

**U
R
B
A
N**

ADAMS MORGAN

STREETSCAPE



TABLE of Contents

Pages

Creative Brief	1
Wireframes	2
Home	3
History	4
StreetScape	5
Entertainment	6
Gallery	7
Contact	8
Credits	9
Thank You	10

STREETSCAPE

ADAMS MORGAN



Project Summary

This site looks at the application of urban streetscapes in the expressive art and architecture as seen in the Adams Morgan area of Washington DC. The site will discuss the history of both the area and urban streetscapes as a design

Pages

Home	Entrance to the site - will use banner design with button to click to enter site. Mural image in background.
History of Adams Morgan	Brief history of the area and how its culture is reflected in the streetscape designs. Images will be included.
Streetscapes	Brief history behind urban design and purpose of streetscapes to cities. Discuss why Adams Morgan area
Gallery	Main gallery will be used with scrolling slideshow. Focus on art and architecture in separate galleries.
Contact	Information on contacting the designer of the site, includes all contact information.
Credits	List of references and images used in the site and links to original sources.

Design Summary

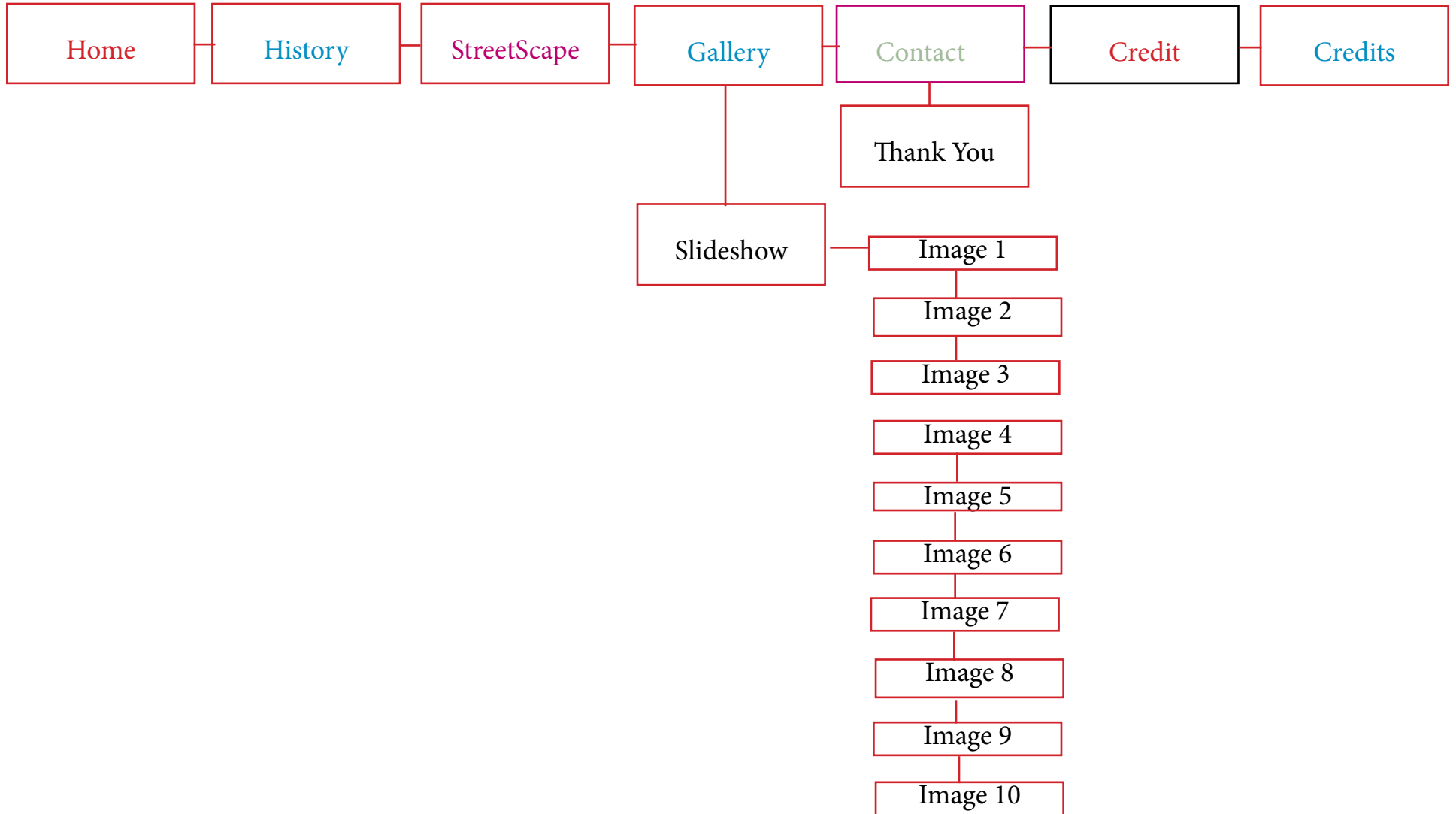
The overall design of the site will rely on 4 colors to emphasize content. The type face will be unique and bold as well as colorful.

