

Client

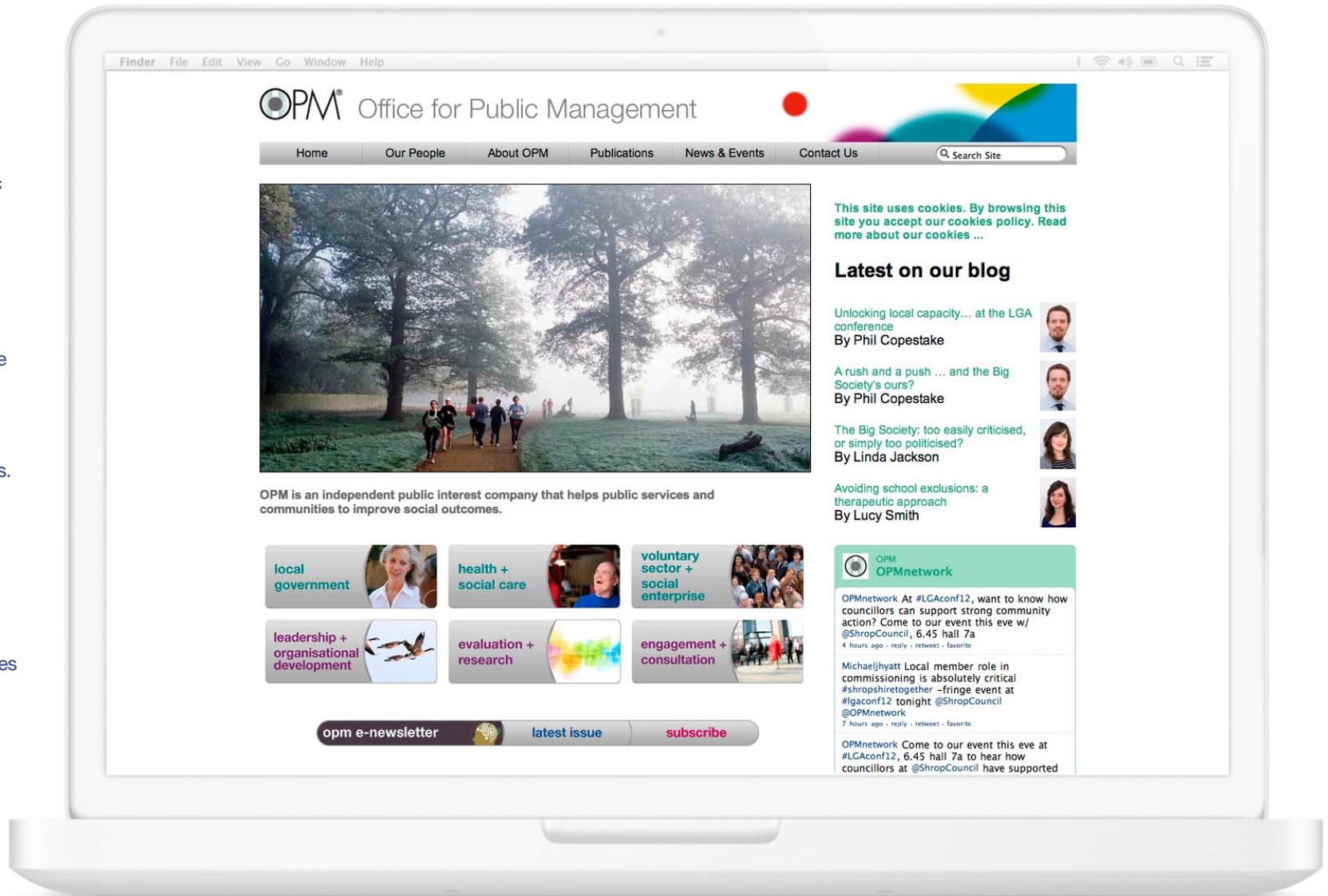
OPM are a group of about 60 social interest researchers and consultants with many of the UK's largest public service organisations as clients.

Web brief

The company was keen to simplify and rejuvenate their overly complicated and text-heavy website – in parallel with a full reorganisation of services.

