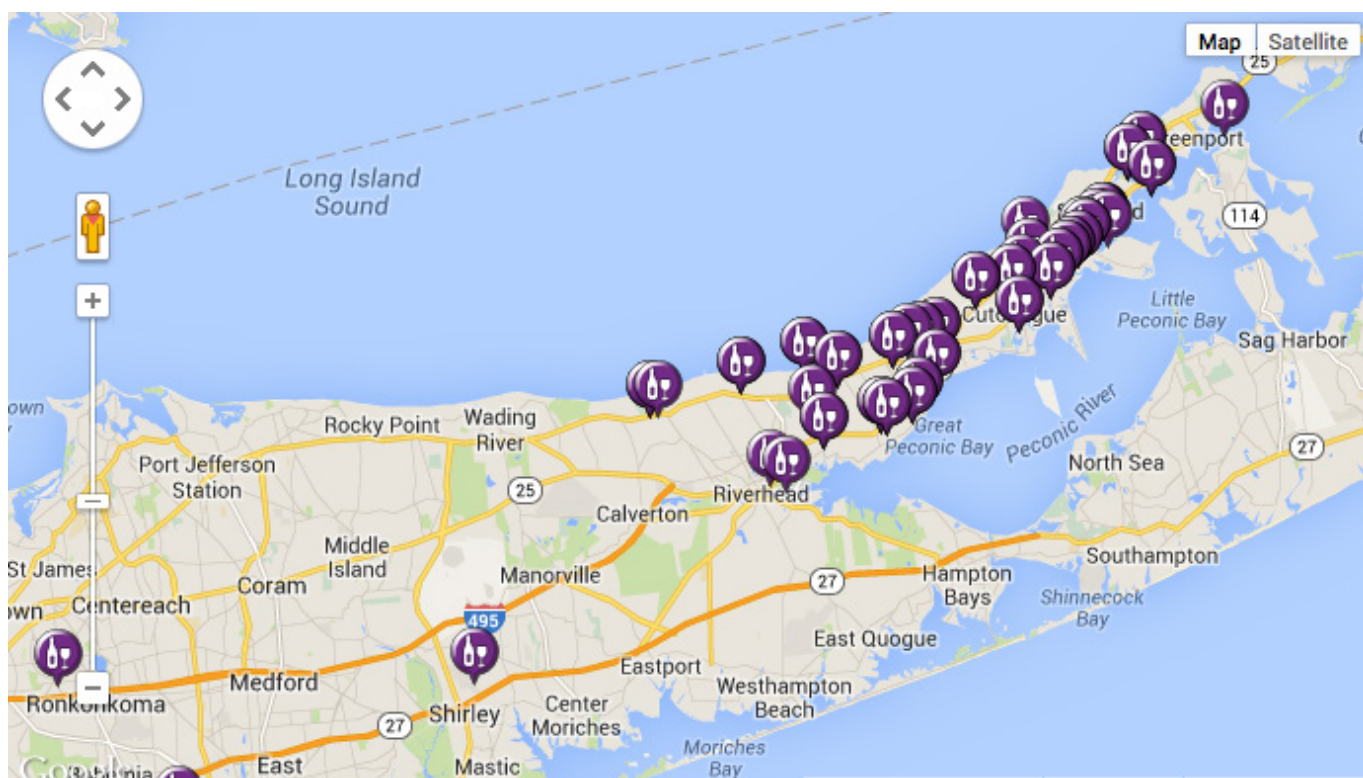
Mark of Elegance Limo Service
Borellas Farmstand
John Harvard's Brew House



North Fork

Baiting Hollow Farm Vineyard
LIV Long Island Spirits
Roanoke Vineyards
Palmer Vineyards
Long Ireland Brewery
Crooked Ladder Brewery
Paumanok Vineyards
Comtesse Therese Vineyard
Long Island Wine Council
Jamesport Vineyards
Sherwood House Vineyards
Jason's Vineyards
Clovis Point Wines
Martha Clara Vineyards
Harbes Family Farm & Vineyard
Macari Vineyards & Winery
Lieb Family Cellars

Greenport Harbor Brewing Company
One Woman Vineyards
The Old Field Vineyards
Sparkling Pointe Vineyard
Mattebella Vineyards
Croteaux Vineyards
Osprey's Dominion Vineyards
Raphael Wines
Bedell Cellars
Pugliese Vineyards
Peconic Bay Winery
Bridge Vineyards
Waters Crest Winery
Castello di Borghese Vineyard & Winery
McCall Vineyards
Shinn Estate Vineyards
Lieb Family Cellars



South Fork

Christiano Family Vineyards
Southampton Publick House
Duck Walk Vineyards
Wolffer Estate Vineyard

Montauk Brewing Company
Hamptons Getaways
The Grapes of Roth
Channing Daughters Winery



Personas



Age 62
married 46 years
5 children
Lives in Boston, MA
BS in Business



Age 32
married
3 children
Lives in LongIsland, NY
BS in Business



Sponsor
Been in Business 1-15 years
Located in LongIsland, NY
Only puts money out on
success business

Goals/Tasks

User

- Easy access to purchase tickets
- Event list with dates, locations, and types of wine
- Up to date directions
- Locations to stay overnight; possible weekend or multiple day deals.
- A way to keep reminded of up coming events
- Social media

Sponsor

- Persuades user to read more about events and buy tickets
- Shows wine sold at events
- Refers to additional places in the are for guests
- Advertising

Environment & Challenges

- Sponsors need own advertisement
- Rarely use's laptop/computer
- Only uses smartphone
- Not handy with up to date technology

User research

Objective

Three usability tests were conducted to test the information architecture and the navigation for the Live on the Vine website redesign. The studies sought to uncover how wine enthusiasts from various backgrounds and roles expected to see content organized on a website where usability is the focus.

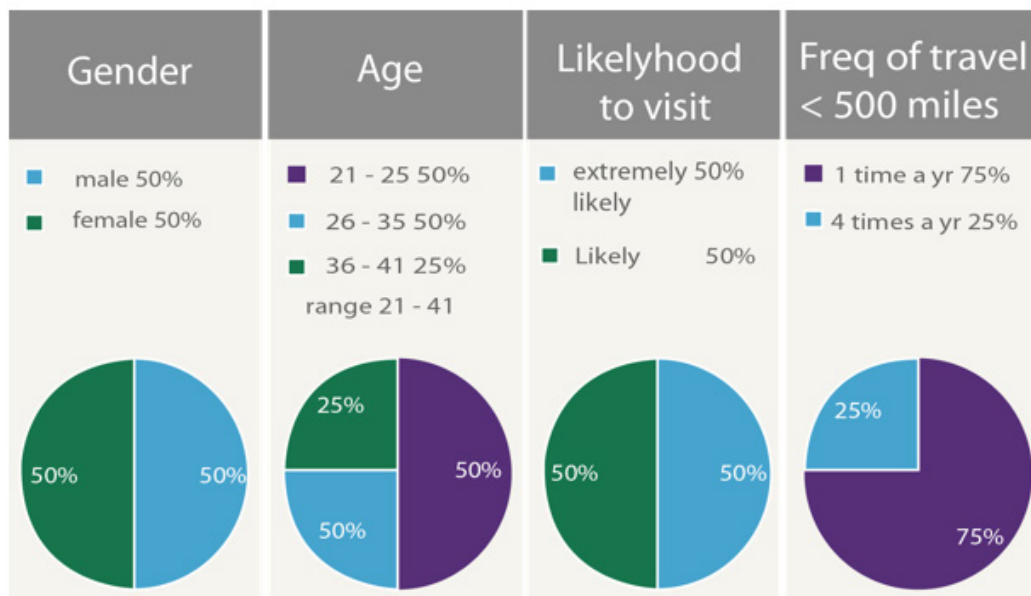
Method

The studies were completed using Optimal Sort from the Optimal Workshop website. All surveys were unmoderated and tasks were randomized for each participant.

- The closed card sort required participants to organized 13 phrases into seven categories that they believed fit most naturally. The participants were permitted to create and name their own categories, as well as an opportunity to provide feedback on cards they felt did not fit. Participants were required to sort all the cards.
- The tree test required participants to navigate to the destination they believed was associated with the desired task. Participants were required to complete all the tasks.
- The first click analysis required participants to click on the screen where they would expect to find the destination associated with the described task. Participants had the option to skip tasks.

Participants

The target test group were males and females who expressed interest in visiting a winery with a willingness to travel greater than 500 miles for recreation at least once a year.



Research analysis

1. Card sort (information architecture)

- There were five unanimous selections which occurred under the following categories Events, Gallery, Packages, Tickets and Venues. Based on the findings, the About and Unnamed category appeared to act as a “fallback” category capturing cards from other categories. The About and Contact categories also appeared to be used in a table of contents type fashion. The data suggests that phraseology may have created confusion for the survey takers or ambiguity in the label headings; specifically identifiable with the strong correlation between cards sorted under the Events and Venues labels.
- The data supports potential findability issues because of similarities in category heading names diminishing distinguishability. The frequency of placement and the chosen categories provide a strong case for links and pathways across categories. It is clear that the Gallery category was the most recognizable label. The sporadic placement within the other categories suggest the need for redesigned label headings. Additionally, there were problems of distinguishability between Events and Venues.

2. Tree test (navigation)

- The data also reveals that users could effectively navigate the tree and arrive at a specific destination effectively 91% of the time cumulatively. Participants travelled a direct route locating the correct destination for tasks 67% of the time. The data supports the conclusion that users preferred browsing in order to locate the correct destination when uncertainty arises. Despite the need to backtrack users were able to successfully complete their tasks 46% of the time.
- The data doesn't support any major findability issues although it does support the importance of pathways from the about page to major destinations throughout the site. Considering the browsing tendency of the participants provides support for that conclusion. The participants incorrectly navigated down the wrong path 25% of the time, yet the data does not support any diminished distinguishability.

3. Chalkmark (first click analysis)

- The data also reveals that users intuitively know where to look in order to find a desired function indicated by the 100% success rate. The main navigation accumulated 75% of the clicks, in comparison to the quick navigation which accounted for 25% of the clicks cumulatively.
- The data does not support any major findability issues although it does support the inclusion of the quick navigation panel. Additionally, ensuring pathways exist between the about page to major destinations throughout the site will minimize the need for a user to have to backtrack. The absence of the errant clicks reveal no issues of diminished distinguishability or visibility.

Moving forward

1. Card sort

- The sort revealed a few crucial redesign opportunities; the current information architecture creates excessive navigation to arrive at desired tasks diminishing usability. The headings Venue and Packages need to be reworded. Directions needs to become a first level heading. Although standard, the about category appeared to be problematic and was used like a table of contents. Consideration must be paid to the presentation of the “about” content in a more effective manner to prevent its glossary like utilization. The inclusion of a “I want to” navigation panel will ensure users arrive at their desired destination in an on demand fashion. The overall information architecture tested soundly requiring adjustments with the category headings as well as firmer pathways between pages.

2. Tree test

- The tree test reveals the need for (1) creative pathways from the about page, (2) a potential need for tooltips in order to define terms that may be unfamiliar and (3) the inclusion of an “I want to” or quick navigation panel which aids in reducing the need to backtrack frequently.

3. Chalkmark

- The first click analysis reveals the potential need for (1) tool tips which will give users additional clues as to what things may mean or hints to the potential destination, (2) a test for the supplemental pages, (3) potentially expanding the quick navigation panel to include additional destinations within the site and (4) a test for site wide icons.

