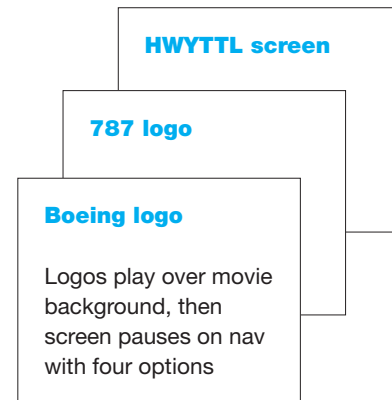


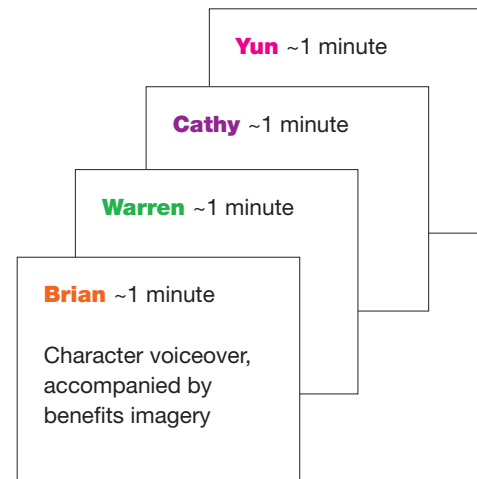
PRESENTATION OVERVIEW

The client needed a quick idea of how the presentation was going to be structured.

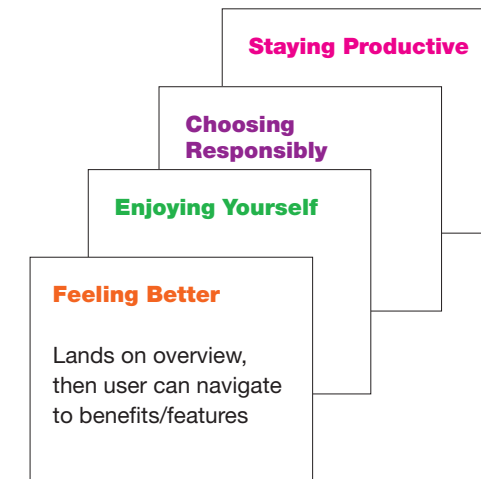
INTRODUCTION



HWYTTL CHARACTERS



NAVIGABLE DRILL-DOWN



Examples:



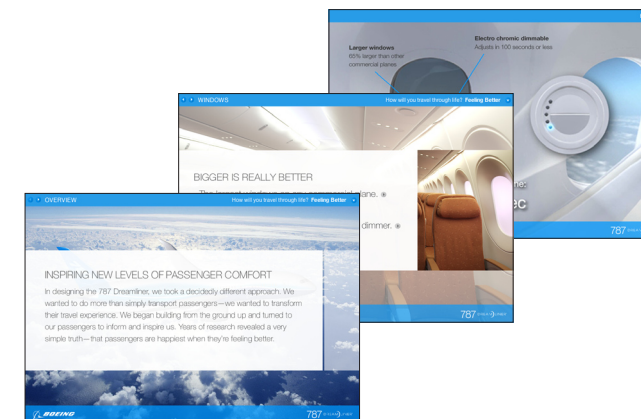
Intro: Logo and navigation examples

Examples:



Brian: Intro and benefits examples

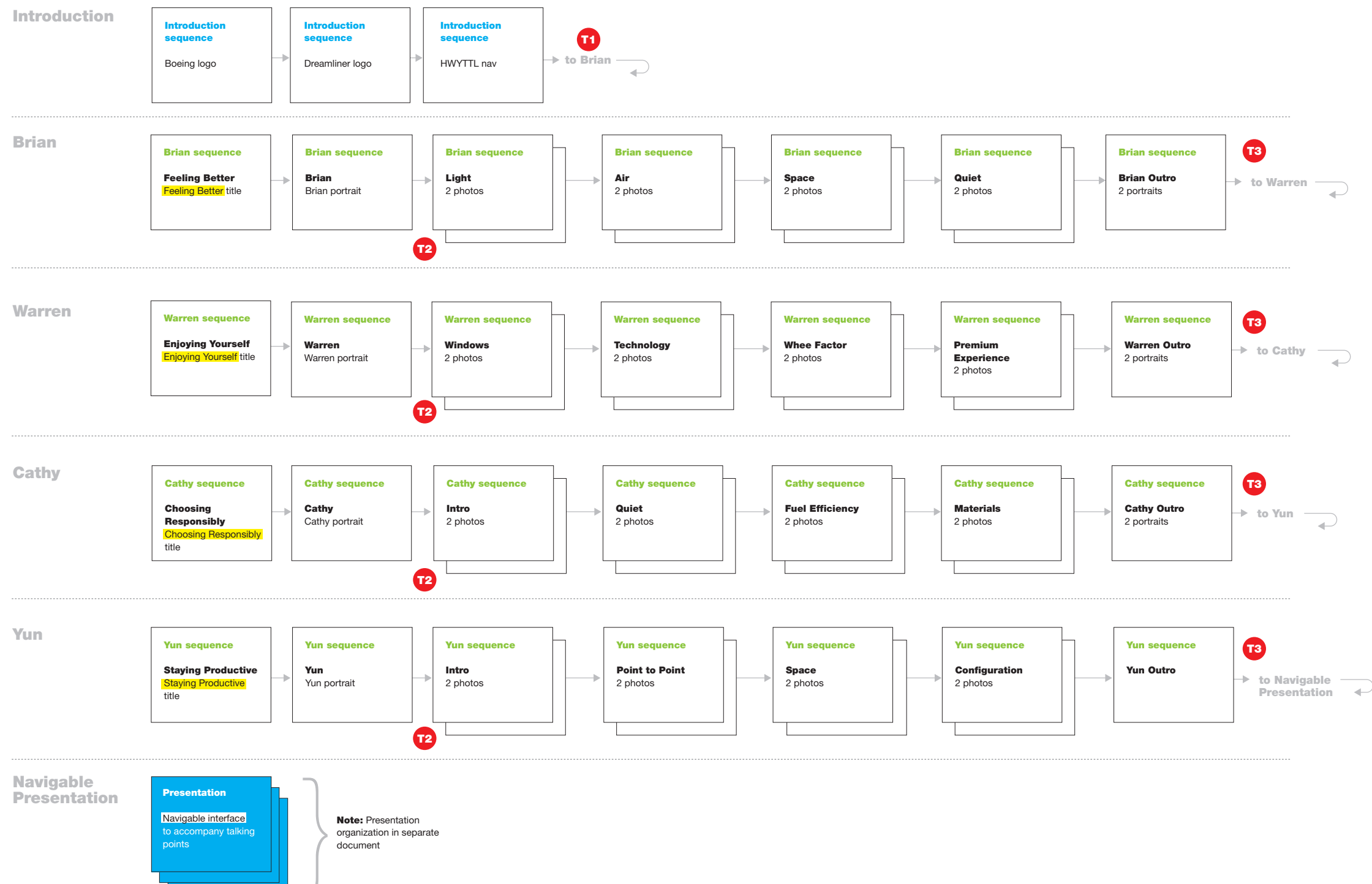
Examples:



Feeling Better: Page examples

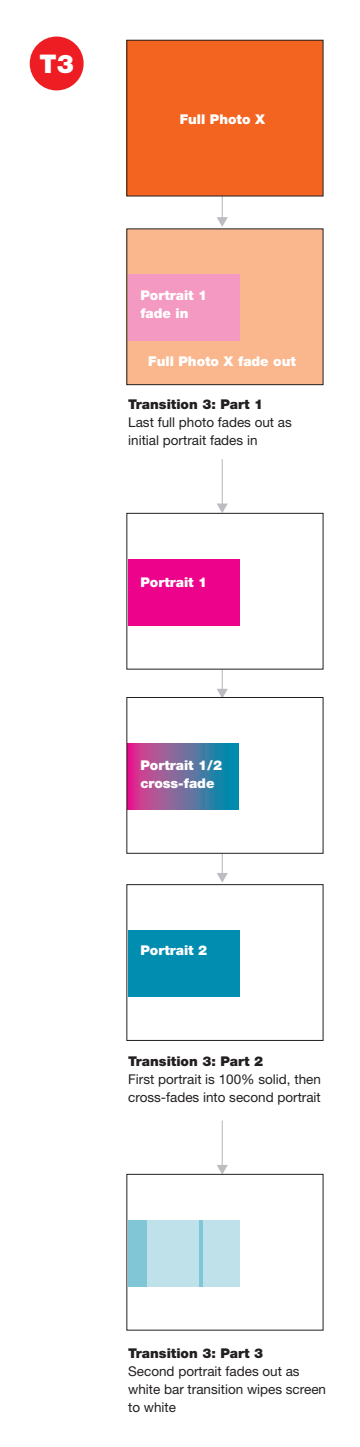