Key requirements:

- simplified navigation and layout
- positive, relevant, people-oriented images
- home page (right) to incorporate rolling slideshow, links to company blog and Twitter feed.



WEBSITES

Online

Here are four sample landing pages.

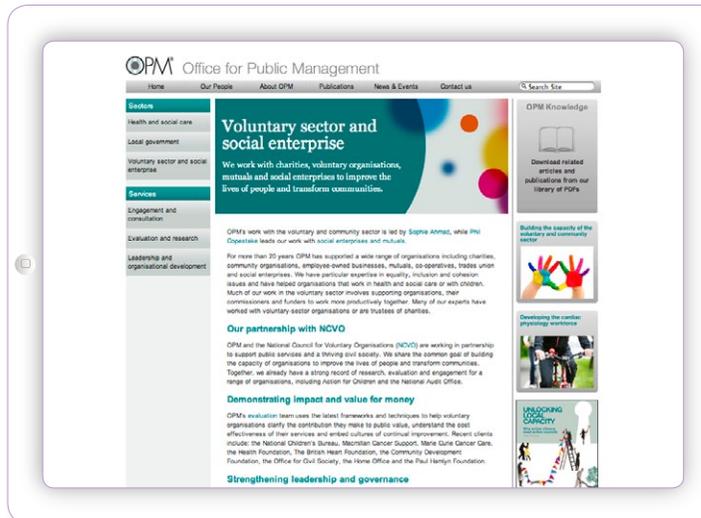
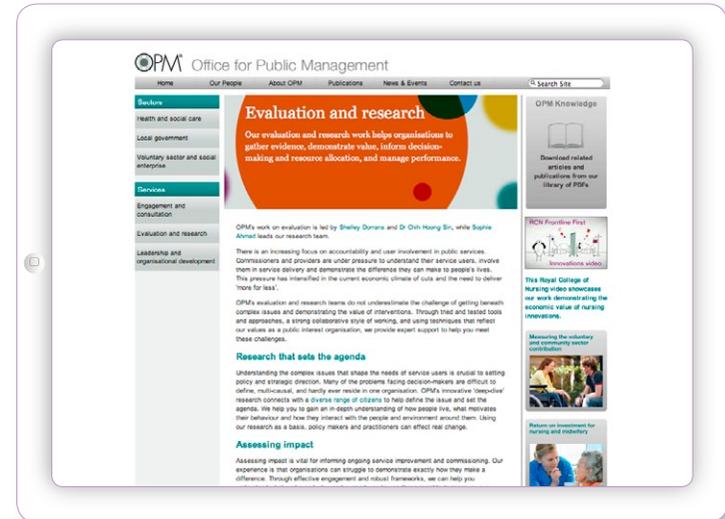
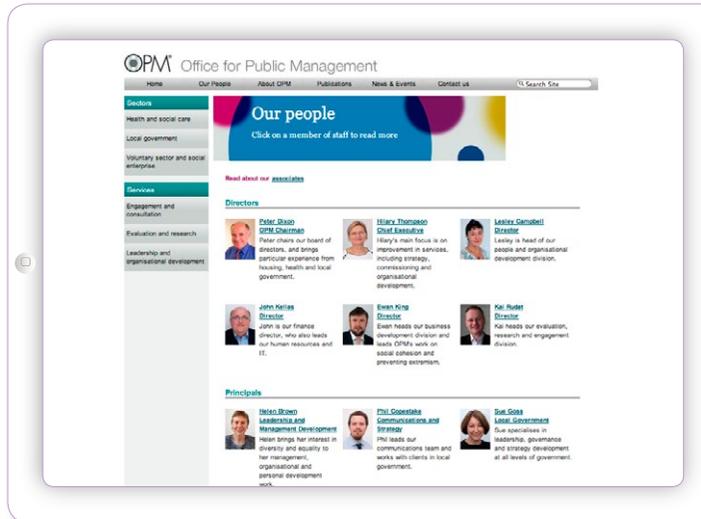
The site also needed:

- to incorporate the company's recently designed 'bubble' graphics
- to draw attention to a variety of publications and case studies in an interesting way
- research into keywording for SEO purposes
- CSS standardisation of page layouts and text.