Project scope

This project is being undertaken to redesign the Live on the Vine – The Long Island Winterfest festival website. The efforts of the redesign will focus on a web presence that will ultimately generate a substantial revenue stream for the Long Island area by providing an intuitive and interactive experience. The project will commence on July 16, 2014 and will complete no later than September 25, 2014. This site is being envisioned to take advantage of the latest design trends and research tools which will incorporate a user-centered design approach built on a solid festival track record. Redesign will be overseen and managed by Cutting Edge Design, a UX/UI design firm. All design work will be generated from our team of in-house designers and developers adhering to the guidelines set forth in section 508(c) of web accessibility and the standards set forth by the World Wide Web consortium (W3C).

I. Project purpose

This project is being undertaken to upgrade the current Live on the Vine website. The website corresponds to a 6 week mid-winter music festival taking place at Long Island's unique vineyard tasting rooms, hotels and other venues on the east end of Suffolk County, NY. The current site and content is acceptable although festival coordinators want an experience that keeps visitors within the confines of the site. During the redesign process, the following enhancements are critical; feature performer presentation, mapping features, expanded photo and video elements, greater social media interaction, transportation resources and an internal ticket sales portal. The site needs to be ready for deployment no later than September 25, 2014, so festival planners can assess the viability of all proposals and make a final determination on funding as it relates to scope and additional items.

II. Scope

This is a fixed-price contract based on variable units derived from stated and inferred client needs. Provisions for scope items and additional features are listed as well. Project commitment estimate is U.S. \$32,825.60.

Upon completion, the new website will include the following as described in the redesign request for proposal:

- Required items
- Redesigned information architecture
- Custom HTML within a Wordpress CMS framework.
- Responsive solution
- Mapping API
- eCommerce for ticket sales
- Blogging interaction

- Custom graphic design elements
- Interactive integration via social media
- Browser/platform compatibility
- HTML5 canvas implementation
- Custom code development
- UI overhaul
- Development environment
 - Hosting platform – LAMP (Cloud 9)
 - Site deployment – testing/delivery url(s)
- Specialized contact forms
- In site constant contact integration – email bulletins
- Caching capabilities enhancing site performance
- Detailed site analytics
- Search Engine Optimization strategies

Additional items

Although not implicitly stated, these items ARE required to successfully deliver the final product with ALL the stated functionality as described by client.

- Site management
- Social media management

III. Project milestones

As described in Section II, completion of the project must be achieved by September 25, 2014. Progress milestones associated with the project are as follows:

1. Creative Brief
2. Technical brief
3. Research
4. Wireframes
5. Graphic design
6. Development
7. Deployment
8. Maintenance

IV. Project approach

1. Project Manager will maintain all project documents and schedule.
2. Project Manager will perform work with contractor's own team who are amply qualified and hold the appropriate credentials.
3. There will be NO utilization of external contractors.
4. Project Manager agrees to provide design elements for review/approval/re-work.
5. Project Manager will be responsible for all oversight, deliverables and management.
6. Project Manager has agreed to the terms set forth in the fixed-price contract and schedule.
7. During planned project execution, Project Manager will provide agreed upon periodic progress reports to client (biweekly, monthly).

8. Following any schedule delay, Project Manager agrees to provide progress reports on a weekly basis until schedule has been “caught up.”
9. Project-related issues will be tracked, prioritized, assigned, resolved, and communicated in accordance with Cutting Edge Design’s Management protocol.
10. Issues will be reported using Basecamp, Project Management resource.
11. Issue descriptions, owners, resolutions will be maintained within Basecamp in a standard blog format.
12. Issues will be addressed with the project manager and communicated in project weekly status reports.

Change management

Change control procedures are the methodologies utilized to address the following processes associated with adjustments throughout the projects life-cycle:

1. Three client driven changes are built into the design/development process.
 - Wireframes
 - Landing/Internal page design
 - Testing/redesign
2. The Project Manager will establish a Change Log to track all changes associated with the project effort within Basecamp.
3. All Change requests must be submitted via Basecamp and will be assessed to determine possible alternatives and costs.
4. Change requests will be reviewed and approved by the Project Manager and accepted/acknowledged by the client.
5. The effects of approved change requests on the scope and schedule of the project will be reflected in updates to the Project Plan.
6. Basecamp will act as a log and will be updated to reflect current status of change requests.

Communication management

The following strategies have been established to promote effective communication with parties involved with this project. Specific communication policies;

1. The Project Manager will present project status to the client on a biweekly basis.
2. The client will be notified by the project manager via Basecamp or telephone of all urgent issues. Issue notification will include time constraints and impacts, which will identify the urgency of the request.
3. The client will notify the project manager of schedule, scope or budget modifications in a timely manner. Communications of changes MUST be made via Basecamp or telephone, but will not be acted upon by project manager until a change request is received.

Resource management

The Project Manager will maintain a Resource Management Plan that will document the following:

1. All materials and services to be delivered as part of the project along with cost estimates and version compliance.
2. Which services (plug-ins) will be obtained from sources outside the Project manager's organization.

V. Approvals

All funding related matters rest with the Project Manager. Forth-coming transactions related to the project will be placed in a pre-approved reserve account against which the Project Manager may draw. No payments may be withdrawn outside of agreed upon disbursement schedules. Client will remit one half of total project rate upon agreement of terms. Subsequent payments will be remitted in accordance with the following schedule;

\$16,412.50 commence project

\$5,471.00 completion of research and design

\$5,471.00 completion of development and testing

Pending satisfactory completion of project, client will provide final payment of \$5,471.00 plus applicable taxes to project manager. Project Manager will provide training and handoff package to client.

Note: Invoices will be generated by project manager at the close of each development cycle.

Invoices will document all deliverables turned over as well as milestones achieved during the previous development cycle.

1. Invoicing will document all work completed during the previous development cycle.
2. After initial deposit, subsequent payments will be made in three (3) equal payments based on project milestones.
3. Anticipated costs above agreed upon values in any development cycle requires detailed explanation and explicit approval from the client before commencement of such work.
4. Any cost increases invoiced without prior approval either by the previous bullet or by the client will be paid at the original contract price.

VI. References

1. See section 508(c) and the W3C for specifics regarding compliance and accessibility.
2. Site plan and project milestones are available at the project portal housed at <https://basecamp.com/2691651>.
3. Development and testing url is <https://ide.c9.io/loosheirz/cedesign>.
4. Prior client work and resumes are available to view or download at <http://cuttingedgedesign24-7.com>.

VII: Project deliverables and quality objectives

1. See Sections I, II and III.
2. All code implementation (Wordpress/CMS, Responsive Frameworks, Browser/platform compatibility, custom HTML5/CSS3/JS libraries, secondary plug-in implementation, Social media integration, mapping API, eCommerce capabilities, Linux/Apache/MySQL/PHP development/deployment/hosting environment, constant contact, caching services, site analytics and SEO functions are “professional grade” and compliant with all W3C and 508(c) standards.
3. Project manager will adhere to client specifications regarding stable and beta plug-in resources.
4. Project manager has included provisions which will allow changes but require submittal of change request to the project manager.

VIII. Quality control activities

See Section IV.

Project manager reserves the right to require change orders for any/all modifications to current design following contract approval. Additionally, project manager reserves the right to require change orders for any/all modifications to project (plan, design, schedule, scope) requested by client following official schedule approval prior to commencement of work.

IX. Project schedule

See Sections I, II, & III.

Project Manager will provide detailed schedule prior to the start of project. All dates subject to timely delivery of assets/content by client to Cutting Edge Design.

Deliverables schedule

Task	Deliverable(s)	Comp date
1	Creative brief	July 16
1.1	Logo/branding	July 16
1.2	Color palette	July 16
1.3	Style	July 16
1.4	Target objective	July 23
1.5	Call to action	July 23
2	Technical brief	July 23
2.1	Platforms required	July 23
2.2	Bandwidth requirements	July 23
2.3	Scalability requirements	July 23
3	Research	Aug 6
3.1	Needs analysis	Aug 6
3.2	Geographical analysis	Aug 13
3.3	Define persona(s)	Aug 13
3.4	Define user task(s)	Aug 6
3.5	Usability requirements	Aug 20
3.6	Performance requirements	Aug 20
4	Wireframes	Aug 13
4.1	Information architecture	July 29
4.2	Site map	July 29
4.3	Navigation design	July 29
5	Graphic design	Aug 6
5.1	Color scheme	Aug 6
5.2	Page theme	Aug 6

Task	Deliverable(s)	Comp date
5.3	Typography	July 23
5.4	Imagery	Aug 6
5.5	Composite/mockup	Aug 13
6	Development	Aug 13
6.1	Programming	Aug 20
6.2	Platform/browser testing	Aug 20
6.3	Accessibility requirements	Aug 27
6.4	SEO	Sep 17
6.5	Validation	Sep 17
6.6	Site migration	Sep 17
6.7	Site launch	Sep 17
7	Deployment	Sep 17
7.1	Hand off package	Sep 17
7.2	Training	Sep 17
8	Maintenance	TBD
8.1	Site analytics analysis	TBD
8.2	Site back ups	TBD
8.3	Site updates	TBD
8.4	New design elements	TBD
8.5	Additional features/functions	TBD

Implementation Plan

The following outlines Cutting Edge Design's plan for implementing the redesigned Live on the Vine website.

Needs assessment

East End Arts desires a redesign of their Live on the Vine festival website to enhance their web portfolio by updating its user interface and incorporating new web technologies. Specifically, the organizers request a greater interaction between web users and festival attendees via social media integration and a browsing experience that keeps users within the liwinterfest website without the need for external navigation or redirection.

Research

The festival organizers want to attract patrons from New York City to the west and Connecticut to the east into Long Island during the wintertime. Three persona(s) have been developed to address this end. encl(personas, maps)

The key tasks they want perform;

- Easy access to search and reserve lodging and area attractions
- In site ticket purchasing
- Interactive mapping and directions
- Interactive event calendar
- Social feed
- Advertisements directed at patrons and sponsors