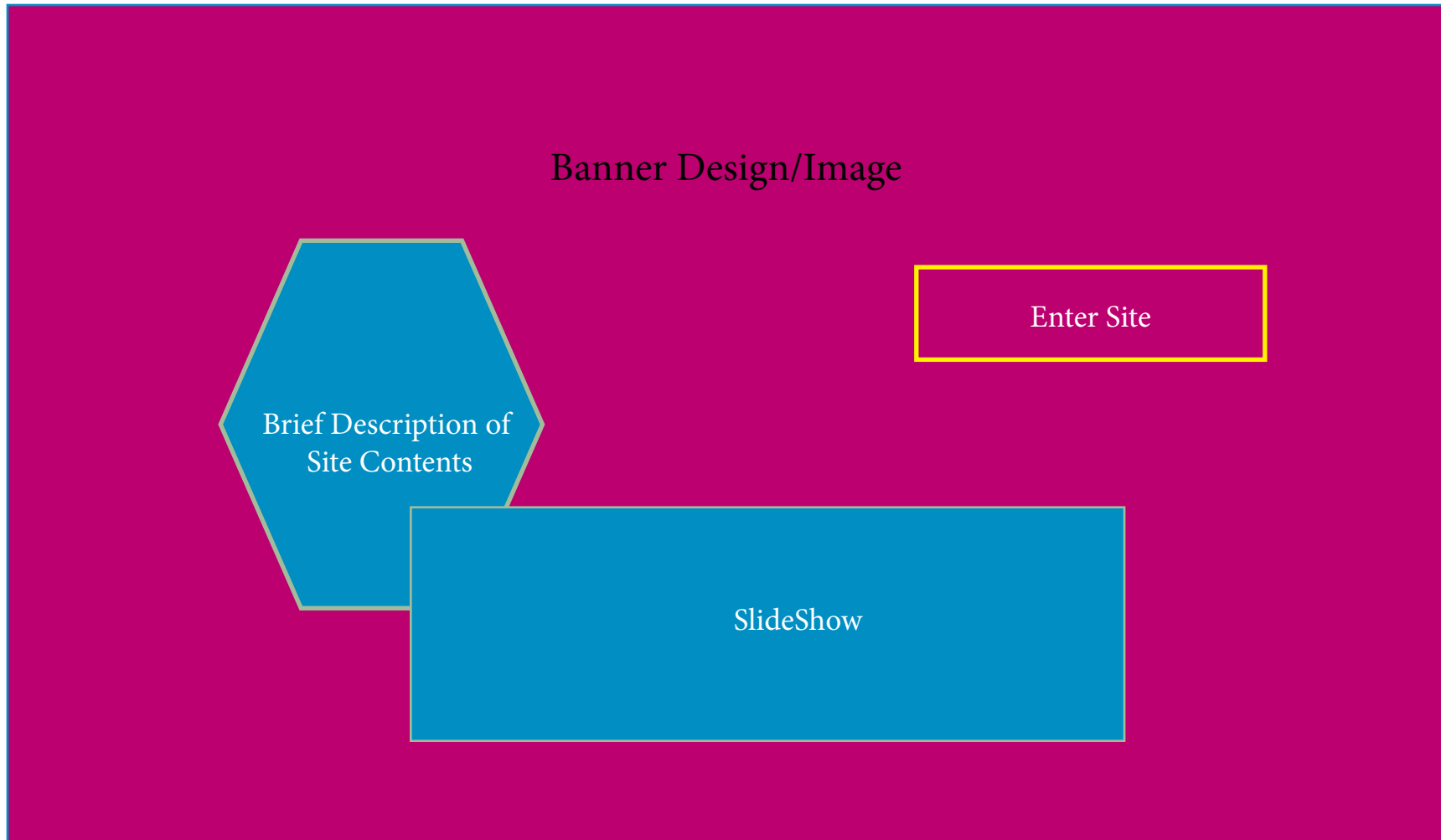
Audience Profile

The target audience is anyone unfamiliar with the area and what urban streetcape design looks like.