Site address

<http://www.opm.co.uk>

Note that the site has subsequently been rendered in WordPress for CMS purposes.



Client

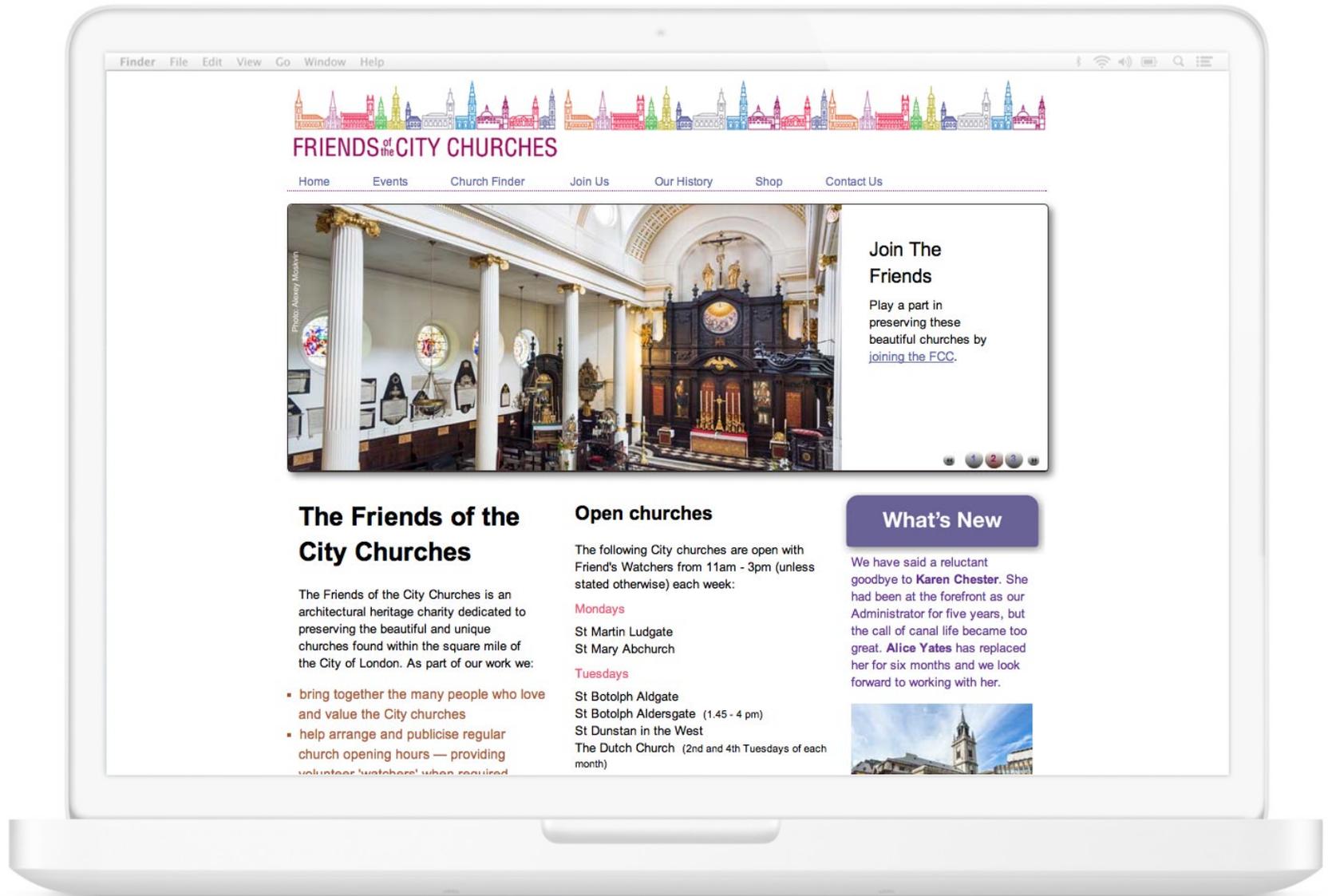
The Friends of the City Churches is an architectural heritage charity based in the City of London with a combination of voluntary and paid staff and over 1200 members worldwide.

Web brief

Design a new site from scratch to replace an outmoded version.

Key requirements:

- a bold home page (right) incorporating a rolling slideshow, the charity's aims and their church 'Watcher' times
- a modern feel
- attractive and informative images throughout.



WEBSITES

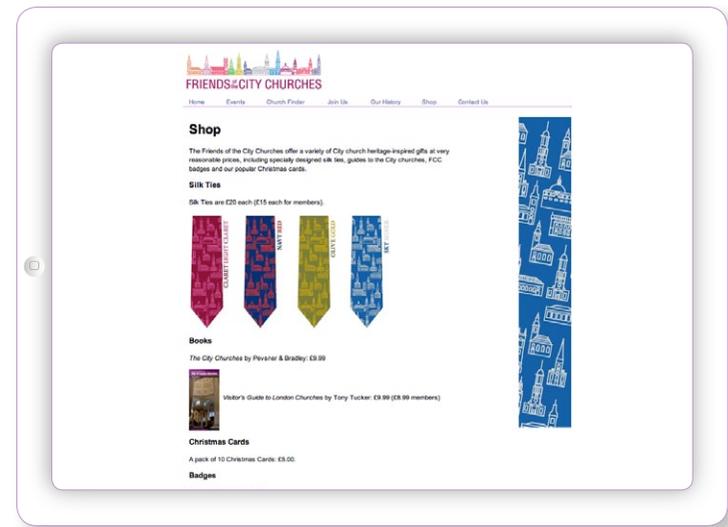
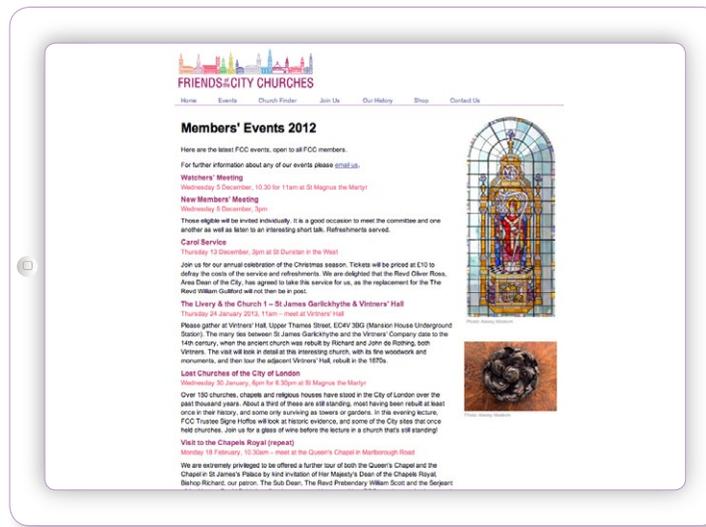
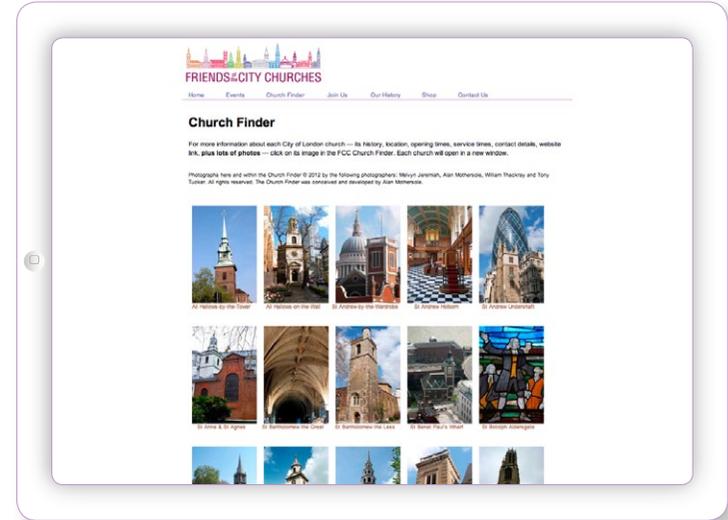


Here are some sample landing pages.

