Rockingham County Tourism

CREATIVE TO TECH DEVELOPMENT BRIEF

11 February 2016

Desktop: HOMEPAGE

TYPE FACE

Cordale Bold

Gotham

COLOR

#4a4f55

#a22b2a

#f9a01b

#a2b148

#c9612e

#4c262a

Fullscreen

Fullscreen

DISPLAY SIZES
Instead of measuring in pixels, can we set widgets by percentages?

MOBILE MENU
Display mobile menu icon on all sizes and devices. Utilize this functionality: http://tympanus.net/Development/ResponsiveMultiLevelMenu/index2.html#

LOGO
a. Link to /home.aspx –
b. Logo and background rectangle floats above the image with a drop shadow.

HERO IMAGE - 100 WIDTH %
a. Static image that does not rotate through other images.
b. Static copy/headline
c. Down arrow to be displayed at the bottom of the screen

CONTENT ROTATOR - 50/50 WIDTH %
a. Left widget is either an image or video player.
b. Right widget is editable content with CTA.
c. Rotating arrows

SEASONS - 25/25/25/25 WIDTH %
a. 4 images with color border, a button with one of the seasons and an expand icon.
b. Default, the image and button are displayed.
c. When the user selects a button/season, the background color fills up the widget and displays content,an event highlight and a CTA.

TOWNS & CITIES - 50/25/25 WIDTH %
a. The left content area is an editable headline and copy area.
b. The second area is a static image of google maps with a hover state
c. On-click of the map, a new window will open with google map.
d. The last area is a list of towns and cities that link out to secondary pages.

Farm-To-Table Finds - 25/25/75 WIDTH %
a. 6 topics of information: Wineries, Lavendar Farms, Craft Brews, Creamery, Farmer's Market, and Restaurants.
b. Default, the first icon is selected with title, copy, CTA, and large image background.
c. The description column vertically expands depending on amount of copy.
d. Bottom right of image is an area for a caption that has a red background color.
e. When resizing to mobile, this section drops from the mobile experience.

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Places to Stay - 50 % WIDTH
a. Editable list with thumbnail image, title, address, and phone number.
b. View All link at the bottom

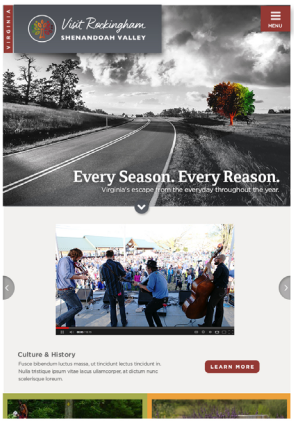
Social Feed - 50 % WIDTH
a. Ability to toggle between a list of events, twitter feed, and an instagram feed.
b. Events are pulled from the events page.

FOOTER
a. Connect with us icons
b. Logo with contact information
c. Partner logo
d. Site map Expand/Collapse info
e. Copyright information

Mobile: HOMEPAGE

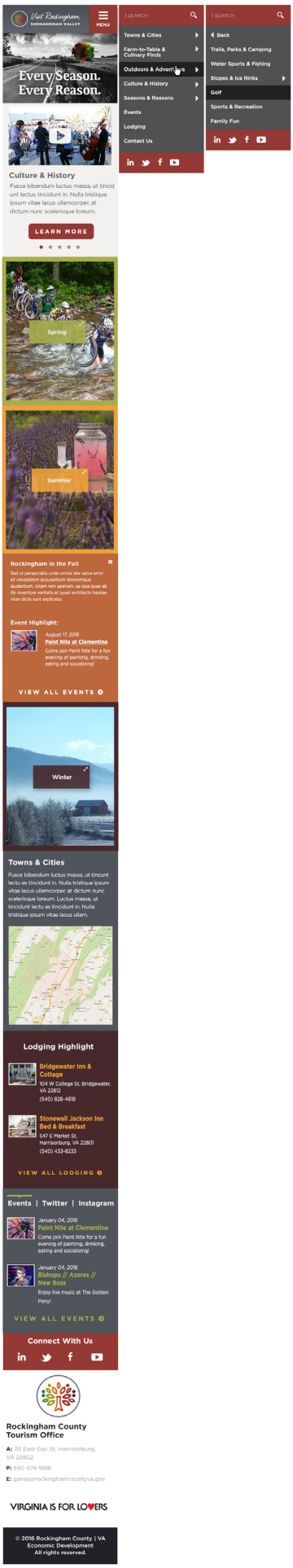
HORIZONTAL TABLET - 1280 PIXELS WIDE

VERTICAL TABLET -768 PIXELS WIDE



HORIZONTAL PHONE - 640 PIXELS WIDE

VERTICAL PHONE - 375 PIXELS WIDE



TEXT
Increase in size to enhance readability.

