

Custom Point Solutions Web Concept Analysis

Presentation structure- can take two forms

Path metaphors, should not imply priority

1. Progressions- points along a destination showing gradual development
 - a. Job or product life cycle
 - b. Water or substance flows
2. Arrays
 - a. Regimental or haphazard line-ups
 - b. Radial arrays, i.e. of brands

Omni-directional metaphors

3. Geodesic, prism or box, connects facets by edges/corners
4. Wheel & spokes, emanates to or from a single point
5. Cloud, network or web implies intermeshing of values, capabilities

Creative Statement

Concept: Dance around the point

Play on points, angles and edges of shapes using the omni-directional or path metaphors, this is most obvious extension of the brand logos being developed

1. Kaleidoscope or prism- Collusion of uniform or disparate shapes, see A., B., C.
2. Play on literal direction, path or point. Possible headlines: Clear on all points, What's the point, The whole point, No matter where you're headed, An angle on the problem, All sides come to the same point.

Concept: One-stop shop

1. Word-cloud. Photo of a central image, theme or word, i.e., DEMAND, surrounded by hand-written markup style word cloud; create, manage, fulfill, push, generate, formalize. Or light-hearted corporate-speak. See D., E.

Concept: Human warmth or organism

"Growing" something organic, analogy to product or market growth

1. Morphallaxis or juxtaposition of organic growth (tree) and cold tech (microchip branches). Merge the objective with the subjective. See F., G.
2. Touch- a big factor in technology. Juxtaposition of human and tech imagery. See H.

Content

Navigation: Brands are a given. Subnav: About, Solutions, Case Studies, News, Contact.

Content is purposed toward illustrating the rationale behind grouping seemingly disparate brands and business models under one umbrella group. The case for this

effort can be identified as “digital logistics”. It echoes RRD’s multi-platform, more-than-print philosophy and expands on the “we prepare, we produce, we deliver” motto to include “we generate revenue” and perhaps “we engage” or “we reach”.

Overall, the message should conclude a unified gathering of efforts with similar objectives creates a whole greater than its parts.

Concept: Dance around the point

For the point concept, copy should entail references to linear and planar connections. The point of each brand’s existence is to transform content in some way. Content treatment methods are connected between two brands, echoing a linear connection, or among many brands, echoing a planar connection.