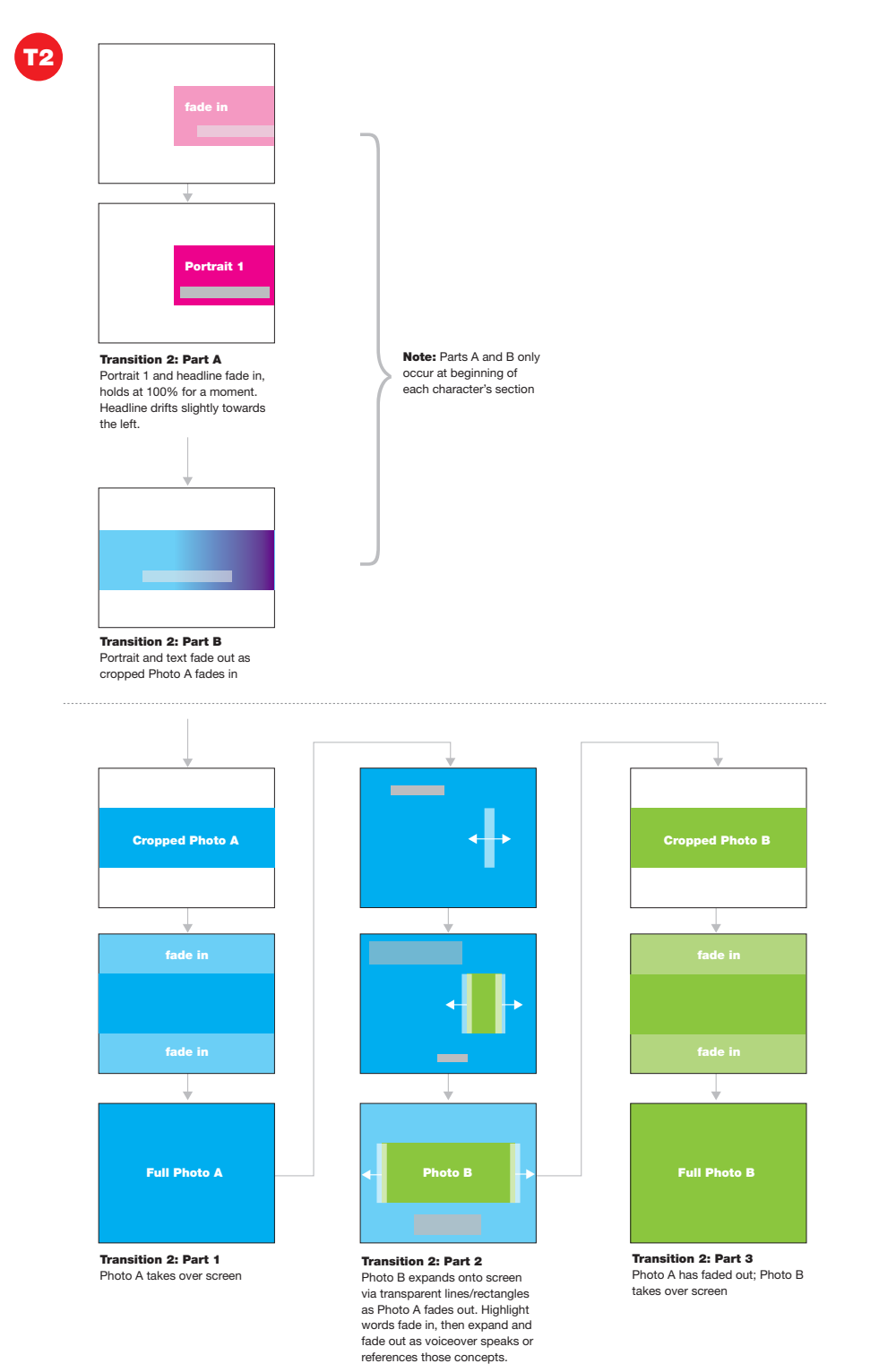
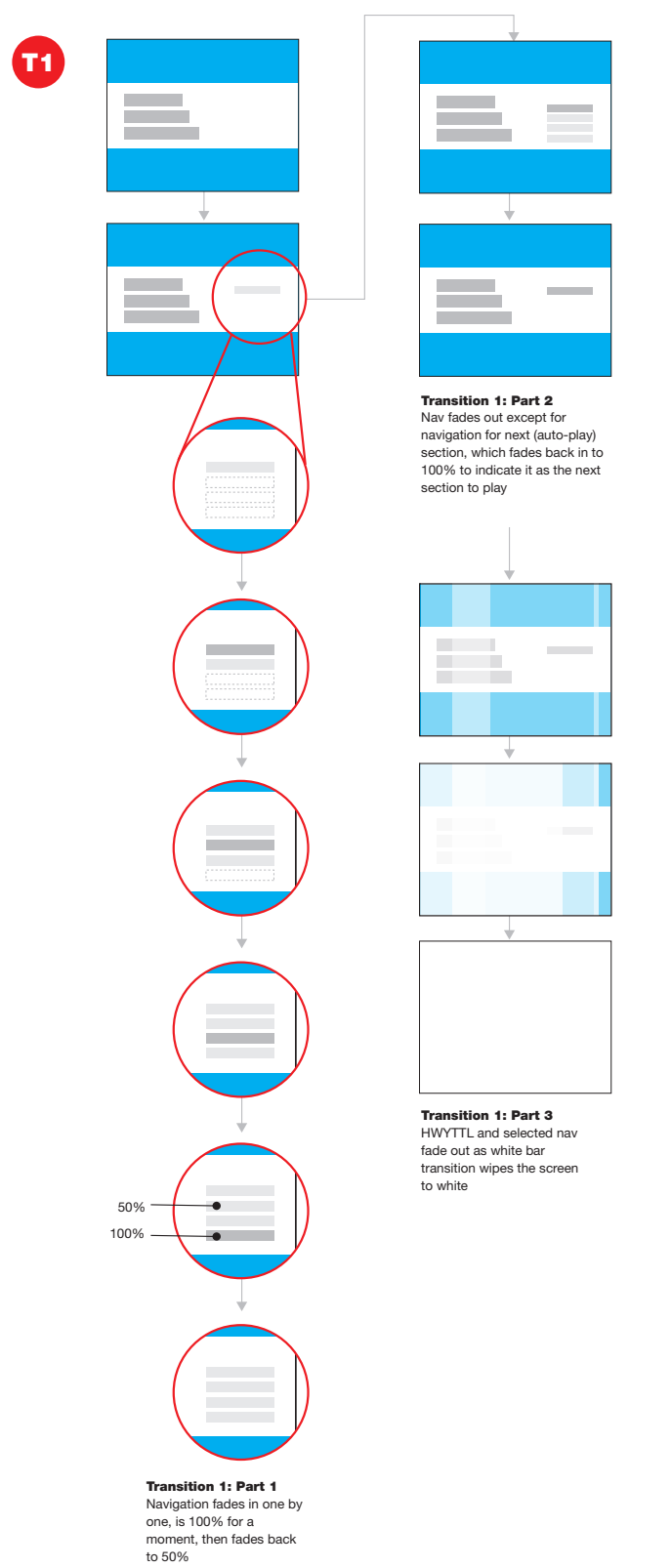
STRUCTURE OF INTRODUCTION

