

Promotional Website Proposal

The Strange and Beautiful Sorrows of Ava Lavender

GWDA 202

Krista Agana & Jennifer Haun

Project Statement

Project Description

To design a website to promote the book, *The Strange and Beautiful Sorrows of Ava Lavender*.

Client

The client financing this project is the publishing company, Candlewick Press. Their purpose is to help promote one of their newest writers, first time author, Leslye Walton.

Target Audience

The target readers are young adult females between the ages of 15 and 25. There are mature themes in the book that would be less appropriate for younger readers. Since the protagonists are all female, it is expected that the book would be most relatable to females.

Purpose

The objective of the website is to capture the overall mood of the book as portrayed by the cover illustration. The website will introduce the book and the author. There will be enough information presented about the storyline and the characters to create interest in the book and entice visitors to buy the book and/or attend a tour event.

Obstacles

One difficulty will be providing enough key details about the plot and main characters without revealing too much of the story. Another challenge will be to echo the style of the cover without basing all of the illustrations around it.

Style and Tone

The tone will be seemingly whimsical, but with more serious undertones to echo the tone of the book.

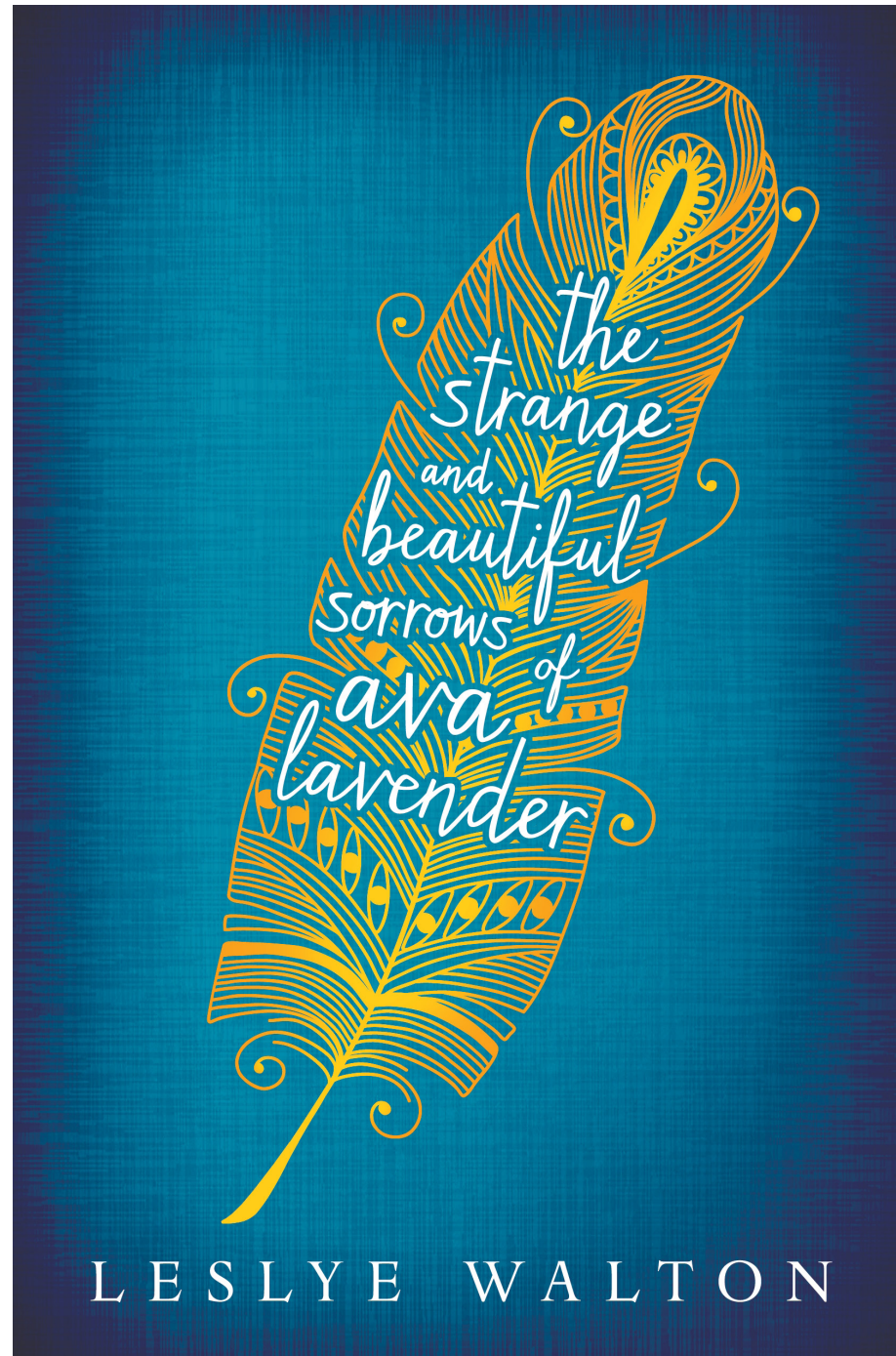
The feather illustrated on the book cover looks like it could be a piece of ornate vintage jewelry. The look of the website will reiterate this vintage, artisan style since the story takes place through the 1920s-1950s.

Media

Website



Book Cover



Mood Board



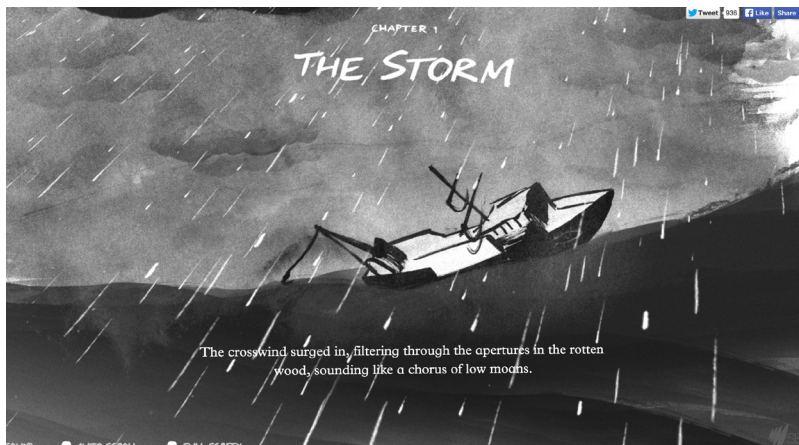
Inspiration



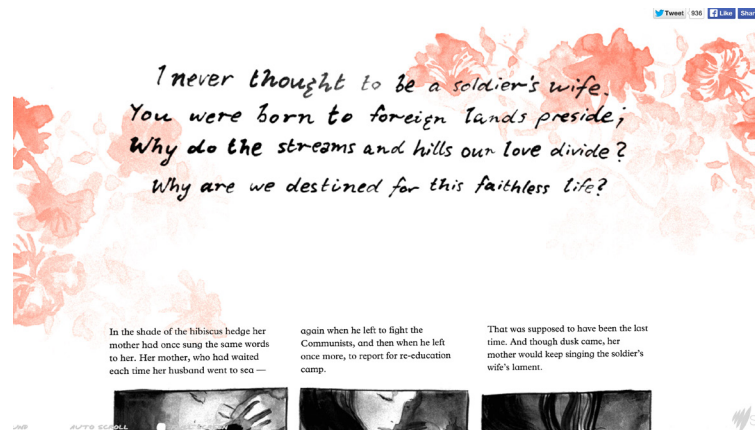
<http://infographic.arte.tv/cinema/polar/fr/femme-fatale>



<http://www.vanguardemusic.com/>



<http://www.sbs.com.au/theboat/>



Competitive Analysis



This website is dark and depicts the main characters of the book. It can be somewhat difficult to navigate through the page due to several navigation bars. The site's background color is black with variations of colored text. Even though the background imagery and dark colors go well with the website, it can be difficult to read large squares of text that are white on black.



This website is also dark and mysterious. The site's layout is clean, organized and extremely easy to navigate through. The navigation is great; however, the drop down menu for each series has too many book making it difficult to differentiate each individual book. Also, after loading the landing page music starts to play and it can be difficult to turn off the sound.





This website is also uses a similar layout of black on white. The layout is clean and easy to navigate. Again it can be difficult to read the white text on a black background. The website is missing what the book is about and goes straight to promoting the book in order to buy it. This website seems like it was created after the movie came out making it so that people do not need to know what the book is about but rather buy the book along with the movie. The website also contains some fun games.



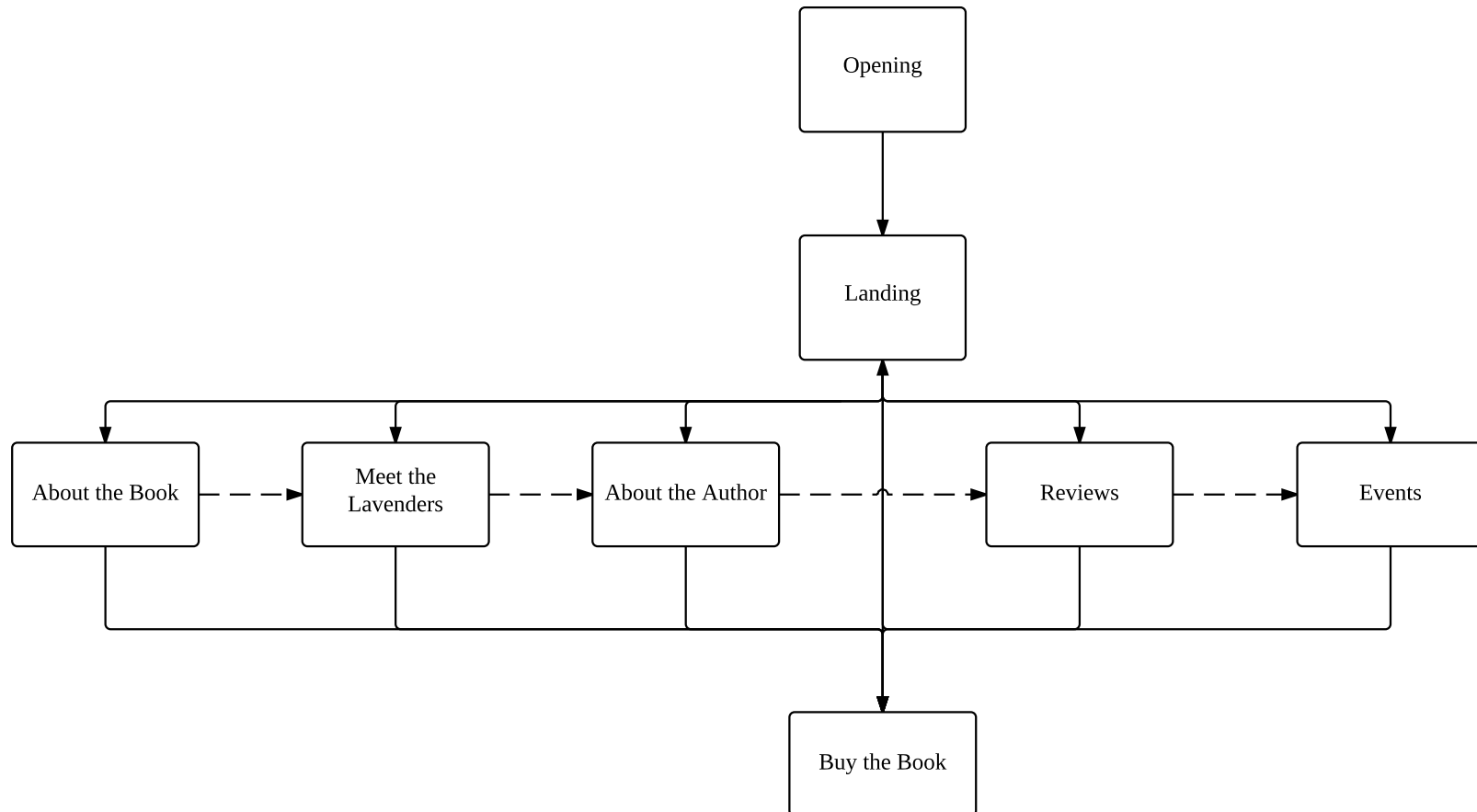
This website seems more focused on the author by having her image plastered at as the headline of the site. The layout of the website is simple and the book illustration is also iterated into the website background itself. The site is easy to navigate through and provides a lot of information not only about the book but also about the author. In her FAQ icon, the space is still under construction; however, the design of the website fits how simple the book illustration looks and feels. movie. The website also contains some fun games.





	The Mortal Instruments	The Immortals	The Hunger Games	I'll Give You The Sun
Layout	X	X	X	X
Navigation	X	X	X	X
Readability		X	X	X
Design	X		X	

Site Map



Style Guide

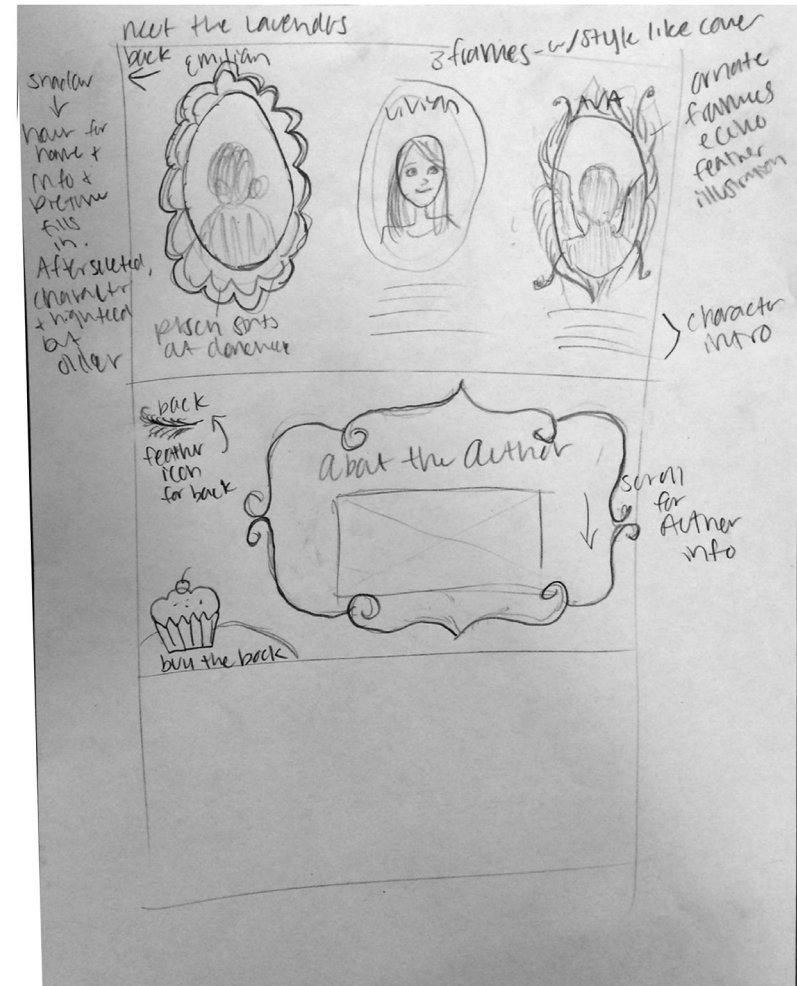
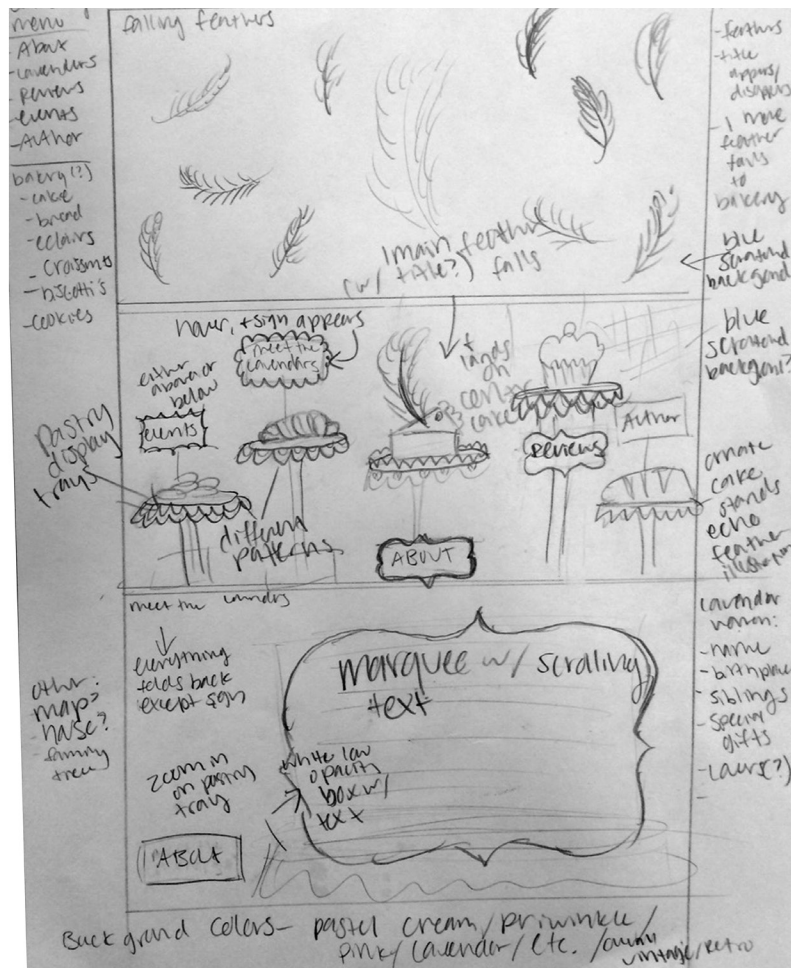
Header
Bronze Script
50 pt
30 pt tracking

Sub - Header
Bronze Script
30 pt
40 pt tracking

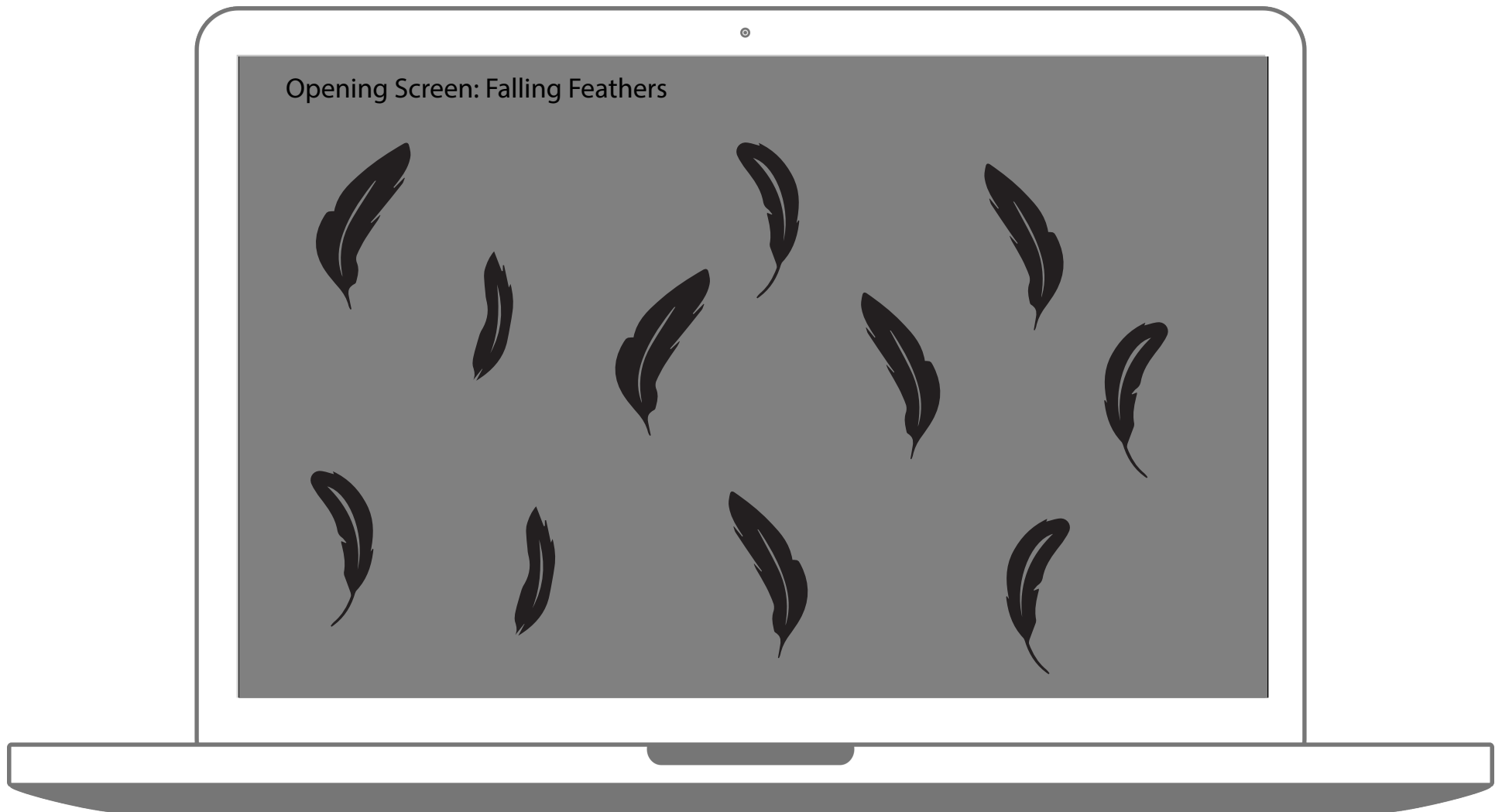
Body Text
Georgia
14 pt

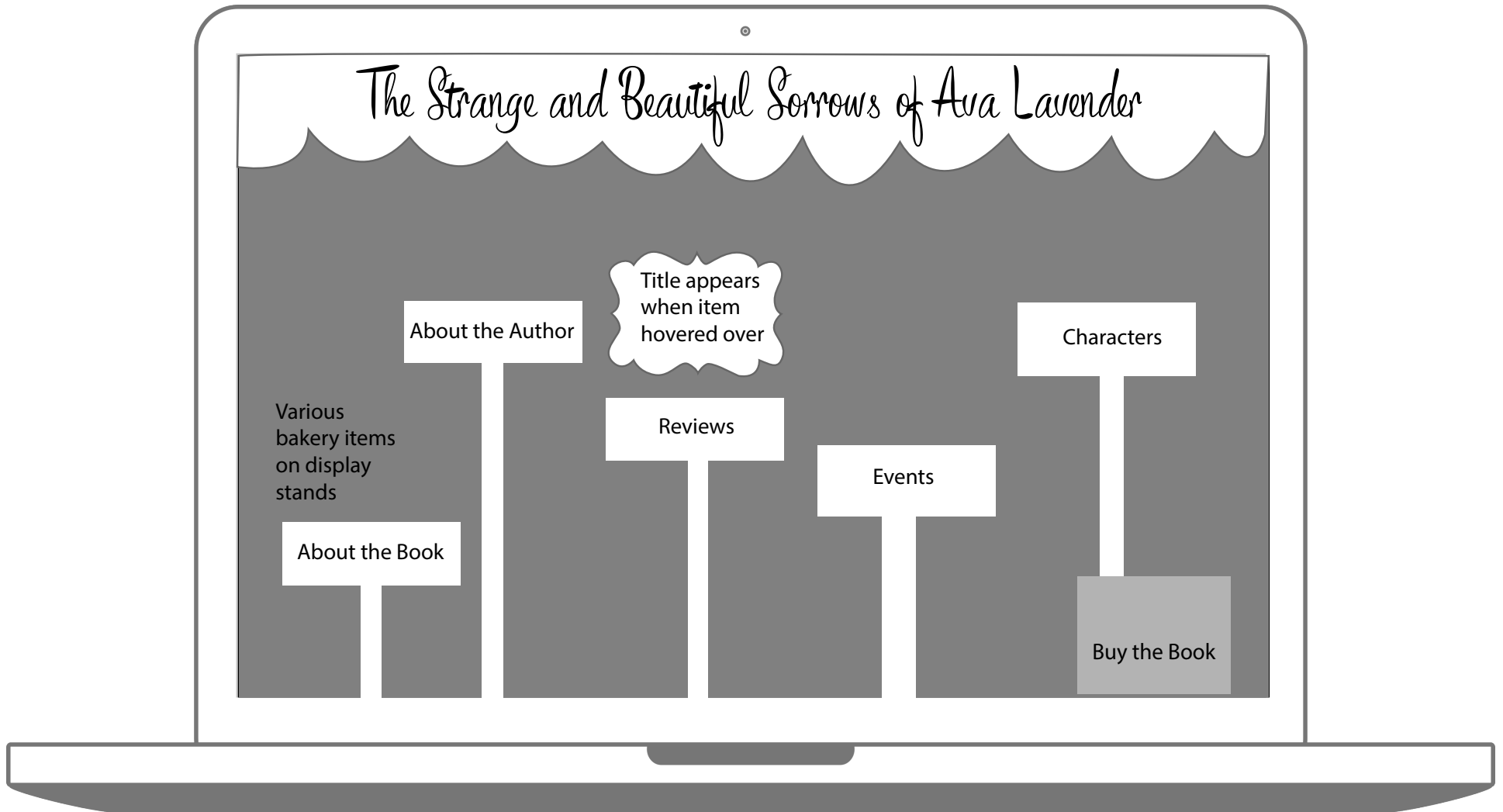


Sketches



Wireframes





The Strange and Beautiful Sorrows of Ava Lavender

Back to Bakery

Meet the Lavenders

About the Book

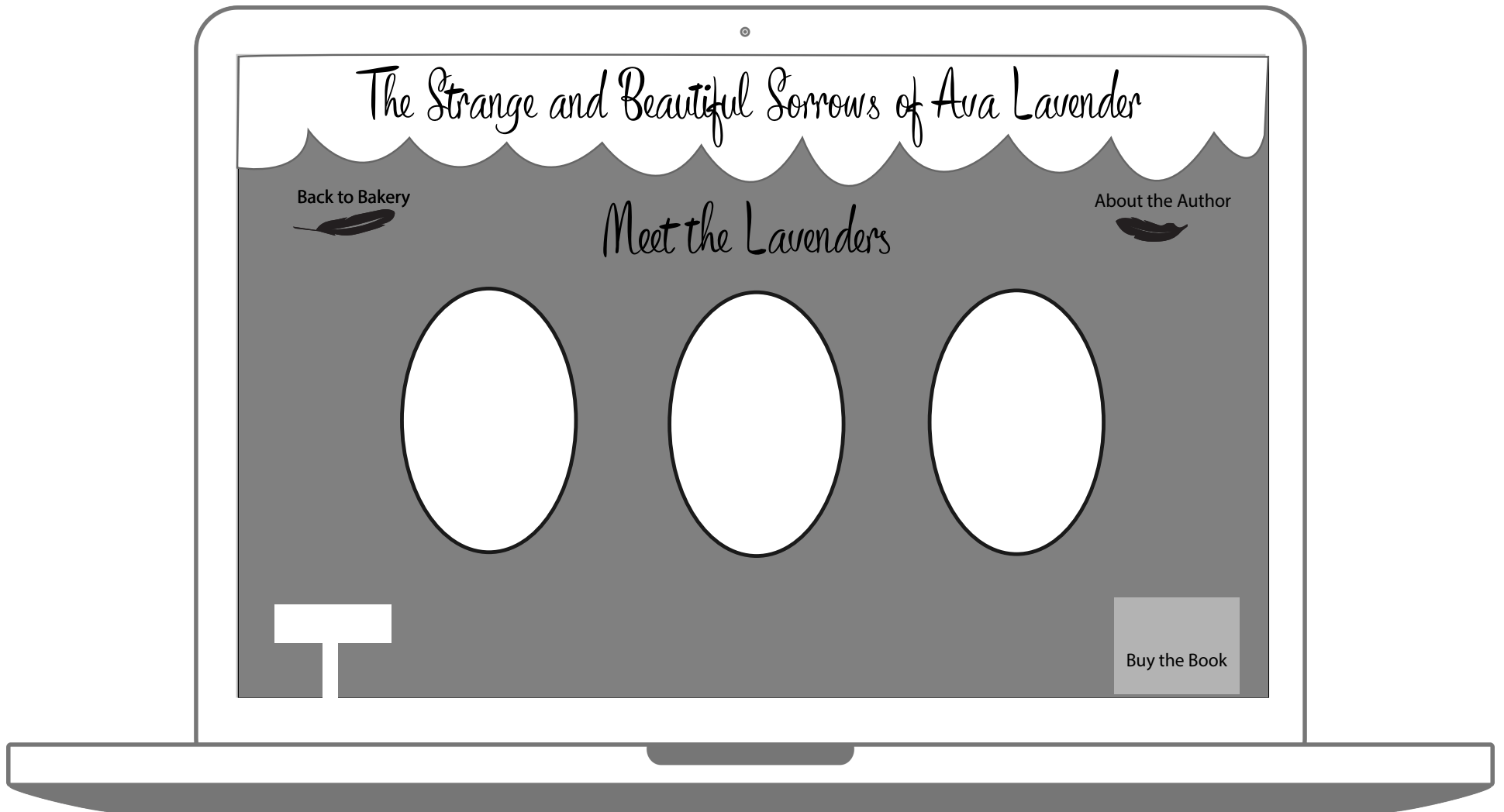
"Magical realism, lyrical prose, & the pain & passion of human love
haunt this hypnotic generational saga."

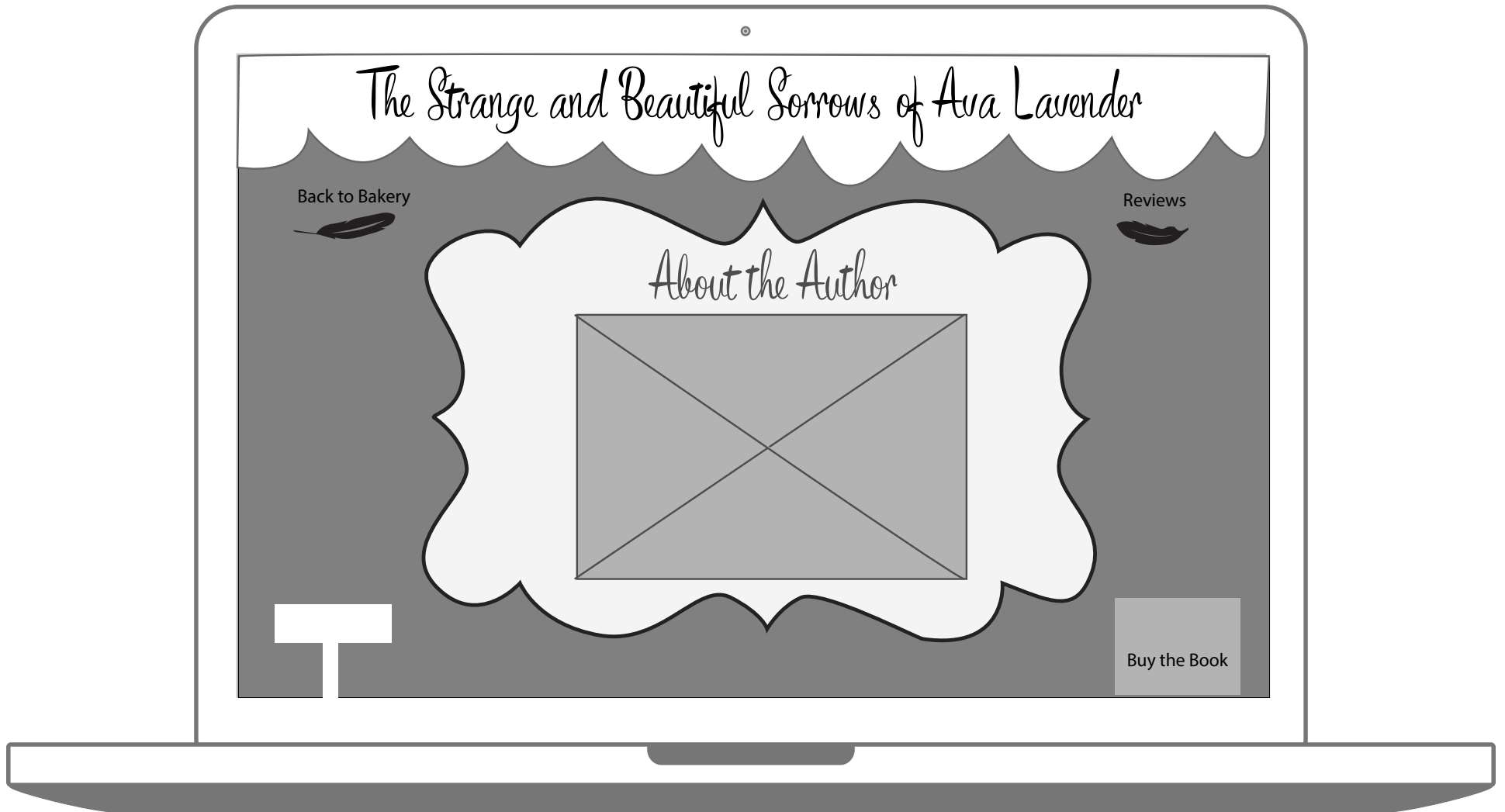
Love makes us such fools.

Generations of the Roux family have learned this lesson the hard way. Foolish love appears to be the Roux family birthright, in fact, which casts an ominous fate for its most recent progeny: twins Ava and Henry Lavender. Henry is mute for much of his young life and Ava in all other ways a normal girl is born with the wings of a bird.

Buy the Book







The Strange and Beautiful Sorrows of Ava Lavender

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[Tour & Events](#)

Reviews

“Rich with lyrical & whimsical writing, Leslye Walton’s debut aches with the exquisite slow burn of a beautiful, heartbreaking, & messy love story generations in the making. Equally haunting & hopeful, *The Strange & Beautiful Sorrows of Ava Lavender* imaginatively explores the real life questions of why we love & how we choose to hold on to it.”

— Kiera Cass,
New York Times best-selling author of the *Selection* series

[Buy the Book](#)



The Strange and Beautiful Sorrows of Ava Lavender

Back to Bakery

About the Book

Events

Saturday, May 2nd 7:30am-2pm
Cavalcade of Authors West
Pacific Lutheran University
12180 Park Ave S, Tacoma, WA 98447

Saturday, April 11th 9am-5pm
TexasBookCon
Alief Taylor High School
Houston, TX

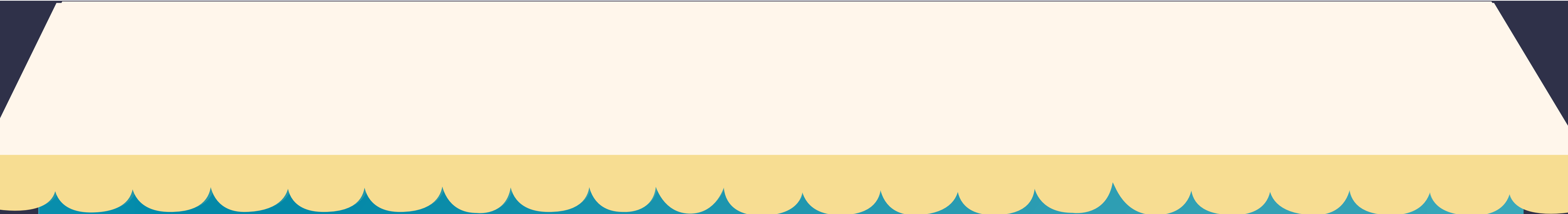
Friday, March 6th at 7pm

Buy the Book



Hi - Fidelity Design





Meet
the Lavenders



About
the Author



Events

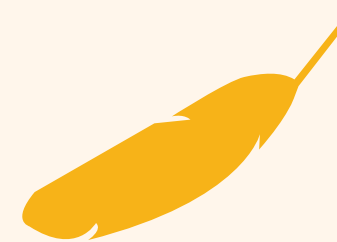


About
the Book



Reviews





Meet
the Lavenders



About
the Book



Reviews



About
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Events





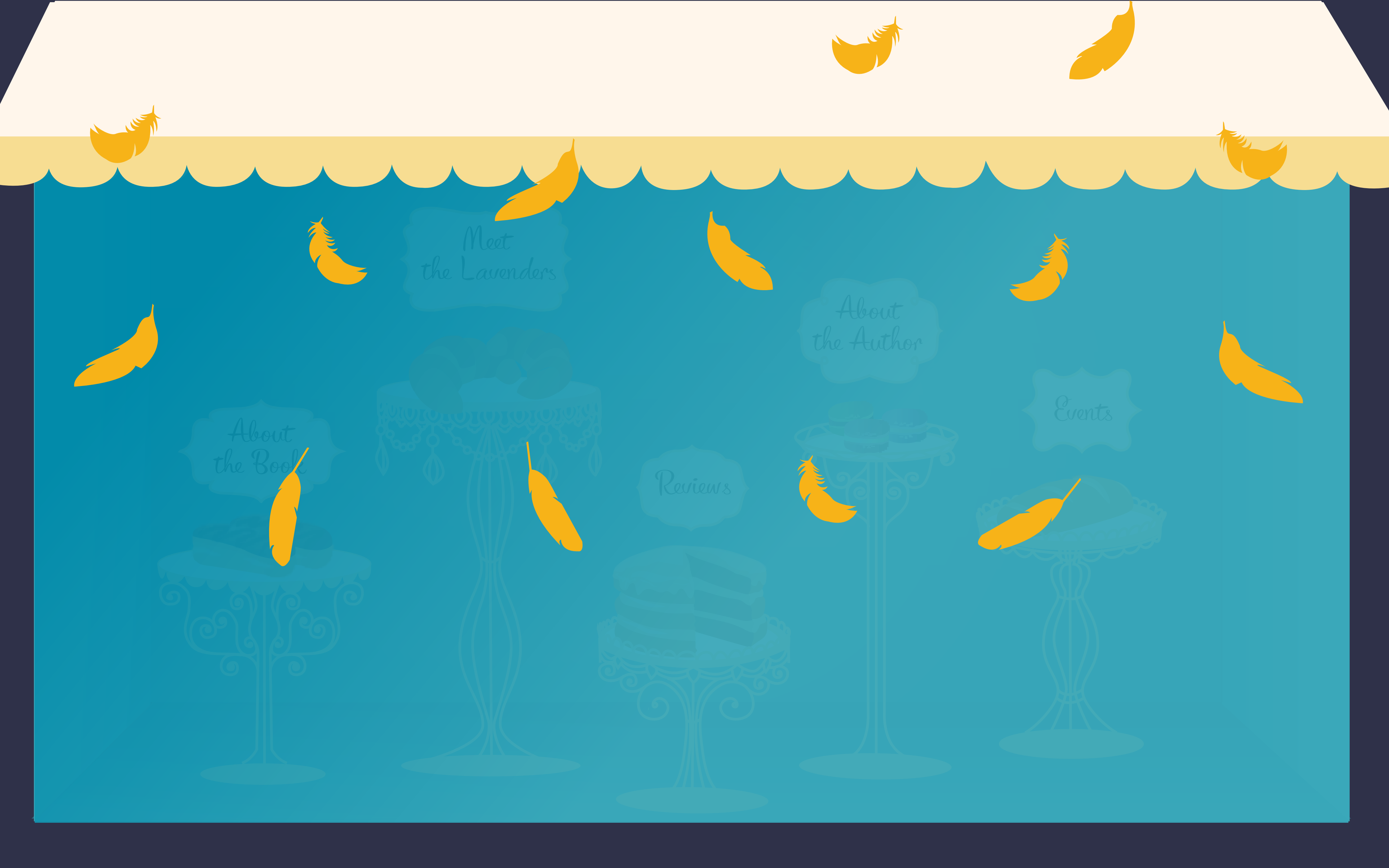
Meet
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Reviews



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The
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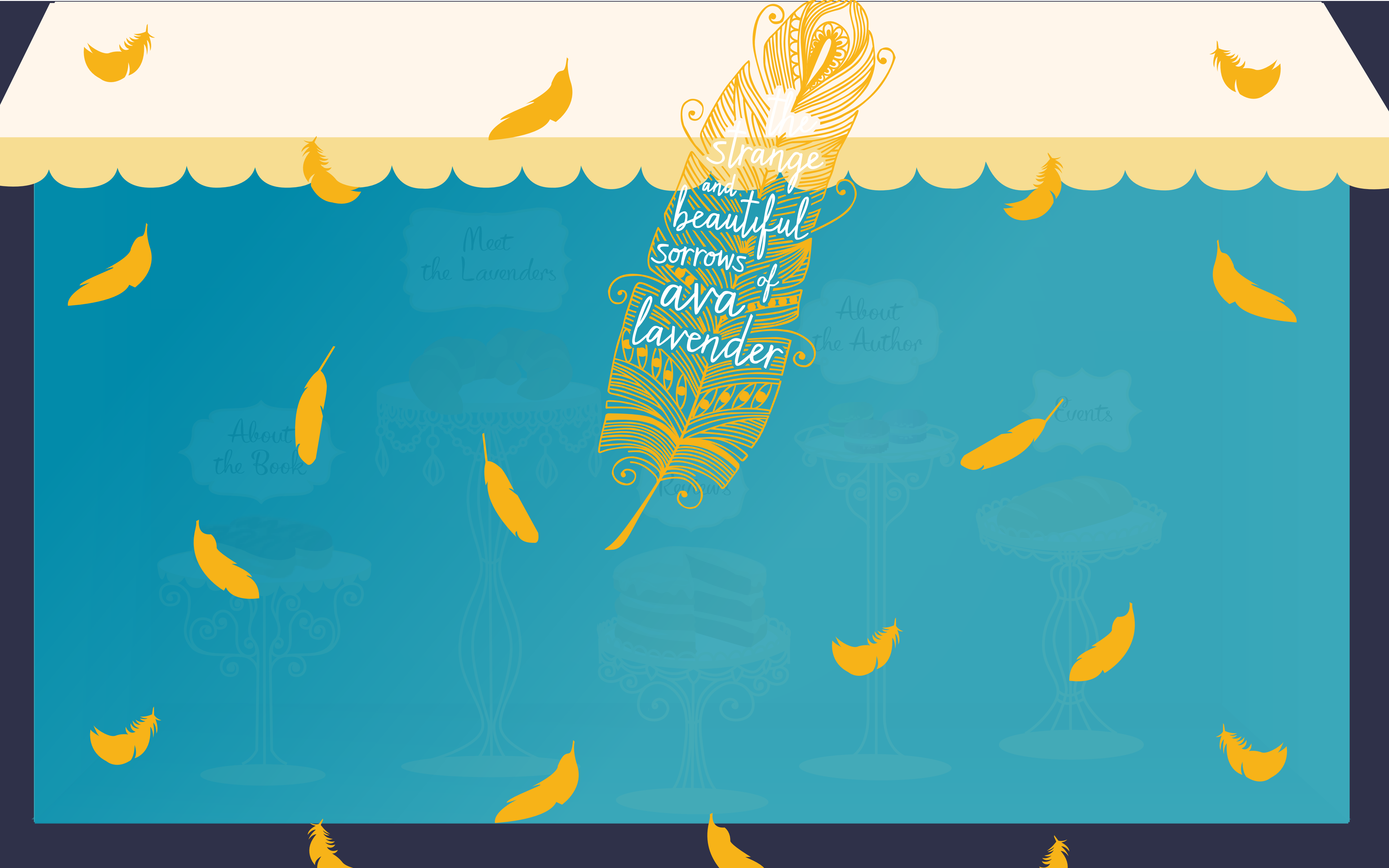
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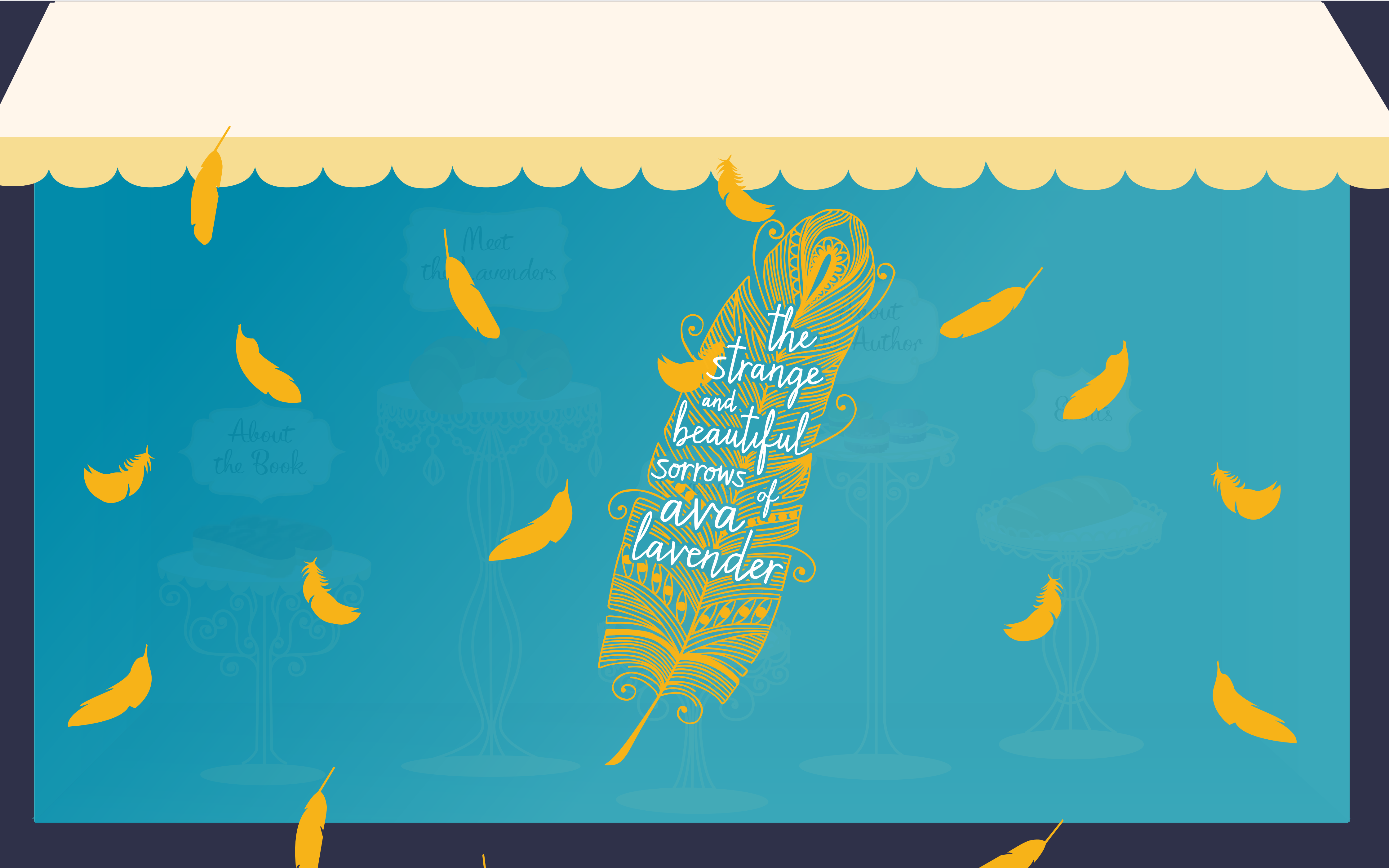
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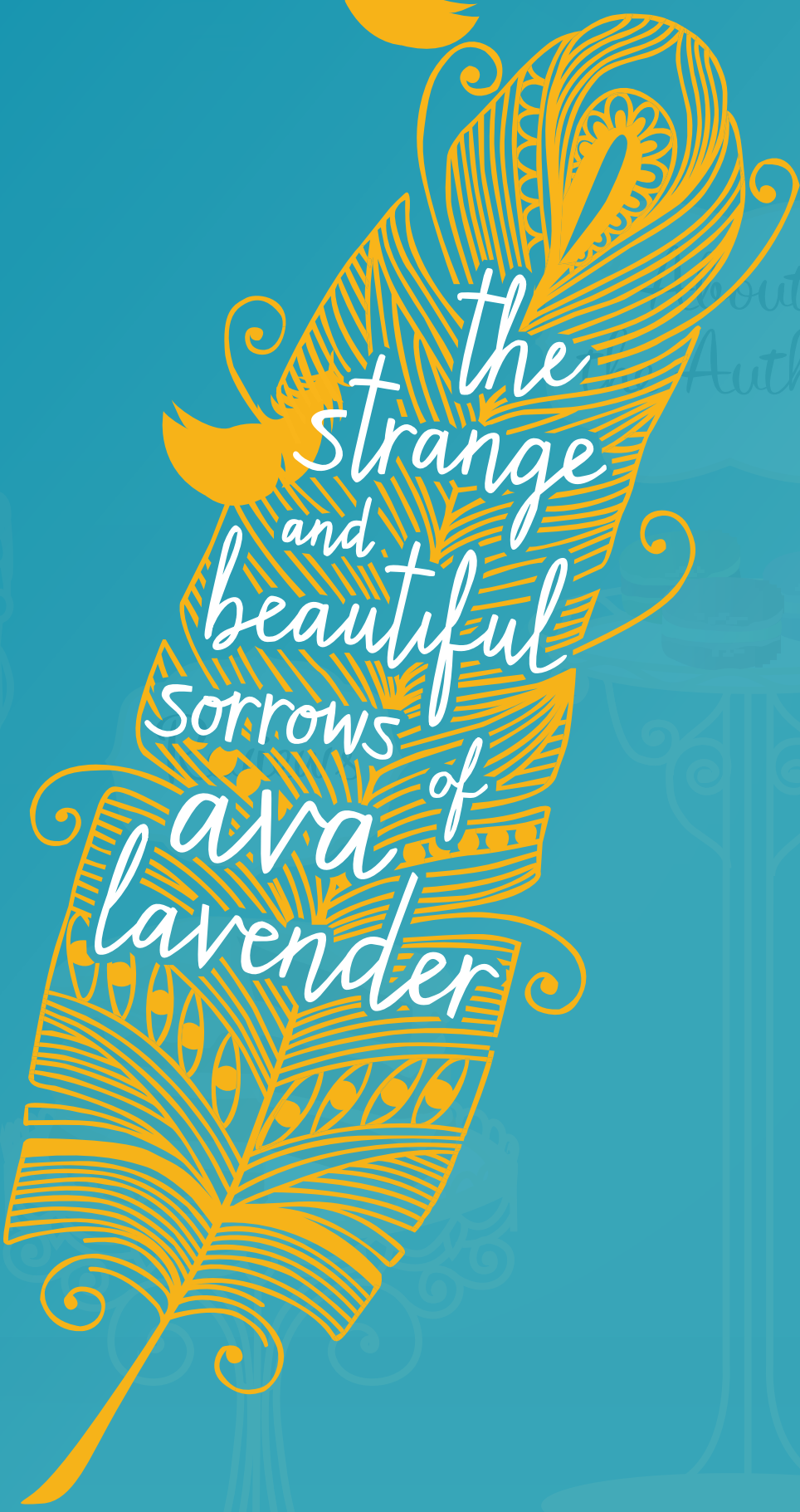


Meet
the Characters

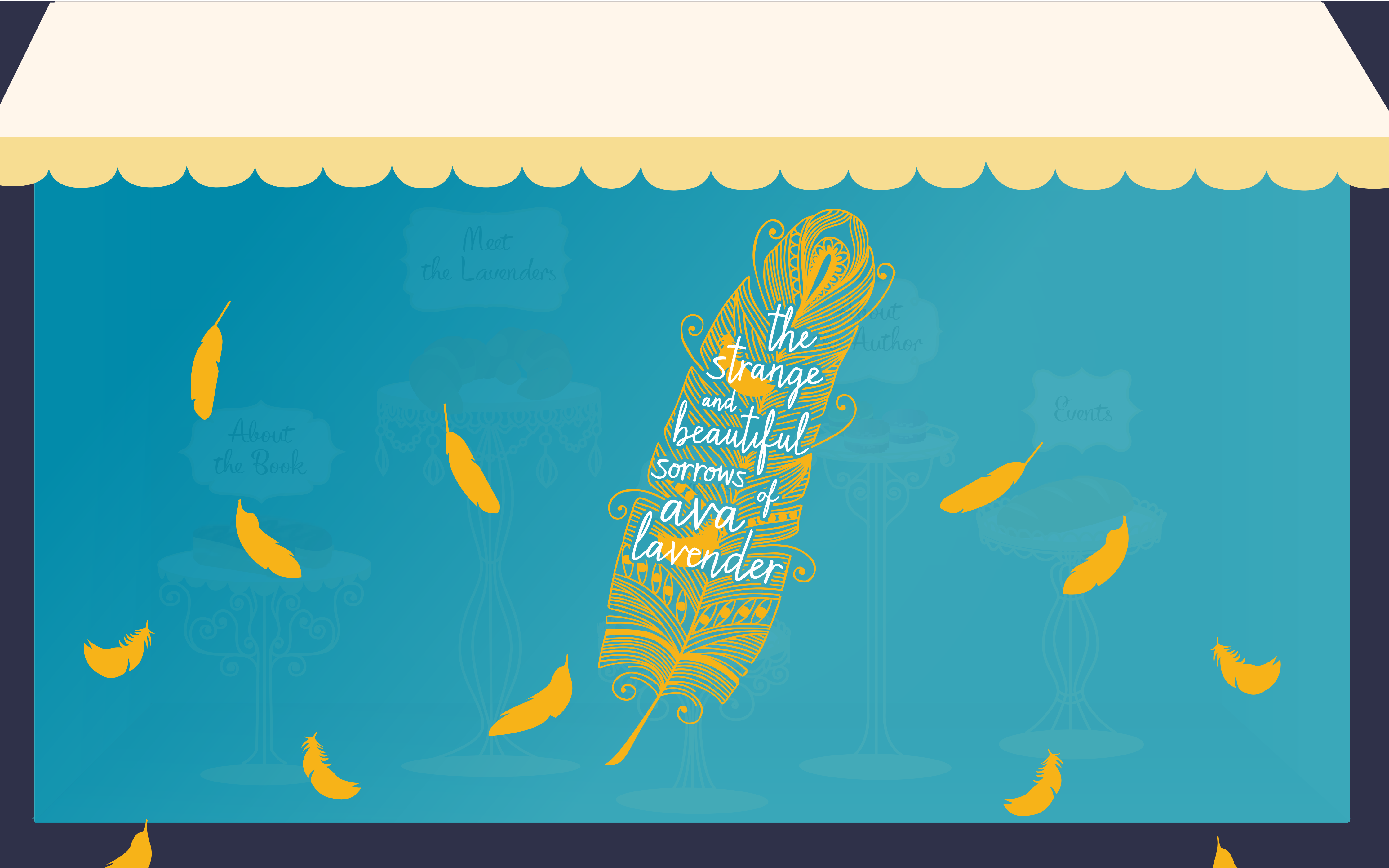
About
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About
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Ends



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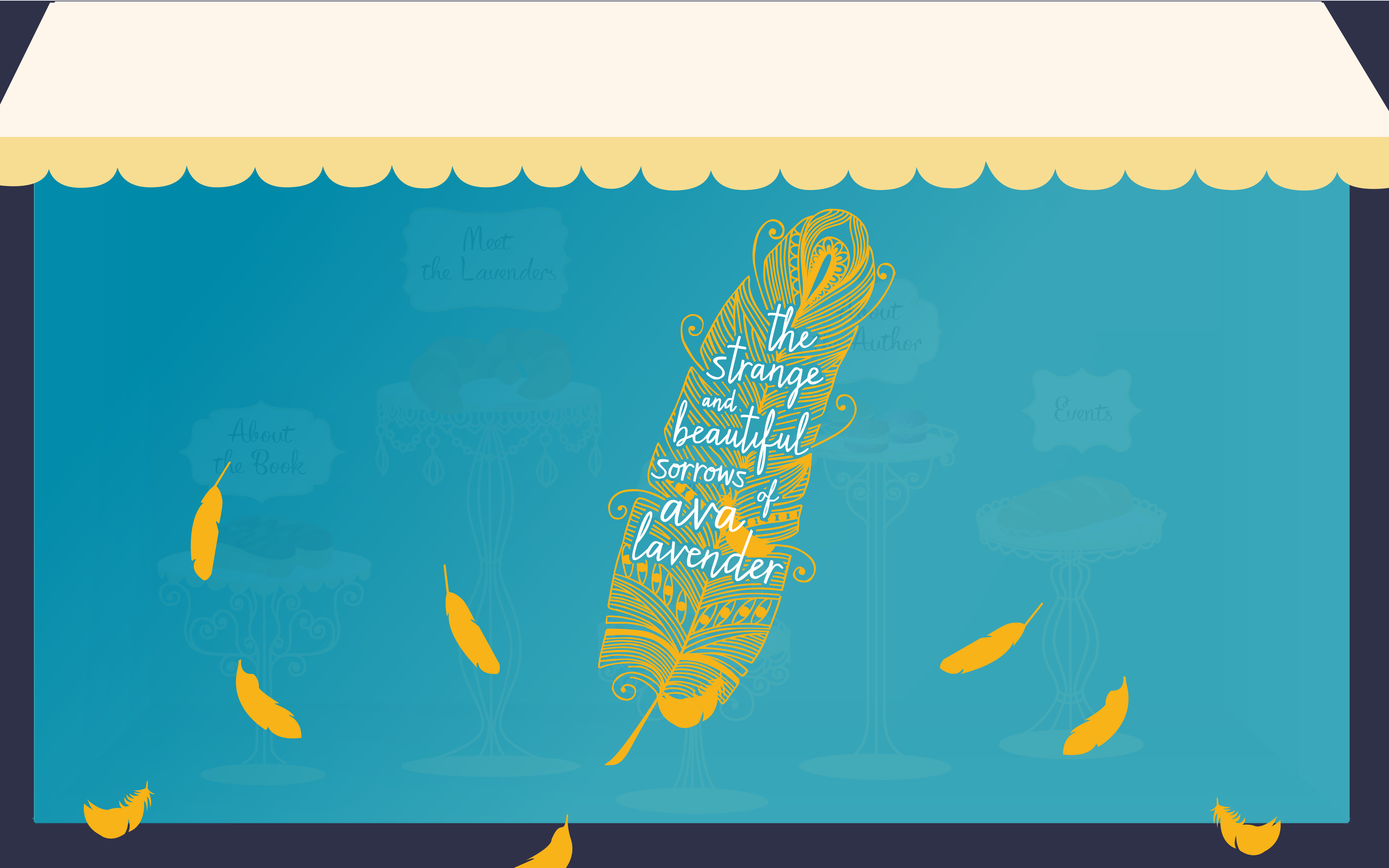
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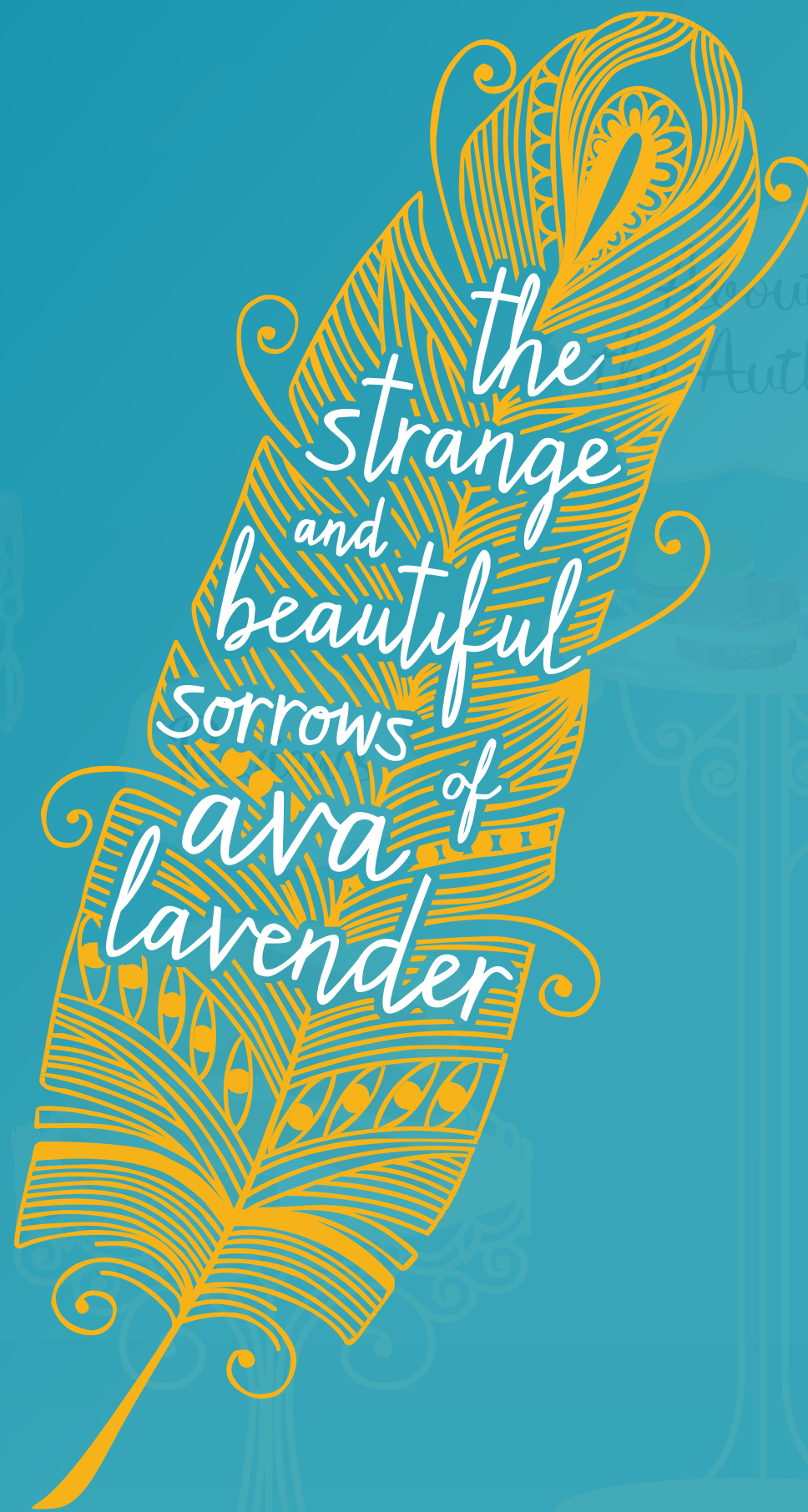
Events





Meet
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The Strange and Beautiful Sorrows of Ava Lavender

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The Strange and Beautiful Sorrows of Ava Lavender

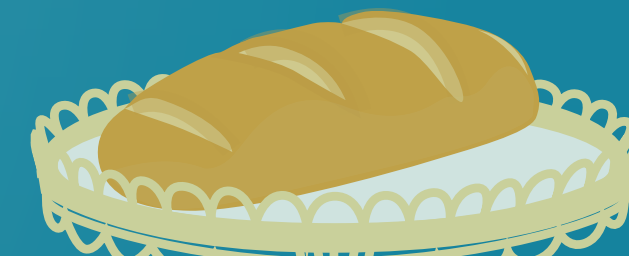
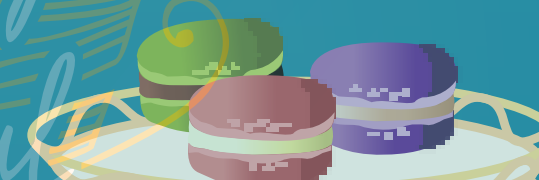
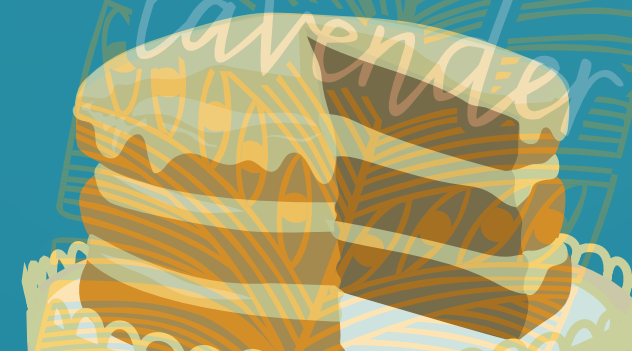
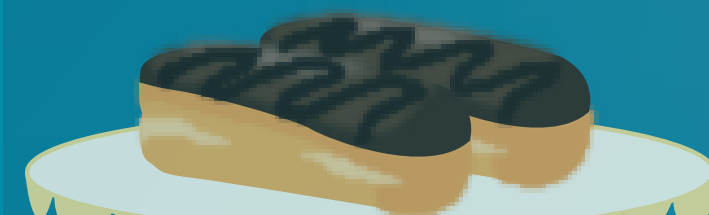
Meet
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the Author

Events

About
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Sorrows
Reviews



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Meet
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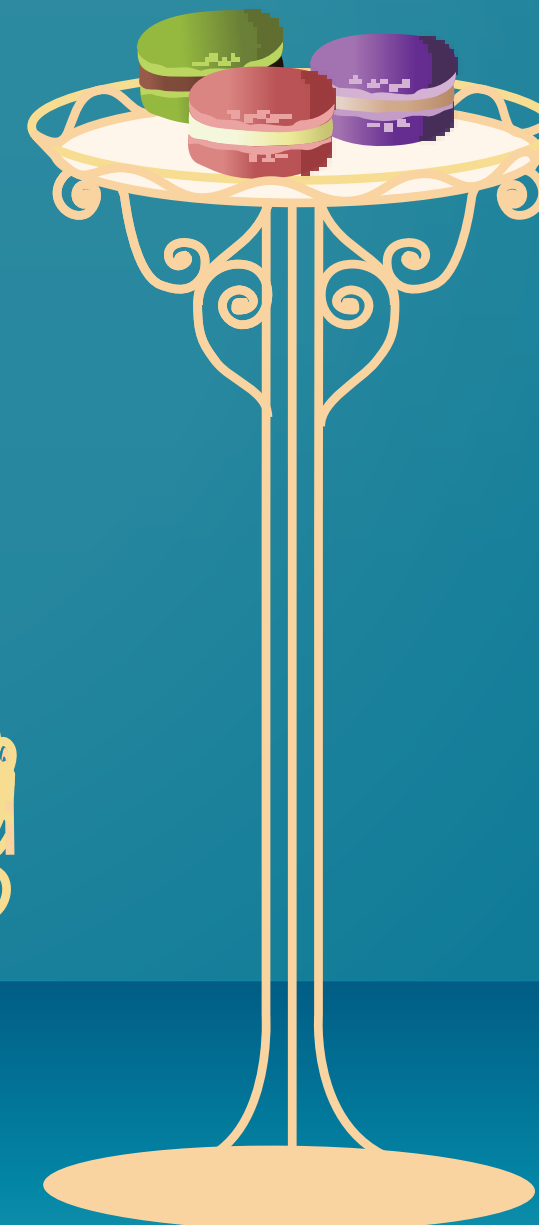
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About the Book

"Magical realism, lyrical prose, & the pain & passion of human love haunt this hypnotic generational saga."

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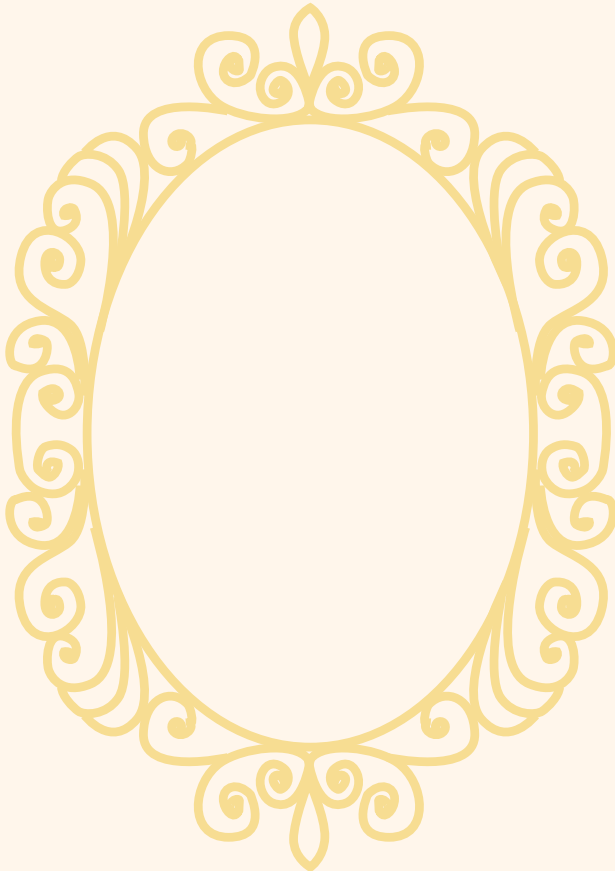
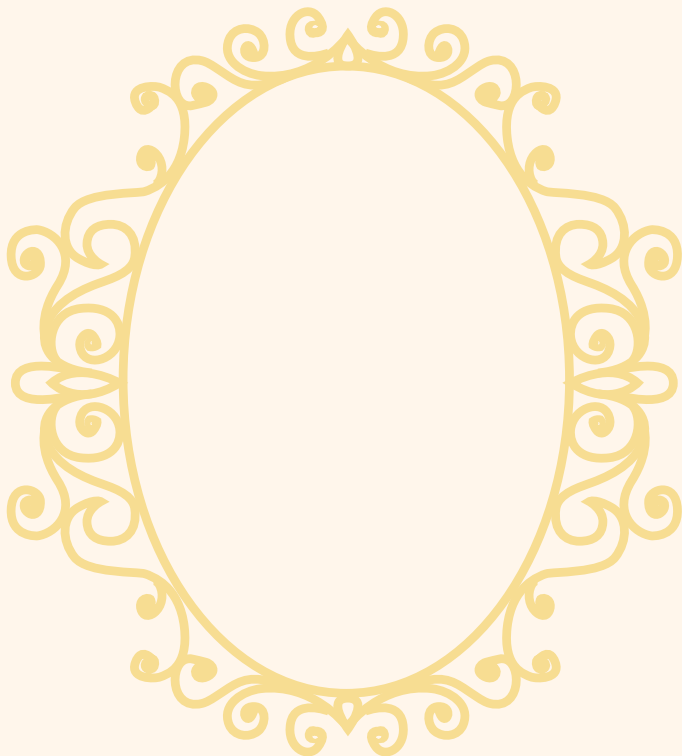
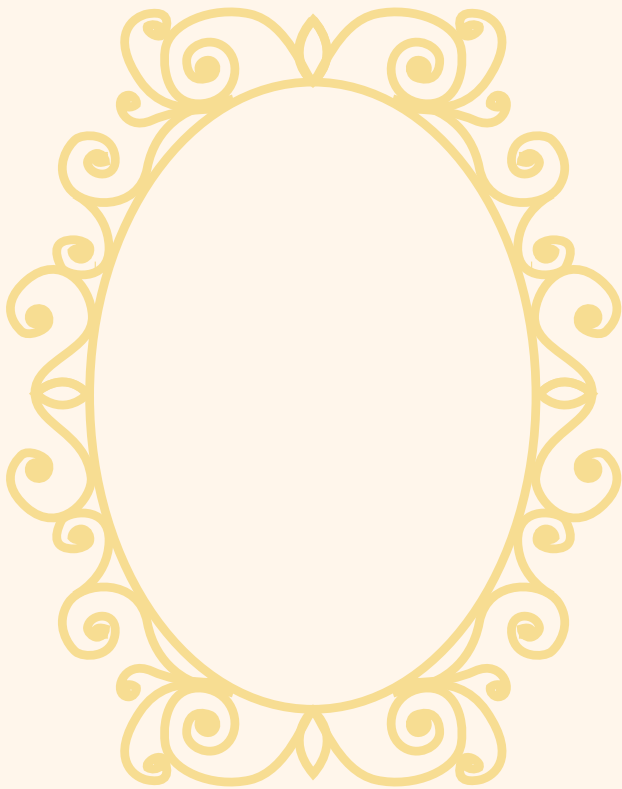


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Reviews

“Rich with lyrical & whimsical writing, Leslye Walton’s debut aches with the exquisite slow burn of a beautiful, heartbreaking, & messy love story generations in the making. Equally haunting & hopeful, *The Strange & Beautiful Sorrows of Ava Lavender* imaginatively explores the real life questions of why we love & how we choose to hold on to it.”

— Kiera Cass, New York Times best-selling author of the *Selection* series working on her next novel.

"This book is a wonder, and completely took my breath away. A book I will read over and over, and love forever. A book to be revered and handled as the treasure it is."



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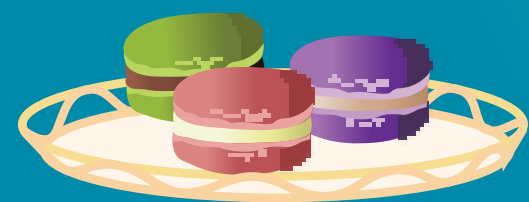


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About the Author

Leslye Walton was born in the Pacific Northwest. Perhaps because of this, Leslye has developed a strange kinship with the daffodil--she too can only achieve beauty after a long, cold sulk in the rain. Her debut novel, *The Strange and Beautiful Sorrows of Ava Lavender*, was inspired by a particularly long sulk in a particularly cold rainstorm spent pondering the logic, or rather, lack thereof, in love.

Leslye has an MA in writing and lives in Seattle, Washington. When she's not writing, she teaches middle school students how to read and write, and most importantly, how to be kind to each other, even on days when they really don't feel like it. She is currently

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Events

Thursday, May 15th, 2014

7:00pm

Tacoma, WA

Book Signing

Garfield Book Company at PLU

208 Garfield Street, Suite 101

Tacoma, WA, 98444

(253) 535-7665

Saturday, May 31st, 2014

10:00am

The Dalles, OR

4th Annual Youth Literacy Event

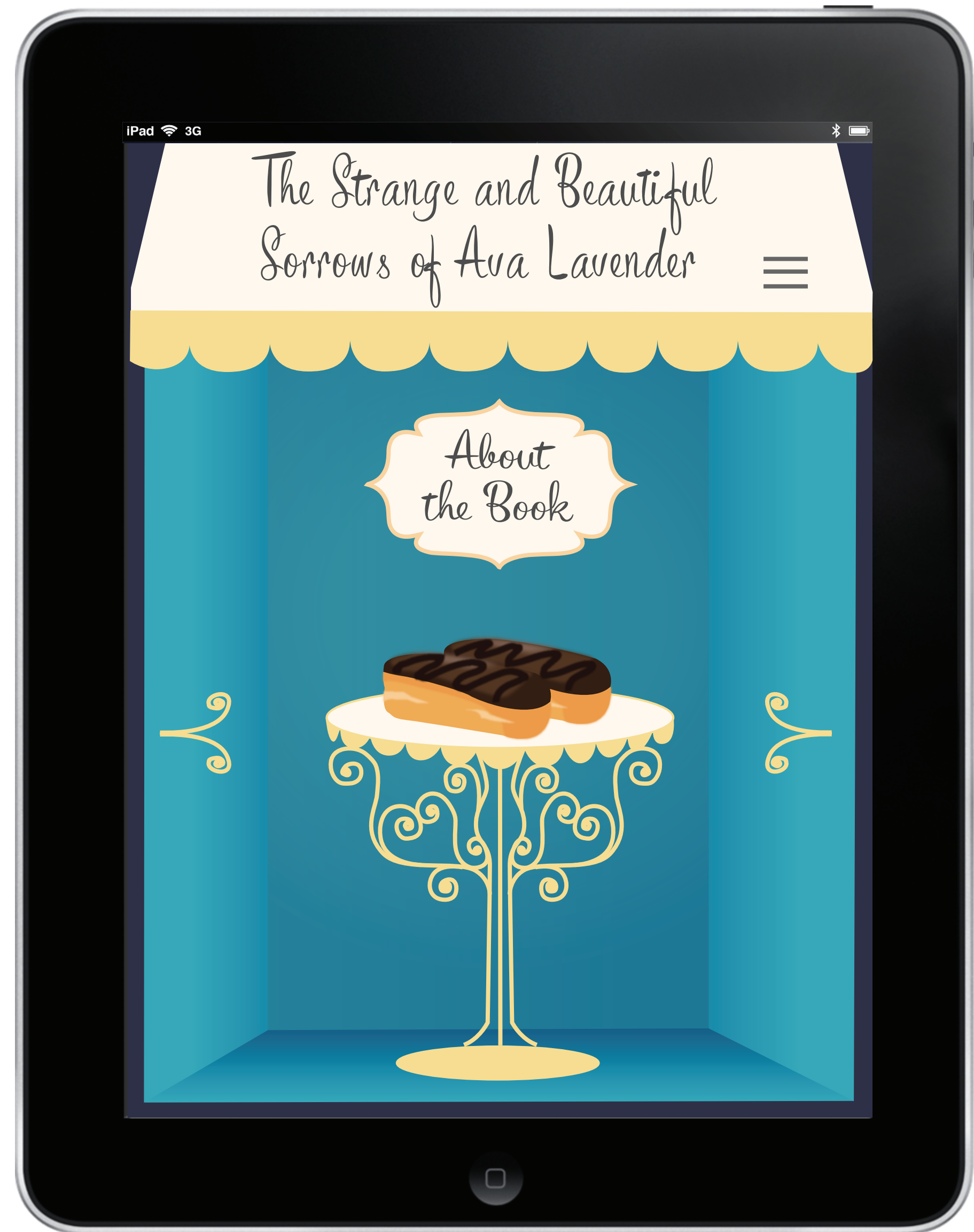
Klindt's Booksellers & Stationers

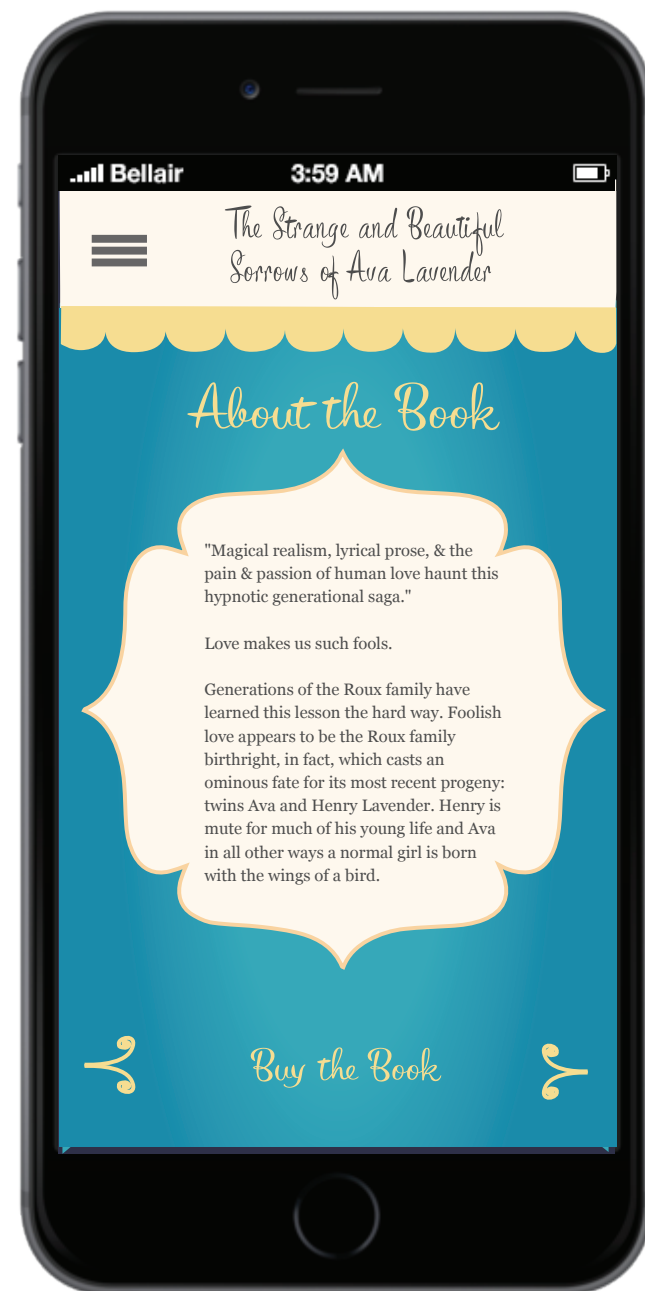


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Content / Original Book Cover

<http://www.leslyewalton.com/about-the-book.html>

Marquees / Frames / Display Stands

<http://www.puresweetjoy.com/free-border-download/>

<http://depositphotos.com/3386166/stock-illustration-vintage-frames-and-borders.html>

<https://www.flickr.com/photos/kestandheaven/5069865898/in/photostream/>
<http://thecakebar.tumblr>.
http://ecx.images-amazon.com/images/I/81VSENEgGyL._SL1500_.jpg
<http://scissorspaperspoon.com/wp-content/uploads/2012/04/Cake-stand-Laura-Ashley2.jpg>
http://www.powder-blue.co.uk/assets/images/Homedecor/Tablewares/cake_stand_CREAM.jpg
<http://www.polyvore.com/cgi/img-thing?.out=jpg&size=l&tid=111763541>
<http://eventsmadewithlove.com.au/wp-content/uploads/white-cake-stand.jpg>
<http://cakestandland.co.uk/ekmps/shops/cakestandland/images/cream-pedestal-cake-stand-and-dome-9201-p.jpg>
<http://stonemillbakery.com/blog/wp-content/uploads/2013/07/croissant.jpg>

Pastry Items

<http://stonemillbakery.com/blog/breads-and-pastries/croissants-at-baltimore-bakery-cafe/>
<http://www.dailymail.co.uk/news/article-2320057/Jo-Swinson-How-slice-cake-nearly-killed-MP-nut-allergy-strikes.html>
<https://www.cookingplanit.com/recipe/parmesan-and-prosciutto-egg-toast>
<http://thumbs.dreamstime.com/z/pastry-icons-vector-illustration-icon-sets-30998818.jpg>

Feathers

<http://conceptdezain.com/blog/wp-content/uploads/2012/05/feathers1.jpg>
<http://cdn.vectorstock.com/i/composite/52,11/feather-set-vector-915211.jpg>

Competitive Analysis

<http://www.immortalsseries.com/>
<http://www.shadowhunters.com/mortalinstruments/>
<http://www.thehungergames.co.uk/>
<http://jandynelson.com/books/ill-give-you-the-sun/>

Meet the Lavenders

<http://jojarvis.com/>

Mood Board

http://www.bhldn.com/index.cfm/fuseaction/product.detail/_/
<http://www.brides-book.com/>
<http://www.diamondsbylauren.com/index.php/jewelry/yellow-old-mine-diamond-178ct-w-xvs1-branded-dbl-modern-antique-diamond-gia-r4770>
<https://www.etsy.com/uk/listing/163387272/personalised-vintage-pearl-wedding>
<http://jenneliserose.blogspot.com/2013/11/ruffles-roses-and-pearls.com/post/31861525373/diy-cake-stand-from-recycled-vintage-tea-sets>
<http://www.klustershop.com/?pp=o>
<http://www.sothebys.com/fr/auctions/ecatalogue/2012/magnificent-jewels-from-the-collection-of-mrs-charles-wrightsman-no8925/lot.349.esthl.html>
<http://www.custommade.com/engagement-ring-82/by/daniel-sommerfeld/?crlt.pid=camp.oMQv72R64kRH>
https://www.1stdibs.com/jewelry/brooches/brooches/gold-feather-brooch/id-j_95342/