

**FUNCTIONAL ANNOTATIONS**

SCREEN DESCRIPTION: The Ayzenberg site consists of a continuous news feed and social media feeds.

**A. NAVIGATION**

This is the navigation of the site.

As the user scrolls down the page the navigation follows down the page fixed to this location.

**B. BRANDING**

This is the company logo.

**C. CONTENT PARSING**

These buttons allow the user to parse the news feeds ([a]listdaily and [a]listsummit)

**D. CONTENT CEL**

This is one of the cels of content.

**E. CLIENTS CEL**

This is the scroll able cel containing logos of the companies clients.

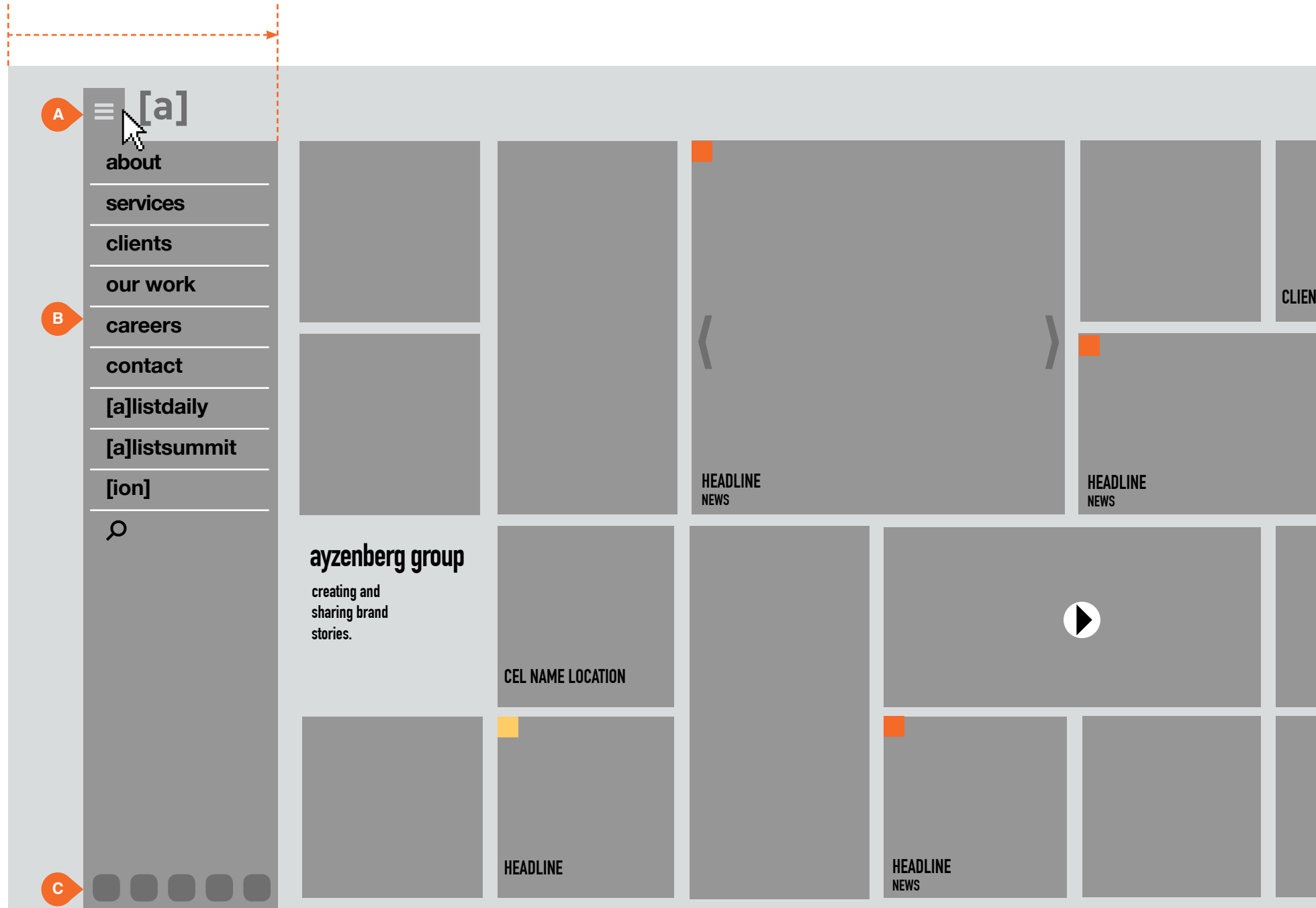
**F. COMPANY INFORMATION**

This is the company information.

**F. SOCIAL MEDIA FEED CELS**

These are samples of the cels that display the social media feeds. Any social content will be moderated by the social media team so it won't be real-time.

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**FUNCTIONAL ANNOTATIONS**

SCREEN DESCRIPTION: The site's navigation is as follows:

**A. NAVIGATION**

When the user mouses over this "hamburger", the navigation opens up in drawer from the left side of the page. The whole page shifts to the right when the navigation is opened.

**B. NAVIGATION BUTTONS**

These buttons navigate the user to their subsequent pages.

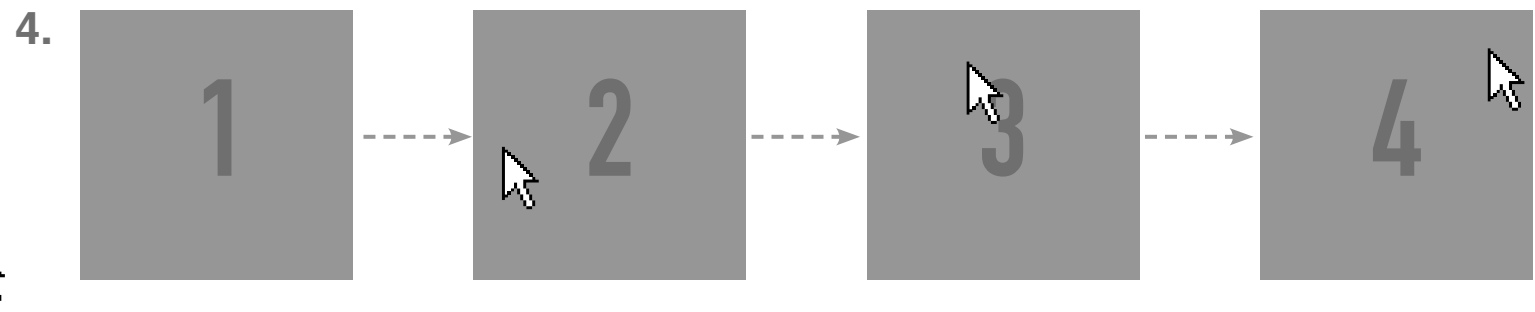
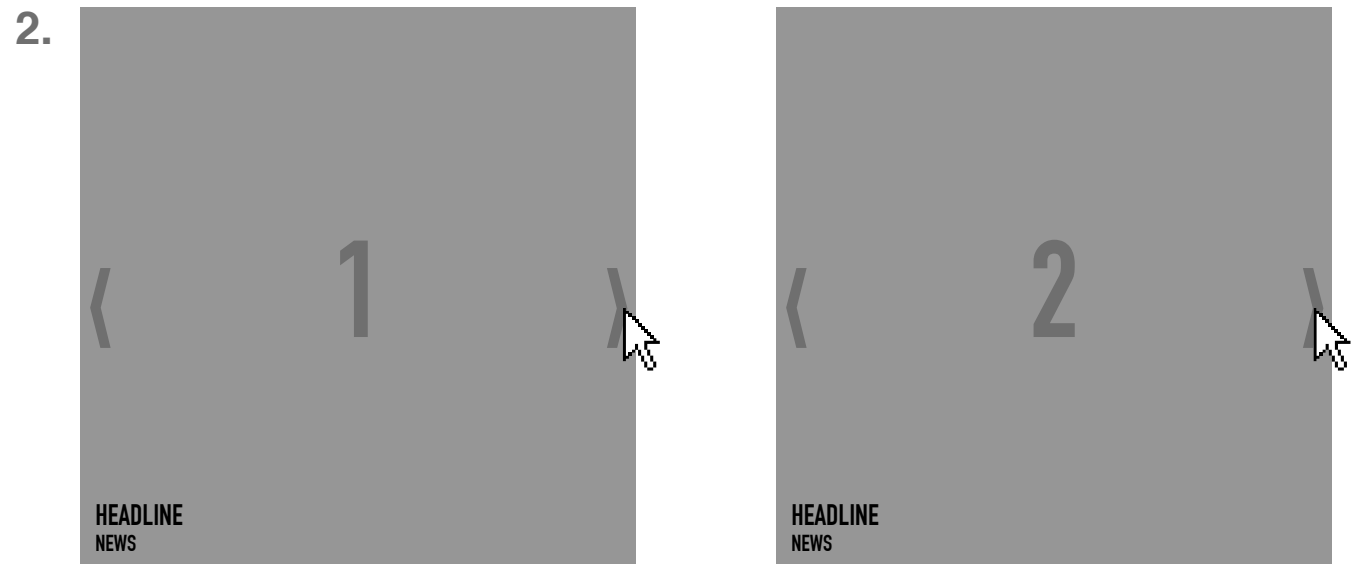
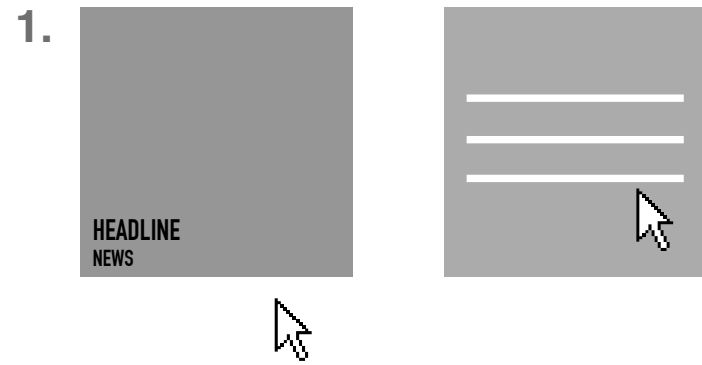
Some of these buttons parse the content via tags. When one of these types are selected the page will refresh with that tagged content.

**C. SOCIAL MEDIA BUTTONS**

These buttons allow the user to follow Ayzenberg on various social media platforms. These site are:

- Twitter
- Facebook
- YouTube
- Instagram
- Pintrest

AYZENBERG • NAVIGATION	<b>[ayzenberg]</b>
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**FUNCTIONAL ANNOTATIONS**

SCREEN DESCRIPTION: The cels of the site have different functions.

