

# Deutsch

## Deutschinc.com High-Level Wireframes

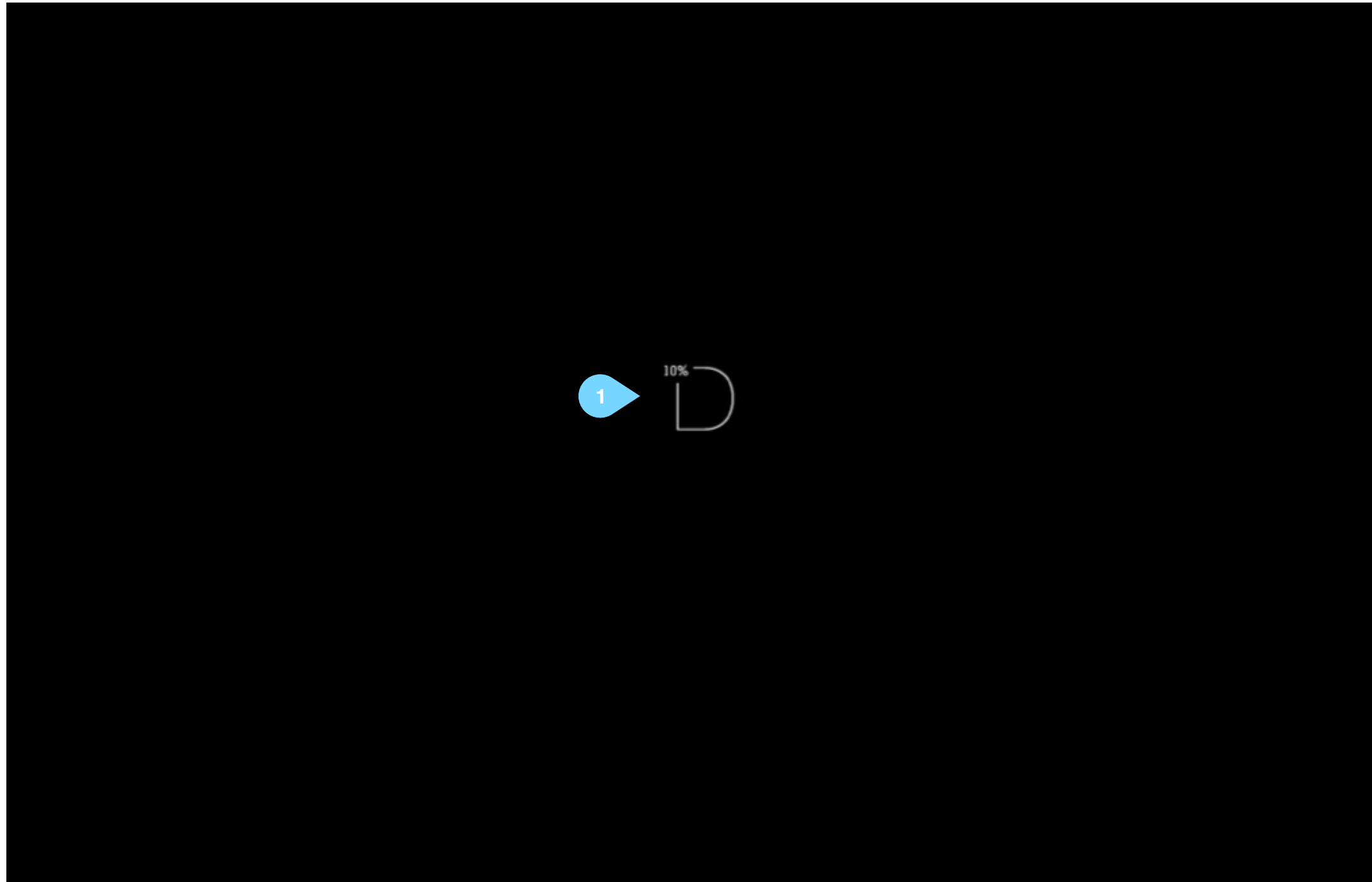
Fri Sep 23 2011

**Disclaimer:**

Drawings are not to scale. Color palette, fonts and dimensions are approximate. This is not a graphical design - only a wireframe approximating a design for illustrating the approximate placement and organization of page elements.

Copy is for placement and example purposes only. All design styles including but not limited to active, inactive, visited and roll-over states will be defined by the design style guide.

# High-Level Wireframes



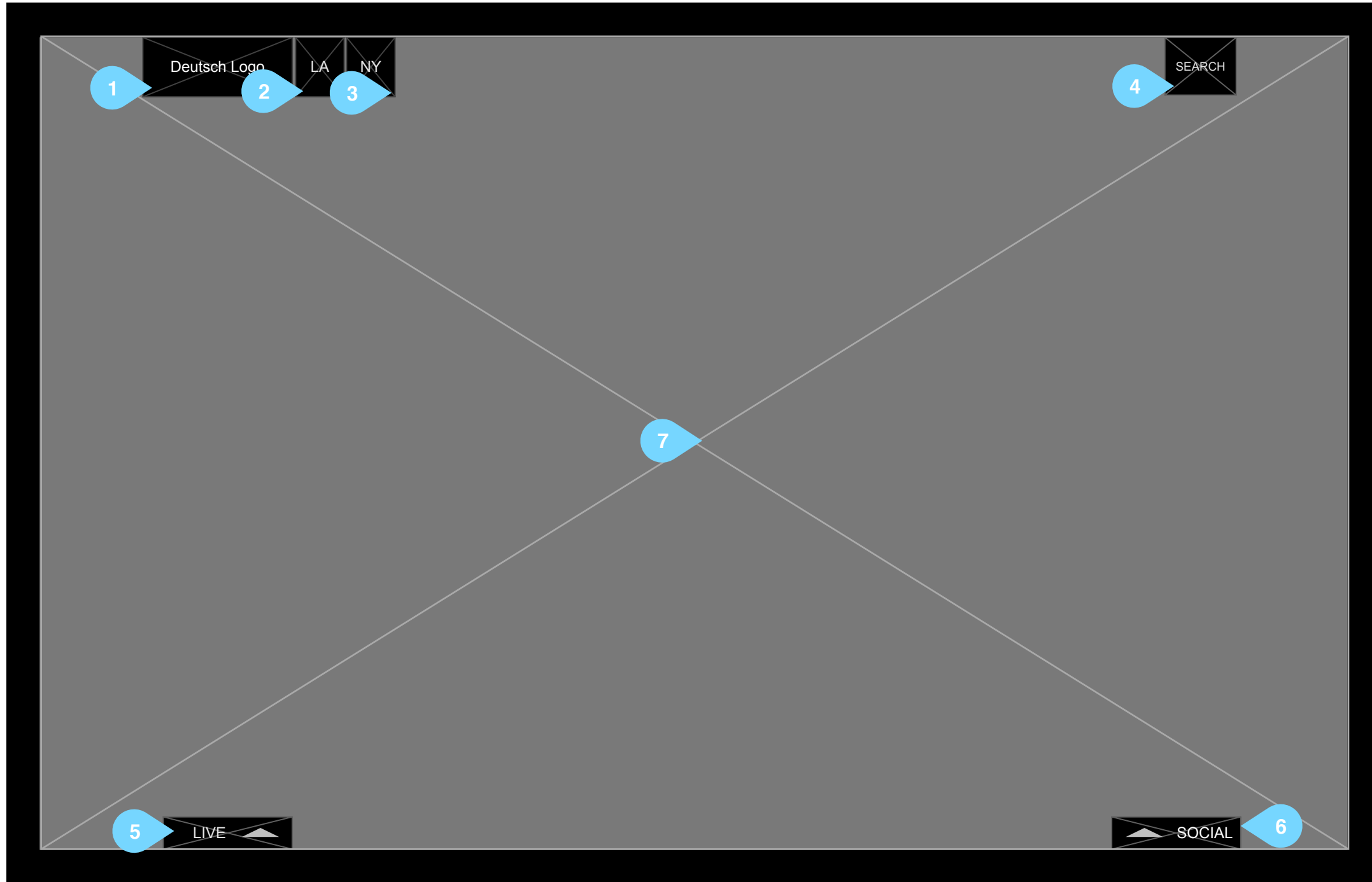
**Notes:**

The quick intro splash page to load homepage contents, videos, images...

**1. Loading Image**

Displays percentage of loading progress and should not be built in Flash.

# Homepage - Related Work



## Notes:

This page illustrates the functionality On Click and MouseOver. These functionalities are based on a template and similar on all pages.

### 1. Deutsch Logo

On Click, always goes to Home Page and on MouseOver opens drop down menu. Mockup - Page 9

### 2. LA location link

On Click and MouseOver opens drop down menu and Highlights LA Button. Mockup - Page 8

### 3. NY location link

On Click and MouseOver opens drop down menu and Highlights NY Button. Sample - Page 8

### 4. Search icon

On Click displays search field and Go button. Mockup - Page 29

### 5. Live link

On click, the drawer menu expands upward displaying content. Mockup - Page 7

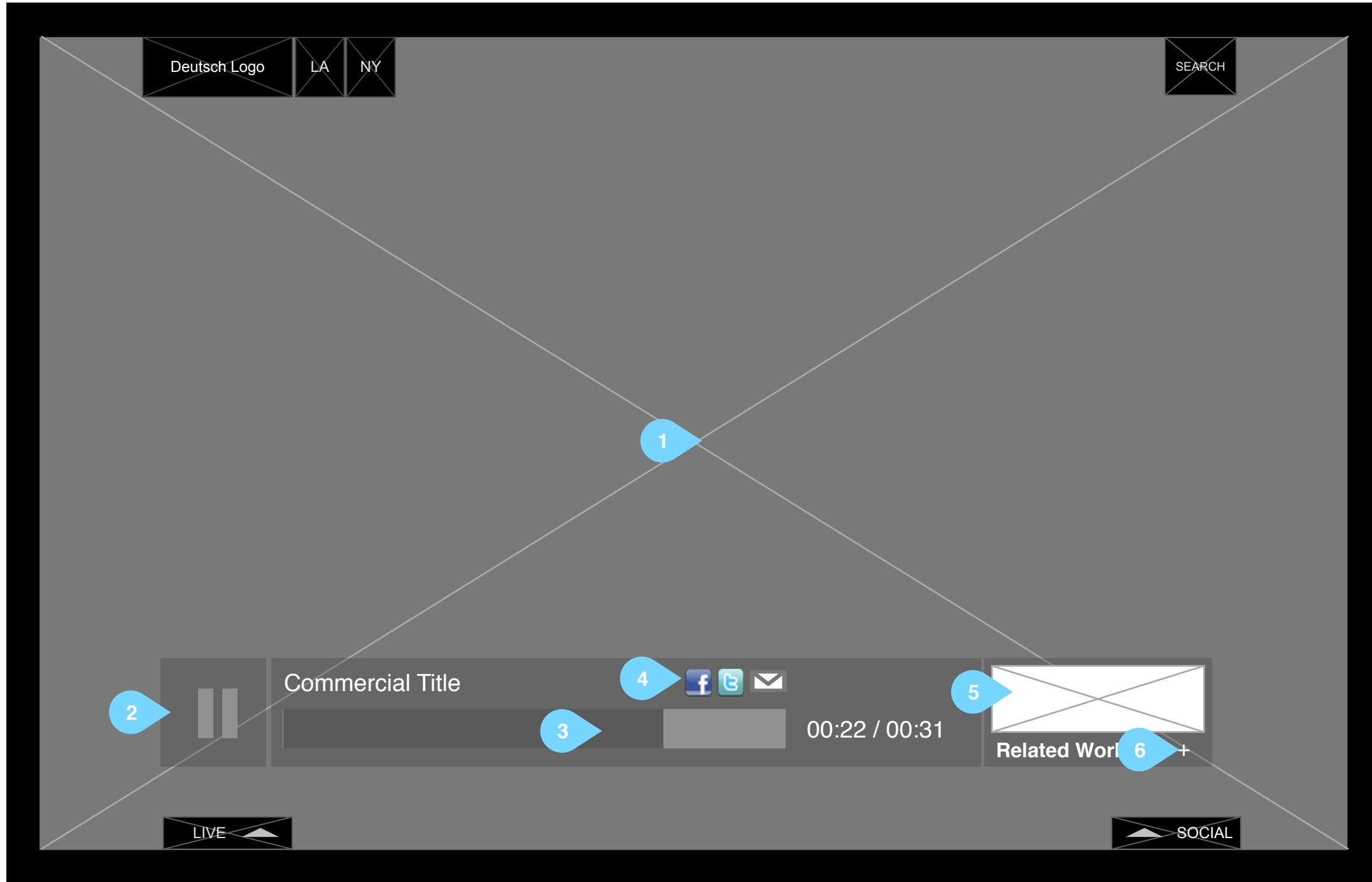
### 6. Social link

On click, the drawer menu expands upward displaying social media icons. Mockup - Page 7

### 7. Video

Video plays automatically when page loads. On Click, Video menu will be displayed and on second click video menu disappears or disappears in XX seconds. Video Menu Mockup - Page 5

\*\*\* 1-6 assets are an overlay over playing video.



## Notes:

### 1. Video

Video is playing with video menu is displayed

### 2. Pause or Play button

User can pause video by click on button then video stops and play button appears. When user clicks on Play button video plays where it was left off.

### 3. Status Bar

Status bar displays time played and going to play, matching the time displayed on the right side of status bar (00:22/00:31)

### 4. Social Media Icons

Facebook Icon: On Click opens new window in browser asking for Permission to connect through Facebook API. Click on Allow Access, a new Facebook page appears with the video and message field. Click on Post and Video is posted on your wall with a link back to YouTube video or our website.

Twitter Icon: On Click opens new window in browser. Allow access and post text message with URL link to video.

