Web brief.

Brief: Build a website that gives the appearance of full screen motion video it without slow upload times .
The video will show water going from still to agitated then settling back to still again.
We want the image to appear full screen. Have dynamic text and menus etc...

Tone of voice.
•   Zen, clean full screen image, not cluttered.
•   Desaturated, with just a hint of Prussian blue.
•   Graphic, organic, fluid. Uncluttered.
•   Water is revealed by how it moves… ie: how the water line is disturbed, how things move under water, how a water surface is disturbed from the top view.

Design.
Keep the water line around ¾ of the page.
Most movement will be on the Right hand side (especially on the side view.)

Storyline:
•   Opening film will half fill the screen. To reveal the home page.
•   When you click on a subject in the menu - Something will agitate the water.
•   This will create a sub menu (ie bubbles or ripples) that is clickable.
•   This will transition to a new info page. (via bubbles or ripples enlarging to fill the screen, or agitation, splashes etc that disturb the scene.)

- Sometimes the info page will be revealed in a different angle as if we are looking from above at the page covered in water.

Mouse actions: We will be reminded of this by occasional ripples or bubbles or things swimming by or floating past.

Little touches like bubbles or ripples appearing when the mouse rolls over things will be needed.

Menu subjects: Here are some suggestions

•Home page:
    intro film of water filling up screen

•What we do:
    An egg beater comes in (right side) and makes waves and bubbles.
    Reveals text on company positioning.

•Map of services
    2 pills drop into the water creating bubbles.
        These then become the sub menu describing our individual services.
•Work:
    A lime wedge or piece of fruit is dropped in the water and the bubbles become
    the sub menu.

•Case studies:
    A splash creates droplets of water above the water line to become the sub
    menu.
        When these are clicked we go to a top view of the work with rain drop
        ripples disturbing the surface.
•Bios:
    A row of rubber ducks float in on a choppy water surface.
        Click on a duck for a bio.
•
•Active area:
    Text comes up as the sub menu.
        When touched the water is agitated in different ways.
    (we'll need 3 different ones some egs below:)
•   Water in poured in and disturbs the water.
•   Heat boils it from below. (could drop in a carrot or peas first)
•   A spoon creates a vortex.
•
•Contact:
    Toe dips in the water.

We also will film a variety of different states of agitation of the water plus different things agitatng it, floating on the surface being droped in, bubblesrising to the surface,. Toys & live animals swimming in it.

