

ELABORATO #2 REDESIGN DI UN SITO



SITO SCELTO:
“CINEMA ASTRA”

Un cinema di Firenze, situato in Piazza Beccaria, e facente parte della Fondazione Stensen.

WIREFRAME

Desktop

(min-width: 769px)

Header:

logo, menù di navigazione e *call to action* con popup per l'acquisto dei biglietti.

Hero:

logo e *call to action* per i contatti del cinema.

Programmazione:

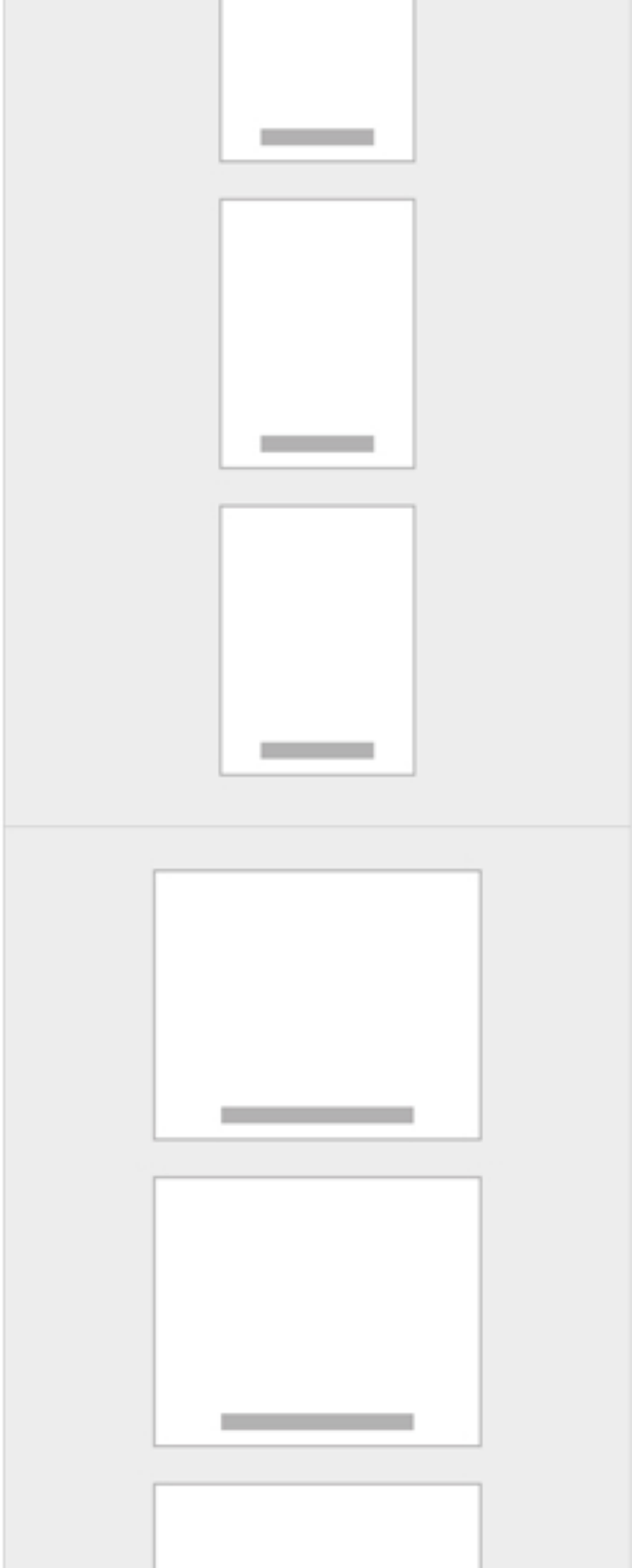
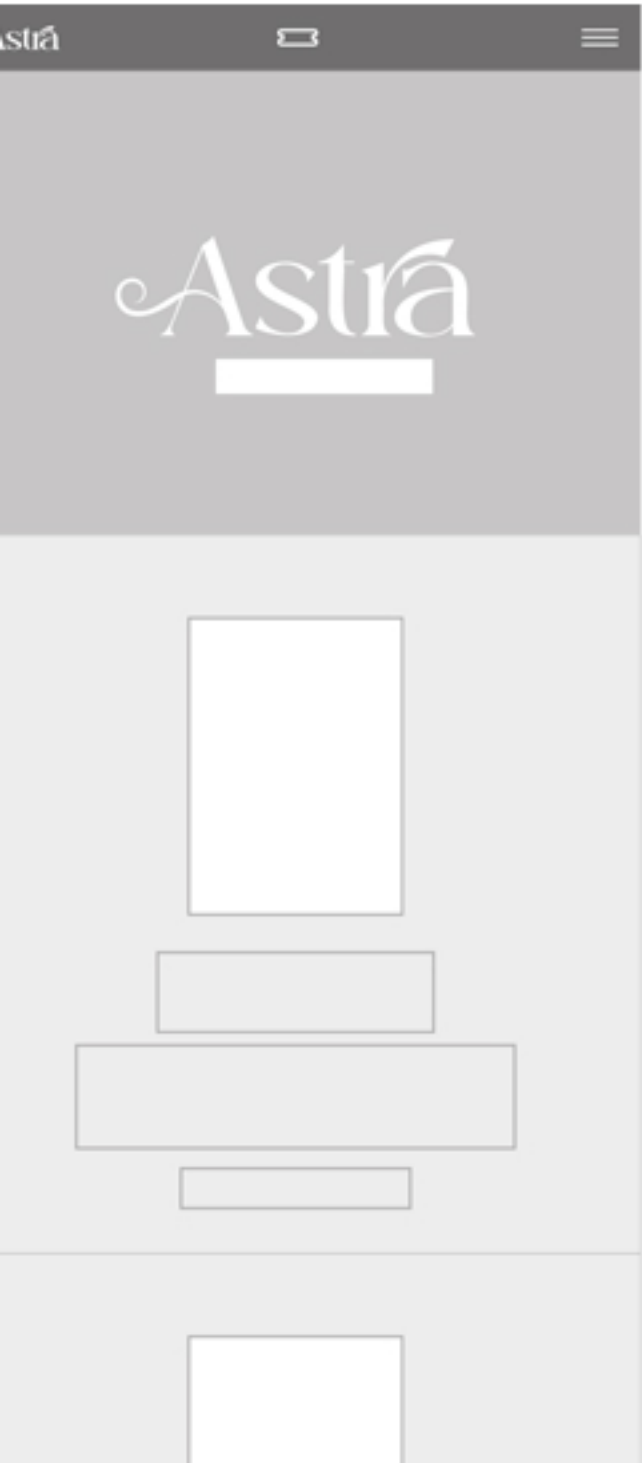
locandina, logo e sinossi di un film in evidenza, *call to action* al trailer e collegamento ipertestuale alla pagina del calendario.

