

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 is 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