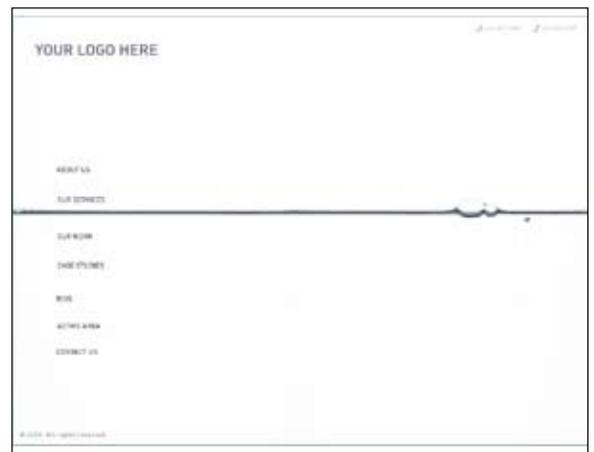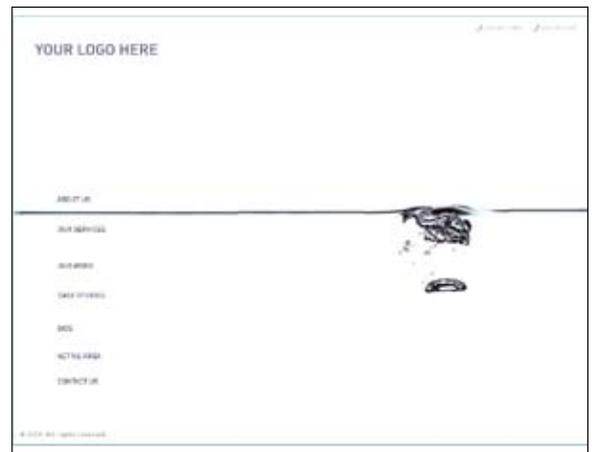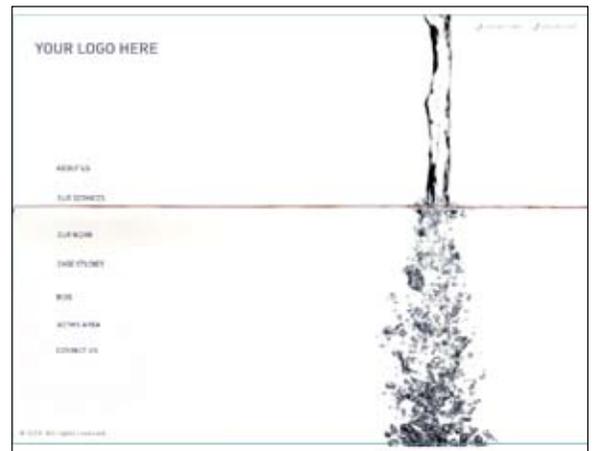**•Home page:**
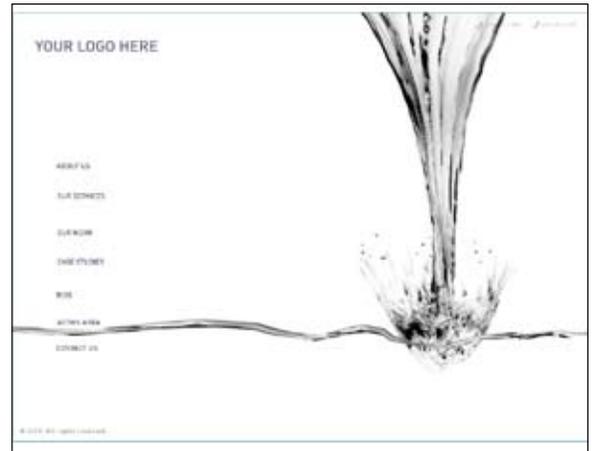   intro film of water filling up screen