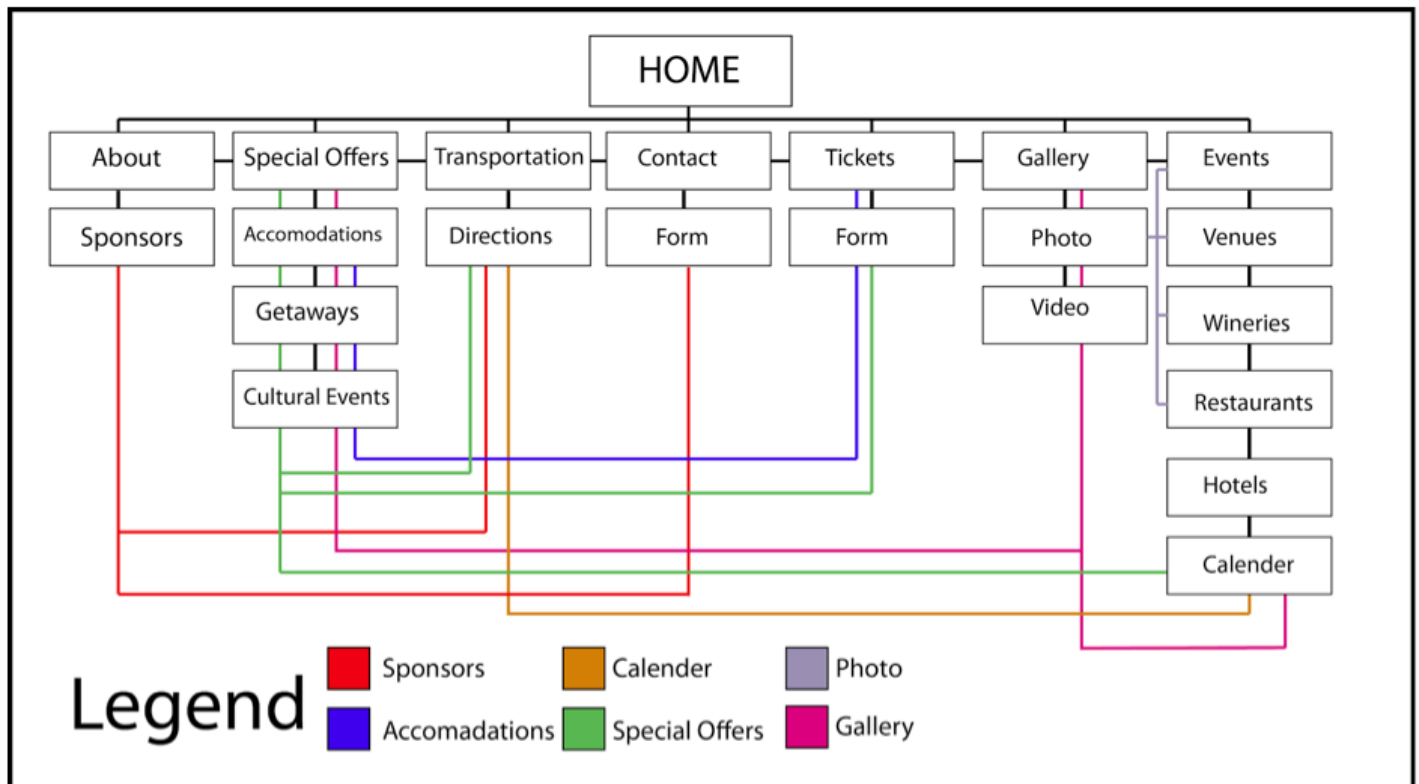
Site outline

The original site organization consisted of 7 static pages, one external page and a pop-up within an 11 item top navigation. There is no significant dynamic content.

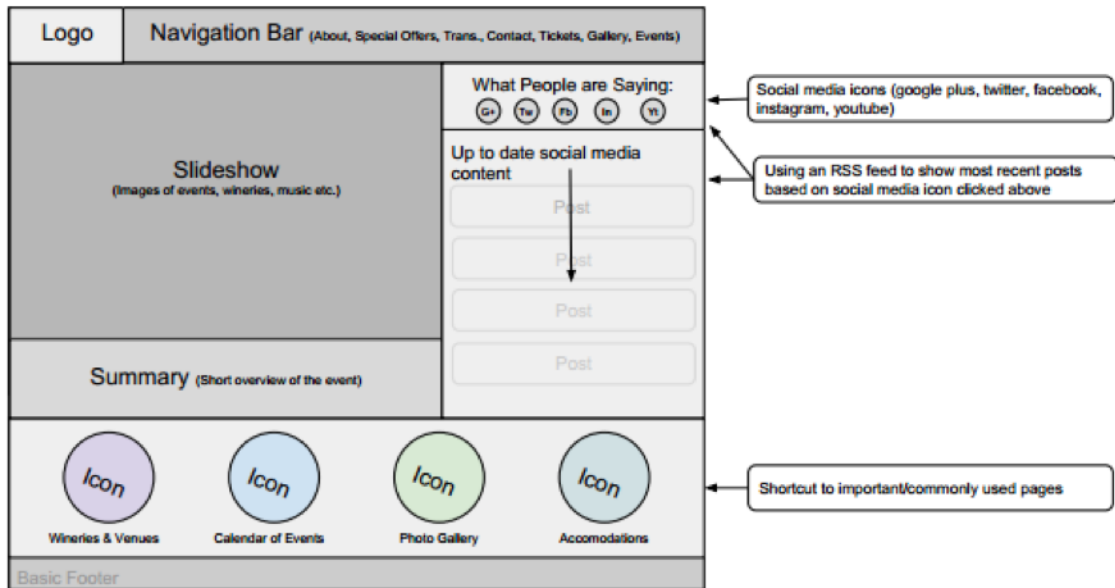
- Home
- Wineries/venues
- Calendar of events
- Photo gallery
- Area events | Accomodations | Getaways | Special offers
- Directions (external page)
- About us (pop up)
- Tickets
- Contact

The proposed re-design reduced the navigation and pagination to 8.

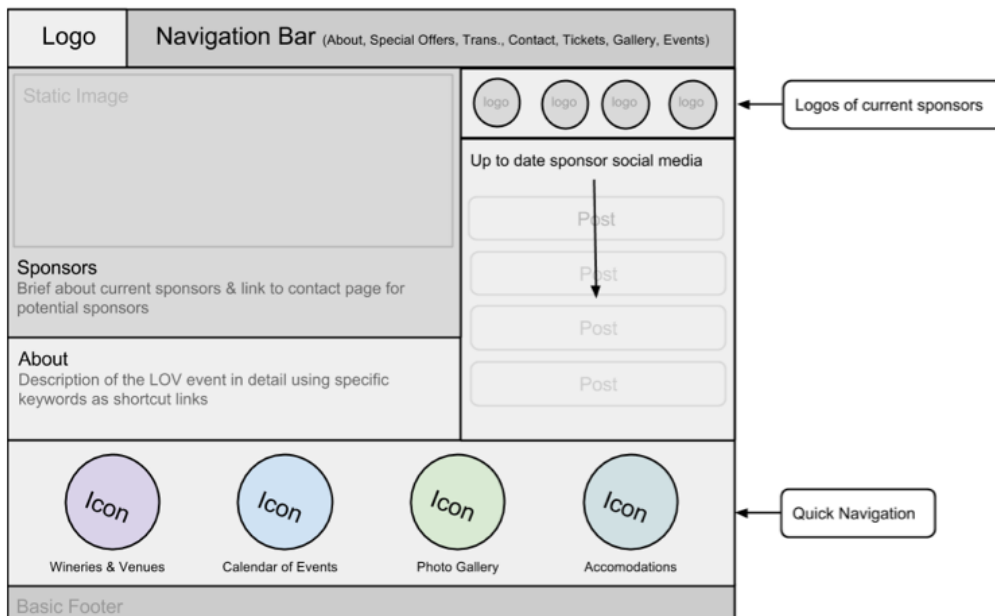
- Home
- About
- Special offers
- Transportation
- Contact
- Tickets
- Gallery
- Events



Live On The Vine (homepage)

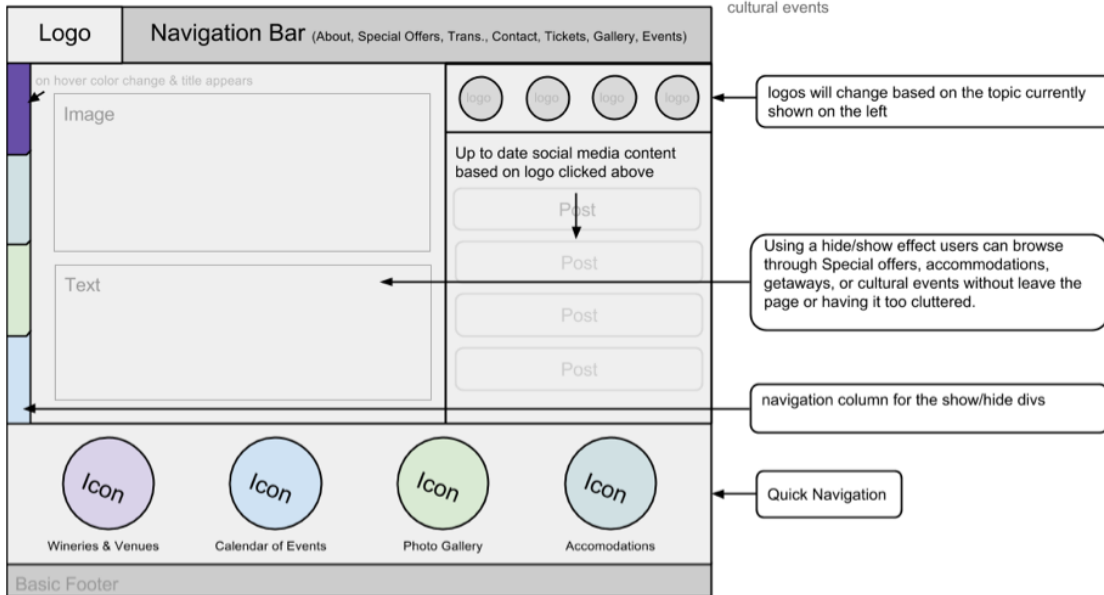


Live On The Vine (about)



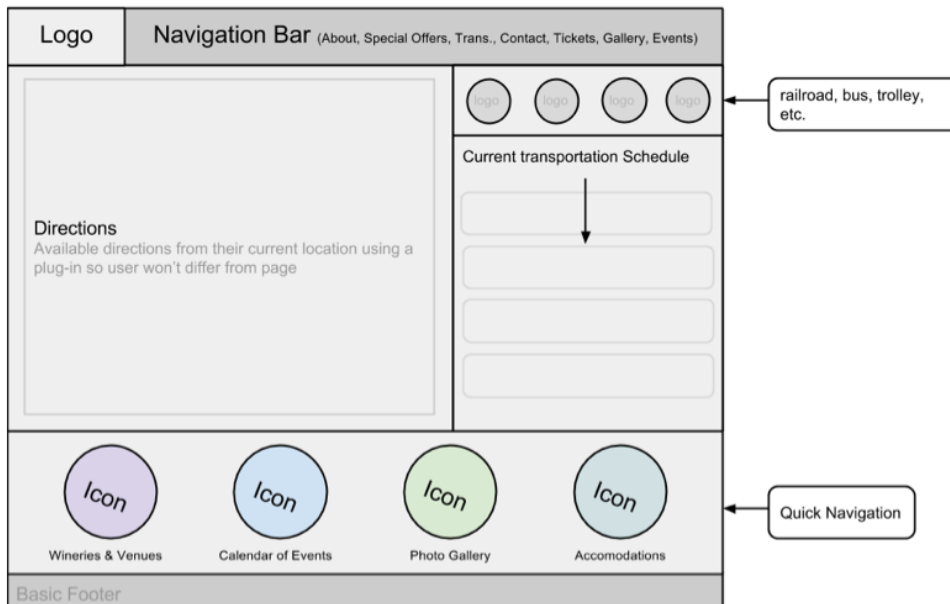
Live On The Vine (Special Offers)

Includes:
Special Offers
accommodations
getaways
cultural events



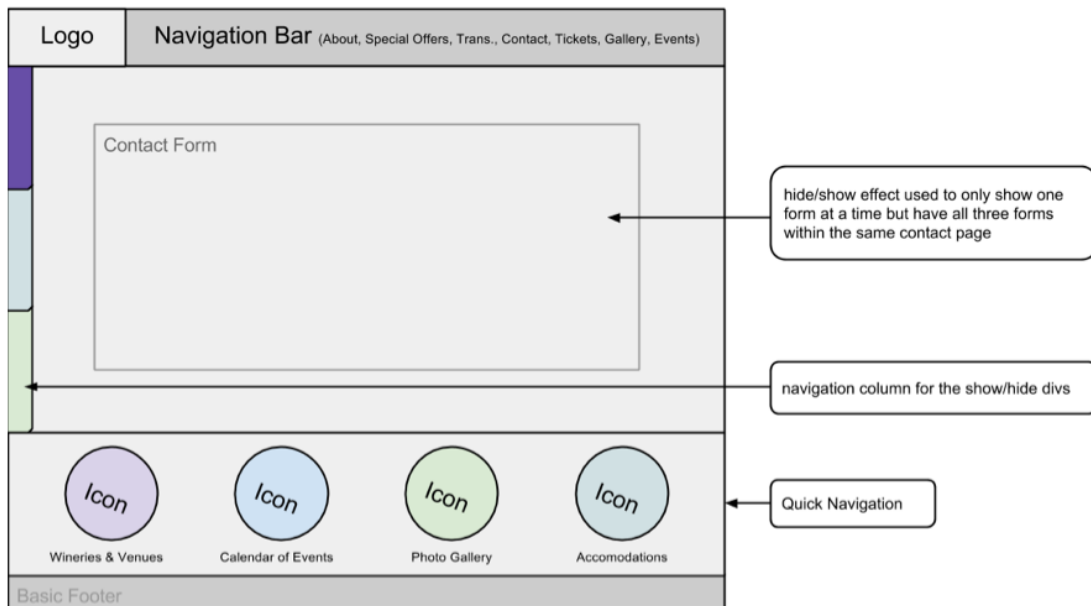
Live On The Vine (Transportation)