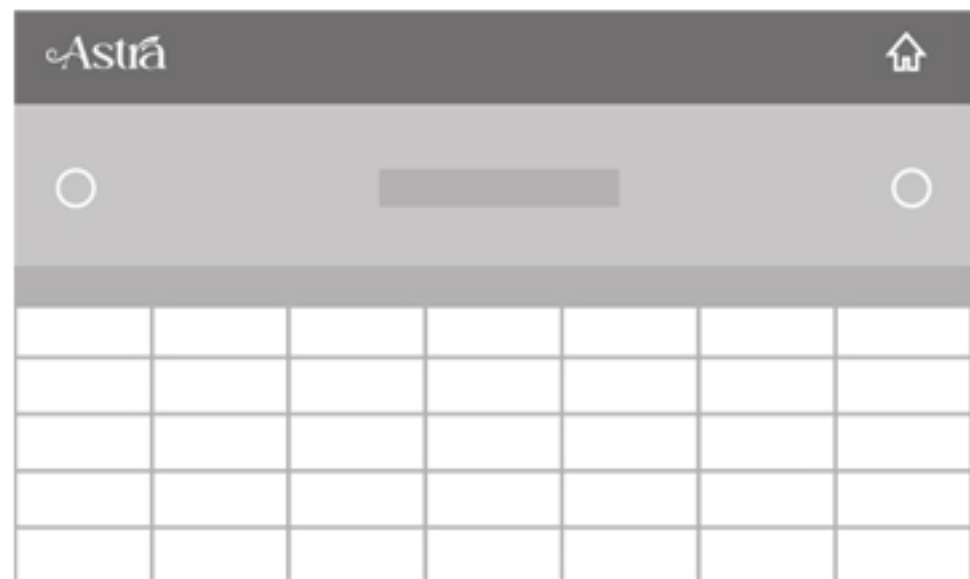
Eventi:

locandina, logo e sinossi di un evento in evidenza, *call to action* per la prenotazione e collegamento ipertestuale alla pagina del calendario.