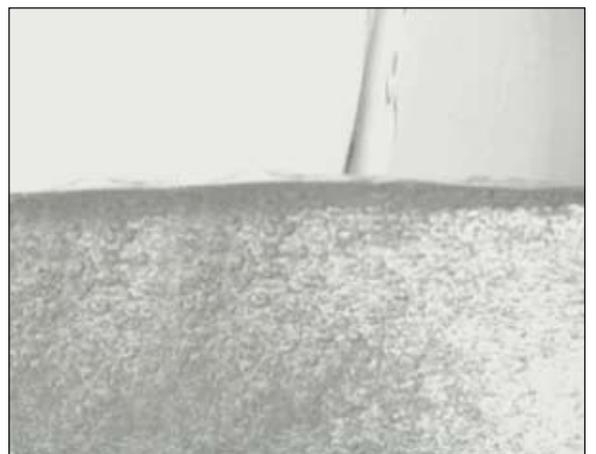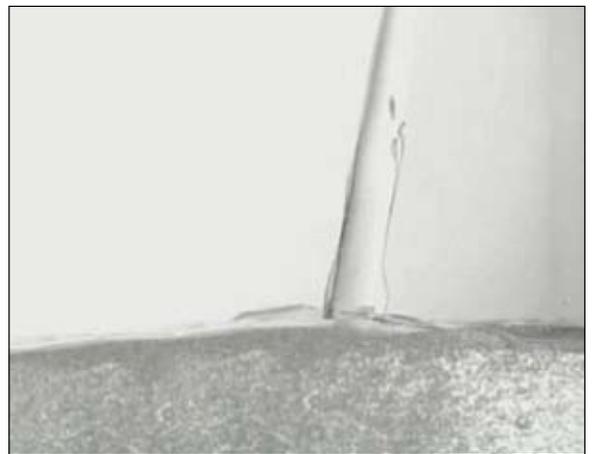
•Home page:
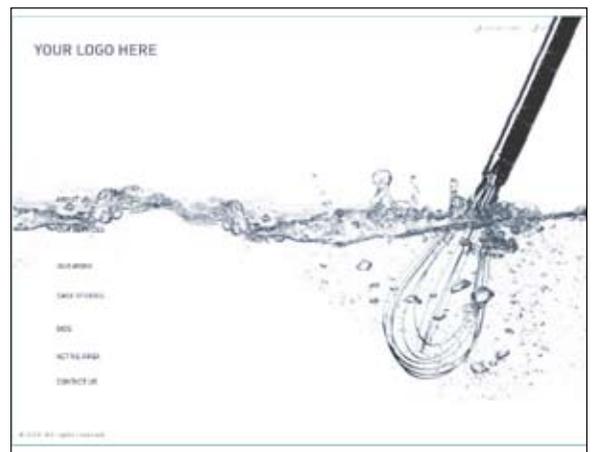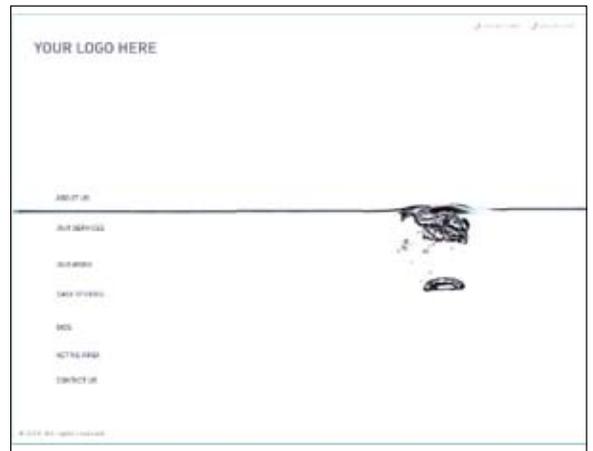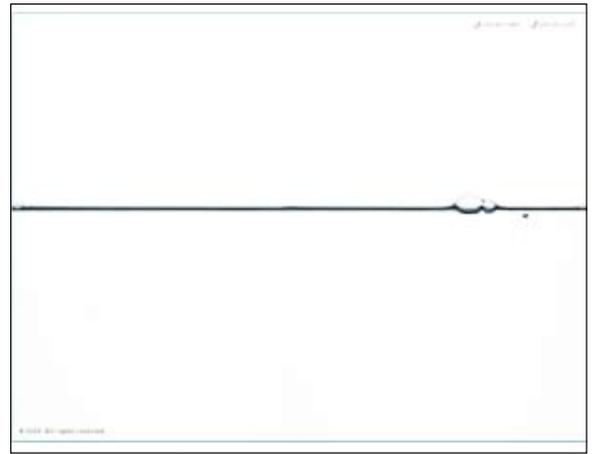   intro film of water filling up screen.

