

CONCEPTUAL PLANS

ART 249 CHERYL SOONG



HO FARMS
HAWAII

PROJECT BRIEF



COMPANY BACKGROUND

Ho Farms is located in Kahuku, Hawaii on the island of Oahu and ran by the Ho family. Their passion for farming, innovative spirit, and deep commitment to bring the best possible food to the community's table has made them a much loved farm here on Oahu. Their produce are made available at farmers markets and select grocery stores.

PRIMARY OBJECTIVE

Redesign current website for brand consistency. Create a website with a look that relays their values and practices and provides interactive infographic elements for consumers looking to gain product and company awareness.

ASSETS NEEDED

- Produce, Farm, & Family Pictures
- Produce Offering & Details
- Story / About Us
- High Resolution Logo
- Mission & Values
- Location / Contact
- Social Media Links
- Distribution List

DELIVERABLES

- Redesigned fully functional coded website
- Client Brief

FEATURES & FUNCTIONS

- Infographic Hover & Click
- Gallery Slider
- Social Media Links
- Contact Form
- User Friendly Navigation
- Carousel Feature
- Interactive Google Map
- Responsive Design
- Product Detail Page w/ Recipe Suggestions

PRECEDENTS

- <http://organik.thememove.com/organik-store/#>
- <http://bliccathemes.com/farmvilla/wp/>

COLOR THEORY



HO FARMS

#1C360A

#5E933F

#54B13A

#C8E4C1

#F1F8EF

#594218

#BAB2A4

#FFF

TYPOGRAPHY



HO FARMS

1. LOREM IPSUM DOLOR

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1. HEADING: Alice
BODY: Roboto