The introduction is a series of character voiceovers playing up the features and benefits of the Dreamliner.



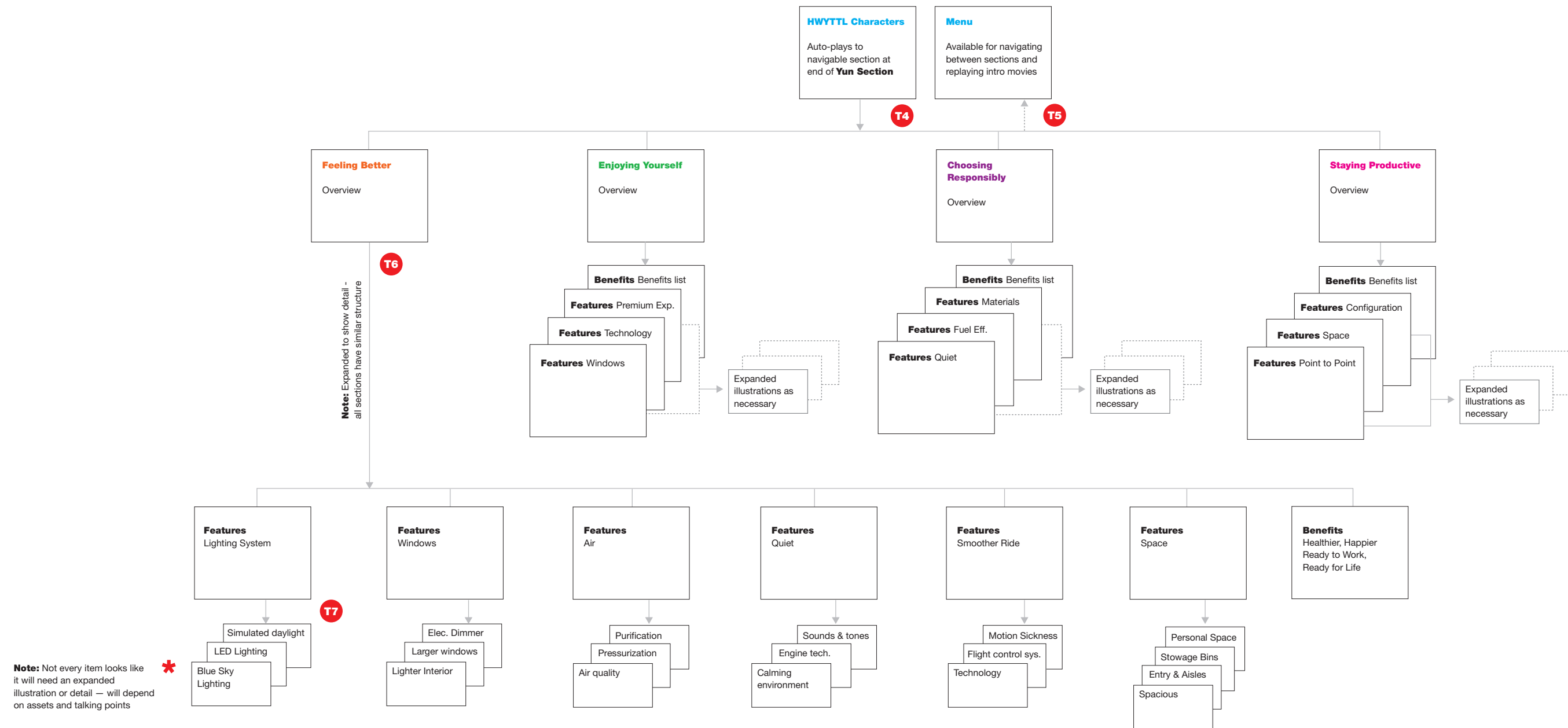
TRANSITIONS USED IN INTRODUCTION

I created these diagrams to better illustrate the transitions for the developers. This was an internal document not reviewed by the client.



