

# Len's MedWeb Project Theme



Leonard (Len) Hom  
Prepare a Prototype Medical  
Web Site for: SF Plastic  
Surgery to serve middle-aged  
women from ages 50-65


# Objective

- ◆ Prepare a prototype Medical Web site for:
- ◆ SF Bay Plastic Surgery to serve middle-aged women ages 50-65
- ◆ Make the Web site simple yet elegant
- ◆ Provide a straight forward navigation scheme
- ◆ Provide start-up pages for About us, Procedures/Services, Photo Gallery, FAQs

# Focus

- ◆ Emphasis on Facelift, and related procedural services
  - Eyes
  - Ears
  - Nose
- ◆ Photo gallery of the above procedure/services
- ◆ Provide clients directions to the medical facilities

# Style & Feel

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- A collection of thin, light gray geometric shapes, including triangles and parallelograms, scattered across the slide. Some are solid, while others are outlines. One triangle is positioned near the first bullet point.
- ◆ Simple yet elegant
  - ◆ Ease of navigation
  - ◆ Provide a sense of caring professionalism

# Theme

- ◆ Visual theme to emphasize simplicity & elegance
- ◆ Simple Logo
- ◆ Color: Limit to two or three
- ◆ Typography: One or two fonts
- ◆ Layout:
  - Top main navigation
  - Left Tier 2 & 3 navigation
  - Bottom contact information
  - Images in center
  - Text to side or bottom of images