Includes:
transportation/directions

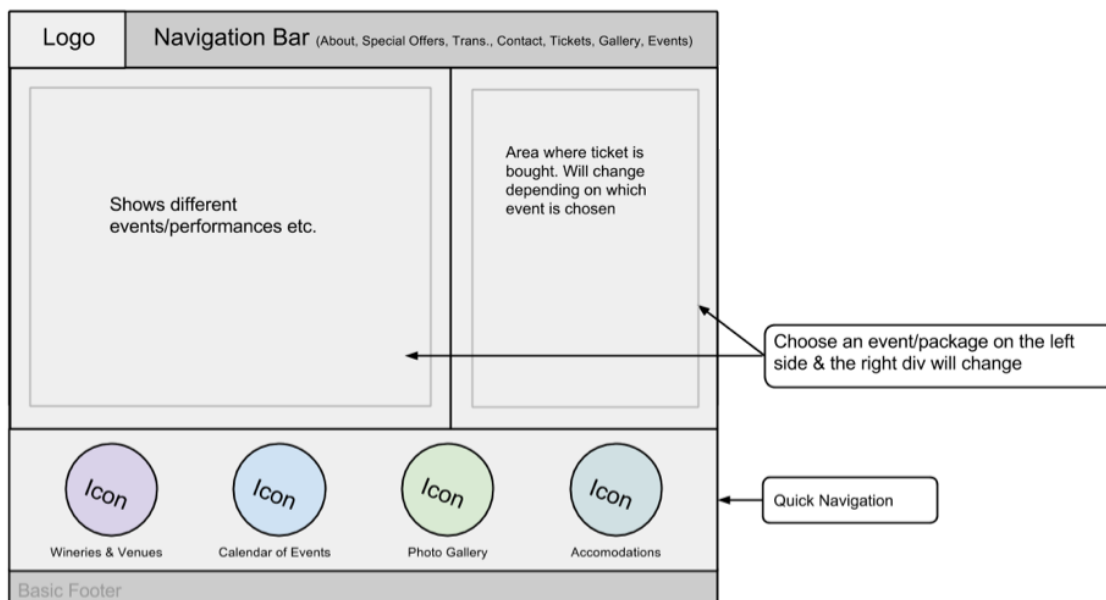


Live On The Vine (contact)

Includes:
3 separate forms
(performers, sponsors, general)



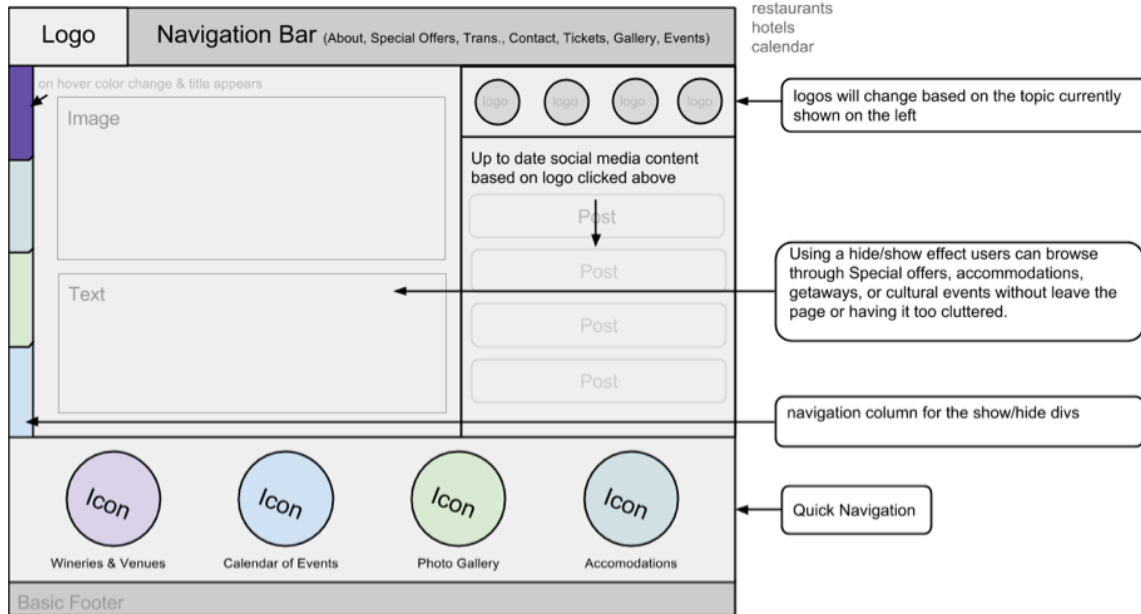
Live On The Vine (ticket)



Live On The Vine (Events)

Includes:

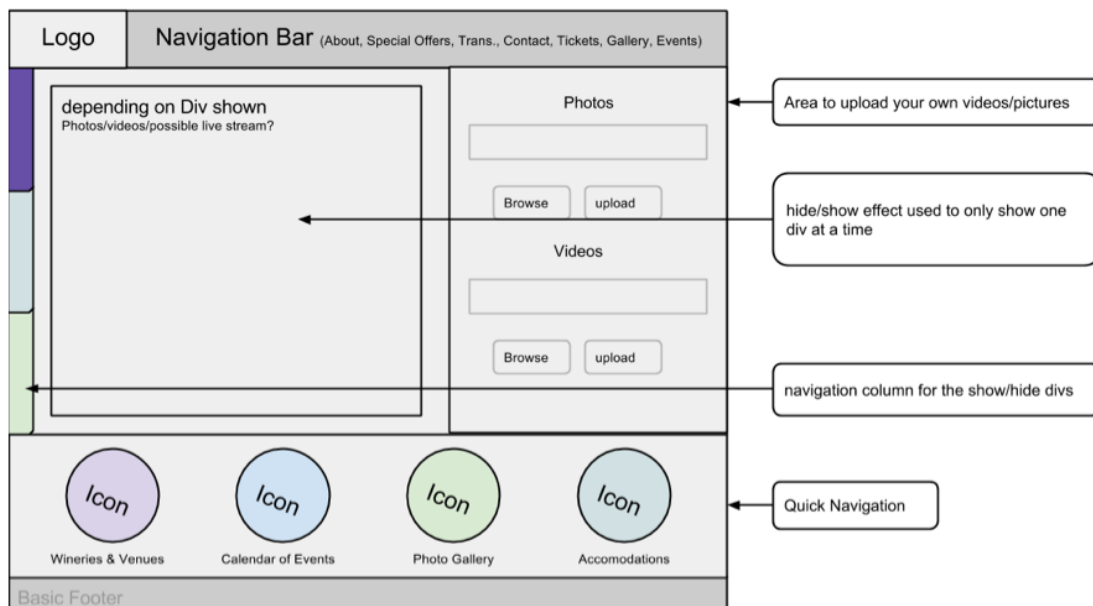
events
venues
wineries
restaurants
hotels
calendar



Live On The Vine (gallery)

Includes:

3 separate forms
(performers, sponsors, general)



Content outline

1. Home
2. About
 - Sponsors
3. Special offers
 - Accomodations
 - Getaways
 - Cultural events
4. Transportation
 - Interactive map
5. Contact
 - Interactive form
6. Tickets
 - Form (e-commerce)
7. Gallery
 - Photo
 - Video
8. Events
 - Venues
 - Wineries
 - Restaurants
 - Hotels
 - Calendar

Site content

All artwork was extracted from the current site and related social media feeds. Graphic elements were custom designed for the site. Images were re-touched and optimized for maximum site impact. Additional multimedia elements will be exchanged via Basecamp, a project management web application. Festival coordinators can utilize that software package to exchange elements necessary to enhance the site's usefulness and appeal. Specifically, the following checklist identifies the specific content to be utilized in the re-design.

- Articles
- Blog
- E-commerce
- Contact forms
- Products and services offered
- Event calendar
- Event registration
- Image gallery
- Incoming RSS feeds
- Outgoing RSS feed
- Search
- Social media sharing

The site map identifies the way the content relates to one another. This mapping will give content contributors better comprehension of content need, placement as well as reduction of content redundancy.

Coding

Developing for a LAMP (Linux/Apache/MySQL/Php) environment requires the integration of a specific set of tools. The primary production resource(s) are as follows.

- Cloud 9 online code editor facilitating the usage of over 40 languages including HTML5, CSS3, Javascript API's, Php, and MySQL in a full Ubuntu workspace.
- Github file resource repository providing version control.

The live on the vine website will utilize four core programming languages; HTML5 (structure), CSS3 (presentation), mySql (database) and Javascript/Php (client/server scripting).

This toolset allows for rapid cloud based development removing issues arising from configuration inconsistencies as well as operating system and platform differences. Because the target CMS (Content Management System) delivery platform is Wordpress, Cloud 9 provides fully customizable workspaces which are accessed via the cloud or can be remotely connected VM via SSH. The workspace can be configured in a manner that allows teammates to code simultaneously, share the IDE, preview a running application in development as well as replay every line of code for detailed debugging.

Using Github as a repository allows powerful command line features to be utilized inside the custom designed workspace. This functionality allows for rapid testing as well as an extensive set of default runners on which to execute the site in development. Complex conditions including environment variables can be recreated to provide realistic site performance analysis.

The other added benefit is alignment with the delivery environment. This project requires our team to use Wordpress version 3.9. and the customized workspace allows all the structural, presentation, javascript dependencies and external libraries to be fully simulated and tested. The following enhancements are evidenced which will aid during site development and maintenance after delivery;

- Improved visual editing, speed, accessibility and mobile support
- Drag and drop images into the editor
- Preview image gallery in the editor
- Showcase audio and video playlists
- Inline code documentation for action and filter hooks
- Updated external libraries
- Improved database layer

Structure/Presentation elements

- Add ability to output galleries as HTML5
- Introduce `doing_filter()` and `doing_action()` to identify hooks in progress
- Introduce `.dashicons-before` class to make it easier to use a Dashicon before an element
- Add ability to symlink plugins
- The core `colors.css` file was merged into `wp-admin.css`, resulting in 1,065 fewer lines of admin CSS
- Dashicons updated to latest. Adds line break, paragraph, code, and bbPress.
- Add a TTL to core update checks to allow narrowing of the 12-hour update window
- Rewrite endpoints can now specify a query variable name

Javascript dependencies

- Autosave JS has been refactored to use the Heartbeat API
- Heartbeat: Hooks will now always receive unslashed data
- Options passed to Backbone.View's constructor are no longer attached automatically. `wp.Backbone.View` now handles this
- Big improvements to documentation of Backbone media-views
- Updated media-views and `wp.Backbone.View` for Backbone 1.1
- Masonry has a new script handle, 'masonry', and no longer depends on jQuery

External libraries

- TinyMCE 4.0
- Masonry 3.0
- Backbone 1.1.2
- Underscore 1.6
- PHPMailer 5.2.7
- PHP 5.6
- Plupload 2.1.1
- MySQL 5.6.20
- jQuery 1.11.0
- jQuery UI 1.10.4
- MediaElement 2.14

These external libraries provide the backbone to the interactive elements throughout the site. Specifically, the Javascript API power the mapping, calendar, transportation and E-commerce features sitewide. The stability of the engine is reinforced via the Sauce Labs testing area. Aside from testing design elements, behavior can also be simulated in any one of a number of configurations.

