



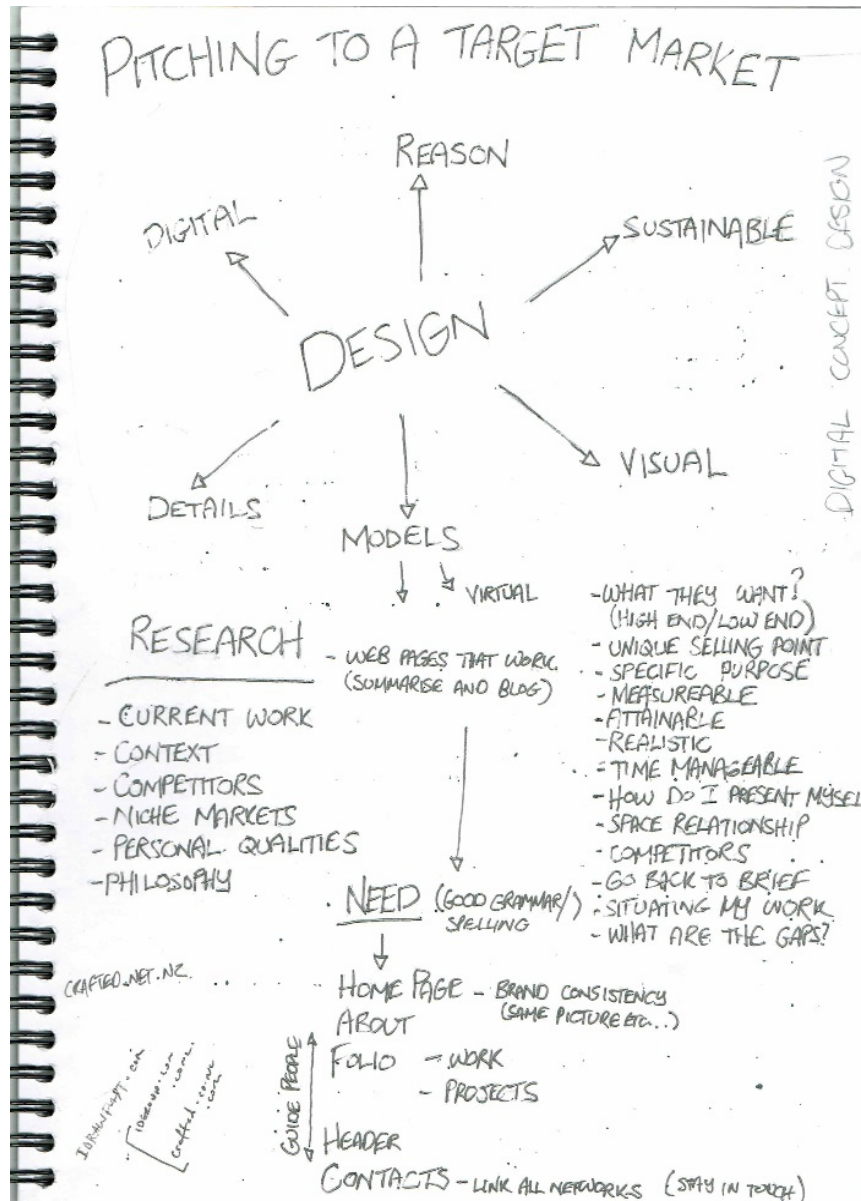
EMBER

DESIGN STUDIO

*The business of being a visual artist & designer:*

by Reuben & Calita Munro

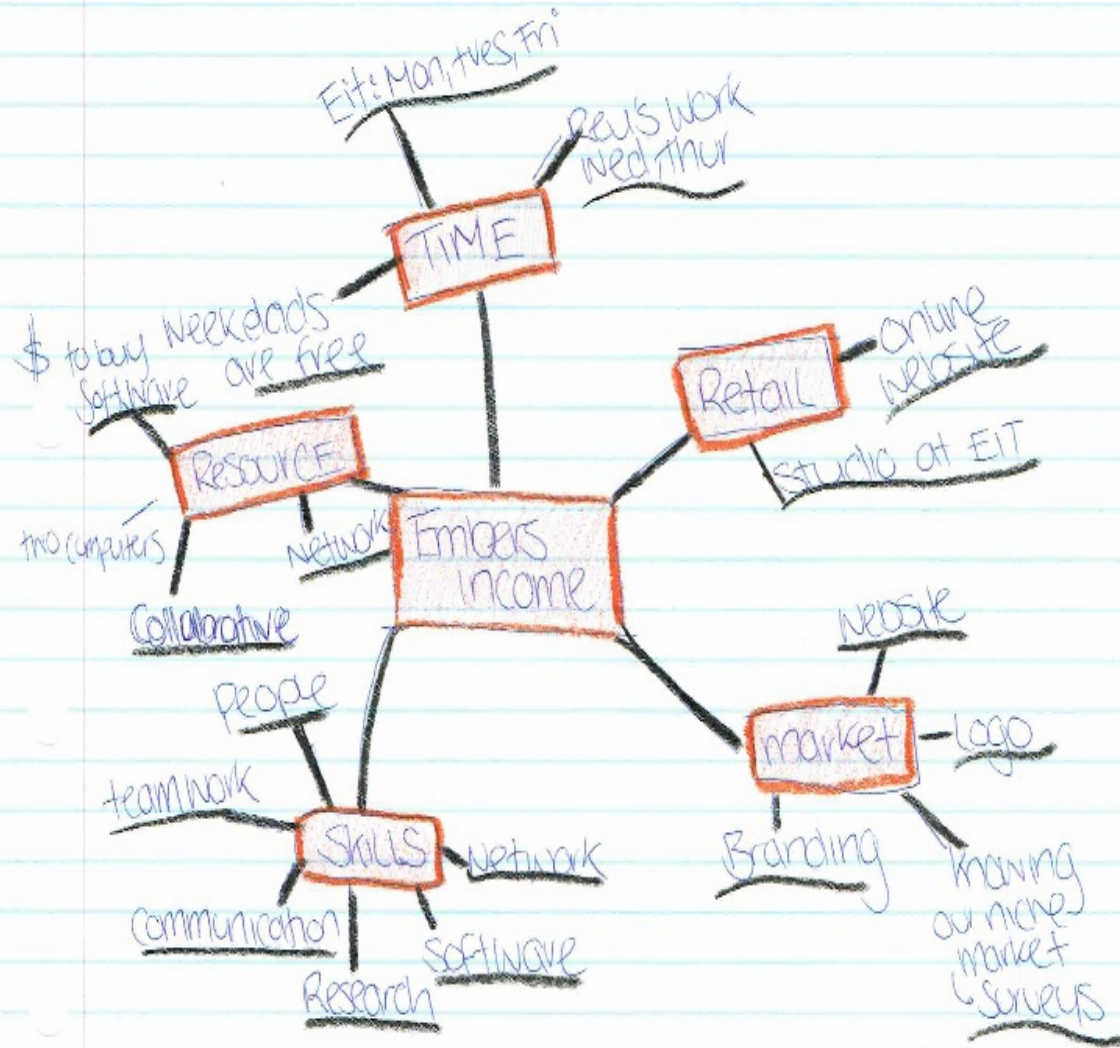
# Market: Past, present, and future.



The brief, in this project, was to create a website targeted at a niche market.

The process started with several mind maps, which helped refine the development of the business plan.

