



ROSEBUD PERFUME CO.

CASSY SONG // ART 249 // FALL 2013

PORTFOLIO ENTRY

CREATIVE BRIEF

BACKGROUND INFO.

Founded by Dr. George F. Smith in 1892, The Rosebud Perfume Company began as a small drugstore in Woodsboro, Maryland. As the company grew, they moved across the street into the old hotel building, known as the “Rosebud Building”, in which the offices are housed to this very day. They are well known for their Rosebud Salve product—a lip balm formulated by Dr. Smith that could be used for various minor skin irritations. Well over a century later, the Rosebud Perfume Company is still family owned, and Rosebud products are still being sold locally, nationally, and internationally.

PRIMARY OBJECTIVE

The primary objective of this project is the redesign Rosebud Perfume Company’s website to attract a young and modern audience while appropriately reflecting the company’s traditional long standing history of making lip balm products.

EXISTING LOOK & FEEL

Currently Rosebud Perfume Company’s website is rather dated. Navigation is simple, but web design could definitely use some work, and more photographs of the products would be a big enhancement. Currently there is a lot of company history information, which is great.

TARGET AUDIENCE

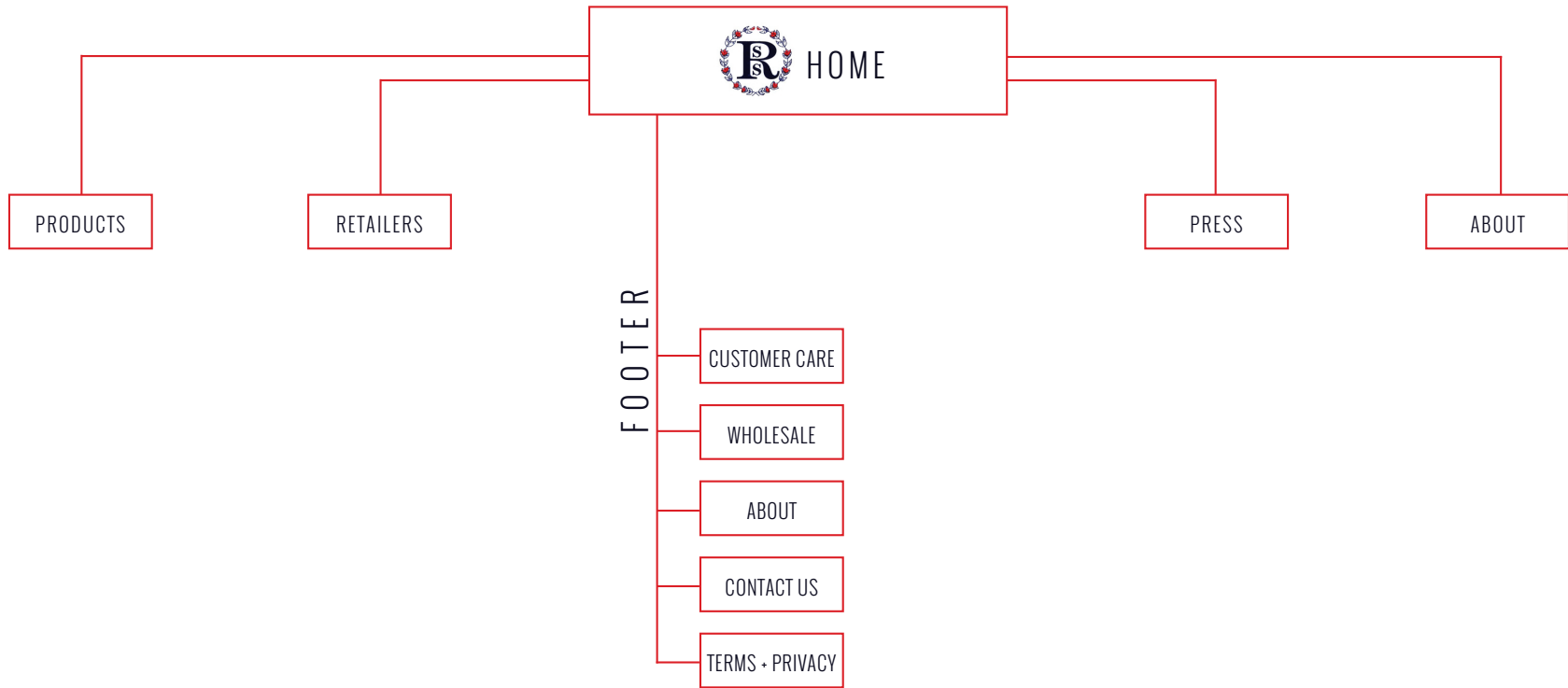
- Age: 18+
- Gender: Female
- Income: Average–High Income
- Spending Habits: Moderate–High
- Special Interests: Loves to get dolled up and takes good care of their skin
- Geographic Location: Worldwide