The last and possibly most important element of Cloud 9 is its portability and delivery functionality. The entire site and its assets are packaged in a self contained folder allowing delivery over FTP, FTPS, or SFTP. The development settings which have been configured and tested are also contained in the same packaging. Potential compatibility issues can be simulated and tested in development and delivered relatively bug free.

Validation

Cloud 9 provides the platform to ensure all code meets the standards set forth by the W3 consortium. Testing the HTML and the CSS independently provides detailed insights into the sites final presentation and behavior. Examining all aspects of the site ensure cross-browser, cross-platform and most importantly future compatibility. Again, creating realistic development conditions allow for more meaningful meta data exploration which increases search engine visibility optimizing the sites overall performance.

Content population

Because the main function of the site is informative and much of the content is user driven, its important to devise an effective means to exchange and present that content effectively. Aside from written copy the Live on the vine website will require the following types of content streams;

- Images
- Documents (usually PDFs)
- Audio
- Video (embedded from YouTube or Vimeo, or self-hosted)
- Content feeds (from other websites)
- Photos (from Flickr, Instagram)
- Twitter feed
- Facebook feed
- RSS feeds.

The live on the vine site will utilize blog posting capabilities accepting input from the above listed content types. The inclusion of 3 specialized contact forms (performers, sponsors and general inquiries) facilitates communication and exchange of content for delivery. Wordpress as a CMS provides a relatively easy way to categorize and archive content. Festival planners can manage content easily because of the specialized contact forms.

The social media navigation is a dynamic portal allowing viewing, posting and “liking” features within the site. This feature gives the site its user driven content stream. Additionally, these feeds keep the site up to date requiring less frequent content overhauls.

Cross platform and browser testing

The power of Cloud 9 IDE is its customizable nature. Designing for specific browsers and platforms is often time consuming and costly. Considering the variations associated with each modern browser, solutions demand flexibility and efficiency. Sauce Labs is a testing tool built into the Cloud 9 workspace. The following browsers and platforms are supported with “live” viewing and debugging capabilities.

- undefined 2.8.7 on Linux
- Chrome 31 on Win 8
- IE 10 on win 8
- FF 26 on Win 8
- Firefox
 - Linux (3.6 – 31)
 - OSX (4 – 30)
 - OS X 10.6 (3.6 – 30)
 - Windows (2 – 31)
 - Windows 7 (2 – 31)
 - Windows 8 (2 – 31)
 - Windows XP (2 – 31)
- Google Chrome
 - Linux (26 – 36, beta)
 - OSX (31 – 35)
 - OS X 10.6 (27 – 35, beta)
 - Windows (26 – 37, beta)
 - Windows 7 (26 – 37, beta)
 - Windows 8 (26 – 37, beta)
 - Windows XP (26 – 37, beta)
- Internet Explorer
 - Windows (11)
 - Windows 7 (8 – 11)
 - Windows 8 (10)
 - Windows XP (6 – 8)
- Lynx
 - Linux (2.8.7)
- Opera
 - Linux (12)
 - Windows (9 – 10)
 - Windows 7 (11 – 12)
 - Windows 8 (9 – 10)
 - Windows XP (11 – 12)
- Safari
 - OSX (7)
 - OS X 10.6 (5)
 - OSX 10.8 (6)
 - Windows 7 (5)
 - Windows XP (3 – 5)
- Android (4.0 – 4.4)
- iPad (6.1 – 7.0)
- iPhone (6.1 – 7.0)

All debugging settings can be saved and compared side by side between browser choices. This capability captures significant deviations in code rendering. Live on the vine's site development has been designed with each browser on each platform listed above. The site will behave in a similar fashion across platforms.

Refinement

In order to effectively refine the look and functionality of the Live on the Vine site it becomes imperative to gather user feedback. Cloud 9 IDE provides a secure server like address which is utilized to launch the project from any device during and after development. Exploring the site in this fashion allows the team to continue to develop in an agile manner, incorporating user feedback into an intuitive user experience. Significant concerns over any area within the site can be rapidly modified with little degradation to the overall workspace.

Aside from this capability in the development environment, after launch the “live” site can be accessed via FTP, FTPS, or SFTP and have design and/or content upgrades applied.

Launch

The live on the vine site can be deployed in a number a ways;

- FTP – no security
- FTPS – encrypted FTP session
- SFTP – encrypts commands and data

Any of the above protocols can be configured for delivery. Although FTP is the most common protocol it provides the least amount of security. FTPS is an extension to FTP and allows sessions to be encrypted by sending “AUTH TLS” to the receiving destination thus providing the option to permit or deny connections not requesting TLS. For sites requiring greater security SFTP is another solution. It has a similar command set for users, but is built on different software technology. SFTP uses the Secure Shell protocol (SSH) to transfer files. Unlike FTP, it encrypts both commands and data, preventing passwords and sensitive information from being transmitted openly over the network. It cannot interoperate with FTP software. If the later is the choice s pecial consideration must be paid to ensure the destination is configured properly.

Search engine submission

In order to ensure search engine success the following strategies will be employed to address both areas of SEO concern.

- On the page SEO – Publisher controlled elements
 - Content
 - Quality content (CQ)
 - Research keywords people use (CR)
 - Use words in line with what is expected (CW)
 - Engage visitors to spend time reading vice “bouncing” away (CE)
 - Fresh and hot topics (CF)
 - Avoid thin and shallow content (VT)
 - Limit ad-heavy content “above the fold” (VA)
 - HTML
 - Titles contain keywords relevant to page topics (HT)
 - Meta description tags describe pages content (HD)
 - Headlines and subheads use tags with relevant keywords (HH)
 - Use structured data to enhance listings (HS)
 - Limit excessive words desired to be found (VS) (spam)
 - Colors and designs that hide words desired to be found (VH)
 - Architecture
 - Design pages structurally sound to induce “crawling” (AC)
 - Means for managing duplicate content (AD)
 - Optimize site for quick load times (AS)
 - Clear URL’s with meaningful connections to page topics (AU)
 - Responsive solutions (AM)
 - Avoid designing cloaked pages (VC)
- Off the page SEO – Elements influenced by readers, visitors and other publishers
 - Links
 - Are links quality, trusted or respected web sites (LQ)
 - Do links pointing at pages use words in line with what is expected (LT)
 - Do many links point at your web page/site (LN)
 - Avoid purchasing links in hopes of better ratings (VP)
 - Avoid generating links by spamming other sites (VL)
 - Trust
 - Links, shares and other factors make site a trusted authority (TA)
 - How long has the site been operating in the same way (TH)
 - Does site verify its identity and that of others (TI)
 - Avoid hosting pirated content (VD)
 - Social
 - Do those respected on social networks share your content (SR)
 - Do many share you on social networks (SS)
 - Personal
 - What country are visitors located in (PC)
 - What city or area are visitors located in (PL)
 - Has someone regularly visited site or socially favored it (PH)
 - Have friends socially favored site (PS)

Although all factors identified are important, combining top level traits over time will increase a sites position within search engines. Alternatively low level or negative traits reduce search engine placement. Ultimately well designed content and structure places a site higher within search engines.

Summary of requirements

Site Organization

1. Test existing site architecture ensuring labels fit content and navigation is intuitive.
2. Modify navigation in an effort to provide pathways to and from essential areas of the site, paying special attention to eliminate instances of “cul-de-sac” or “orphaned” pages.
3. Present up to date, digestible content in a clear and concise manner ensuring critical details are apparent when users “scan” pages.

Live on the Vine logo

1. Utilize the current Live on the Vine logo throughout the website ensuring little deviation from existing design. If changes occur, ensure similar color scheme exists for final Live on the Vine logo presentation.

Photo/Video Galleries

1. Create user influenced interactive photo and video galleries.
2. Create blog like features allowing users to upload/download material without external navigation.
3. Create an administrator feature allowing festival coordinators, content writers, photographers and videographers the ability to upload, review and post content quickly and efficiently.

Social Media Integration

1. Allow users to post comments directly to external social media sites without external navigation from the Live on the vine site. Posts created on social media sites need to “refresh” on the Live on the vine site as well. All posts need to be accessible from either platform.
2. Design a Social media bar that acts as a RSS feed providing real time feedback from existing and newly created social media entities. Dynamic scripting techniques allow users to switch between social media destinations without external navigation. Social bar acts as Live on the vine’s one stop social media solution facilitating all standard social media behaviors, i.e. “follow us”, “like” etc. from within the Live on the Vine website.
3. Create and manage social media accounts for the festival planners extending the market saturation.

Venue Mapping/Transportation resource

1. Incorporate mapping and transportation API (application program interface) for entire site. Give users the capability to download map and transportation data from within the Live on the vine website.
2. Provide an explicit transportation resource which includes real time system updates taking into account current atmospheric conditions.
3. Implement solutions that incorporate existing technologies (ex: Google maps) ensuring once again that users are not prompted to depart the Live on the vine website even when third-party resources are being accessed.

Ticket Sale Portal

1. Build a dedicated and secure destination within the Live on the vine site that handles ticket sales. Feature needs to function in the same manner as ticketmaster.
2. Provide a secure location within the site that facilitates the exchange of payment information.

Feature Performer Presentation

1. Provide real time updates to reflect changes to the performer lineup. Content needs to refresh the homepage as well as calendar of events.
2. Create a dedicated contact page for potential performers. Use the form fields as the feed to update the homepage and calendar.

WordPress/CMS

1. Create Live on the vine's website utilizing a completely customized framework and delivering it within a content management system like Wordpress.

Responsive solutions

1. Deconstruct the current Live on the vine site and identify the information hierarchy as the foundation for alternative layouts based on the users preferred browsing device.
2. Create a grid structure that easily flexes based on screen resolution.

Modern Browser Compatibility

1. Develop and test in the cloud 9 development area. This technology allows for creation of specific parameters in order to accurately test on multiple platforms and browsers simultaneously without concern for development operating systems or user configurations.

HTML 5 (no flash)

1. All animations will be compiled using HTML5 canvas or Javascript libraries removing the need to use flash in any capacity.

Upload feature for contributors

1. Provide an upload/download option within the contact pages facilitating the exchange of information for entities needing to contribute to the site. This access needs to be accessible remotely for it to be useful.
2. The social media incorporation also provides an access point to upload site useable content.

Copywriting/staff coordination

1. To reassure that the Live on the Vine staff will present Cutting edge designs with copyright services.
2. To ensure that Cutting Edge Design will have collaborative involvement with the Live on the Vine staff during this process.

Graphic Design Capabilities

1. All imagery required (photographic, graphic, iconographic) has been procured and manipulated by Cutting Edge Design for web site end use.

Code Development

1. All code for development has been personally customized for the Live on the vine website specifically.
2. All necessary plug-ins are stable versions which have been tested safe for Wordpress version 3.9.2.

UI overhaul

1. The user interface has been stripped down, tested and redesigned with the user persona(s) in mind. Navigation is intuitive, content placement is logical and the interface is clean and uncluttered.