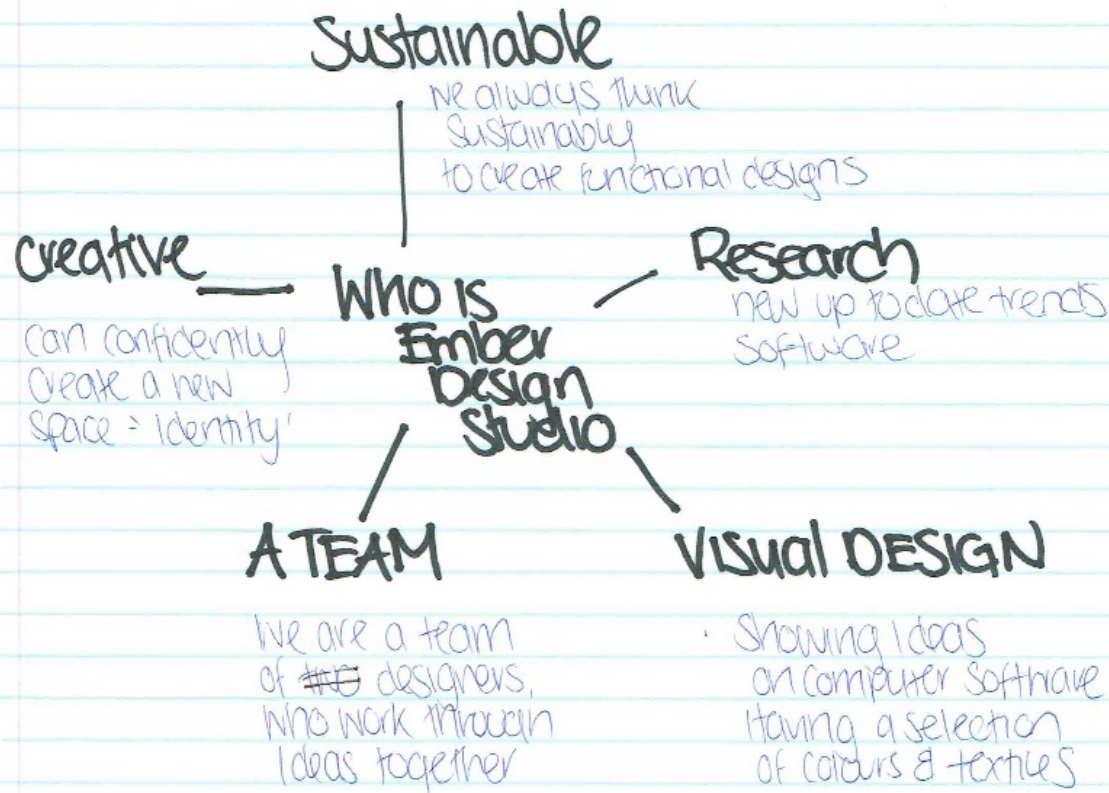
This planning set the foundation for a well thought out website, and will also serve as a key document when developing the business (Ember Design Studio).