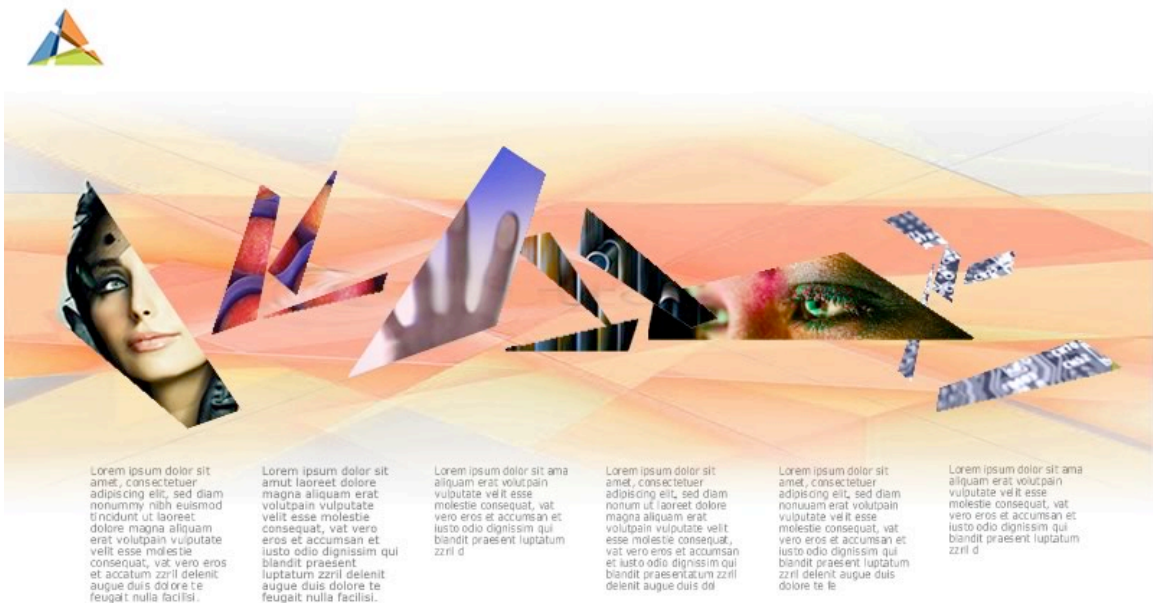
Concept: One-stop shop

The methods of content organization, the how, why and what should be brought out. Tag clouds, mind maps, and conceptual expansion help generate, visualize, structure, and classify information. Essentially, passing content among a team, editorial or otherwise, offers greater likelihood that a unique idea, a creative spark or solution to the problem will result.

Concept: Human warmth or organism

Key concepts here are growth and morphology, a true reference to how outward appearance (shape, structure, color, pattern) translates from the form and structure of internal parts. Content transformation is achievable by utilizing linear, digital, structured elements as a fertile foundation to give life, movement or voice to a product or service.

Concept Mechanics

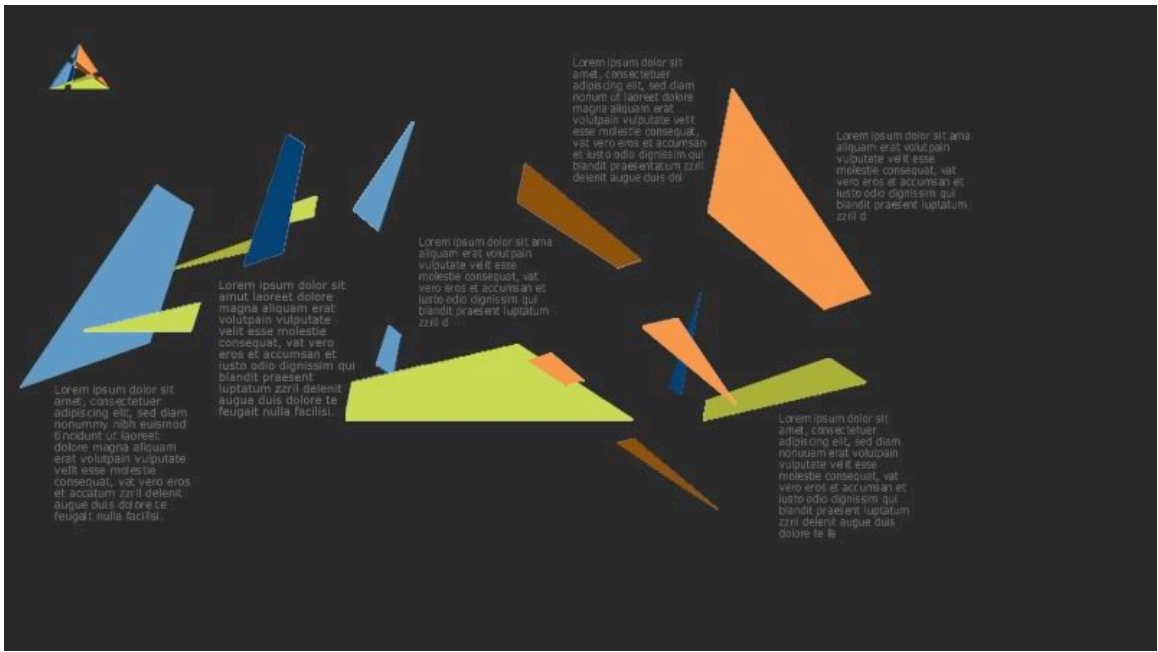


- A. Background: Play-of-light refraction on moving orange-yellow-peach prism facets
Foreground: Masked shape contains video movement of

1. Press rollouts or fanning website screen shots or some kind of collation
2. Copies of websites/images springing from a base template
3. Use Nimblefish Nurture demo in video mask
4. Intermingled transitions of images and textual content, use the visual trick of showing lines of type or 1s and 0s moving through space
5. Bold, colorful, creative imagery used throughout



