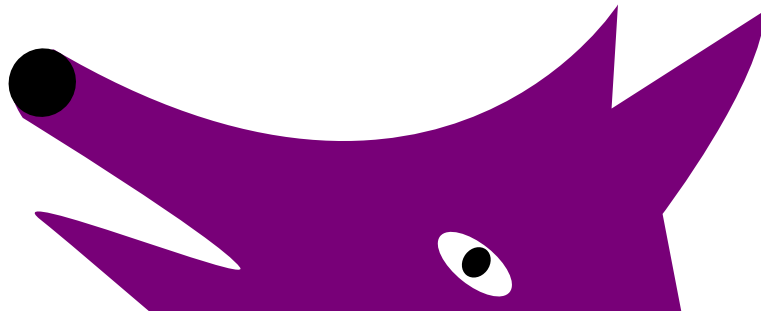


A large, stylized purple outline of a fox's head is positioned on the left side of the page, framing the text. The fox's eye is visible at the bottom, and its ear is at the top.

laughing  
fox

Creative Brief.....	3
Target Audience.....	5
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# Index



## Company Name

Laughing Fox

## Purpose

Laughing Fox aims to produce an eccentric collection of fruit wines. Laughing Fox strives to offer a series of wines that are affordable, light, refreshing, and are showcased in light-hearted environment of art and music. Laughing Fox wants to present its image as an entity that runs off-the-beaten path. The Laughing Fox winery is located in Southern Virginia in Amherst.

## Questions

1. Who are we?

Laughing Fox is a specialty wine company that produces a collection of blended fruit wines made seasonally with local fruit, trusted and tasted.

2. What do we do?

Laughing Fox produces fruit-infused white wines and sparkling wines as well as pure fruit wines. Laughing Fox sells its wares through its restaurant as well as distributing them to local retailers. Laughing Fox also runs a small restaurant and gallery open a couple nights a week where their wine may be purchased or people may simply come to visit, eat, or converse.

3. Why does it matter?

Laughing Fox produces fruit-flavored and pure fruit wines. Laughing Fox works hard through the seasons to obtain fruit that has naturally ripen without the involvement of chemicals to create a series of wines using only local produce that can arrive within a half day's travel. This ensures that their customers receive a hearty fruit wine made with local resources.

## Slogan

"Anything but conventional"

## Message

"We provide exciting light, flavorful wines made with seasonal fruit, which adds energy to any gathering."

## Message Design

The written portions on the website will be short and to-the-point, shying away from high-end wine taster's vocabulary, but still using as vivid descriptions as possible. The content will be presented in short columns. This will mirror images of the product, location, and social life presented by Laughing Fox. Product images and content will should be balanced, but in such a way that the website has asymmetry. The website should reflect an artistic side as well as using implied movement to create visual interest.

## Page Summaries

Home – Intro page introducing the company with jQuery animated navigation.

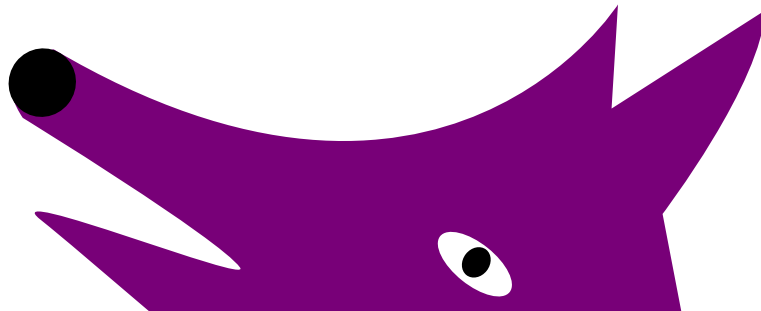
Why Us – About the company and its mission and why people should want Laughing Fox wines.

Sparkling Wines - This page lists all varieties of the sparkling wines and finer details about each flavor, when it was made, and what it contains.

Sweet Wines - This page describes each variety of sweet pure fruit wine with details about the process and contents within each bottle.

Restaurant/Gallery – This page introduces the current artist in the gallery spotlight, as well as including a Laughing Fox dinner menu for their restaurant/gallery, and hours of operation for both Restaurant and Gallery.

# Creative Brief



## Page Summaries (cont.)

Directions - Using GoogleMaps in addition to written instructions, this page helps users find and navigate to the Laughing Fox winery.

Contact Us - This is the general contact form for the public if they have any questions about the product, restaurant, or gallery.

Calendar/Events – Lists more details on parties, festivals, musicians mentioned on home page using jQuery or MooTools calendar and upon clicking the calendar it extends out of the right-side content, overlaying left-side content.

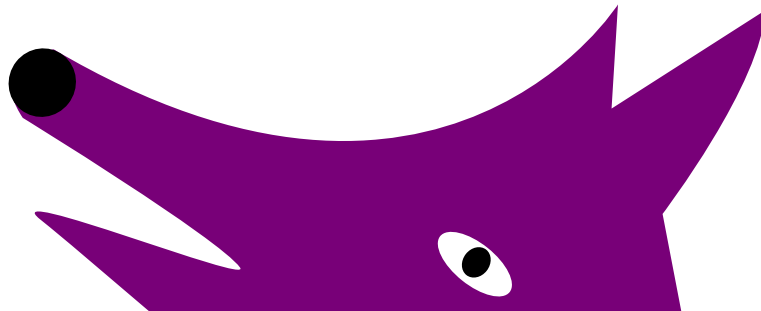
Retailers - Store locator with address listings of retailers that carry Laughing Fox wines.

Retailers' Contact Us - This contact form is specifically for those interested in purchasing and selling Laughing Fox wines.

## Perception Tone

Light-hearted, buoyant

# Creative Brief



### Primary Target Audience

Young people ages 21-35 who are trend-setters, independently minded, and involved in art, music, politics, or cultural issues. They like to have their own opinions on products and like to try new things.

### Secondary Target Audience

Retailers along in the Mid-Atlantic region and at a future date, retailers along the East Coast and nationally.