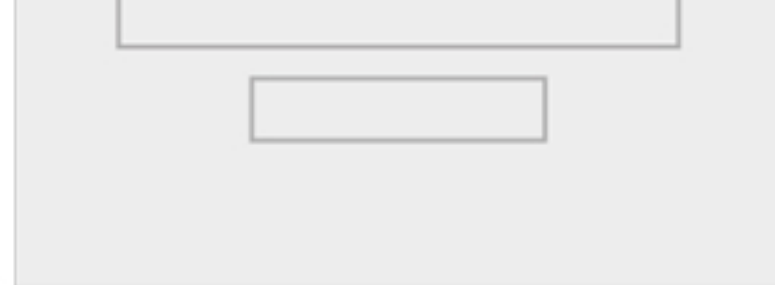
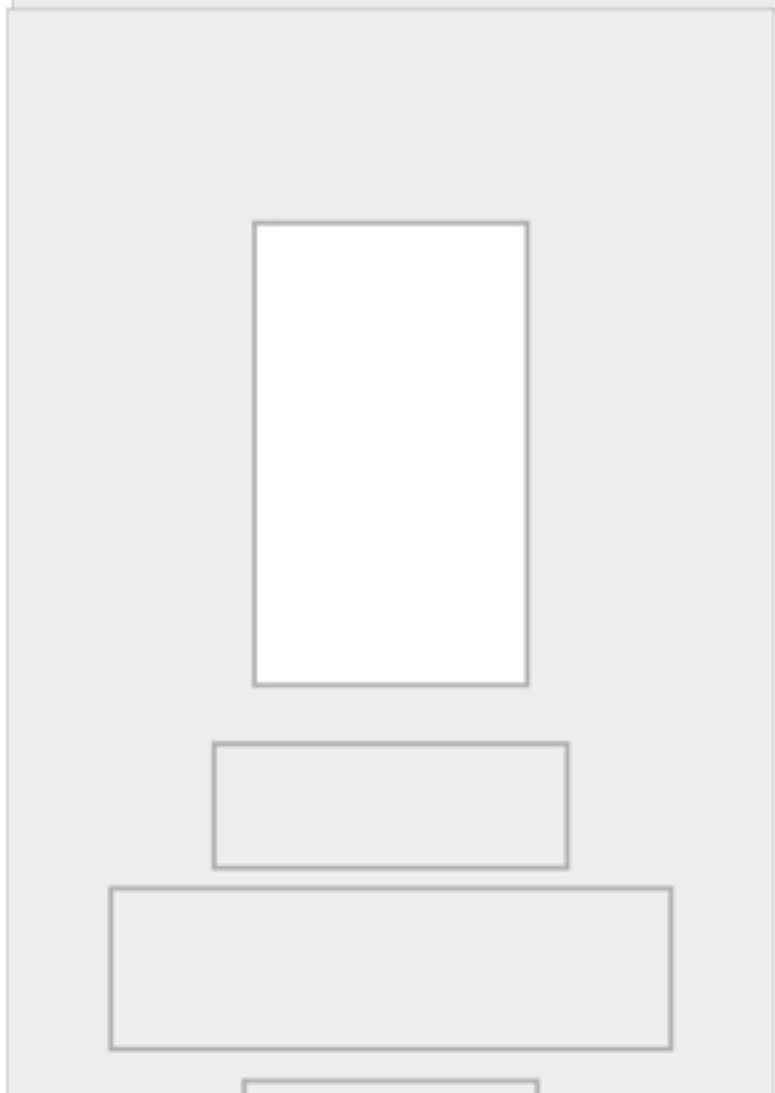