ASSETS NEEDED

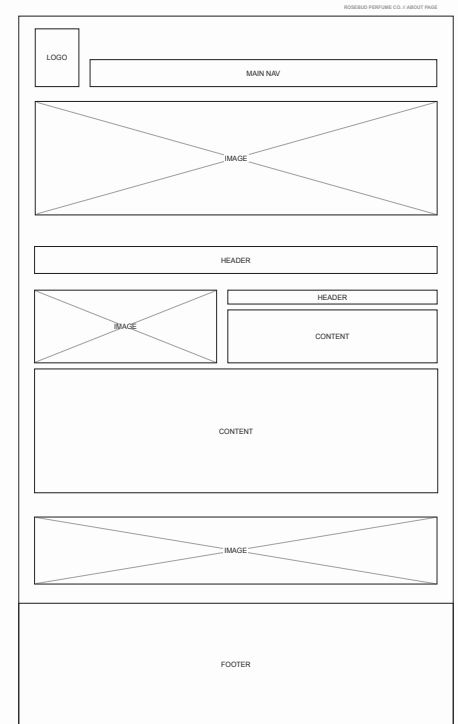
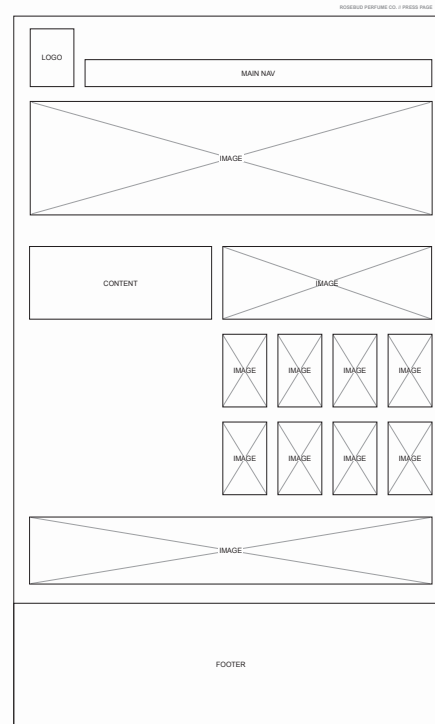
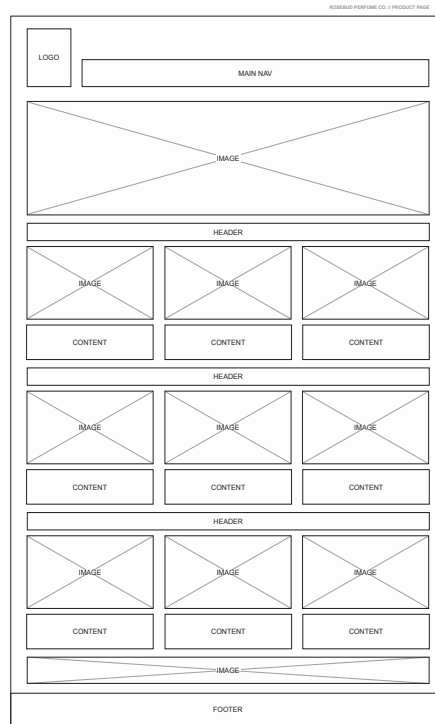
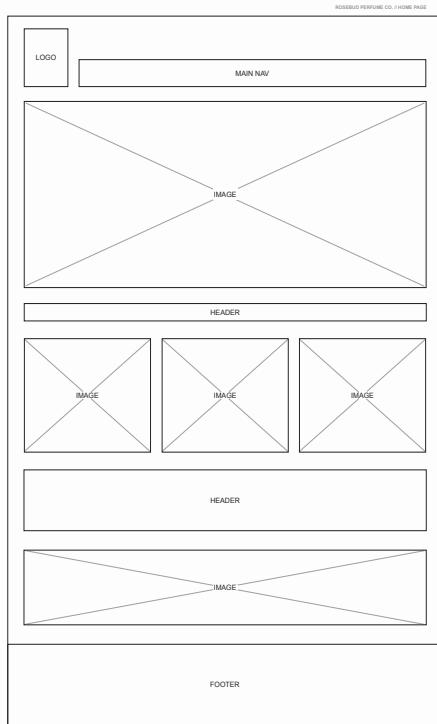
- Photographs / Imagery of Rosebud products.
- Descriptions of Rosebud products.
- History & Background Info on Company.
- List of Retailers.
- Logo.



