

SUSPENDED IN TIME

SCOPE

BRAND DEFINITION & IDENTITY

Here's where it all begins. Working closely with Matt Larkin, we'll glean as much information as we can to determine the best "strategy" to define a visual language representing Matt Larkin and his personal ventures, understanding already that this "brand" will be well separate from his topiary and professional projections. It is understood that this brand has an edge; a grittiness not previously publicized by Matt. After an initial presentation of concepts, together we will pick the most suitable direction for the rest of the project to follow.

WEBSITE DESIGN & DEVELOPMENT

The focus of the website design phase will be defined predominantly by the subject matter and processes of the material from the book, "Suspended in Time." However, as discussed in our meeting, the site will be based inside a more general, and personal, site for Matt Larkin. Both the BME community and the delicate process of wet plate photography will be taken into consideration with relationship to determining the audience and most suitable design. An appropriate content management, file organization and coding language system shall be chosen according to the agreed upon site requirements. A presentation of 3 flat website compositions, with corresponding site maps and explanations, will be made early on in order to establish the best informational arrangement and visual layout for the website.

IMPLEMENTATION

Following the final approval of the visual layout, this phase is purely consistent of the design being coded, debugged, etc. with hopefully little or no major changes. The site will then be run in beta, and be thoroughly tested in all modern browsers to ensure accessibility, uniformity and standards compliance. Only after this most important step is complete shall the site become live and be available to the world.