Email Icon: On Click brings up pop window with fields: From, To, Subject, Message and Send Button. URL of video and marketing message will be included in the email message or opens your default mail client with Marketing message and URL or embed code of video within the email

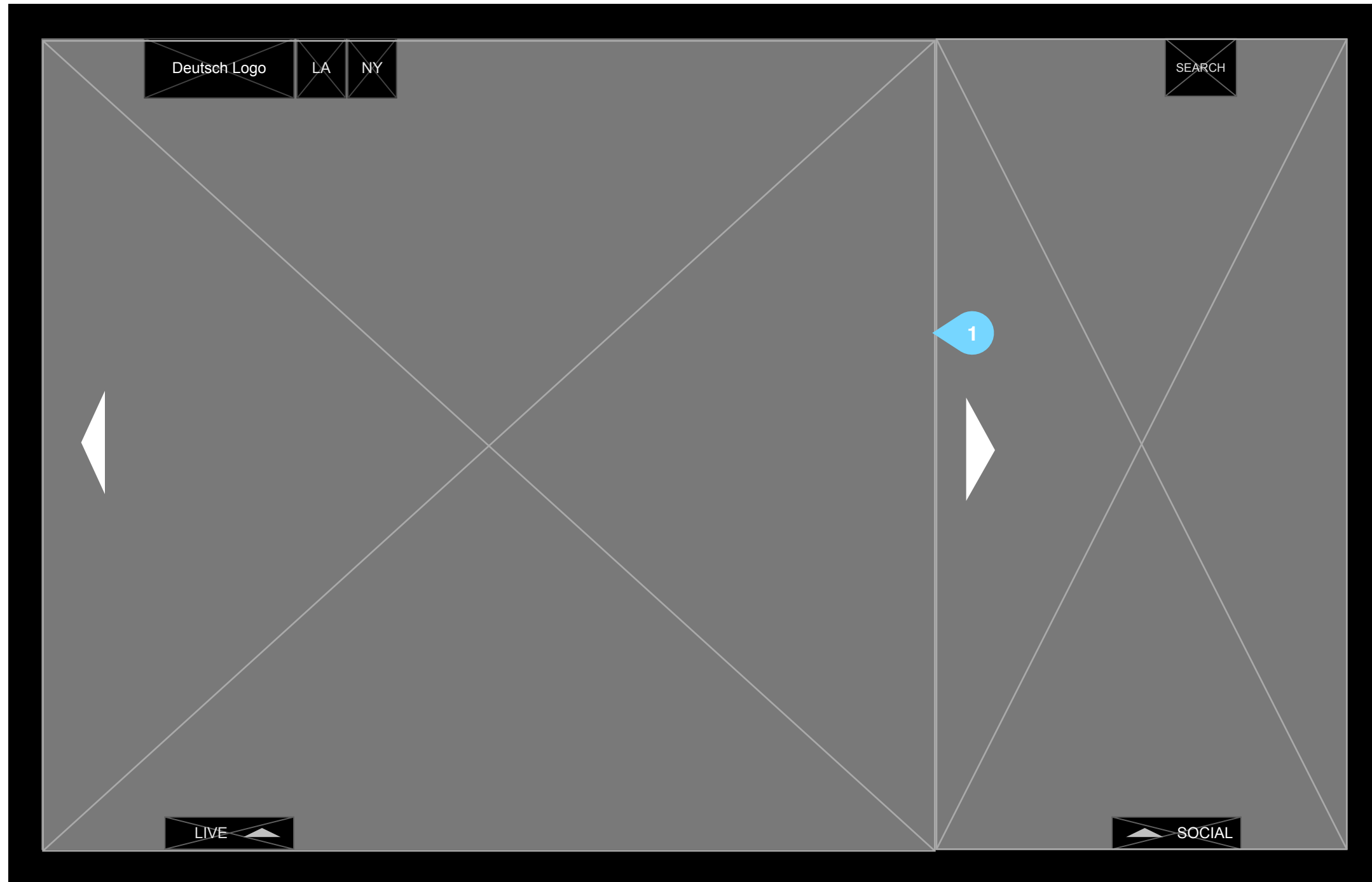
### 5. Video Thumbnail

On Click, video replaces Main Video on home page and plays automatically. Transition will come in from the right right. Mockup - Page 6

### 6. Videos Drawer

The drawer is collapsed by default. On Click, drawer expands upward and displays a total of 3 video thumbnails with title and brief description.

# Homepage - Video Transition

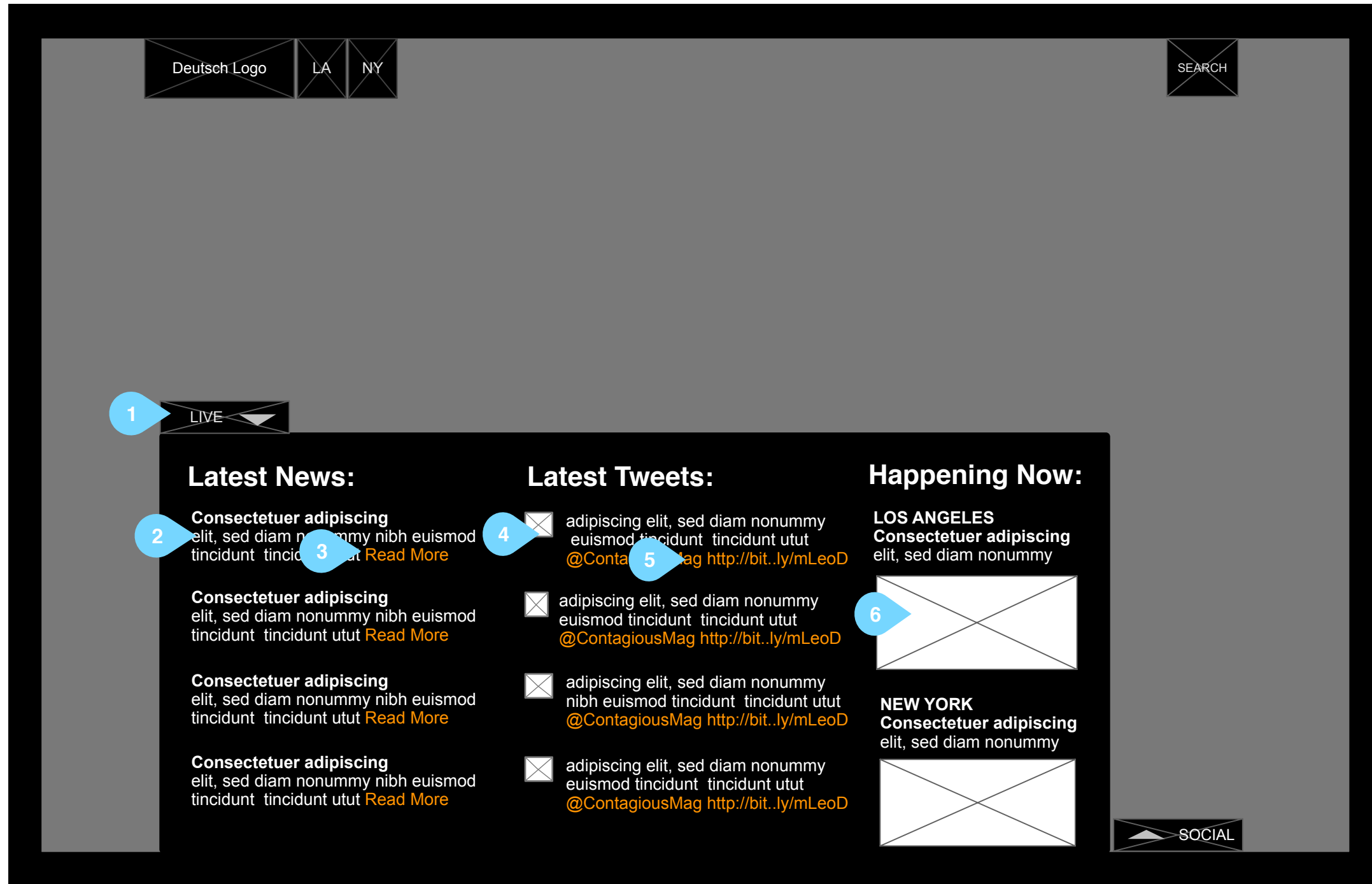


**Notes:**

This page illustrates the transition between videos.

**1. Transition**

On Click of Video thumbnail. The video being viewed will pause and transition out to the left. The new video will transition in from the right and will begin to play after loading and fills the video slot.



## Notes:

### 1. Live Drawer

On Click collapses drawer and arrow points up.

### 2. Latest News

News content is dynamic. Every news article will contain a news headline, short description and read more link.

### 3. Read More link

Read More on click, goes to the corresponding news detail page.

### 4. Latest Tweets

Dynamic content pulled using Twitter API displaying user profile photo and tweets.

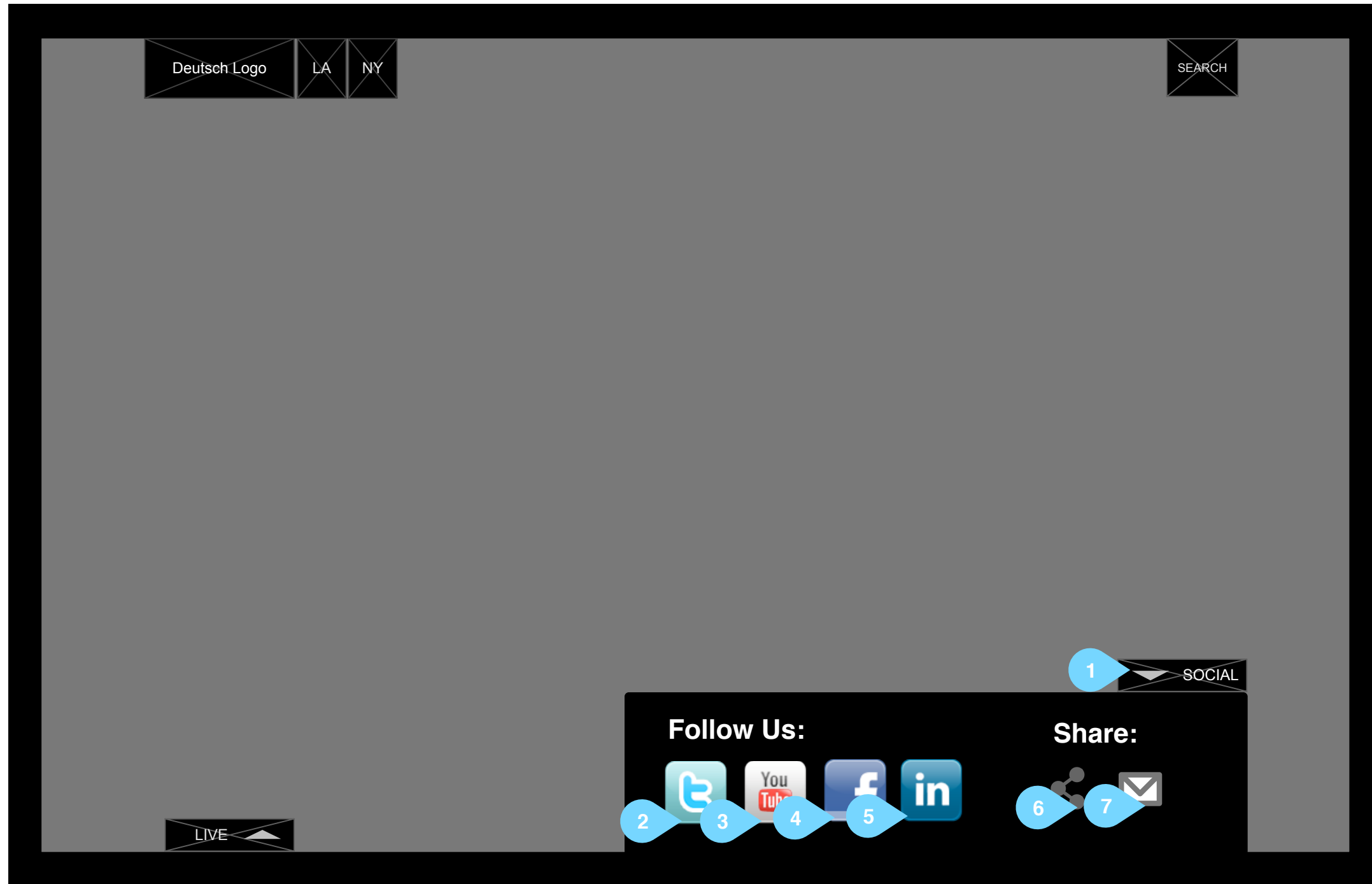
Profile icon: On click, opens up twitter page on user's profile page.

### 5. Twitter links

On Click, opens new window to link's original page.

### 6. Office Photo

On Click, goes to contact details page (p28).



## Notes:

### 1. Social Drawer

On Click, collapses drawer and arrow then points up

### 2. Twitter link

On Click, goes to Deutsch twitter page.

### 3. Youtube link

On Click, goes to Deutsch Youtube Channel

### 4. Facebook link

On click, goes to Deutsch Facebook Fan Page

### 5. LinkedIn link

On Click, goes to Deutsch LinkedIn profile page

### 6. AddThis link

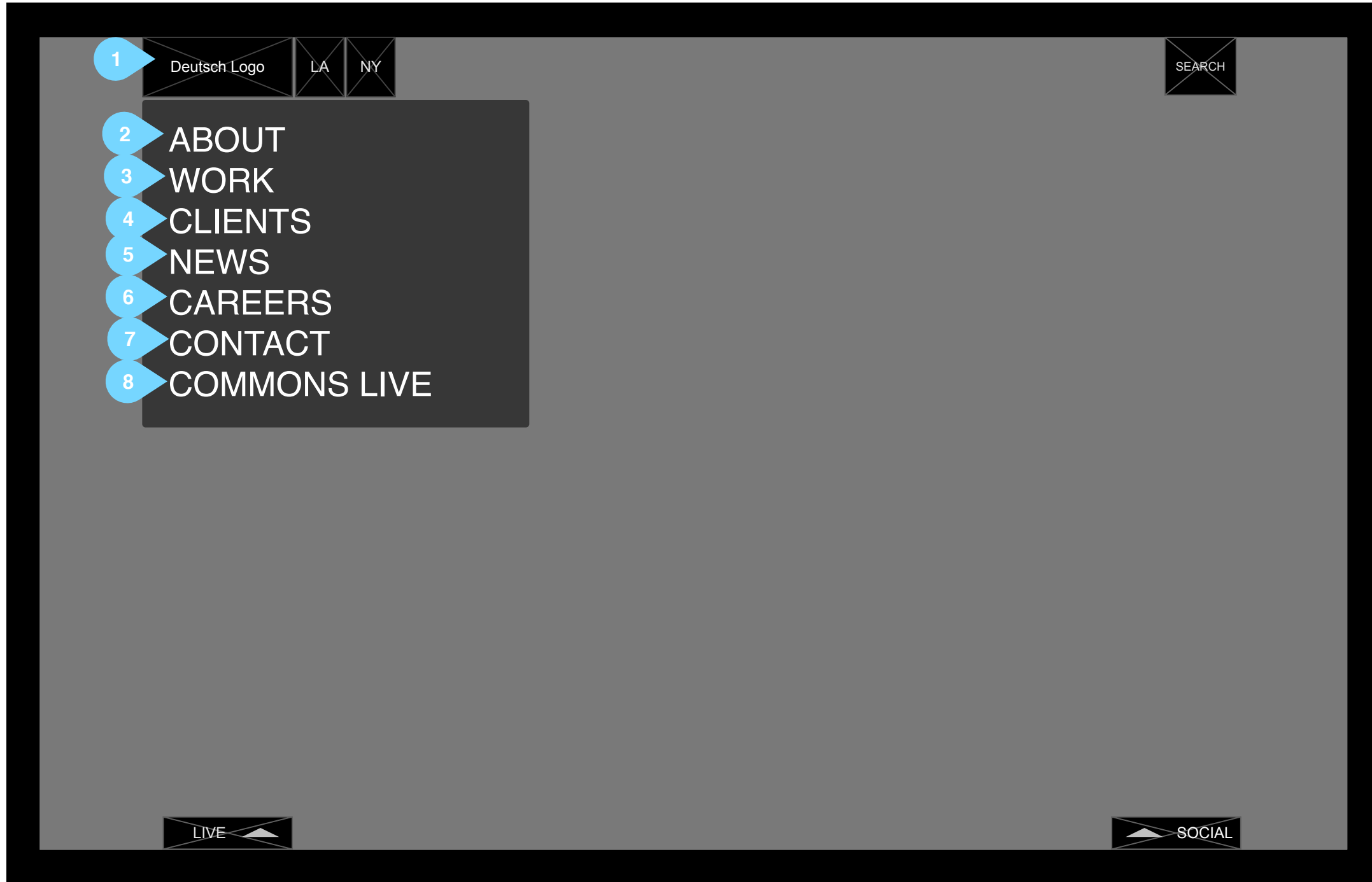
On Click, a popup window will appear with AddThis social media icons

### 7. Email link

On Click, will initiate a send-to-friend pop-up.