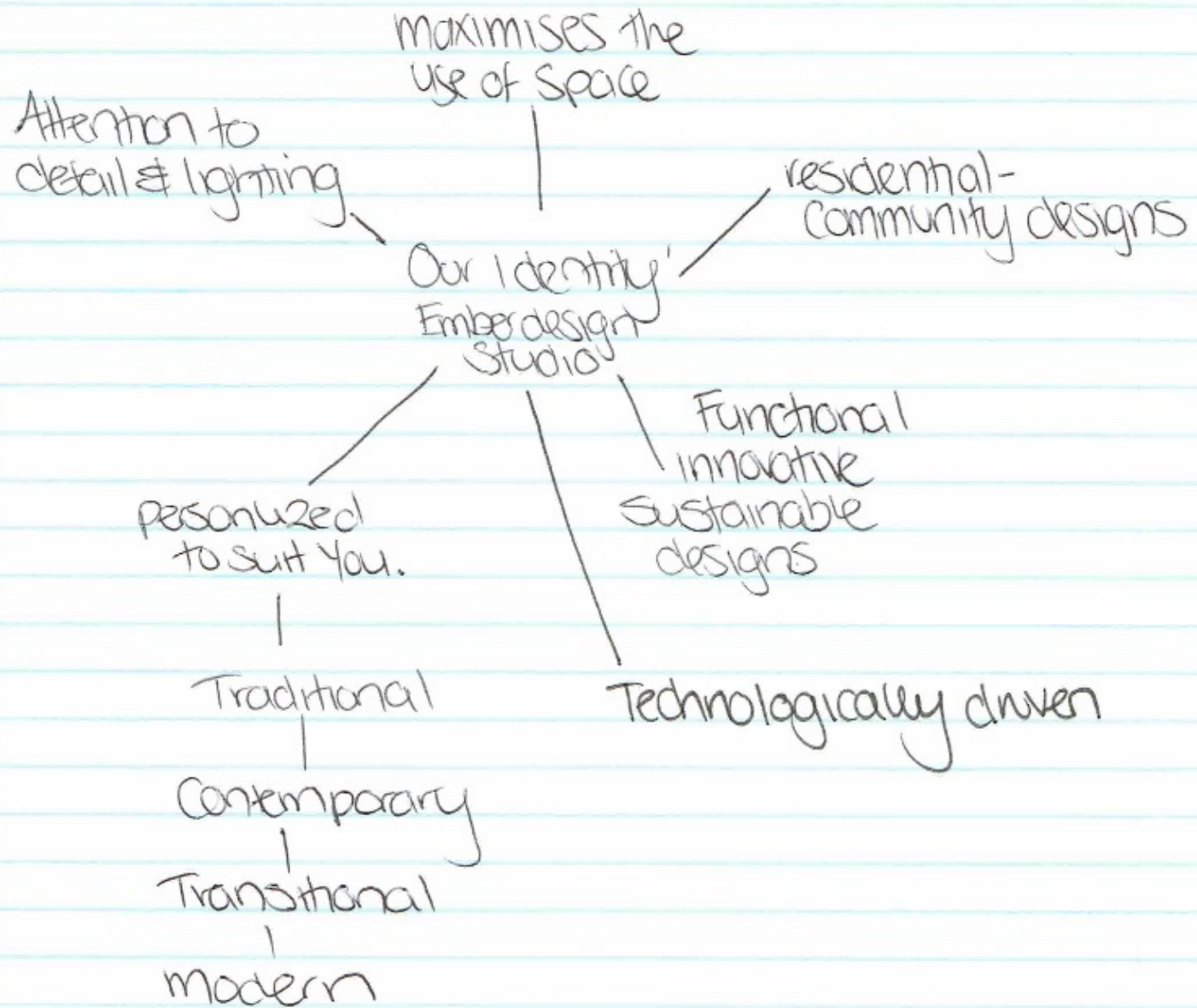
# Vision Statement

*Our vision is to interpret our client's dreams and ideas into a visual concept. They can visualize before they finalize, saving money, time & resources.*

# Brand Identity







# Target Market



# Competitors

This is a range of potential competitors' websites.

The research helped with the layout, colour scheme, information provided and what Ember Design Studio's niche market could be.

The screenshot shows the website for Chrissie Moore interior design. The header features the company name 'CHRISSIE MOORE interior design' in a serif font. A navigation bar includes links for Home, Interior Design, Chrissie Moore, Quality Fabric & Textiles, Furniture & Products, and Enquiries. A large image of a living room with striped armchairs is displayed. A sidebar on the left lists navigation options: About Chrissie, Fabrics & Textiles, Gallery & Portfolio, Newsletters, and Make an Appointment. The main content area includes a breadcrumb trail (Home > Chrissie Moore), the company name 'Chrissie Moore' in a large serif font, and the title 'Interior Designer – Hawkes Bay New Zealand'. A paragraph of text describes the business, and a second paragraph details the design approach. The footer contains contact information, a 'Portfolio of Work Completed' section, and a 'Newsletter Signup' form with fields for email, first name, last name, and security code, along with a 'Subscribe' button. Handwritten green annotations highlight 'VERY NICE COLOUR SCHEME ON MENU BAR' with arrows pointing to the navigation bar, and 'SERIF FONT' pointing to the company name.

CHRISSIE MOORE interior design

VERY NICE COLOUR SCHEME ON MENU BAR

Home Interior Design Chrissie Moore Quality Fabric & Textiles Furniture & Products Enquiries

Chrissie Moore

- About Chrissie
- Fabrics & Textiles
- Gallery & Portfolio
- Newsletters
- Make an Appointment

Home > Chrissie Moore

## Chrissie Moore

SERIF FONT

### Interior Designer – Hawkes Bay New Zealand

Chrissie Moore, of Chrissie Moore Interiors, operates a retail showroom studio from her home at 41 Simla North and has been in the interior design business in the Hawkes Bay for the last 15 years.

Meeting challenges with creativity, practicality and consideration toward her client's needs, Chrissie Moore provides the most appropriate design solution for the project. From redesigning floor plans, consulting, renovating or **commercial projects**, repeat business from a long list of satisfied clients are testament to Chrissie Moore complete projects on time and on budget.

**Chrissie Moore**  
Interior Designer  
(06) 8776020  
41 Simla Avenue  
Havelock North

**Portfolio of Work Completed**  
by Chrissie Moore Interiors

**Over 10,000 Textiles & Fabrics**  
Samples available representing local & International  
Design Houses - [view some of our range](#)

**Newsletter Signup**

\*Email:

First Name:

Last Name:

\*Security Code: e r g m y m



## Who Are We?

Denele Design is an Interior Design business specialising in design, project management and installation of utility rooms in homes such as kitchens, bathrooms and laundry. The director Michele Denyer has been in the industry since 1998 and she offers extensive knowledge of interior design from her studio based in Auckland. With 15 years experience she offers a wide range of services from conceptual design to project managing the manufacturing and installation, specifying products and finishes right through to the end result. Using a team of skilled and licensed craftsmen and tradesmen, Michele co-ordinate all the sub-trades suppliers, electricians, plumbers, tilers, painters. She ensures every attention to detail is made, without compromising on the creative vision or quality.