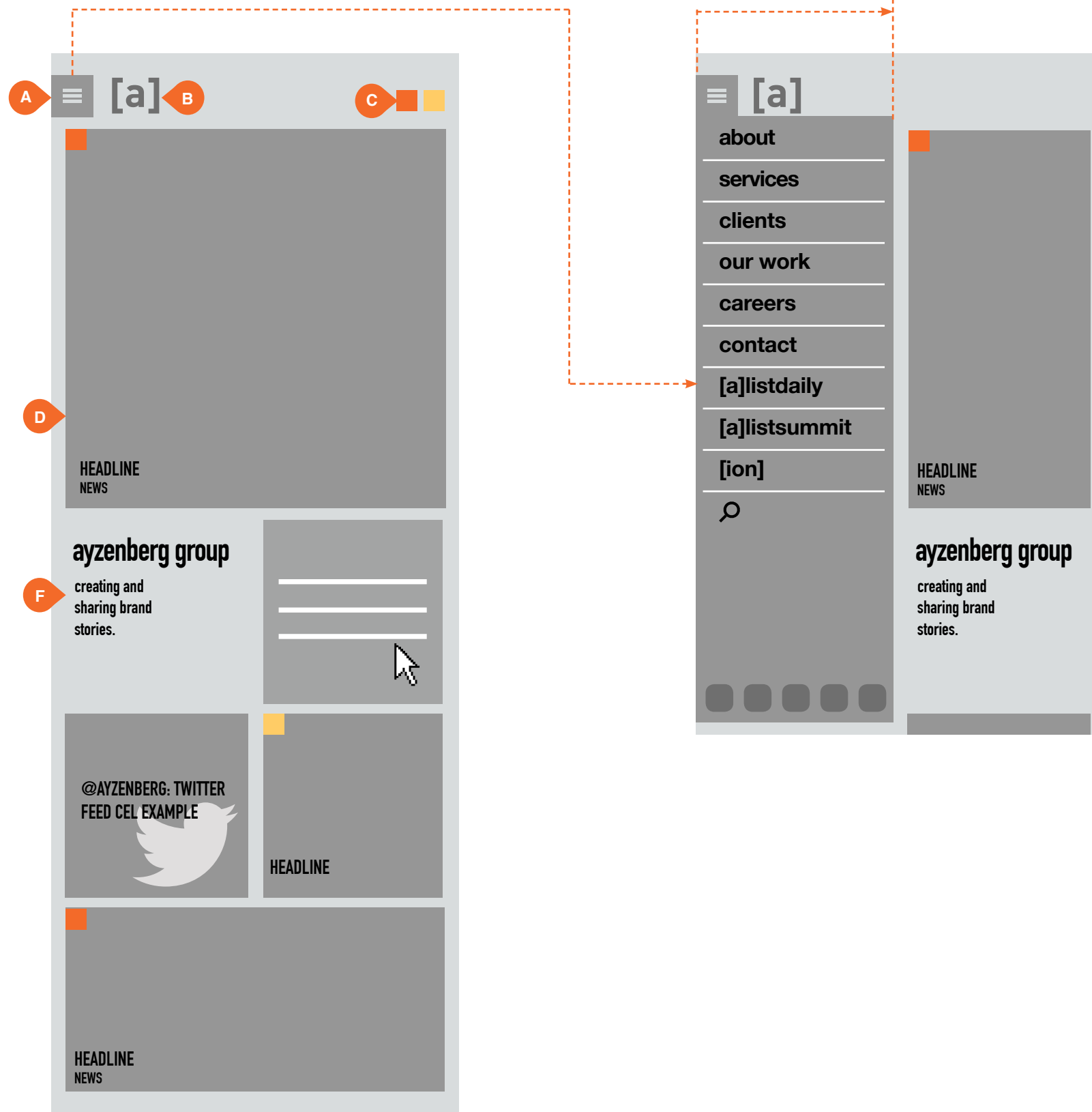
**1. MOUSE OVER**  
When the user mouses over the cel the cel headline and blurb change into a short description.

**2. ARROWS**  
The user can scroll left and right with these arrows.

**3. VIDEO**  
This cel houses a video player. The cel has 5 seconds of video playing in a loop.

**4. SCRUBBABLE CEL**  
This cel changes images when the user mouses over it. When the user moves the mouse the cel changes images.

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**FUNCTIONAL ANNOTATIONS**

SCREEN DESCRIPTION: The Ayzenberg site has a responsive design that works seamlessly on mobile. The cels reduce to a 2x2 layout.

All of the cels transfer smoothly to the responsive design. The cel masonry will fill as needed.

There will not be any handset rotation on the mobile responsive size.

**A. NAVIGATION**

This is the navigation of the site. When the user selects this “hamburger”, the navigation opens up in drawer from the left side of the page. The whole page shifts to the right when the navigation is opened.

As the user scrolls down the page the navigation follows down the page fixed to this location.

**B. BRANDING**

This is the company logo.

**C. CONTENT PARSING**

These buttons allow the user to parse the news feeds ([a]listdaily and [a]listsummit)

**D. CONTENT CEL**

This is one of the cels of content.

These cels can be parsed via these tags:

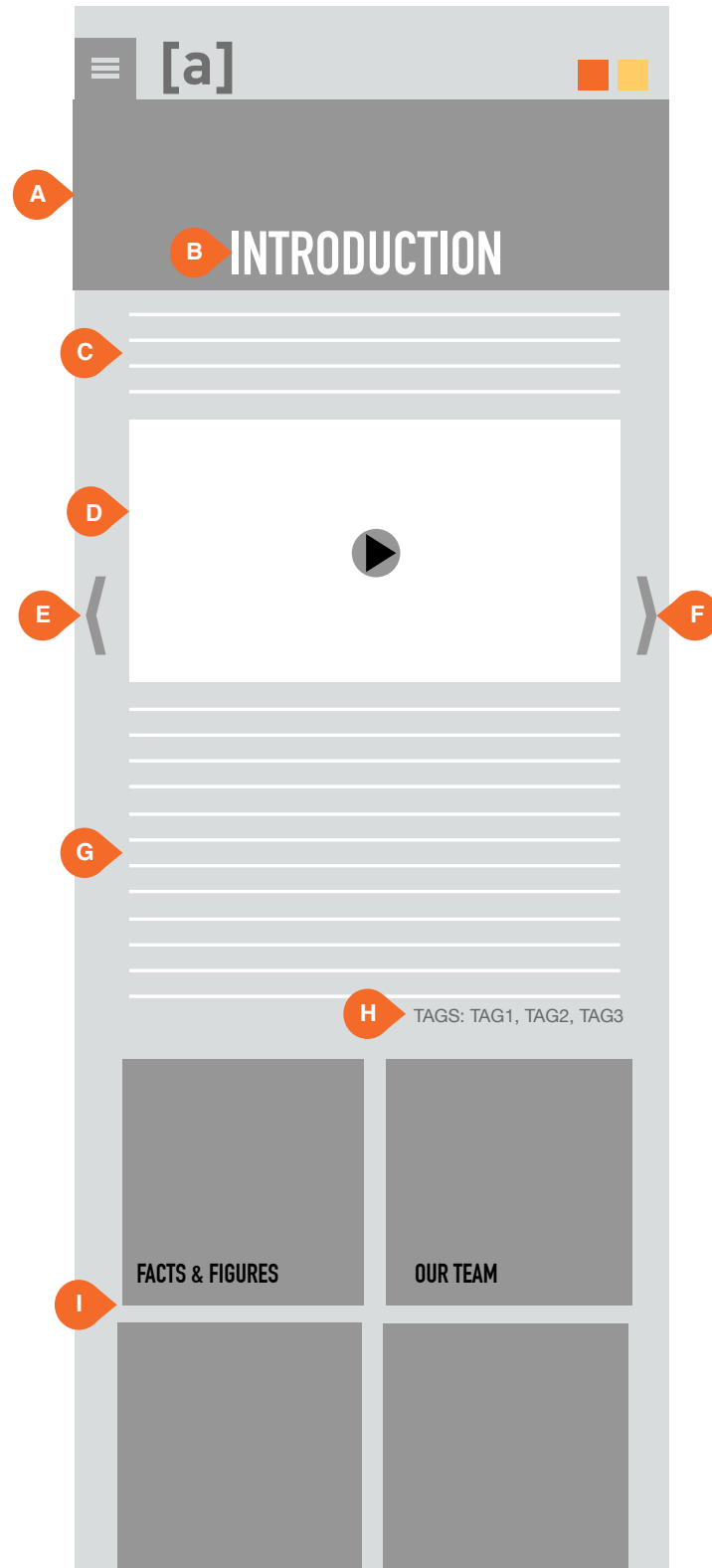
- [a]list Daily
- News
- Social Media posts
- Case Study
- Broadcast
- Print
- Branding
- Online ads
- Digital
- Media
- Social & mobile

(TBD)

**F. COMPANY INFORMATION**

This is the company information.

AYZENBERG · RESPONSIVE LAYOUT (MOBILE)	[ayzenberg]
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**FUNCTIONAL ANNOTATIONS**

SCREEN DESCRIPTION: The responsive design has the following layout for a post.

**A. MAIN IMAGE**  
This is the main image of the post. A part of this image is shown on the cel.

**B. TITLE**  
This is the name of the post.

**C. DESCRIPTION**  
This is the post's descriptive copy/

**D. OPTIONAL VIDEO**  
This is a video player that plays relevant videos for the post.

**E. SCROLL POST LEFT**  
This arrow allows the user to scroll to the previous post. The user can navigate to the left with a swipe.

**F. SCROLL POST RIGHT**  
This arrow allows the user to scroll to the next post which would be the Our Team post. The user can navigate to the right with a swipe.