# Main Navigation



**Notes:**

**1. Navigation Menu**

On MouseOver of the Deutsch logo, the user will open drop down menu with website's main navigation.

**2. About link**

On Click, goes to the About landing page (p11).

**3. Work link**

On Click, goes to the Work landing page (p19).

**4. Clients link**

On Click, goes to the Clients landing page (p22).

**5. News link**

On Click, goes to News landing page (p23).

**6. Careers link**

On Click, goes to the Careers landing page (p24).

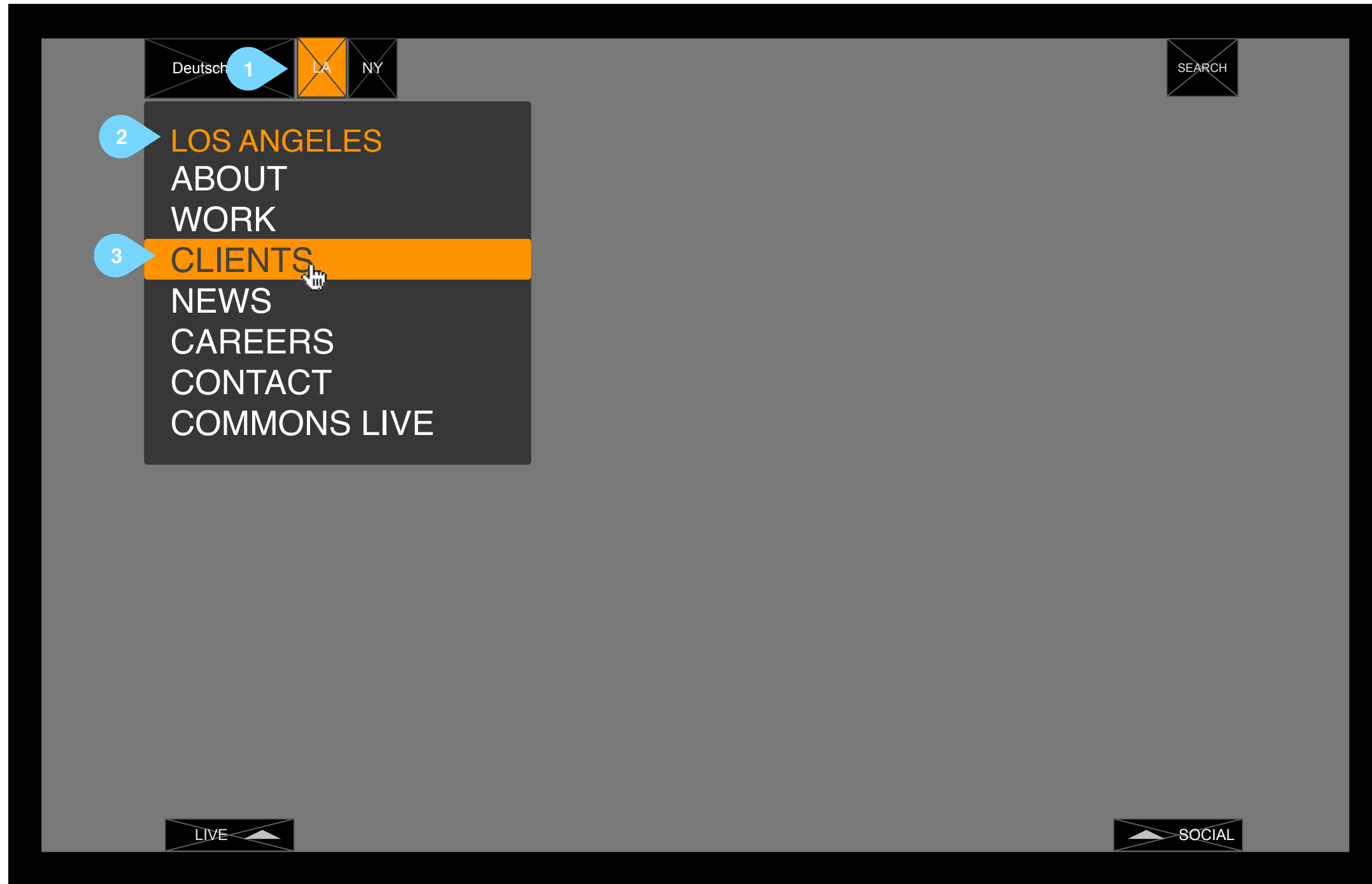
**7. Contact link**

On Click, goes to the Contact landing page (p25).

**8. Commons Live link**

On Click, goes to the Deutsch Commons Live landing page (page TBD).

# Main Navigation - Location Selected



## Notes:

### 1. LA dropdown menu

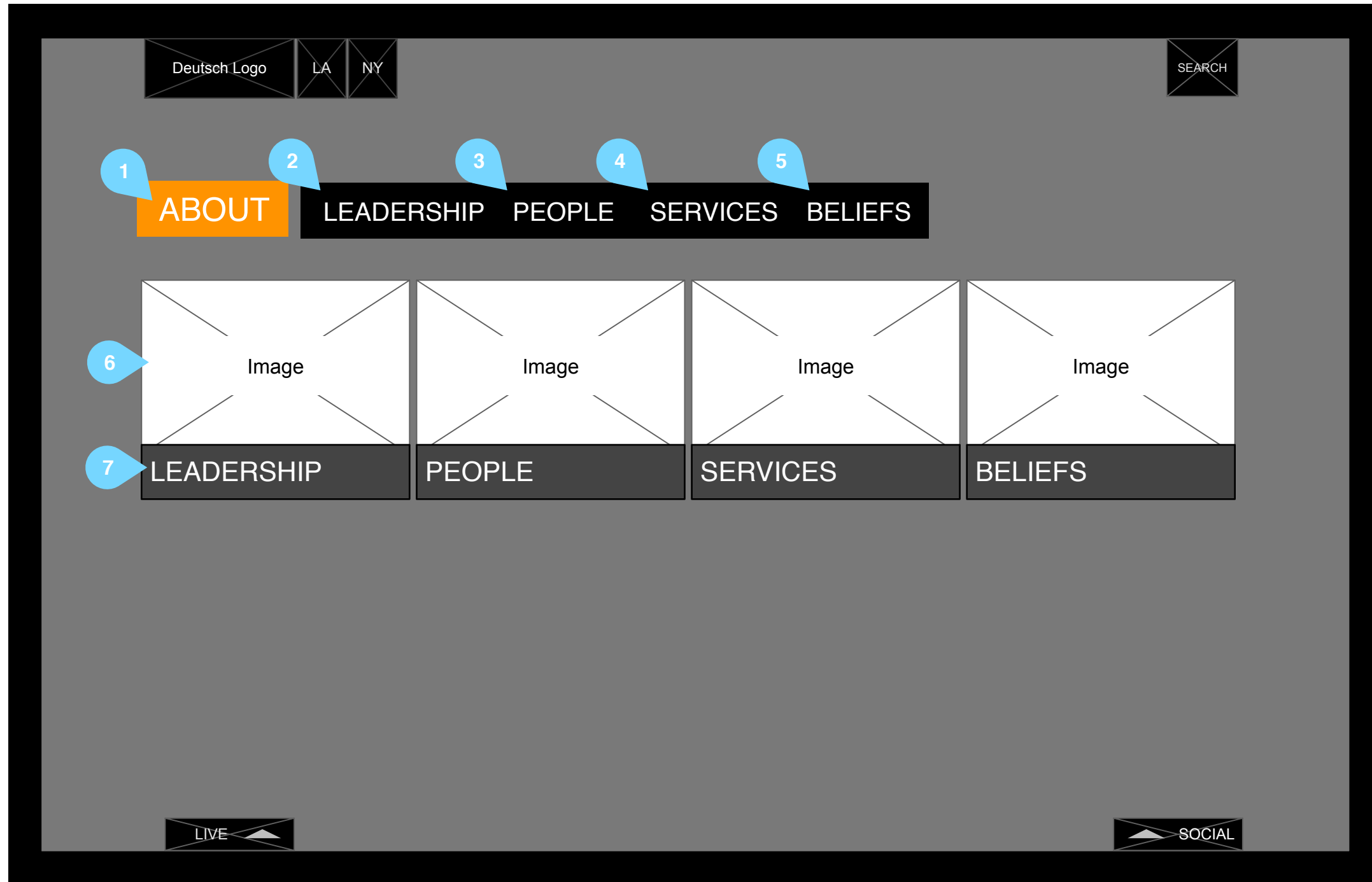
On Click or mouseOver expands drop down menu with Deutsch Los Angeles content.

### 2. Los Angeles header

The Los Angeles header will display when the LA image has been selected.

### 3. Clients MouseOver and link

On MouseOver, makes link active and On Click, goes to Clients landing page (p22)



## Notes:

### 1. About Header

Static header that introduces the user to the About section.

### 2. Leadership

On Click, goes to the Leadership landing page (p12).

### 3. People

On Click, goes to the People landing page (p13).

### 4. Services

On Click, goes to the Services landing page (p16).

### 5. Beliefs

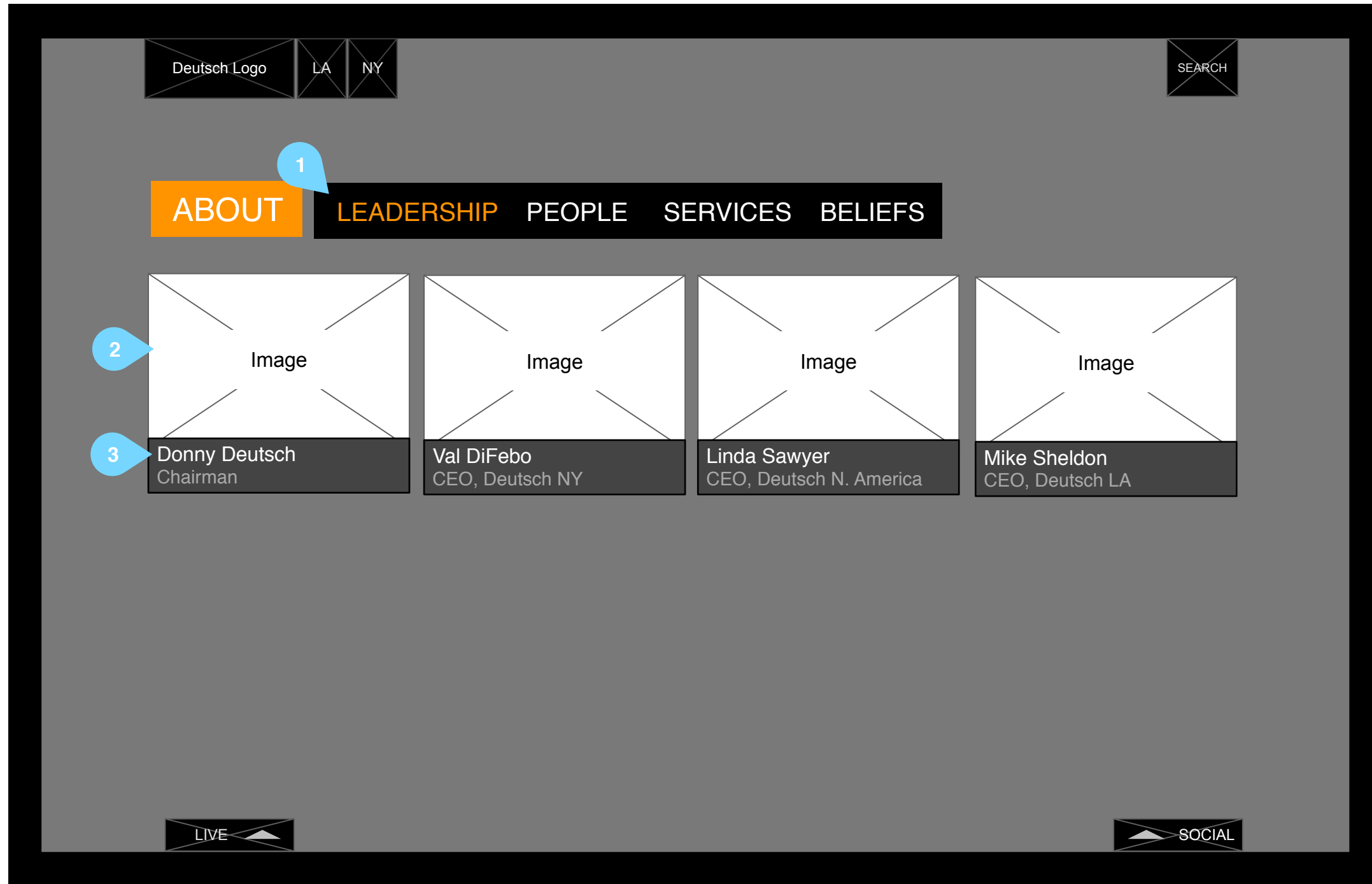
On Click, goes to the Beliefs landing page (p18).