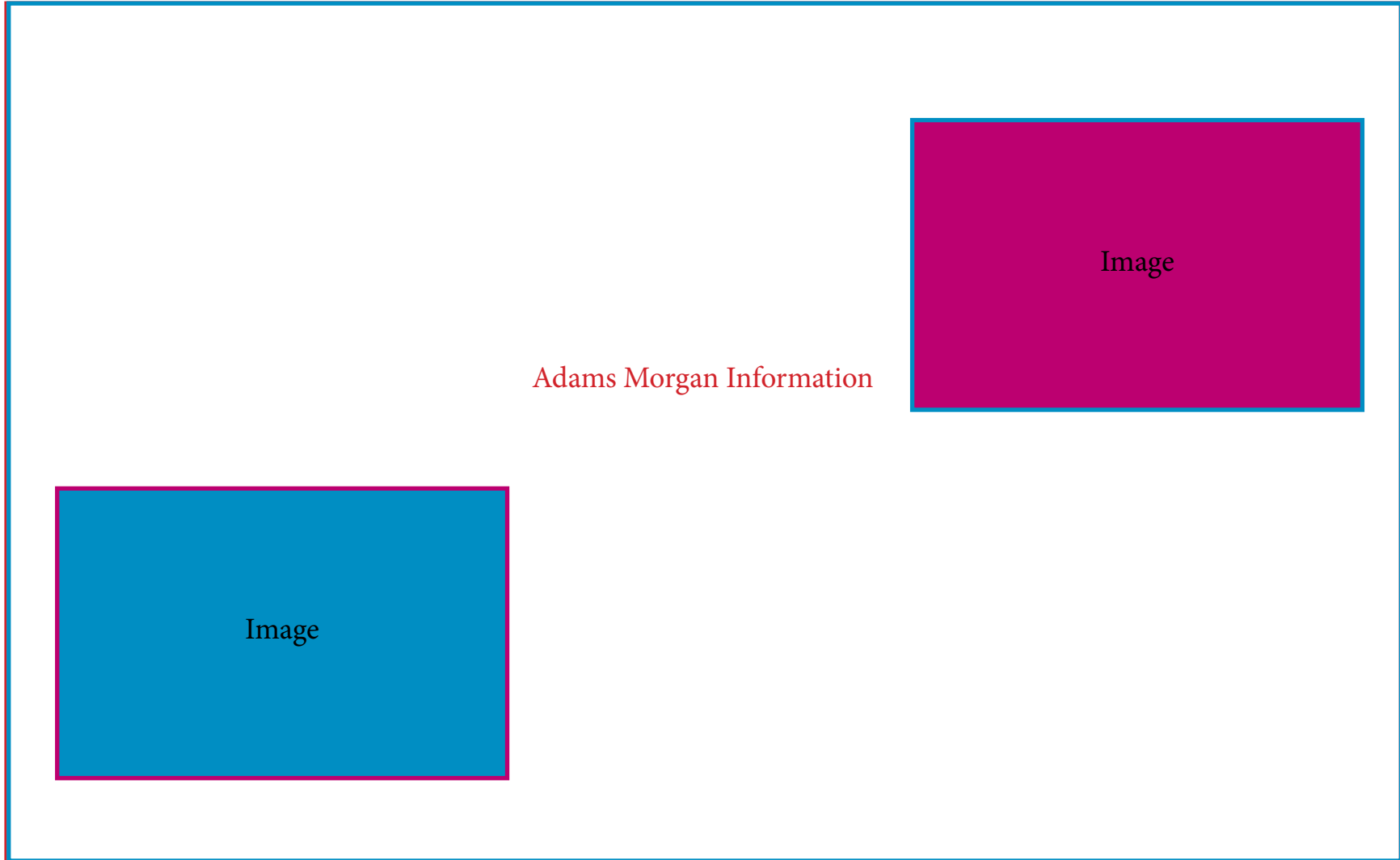
Perception/Tone

The tone of the site will be fun and artistic. There will be a lot of