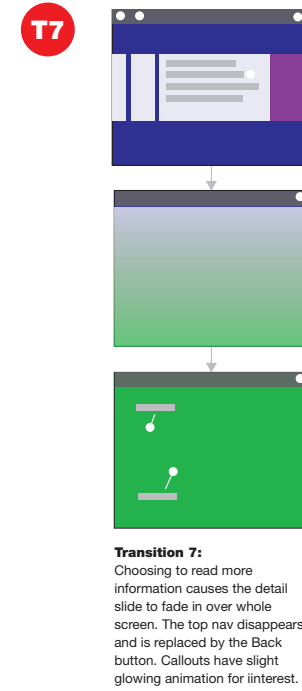
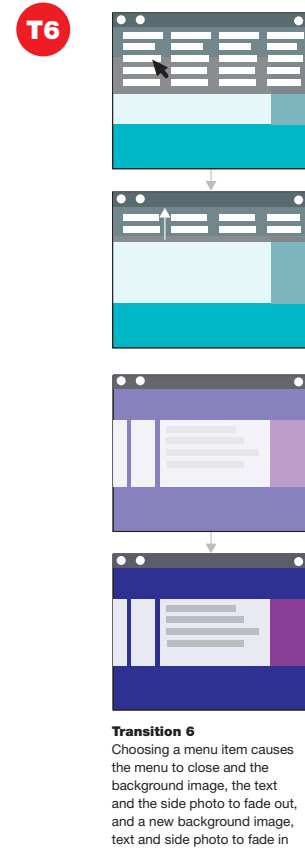
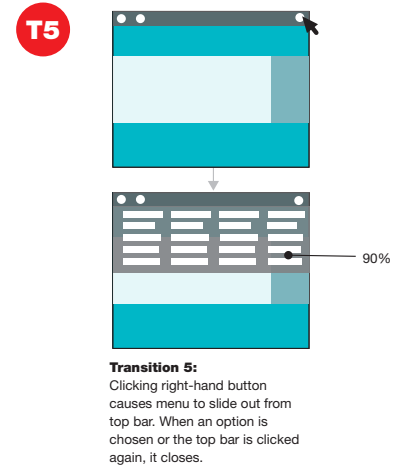
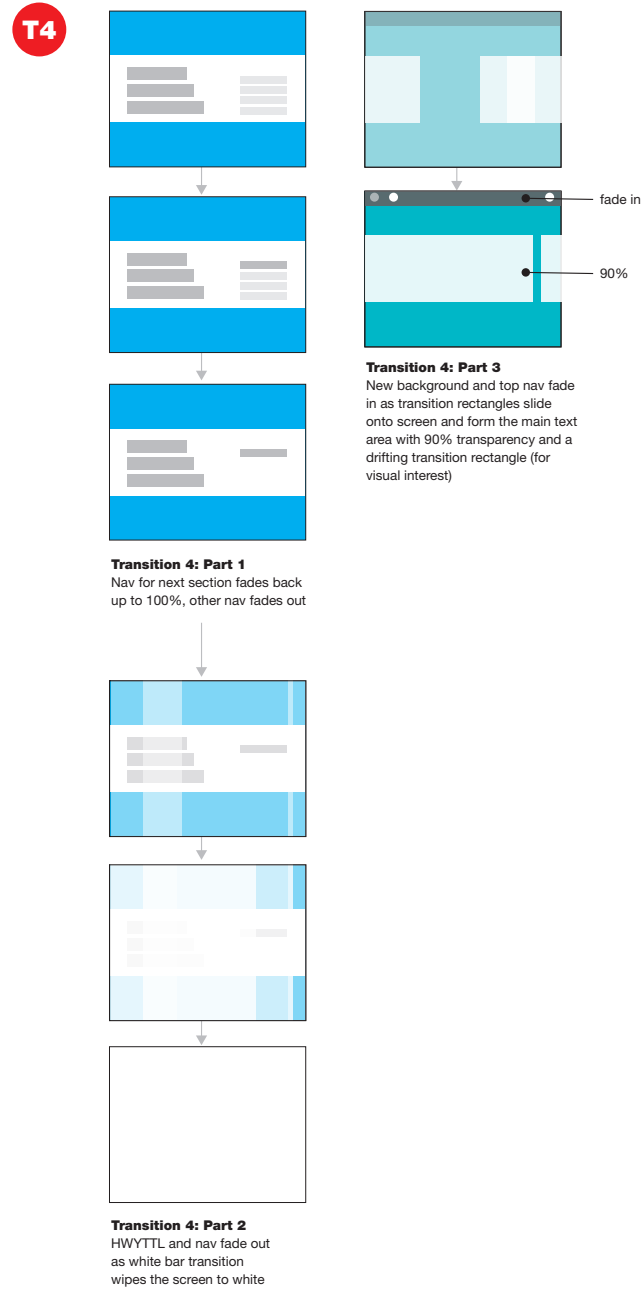
STRUCTURE OF DRILL-DOWN SECTION

