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One Site to Rule Them All

Project: *Lord of the Rings* Official Web Site
(www.lordoftherings.net)

Firm: One Ten Design, Los Angeles;
www.onetendesign.com

Client: New Line Cinema

Creative Team: George Shaw, creative director; Victoria Boed, producer; Ian Dukes, lead designer; Jennifer Clark, project manager

Concept: To appeal to existing *Lord of the Rings* fans and extend the films' target audience by making the site accessible, while still providing deep content

Description: The site was created to showcase each of the films in the *Lord of the Rings* trilogy. The site aims to attract moviegoers to the theater, with a design driven by the films. Visitors will find film stills and video clips of interviews with the actors and director.

Timeline: The designers began working on the site a year before the first film was even released. The project is now in its third year.

Software: Photoshop, Illustrator, Macromedia Flash

Budget: "The production budget for the site was modest because we needed to save money so that New Line could promote the site," Shaw explains. "Since we needed to stretch that budget for the entire length of the project, we were forced to examine every idea and decide what was worth pursuing. This ended up being a good thing."

Challenge: "The biggest challenge was creating the basic visual style early on," Shaw says. "At the beginning, we had about 20 approved images we could work with and, as any studio would be, New Line was protective of these images. We weren't designing just a Web site, either; we were setting up a look that would be used all over the world to represent the films online. That look needed to be recognizable, be easily repeatable across various digital media (video, banners, micro-sites, etc.) and accomplish the studio's marketing goals (appeal to existing fans and develop new fans)."