More of the look and feel.

NB: Text will only appear on the last frame.

•What we do:

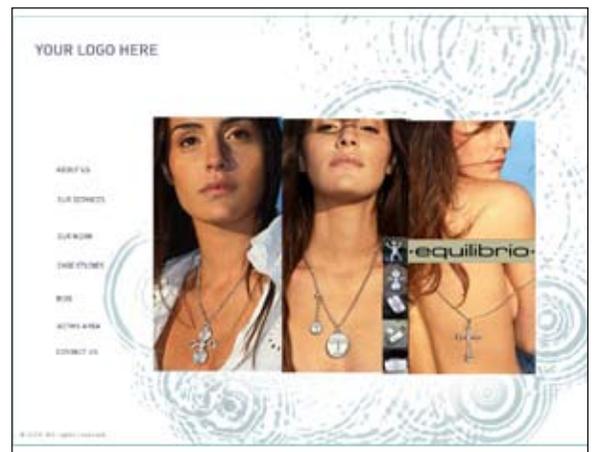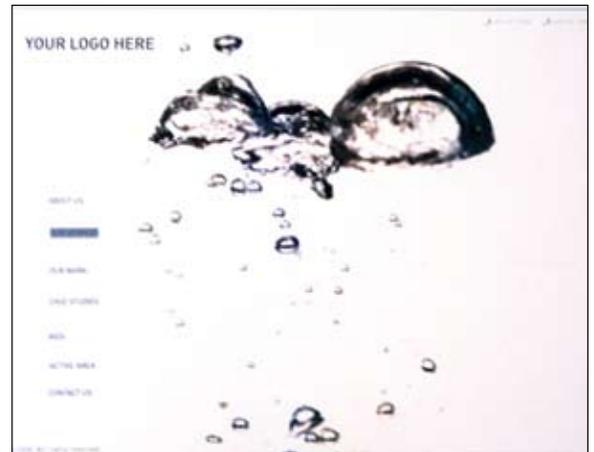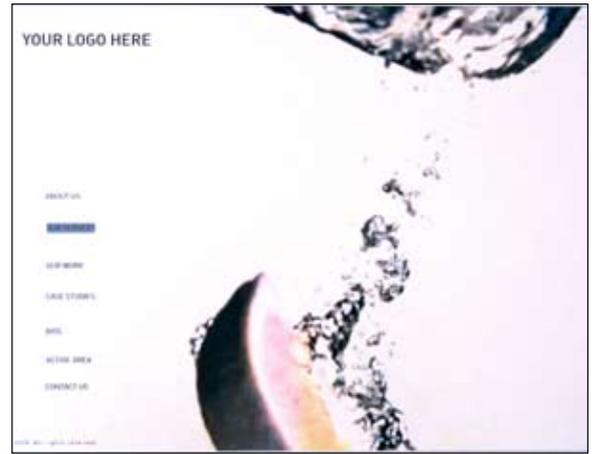An egg beater comes in (right side) and makes waves and bubbles.

Reveals text on company positioning.

·Work:

A lime wedge or piece of fruit is dropped in the water and the bubbles become the sub menu.

These when clicked will reveal a top view of the work under the water.

·Case studies:

A splash creates droplets of water above the water line to become the sub menu.

When these are clicked we go to a top view of the work with rain drop ripples disturbing the surface.

Image could ripple away or swirl down a plughole.
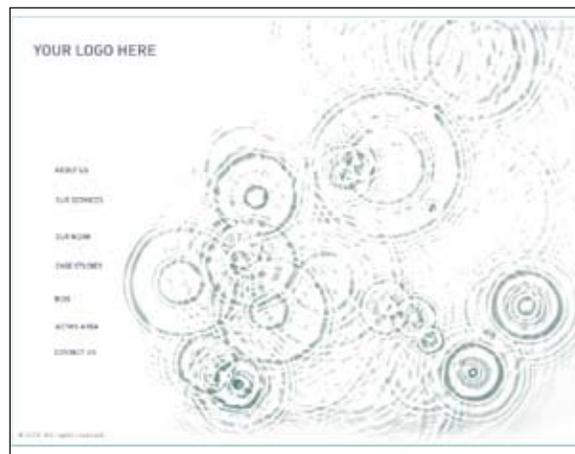
·Bios:

A row of rubber ducks float in on a choppy water surface.
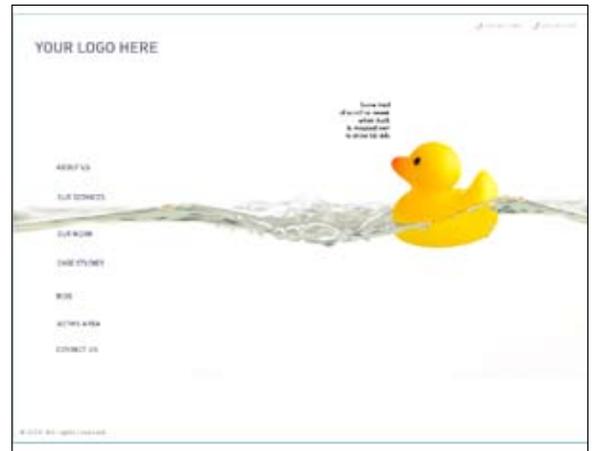
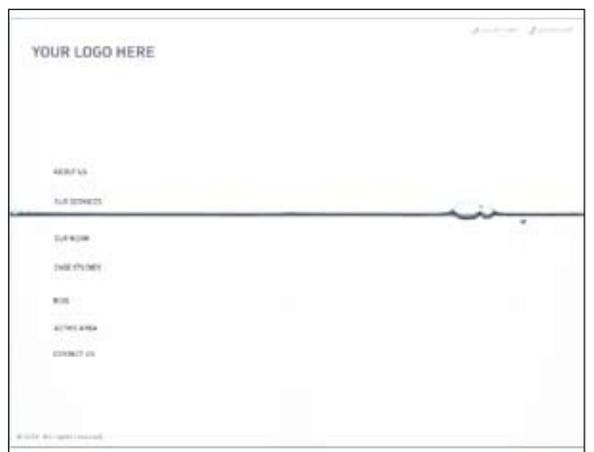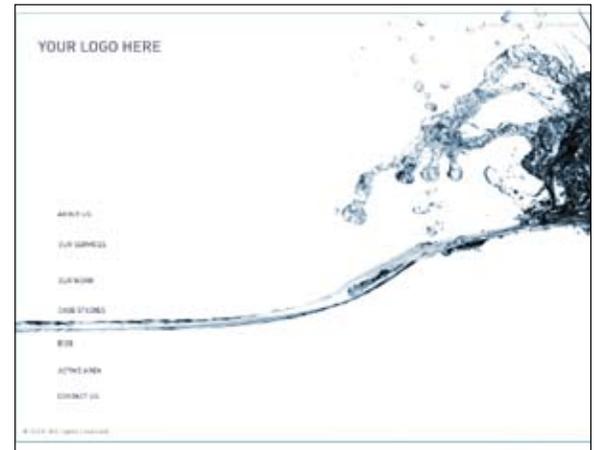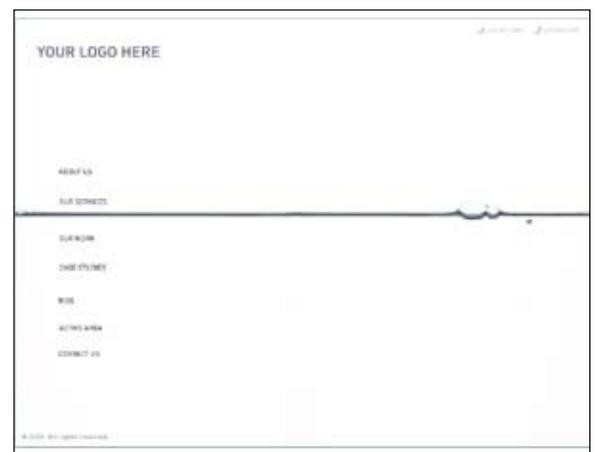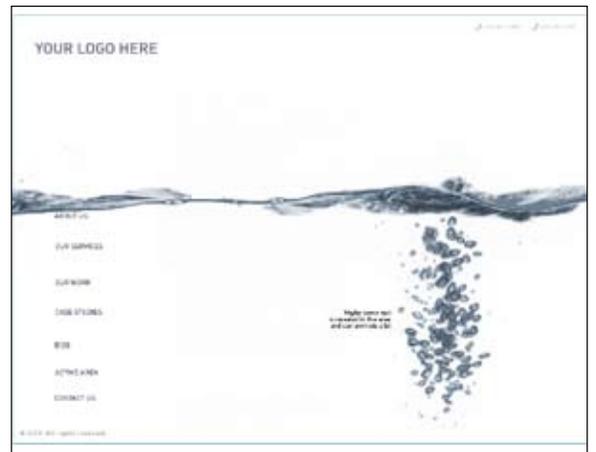Click on a duck for a bio.