### Persona - Primary Target Audience



Name:  
Fivra Woodlawn  
Age: 25  
Occupation:  
Graphic Designer

Fivra graduated MaryMount University with a double-major in Graphic Design and Theater. Fivra is passionate about the arts, but lives in an apartment in the Washington Metropolitan suburbs working full-time as a graphic designer for a non-profit, with the occasional contract job on the side. She's a bit tight on money between paying rent, car insurance, and car payments, but she enjoys going out to gallery openings and other cultural parties when she has time. She first experienced Laughing Fox at a gallery opening for an up-and-coming

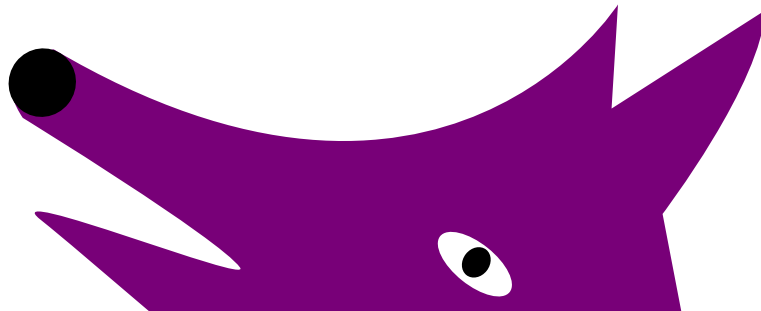
artist. The fruitiness of the wine was blended with juice was unusual, but she loved the fizziness and found it refreshing. She was surprised to learn that Laughing Fox also sponsored art and culture events or parties at its winery during certain times of the month, and that they had a little restaurant open two nights a week.

### Persona - Primary Target Audience



Name: Dane Otta  
Age: 21  
Occupation: College Student

Dane is finishing up his degree in Fine Arts from George Mason and had never heard of Laughing Fox until a fellow student, Ginger Yuko, got her work displayed there and invited him to come. Dane enjoys art, alternative music, and was surprised to discover that sparkling fruit wines were not as girly as he thought. While he can't go regularly to the Laughing Fox winery, he has organized a couple road trips for the wine and music when they have special events.



## Home

Are you ready to experience Laughing Fox? Open the bottle. Watch the light, bubbling wine spill into your glass. Take a sip. Cool, crisp, and with a twist of fruit, we strive to produce a causal, local wine that can be enjoyed on any occasion. In addition to our sparkling wines made from locally-harvested fruit and Chardonnay, Seyval, Riesling grapes grown right here in Southern Virginia, we offer an eclectic range of fermented fruit wines, which are made seasonally to use fresh fruit, trusted and tasted for flavor, rather than importing fruit trucked across country. Haven't heard of Laughing Fox wines? We invited you to come visit us, have a bite to eat at our restaurant, or enjoy a glass of wine while perusing our adjacent gallery or listening to a local musician. Check our calendar for details on upcoming events; we're located in Amherst, Virginia.

## Why Us

Why Laughing Fox? What makes us different? Our key focus is in providing sweet, delicious fruit wines and blended sparkling wines made from naturally ripened fruit, which has not been imported across oceans or continents and sprayed with chemicals to keep it fresh. We buy only from local farms and only those fruits which are in season, so while you will not be seeing banana or mango infused wine from us, we promise to gather the most fresh blackberries, red raspberries, apples, peaches, plums and other native Virginian fruits that we can find. We know that everyone is on a budget and we do our best to keep a variety of wines ranging from inexpensive to mid-priced.

And you may be wondering how exactly Laughing Foxes relate to wine? Well we wanted a name that captured the imagination and took a step beyond normal. There are foxes of course, simply as there are other fruity wines. But our fox is laughing because our wines are made with fresh fruit juice blended into a sparkling white wine, and served in a contemporary environment of art and music and why wouldn't you laugh in enjoyment? It is a challenge to the status quo and a challenge you can join.

## Restaurant/Gallery

Laughing Fox Wine Cellars also has a restaurant where you can come to enjoy a bite to eat, sample our wines, or hear some good music. Restaurant hours are 5pm-11pm Friday and Saturday. Menu is subject to change based on availability of ingredients.

### Appetizers:

Spinach Salad w/ Sweet Cherry Vinaigrette (Sparkling Red Raspberry)

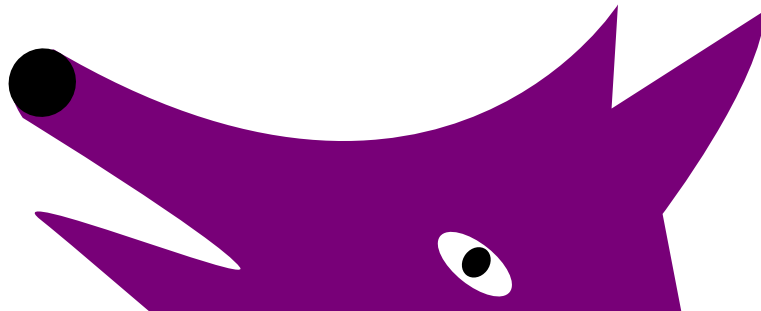
*Spinach, almonds, pears, and dried cranberries tossed in a homemade cherry vinaigrette made with balsamic vinegar, oil, a splash of cherry wine, and a touch of Dijon.*

Bruschetta with pinto beans (Sparkling Apple)

*Diced tomato, cooked pinto beans, parsley, lemon juice, and a dash of sea salt on top of toasted baguette*

Pita Bread with Peach Salsa\* (Sparkling Apricot)

*Warm pita dusted with sea salt and served with a fresh peach, tomato, and cilantro salsa.*



## Restaurant/Gallery(Cont.)

Main Entrees:

Roasted Chicken with seasonal vegetable  
(Sparkling Blackberry recommended)

*Cooked with wine white, lime, garlic, and thyme and served with sautéed zucchini, this dish is made with fresh chicken from local farmer Gary Childs*

Baked Cod with Crab (Sparkling White recommended)  
*Cod with lump crab meat, butter, breadcrumbs, and a hint of parsley baked on top, served with cooked greens*

Beef Enchiladas (Sparkling Current recommended)  
*Sirloin sliced and cooked with green chili peppers, Swiss chard and wrapped in flour tortillas; sprinkled with cheddar cheese*

Desserts:

Molten Chocolate Cake (Red Raspberry recommended)  
*Our version is a rich, mildly-sweet chocolate cake with a melted chocolate center and topped with fresh whipped cream*

New York Style Cheesecake  
(Cherry Wine recommended)  
*Rich New-York Style Cheesecake with whipped cream and seasonal berries on top*

Baked Apple Dumpling\*  
(Sparkling Strawberry recommended)  
*Wrapped in a flaky pastry with a drizzle of brown-sugar syrup on top, the apple is baked until tender*

\*Seasonal

## Gallery Exhibits:

Laughing Fox invites artists who capture the world in a unique perspective through fine art, sculpture, photography, or other means to showcase their works in our gallery, where you can come and see them for free. The gallery is open 6pm-10pm Sunday through Tuesday and 5pm-1pm Friday and Saturday.

July - From Dawn until Dirt (Current)

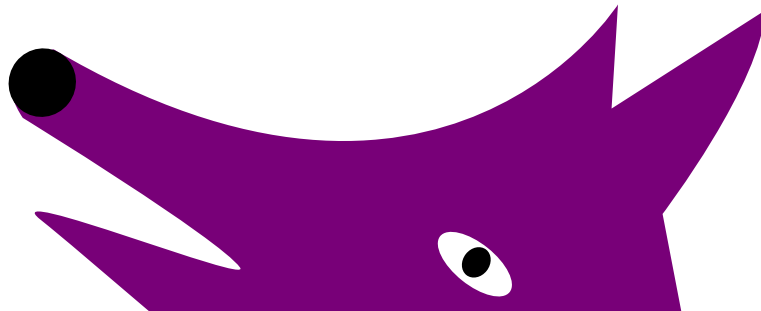
*We present Ginger Yuko's series of oil paintings that embody textures of the earth through pressings done with leaves and mark in tones of the sunrise and sunset.*

August – Song of the Machine

*In August, Dillion Tawnyn will bring a collection of photographs that catch the strength, power, and rhythms hidden within everyday metal objects. Whether the bolts of a ship, the curl of barbed wire, or metal panels singing in the sunlight, you will be surprised at the life within these still beings that Dillion has captured through his lens.*

September – Distortions

*Photographer Marie Ryan brings a series of images that seize civilization and reflect in back into our eyes in through a means that causes us to pause and consider the everyday-object as something new and visually engaging.*



## Calendar/Events

Throughout the year Laughing Fox has special events or festivals that occur at its winery, many are free to attend or involved a cheap cover fee. Twice a month Laughing Fox welcomes local musicians into its restaurant for an evening of food, wine, and music and we invite you to join us as well. Check the calendar to see what upcoming events we have taking place this month.

### Festival of the Fireflies

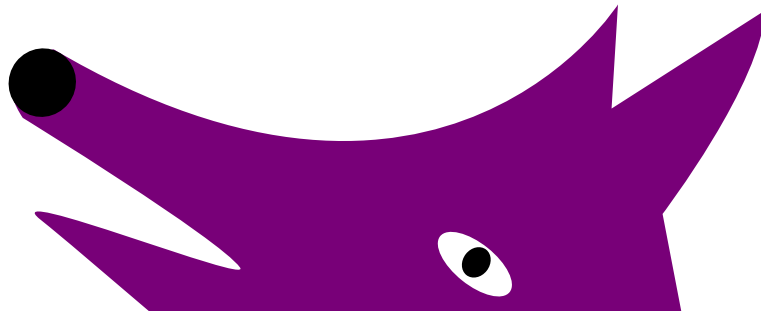
Join Laughing Fox for an evening of music, drink, and dance out in the meadows among the fireflies. Bluegrass band "Strangers in the Rye" will be playing and Sarah Lee will be a caller for some contra.

### Blue Penny

Indie-rock Blue Penny will be playing at Laughing Fox Wine Cellars on August 14th at 7:30. Come to the restaurant to hear some great music with guitar players Tevon Michaels and Jerome Henderson, with vocals by Nancy Ciscile.

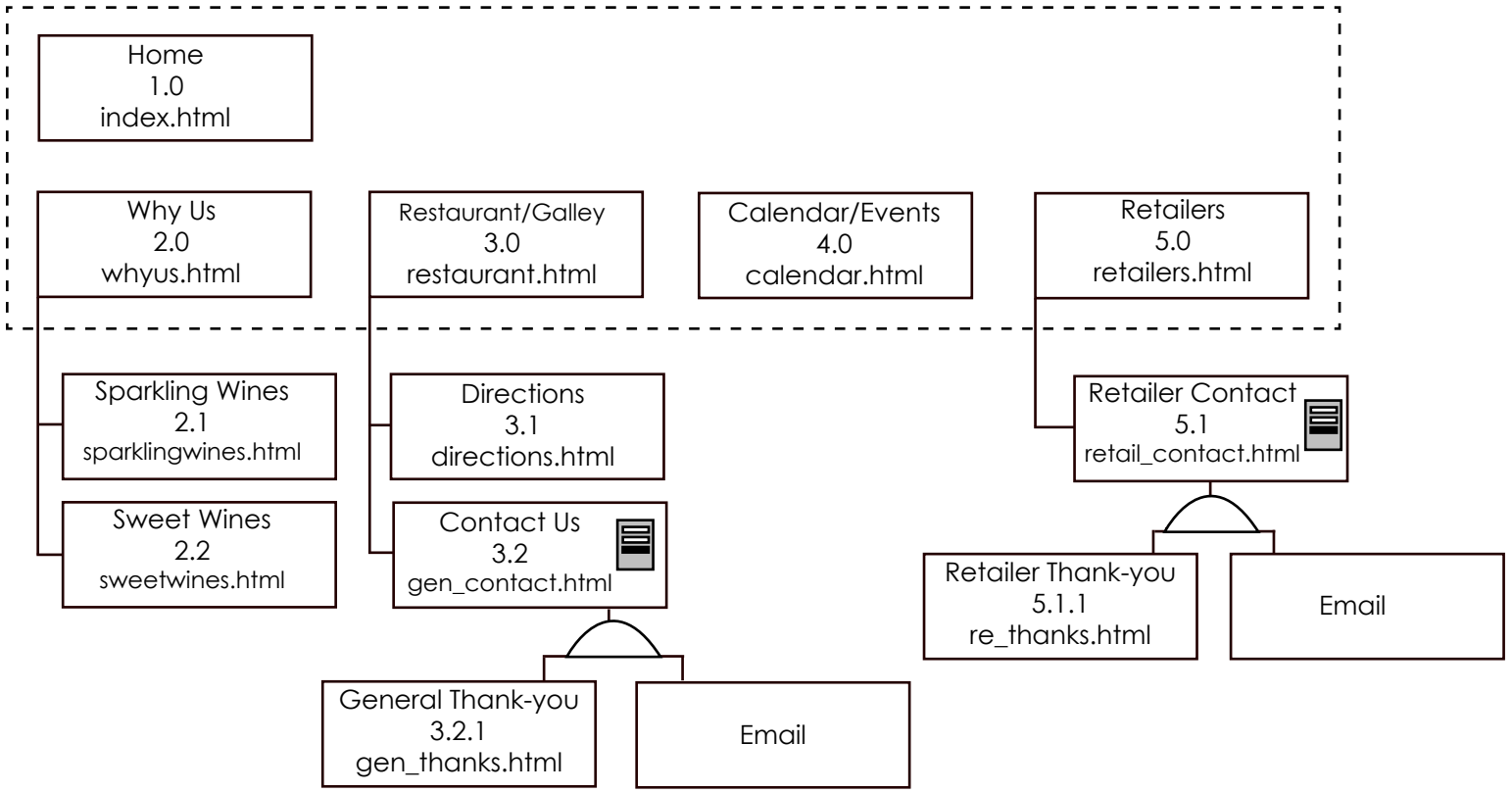
### Flannel Sheets

Up from the Smoky Mountains, the folk band "Flannel Sheets" will entertain us with their original music and recycled percussion and string instruments.







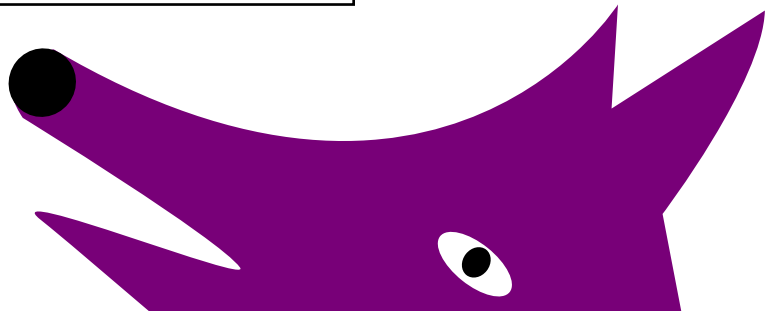


# Navigation Map



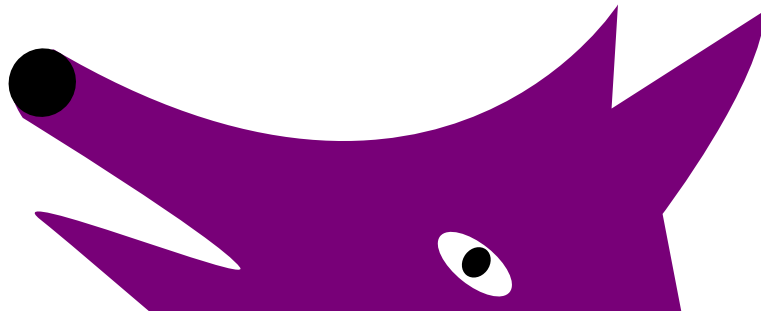
Key

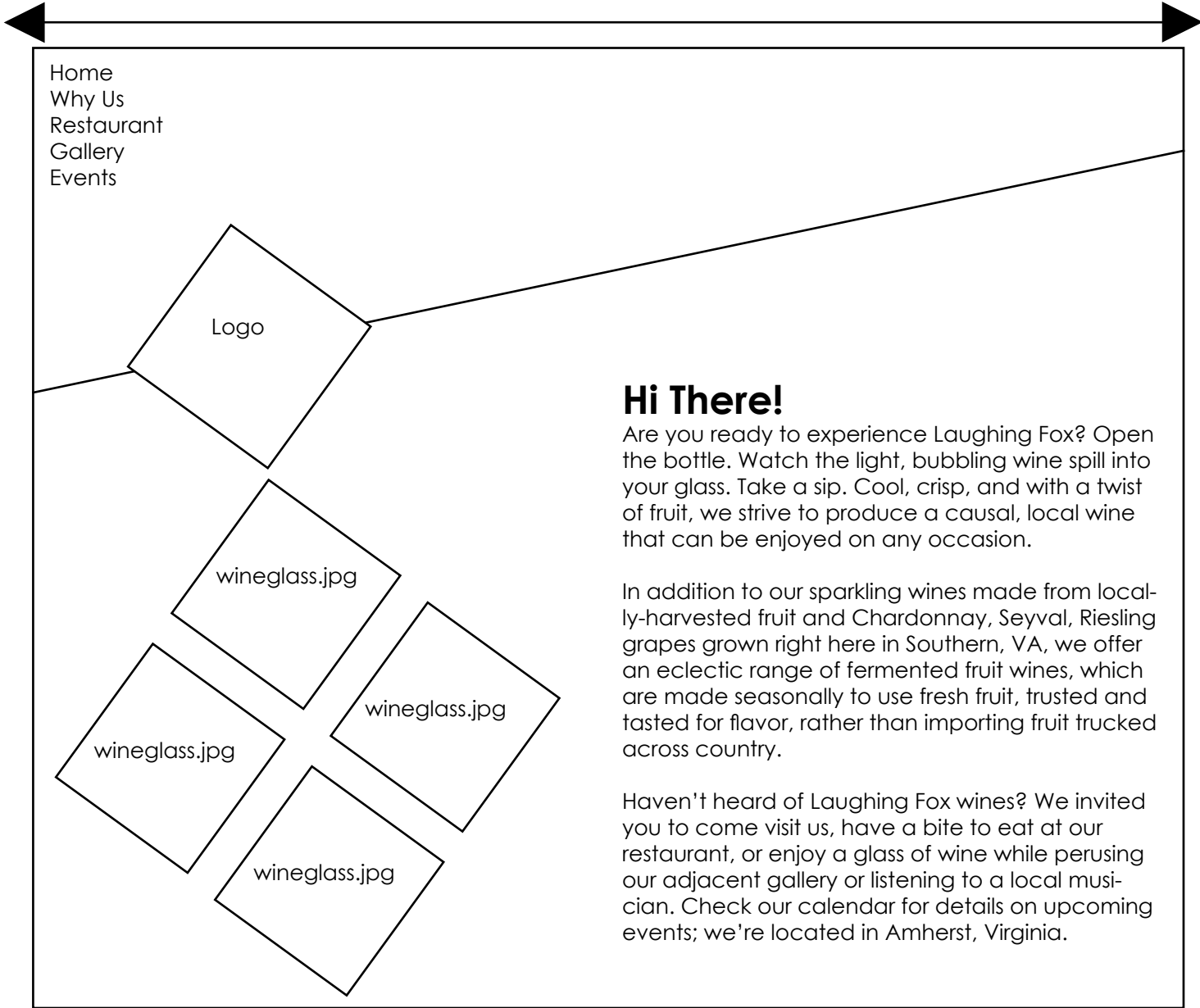
	Global Navigation		Form
	Submits to results		Link



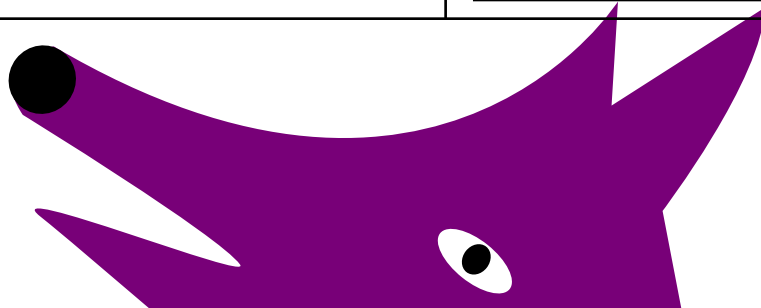
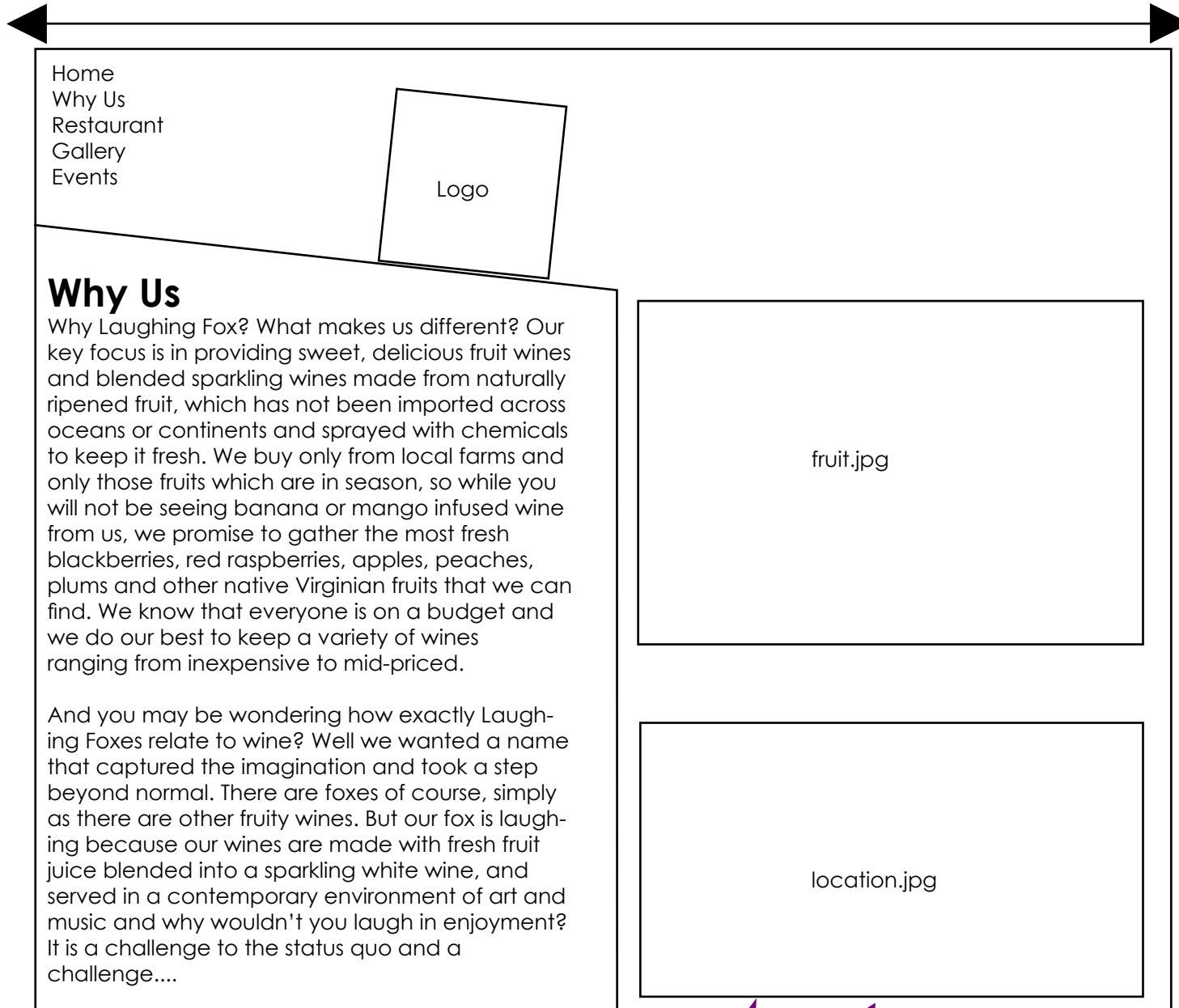
- 1.0 Home
  - XHTML/CSS Layout
  - jQuery/CSS Navigation
  - FLIR
- 2.0 Why Us
  - XHTML/CSS Layout
  - jQuery Background Plugin
  - jQuery/CSS Navigation
  - FLIR
- 2.1 Sparkling Wines
  - See parent
- 2.2 Dessert Wines
  - See parent
- 3.0 Restaurant/Gallery
  - XHTML/CSS Layout
  - jQuery/CSS Navigation
  - FLIR
  - Javascript Show/Hide Divs Content
- 3.1 Directions
  - See parent (no Javascript)
- 3.2 Contact Us
  - XHTML/CSS Layout
  - jQuery/CSS Navigation
  - FLIR
  - PHP Email Form
- 3.2.1 General Thank You
  - XHTML/CSS Layout
- 3.2.1 Retailer Thank You
  - XHTML/CSS Layout
  - jQuery/CSS Navigation
  - FLIR
- 4.0 Events/Calendar
  - XHTML/CSS Layout
  - jQuery/CSS Navigation
  - FLIR
- 4.0 Events/Calendar
  - jQuery/CSS Navigation
  - FLIR
- 5.0 Retailers
  - XHTML/CSS Layout
  - jQuery/CSS Navigation
  - FLIR
  - PHP Search/Store Locator
- 5.1 Retailer Contact
  - XHTML/CSS Layout
  - jQuery/CSS Navigation
  - FLIR
  - PHP Email Form

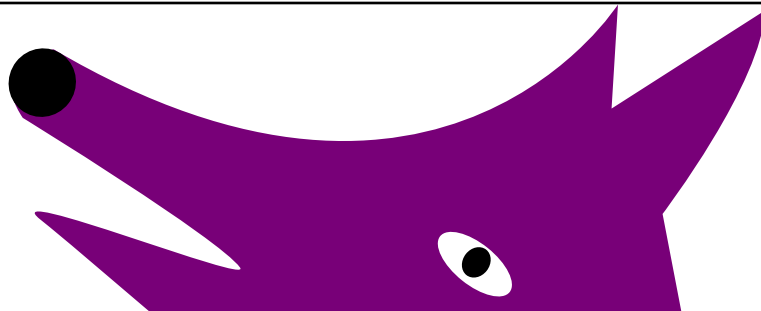
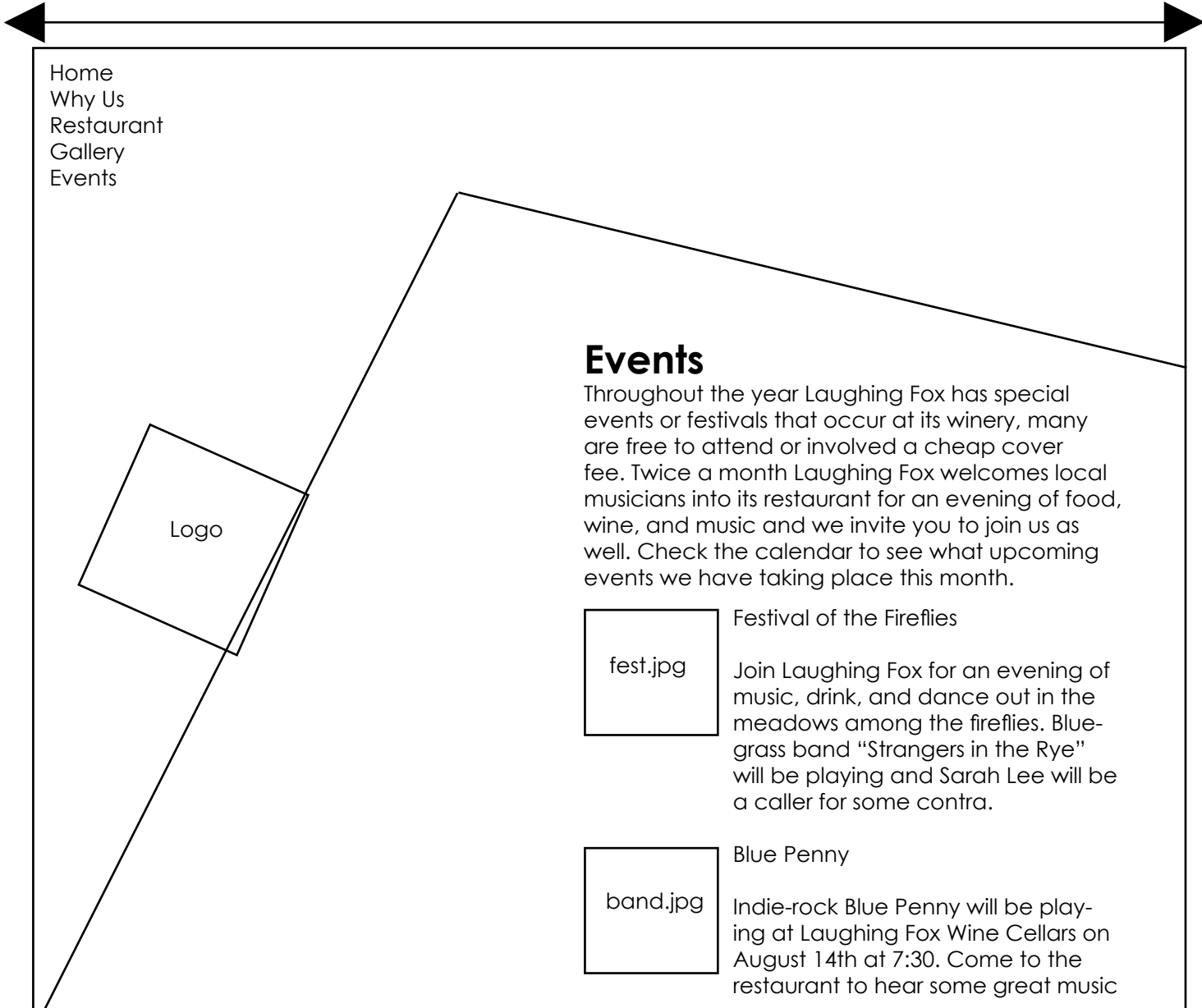
# Technology

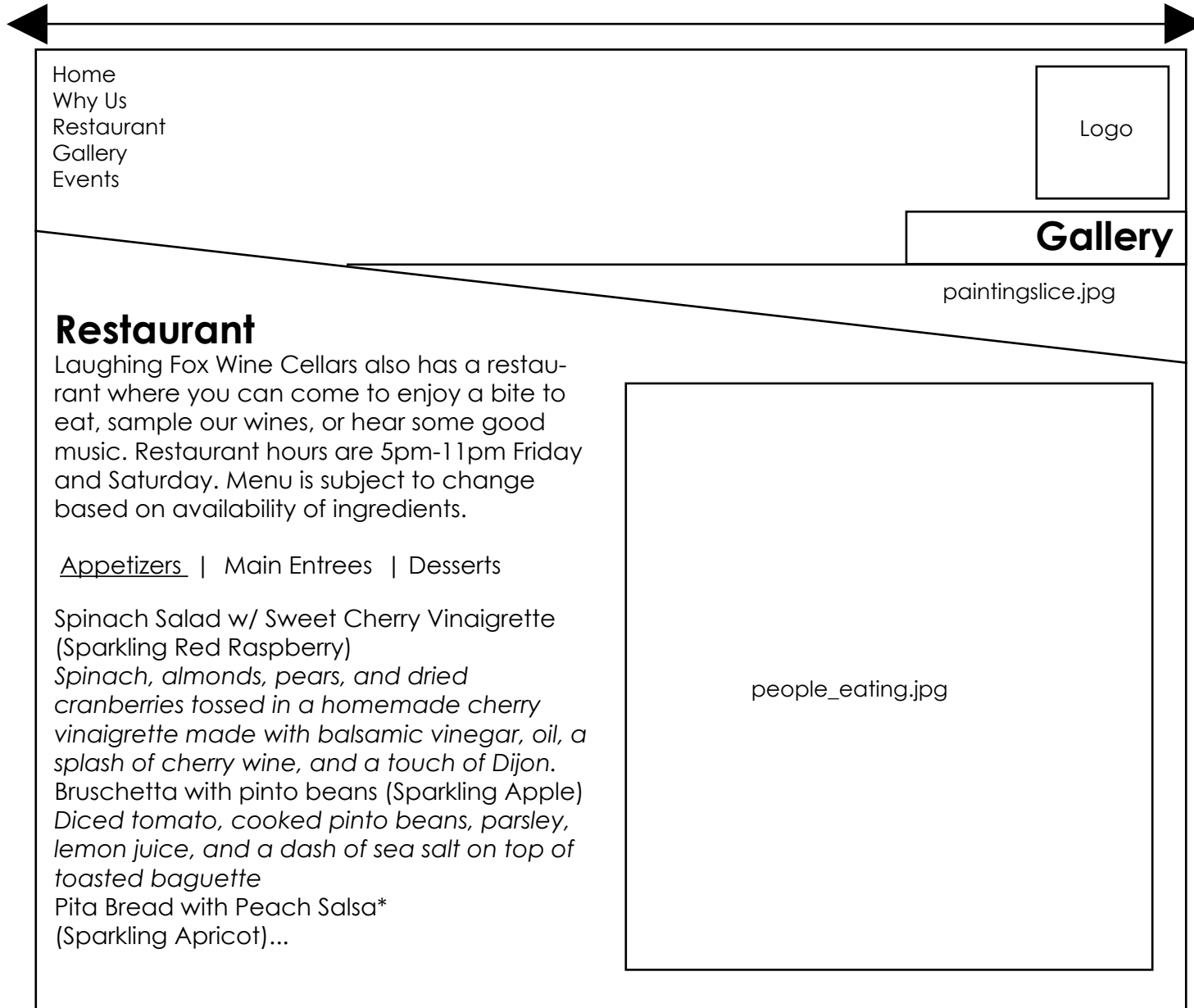




# Wireframes







# Wireframes

## Fonts

Logo, 36pt

# Andika Basic

h1, h2, h3 (18pt)

## Amplitude BRK

h3 (14 pt)

IMPACT LABEL REVERSED

h4, h6, body (all are 11pt)

Verdana

## Colors



#ffffff



#000000

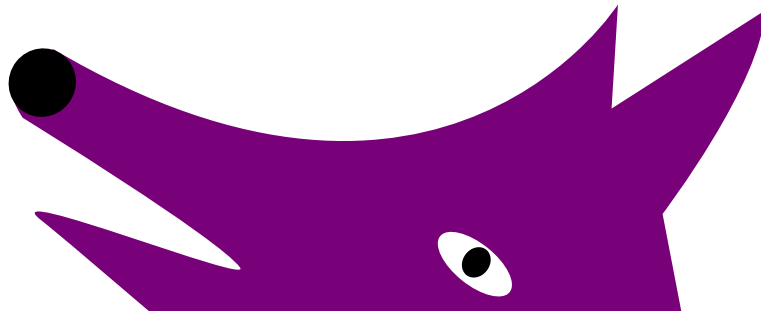


#770077



#FCB614

# styles





ha ha ha

Winery  
Restaurant  
Gallery

Laughing Fox  
1021 Blue Hills Rd.  
Amherst, VA 20331



## Hi There!

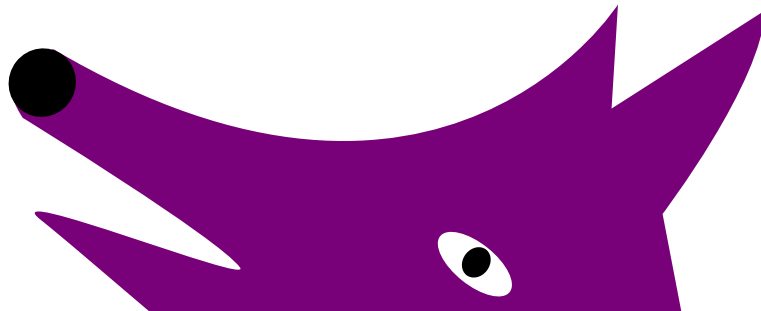
Are you ready to experience Laughing Fox? Open the bottle. Watch the light, bubbling wine spill into your glass. Take a sip. Cool, crisp, and with a twist of fruit, we strive to produce a causal, local wine that can be enjoyed on any occasion.