### 9. Leadership image

Image height and width will be determined by design style guide. On Click, goes to the Leadership landing page (p12).

### 10. Leadership label

Image height and width will be determined by design style guide. On click, goes to the Leadership landing page (p12).



**Notes:**

**1. Leadership - Active State**

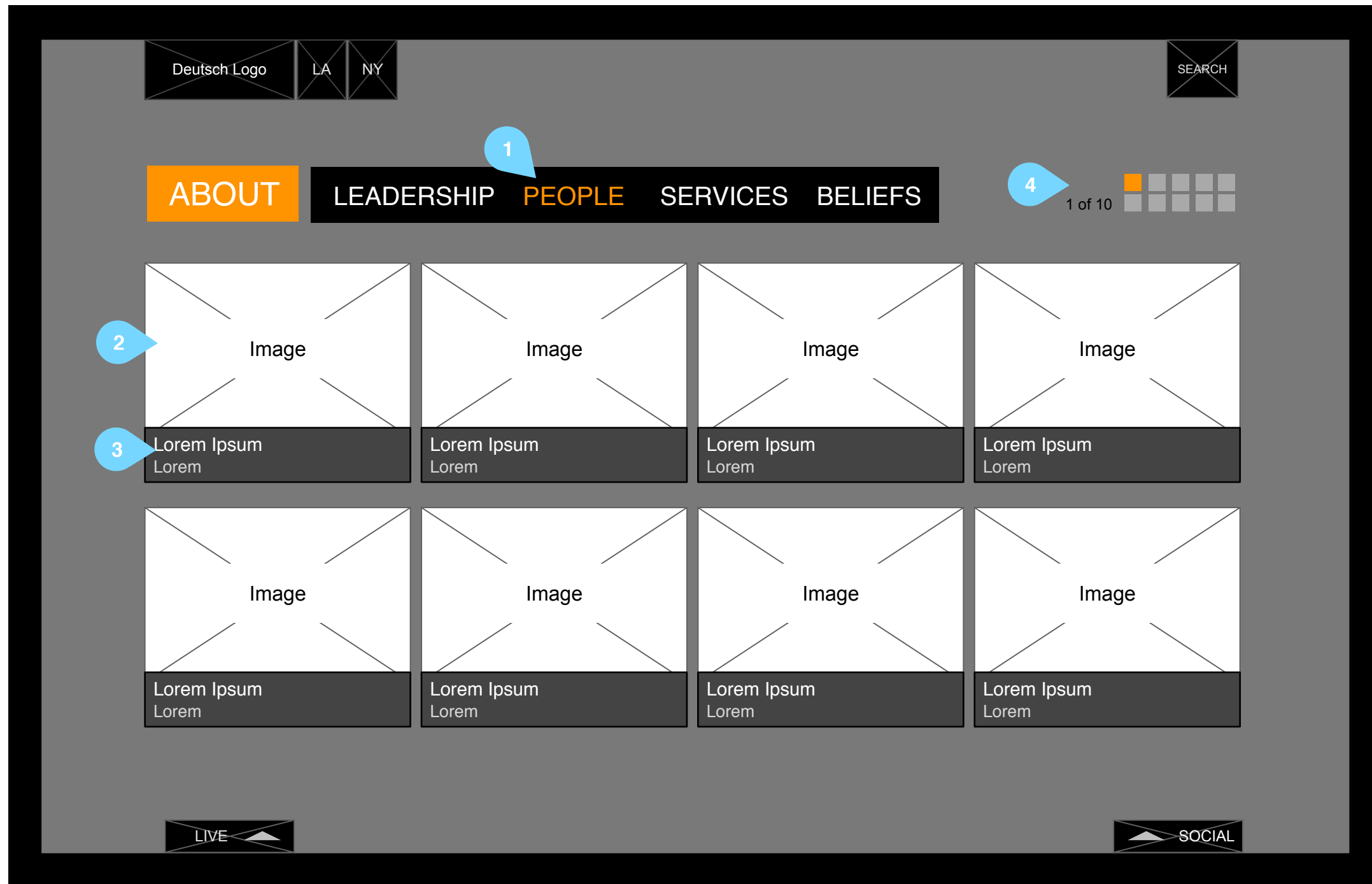
Once the user arrives at the Leadership landing page, the Leadership navigation link will appear in an active state.

**2. Profile Photo**

Image height and width will be determined by design style guide. On click, goes to the Leadership detail page (p14).

**3. Profile Name and Title**

Font style and height will be determined by design style guide. On click, goes to the Leadership detail page (p14).



## Notes:

### 1. People - Active State

Once the user arrives at the People landing page, the People navigation link will appear in an active state.

### 2. Profile Photo

Image height and width will be determined by design style guide. On Click, goes to the People detail page (p15).

### 3. Profile Name and Title

Font style and height will be determined by design style guide. On Click, goes to the People detail page (p15).

### 4. Page Notation & Navigation

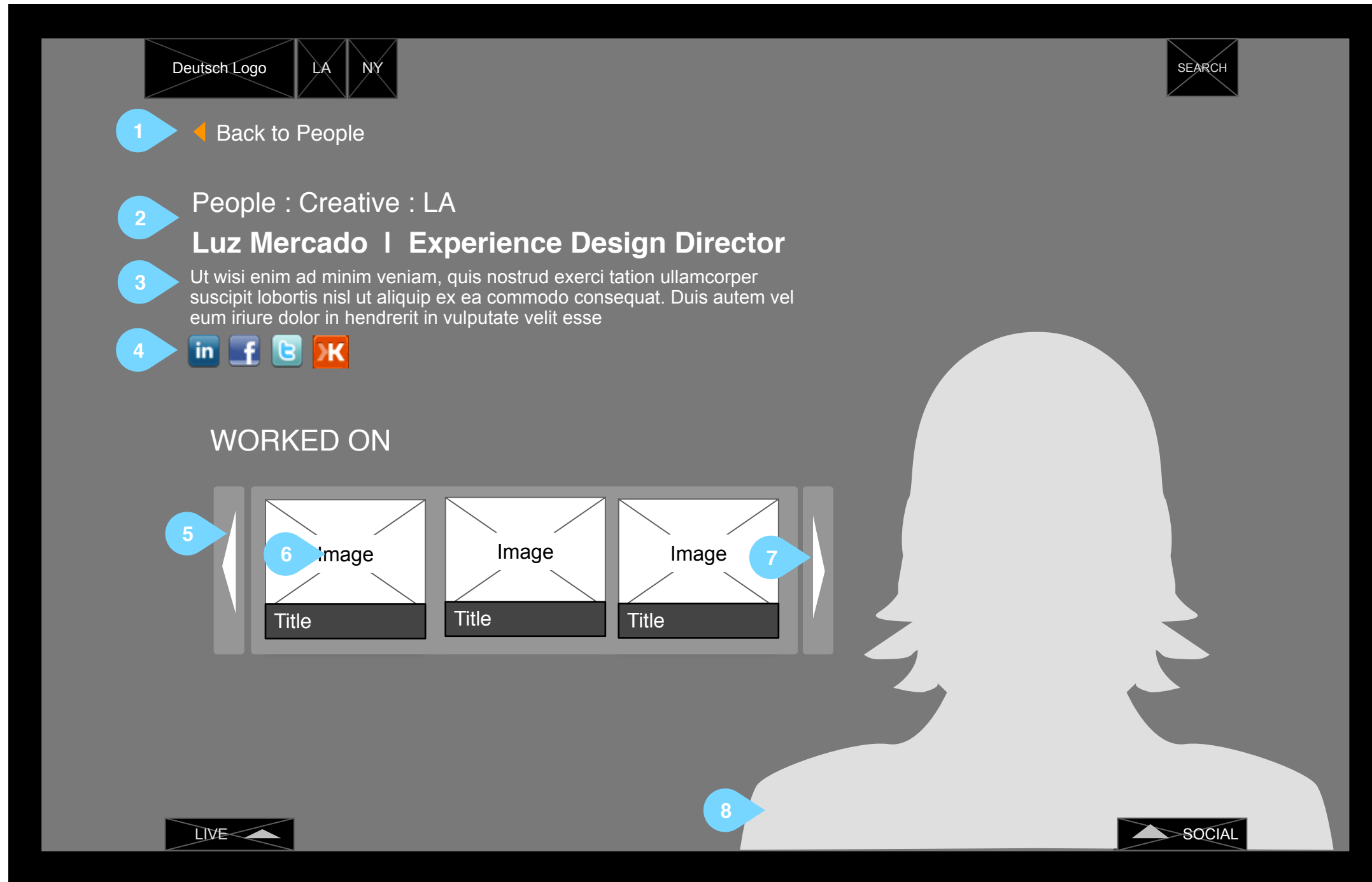
The default is page 1. On Click of any square, will go to the associated page. The page notation will update to reflect page selection and will display in an active state.



**Notes:**

- 1. Back Link**  
On click, the user is taken back to the Leadership landing page (p12).
- 2. Page Header & Leadership Name / Title**  
Static page header that introduces the page content. Each Leadership detail page will include: first name, last name and title.
- 3. Leadership Bio**  
Each leadership profile will include a short bio.
- 4. Social Links**  
Social links are conditional and based on whether or not they exist for each member of the Leadership team.  
  
On Click, goes to the associated social media profile page.
- 5. Info Graphic**  
Each Leadership profile page will include an info graphic. Each info graphic is custom to each profile. The info graphic is not clickable.
- 6. Profile Image**  
Profile image height and width will be determined by design style guide. Each profile page will have one image. Image is not clickable.

# About - General Profile Page



## Notes:

### 1. Back Link

On click, goes back to the People landing page (p13).

### 2. Page Header & Leadership Name / Title

Static page header that introduces the page content. Each Profile detail page will include: first name, last name and title.

### 3. Profile Bio

Each profile detail page will include a short bio.

### 4. Social Media links

Social links are conditional and based on whether or not they exist for each employee profile.

On Click, goes to the associated social media profile page.

### 5. Worked On

Each profile detail will showcase the work that the employee has worked on. On Click, goes to the related work detail page.

### 6. Left Arrow link

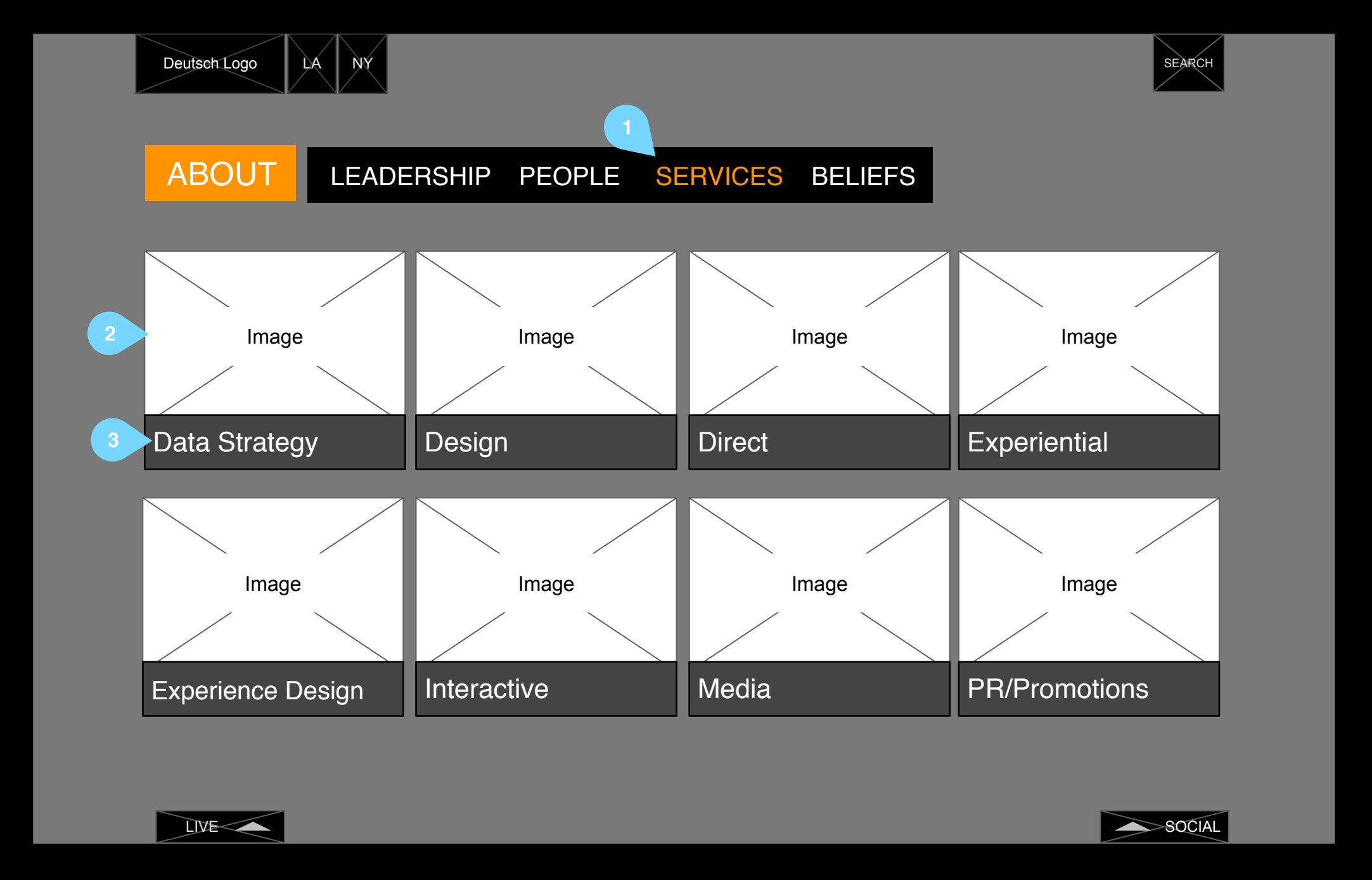
On Click, displays 3 new images with titles transitioning in from the Left. Inactive by default and is live when user clicks on right arrow.

### 7. Right Arrow link

On click, displays 3 new images with titles transitioning in from the right.