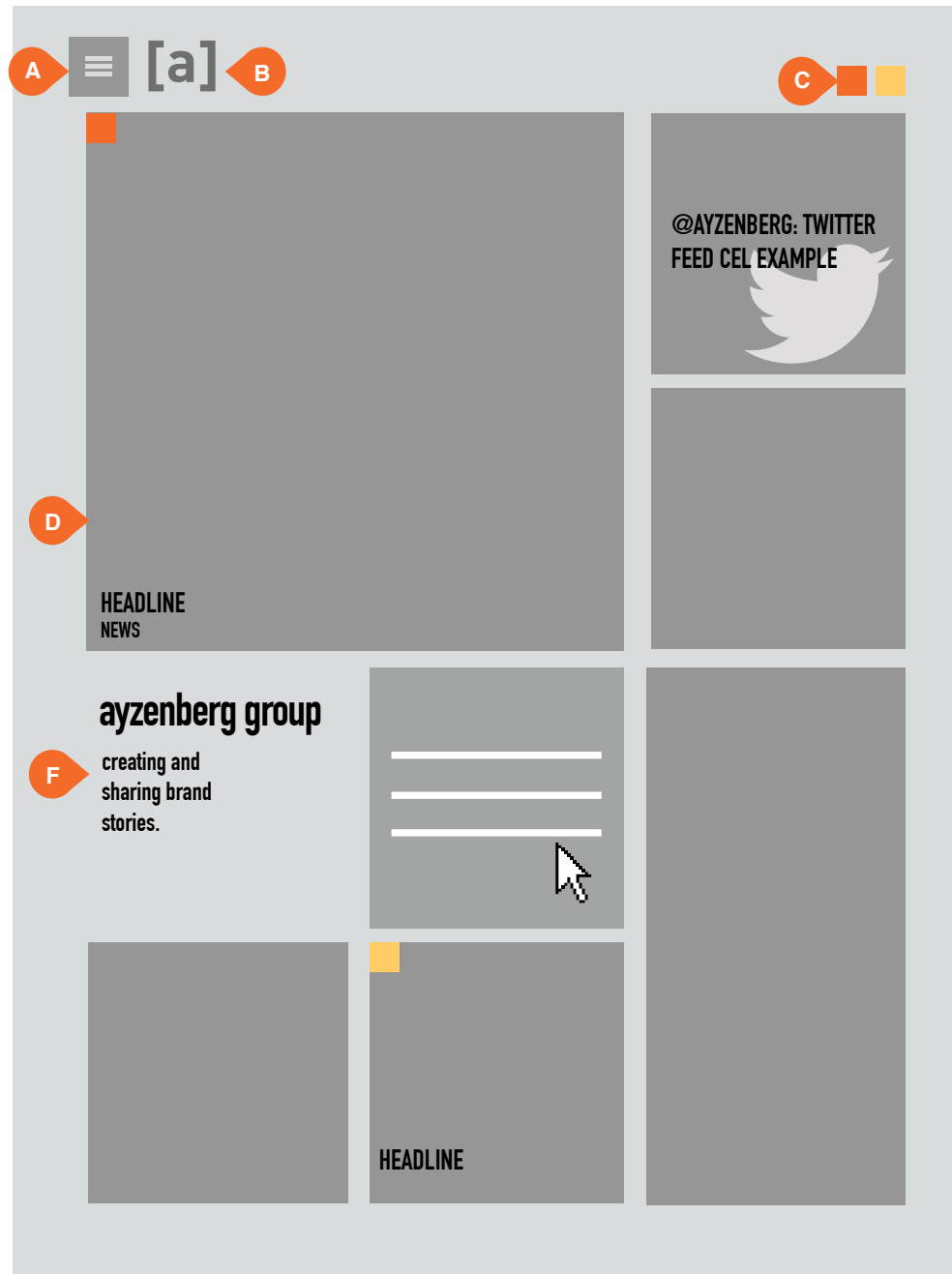
**G. POST MAIN COPY**  
This is the main copy of the post.

**H. TAGS**  
These are the tags attributed to the article/page. These tags also help in parsing the site's content.

**I. TAGS**  
These are the tags attributed to the article/page. These tags also help in parsing the site's content.

**I. CEL FEED**  
As the user navigated down the post, cels from the front page mason upwards and load just light the front page.

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**FUNCTIONAL ANNOTATIONS**

SCREEN DESCRIPTION: The Ayzenberg site consists of a continuous news feed and social media feeds. The Ayzenberg site has a responsive design that works seamlessly on tablet as well. The cels reduce to a 3x3 layout.

All of the cels transfer smoothly to the responsive design. The cel masonry will fill as needed.

**A. NAVIGATION**

This is the navigation of the site. When the user selects this “hamburger”, the navigation opens up in drawer from the left side of the page. The whole page shifts to the right when the navigation is opened.

As the user scrolls down the page the navigation follows down the page fixed to this location.

**B. BRANDING**

This is the company logo.

**C. CONTENT PARSING**

These buttons allow the user to parse the news feeds ([a]listdaily and [a]listsummit)

**D. CONTENT CEL**

This is one of the cels of content.

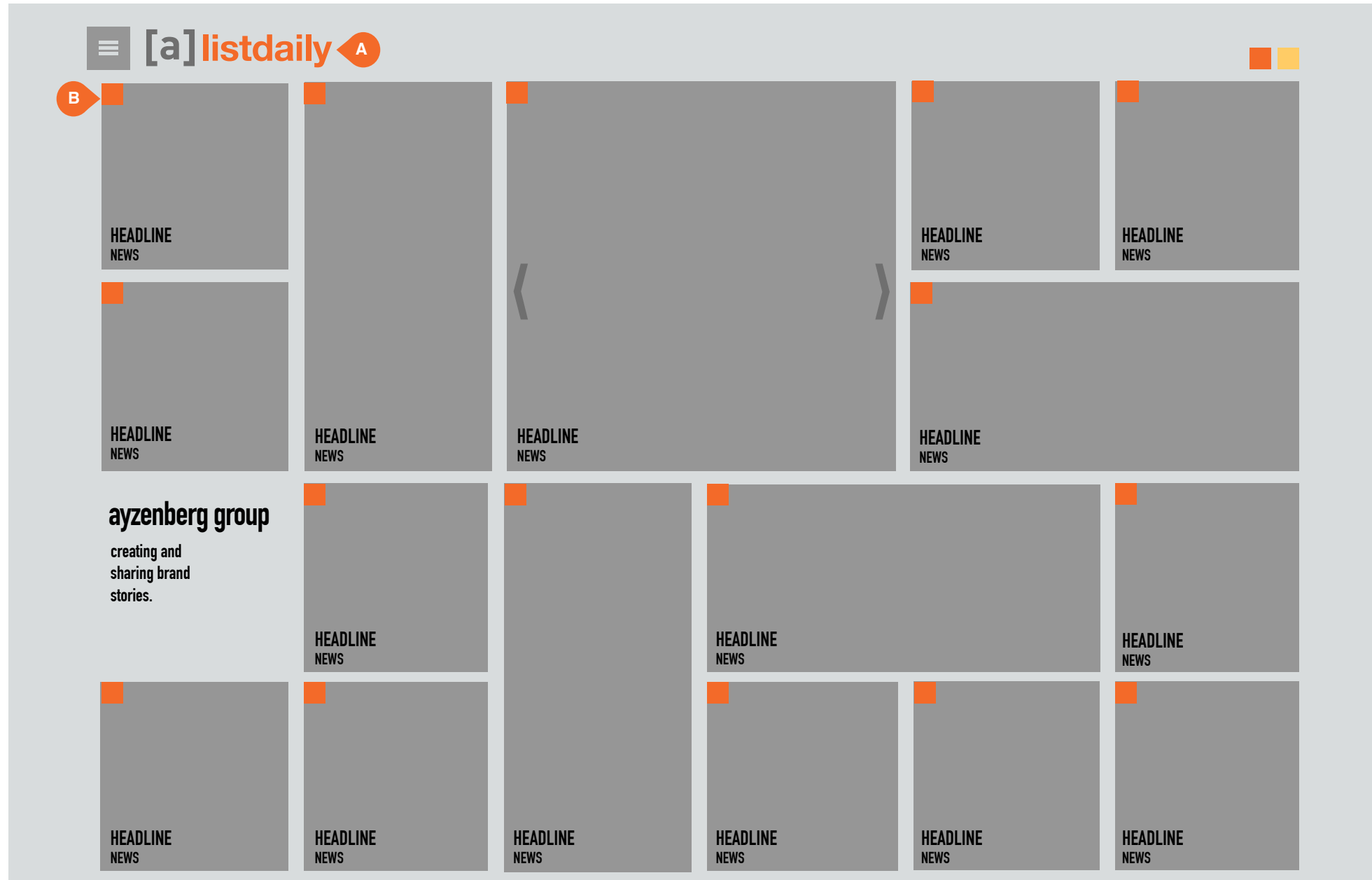
These cels can be parsed via these tags:

- [a]list Daily
- News
- Social Media posts
- Case Study
- Broadcast
- Print
- Branding
- Online ads
- Digital
- Media
- Social & mobile
- (TBD)

**F. COMPANY INFORMATION**

This is the company information.

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**FUNCTIONAL ANNOTATIONS**

SCREEN DESCRIPTION: When the user filters the information on the front page, the information cells change.

**A. FILTER TITLE**

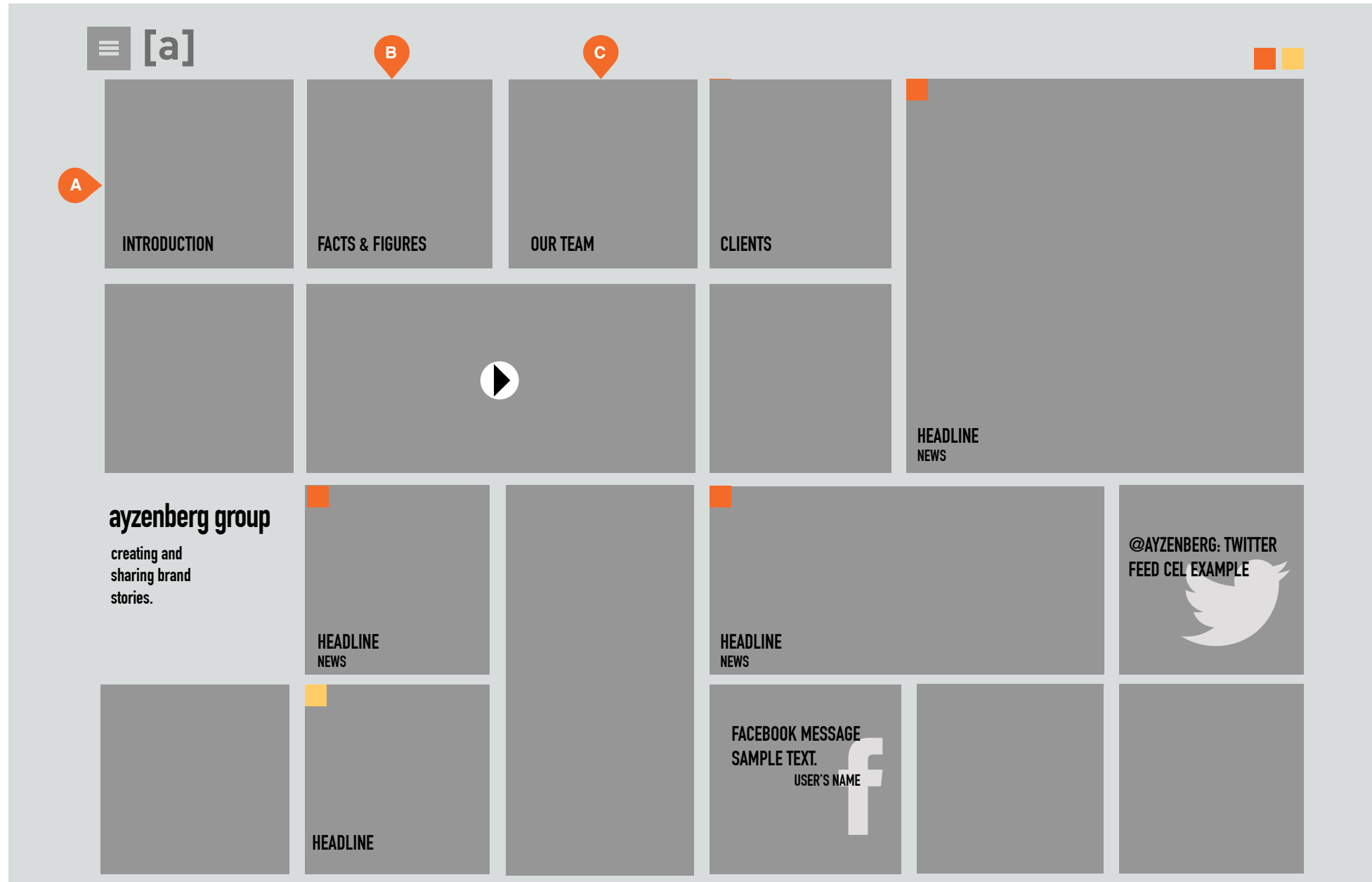
This is the filtered content name

**B. CONTENT TYPE INDICATOR**

This indicator displays the content type of the cel.