color and use of images that reflect the area.

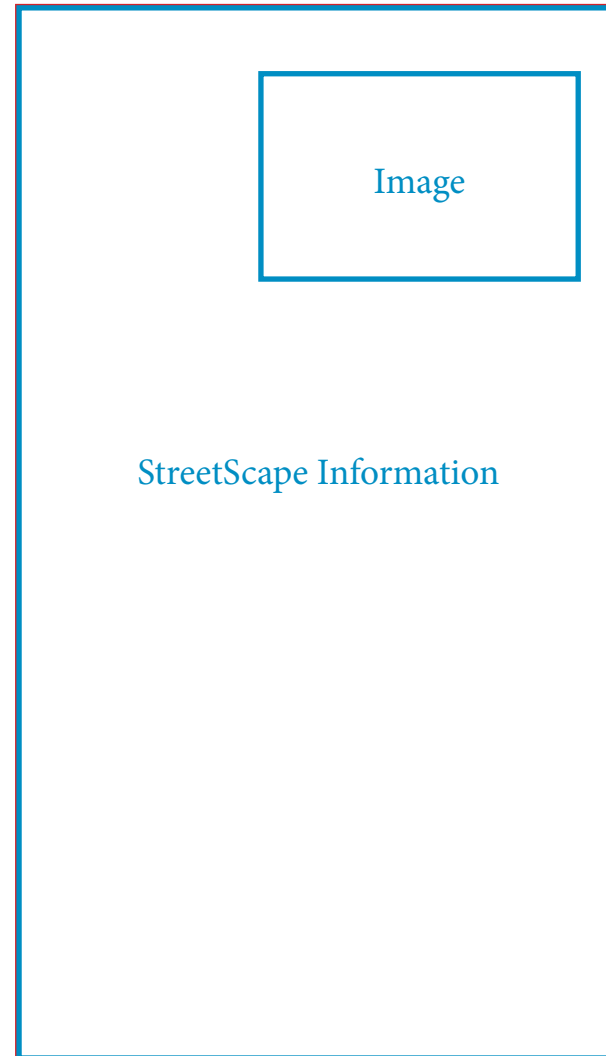
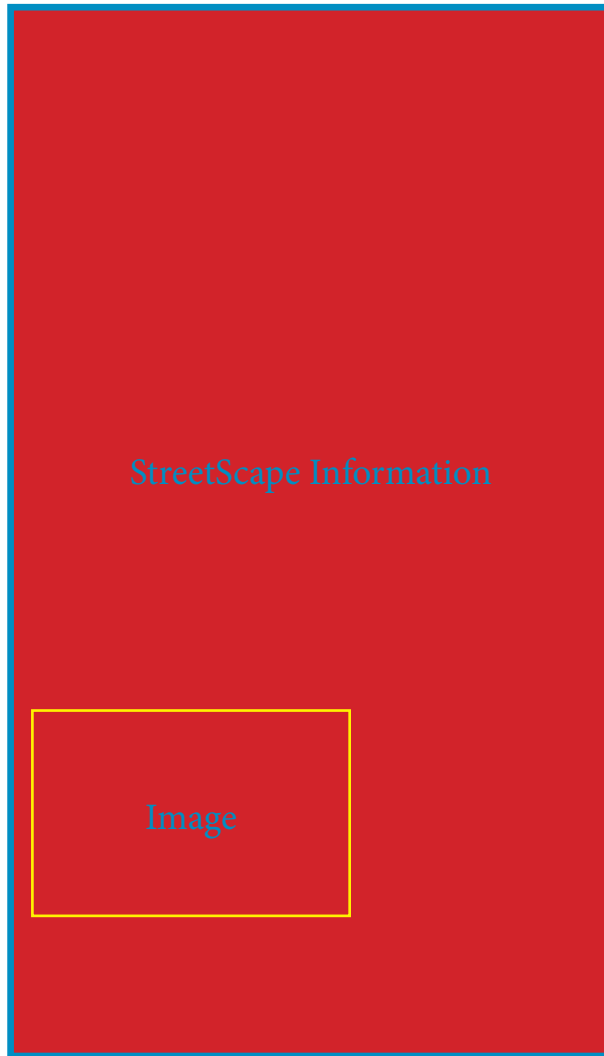