NAVIGATION
Utilize this functionality:
http://tympanus.net/Development/ResponsiveMultiLevelMenu/index2.html#

LOGO
As the screen resizes, the logo locks to the left side. At ~400 pixels, the virginia tag drops, leaving the logo and mobile menu.

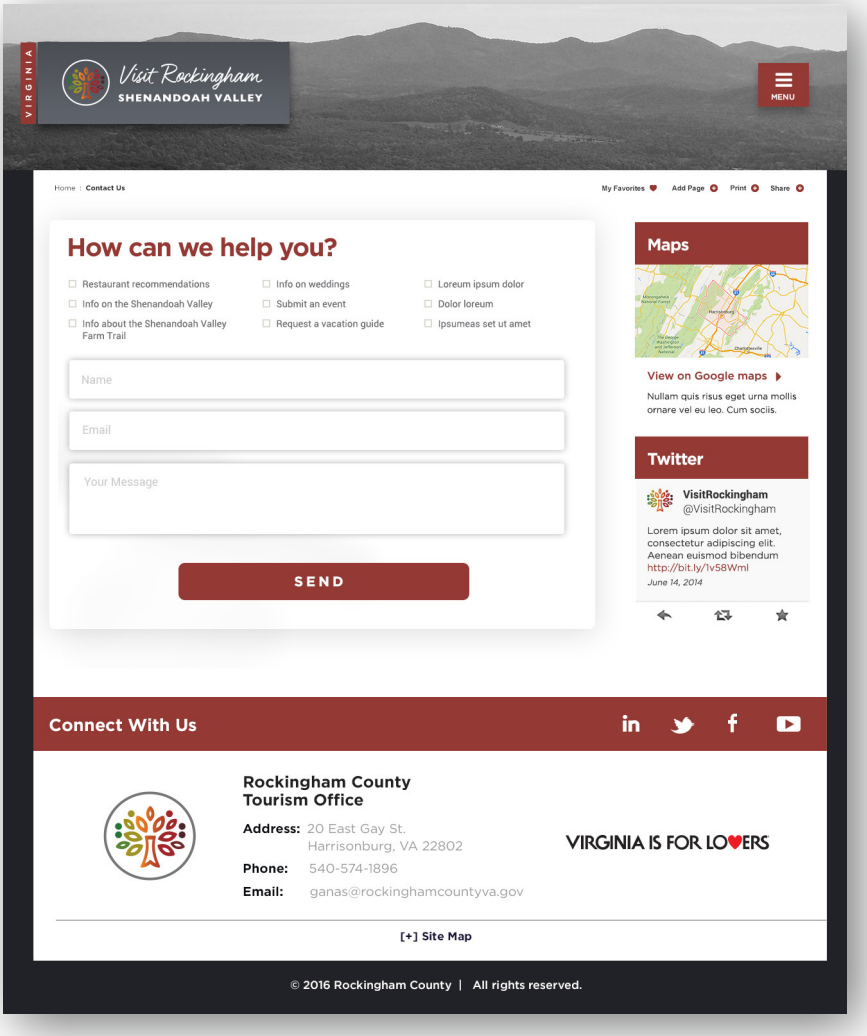
HEADLINE FOR HERO IMAGE
At ~ 400 pixels, drop the secondary line of copy "Virginia's.....year."

SEASONS
At ~ 768 pixels the seasons widget area drops and stacks 2x2. At mobile view, stack 1x4. Interactivity is the same as desktop.

CITIES
At ~ 400 pixels, drop the list of cities and towns. Just leave the headline as a clickable link to secondary page.

FARM-TO-TABLE FINDS
At ~ 400 pixels, drop this content area out of the mobile experience.