Maybe for active area:

Other eg's of things agitating.
Note that the water always goes back
to still.
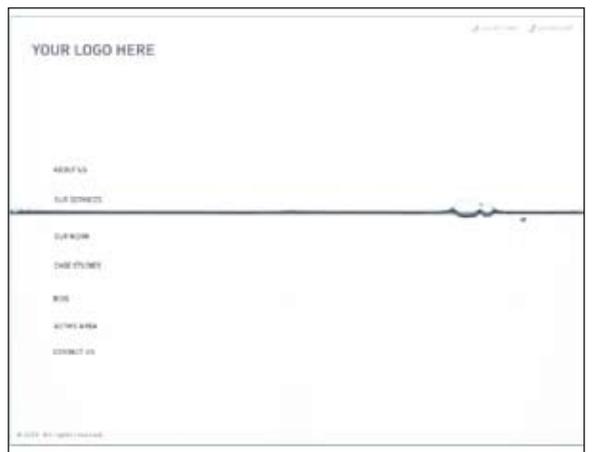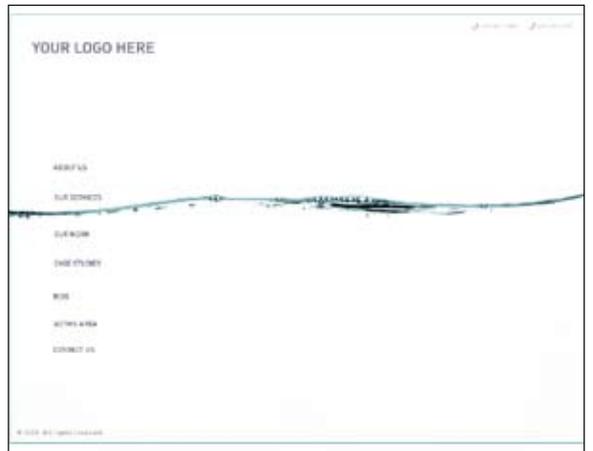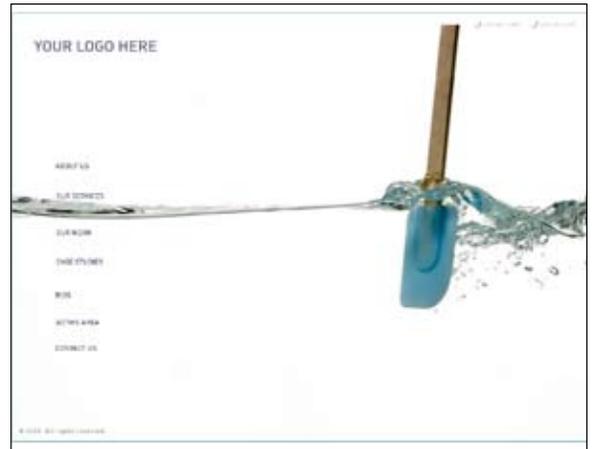
Maybe for active area:

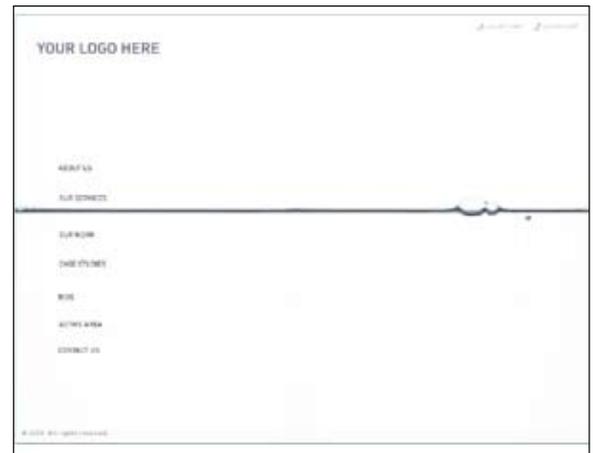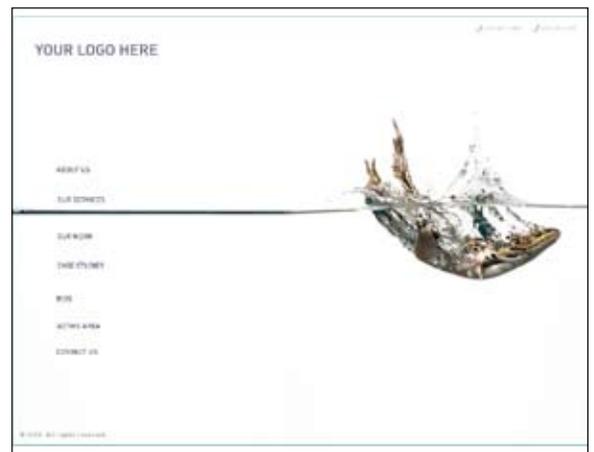Other eg's of things agitating. Note that the water always goes back to still.