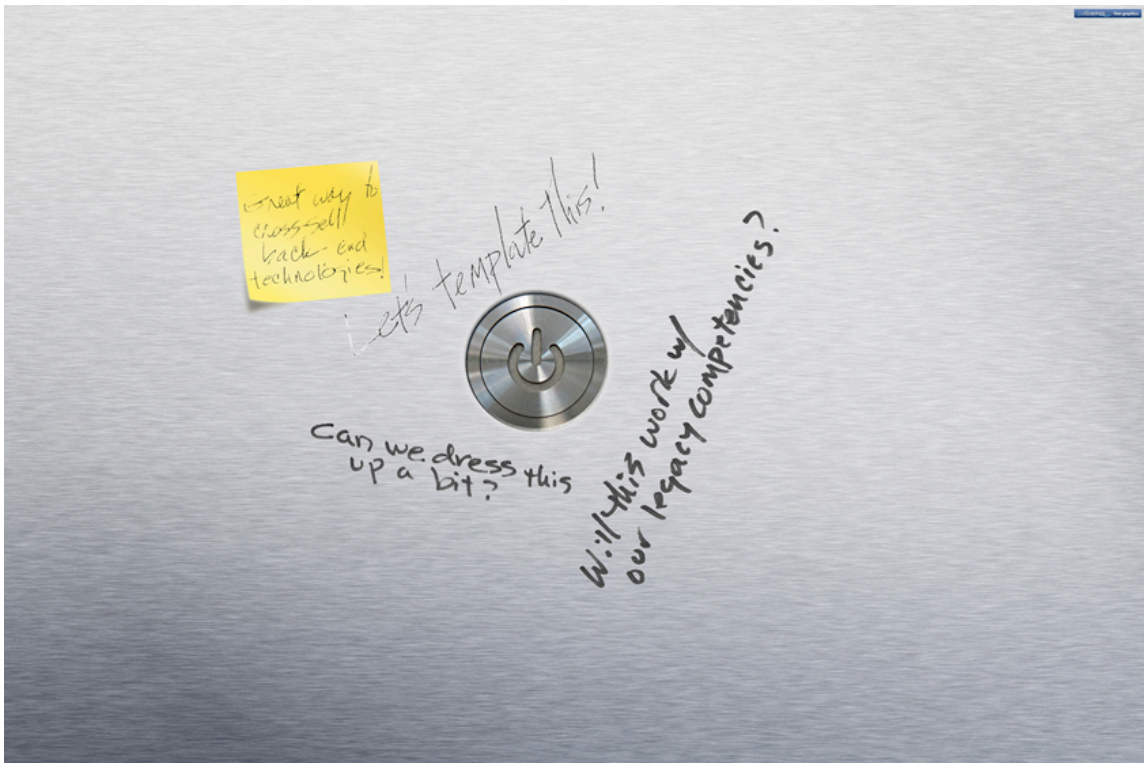
- B.** Background: Play-of-light refraction on moving green-toned prism facets. Facets of central logo begin as flat colors and flip vertically or horizontally to reveal masked images or videos. Flips are random and multiple and gradually diminish to a still composition. Masked shapes contain content per A. above. Submenus flip down.



- C. Angular shapes advance forward in space i.e. Star Wars opening crawl. Larger foreground shapes acquire fade-ins of content per A. above.



D. See E.



E. Editorial hard-copy environment. Menus and copy fade in incrementally after 2 seconds. Handwritten notes may resolve to a formal printed-line concluding statement.



F. See H.



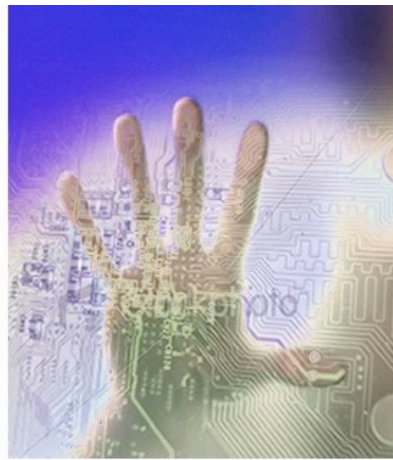
G. See H.

CUSTOMPOINT
SOLUTIONS

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- H. Rollout or pond-ripple movement of imagery, functionality i.e. jQuery Lightbox or Flash transitions and dropdowns. Submenus drop down in shallow arcs with soft graduated backgrounds fading to transparent. [H. only: Hand moves forward and stretches out, fingertips flattening to touch glass, as entire composition responds in ripples]