### 8. Profile Image

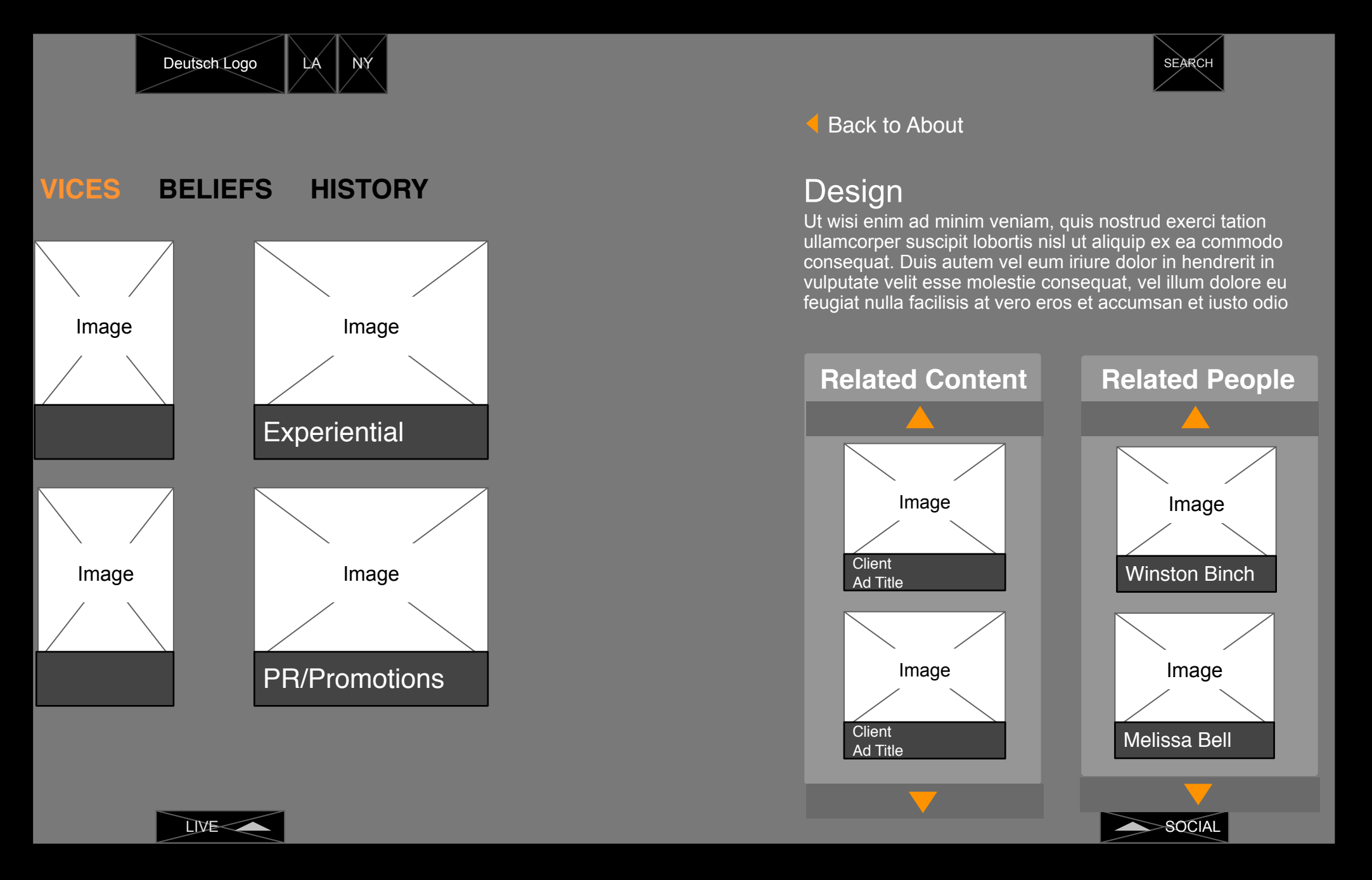
Profile image height and width will be determined by design style guide. Each profile page will have one image. Image is not clickable.



**Notes:**

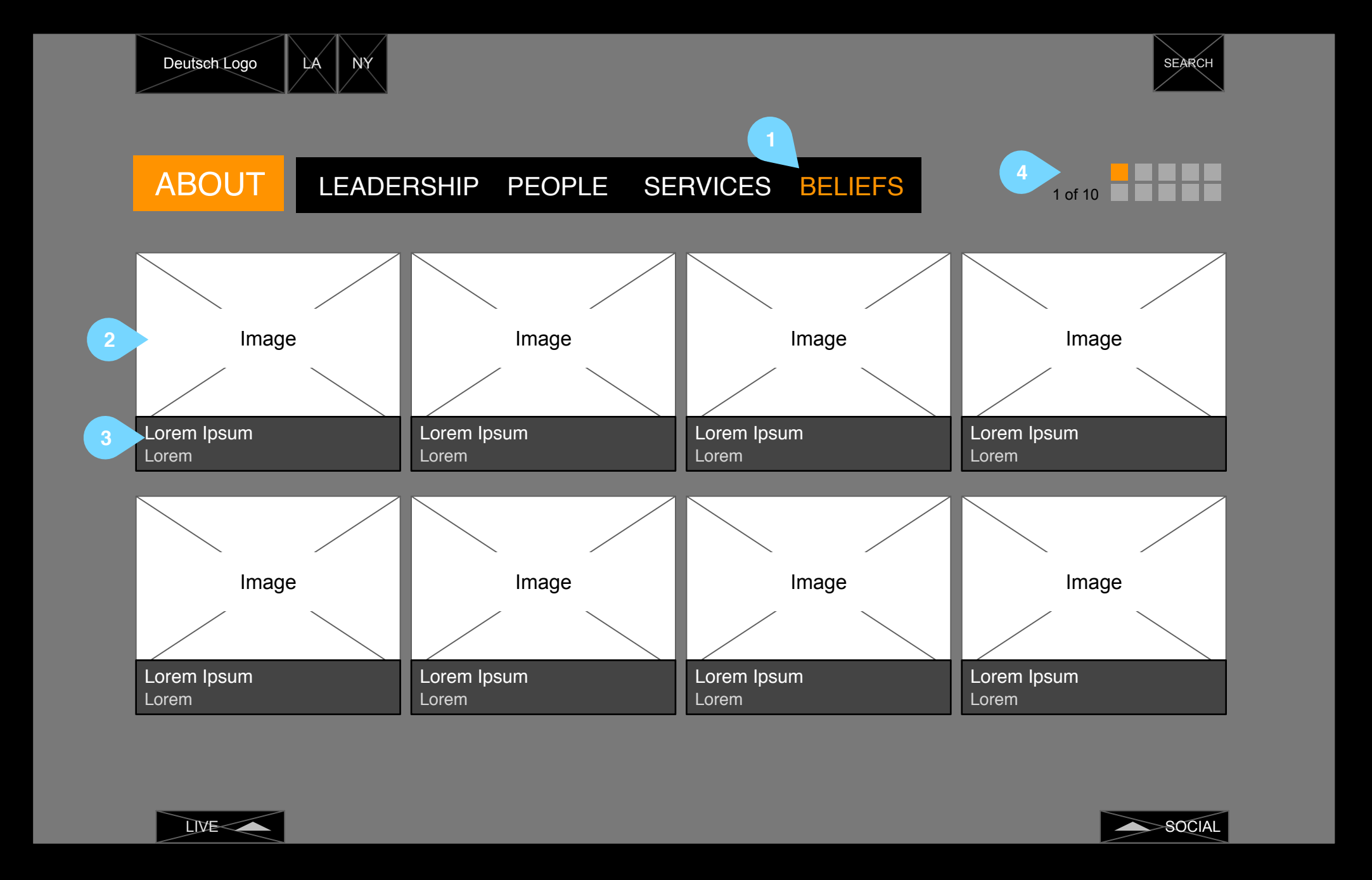
- 1. Services - Active State**  
Once the user arrives at the Services landing page, the Services navigation link will appear in an active state.
- 2. Service Photo**  
Image height and width will be determined by design style guide. On Click, goes to the Services detail page.
- 3. Service Title**  
Font style and height will be determined by design style guide. On Click, goes to the Services detail page.





**Notes:**

This page illustrates the transition from the Services landing page to the Services detail page. Transition flows in from the right.



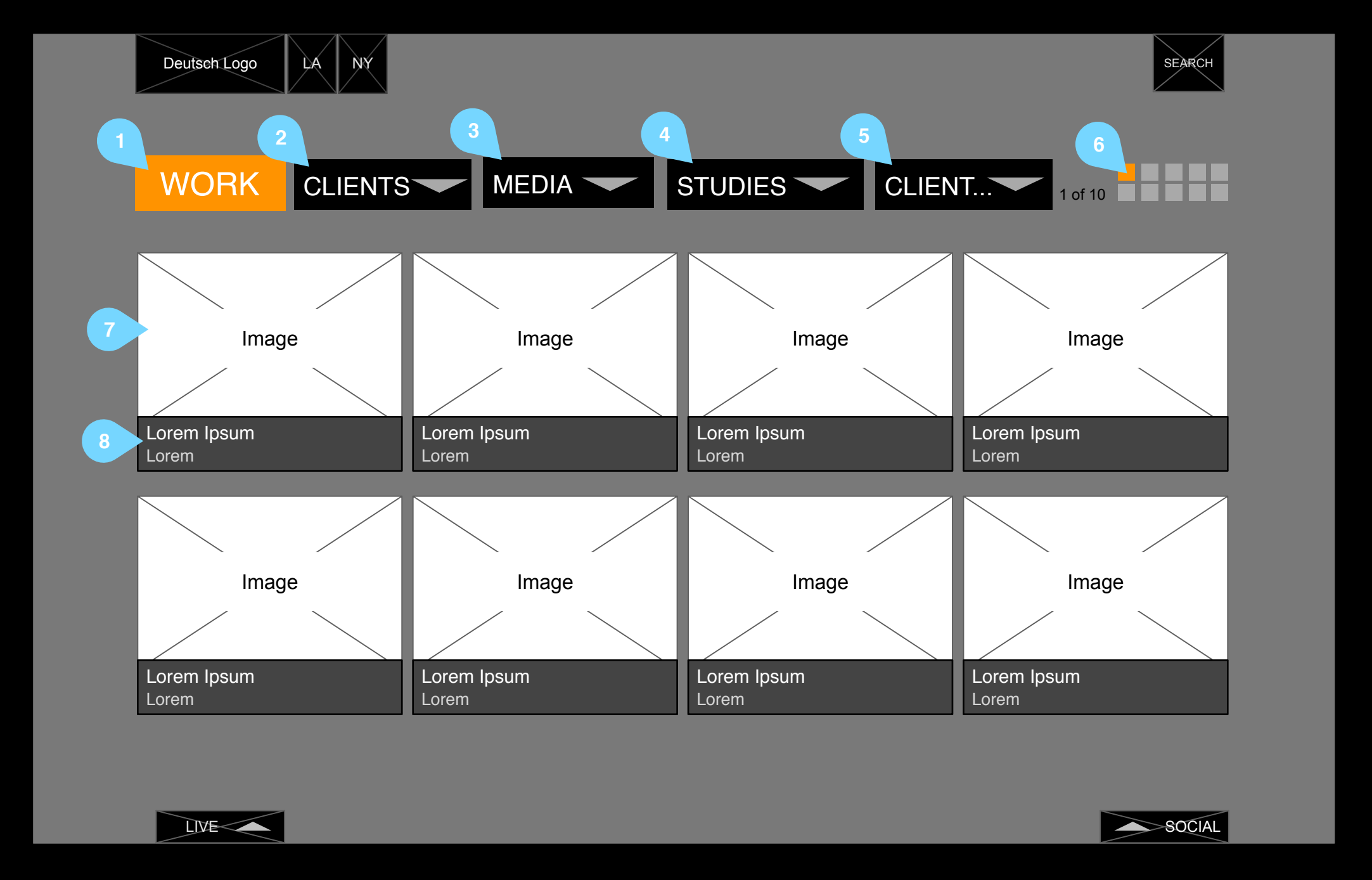
**Notes:**

**1. Beliefs - Active State**  
Once the user arrives at the Beliefs landing page, the Beliefs navigation link will appear in an active state.

**2. Beliefs Photo**  
Image height and width will be determined by design style guide. On click, goes to the Beliefs detail page.

**3. Title**  
Font style and height will be determined by design style guide. On click, goes to the Beliefs detail page.

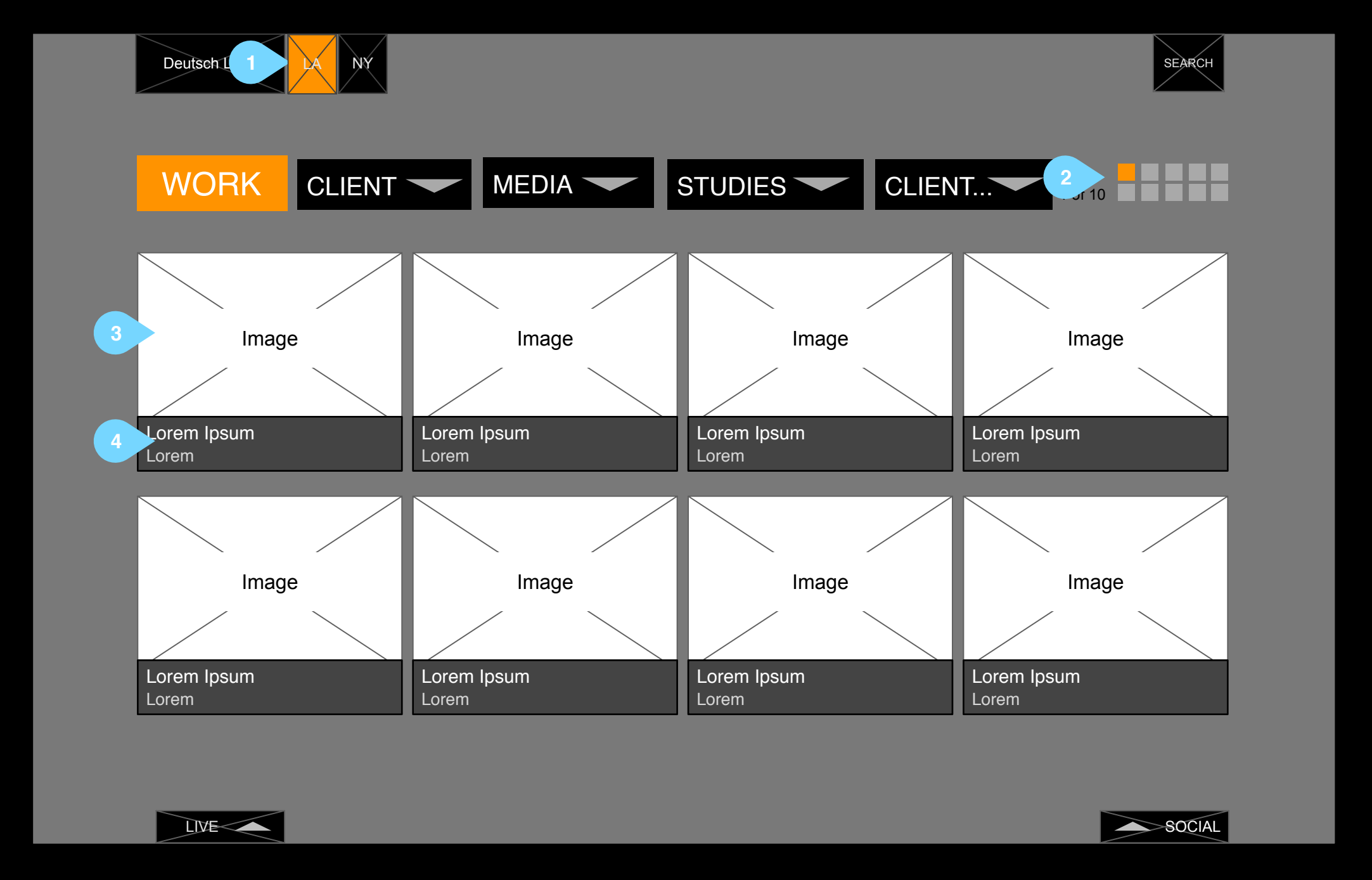
**4. Page Notation & Navigation**  
The default is page 1. On Click of any square, will go to to the associated page. The page notation will update to reflect page selection and will display in an active state.



