

Web Site Proposal

for

Untitled Practice

By James Farrington

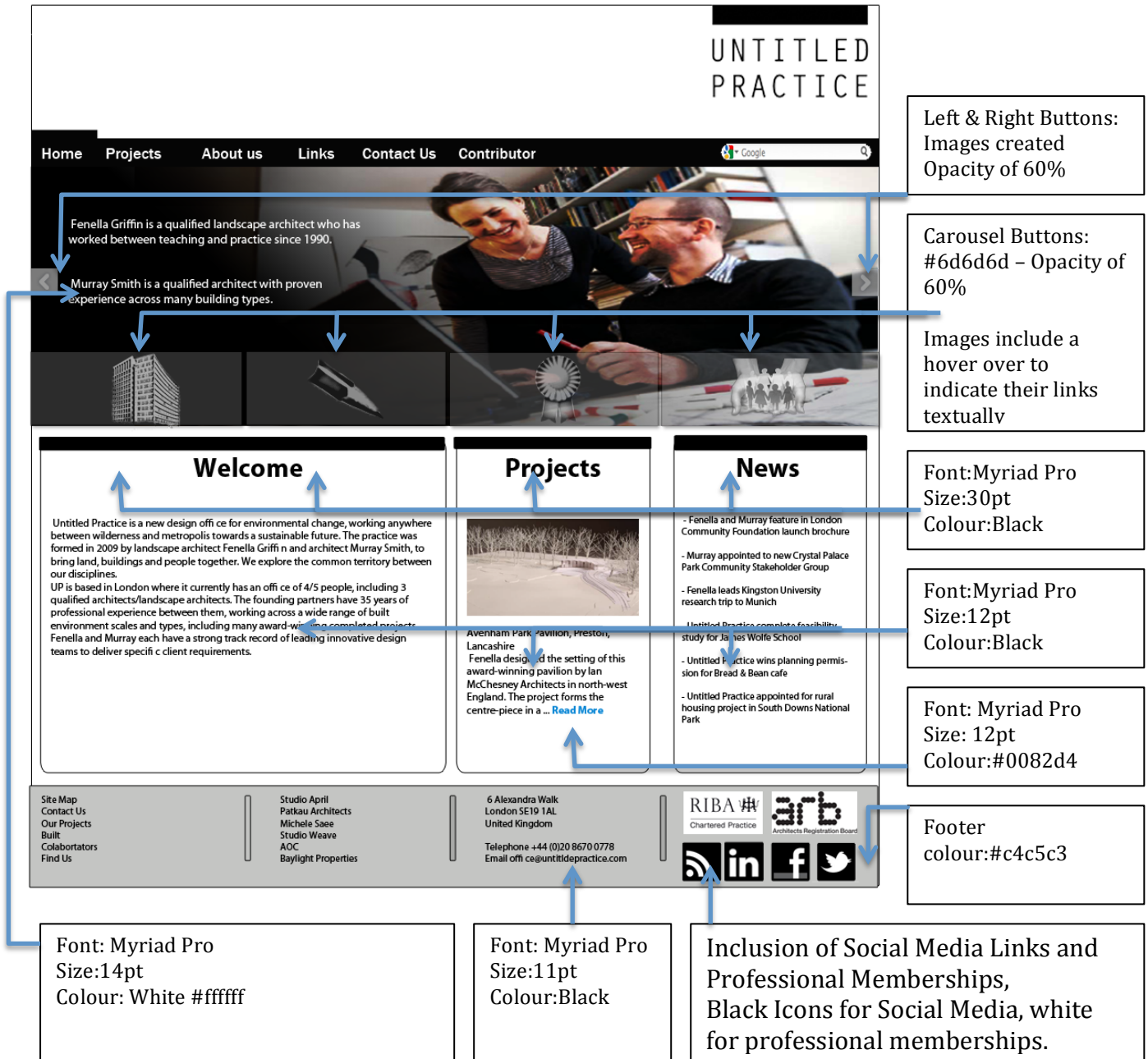
Client Brief

The Client in this brief is Untitled Practice, a small architectural practice headed by Fenella Griffin and Murray Smith. The practice was formed in 2009 with a vision to bring land, buildings and people together, where the two explore the territories between their specialist disciplines.