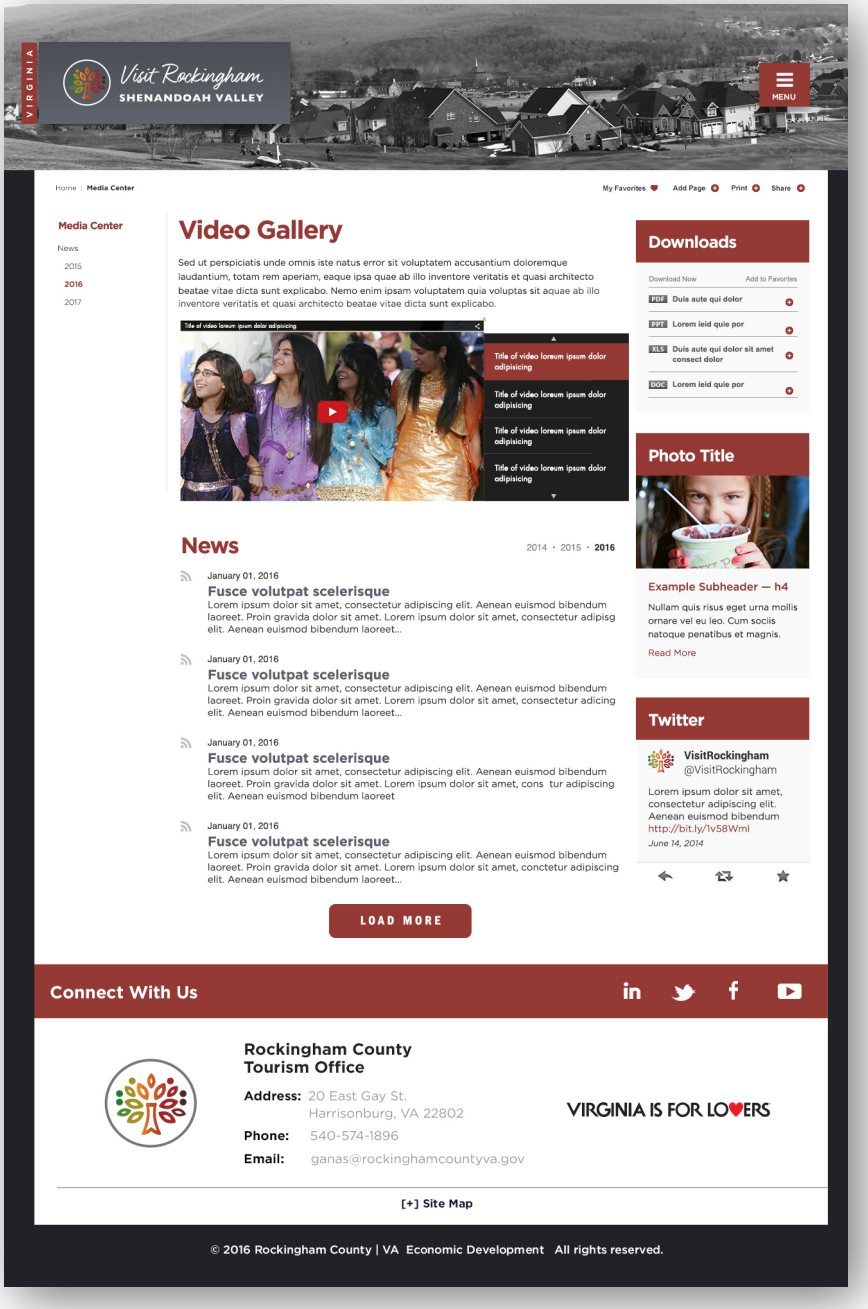
Desktop: CONTACT



SECONDARY HEADER IMAGE
Black and white ~1/3 of the homepage hero image size.

HOW CAN WE HELP
Option to select topics the user is interested in or type a specific message in the form.

Desktop: Media Center



SECONDARY HEADER IMAGE
Black and white ~1/3 of the homepage hero image size.

Video Gallery
Please use 'Video Gallery Slider' web part and document type for this functionality

News feed

a. Have a news RSS icon in front of all news articles.
b. Date, title, and paragraph
c. Display last 3 news and a Load More button that reveals more news in increments of 5
d. Sort news articles by year
e. News articles are #4a4f55, on hover they are #a22b2a

Desktop: Secondary Page

HEADER IMAGE
Editable image full width

CONTENT BACKGROUND
Color # f5f5f5 with side navigation and side bar widget backgrounds on #ffffff