**Notes:**

- 1. Work Header**  
Static header that introduces the user to the Work section.
- 2. Clients**  
On Click, goes to the Clients landing page (p12). On MouseOver opens drop down menu of client list.
- 3. Media**  
On Click, goes to the Media landing page (p13). On MouseOver opens drop down menu of media list.
- 4. Case Studies**  
On Click, goes to the Services landing page (p16). On MouseOver opens drop down menu listing case studies.
- 5. Client Testimonials**  
On Click, goes to the Beliefs landing page (p18). On MouseOver opens drop down menu with a list of shortened testimonials.
- 6. Page Notation & Navigation**  
The default is page 1. On Click of any square, will go to to the associated page. The page notation will update to reflect page selection and will display in an active state.
- 7. Client Project image**  
Image height and width will be determined by design style guide. On Click, goes to the Leadership landing page (p12).
- 8. Project Title and Client Name**  
Image height and width will be determined by design style guide. On click, goes to the Leadership landing page (p12).

# Work Landing Page - Filter On



**Notes:**

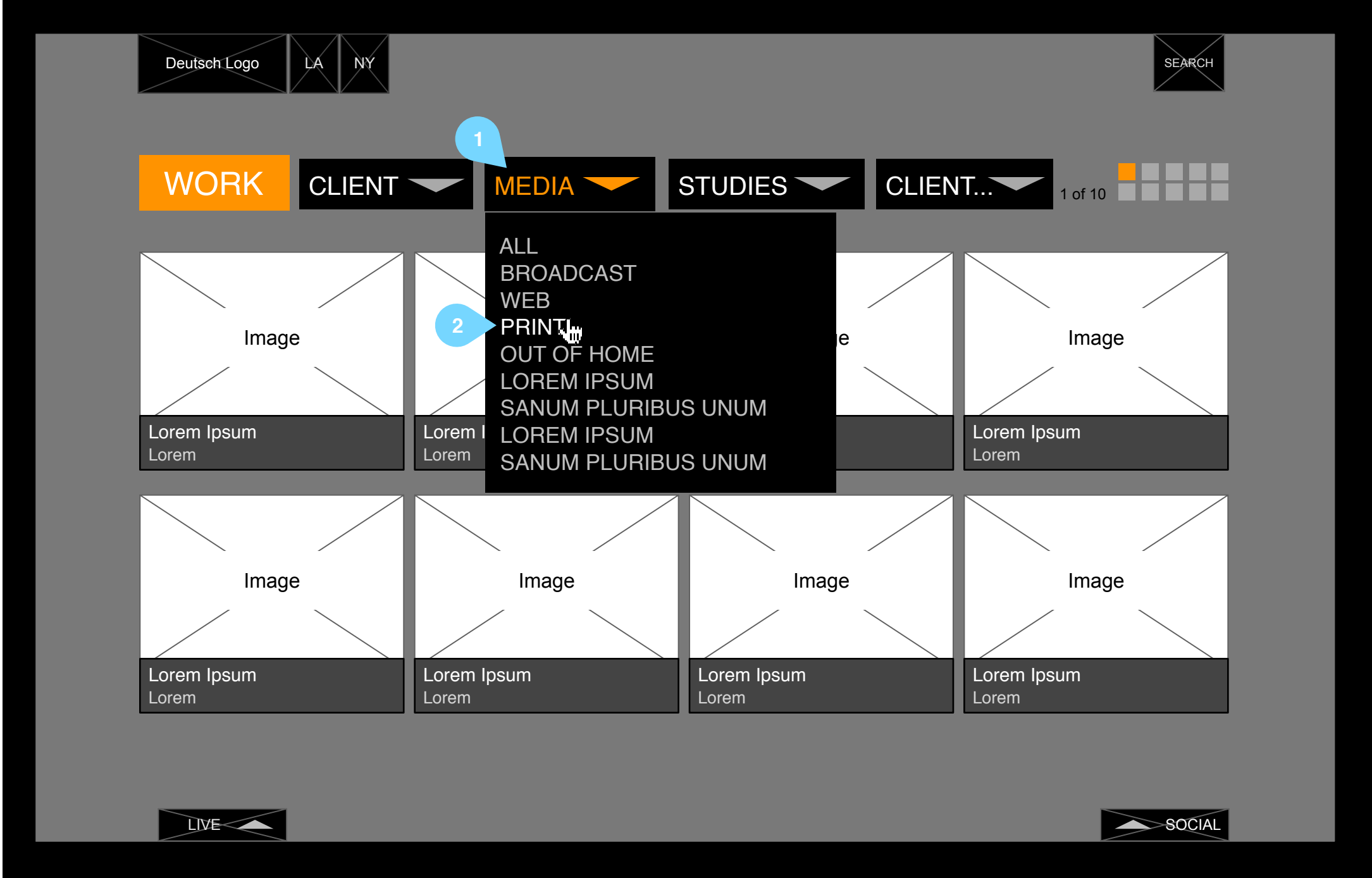
**1. LA - Active State**  
On Click of the LA link, the work content will filter to display work from Deutsch LA only. The LA link will appear in an active state. If clicked a second time, the filter is removed and the work content will display from both Deutsch locations.

**2. Page Notation & Navigation**  
The default is page 1. On Click of any square, will go to to the associated page. The page notation will update to reflect page selection and will display in an active state.

**3. Client Project image**  
Image height and width will be determined by design style guide. On Click, goes to the Leadership landing page (p12).

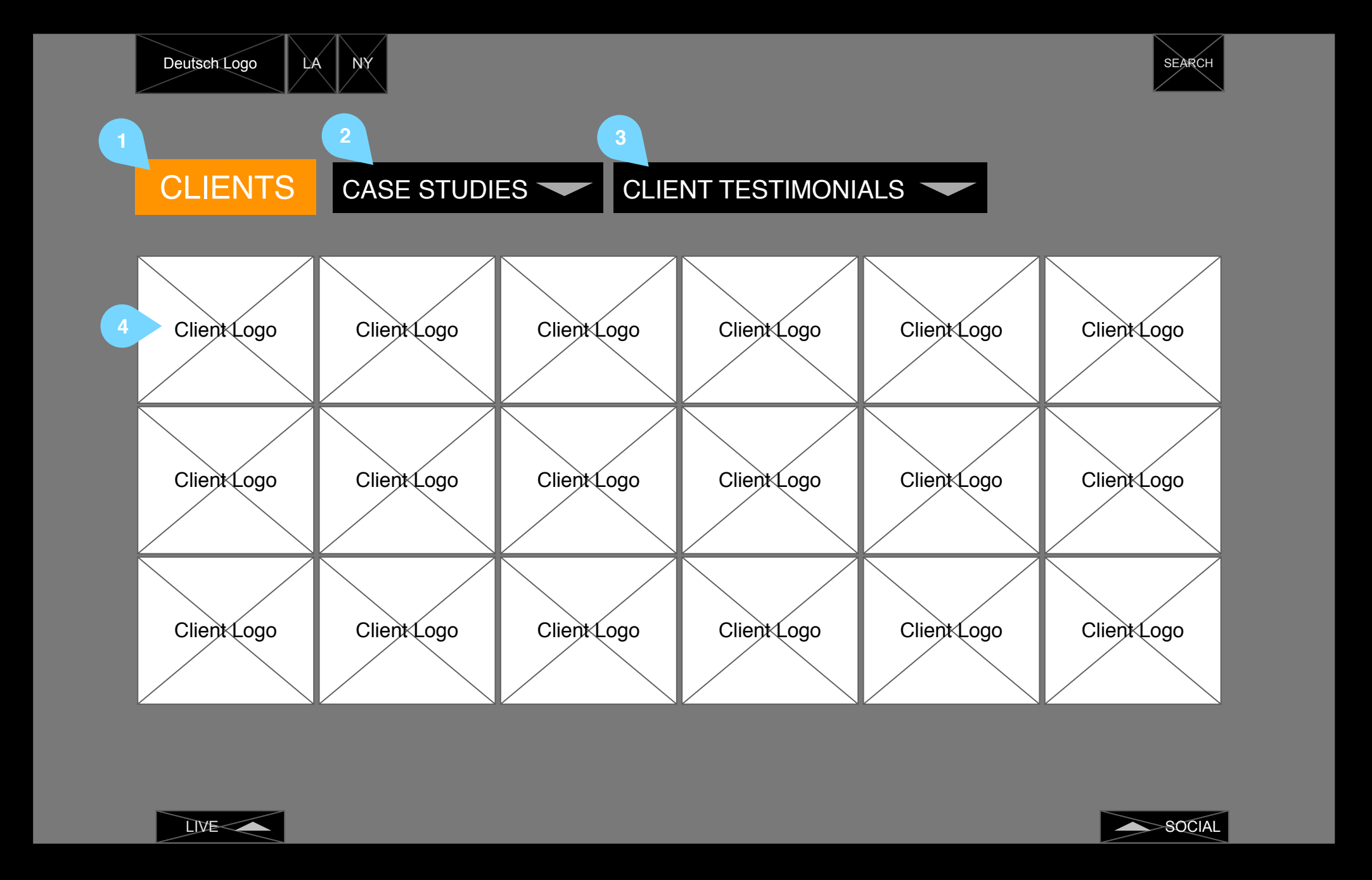
**4. Project Title and Client Name**  
Image height and width will be determined by design style guide. On click, goes to the Leadership landing page (p12).

# Work Landing Page - Media Filter



**Notes:**

- 1. Media link**  
On MouseOver opens drop down menu with media list. On Click, goes to Media landing page.
- 2. Menu text link**  
On MouseOver, change of RollOver color. On Click, goes to Print landing page.



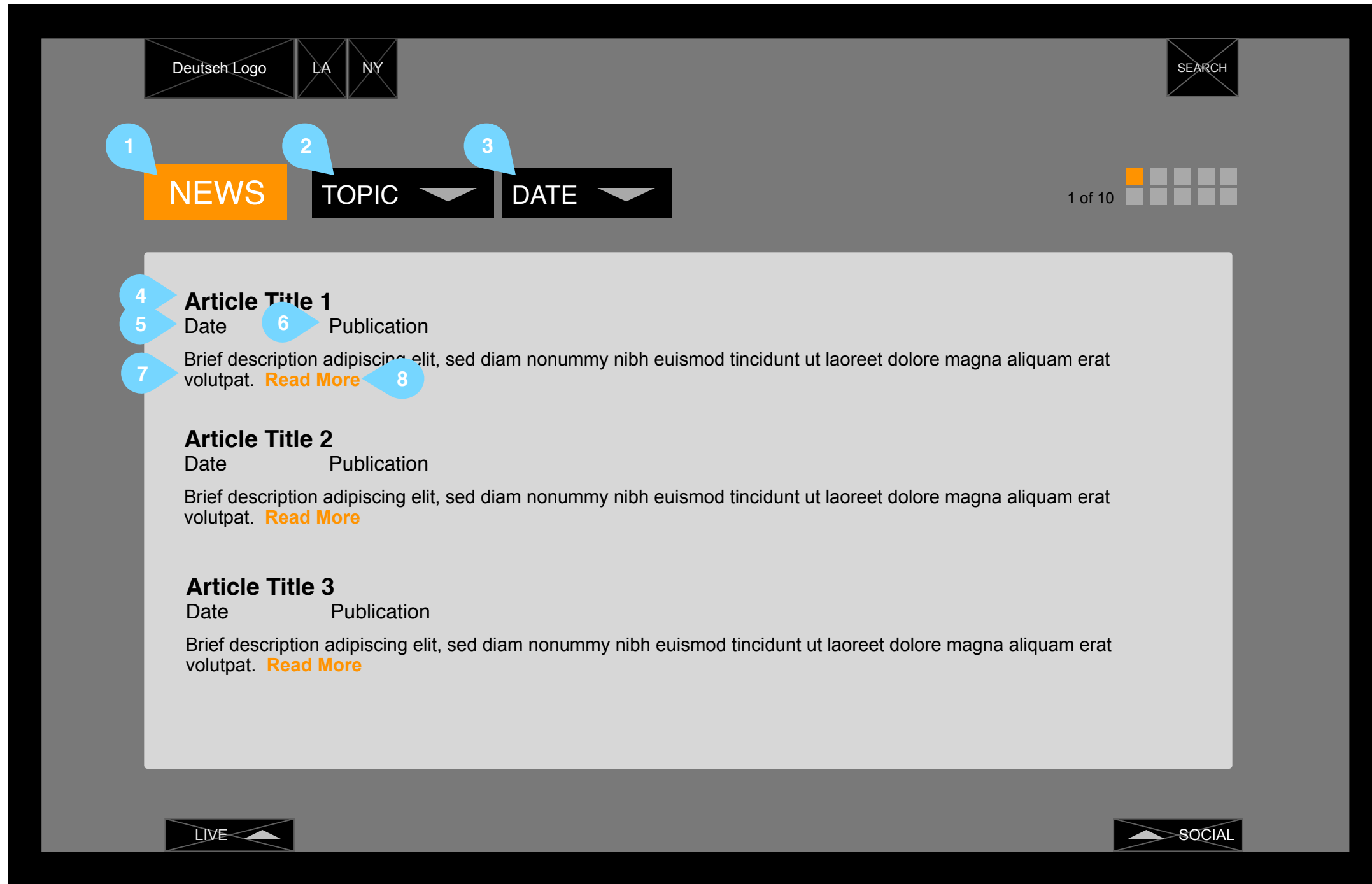
**Notes:**

**1. Clients Header**  
Static header that introduces the user to the Clients section.

**2. Case Studies**  
On Click, goes to the Case Studies landing page (p13). On MouseOver opens drop down menu of case studies list.