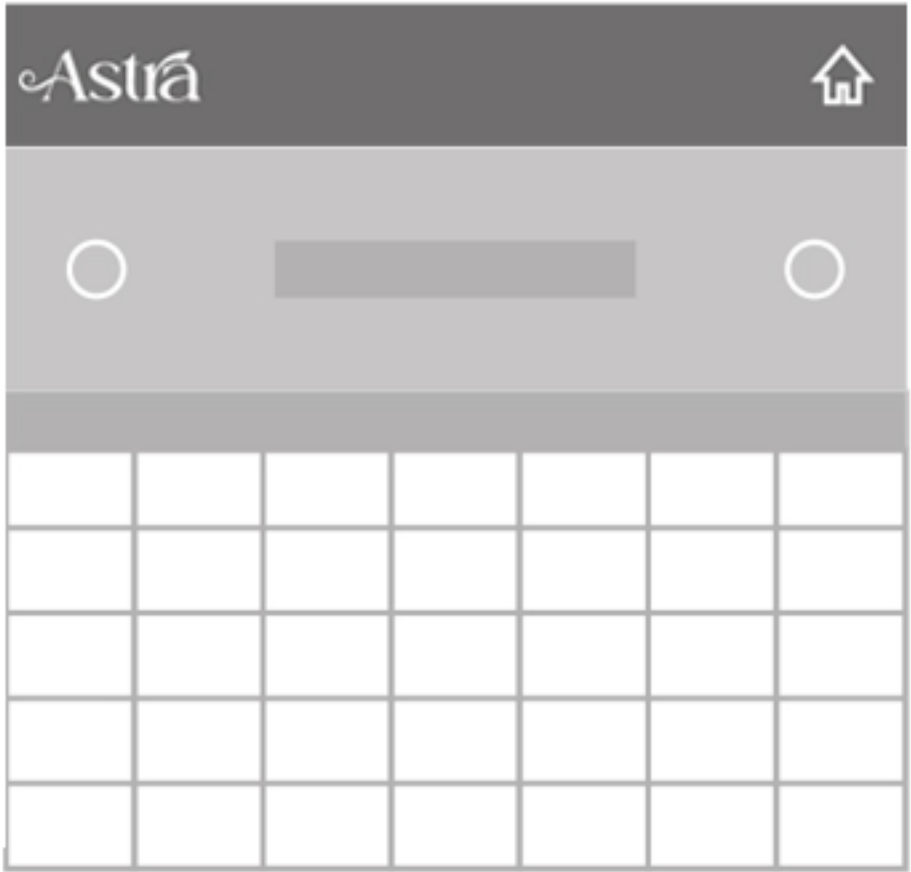
Medium
(max-width: 768px)



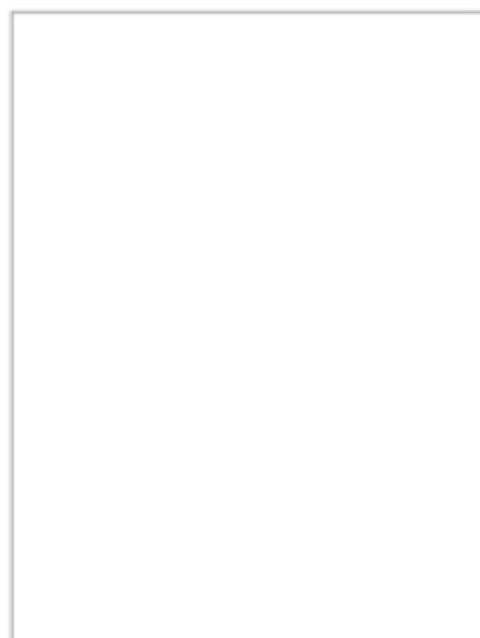
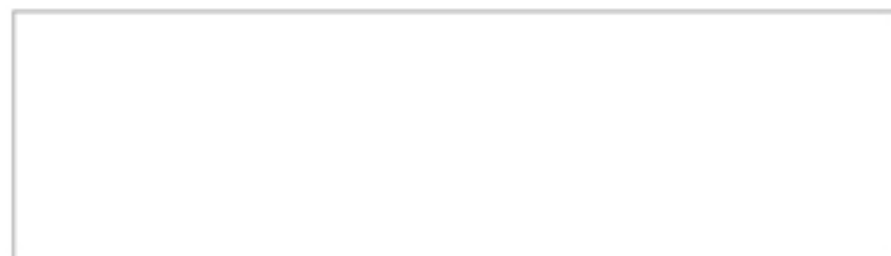