Iconography

1. Icons and symbols are employed to be associative, and easy to recall reflecting their function within and without the sites structure. The utilization of labels aid the user in identifying meaning.
2. Icons are developed to increase the speed of task completion and recognizability with desired functions.
3. All icons are custom designed by Cutting Edge Design for Live on the vine.

Hosting Environment

1. Using the cloud 9 development environment facilitates the design, testing and deployment in the LAMP (Linux/Apache/MySQL/PHP) environment. This workspace removes roadblocks arising from cross platform development environments and permits rapid cloud based design, development, testing and deployment. All server side capabilities are available in this environment.

Site deployment

1. Because of cloud 9's virtual development environment; site deployment via FTP, SFTP or SCP technologies is effortless as all requisite files are housed within the project and easily transferred to the end use environment.

Development URL

1. Because Live on the vine's site is being designed using the cloud 9 development environment, the following url is active for preview and critique <https://ide.c9.io/loosheirz/cedesign>. The site can be viewed on any device, giving the user a customized experience regardless of device.

Client Driven Deployment Environment

1. The utilization of git, github and Cloud9 services allow for remote access, monitoring and feedback. Increased rates of speed for development, rapid testing and remote access allow developers ease in adjusting to client specifications.

Contact Forms

1. Develop three contact forms for the Live on the vine site. Using Javascript libraries make for interactive and dynamically driven pages that flex according to the end use.
 - A contact Us form for general festival information.
 - A musician application form for performers.
 - A request to be a sponsor form.

Synchronize Constant Contact

1. Create backward compatible access to constant contact (email marketing). Users need the capability to opt in/out from within the Live on the vine website.

CDN/Client Integration technology

1. Develop in accordance with web performance optimization standards ultimately increasing overall site capabilities.
2. Identify and test CDN technologies that will be used during the development stage of the site.

Site Analytics

1. Build site in accordance with 508(c) and W3C standards ensuring accurate site analytics for analysis.
2. Identify strategies to ensure caching/CDN will not interrupt or interfere with tracking data.

Pay table

In-site requirements

Site organization	\$2,500.00
LITV logo	\$50.00 hr
Content/copy	\$65.00 hr
Photo galleries	\$300.00
Video galleries	\$400.00
Social media integration	\$1,500.00
Create social media accounts	\$50.00 hr
Venue mapping	\$300.00
Transportation resource	\$300.00
Ticket sale portal	\$600.00
Feature performer presentation	\$50.00 hr
Wordpress/CMS	\$1,500.00
Responsive solution (IOS/Android)	\$150.00 pp
Upload feature for contributors	\$300.00
Modern browser compatibility	\$50.00 hr
HTML5 canvas (NO FLASH)	\$300.00
Copywriting/staff coordination	\$50.00 hr
Graphic design capabilities	\$75.00 hr
Code development (NO BETA PLUGINS)	\$125.00 hr
UI overhaul (navigation, tools, layout)	\$1,500.00
Iconography	\$75.00 hr
Hosting environment (LAMP)	\$125.00 hr
Site deployment (SQL via FTP)	\$85.00 hr
Development URL (test - live)	\$85.00 hr
Development environment	\$85.00 hr
Contact forms	\$550.00
Constant contact synchronization	\$300.00
Caching technology integration	\$300.00
Complete site analytics (set up + reporting)	\$300.00 mth

Site requirements

Flat rate fees	\$9,395.00
Hourly fees	\$10,000.00
Subtotal	\$19,395.00

Optional additional scope items

Site management	\$3,500.00
Add events	\$35.00 hr
Update events	\$35.00 hr
Activate musician contact form	\$35.00 hr
Deactivate musician contact form	\$35.00 hr

Change date/locations on musician contact form	\$35.00 hr
Add pages (copy provided by staff)	\$55.00 hr
Delete/deactivate pages	\$35.00 hr
Create/manage photo galleries	\$35.00 hr
Video content management	\$35.00 hr

Additional scope items

Flat rate fees	\$3,500.00
Hourly fees	\$6,700.00

Social media integration	\$1,400.00
Post updates/photos to active social accounts	\$40.00 hr

Flat rate fees	\$1,400.00
Hourly fees	\$800.00

Items not addressed

	\$3,500.00
Webmaster service	\$25.00 mth
Site hosting	\$25.00
Domain registration	\$25.00
Domain name service	\$25.00 mth
Email hosting/service	\$250.00 bu
Site backups	

Flat rate fees	\$1,400.00
Monthly fees	\$300.00

Requirements	\$19,395.00
Tax	\$5,430.60
Requirements total	\$24,825.60

Add-ons	\$6,250.00
Tax	\$1,750.00
Add-ons total	\$8,000.00

Package subtotal	\$25,645.00
Tax	\$7,180.00
Total	\$32,825.60

Design document

Conceptual considerations

A visually structured group emphasising on logical hierarchical layouts with fluid and boundary pushing elements. Ideologically, we design with “the main thing” in focus. The end user is the ultimate judge of the designs effectiveness.

Considering a winter wine and jazz fest in the East end of Suffolk County, NY focuses the direction of the design. The current site employs a cool palette of green, purple and light blue colors that when paired with the energy of jazz and the relaxing nature of wine tasting give way to a very dynamically charged site that adheres to alignment gestalt principles as well as employing baroque design systems.



The nature of a wine and jazz festival points us in the direction of a social media layout, with large “call to action” or “headline” content supported by customizable search and persistent menus. Structuring content in this fashion gives end users the ability to quickly dial in on areas of interest. Additionally, our theme affords end-users the benefit and satisfaction of adding to the content stream.

Functional considerations

The power of a social media site is its constant information stream and its accessibility. In order to effectively deliver the appropriate content it is important to design behind a solid information architecture. The IA drives each layout; desktop, tablet and mobile.

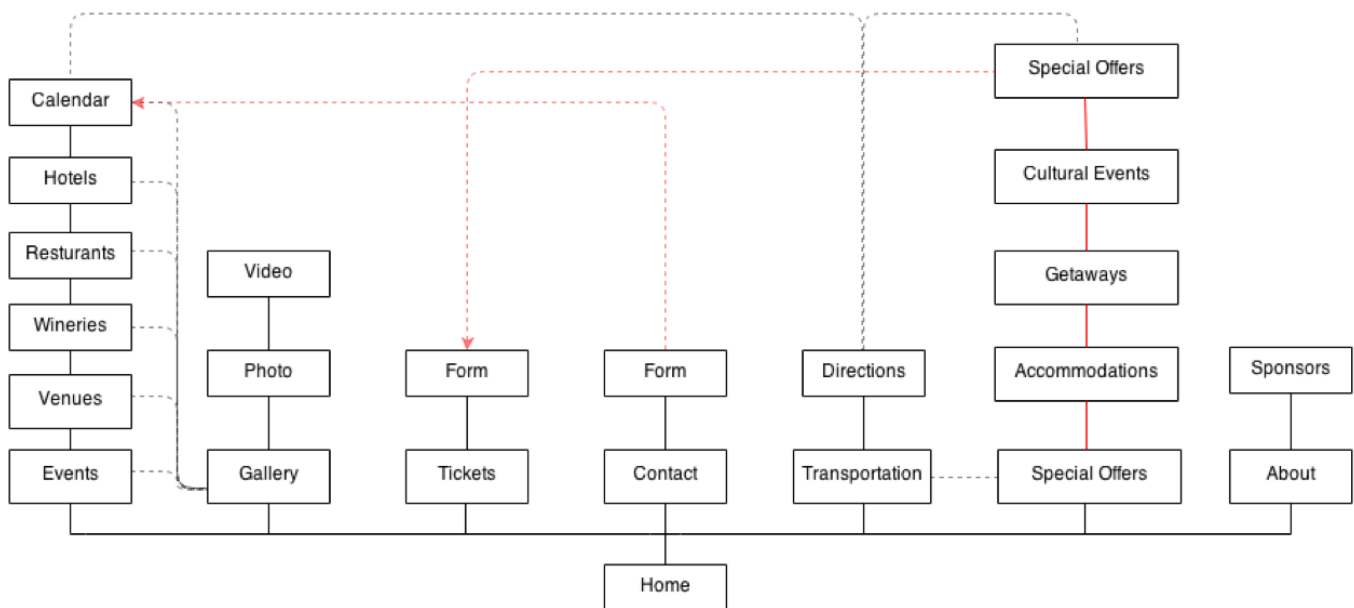
The interface will utilize custom iconography within its search and navigation panels. Icons make it memorable for the end-user to return to specific areas of interest. Call to action and headline content will influence content stream. The following font styles will be utilized throughout the site; Arimo regular, Ubuntu light, Josefin sans light and Josefin sans thin.

Site functionality is built on the backbone of the Wordpress CMS. Although this framework is designed for “drag and drop” utilization Cutting Edge Design will develop in the Cloud 9 IDE (internet development environment) with all requisite plug-ins and external libraries to satisfy full site functionality and a responsive solution across screen resolutions, platforms and operating systems.

Site x-ray

- Base screen width 1366 x 960
- responsive grid across the following resolutions
 - x-large to small desktops (Mac OS and Windows)
 - x-large to small tablets (all platforms)
 - x-large to small smartphone and handheld devices
- Wordpress version 3.9.2
- TinyMCE 4.0
- Masonry 3.0
- Backbone 1.1.2
- Underscore 1.6
- PHPMailer 5.2.7
- PHP 5.6
- PHPUpload 2.1.1
- MySql 5.6.20
- jQuery 1.11.0
- jQuery UI 1.10.4
- Cloud9 IDE

Information Architecture





CUTTING EDGE DESIGN

Structured Creations = Sharp Innovations

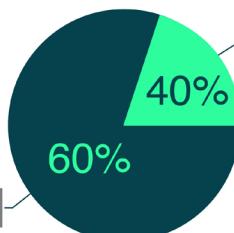
We present a unique combination of competencies; management, human interaction techniques, design, programming, and rapid cloud-based development.



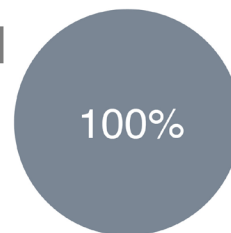
Who Benefits From Our Services?



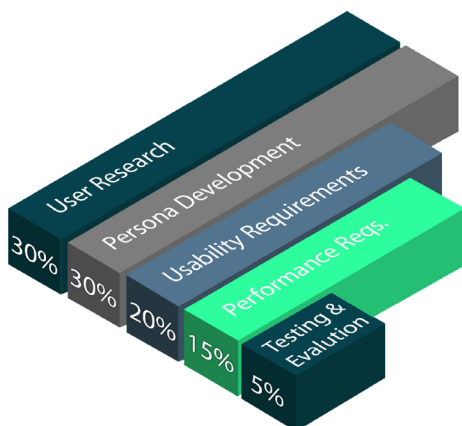
Consumers



Our Clients



End User



Designing With The User In Mind
INTERACTIVE





Management Professional

CHRIS BELL



Objective

Accomplished management professional with over 15-years experience in directing customer service functions in fast-paced, high volume environments. Proven leadership capability managing mid-sized organizations; devoted to developing and delivering training objectives, well versed in compensation, benefits administration, resource allocation, planning and budget management.

AREAS OF EXPERTISE

Project Management	HTML5/CSS3/JS
Training & Development	MySQL/PHP
Leadership	Ruby
Operations	UI/UX Design
Administration	Usability Testing
Customer Service	

Professional Experience

Pesonnal Support Detachment - WashingtonDC

Sept 2010 - May 2012

Personnel Officer

Provided direct leadership to 5 supervisors and 75 office associates, along with serving as a primary contact for all IT services and Network administration.

Supported operational mission demands by overseeing and performing quality control, auditing, buying purchasing, inventory management, pricing, invoicing, and collection functions.