**3. Client Testimonials**  
On Click, goes to the Client Testimonials landing page (p18). On MouseOver opens drop down menu with a few list of shortened testimonials.

**4. Client Logo**  
Image height and width will be determined by design style guide. On Click, opens new window to client's website.



## Notes:

### 1. News Header

Static header that introduces the user to the News section.

### 2. Topic Filter

The default filter is "all". The user will be able to select from a list of topics. On Click, the news content will be filtered to only the selected topic.

Based on the user's topic selection, the corresponding Date filters will update.

### 3. Date Filter

The default filter is "all". The user will be able to select from a list of TBD. On Click, the news content will be filtered to only the selected TBD.

### 4. News Title

Every article will have a title. On Click, goes to the news detail page (p24).

### 5. Date

Every article will have a date. The date is not not clickable. Article content is displayed in reverse chronological order (most recent to oldest).

### 6. Publication

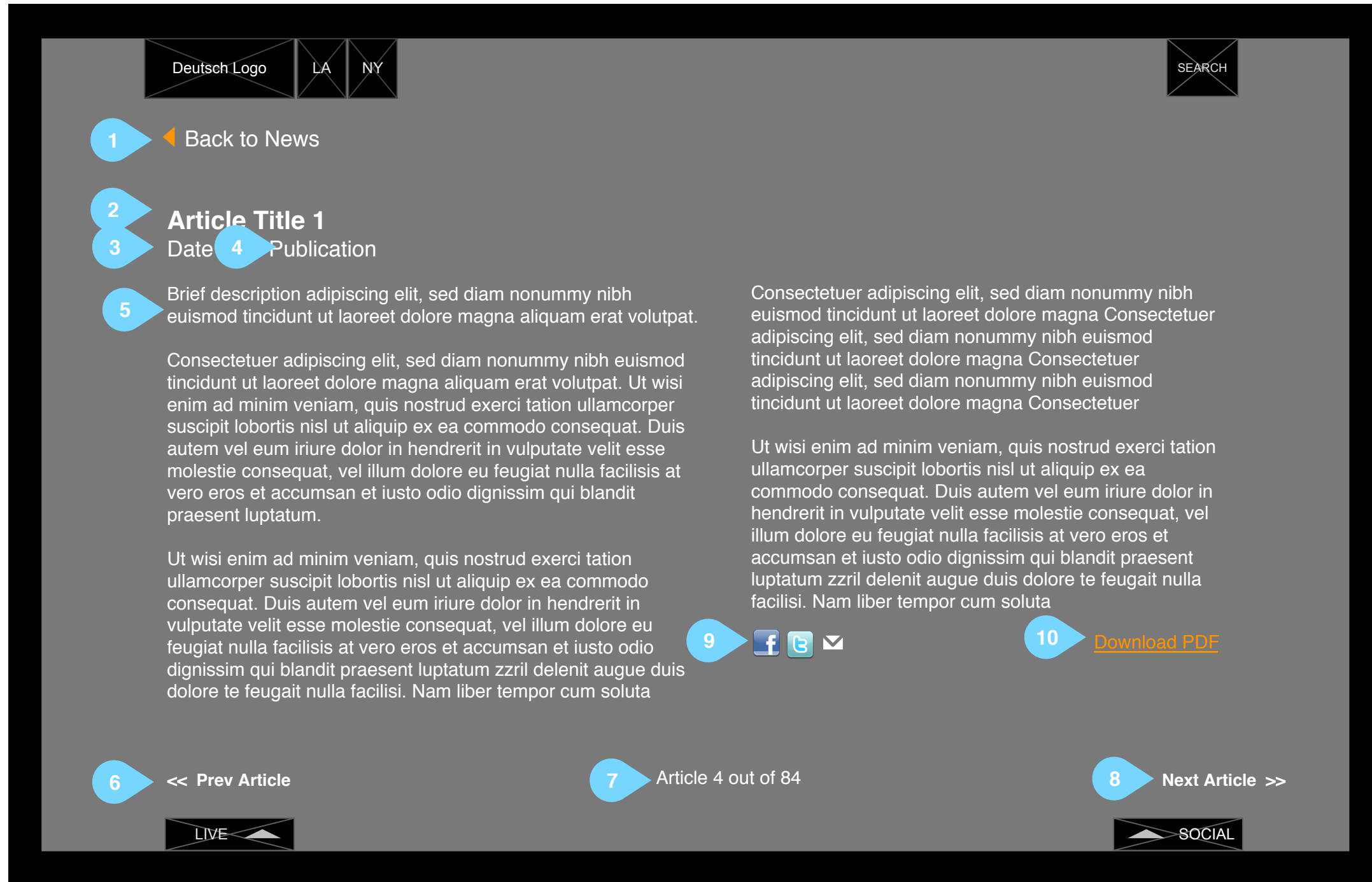
Every article will have a publication name. The publication name is not clickable.

### 7. Short Description

Every article will have a short description. The description is not clickable.

### 8. Read More link

On Click, goes to Article's detail page (p24).



## Notes:

### 1. Back Link

On Click, the user is returned back to the specific News landing page that they arrived from.

### 2. News Title

Every article will have a title. The title is not clickable.

### 3. Date

Every article will have a date. The date is not not clickable.

### 4. Publication

Every article will have a publication name. The publication name is not clickable.

### 5. Article Body

Every article will have an article body. Article content contain rich text including links.

### 6. Previous Article

On Click the user will be taken to the next oldest article (by date).

### 7. Numeric Notation

The numeric notation will display the number of the article being viewed along with the total amount of viewable articles. On click of the "next" or "previous" links, the numeric notation will update.

### 8. Next Article

On Click the user will be taken to the next most recent article (by date).

### 9. Social Media sharing

On Click with Facebook and Twitter, will post article on social media website and On click on email icon, will initiate a send-to-friend pop-up.

### 10. Download PDF

On Click, opens new window with PDF or popup menu to save file to computer.





## Notes:

### 1. Careers Header

Static header that introduces the user to the Career section.

### 2. Location drop down filter

TBD

### 3. Department drop down filter

TBD

### 4. Page Notation & Navigation

The default is page 1. On Click of any square, will go to to the associated page. The page notation will update to reflect page selection and will display in an active state.

### 5. Intro Copy

Static copy that highlights the careers section and working at Deutsch.

### 6. Content title

Static copy for content title.

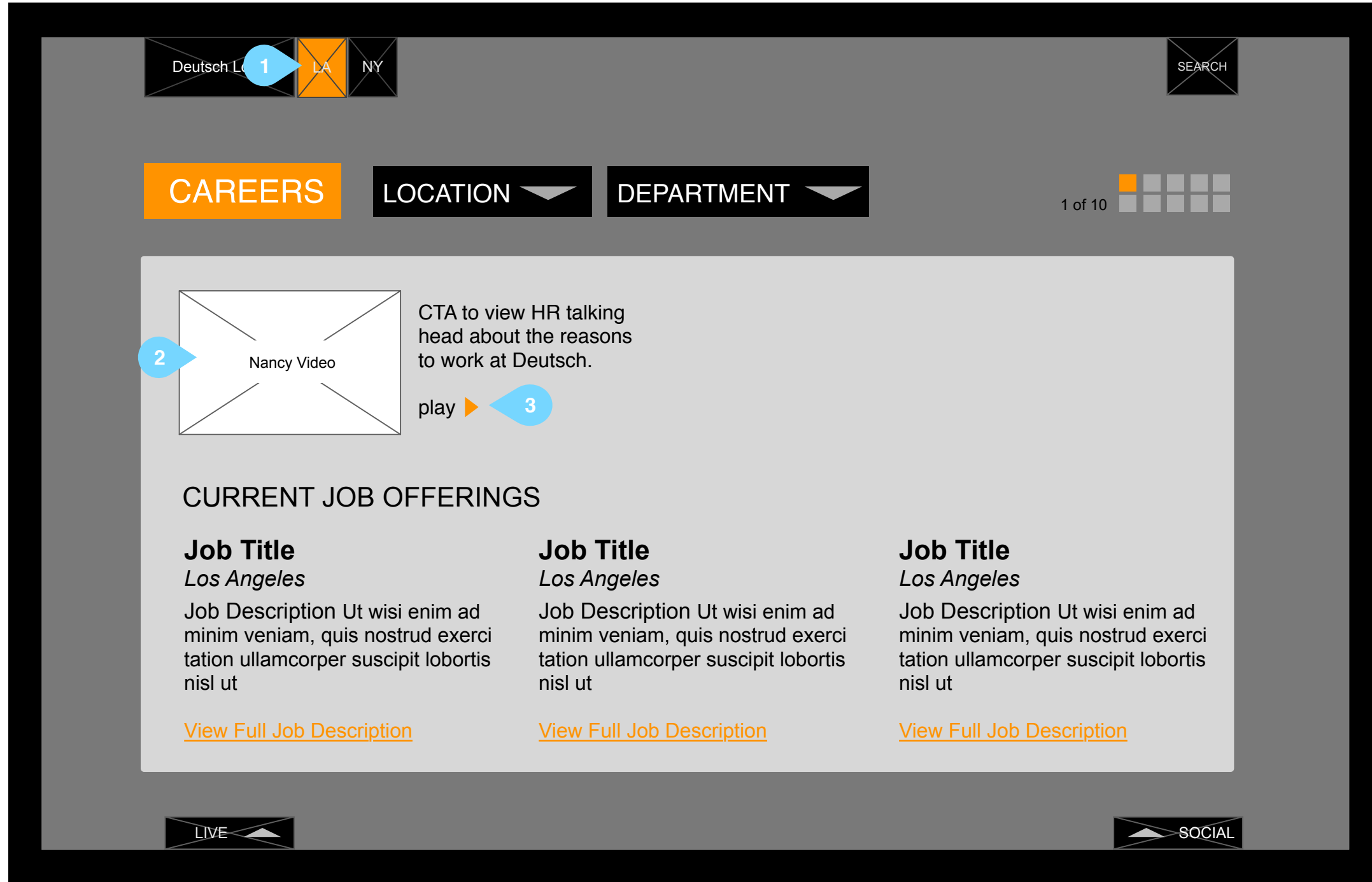
### 7. Job Content

Every job listing will have a Job Title, Location and Short Description.

### 8. View Full Job Description

On Click, goes to the associated job detail page.

# Careers Landing Page - Location Selected



## Notes:

### 1. LA Filter

On click of the LA filter, the Careers content will update to display only content from Deutsch LA. This includes the SVP of HR video and related job openings.

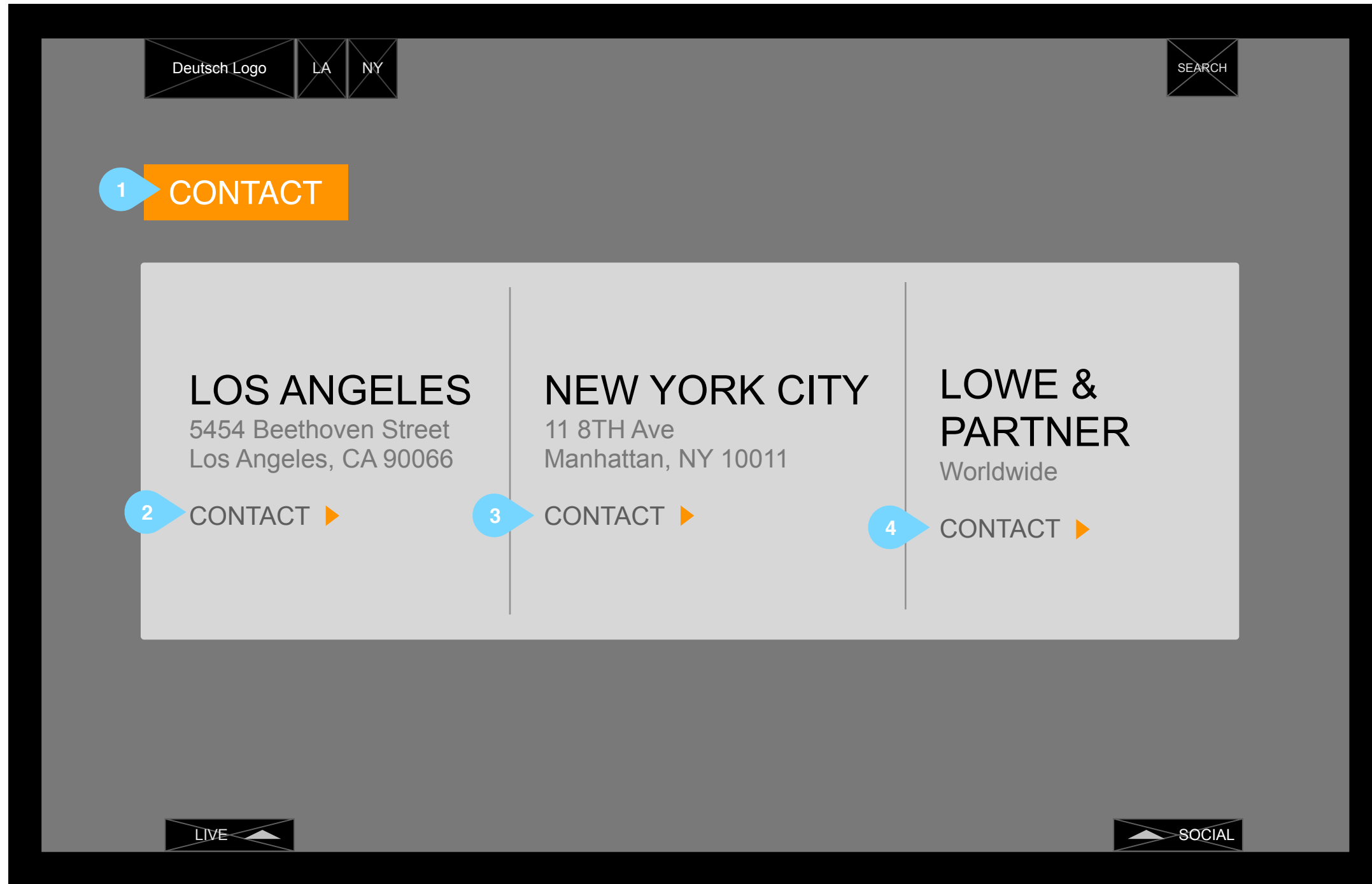
### 2. Nancy Alley Video Image & CTA

Image height and width to be determined by design style guide. On click, goes to the video of Nancy Alley (page TBD).