Mobile
(max-width: 480px)

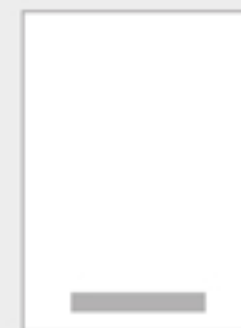
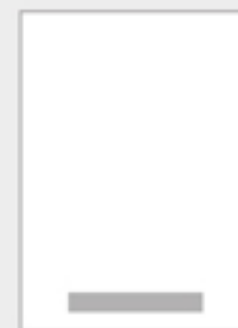
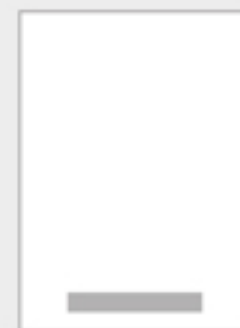




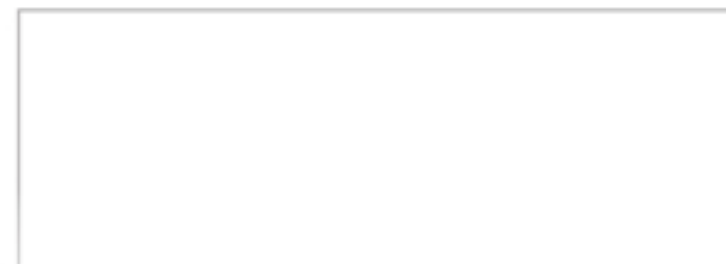
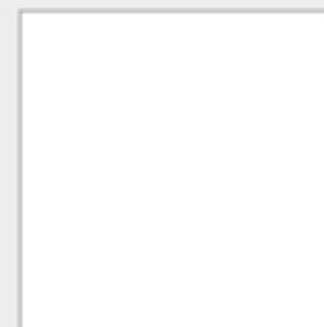
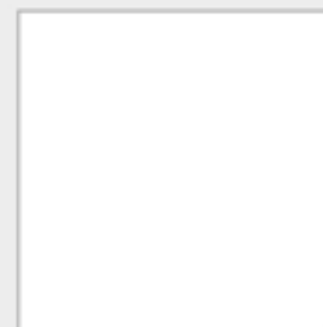
Il cinema:
fotografie e
storia del
cinema e della
Fondazione.



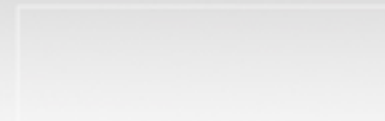
Informazioni:
indicazioni sul
luogo, i prezzi
(con
collegamento
ipertestuale a
una pagina
dedicata) e i
contatti.



News:
articoli
riguardanti
il cinema.



Newsletter





Prezzi e agevolazioni:
pagina secondarie
con le tariffe del
cinema.

Programmazione film ed eventi:
pagine secondarie organizzate a
calendari mensili, che mostrano
le programmazioni cliccando sui
giorni desiderati.



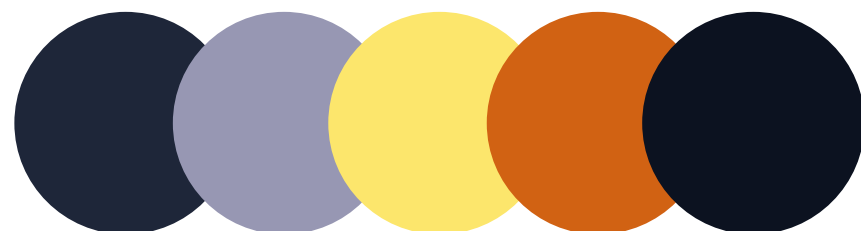
BRAND IDENTITY

ASTRA
CINEMA

Logo attuale

Astrá
CINEMA

Proposta di logo



sy
ne

Regular
Bold
Extra
Italic
Mono

Inter UI

Regular
Medium
Thin beta
Light beta

HOMEPAGE



Homepage attuale

Proposta di homepage