Maybe for active area:

Other eg's of things agitating. Note that the water always goes back to still.

Some other thoughts.

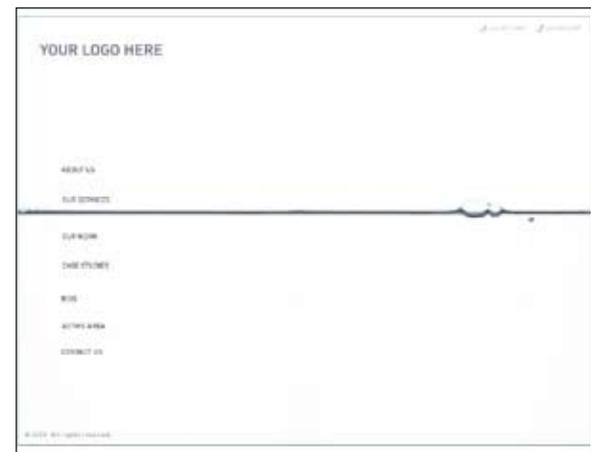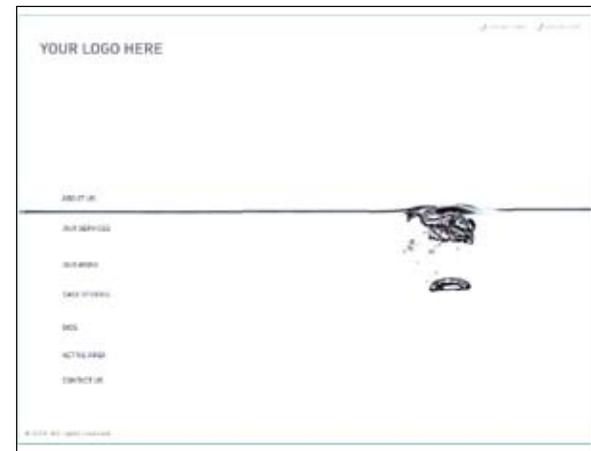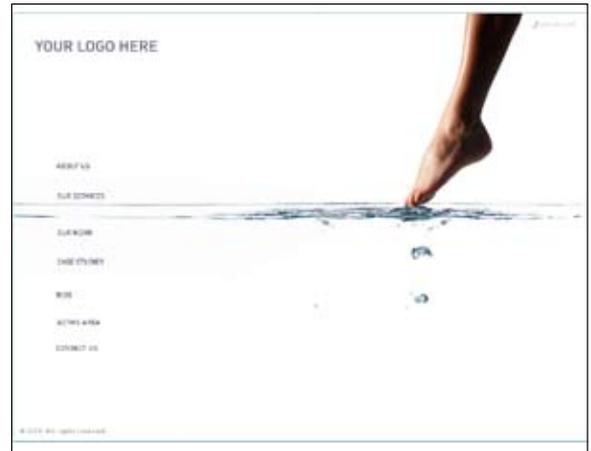Maybe the food can be words
that the fish eat.

Some other thoughts.

·Contact:

   Toe dips in the water.

End sequences.
A straw sucking out the water.
A plug sucking out the water.

Top view