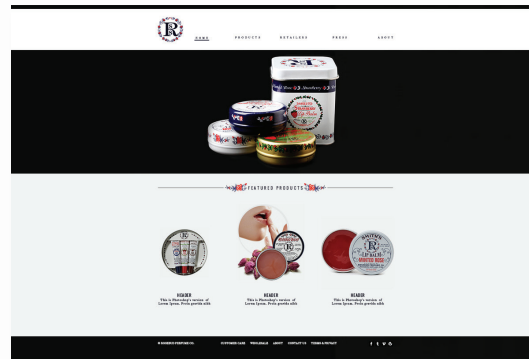
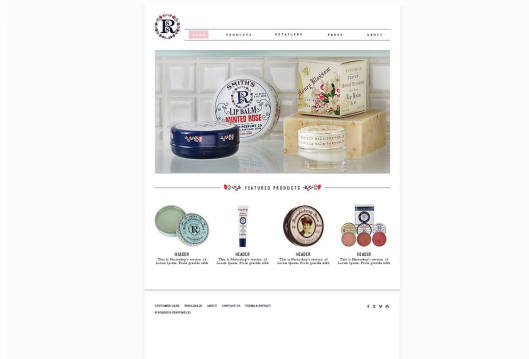
S I T E M A P



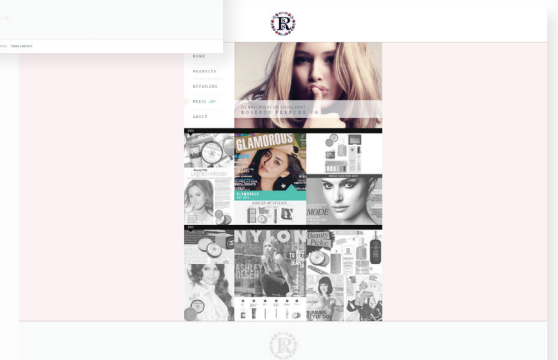
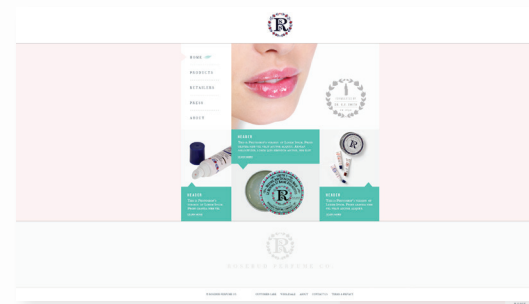
WIREFRAMES