During the re-design a playful new 'dolly mixture' logo was developed and it was decided to extend the graphic effect throughout the site.

Site address

<http://www.london-city-churches.org.uk>



Client

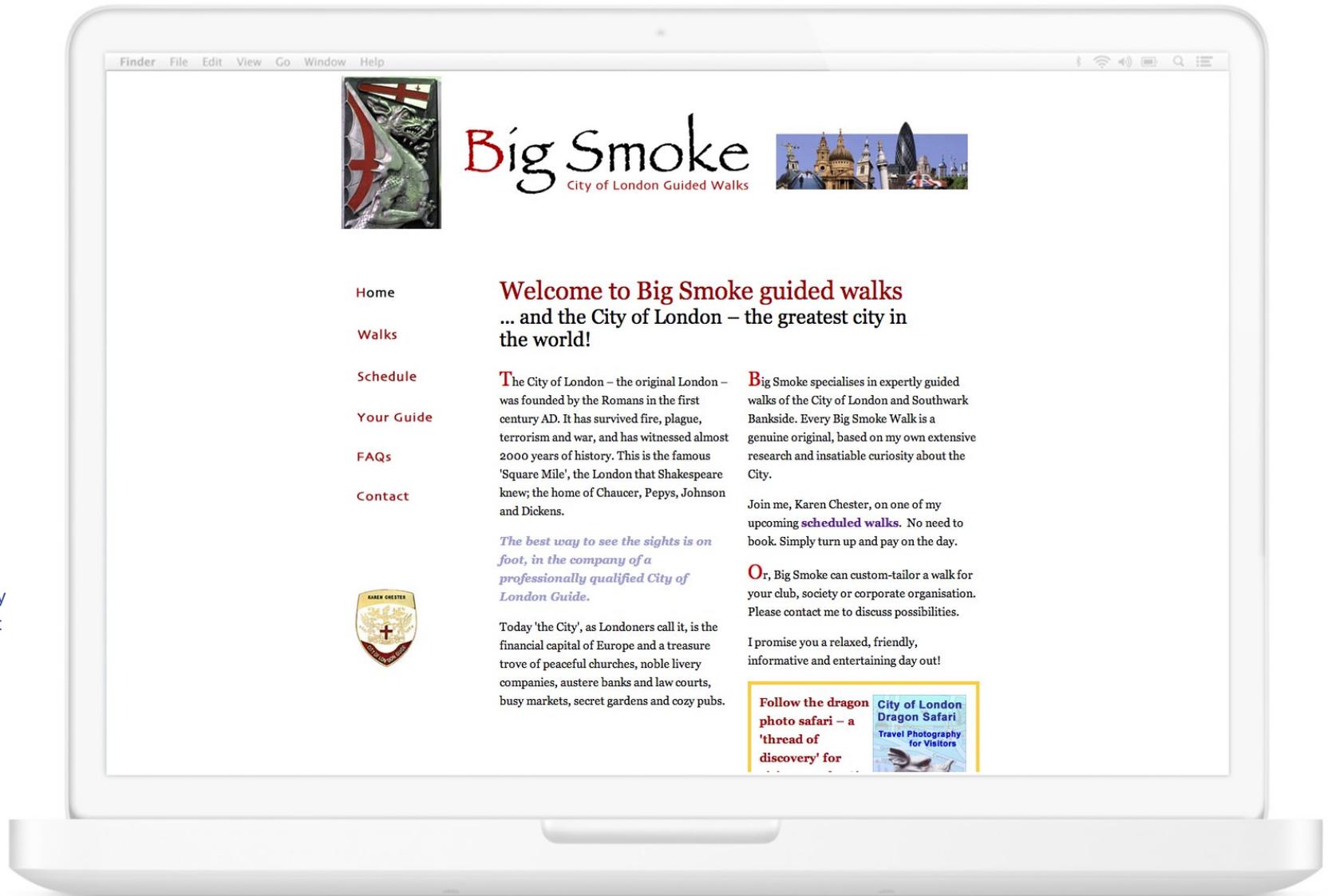
Big Smoke is a one-person guided walks business run by guide and lecturer Karen Chester.