Michele's designs are creative, innovative, maximising the use of space, deceiving the eye if necessary and paying particular attention to lighting. She enjoys visually integrating the interior with the exterior where possible principally reflecting her client's needs, personality, individual style and existing architecture. Final results appear as if they have naturally evolved, complementing the home and respecting the clients desires. Michele has an innate ability to achieve that fine balance of individuality and creativity in a style that suits the clients personality.

Michele uses the Blum showroom on Rosebank Road which displays her preferred hardware systems. She meets clients there to view the plans and products. They also have a 'Test Drive your Kitchen space' where we can roll cabinets into position to give you an idea of distance and clearance which helps with the decision process.

Michele Denyer CKD/CBDNZ

Member of the NKBA (National Kitchen and Bathroom Association)



NKBA - Certified Kitchen and Bathroom Designers have an internationally recognised qualification. We continually improve our skills and keep up to date with the latest trends and technology available. Expertise and knowledge in Design, Manufacture and Installation ensures results that not only transform the style and function of your kitchen or bathroom but will also add value to your home.



CERTIFIED DESIGNERS SOCIETY

CDS - As a member of the Certified Designers Society we are required to maintain industry standards and adhere to a very strict code of professional conduct.



# SMOKE & MIRRORS

VERY STRANGE NAME

NOT STYLING FULL WINDOW

WHAT THE FU... IS THIS



## HOME STYLING AND PROPERTY DRESSING

Jodie has had 10 years experience in Melbourne real estate, photography and design.

Jodie has a great sense of style and meticulous attention for detail and a natural flair which can transform any room.

In the real estate game as a buyer you are always looking for the 2 major factors, Location and presentation and as a vendor you always have 2 things right, the 2 p's ...Price and Presentation..... Home styling is presenting your home in the best possible way. De-cluttering, re-organizing and re-designing of space.



Click to view our homes in magazine

Useful Links

[www.jodierphotographer.co.nz](http://www.jodierphotographer.co.nz)

BLACK BACKGROUND OVER-POWERING

JODIE ROBERTSON

stylist, professional homestaging




Phone: +64 06 870 0288

Mobile: +64 027 272 9688

Email: [fotoz8@xtra.co.nz](mailto:fotoz8@xtra.co.nz)



✓ SAME BLUE (REALISTATE LOOK) 

NICE WAY TO SHOW NAVIGATION

## DESIGN BUILDERS Design Showrooms

Home / Design Builders

Our Design Showroom's were created to provide our clients with a **unique** and exciting experience during their dream home design process. The concept of being able to see and touch both **interior** and **exterior** material options, all from the comfort of a relaxed and inviting environment is intended to provide the client with inspiration, clarity and trust in their relationship with Design Builders.

SIMPLE/CLEAN LAYOUT.

DESIGN AGENTS



## services

Our services are tailored to suit your individual requirements. Projects vary from minor redesigns, layout and merchandise planning, through to complete detail drawings, visual identity development, building consent and tender documentation.

We specialise in Retail Design, with experience in department stores, fashion, pharmacy, hair & beauty, hospitality, food and speciality stores, for individual retailers through to large corporate chains, from retail strip to shopping centres and kiosk to large format stores. Pharmacy is a particular speciality of Indesign, with over 350 pharmacy clients nationwide.

We can help with existing and new site appraisals to assess suitability for use, layout and physical constraints. As well as offer advice on budget, programming and project management.

We can also help with graphic design and brand development, if required.

Check out our [latest work](#) or [contact us](#) today for more information.



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**wedrawfast**

Telephone: 02476 230834 | Email: sales@wedrawfast.com

[Home](#) | [About Us](#) | [CGI's](#) | [Scale Models](#) | [Site Plans/Floor Plans](#) | [Animations](#) | [Contact Us](#)

See the design - realise your vision

VISION  
MISSION  
STATEMENT

EVERY PAGE

COLOUR  
SCHEME VERY  
"HOUSE" DRIVEN

PLURAL

SAYS ALOT  
IN A NAME  
CONTACT DETAILS PLURAL

## Welcome

Building CGI Floor Plans and  
3D Architectural Visualisation

We have been producing water colours to photorealistic CAD 3D architectural images for house builders, architects, interior designs, marketing agents and property developers since 2001.