The company currently has a holding page that provides visitors to their URL information as how to contact them, through email and postal address. This page has been created using Microsoft word and exported out as a web page. The page also includes the company's logo, which was designed for them by a professional friend of the pair. The fonts that were used on the original holding page were created for the company, however this has been noticed that on some web browsers/computers these font styles have not been displayed.

The client is looking for a new web site that will enable them to promote themselves more effectively, they have provided a suggested but not specific structure to a menu system that offers multiple options to a visiting user.

The client has offered design freedom to the web developers on this project to enable a wide range of suggestions and recommendations for their sites, and within this report you will find my proposals.



The above figure is the proposal for the Untitled Practice website. This page was designed around the crispness and the simplicity of the Untitled Practice logo. Upon reviewing the presentation that was provided by the client I found that its logical structure was something that I would like to replicate in the site itself.

The company logo's position is paramount, the continuity of the corporate brand I feel is important on this site as it would lead through to the presentation of their own clients work on the company's paper media.

Become a Contributor

Untitled Practice are always looking to extend its partnership with other architect professional, if you would like to work with us and work as contributor please enter you details in the form below

Name of Contributor/Institution:

Address :

Post Code :

Telephone Number :

Email :

SUBMIT 

News

- Fenella and Murray feature in London Community Foundation launch brochure
- Murray appointed to new Crystal Palace Park Community Stakeholder Group
- Fenella leads Kingston University research trip to Munich
- Untitled Practice complete feasibility study for James Wolfe School
- Untitled Practice wins planning permission for Bread & Bean cafe
- Untitled Practice appointed for rural housing project in South Downs National Park

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Michele Saeed
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6 Alexandra Walk
London SE19 1AL
United Kingdom

Telephone +44 (0)20 8670 0778
Email office@untitledpractice.com



During the presentation the partners at Untitled Practice expressed that they often work with architects on a freelance and that usually these connections are made in passing and at events, the ability to accept interest from other professionals or institutions to work in collaborations.

Projects



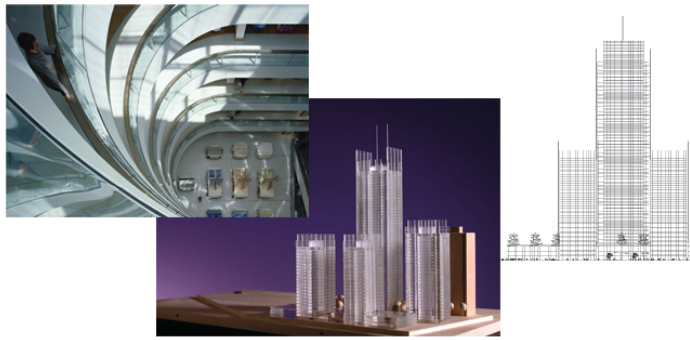
Built



Planning



Community



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This is the purposed layout of the projects page, the images are identical to those on the index page, and this is to allow the visitor to intelligibly know that these are linked.

As previously mentioned, the column linked to the company's news feed, which could be linked to a Twitter API account.

Projects Built

Royal Victoria Square, London

Avenham Park Pavilion, Preston, Lancashire

Geestacht an de Elbe, Germany

Speke Garston, Liverpool



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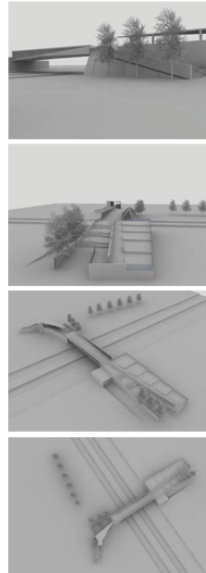
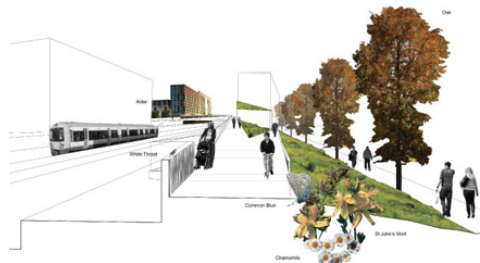
This is the proposed structure for the holding pages for the projects that have been built, this style will also be adopted in the planning holding pages and also those community projects. This page will display clickable links to the specific pages that contain more detail relating to the projects including images.

Projects Planning

Green Link Bridge, Tottenham, London

Untitled Practice has designed a multi-functional land bridge structure as the pivotal centre-piece for the Green Link at Tottenham. The bridge spans across both existing and proposed new railway lines at Tottenham Hale Station, using a simple steel box-girder parapet and holo-rib deck solution to ensure a single phased construction 'launch' can be achieved, minimising the required temporary closure period of the railway (Liverpool Street to Stanstead Airport line). The bridge is perceived as a confluence of desire lines meeting at a key crossing point along the Green Link east to west. To east, bridge access is over an existing CHP plant, creating a terraced garden sequence with incline for buggies/cycles/wheelchairs. To west, a short distance to road-side, and desire lines to Station Square (south) and new primary school (north), result in diverging access routes via stairs, and lift. A further phased option accommodates a new 'branch' route to the north via road-side incline for ramped access. The whole bridge structure is designed as an extension of the landscape topography.

Client: Design for London / London Borough of Haringey
Contract value: £7.5M
Project start date: 2010
Completion date: -



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This screen is related to the layout of the individual pages showing projects, builds and community work. The page is laid out in a style similar to that of the projects PDF provided to us by the client, as mentioned previously I am looking to keep so aspect of consistence from the paper side of the company through in to the website.

About Us

FENELLA GRIFFIN
BA(Hons), DipLA, CMLU
(09.12.65)
Fenella established Untitled Practice LLP in July 2009 with architect Murray Smith, to work sustainably and holistically with land, buildings and people.



CURRENT PRACTICE
2009 onwards
Untitled Practice LLP

Jointure Estate, Ditchling
Proposals for 2 new contemporary houses within the listed Jointure Estate former home and grounds of Arts & Crafts artist Frank Brangwyn in Ditchling, East Sussex

Treavegue Farmhouse, Gorran
Sustainable renewal proposals and landscape strategy for the listed Treavegue farm house at Gorran Haven, Cornwall

Green Link, Tottenham
Land bridge and public realm landscape proposals connecting Tottenham High Road to the Lea Valley Regional Park via a 'Green Link,' at Tottenham Hale, Haringey

Green Corridor, Ealing
Landscape strategy for 13 development sites along a 2km stretch of the A40 to enhance the environmental appearance and conditions for local residents with a 'Green Corridor,' at Park Royal, Ealing

Sea Change, Fleetwood
Shortlisted entry 1 of 5 from 56 submissions for CABE's 'Sea Change' programme, including Bird Observatory, Marine Hall refurbishment and Marine Gardens renewal within an arts regeneration strategy in Fleetwood, Lancashire

Westow Park, Croydon
Park regeneration proposals including sustainable naturalised drainage strategy and improved play facilities for an inner urban park in Crystal Palace, Croydon