Web brief

Design a simple website that would promote Karen and her walks to potential clients, list scheduled walks/locations/times and address FAQs.

The project also involved producing:

- typography conveying a sense of history and heraldry (but not the antique) as well as freshness
- a business logo
- dragon photography
- a London graphic.



WEBSITES

Online

Here are four sample pages.

Site address

<http://www.bigsmokewalks.com>

Big Smoke
City of London Guided Walks

Home
Walks
Schedule
Your Guide
FAQs
Contact

Your Guide

Let me show you the streets of London

My name is Karen Chester. I was born in Canada and grew up in rural Ontario. I first came to London on a holiday in 1976 and I was hooked. I fell in love with the history, energy and humour of this great city. A few years later I returned for another visit and I've been here ever since!

I'm a fully trained and registered City of London Guide Lecturer, accredited by City University and the Institute of Tourist Guiding. I received my treasured City Badge from the hands of the Lord Mayor himself. I am the Tours Coordinator for Guildhall Art Gallery, and for the Harold Samuel Bequest of Dutch pictures in Mansion House.

I have a BA in Fine Arts, a BA (Hons) History and an MA in Early Modern English History. I am currently the Administrator of The Friends of the City Churches and I sit on the committee of the Early Modern Society at Birkbeck College and am a founding governor of The Square Mile Society.

I have lived here now for over 25 years and I'm still passionate about London. I believe that this is the greatest city in the world and I would love to share it with you.

Big Smoke
City of London Guided Walks

Home
Walks
Schedule
Your Guide
FAQs
Contact

Guided Walks

2000 years of history in the City of London

Big Smoke Walks take place whatever the weather, rain or shine. Walks last approximately two to two and a half hours, including any breaks.

The pace is gentle and most walks cover more history than misage. You'll discover secret back alleys and hidden treasures that even Londoners have missed.

To join a scheduled walk simply turn up at the appointed time and meeting place and pay your guide at the start of the walk.

£8.00 per person

Special rates for groups. If you would like to book a custom tailored walk for your club, society or corporate group, please contact me to discuss possibilities.

Popular Big Smoke Walks include:

- City Dragon Walk 1
- London for Beginners
- St Paul's to the Tower
- City Dragon Walk 2
- London for Beginners
- Tower to St Paul's
- Trial by Fire
- Harlots, Harriquets & Heroines
- Bloody Awful Pub Walk
- Penny Fleming Pub Walk
- Londinium Lost and Found
- Samuel Pepys' City of London
- Paved With Gold
- The Dick Whittington Walk

Olde Favourites:

- Blackfriars to Bankside
- The Shakespeare Walk
- Dr Johnson's London
- Roman London

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City Dragon Walk 1

London for Beginners: St Paul's Cathedral to the Tower of London

If you're new to London, you'll want see as much as you can in the time that you've got. Dragon Walks are the answer! Gentle-paced, friendly, picturesque walks that take in all the best bits of the City.

Big Smoke City Dragon Walk 1 includes: St Paul's Cathedral, the Roman fort and amphitheatre, the medieval Guildhall, Mansion House, the Bank of England, the 'Overlook', the Tower of London, several City churches, and many hidden lanes and backstreets that evoke the London of centuries gone by.

Note: This walk complements the route of City Dragon Walk 2, but does not replicate it. Why not make a day of it and join me on both?

Big Smoke
City of London Guided Walks

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The Bloody, Awful Pub Walk

Creeping around the most haunted city in the world!

Murderers and martyrs, ghosts and gore, revolutions, executions, grave-robbers and potheads ... need we say more? Disgusting, terrifying and repulsive, and that's not just the guide! This walk is definitely not for the faint-hearted!

Meets St Paul's underground station - Exit a (By Caffe Nero). Fair or even better, feel weather!

Walk lasts about a 1 1/2 hours - with recovery stops at some absolutely dreadful pubs

Runners speak out:
"I don't know about bloody pubs, I thought it was bloody awful!"