In this decade we've seen changes in design; changes in styles; changes in technology and changes in client expectations.

What hasn't changed is our commitment to meeting your needs.

For more information on our building CGI floor plans and 3D architectural visualisation services please call us on 02476 230834.



LAYOUT BASIC  
AND AFFECTIVE

BLUE  
BACKGROUND  
WHITE FONT  
EFFECTIVE

### CGI's



If your job is really urgent we offer a fast track service: send the brief with the designs and we might surprise you.

> [See more](#)

### Scale Models



We also supply white scale models to support planning applications: detailed elevations or the new build modelled as massing blocks.

> [See more](#)

### Site Plans/Floor Plans



These are a key marketing success factor so let us explore the options with you to create a lasting impact.

> [See more](#)

### Animations

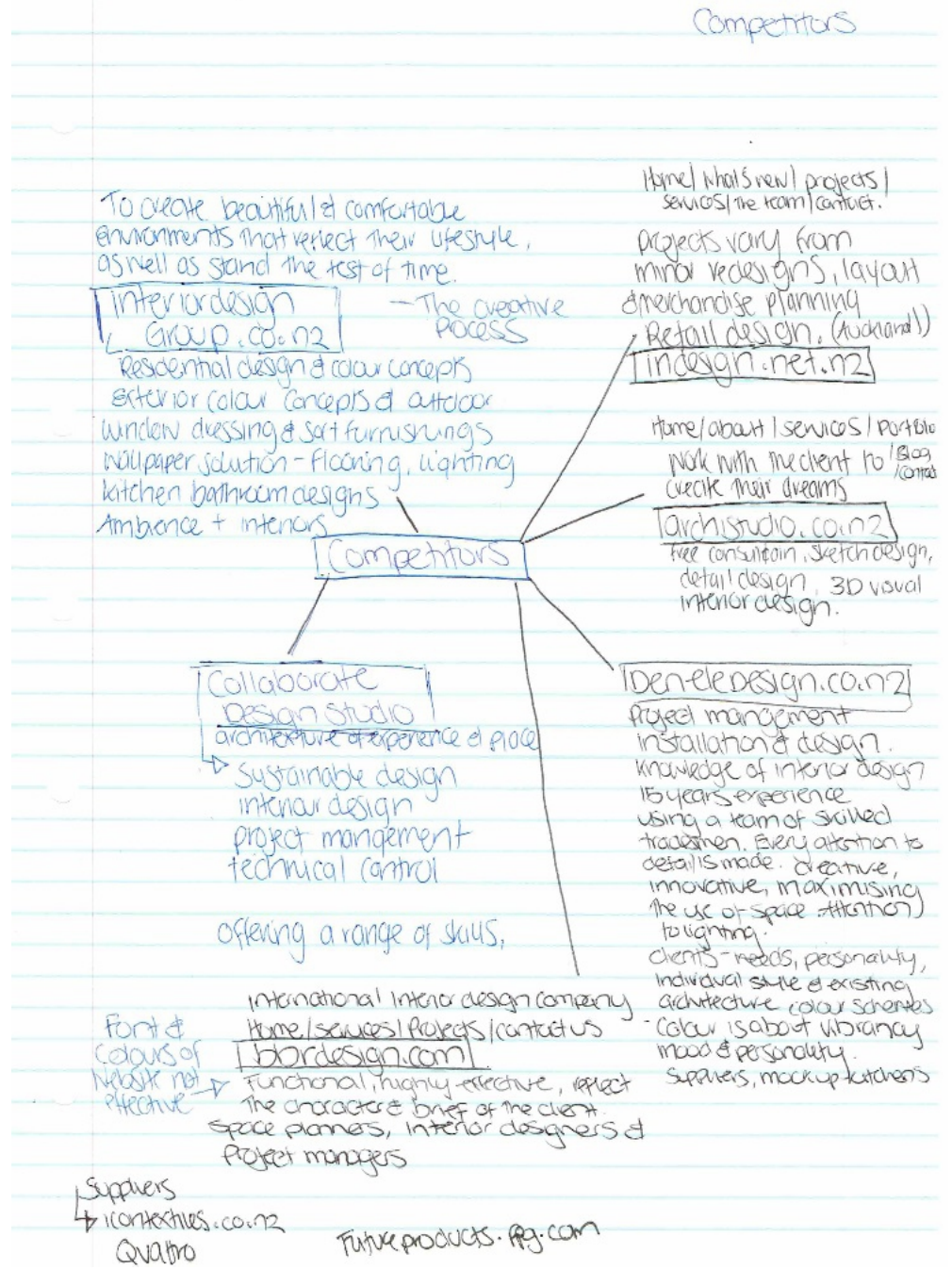


Rendered screen shots taken from the animation for your brochures will save you half the price of a separate cgi order.

> [See more](#)

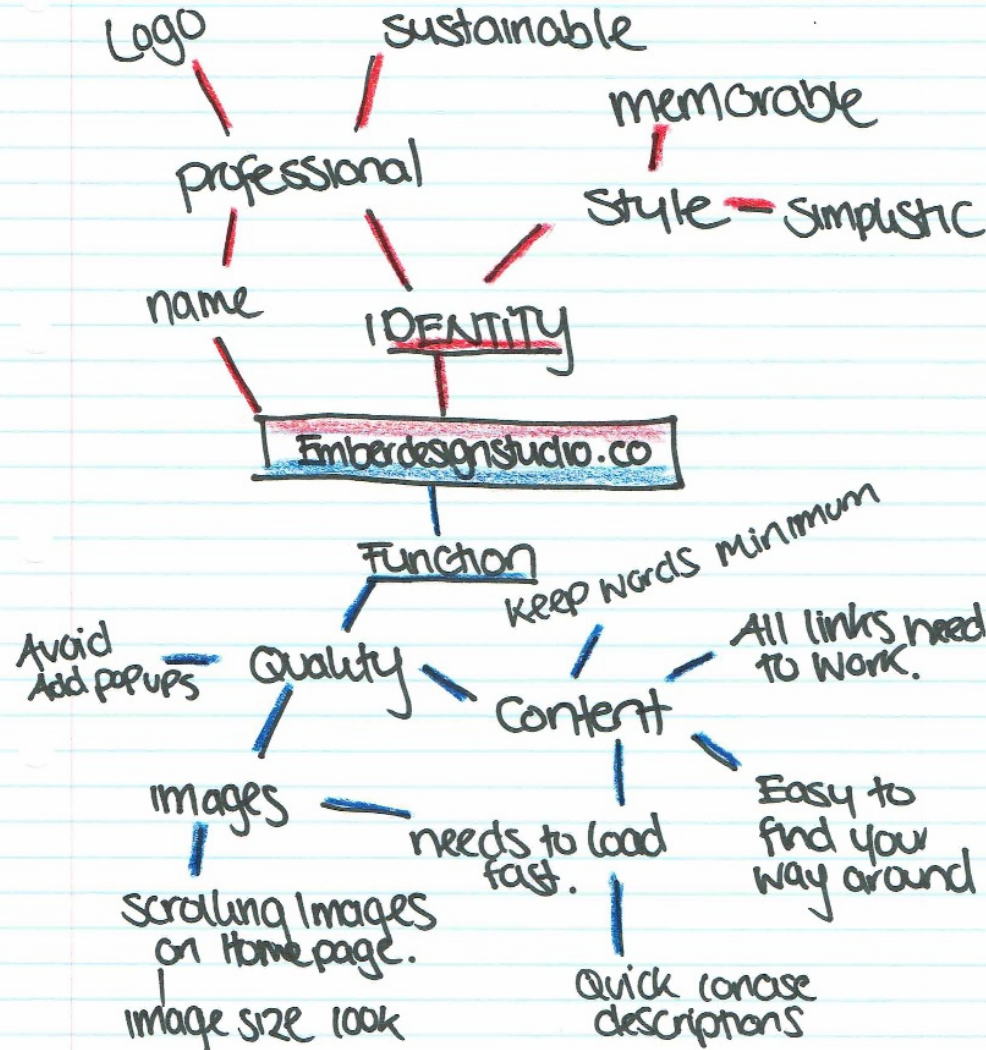
THUMBNAIL  
MENUS ON  
HOME/CONTACT  
PAGES.