After the character sections, an informational drilldown is available, something like a fancy Powerpoint built in Flash.



TRANSITIONS USED IN DRILL-DOWN SECTION

I created these diagrams to better illustrate the transitions for the developers.
This was an internal document not reviewed by the client.

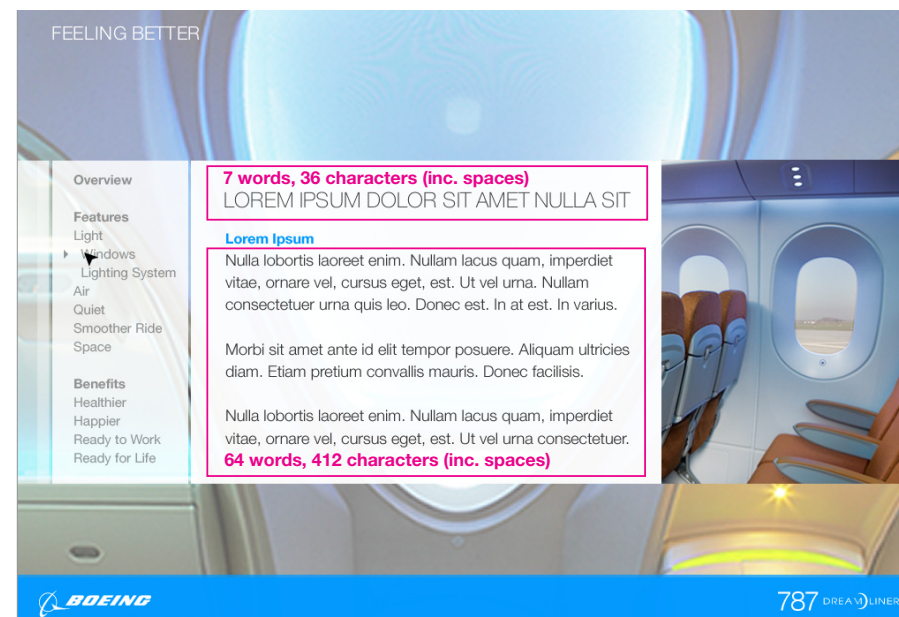


CHARACTER COUNTS FOR THE COPYWRITER

We had to reduce the amount of informational copy, so I created a visual character count for the copywriter we were working with. This was an internal document not reviewed by the client and was created for an earlier design direction.



Overview slides



Feature/Benefit slides



Detail slides