AYZENBERG · [a] LIST DAILY PARSING	[ayzenberg]
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**FUNCTIONAL ANNOTATIONS**

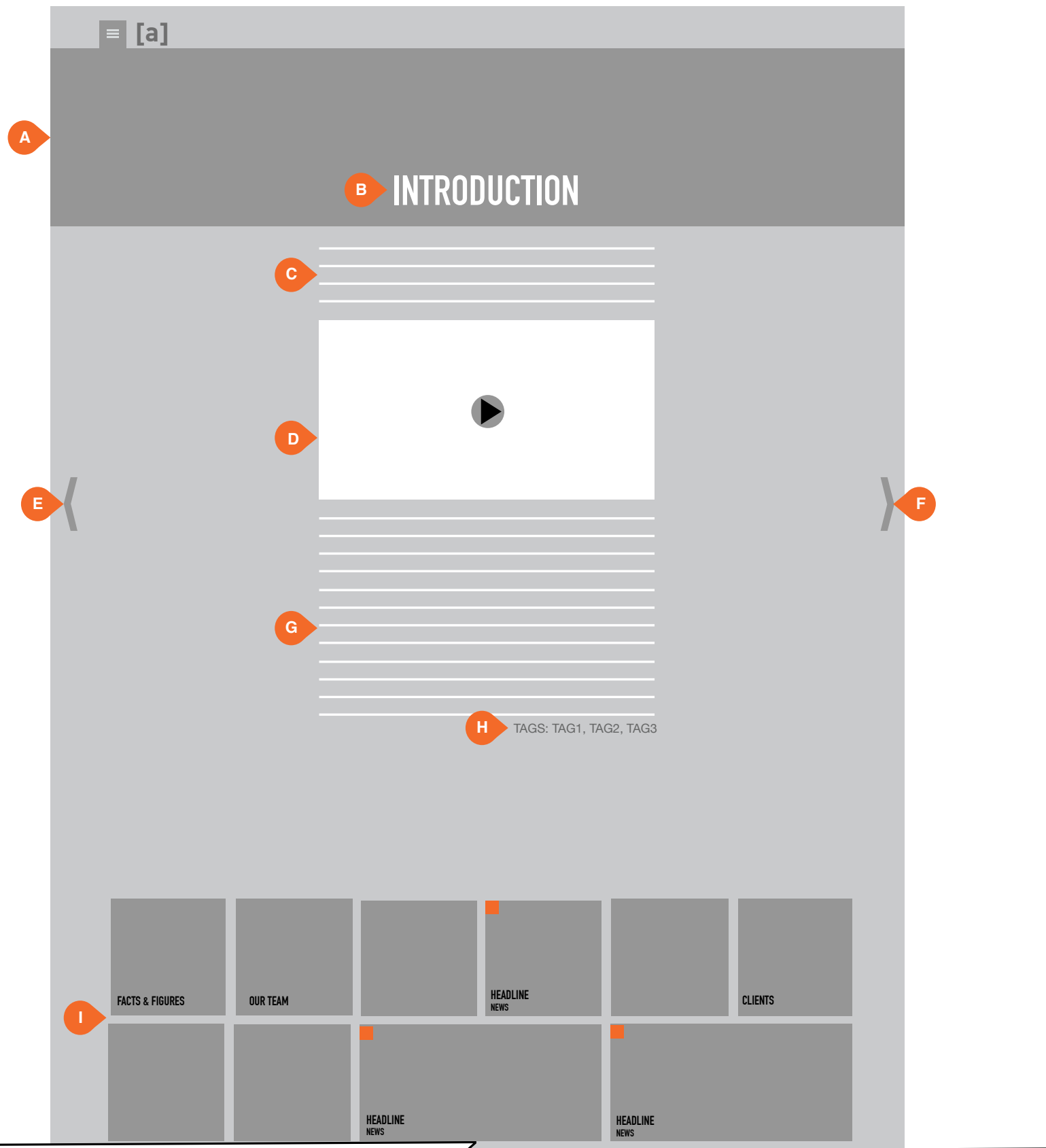
SCREEN DESCRIPTION: The About page has the company introduction with a video and/or copy. The other pages for About (Facts & Figures, The Team) are in the feed at the bottom.

When the user selects About in the navigation the about sections populate the cel grid.

**A. INTRODUCTION CEL**  
This cel navigates the user to the Introduction post.

**B. FACTS & FIGURES CEL**  
This cel navigates the user to the Facts & Figures post.

**C. OUR TEAM CEL**  
This cel navigates the user to the Our Team post.



**FUNCTIONAL ANNOTATIONS**

SCREEN DESCRIPTION: This page has a company overview as well as an introductory video.

**A. MAIN IMAGE**

This is the main image of the post. A part of this image is shown on the cel.

**B. TITLE**

This is the name of the post.

**C. DESCRIPTION**

This is the post's descriptive copy/

**D. OPTIONAL VIDEO**

This is a video player that plays relevant videos for the post.

**E. SCROLL POST LEFT**

This arrow allows the user to scroll to the previous post.

**F. SCROLL POST RIGHT**

This arrow allows the user to scroll to the next post which would be the Our Team post.

**G. POST MAIN COPY**

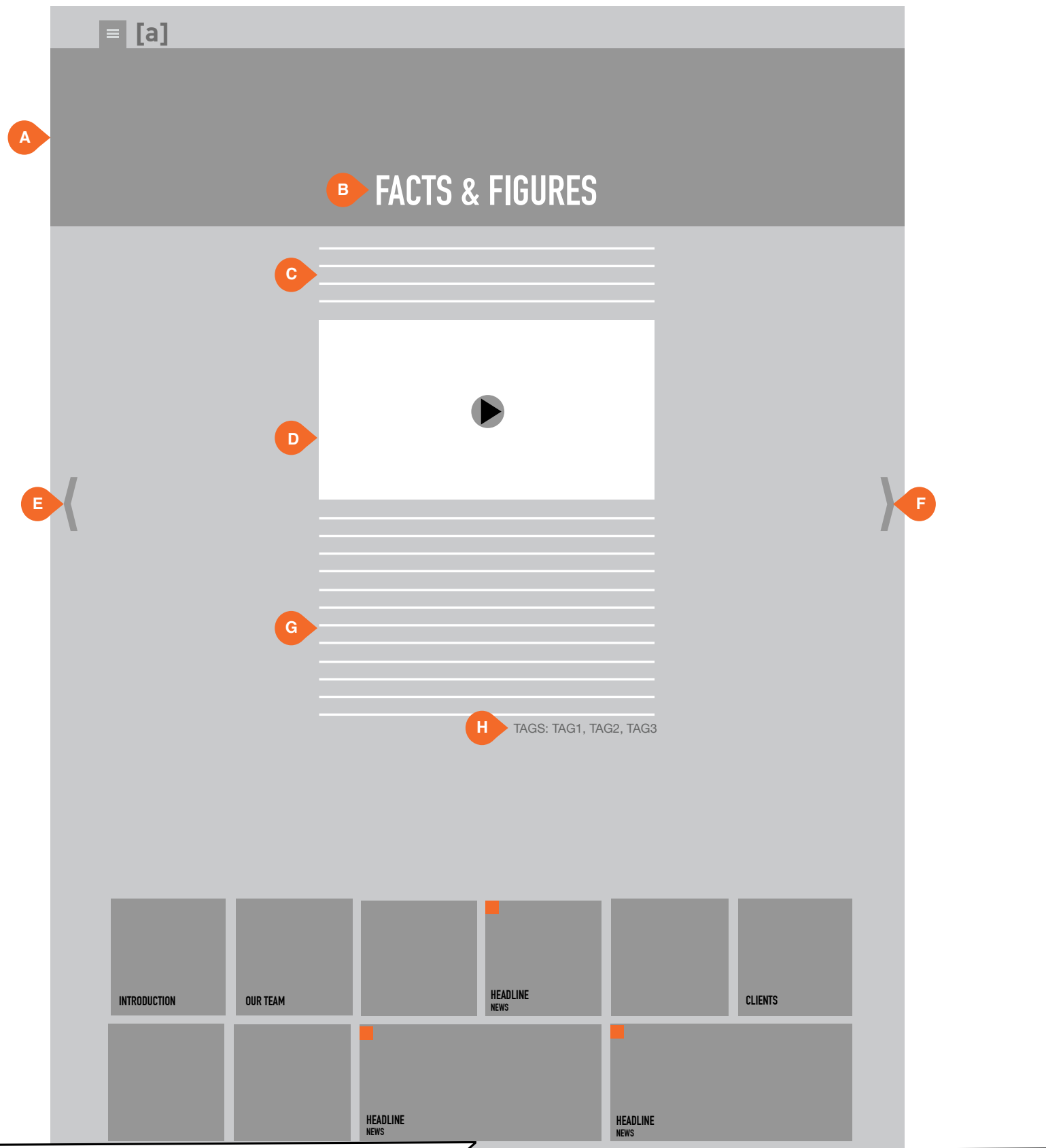
This is the main copy of the post.

**H. TAGS**

These are the tags attributed to the article/page. These tags also help in parsing the site's content.

**I. CEL FEED**

As the user navigated down the post, cels from the front page mason upwards and load just light the front page.



**FUNCTIONAL ANNOTATIONS**

SCREEN DESCRIPTION: This page contains the company's facts and figures.