2. HEADING: Anton
SUBHEAD: Signpainter
BODY: Avenir
(<http://farmfreshtoyou.com>)

3. HEADING / SUBHEAD: Amatic
BODY: MavenPro
SUBHEAD / QUOTE: Georgia
(<http://smallfarmcentral.com>)

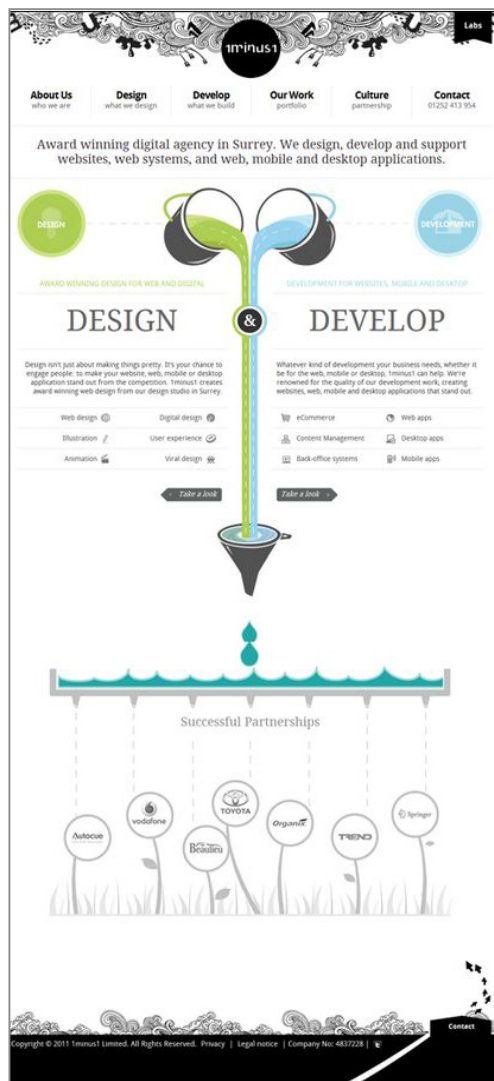
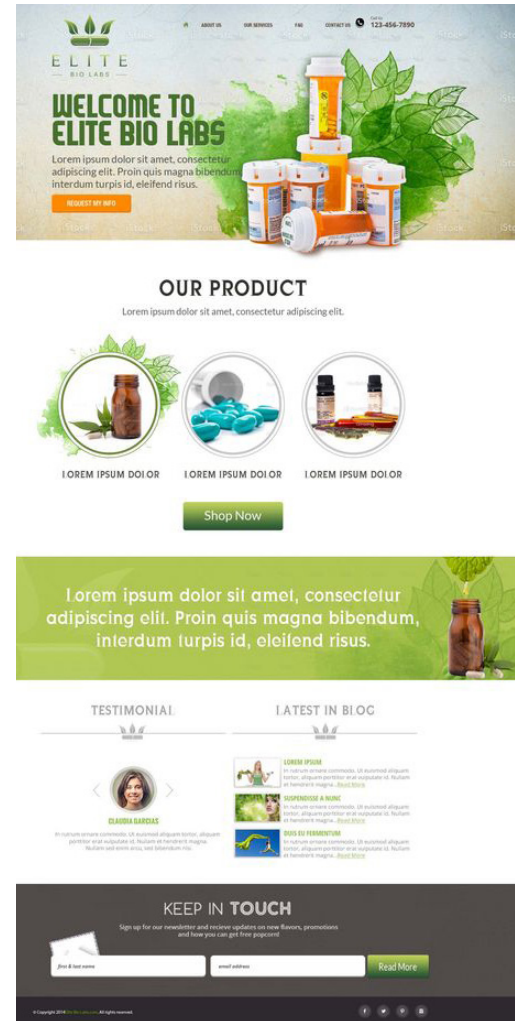
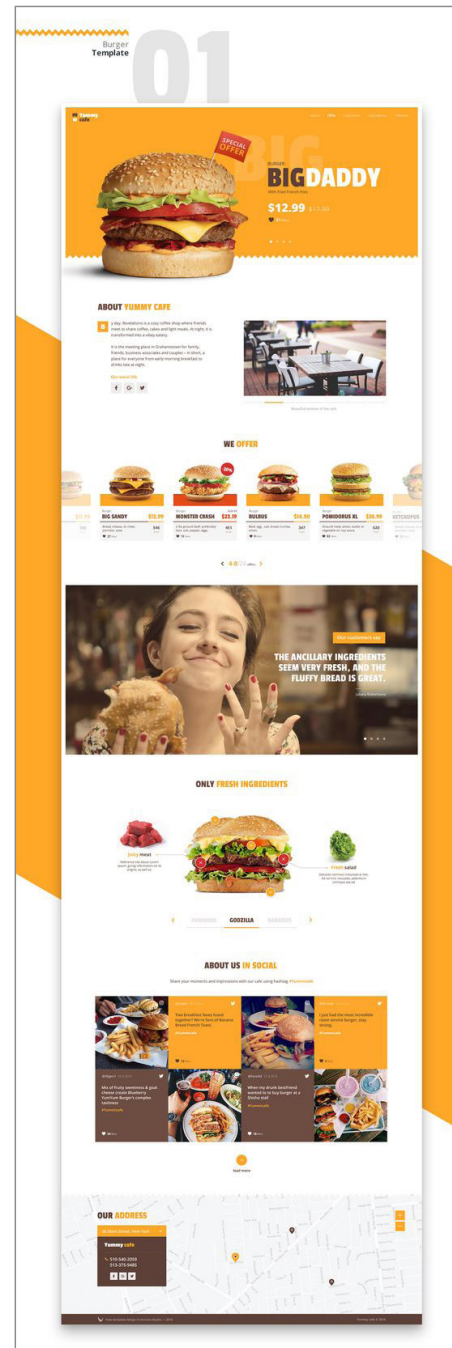
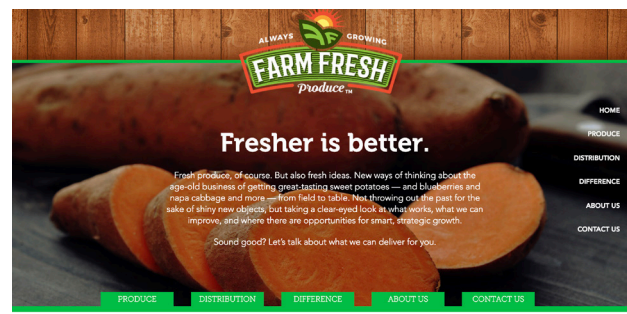
4. HEADING/SUBHEAD: Lusitana
BODY: Roboto thin
SUBHEAD/QUOTE: Roboto Slab