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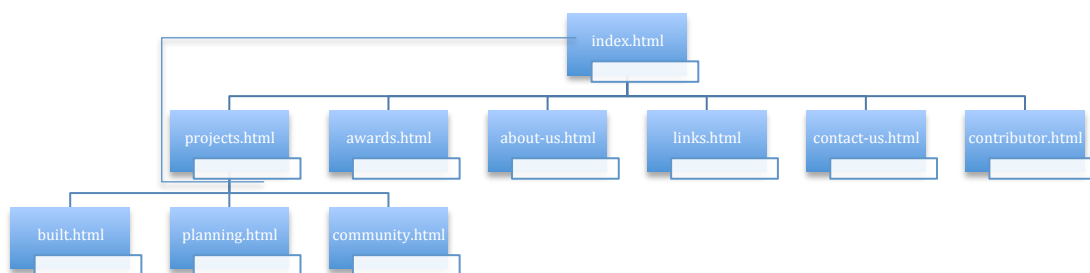


This is the about us page this will be structured to have links to those at Untitled Practice, this is similar to a CV page, illustrating the work and projects those staff members have work on.

Site Structure

In order to make the site appear in the top listed pages of search engines it is imperative that Untitled Practice continue to update their site content after the final version has been uploaded on to their chosen host. Search engines work on a number of criteria in order to rank sites, one such criteria that is used is the frequency of amendments made to the site content, if the site not updated this can lead to a negative scoring for the site and can result in its demotion down the results pages.

It is suggested that a CMS (content Management System) be used for Untitled Practice as this system would not require any advanced knowledge of server or client side scripting languages or html markup. The users will be able to use a console through the management software, where they can update, amend and create new content for publication on to the site. The recommended CMS would be Wordpress, due to its simplicity and user-friendly properties.



Chosen Keywords

At Untitled Practice it is clear that they have a clear view point in the integration of environment in their designs, it is these sort of unique points that will be selected in the key word selections associated to the practice. The client is to provide the developers with 5 words that would best describe the company.

Stakeholders

The stakeholders that this site is intended for are, community, collaborators, potential clients and international markets. The design and structure of this site is not only based around the corporate style of the client but also to those stakeholders mentioned previously. Untitled Practice is a small company with large aspirations and would like to work closely on new community projects to large scale projects with collaborators and professionals, the proposal above lends itself to all of these areas whilst still allowing a fresh look and style to reverberate through the site.

International adaptability

The client is interest in the links to foreign and emerging markets and is keen to enhance the sites capabilities to enable these visitors to select an alternative language to capture potential trade. To achieve this it is suggested to the client that the inclusion of analytics tracking code to the pages of the English version to monitor the traffic sources of visitors to the site to assess the feasibility and suitability of an additional version of the site.

Font selection

The client has previously used a number of fonts in the creation of their holding page that is currently available, as mentioned earlier the client indicated that in some instances the fonts that they had purchase would not render on some computers and web browsers, this is due to the font residing on the local machine and if the font is not present then the visitor to the site will be displayed a default alternative, thus giving a different impression of the site than that intended. The fonts that the client has been used are Pintor, Oritor and Dim Pro, it is suggested that the use of a similar but readily available alternative font be used on the site as to not fall in to this situation.

The font suggested for use in this site is the Myriad Pro font.

Social Media

Twitter

I have suggested that the company use a column section on the site that is specific news, this would be suggested that this is a Twitter API that will give a live feed to a blog. This live feed will enable the company to demonstrate that they are embracing technologies that are fast becoming common practice in the corporate image.

The benefit of using and signing up to Twitter enables the company to network amongst architectural professionals and communities. This is an area from the presentation that was very prominent, the company's keenness to incorporate the community and references were made to the Tottenham Riots of summer 2010. This live feed would enable the company to make a statement in seconds from any device that has Internet access.

Facebook

At Present Untitled Practice do not have a Facebook business account, I heavily recommend that the client signs up to this social media as part of its business model as the potential market exposure for the company would be on an extremely large proportion. Some large corporation's now no longer indicate to potential clients about their websites as primary promotional tools but instead suggest that the visitor "Find them on Facebook".

Linked-in

It is understood that the client has an account for this social media currently and that they continue to use this in addition to other social media.