**A. MAIN IMAGE**  
This is the main image of the post. A part of this image is shown on the cel.

**B. TITLE**  
This is the name of the post.

**C. DESCRIPTION**  
This is the post's descriptive copy/

**D. OPTIONAL VIDEO**  
This is a video player that plays relevant videos for the post.

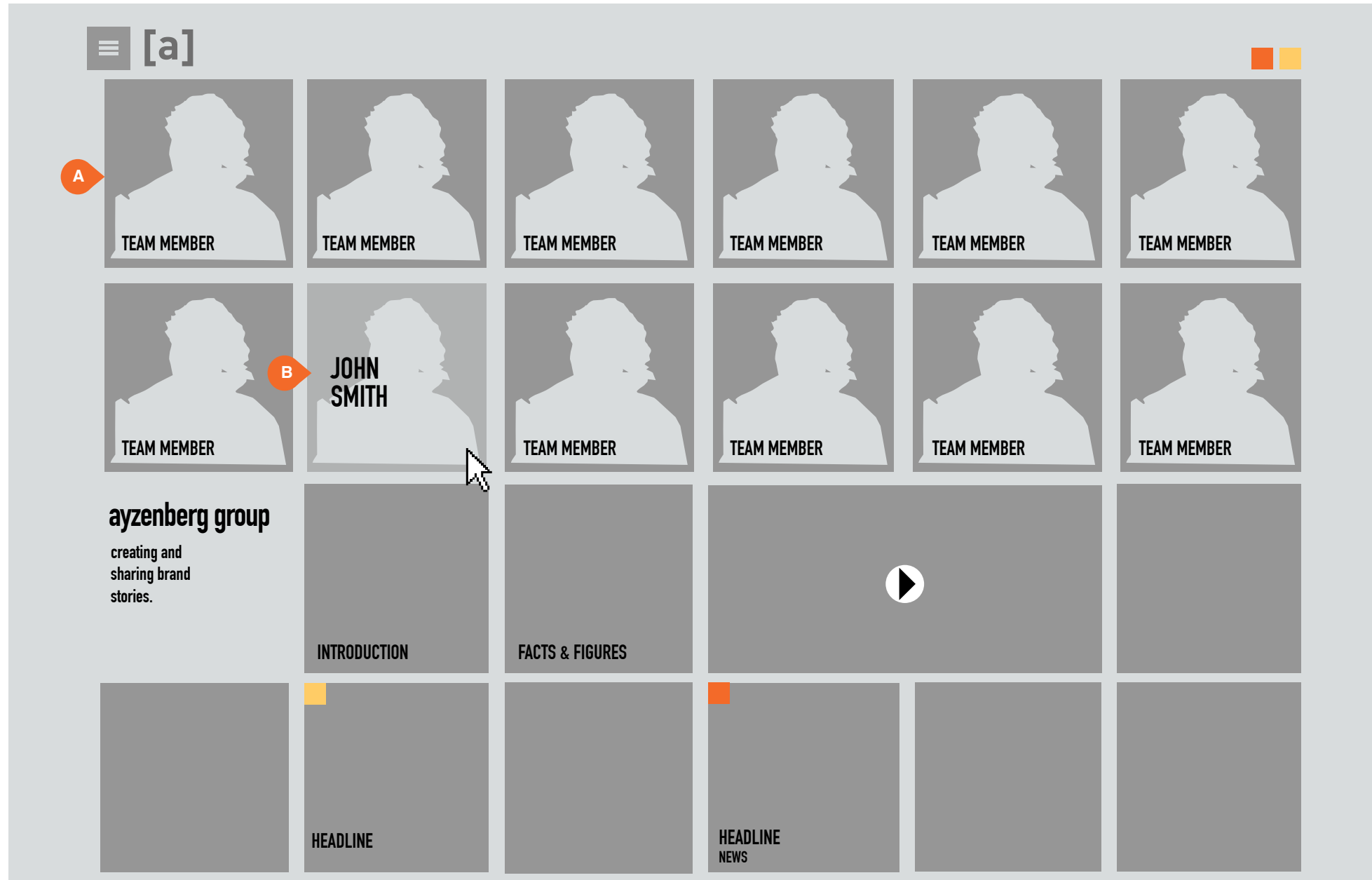
**E. SCROLL POST LEFT**  
This arrow allows the user to scroll to the previous post which would be the Introduction post.

**F. SCROLL POST RIGHT**  
This arrow allows the user to scroll to the next post which would be the Our Team post.

**G. POST MAIN COPY**  
This is the main copy of the post.

**H. TAGS**  
These are the tags attributed to the article/page. These tags also help in parsing the site's content.

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**FUNCTIONAL ANNOTATIONS**

SCREEN DESCRIPTION: When the user selects a post, they are navigated to the specific post page.

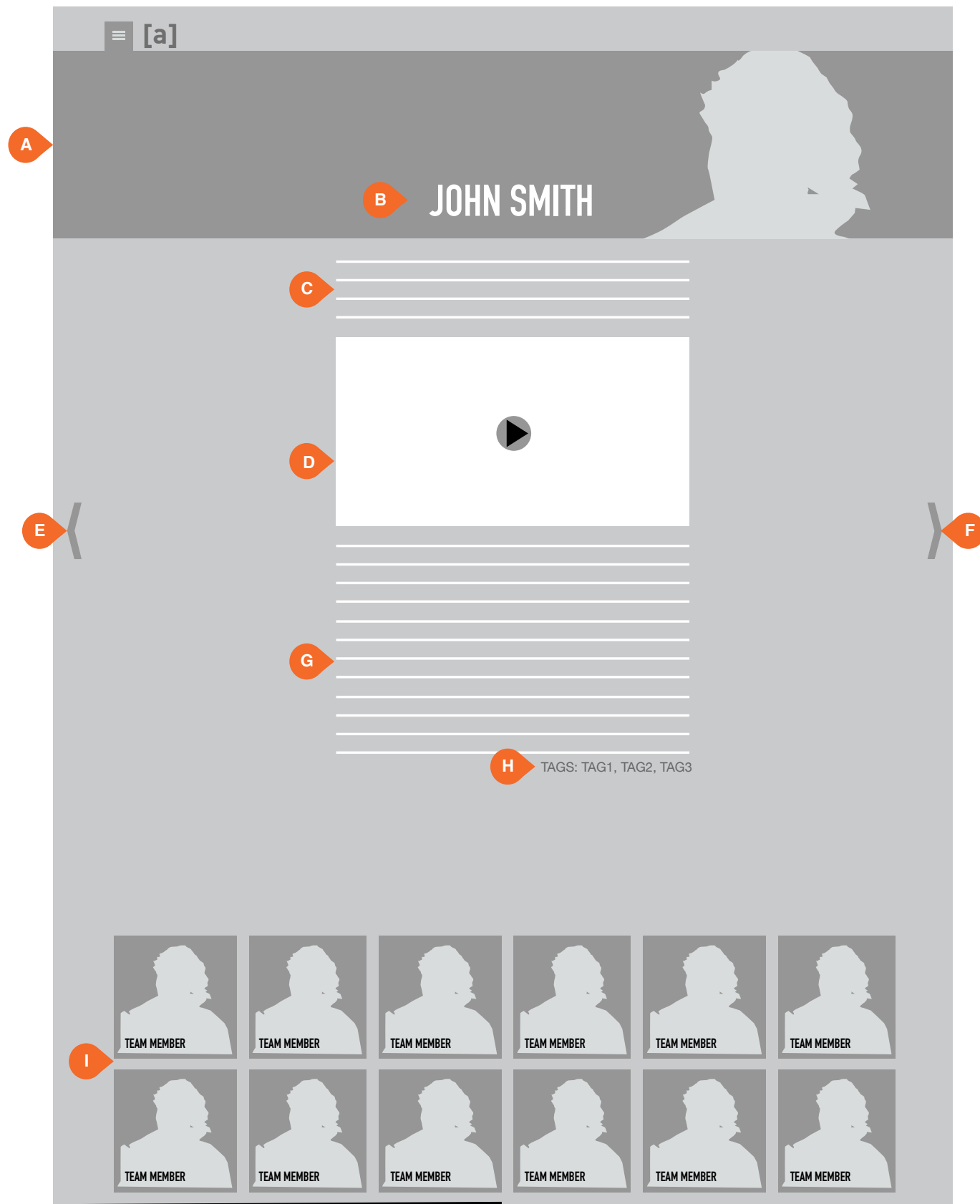
When the user selects Our Team in the About layout the cels populate with the Ayzenberg team member cels.

**A. TEAM MEMBER CEL**

This is a team members cel. When the user selects a team member, they are navigated to that user's post.

**B. MOUSED-OVER CEL**

When the user mouses over a cel the image lightens and the team member's name appears.



**FUNCTIONAL ANNOTATIONS**

SCREEN DESCRIPTION: The Ayzenberg team members each has their own post with an optional video.