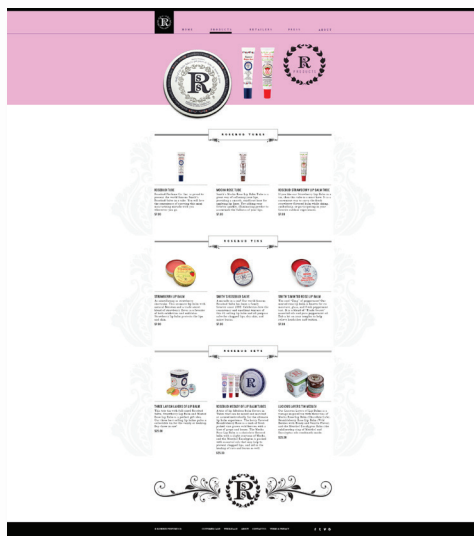
DESIGN ROUND 1



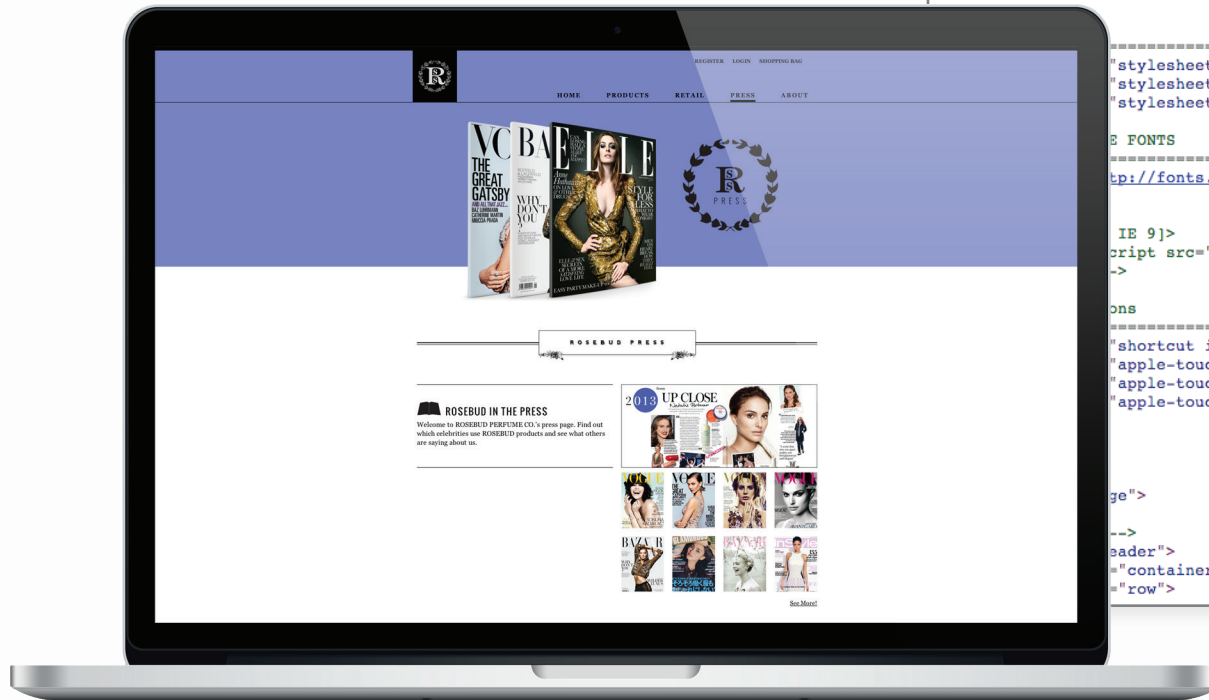
DESIGN ROUND 2



FINAL DESIGN



CODED PAGE + MARK-UP



```
<!DOCTYPE html>
<!--[if lt IE 7 ]><html class="ie ie6" lang="en"> <![endif]-->
<!--[if IE 7 ]><html class="ie ie7" lang="en"> <![endif]-->
<!--[if IE 8 ]><html class="ie ie8" lang="en"> <![endif]-->
<!--[if (gte IE 9)|!(IE)]><!--><html lang="en"> <!--<![endif]-->
<head>

    <!-- Basic Page Needs
    ===== -->
    <meta charset="utf-8">
    <title>Rosebud Perfume Co. Press</title>
    <meta name="description" content="This is my Assignment for ART 249 using the
    Skeleton Framework.">
    <meta name="author" content="Cassy Song">
    <meta name="keywords" content="kcc, nma, skeleton framework, cassy song, interface
    design">

    <!-- Mobile Specific Metas
    ===== -->
    <meta name="viewport" content="width=device-width, initial-scale=1, maximum-
    scale=1">

    ===== -->
    <link rel="stylesheet" href="stylesheets/base.css">
    <link rel="stylesheet" href="stylesheets/skeleton.css">
    <link rel="stylesheet" href="stylesheets/layout.css">

    E FONTS
    ===== -->
    <link href="http://fonts.googleapis.com/css?family=Oswald:400,300,700" rel="stylesheet"

    IE 9]>
    <script src="http://html5shim.googlecode.com/svn/trunk/html5.js"></script>
    </-->

    ons
    ===== -->
    <link rel="shortcut icon" href="images/favicon.ico">
    <link rel="apple-touch-icon" href="images/apple-touch-icon.png">
    <link rel="apple-touch-icon" sizes="72x72" href="images/apple-touch-icon-72x72.png">
    <link rel="apple-touch-icon" sizes="114x114" href="images/apple-touch-icon-

    ge">
    </-->
    </header">
    <!-- Start Inner Wrapper -->
    <div class="container">
        <div class="row">
```