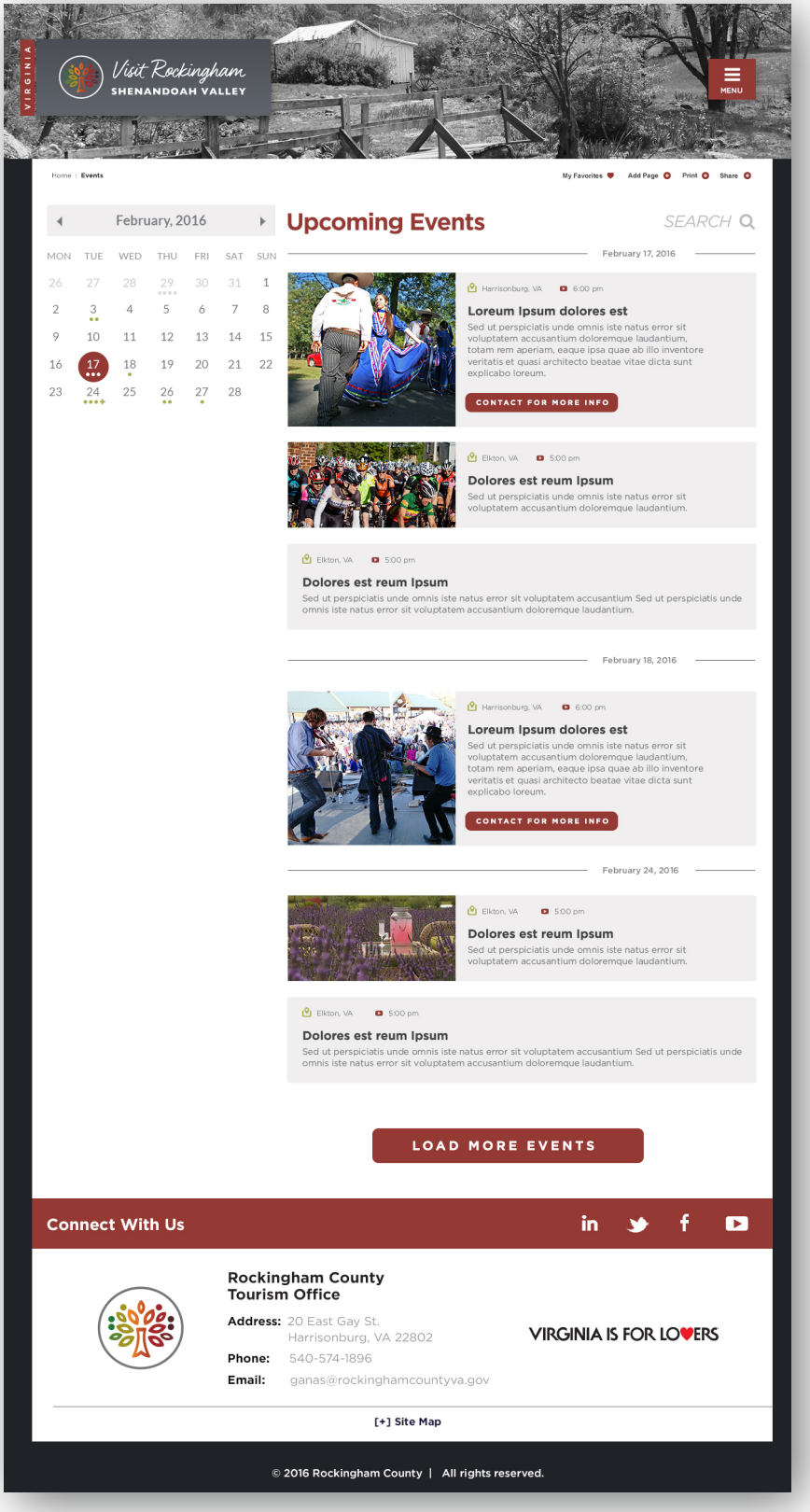
CONTENT WIDTH and BACKGROUND
For secondary page the content width max out at 1170 pixels and then reveal a dark background for larger displays. #212227

SIDE NAVIGATION
Display secondary page title and list out other pages with expandable list. Reference https://tvasites.com/About-TVA/Our-Team.

CONTENT
H1-H6 text examples. Content fills up page with secondary content (Staff, quicklinks, and downloads) displayed below main content.

PLACES TO STAY
a. Editable list with thumbnail image, title, address, and phone number.
b. View All link at the bottom

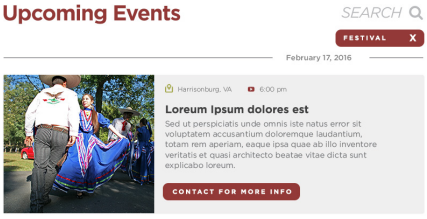
Desktop: EVENTS



HEADER IMAGE
Editable image full width

CALENDAR OF EVENTS

a. Circle informs user of the current date
b. Dots on the date informs the user of events on that day. More than 3 events scheduled for the day is displayed with 3 dots and a + sign.
c. If a user selects a date (i.e. February 24) the list of events on the right side of the page will reorganize the list to start on the selected date.
d. User can cycle through the months.

UPCOMING EVENTS

a. The list starts with events on the current day.
b. If no event on the day, the list displays the next upcoming event.
c. User can scroll through events (past and upcoming)
d. Date, location, title and description is needed for all event entries
e. Variable event layout depending on what content is upload:
   1. Photo
   2. CTA
f. Search functionality for keywords in event list. When a keyword search is entered a tag with a [X] appears above the list and filters events with that keyword.