

Taschen
THE INTERNET CASE STUDY BOOK

Rob Ford, Julius Wiedemann

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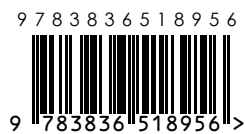
168x226, 384 pp.

Inglese

9783836518956

29,99€

Disponibilità Immediata



THE INTERNET CASE STUDY BOOK

Internet case study book presenta oltre sessanta storie di successo decritte nel loro evolversi dal primo briefing col cliente fino al progetto finale. Il libro è organizzato in cinque capitoli: e-commerce, siti di identità aziendale, campagne pubblicitarie, Social Media, e siti promozionali. Questi argomenti sono il nocciolo principale di quello che offre il web, e sapere come questi progetti si sviluppano può essere utile per differenziarsi dai propri sia a livello di business che a livello di presentazione on line. Le strategie esaminate vanno da quelle adottate dalle grandi compagnie alle piccole ditte: tutte comunque hanno uno scopo in comune: investire nel web in maniera efficiente ed efficace. Ogni progetto è diviso in quattro step: briefing, obiettivo, strategia e risultati. Per dare un'idea si parla di Coca-Cola, Diesel, con i progetti di Ajaz Ahmed, Alex Bogusky e Jeff Goodby.

#grafica

Campaigns

The Alfa Romeo 159 Experience



"This is one of the most impressive websites, on many levels, that we have seen for some time."
Rob Ford, FWA

Client
Alfa Romeo France

Credits
Societ'hour
www.societ'hour.net

Awards
FIFA, Adobe Max,
Club des Directeurs Artistiques

www.experience159.com



The Brief

Alfa Romeo France wanted to develop a website confirming Italian design and the embedded technology of the Alfa 159. The major points of the brief were standing out in an interactive competition dominated by the US and Germany, and betting on an emotional approach which would confirm the strong and valuable relations to 'Italianness', as too the notion of 'discovery' and the possibility to subscribe for a test drive.

The Challenge

Incorporating the themes of security, sportiness, and design into a graphic universe clearly related to the brand proved to be a tough job.

Captivating the user's attention in order to allow them to discover different aspects of the vehicle meant creating a series of immersive, and graphically, rhythmically, and musically different categories.

It is this very diversity that serves the different aspects of the Alfa 159 so well. Moreover it was exciting to define the technical challenge here, which seemed almost impossible, and working out how to offer this kind of interactive experience to a mass audience required several weeks of optimisations.

THE INTERNET CASE STUDY BOOK

Titoli correlati



THE APP & MOBILE CASE STUDY BOOK

Rob Ford, Julius Wiedemann
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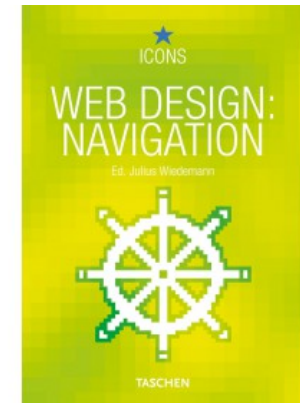
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