

Case Study

Project: Website development | Client: Aaron Heslehurst | BBC World TV

AARON HESLEHURST

Project Background

TV Presenter, News Anchor and Journalist, Aaron Heslehurst, a native of Australia, began his journalistic career as a news reporter for Prime Television/Network Seven in both Sydney and Canberra.

In 2002 Aaron made a career move to the internationally revered British Broadcasting Corporation. It was here that he became an active member of the high profile team that presents the business news (BBC News 24). Aaron continues to work on these key broadcasts as well as providing reports for Fast Track, BBC World's weekly travel news programme.

Aaron approached Diablo Graphics to design a website that would provide a platform to chart his career, function as a portfolio and deliver a resource area for the media. The result is a highly individual bespoke website which captures the essence of this now widely respected media personality!

Mood and Design Environment

The nature of the site presented an opportunity for the design to step outside of some of the restrictions traditionally imposed by a corporate environment. Although these disciplines aid consistency and standardise design function across the web they often lead to a preconceived layout structure and leave little room for creativity at the initial conception stage.

As a format this was something we were conscious to avoid, it also seemed inappropriate to reflect Aaron's flamboyant and unconventional character with this choice of approach.

The sites primary function was to act as an online resume to secure further media contracts as well as document Aaron's broadcasting achievements to date through a variety of media. Although the

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Homepage content

Featuring a Flash driven menu system supported by secondary html navigation.



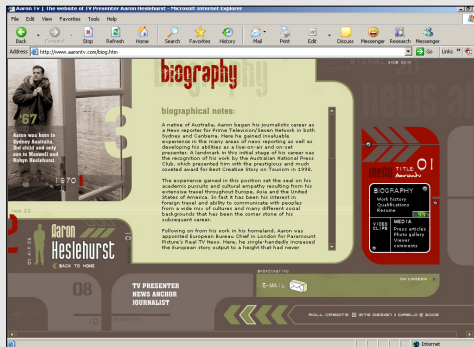
sites flavour would be professional and reflective of his environment an element of the site would remain personal and would require a relaxed design approach with a 'lifestyle' quality present throughout.

A colour palette was chosen to reflect these qualities while the graphical content and typography were developed to mirror broadcasting surroundings and evoke the hum of a production floor. This application is also present within the design template elements which are involved yet deliberately 'in progress' in appearance. An 'action hero' undertone was applied to certain areas in-keeping with Aaron's modest personality.

CORE SITE FEATURES	WEBSITE URL
Dynamic Flash biography timeline, video clip archive - streaming broadcasts in a variety of delivery formats, photo gallery offering print quality (300dpi) downloads for media journalists and researchers.	www.aarontv.com

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Various content
Biography and Flash timeline,
photo gallery download area.



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Site content, Features and Technology

As Aaron's medium of communication is visual the site required a number of areas where this could be demonstrated.

A key feature to the available content would be the inclusion of a video clip download area. The area was compiled to deliver a range of clips from broadcasts from the BBC and other World Wide Networks, these were sectioned and made available via a groups of drop down listings. The movie clips were edited and compressed then exported into manageable sections for internet delivery, options were provided for the end user depending on client software, platform and access speeds.

A media download area was also created to deliver a range images for research or press purposes. This was generated through a thumbnail driven selection of images consistently sized and delivered in web friendly or print ready (300dpi) resolution for journalists or publication houses.

It was considered suitable that some flash content should be implemented within the site. This was deployed within a timeline biography and an active navigation system which was supported by secondary html links to improve visibility and access to search engines. A clapperboard style navigation was designed for the remaining template areas.

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