Initial Meeting Record

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Project Title: Porsche 928 Microsite

Tone

The tone should not be overly editorial. It should be free of any commercial/marketing intent; rather, it should take on an appreciative perspective on the vehicle's design, like writing about a historical or an artistic artifact.

Layout

The home page and design features page(s) should be image driven, with medium-to-little amounts of text. A slideshow can be used when discussing each highlighted feature, and when discussing models and technical specs from selected years.

Visual Styles

Aim for clean design, but not futuristic or "trendy." Typefaces can be derived from 1980s car advertisements. The visual style should not be saturated with overly flashy design moves. Aim for "light," elegant design. Images do not have to feature purely black or white backgrounds, but the settings should not be too busy as to distract from the design of the car.

Message

That the design of the Porsche 928 in artful.

Direction 1

A polished modern "showroom" style, as if the vehicle is being displayed in an automobile exhibition. Some buzz words might be "studio lighting," which does a great job in showcasing the physical design (curves, materials, surfaces.)

Direction 2

A style that feels more retro, drawing inspiration from 1980s automobile advertisements.

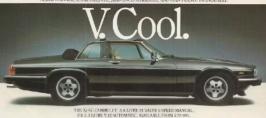
References













The XJ-S range of sports and grand touring cars. Four choices. No alternative.

Honestly now, did you spend your youth dreaming about someday owning a Nissan or a Mitsubishi?



There is still only one car that looks, feels, and performs like a Porsche 911: a Porsche 911. It is the one sportscar that manages to be both timeless and ahead of its time. And we're now making it very affordable for you to drive one. After all, we know how many decades you've waited.

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