### 3. Play and arrow link

On Click, goes to video of Nancy Alley (page TBD).

# Contact Landing Page



## Notes:

### 1. Contact header

Static header that introduces the user to the Contact section.

### 2. Los Angeles Contact and Arrow link

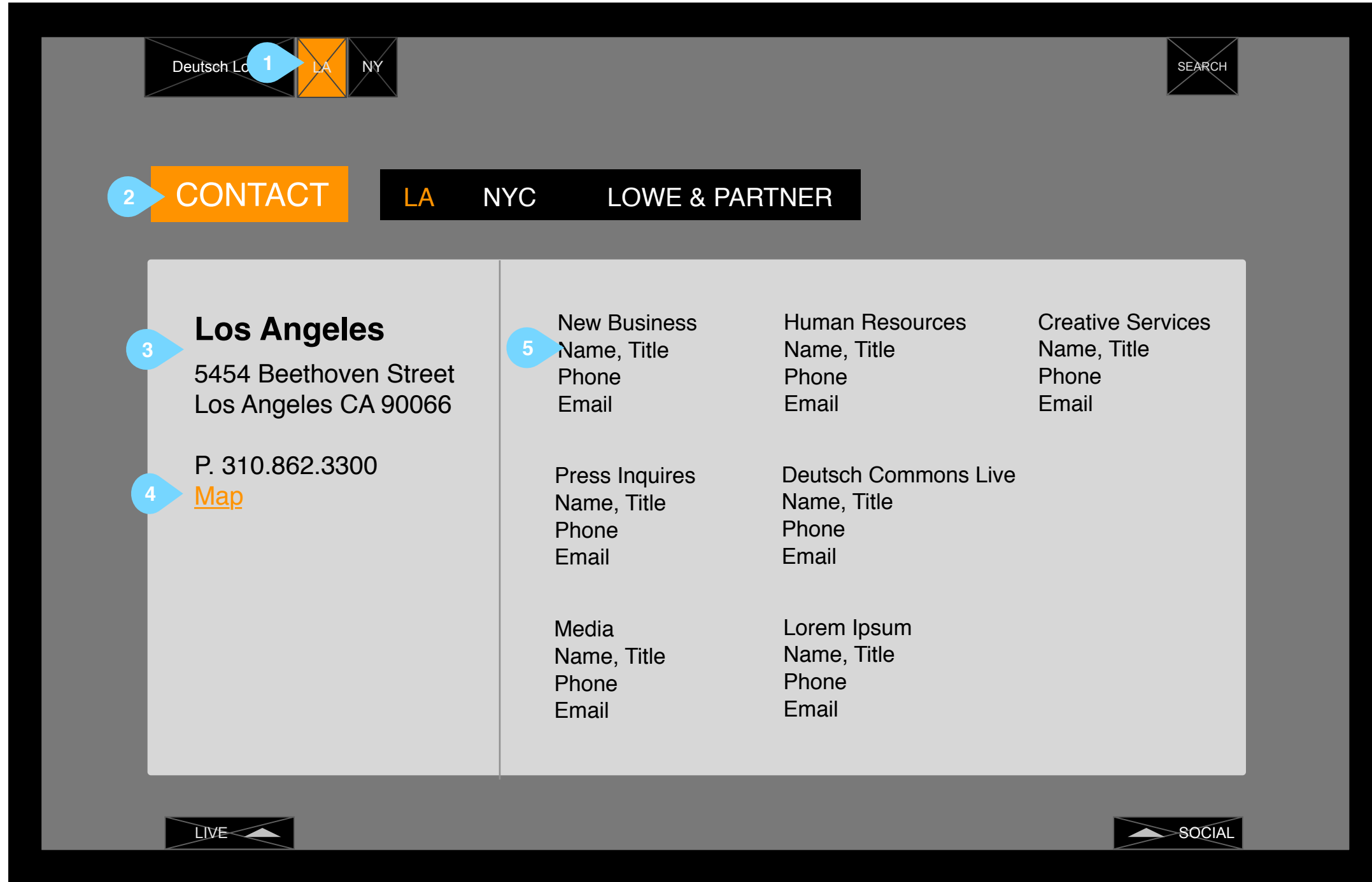
On Click, goes to the Contact detail page (p28) for Deutsch LA.

### 3. New York Contact and Arrow link

On Click, goes to the Contact detail page for Deutsch NY.

### 4. Lowe & Partner Contact and Arrow link

On Click, goes to the Contact detail page for Lowe & Partner.



**Notes:**

**1. Los Angeles - Active State**

Once the user arrives at the Los Angeles landing page, the Los Angeles navigation link will appear in an active state.

**2. Los Angeles Header**

Static header introduces the page content to the user.

**3. Los Angeles Address & Phone Number**

Static address and phone number for Deutsch LA.

**4. Map link**

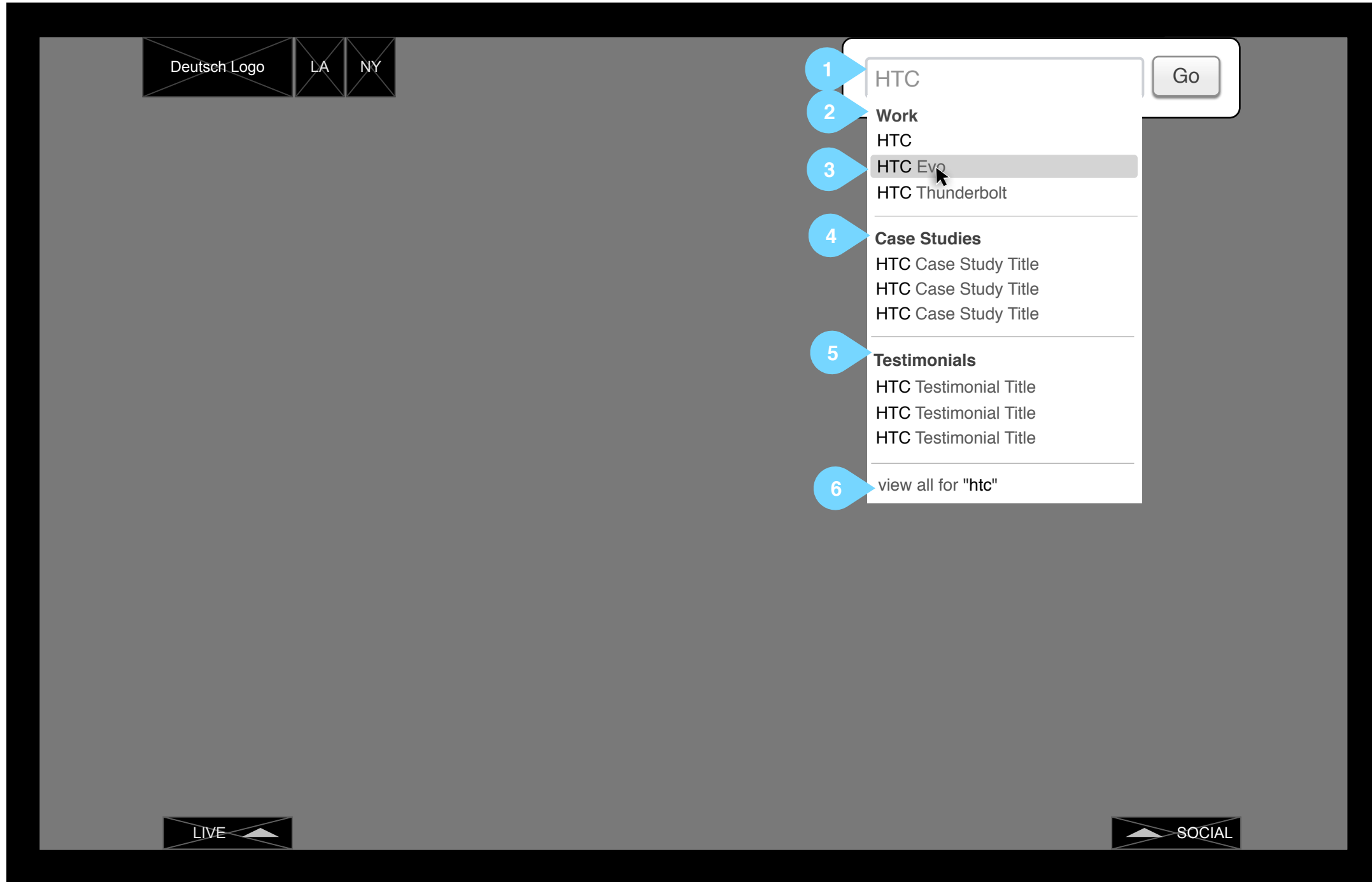
On Click, the user will be deep linked to a specific URL on google maps.

**5. New Business Contact**

Image height and width will be determined by design style guide. New Business contact will include the following:

- Department Name
- Name (First Name, Last Name)
- Job Title
- Phone Number
- Email Address (not clickable)
- Image (not clickable)

Note: This same content applies to each contact: Creative Services, Media, Human Resources and Press Inquiries



## Notes:

This page illustrates the predictive search functionality.

### 1. Input Field & Behavior

The user must enter a minimum of two characters before the predictive results display. Visually differentiate the matching text from the remaining text within the predictive results.

### 2. Work Label and Predictive Results

Display a max of three predictive results. Results are displayed in alphabetical order.

### 3. MouseOver & Link

On MouseOver, display a visual indicator of this state. On Click, goes to the associated detail page.

### 4. Case Studies Label and Predictive Results

Display a max of three predictive results. Results are displayed in alphabetical order.

### 5. Testimonials Label and Predictive Results

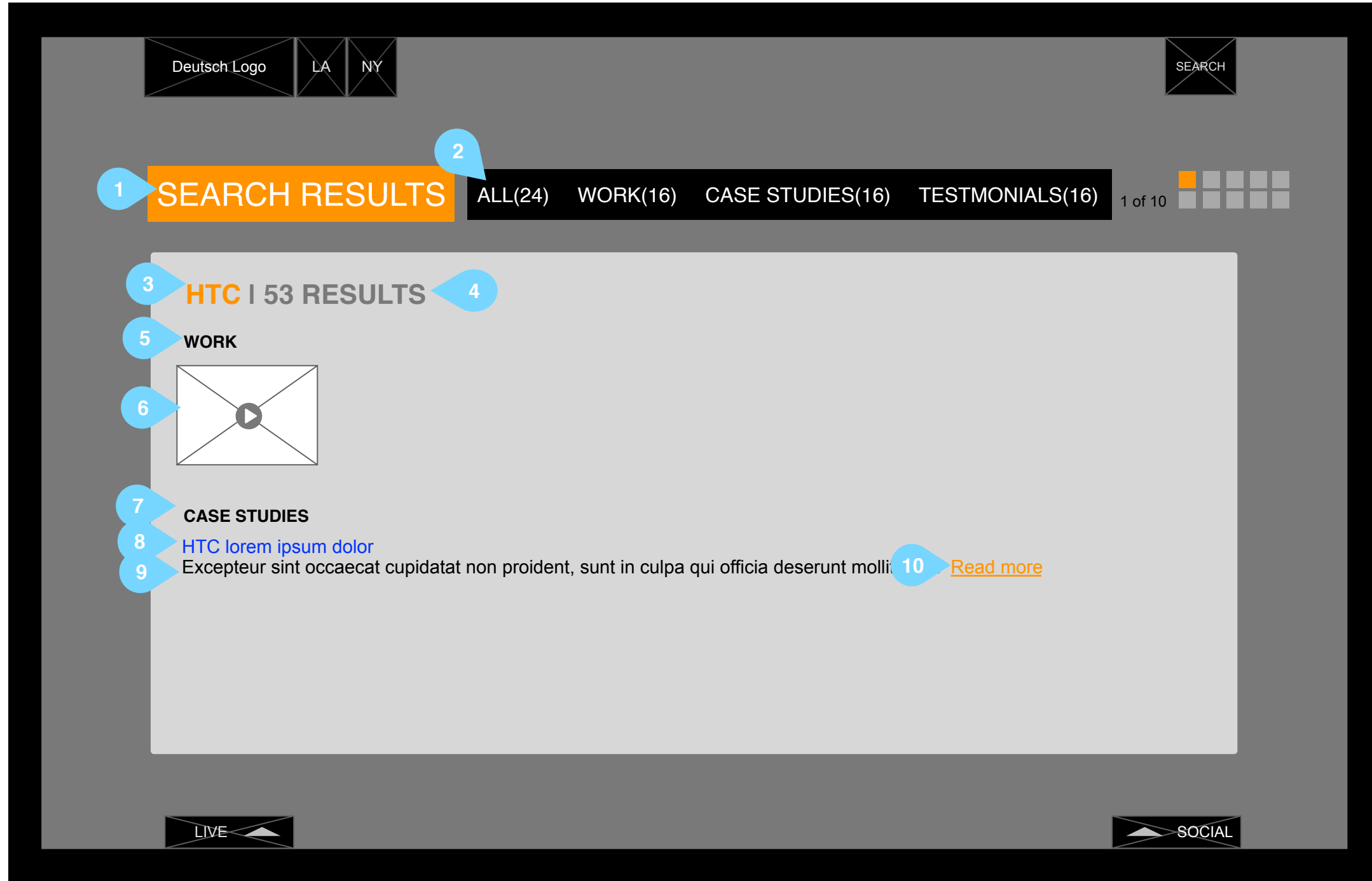
Display a max of three predictive results. Results are displayed in alphabetical order.

### 6. View All Link

Display a view all link with the user's query. On Click, goes to the search results page (p30).

### 7. Go button

On Click, goes to search results page (p30) based on query.



## Notes:

The default display for Search Results content is "All". Results are displayed in order: Work, Case Studies followed by Testimonials.

### 1. Search Results Header

A static Search Results header will display to introduce the page content to the user.

### 2. Result Filters

Default filter is All. Filters are single select. On click, the results content will filter based on the user's selection.

### 3. User's Query

Display the user's search query. The query should be visually differentiated. The query is not clickable.

### 4. Result Total

Display the result total. The results text is not clickable.

### 5. Work Label

Static label to introduce the specific results content.

### 6. Video Thumbnail

Image height and width will be determined by design style guide. On Click, opens popup with video. Video automatically plays.

### 7. Case Studies Label

Static label to introduce the specific results content.

### 8. Case Studies Title

On click, the user is taken to the associated case studies detail page.

### 9. Case Studies Short Description

Static short description that introduces the specific case study. Short description is not clickable.

### 10. Read more link

On Click, goes to detail Case Study page.