4. HEADING/SUBHEAD: Vast Shadow
BODY: Open Sans
SUBHEAD/QUOTE: Sue Ellen Francisco

MOOD BOARD 1



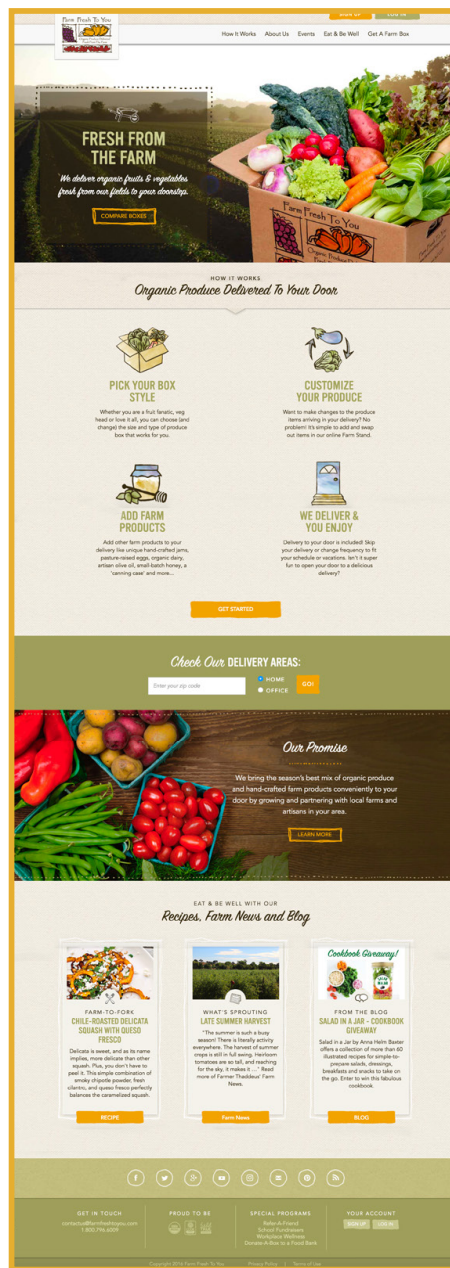
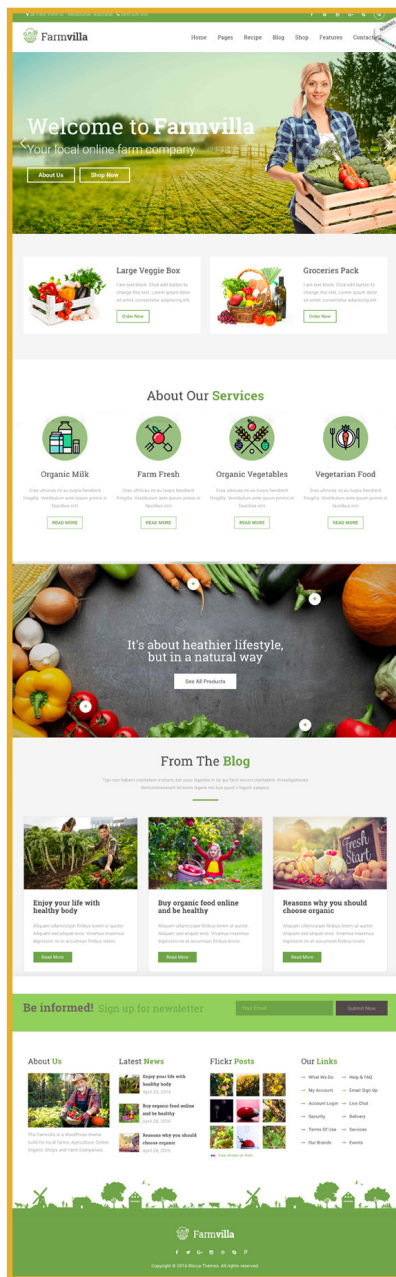
Inspirational Pins



