

Re-Design FastSeduction.com Competition

A message from Jay Valens (Formhandle):

Are you a designer and have had an itch to re-design your favorite site of all sites ever to exist at any time in the existence of the Internet?

Now's your chance and I'll even give you a reward if I don't go with your design idea – so long as you TRY and the design is practical and visually decent. The first 20 people who submit such a reasonable design to me will get a copy of The Art of the Pickup: Tactics & Techniques (www.artofthepickup.com/aotppt). If your design submission sucks, sorry, no copy.

The person who's design I ultimately chose will (if desired) get a link back on the main part of the site stating "Design concept by ..." (or similar wording) and a link to your personal design or company site, as well as an hour of phone coaching from TokyoPUA and extensive follow-up email coaching from me (a few hours or my time via email).

In addition, EVERYONE who submits an entry will (if desired) get a link back on a special page I set up on the site along with (also if desired) at least a screenshot of your design concept. Those links will be listed in the order that entries are received.

The Technical Details

First, you should know that my background is professional design, so I know a good design when I see one and know good HTML when I see it. Don't let the current design if FS fool you, it's been built up over 10 years and is so gargantuan that it's been tough to find the time to polish it like I've done with all the other related sites we host.

The design revamp is for the "main" part of the site, not the forum (mASF). The main site design is pulled together from a very few component pieces, with different pieces used depending on if it's the front page, or specialized internal page, or a different header menu component is needed. Designs should be able to be easily segmented into the following: An overall "wrapper" page plus A) header, B) left menu, C) right sidebar, and D) footer, with the body area left to the whims of the particular page/section being rendered.

Initial design ideas can be either a Photoshop (PSD) file (saved as version 7 or earlier) or at least a partially-completed HTML file + graphics in a Zip. I actually prefer the HTML file version because I don't want 100 people sending me 5MB+ files or larger. I won't accept a screenshot because that won't allow me to judge how practical the design is, and I prefer HTML so I know that the design can be easily deployed. If needed, I can provide a PSD of our header logo which I would like to remain almost entirely the same. Please no "Web 2.0" monstrosities.

Preference for XHTML-compliant HTML with well-formed CSS and minimal use of graphics (few graphics, small size) with strict DTD that renders the same across all browsers. Some browser-specific enhancements are acceptable so long as the design defaults to something acceptable in other browsers. JavaScript use acceptable to enhance usability but such enhancements should NOT cause usability or the design to fail if JavaScript is disabled in the browser. Finally, NO flash or animated components, GIF/JPEG only for graphics with PNG only used if alpha transparency features are needed (and made to be cross-browser compatible).

Contact me at formhandle@fastseduction.com with [REDESIGN FS] in the subject line.