**A. MAIN IMAGE**  
This is the main image of the post. A part of this image is shown on the cel.

**B. TITLE**  
This is the name of the post.

**C. DESCRIPTION**  
This is the post's descriptive copy/

**D. OPTIONAL VIDEO**  
This is a video player that plays relevant videos for the post.

**E. SCROLL POST LEFT**  
This arrow allows the user to scroll to the previous post.

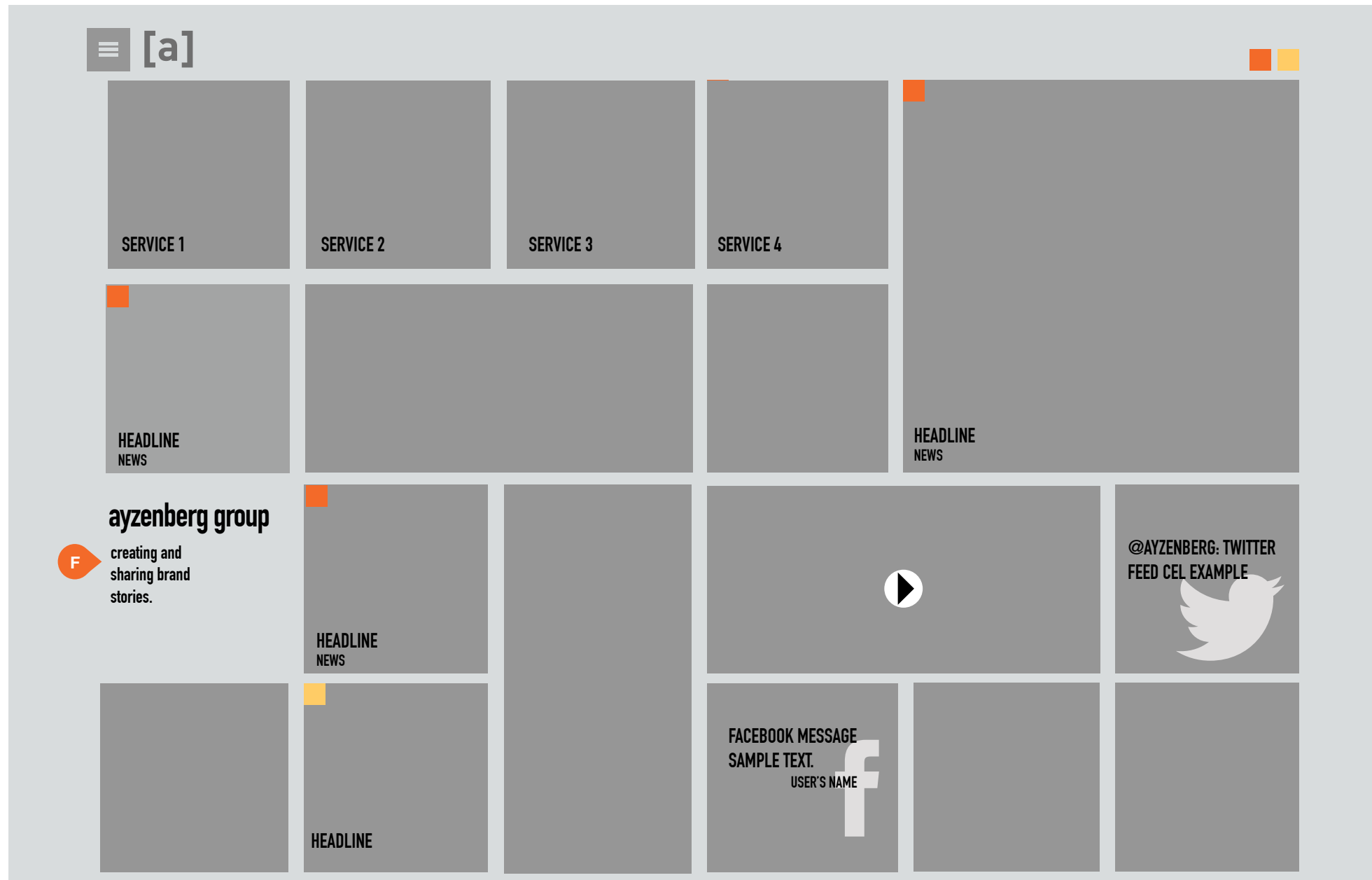
**F. SCROLL POST RIGHT**  
This arrow allows the user to scroll to the next post.

**G. POST MAIN COPY**  
This is the main copy of the post.

**H. TAGS**  
These are the tags attributed to the article/page. These tags also help in parsing the site's content.

**I. TEAM MEMBERS**  
This is the rest of the teams cel feed that mason up as the user navigates down the post.

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**FUNCTIONAL ANNOTATIONS**

**SCREEN DESCRIPTION:** The About page has the company introduction with a video and/or copy. The other pages for About (Facts & Figures, The Team) are in the feed at the bottom.

When the user selects Services in the navigation the different service types populate the cel grid.

**A. MAIN IMAGE**  
This is the main image of the post. A part of this image is shown on the cel.

**B. POST NAME**  
This is the name of the post.

**C. OPTIONAL VIDEO**  
This is a video player that plays relevant videos for the post.

**D. SCROLL POST LEFT**  
This arrow allows the user to scroll to the previous post.

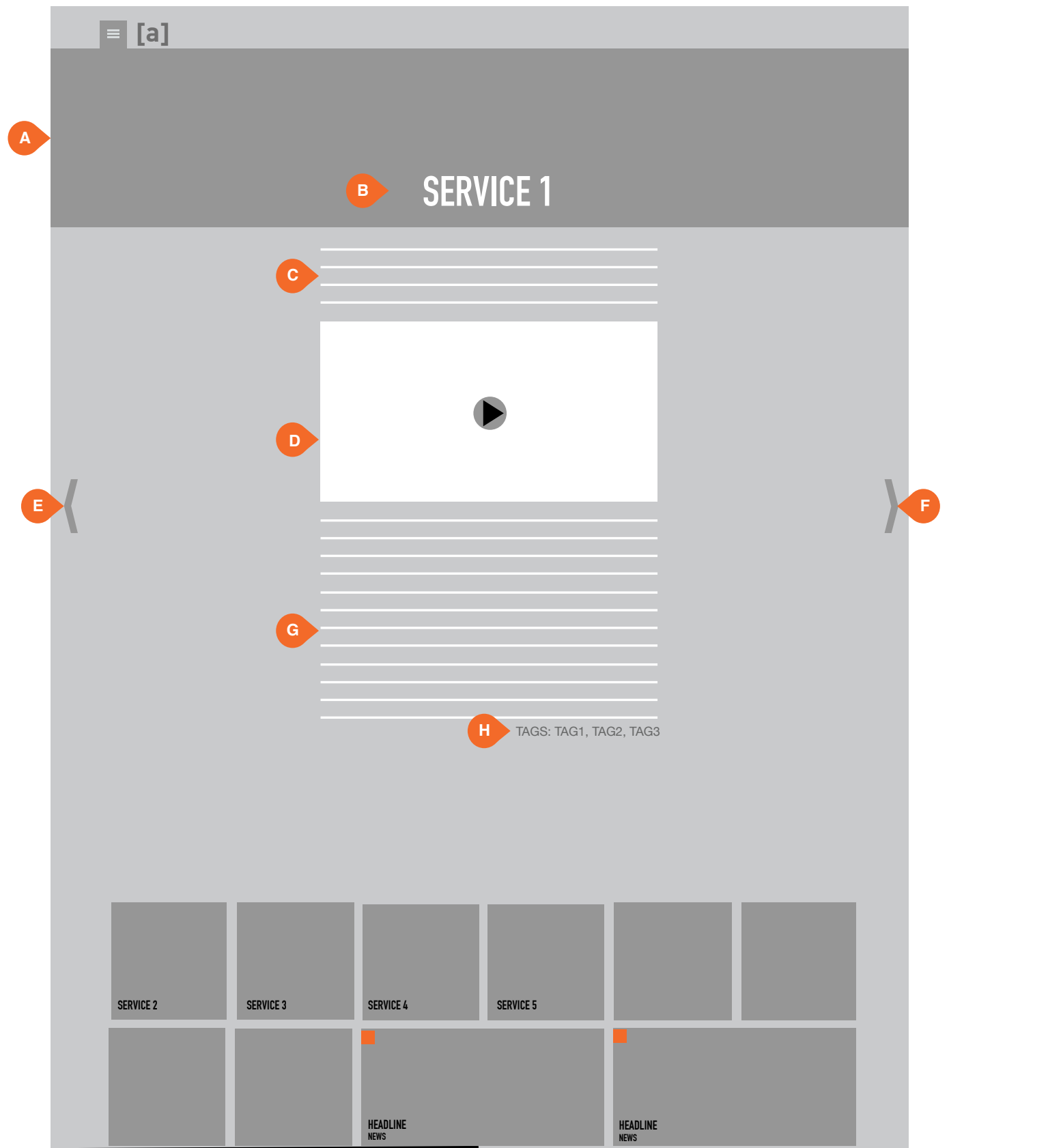
**E. SCROLL POST RIGHT**  
This arrow allows the user to scroll to the next post.

**F. POST MAIN COPY**  
This is the main copy of the post.

**H. TAGS**  
These are the tags attributed to the article/page. These tags also help in parsing the site's content.

**H. FEED**  
The other item in the About section reside here. These pages are:  
• Facts & Features  
• The Team

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**FUNCTIONAL ANNOTATIONS**

SCREEN DESCRIPTION: This is an example of a post that describes a service that Ayzenberg supplies to clients.

**A. MAIN IMAGE**  
This is the main image of the post. A part of this image is shown on the cel.

**B. TITLE**  
This is the name of the post.

**C. DESCRIPTION**  
This is the post's descriptive copy/

**D. OPTIONAL VIDEO**  
This is a video player that plays relevant videos for the post.

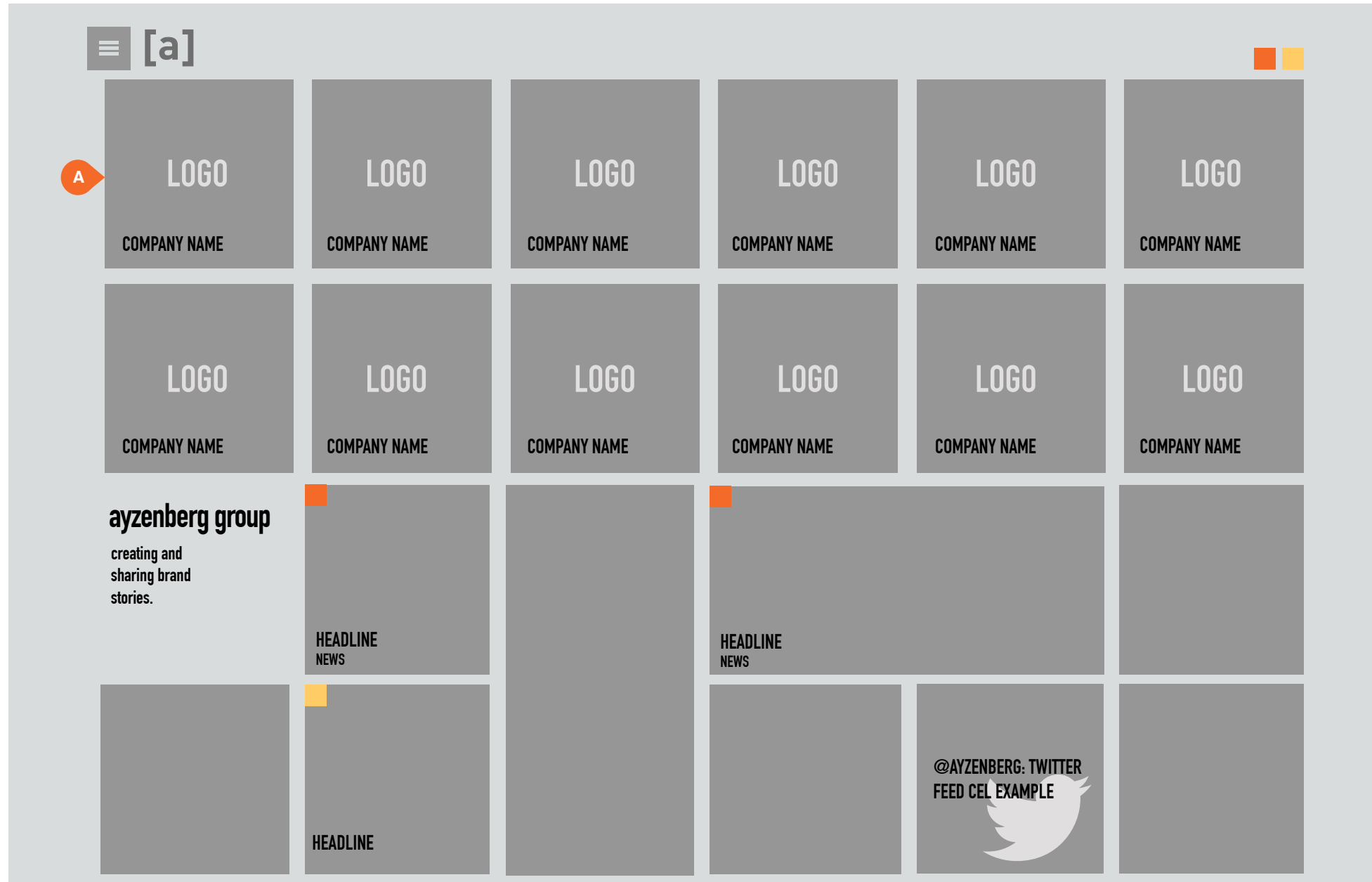
**E. SCROLL POST LEFT**  
This arrow allows the user to scroll to the previous post.