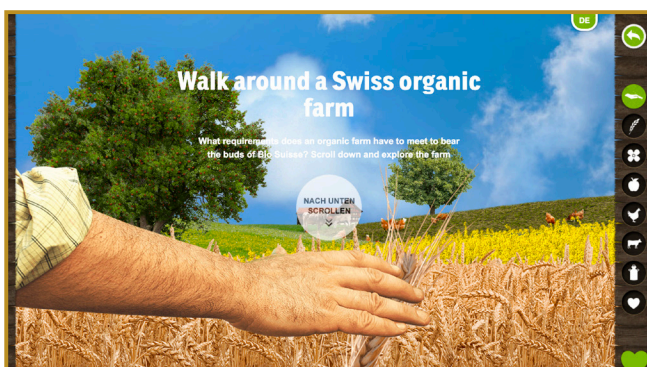
MOOD BOARD 2



Website Design Inspiration *note: all yellow borders are clickable url



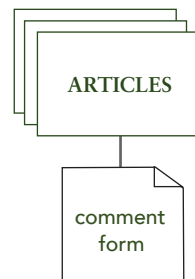
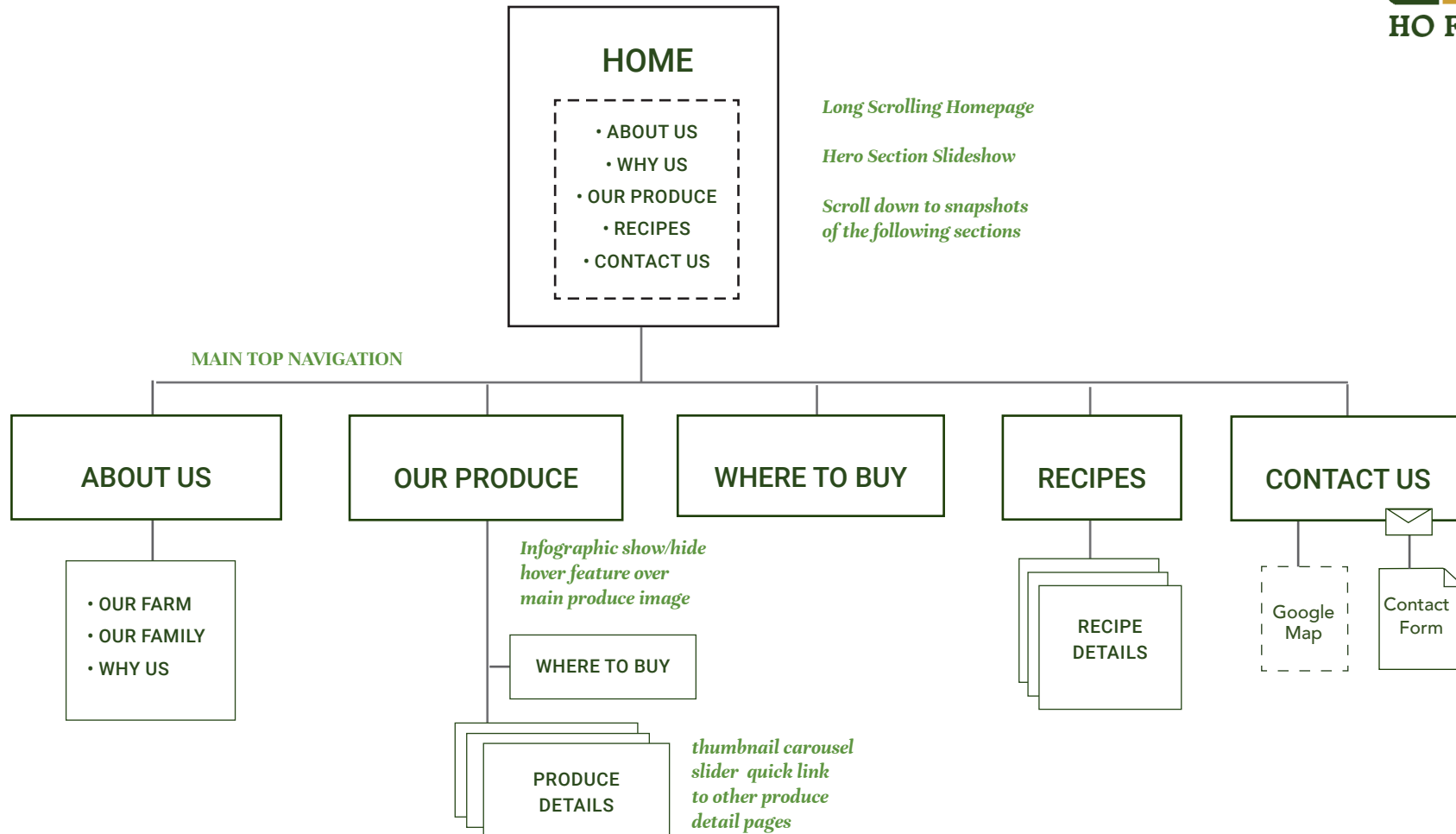
Website Navigation Inspiration



SITE MAP



HO FARMS



FOOTER ITEMS

Blog	FAQ's	Careers	Twitter
Contact Us	Our Services	Community	Facebook
			Instagram

address & copy right *scroll tap back up to home hero section*