Navigation



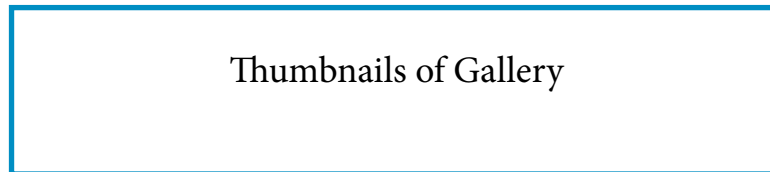
Navigation



Navigation

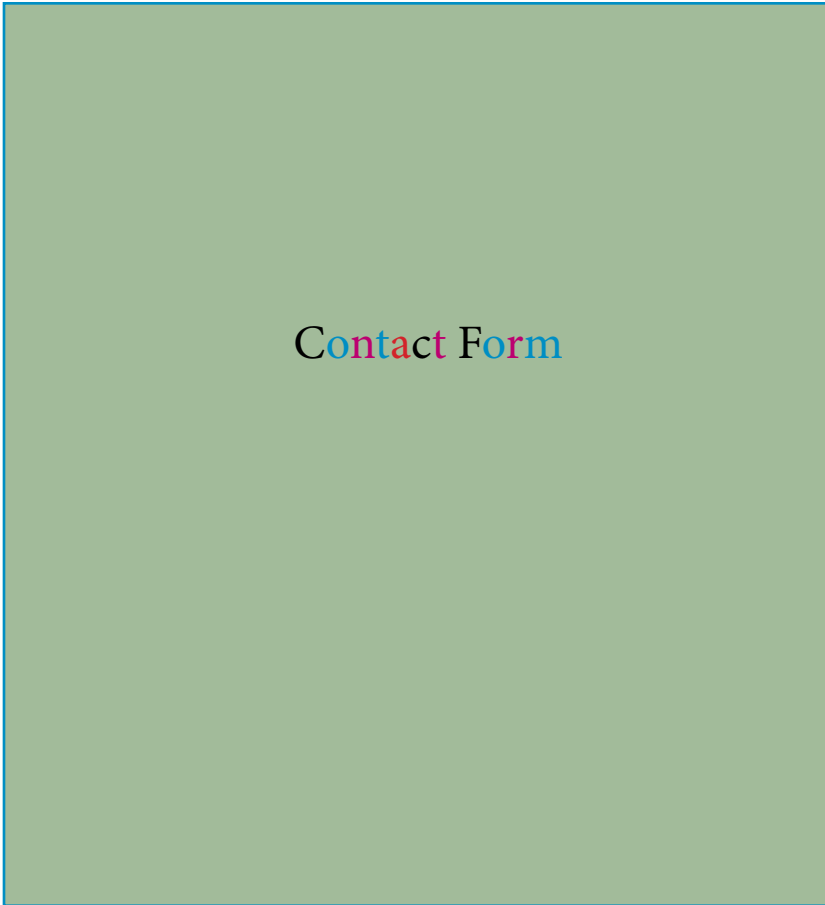


SlideShow



Thumbnails of Gallery

Navigation



Contact Form

Navigation

Images



*18th Street Stores
Lorraine M. Kestle
August 2011.*



*Unity in Diversity Statue.
Online Image. Rachel Cooper.
August 2011.
dc.about.com*



*Jazzmen, 1960.
Online Image. August 2011.
Cultural Tourism DC*



*Car and Mural
Lorraine M. Kestle
August 2011.*



*No BP Protest, 1974.
Online Image. August 2011.
Cultural Tourism DC*



*Tryst Coffee Shop
Online Image.
August 2011.
dc.about.com*



*Tryst Coffeehouse
Lorraine M. Kestle
August 2011.*



*Calvert Street Residence
Online Image. Rachel Cooper.
August 2011.
dc.about.com*



*Shops on 18th Street
Online Image. August 2011.
dc.about.com*



*Cowboy Mural
Lorraine M. Kestle
August 2011.*



*French Restaurant
Lorraine M. Kestle
August 2011.*



*Mural on Madams Organ
Online Image. August 2011.
dc.about.com*



*Tattoo Shop
Lorraine M. Kestle
August 2011.*



*Tom Tom
Lorraine M. Kestle
August 2011.*



*Market Place
Online Image. August 2011.
dc.about.com*



*18th Street Cars
Lorraine M. Kestle
August 2011.*



*Adams Morgan Day
Online Image. August 2011.
Adams Morgan Day Festival*



*Latino Parade
Online Image. August 2011.
Cultural Tourism DC*

Navigation

Images



*Crafts on 18th Street
Online Image. August 2011.
dc.about.com*



*Mural Un Pueblo Sin Murales.
Online Image. Rachel Cooper.