**F. SCROLL POST RIGHT**  
This arrow allows the user to scroll to the next post.

**G. POST MAIN COPY**  
This is the main copy of the post.

**H. TAGS**  
These are the tags attributed to the article/page. These tags also help in parsing the site's content.

AYZENBERG · SINGLE POST (SIMPLIFIED)	[ayzenberg]
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**FUNCTIONAL ANNOTATIONS**

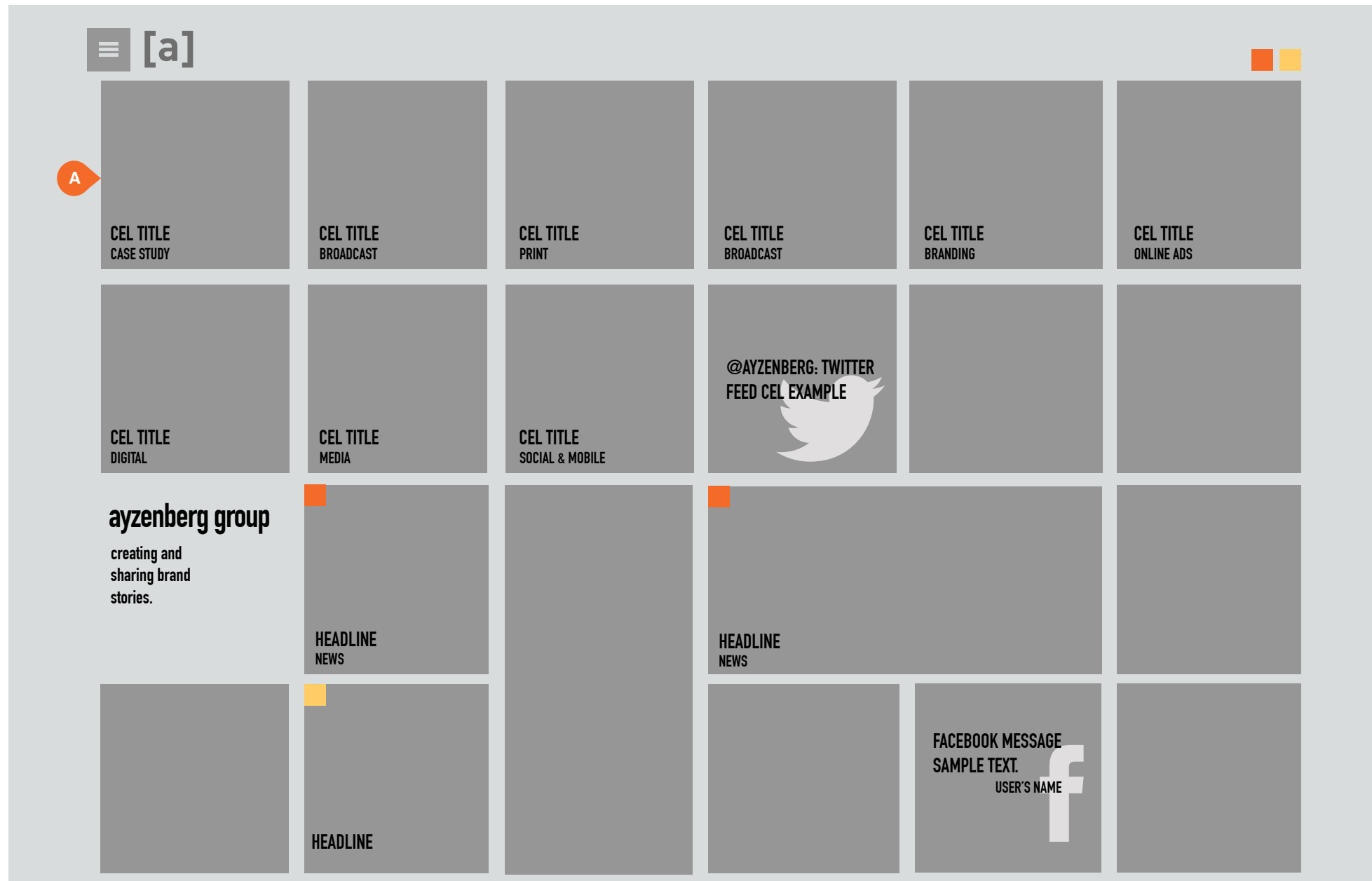
SCREEN DESCRIPTION: The user can view Ayzenberg's clients. When the user selects Clients in the navigation the different work clients populate the cel grid.

These cels have the option of linking the cels to a linking post with specified case studies or tags.

**A. LOGO CEL**  
These are the logos of current and past clients.

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**FUNCTIONAL ANNOTATIONS**

SCREEN DESCRIPTION: The user can view samples of Ayzenberg’s work. These are specified by tags in the post.

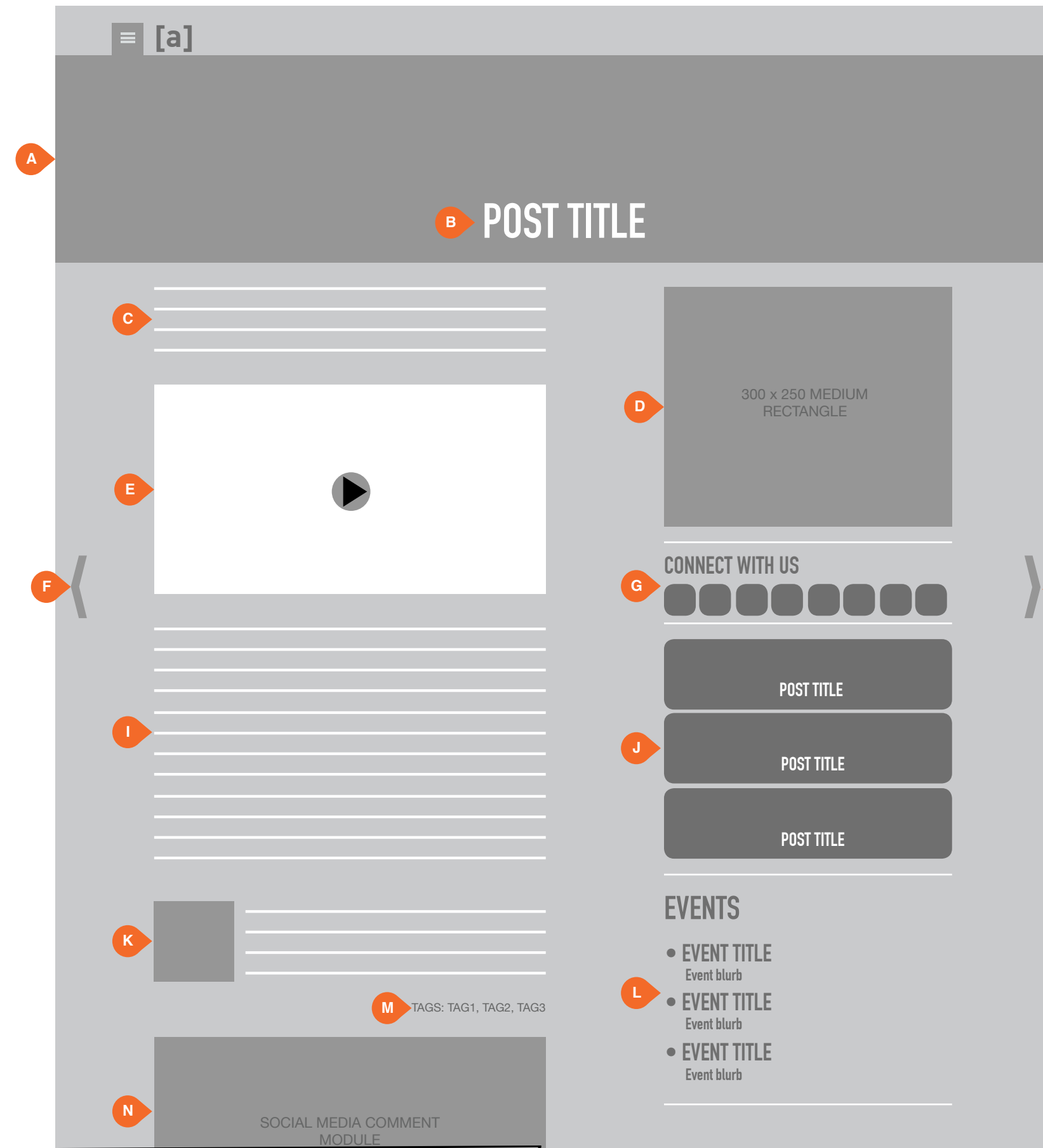
When the user selects Our Work in the navigation the different work samples populate the cel grid.

**A. CEL**  
These are the cels that contain the samples of work. These cels navigate the user to the specified work sample post.

These different work types are:

- Case Study
- Broadcast
- Print
- Branding
- Online Ads
- Digital
- Media
- Social & Media

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**FUNCTIONAL ANNOTATIONS**

SCREEN DESCRIPTION: This is the layout for the [a]list article.

**A. MAIN IMAGE**

This is the main image of the post. A part of this image is shown on the cel.

**B. POST NAME**

This is the name of the post.

**C. DESCRIPTION**

This is the post's descriptive copy/

**D. MEDIUM RECTANGLE AD**

This is an ad that is 300 x 250.

**E. OPTIONAL VIDEO**

This is a video player that plays relevant videos for the post.

**F. SCROLL POST LEFT**

This arrow allows the user to scroll to the previous post.

**G. SOCIAL MEDIA MODULE**

This is social media module allows the user to connect with Ayzenberg via the assigned social media platforms.

**H. SCROLL POST RIGHT**

This arrow allows the user to scroll to the next post.

**I. POST MAIN COPY**

This is the main copy of the post.

**J. RELEVANT POSTS**

These are links to other posts.

**K. AUTHOR INFORMATION**

This is the author of the post. There is an image of the author as well as a blurb of descriptive information.

**L. EVENTS**

These are the upcoming events for Ayzenberg.

**M. TAGS**

These are the tags attributed to the article/page. These tags also help in parsing the site's content.