Resolved wide range of customer problems deploying diplomacy and assertiveness to avert delivery delays, fee and budget problems, pay, compensation, travel and property management decisions.

MNSTC - Iraq

Sept 2007 - Sept 2010

Operations Officer

Instrumental in installing and configuring \$100K of Video Teleconferencing equipment ensuring uninterrupted synchronized transmission of critical data to organizations in and outside the United States. Authored and delivered SOPs, policies and operational procedural manuals.

Served as primary contact for multi-national accounts regarding purchases, travel, shipping, billing, and other related concerns.

Served as Training and Personnel Officer, developing and implementing training protocols which increased productivity by 25% and reduced errors by 17%.

Education

Temple University

Philadelphia 2003

Bachelor of Science in Psychology

3.75 GPA

Capella University

Washington, DC (online) 2007

Master of Science in Human Behavior

3.82 GPA

The Art Institute

Philadelphia, expected graduation spring 2015

Bachelor of Science in Web Design

3.97 GPA

Technical skills

Photoshop	Audition
Illustrator	MAMP/WAMP/LAMP
Dreamweaver	Sublime Text
Lightroom	Optimal Workshop
After Effects	Axure
Premiere	

5839 Florence Ave, 2F - Philadelphia, PA 19143

Phone: 267-357-5287 Email: mr.christopher.a.bell@gmail.com

Magdalene Hoffman

Web Designer & Graphic Designer



Contact | magdalenemariadesign.com
267-210-9258
about.me/magdalenemarie

Address | 9730 Redd Rambler Dr.
Philadelphia, PA
19115

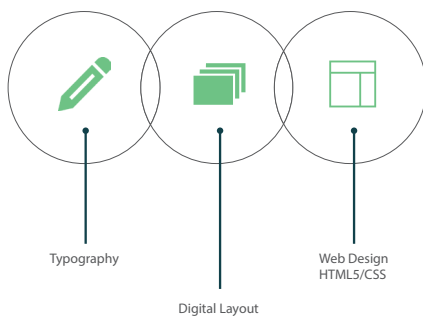
PERSONAL STATEMENT

My overflowing imagination is what set me apart from every child I grew up with. As far back as I can remember, my father taught me to incorporate my imagination when doing all things: playing, drawing, building, etc. From that, I learned to use my creativity to express how I feel. These two concepts have stuck with me throughout my life and will continue to stay with me as I head into the future.

I have an eclectic taste of art. I have had interests and now background in multiple creative departments. My inspirations are known to range from a picture painted by a well known artist to a local pedestrian who intrigues me while walking down the street.

I hope my resume inspires you the way life inspires me

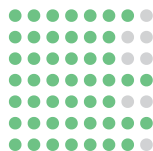
MY SPECIALITIES



DESIGN SKILLS

Adobe

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe Dreamweaver
Adobe Flash
HTML & CSS
Javascript & JQuery



Microsoft Works

Word
Powerpoint
Excel

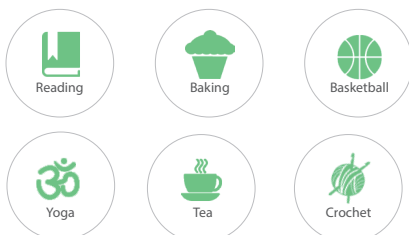


Other Skills

Color Theory
Typography
Photo Manipulation



HOBBIES & INTERESTS



EDUCATION

The Art Institute of Phila. Philadelphia, PA
Bachelor of Science, Web Design
and Interactive Media, degree expected
Spring 2015
GPA: 3.9

WORK EXPERIENCE

1

Web and Graphic Designer From 2012 to 2014
Freelance.
Web pages/sites
Logos
CD covers
Image sliders
Video editing

2

Planet Fitness, Phila. PA September 2010 – June 2012
Sales/Front Desk
Greeted and assisted members
Signed customers up for memberships
Performed good customer service
Cleaned gym equipment and maintained store appearance
Assistant Manager
Reconciled cash to sales at the end of shifts
Managed staff
Performed time management and leadership
Handled daily billing of gym memberships
Performed problem solving and good customer service

AWARDS



Dean's List (Special Achievement Award)
Summer 2012, Fall 2012, Summer 2013, Spring 2013
Art Institute of Philadelphia.



4.0 (Special Achievement Award)
Winter 2013, Fall 2013, Winter 2014, Spring 2014
Art Institute of Philadelphia.



Best of Quarter Award
Fall 2012 - English Comp. II
Winter 2013 - Effective Speaking
Summer 2013 - Programming Logic
Fall 2013 - E-learning Design
Winter 2014 - Music Appreciation
Spring 2014 - Digital Layout, Advanced Web Scripting
Art Institute of Philadelphia.

CAMILLE IVY STOKES

WEB DESIGNER PROGRAMMER GRAPHIC DESIGNER

+ AVAILABLE FOR:

HIRE & FREELANCE WORK



Website

<http://www.CamilleIvyStokes.com>



Mobile Number
443-714-0966



Location
1346 Chestnut st
Phila, PA 19107



Email Address
Contact@CamilleIvyStokes.com

+ STATEMENT



I'm determined to become a successful business woman, and to that end, I've studied and worked extremely hard. As a naturally fast learner, I jump into every opportunity I can find with a helpful attitude, doing my best for my colleagues.

While I perform expertly under direction, my real talent lies in leadership roles. I never say no to a new business experience because each one brings me closer to my career goals.

+ EDUCATION

2005 - 2009 Art Institute of Philadelphia
Center City, PA
A.S., Fashion Design
Graduated 2009

2010 - 2011 Anne Arundel Community College
Arnold, MD
Certificate, Graphic Design
1 Year Completed 2011

2013 - 2014 Art Institute of Philadelphia
Center City, PA
A.S., Web Design & Interactive Media
Currently Attending

+ EXPERIENCE

CYBERION - GRAPHIC/WEB DESIGNER

2009 - 2012

Creation of wraps/skins for laptops, cell phone case's. Designed store advertising, promotional material & company website alone with SEO.

- + In house Web Design
- + Brand Identity
- + Organic SEO/Marketing

IVY ENTERPRISE, LLC - WEB DESIGNER

2012 - 2014

worked one-on-one with clients, designing website for businesses & entertainers. Provided maintenance, marketing and web design services.

- + Custom Designed Websites
- + Graphic Design
- + SEO & Video Marketing

HOMEPRO SERVICES - WEB DESIGN/PROGRAMMING

FREELANCE

Hired to design a custom home improvement industry expert website with an search engine database and informative dynamic content.

- + Search Engine/Database
- + Dynamic Content
- + HTML5 Features

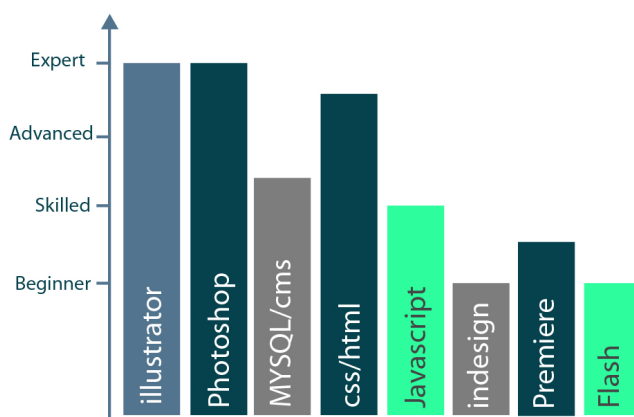
MARDINEY ALLERGY CENTERS - WEB DESIGNER

FREELANCE

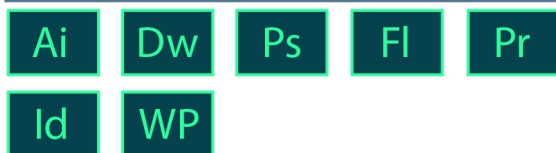
Designing of a website for Dr. Mardiney of Mardiney Asthma, Allergy and Immunology Centers.

- + CMS Integration
- + Javascript Programming
- + Payment Processing

+ TECHNICAL SKILLS



+ SOFTWARE EXPERIENCE



For more information on

What I have been working on

CHECK OUT MY ONLINE PORTFOLIO AT:

WWW.CAMILLEIVYSTOKES.COM



DYLAN BROWN

WEB DESIGNER • PROGRAMMER



Phone Number
215-844-6481



Location
396 E. Cliveden st
Philadelphia, PA
19119



Email Address
dylanb2009@gmail.com

+ STATEMENT

Learning to code and develop websites is a passion of mine. I built over 5 project-based websites and I have a good understanding of HTML, CSS, Javascript, and responsive design. I'm dedicated to learn many programming languages such as jQuery, Sass, MySQL and PHP.

As a web designer, I put effort in not only utilizing these set of skills, but understanding how they function as a whole. Very willing in pushing myself in the field of web design, and hoping to pursue a career that promotes my skills as a professional programmer.

+ AWARDS & ACHIEVEMENTS

• Art Institute of Philadelphia

- Dean's Honor Roll

- Best of Quarter:
Intermediate Scripting

- Best of Quarter:
Concepts In Motion Design

+ EDUCATION

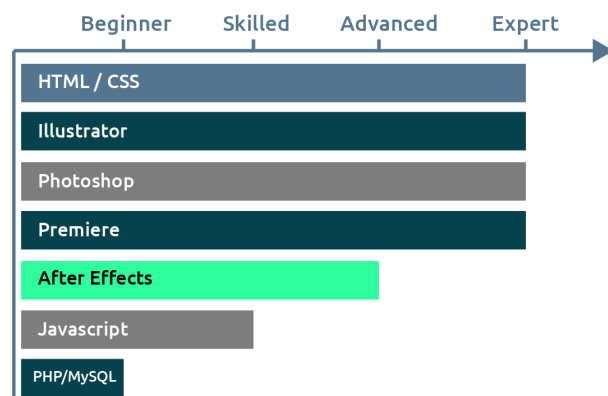
• 2009-2012

Constitution High School
Philadelphia, PA
3.75 GPA

• 2012-2014

Art Institute of Philadelphia
Philadelphia, PA
Web Design & Interactive Media
3.8 GPA

+ TECHNICAL SKILLS



+ SOFTWARE EXPERIENCE

Ai

Dw

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Pr

Af

St

C9



Evelyn Rivera

"Music and wine frees the soul"

Job Title: Works at an insurance company & runs a zumba studio

Demographics

Age 32
Female
married
3 children
Living in LongIsland, NY
BS in Business

Goals/Tasks

Looking for something to do in the winter time within her community. A night out with her friends and family, perhaps without the kids

- Easy access to buy tickets & get directions.
- An event calender that will easily show where the events are hosted and who is performing dates & times)
- A way to keep reminded of the event through social media and being able to post her own pictures of the memories she:'ll make while there

Environment & Challenges

Up to date with the latest technology

- Rarely uses her computer/laptop unless at work.
- Always uses her smart phone and tablet to get around the internet and look up information on the go



Gerry Cantagallo

"I am a Wine Enthusiast"

Job Title: Retired; Former employer of General Electric;
Sommelier (professional wine taster)

Demographics

Age 62
married 46 years
5 children
Lives in Boston, MA
BS in Business

Goals/Tasks

Looking for a new wine tasting event held during the wintertime that is out of state

- Easy access to purchase tickets
- event list with dates, locations, and types of wine
- up to date directions
- locations to stay overnight; possible weekend or multiple day deals.

Environment & Challenges

Not very handy with up to date technology

- only uses the computer when looking online
- does not have a smart phone or tablet
- prefers easy managable websites.



Sponsors

“Why should i give my money to you?”