In addition to our sparkling wines made from locally-harvested fruit and Chardonnay, Seyval, Riesling grapes grown right here in Southern Virginia, we offer an eclectic range of fermented fruit wines, which are made seasonally to use fresh fruit, trusted and tasted for flavor, rather than importing fruit trucked across country.

Haven't heard of Laughing Fox wines? We invited you to come visit us, have a bite to eat at our restaurant, or enjoy a glass of wine while perusing our adjacent gallery or



# Design Comps





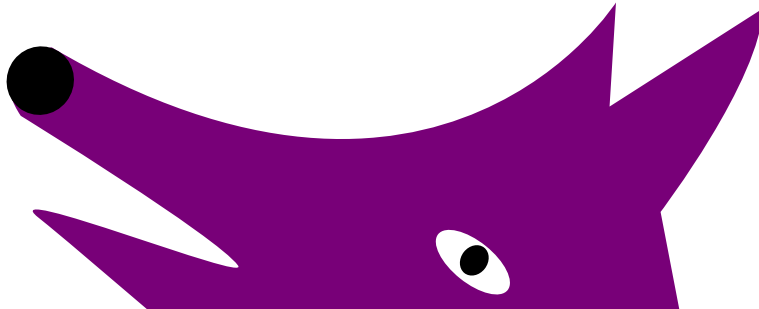


## Why Us

Why Laughing Fox? What makes us different? Our key focus is in providing sweet, delicious fruit wines and blended sparkling wines made from naturally ripened fruit, which has not been imported across oceans or sprayed with chemicals to keep it fresh. We buy only from local farms and only those fruits which are in season, so while you will not be seeing banana or mango infused wine from us, we promise to gather the most fresh blackberries, red raspberries, apples, peaches, plums and other native Virginian fruits that we can find.

## Our Name

And you may be wondering how exactly Laughing Foxes relate to wine? Well we wanted a name that captured the imagination and took a step beyond normal. There are foxes of course, simply as there are other fruity wines. But our fox is laughing because our wines are made with fresh fruit juice blended into a sparkling white wine, and served in a contemporary environment of art and music and why wouldn't you laugh in enjoyment? It is a challenge to the status quo and a challenge you can join.





## Events

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### FESTIVAL OF THE FIREFLIES

Join Laughing Fox for an evening of music, drink, and dance out in the meadows among the fireflies. Bluegrass band "Strangers in the Rye" will be playing and Sarah Lee will be a caller for some contra.

### BLUE PENNY

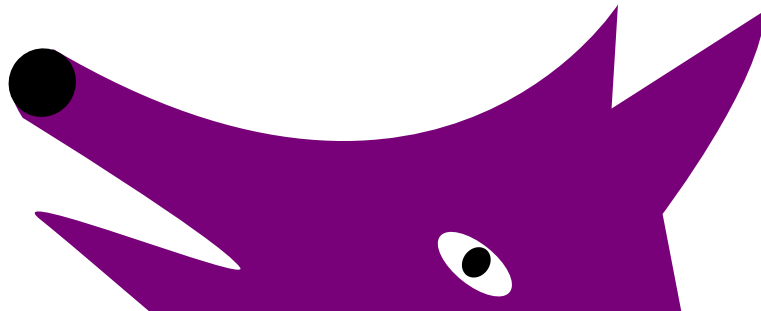
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### FLANNEL SHEETS

Up from the Smoky Mountains, the folk band "Flannel Sheets" will entertain us with their original music and recycled percussion and string instruments.



# Design Comps



## Restaurant

Laughing Fox Winery also has a restaurant where you can come to enjoy a bite to eat, sample our wines, or hear some good music. Restaurant hours are 5pm-11pm Friday and Saturday. Menu is subject to change based on availability of ingredients.

Appetizers | Main Entrees | Desserts

### Spinach Salad w/ Sweet Cherry Vinaigrette

(Recommended: *Sparkling Red Raspberry*)

Spinach, almonds, pears, and dried cranberries tossed in a homemade cherry vinaigrette made with balsamic vinegar, oil, a splash of cherry wine, and a touch of Dijon

### Bruschetta with pinto beans

(Recommended: *Sparkling Apple*)

Diced tomato, cooked pinto beans, parsley, lemon juice, and a dash of sea salt on top of toasted baguette

### Pita Bread with Peach Salsa\*

(Recommended: *Sparkling Apricot*)

Warm pita dusted with sea salt and served with a fresh peach, tomato, and cilantro salsa



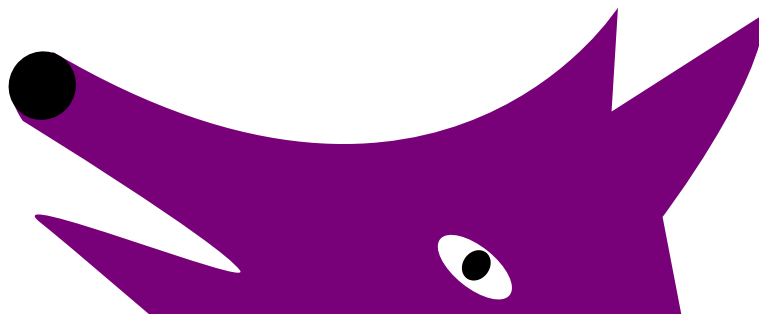
## Gallery Exhibits

Laughing Fox invites artists who capture the world in a unique perspective through fine art, sculpture, photography, or other means to showcase their works in our gallery, where you can come and see them for free. The gallery is open 6pm-10pm Sunday through Tuesday and 5pm-1pm Friday and Saturday.

### CURRENT DISPLAY: DISTORTIONS



Photographer Marie Ryan brings a series of images that



Elvinstar. "Mixed Pile." 14 may 2005. Stock.xchng.  
Retrieved on 17 July 2010 from  
<<http://www.sxc.hu/photo/291515>>.

Marmit. "Wine Estate 1." 25 August 2008. Stock.xchng.  
Retrieved on 17 July 2010 from  
<<http://www.sxc.hu/photo/1064694>>.

Nicmas. "Wine Glass." 1 July 2007. Stock.xchng. Retrieved  
on 17 July 2010 from  
<<http://www.sxc.hu/photo/818113>>.

All other photos and footage shot by Klara Schmitt.

Audio recorded by Michael Mufarreh.

# Credits