**N. SOCIAL MEDIA COMMENTING MODULE**

This module allows users to comment on a post. The user will need to log into their social media pages.

AYZENBERG • [A] LIST ARTICLE	[ayzenberg]
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RECTANGLE

CONNECT WITH US

POST TITLE

POST TITLE

POST TITLE

EVENTS

- EVENT TITLE  
Event blurb
- EVENT TITLE  
Event blurb
- EVENT TITLE  
Event blurb

SOCIAL MEDIA COMMENT MODULE

TAGS: TAG1, TAG2, TAG3

HEADLINE NEWS

CLIENTS

HEADLINE NEWS

HEADLINE NEWS

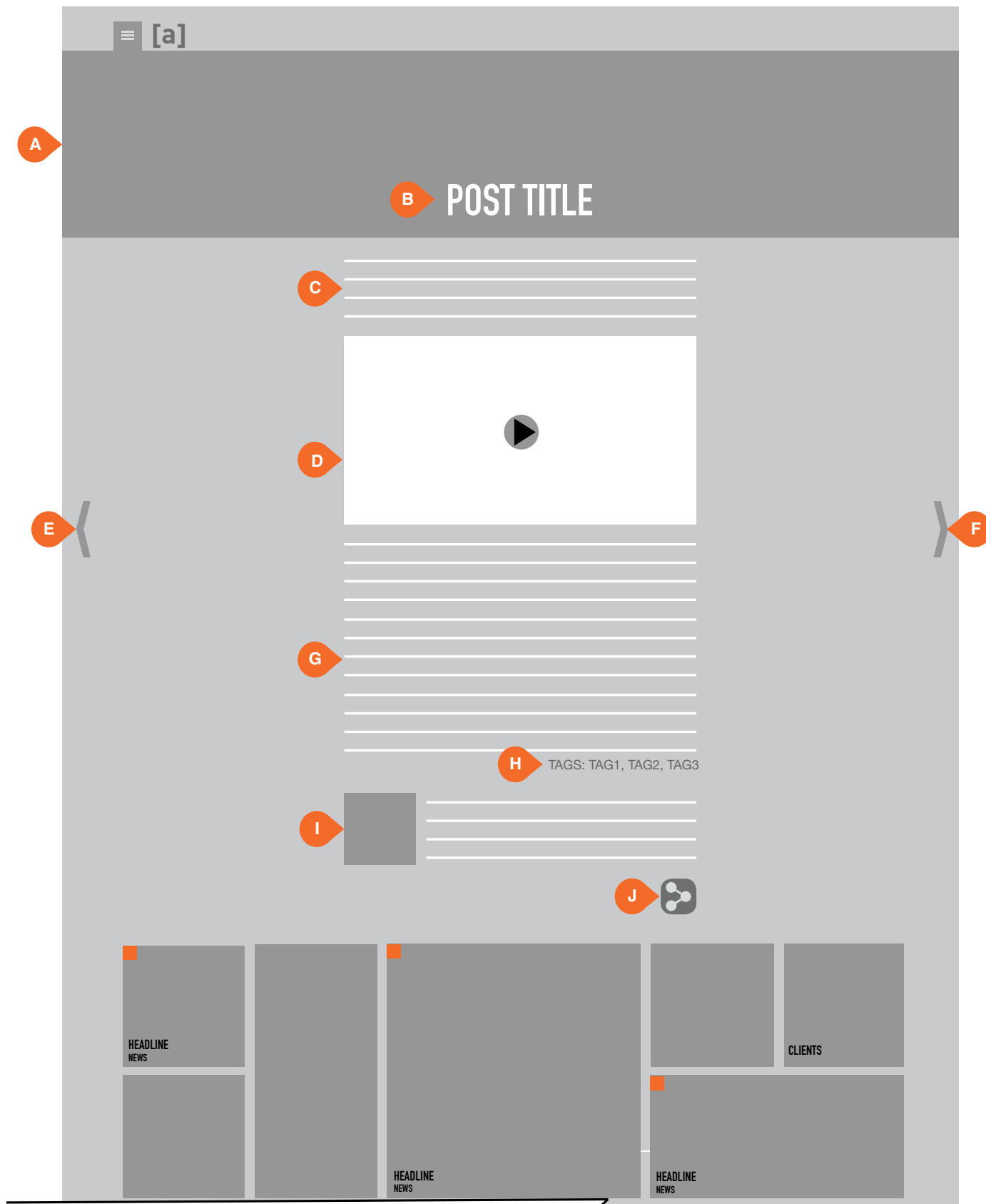
FUNCTIONAL ANNOTATIONS

CONTINUED:

O. CELS

These are the cels from the front page. The cels "mason" from the bottom up.

AYZENBERG · [A] LIST ARTICLE (BOTTOM)	[ayzenberg]
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**FUNCTIONAL ANNOTATIONS**

SCREEN DESCRIPTION: This is an example of a simplified post layout.

**A. MAIN IMAGE**  
This is the main image of the post. A part of this image is shown on the cel.

**B. POST NAME**  
This is the name of the post.

**C. DESCRIPTION**  
This is the post's descriptive copy/

**D. OPTIONAL VIDEO**  
This is a video player that plays relevant videos for the post.

**E. SCROLL POST LEFT**  
This arrow allows the user to scroll to the previous post.

**F. SCROLL POST RIGHT**  
This arrow allows the user to scroll to the next post.

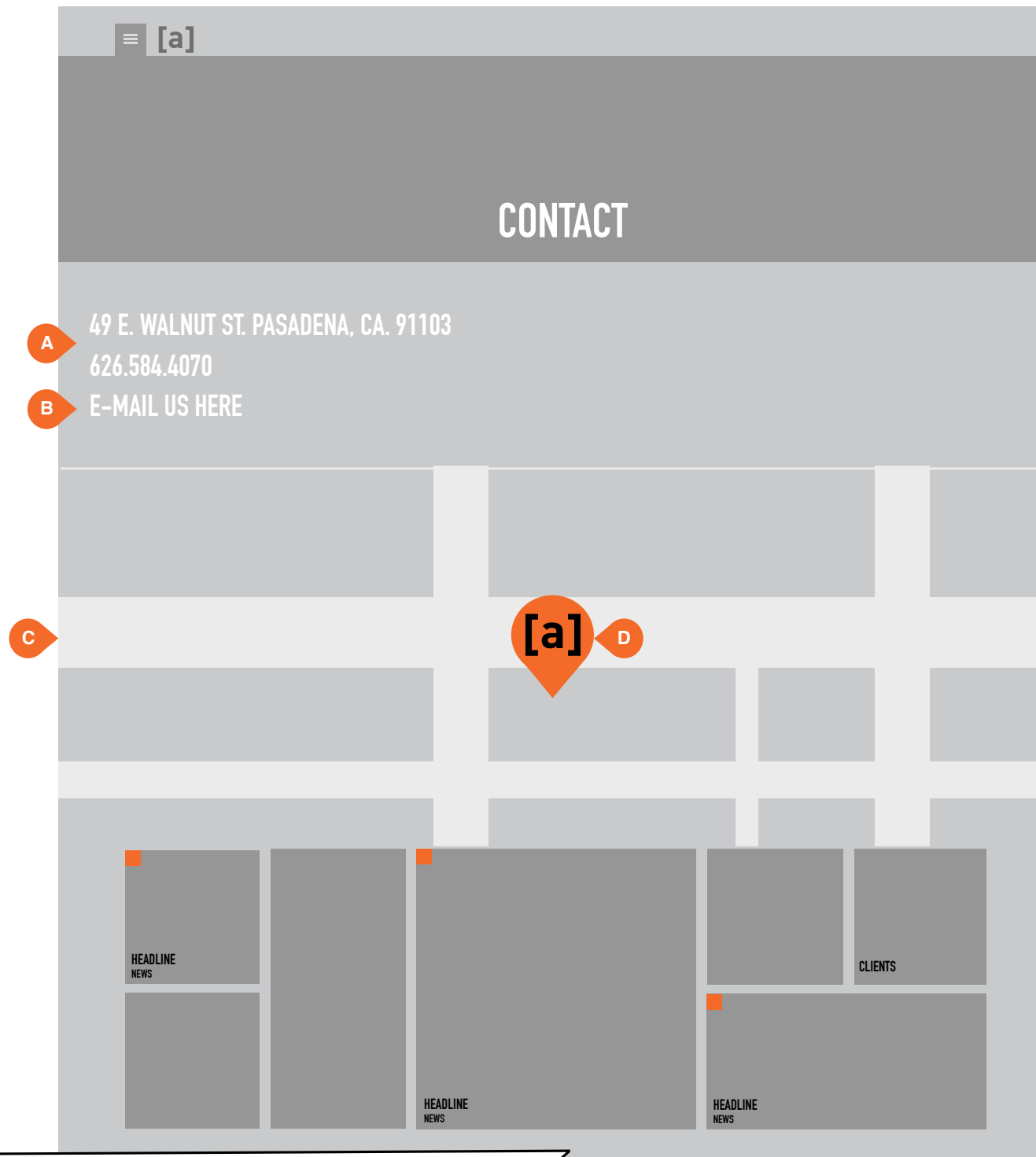
**G. POST MAIN COPY**  
This is the main copy of the post.

**H. TAGS**  
These are the tags attributed to the article/page. These tags also help in parsing the site's content.

**I. AUTHOR INFORMATION**  
This is the author of the post. There is an image of the author as well as a blurb of descriptive information.

**J. SOCIAL MEDIA MODULE (MOBILE STYLE)**  
This is social media module allows the user to connect with Ayzenberg via the assigned social media platforms.

**K. SOCIAL MEDIA COMMENTING MODULE**  
This module allows users to comment on a post. The user will need to log into their social media pages.



**FUNCTIONAL ANNOTATIONS**

SCREEN DESCRIPTION: When the user selects a post, they are navigated to the specific post page.

**A. MAIN IMAGE**  
This is the main image of the post. A part of this image is shown on the cel.

**B. POST NAME**  
This is the name of the post.

**C. DESCRIPTION**  
This is the post's descriptive copy/

**D. OPTIONAL VIDEO**  
This is a video player that plays relevant videos for the post.

**E. SCROLL POST LEFT**  
This arrow allows the user to scroll to the previous post.

**F. SCROLL POST RIGHT**  
This arrow allows the user to scroll to the next post.

**G. POST MAIN COPY**  
This is the main copy of the post.

**H. AUTHOR INFORMATION**  
This is the author of the post. There is an image of the author as well as a blurb of descriptive information.

**I. SOCIAL MEDIA MODULE**  
This is social media module allows the user to connect with Ayzenberg via the assigned social media platforms.

**J. SOCIAL MEDIA COMMENTING MODULE**  
This module allows users to comment on a post. The user will need to log into their social media pages.