Job Title: person or organization that provides funds for a project or activity carried out by another, in particular.

Demographics

Been in business for 1 - 15 years
Located in LongIsland, NY
Sponsors local companys and organizations in NY
Only puts money out on a business or event that they feel will be a success

Goals/Tasks

Looking for a website that will draw in potential guests for the Live on the Vine event.

- Persuades user to read more regaurding the event and buy tickets
- Shows wine that will be sold at each event
- Also refers to additional places in the area for guests to eat, stay over, relax, etc.
- The more advertising the more potential money spent

Environment & Challenges

Wants their own advertisement on all sites

- mobile, tablet, and actual site should all include sponser's logo

THE PERIODIC TABLE OF SEO RANKING FACTORS

Search engine optimization — SEO — seems like alchemy to the uninitiated. But there's a science to it. Search engines reward pages with the right combination of ranking factors. Below, some major factors or "signals" you should seek to have.

ON THE PAGE SEO RANKING FACTORS

These elements are in the direct control of the publisher.

CONTENT

Cq	QUALITY	Are pages well written & have substantial quality content?
Cr	RESEARCH	Have you researched the keywords people may use to find your content?
Cw	WORDS	Do pages use words & phrases you hope they'll be found for?
Ce	ENGAGE	Do visitors spend time reading or "bounce" away quickly?
Cf	FRESH	Are pages fresh & about "hot" topics?

HTML

Ht	TITLES	Do HTML title tags contain keywords relevant to page topics?
Hd	DESCRIPTION	Do meta description tags describe what pages are about?
Hh	HEADERS	Do headlines and subheads use header tags with relevant keywords?

ARCHITECTURE

Ac	CRAWL	Can search engines easily "crawl" pages on site?
As	SPEED	Does site load quickly?
Au	URLS	Are URLs short & contain meaningful keywords to page topics?

VIOLATIONS

Spam techniques may cause ranking penalty or ban.

Vt	THIN	Is content "thin" or "shallow" & lacking substance?
Vs	STUFFING	Do you excessively use words you want pages to be found for?

ON THE PAGE SEO

CONTENT	HTML	ARCHITECTURE	LINKS	SOCIAL	TRUST	PERSONAL
Cq ⁺³ Quality	Ht ⁺³ Titles	Ac ⁺³ Crawl	Lq ⁺³ Quality	Sr ⁺² Reputation	Ta ⁺³ Authority	Pc ⁺³ Country
Cr ⁺³ Research	Hd ⁺² Description	As ⁺¹ Speed	Lt ⁺³ Text	Ss ⁺¹ Shares	Th ⁺¹ History	Pl ⁺³ Locality
Cw ⁺² Words	Hh ⁺¹ Headers	Au ⁺¹ URLs	Ln ⁺¹ Numbers			Ph ⁺² History
Ce ⁺² Engage						Ps ⁺¹ Social
Cf ⁺² Fresh						

FACTORS WORK TOGETHER

Some factors influence more than others, which we've weighted 1 (weakest) to 3 (strongest). No single factor guarantees top rankings. Several favorable factors increase odds of success. Negative "Violation" and "Blocking" factors harm your chances.

VIOLATIONS

Vt ⁻² Thin	Vs ⁻¹ Stuffing	Vc ⁻³ Cloaking	Vp ⁻³ Paid Links
	Vh ⁻¹ Hidden		Vi ⁻¹ Link Spam

BLOCKING

Bt ⁻¹ Blocking	Bp ⁻³ Blocking
------------------------------	------------------------------

OFF THE PAGE SEO RANKING FACTORS

Elements influenced by readers, visitors & other publishers.

LINKS

Lq	QUALITY	Are links from trusted, quality or respected web sites?
Lt	TEXT	Do links pointing at pages use words you hope they'll be found for?
Ln	NUMBER	Do many links point at your web pages?

SOCIAL

Sr	REPUTATION	Do those respected on social networks share your content?
Ss	SHARES	Do many share your content on social networks?

TRUST

Ta	AUTHORITY	Do links, shares & other factors make site a trusted authority?
Th	HISTORY	Has site or its domain been around a long time, operating in same way?

PERSONAL

Pc	COUNTRY	What country is someone located in?
Pl	LOCALITY	What city or local area is someone located in?
Ph	HISTORY	Does someone regularly visit the site? Or "liked" it?
Ps	SOCIAL	What do your friends think of the site?

BLOCKING

If searchers "block" site, hurts both trust & personalization.

Bt	BLOCKING	Have many people blocked your site from search results?
Bp	BLOCKING	Has someone blocked your site from their search results?

Vp	PAID LINKS	Have you purchased links in hopes of better rankings?
Vi	LINK SPAM	Have you created many links by spamming blogs, forums or other places?

Written By: [search engine land](#)

Design By: [COLUMN FIVE](#)

Learn More: [HTTP://SELND.COM/SEOTABLE](http://SELND.COM/SEOTABLE)

Copyright Third Door Media

Glossary

API - Application programming interface (API) specifies a software component in terms of its operations, their inputs and outputs and underlying types. Its main purpose is to define a set of functionalities that are independent of their respective implementation, allowing both definition and implementation to vary without compromising each other.

Autosave JS - Plugin that can help auto-save input values to an ajax endpoint on your site so that user-input is constantly sync'd with the backend database without full-page post backs.

Backbone 1.1.2 - Provides a structure to web applications by providing models with key-value binding and custom events, collections with a rich API of enumerable functions, views with declarative event handling, and connects it all to your existing API over a RESTful JSON interface.

Basecamp - A web-based project-management tool.

CDN - A content delivery network or content distribution network (CDN) is a large distributed system of servers deployed in multiple data centers across the Internet. The goal of a CDN is to serve content to end-users with high availability and high performance. CDNs serve a large fraction of the Internet content today, including web objects (text, graphics and scripts), downloadable objects (media files, software, documents), applications (e-commerce, portals), live streaming media, on-demand streaming media, and social networks.

Cloud9 - A development environment in the cloud that allows developers to get started with coding immediately and collaborate with their peers.

CMS - A content management system (CMS) is a computer application that allows publishing, editing and modifying content, organizing, deleting as well as maintenance from a central interface.

CSS - Cascading Style Sheets (CSS) is a style sheet language used for describing the look and formatting of a document written in a markup language. While most often used to style web pages and user interfaces written in HTML and XHTML, the language can be applied to any kind of XML document, including plain XML, SVG and XUL. CSS is a cornerstone specification of the web, and almost all web pages use CSS style sheets to describe their presentation.

Dahicons - Icon font for the WordPress admin.

FTP - The File Transfer Protocol (FTP) is a standard network protocol used to transfer computer files from one host to another host over a TCP-based network, such as the Internet.

FTPS - an extension to the commonly used File Transfer Protocol that adds support for the Transport Layer Security and the Secure Sockets Layer cryptographic protocols.

Heartbeat API - Allows for regular communication between the user's browser and the server.

HTML5 – core technology markup language of the Internet used for structuring and presenting content for the World Wide Web. It is the fifth revision of the HTML standard (created in 1990 and standardized as HTML 4 as of 1997) and, as of December 2012, is a candidate recommendation of the World Wide Web Consortium (W3C). Its core aims have been to improve the language with support for the latest multimedia while keeping it easily readable by humans and consistently understood by computers and devices (web browsers, parsers, etc.). HTML5 is intended to subsume not only HTML 4, but also XHTML 1 and DOM Level 2 HTML.

IA – Information architecture (IA) is the structural design of shared information environments; the art and science of organizing and labeling websites, intranets, online communities and software to support usability and findability; and an emerging community of practice focused on bringing principles of design and architecture to the digital landscape.

IDE – Integrated development environment (IDE) or interactive development environment is a software application that provides comprehensive facilities to computer programmers for software development. An IDE normally consists of a source code editor, build automation tools and a debugger. Most modern IDEs offer Intelligent code completion features.

jQuery 1.11.0 – Cross-platform JavaScript library designed to simplify the client-side scripting of HTML.

LAMP – An acronym for an archetypal model of web service solution stacks, originally consisting of largely interchangeable components: Linux, the Apache HTTP Server, the MySQL relational database management system, and the PHP programming language. As a solution stack, LAMP is suitable for building dynamic web sites and web applications.

Masonry 3.0 – a JavaScript grid layout library. It works by placing elements in optimal position based on available vertical space.

Media Element 2.14 – a set of custom Flash and Silverlight plugins that mimic the HTML5 MediaElement API for browsers that don't support HTML5 or don't support the media codecs you're using. Instead of using Flash as a fallback, Flash is used to make the browser seem HTML5 compliant and enable codecs like H.264 (via Flash) and even WMV (via Silverlight) on all browsers.

MySQL 5.6.20 – MySQL is a popular choice of database for use in web applications, and is a central component of the widely used LAMP open source web application software stack (and other 'AMP' stacks).

PHP 5.6 – A server-side scripting language designed for web development but also used as a general-purpose programming language. While PHP originally stood for Personal Home Page, it now stands for PHP: Hypertext Preprocessor, which is a recursive acronym.

PHPMailer 5.2.7 – A full-featured Email Transfer Class for PHP, supporting SMTP and POP3.

PHPUpload 2.1.1 – Ability to manage file uploads to your server.

RSS – RSS (Rich Site Summary); originally RDF Site Summary; often dubbed Really Simple Syndication, uses a family of standard web feed formats to publish frequently updated information: blog entries, news headlines, audio, video.

An RSS document (called “feed”, “web feed”, or “channel”) includes full or summarized text, and metadata, like publishing date and author’s name.

SEO – Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine’s “natural” or un-paid (“organic”) search results. In general, the earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine’s users. SEO may target different kinds of search, including image search, local search, video search, academic search, news search and industry-specific vertical search engines.

As an Internet marketing strategy, SEO considers how search engines work, what people search for, the actual search terms or keywords typed into search engines and which search engines are preferred by their targeted audience. Optimizing a website may involve editing its content, HTML and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines.

SFTP – The SSH File Transfer Protocol is a network protocol that provides file access, file transfer, and file management functionalities over any reliable data stream.

SSH – Secure Shell (SSH) is a cryptographic network protocol for secure data communication, remote command-line login, remote command execution, and other secure network services between two networked computers. It connects, via a secure channel over an insecure network, a server and a client running SSH server and SSH client programs, respectively.

TinyMCE 4.0 – TinyMCE, also known as the Tiny Moxiecode Content Editor, is a platform-independent web-based JavaScript/HTML WYSIWYG editor control, released as open source software under the LGPL by Moxiecode Systems AB. It has the ability to convert HTML textarea fields or other HTML elements to editor instances. TinyMCE is designed to easily integrate with content management systems, including Django, Drupal, Joomla!, WordPress and SOY CMS.

TTL – set in an eight binary digit field in the packet header by the sending host and is used to prevent packets from endlessly circulating on the Internet or other network.

Ubuntu – a Debian-based Linux operating system, with Unity as its default desktop environment (GNOME was the previous desktop environment). It is based on free software and named after the Southern African philosophy of ubuntu (literally, “human-ness”), which often is translated as “humanity towards others” or “the belief in a universal bond of sharing that connects all humanity”.

Underscore 1.6 – a JavaScript library that provides useful functional programming helpers without extending any built-in objects. Underscore provides over 100 functions that support both your favorite workaday functional helpers: map, filter, invoke – as well as more specialized goodies: function binding, javascript templating, creating quick indexes, and deep equality testing.

VM – A virtual machine (VM) is an emulation of a particular computer system. Virtual machines operate based on the computer architecture and functions of a real or hypothetical computer, and their implementations may involve specialized hardware, software, or a combination of both.