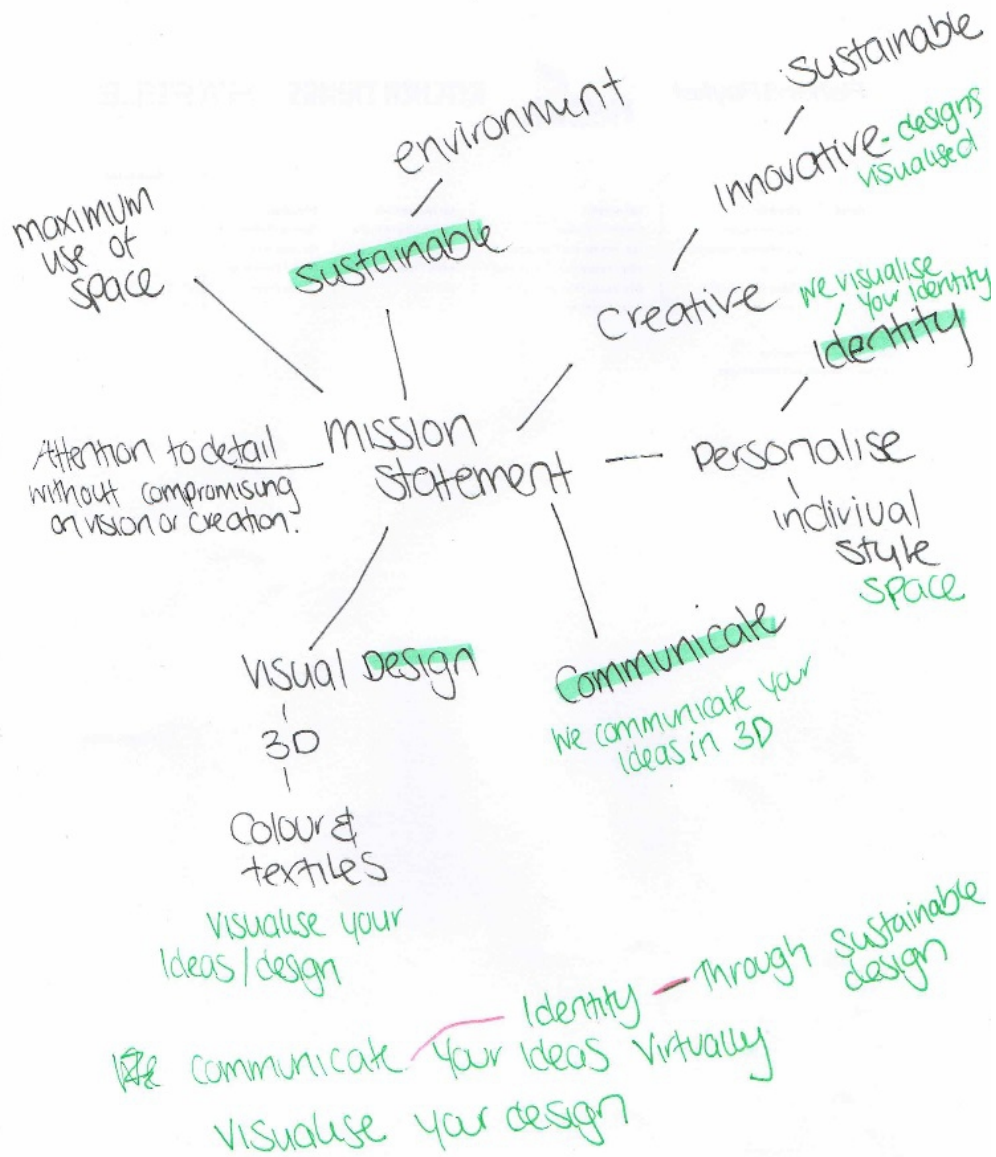
# An overview of competitors, and their strengths and weaknesses:





# Website Design







# Brand Strategies

**Purpose:** To create functional and personalised visual designs, that are sustainable.

**Big idea:** Communicate identity through sustainable design.

**Promise:** To personalize designs to suit our clients. We strive to put our customers' needs first.

**Strategy:** Focus on asking the right questions, to get the answers we need to create a personalised design concept.

**Story:** No need to guess if the design will suit your space, you can now visualize through the use of technology.

**Values:** Technology driven, innovative and creative design, sustainable thinking,

## Goals:

- To understand our client's needs and present a number of outcomes that suit
- To keep up to date with new trends and technology.

## Strategies:

