

# Media

## Phoenix TV

Designing and producing a website is like writing a business plan. Questions such as - what do we do? need to be answered by our clients. We need to determine what the focus of the organisation is to identify the audience.

Phoenix Television are an independent television broadcasting and distribution services consultancy. They have three distinct customer groups; broadcasters, international institutions and commercial organisations. We designed a site that would allow these three target groups to access the site and receive information that was pertinent to them. Generic information about location contacts and resources is made available throughout. We used colour to define each market sector. This is an effective way of confirming to the client where they are.

Phoenix compete in a market with media giants including Bloomberg. As a smaller organisation they wanted to promote their personable, friendly attitude to their clients and prospects. We commissioned a photographer to capture the spirit of the team and used the imagery to present a people orientated organisation.

The site includes a Macromedia Flash introduction. This was a specific request. The home page uses animated gifs and roll over sequences. These elements bring the site to life and convey the interactivity of media equipment.

MACROMEDIA FLASH INTRODUCTION



HOMEPAGE



CONTENT PAGE



CONTENT PAGE



LOCATION MAP