August 2011.
dc.about.com*



*Calvert Street. Rachel Cooper.
Online Image. August 2011.
dc.about.com*



*18th Street Stores, v2.
Lorraine M. Kestle
August 2011.*



*Madams Organ Street
Online Image. August 2011.
dc.about.com*



*Smash Vintage Clothes.
Online Image. Rachel Cooper.
August 2011.
dc.about.com*



*Colorful Purses
Lorraine M. Kestle
August 2011.*



*Morgan Community School
Online Image. August 2011.
Cultural Tourism DC*



*18th Street
Online Image. August 2011.
dc.about.com*



*Gibraltar Building
Lorraine M. Kestle
August 2011.*



*Mama Ayesha's Mural.
Online Image.
Rachel Cooper. August 2011.
dc.about.com*



*Candle Mural
Online Image. August 2011.
google.com*



*18th Street Stores, v3
Lorraine M. Kestle
August 2011.*



*Corners
Lorraine M. Kestle
August 2011.*



*World's Smallest Mural
Online Image. August 2011.
dc.about.com*



*Leaky Faucet
Lorraine M. Kestle
August 2011.*



*Pierce Community Park
Online Image. August 2011.
dc.about.com*



*18th Street Shops
Online Image. August 2011.
dc.about.com*

Navigation

Images



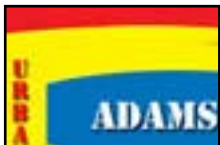
*Madams Organ Street
Online Image. August 2011.
dc.about.com*



*Faces
Online Image. August 2011.
Cultural Tourism DC*



*Thank You Image
Lorraine M. Kestle
August 2011.*



*Banner Branding
Image
Lorraine M. Kestle*



*Footer Image
Lorraine M. Kestle
August 2011.*

Colors



Blue - #0072bb



Yellow - #0072bb



Red - #ee1c25



Green- #a1ba9a