



Client

The WB TV Network
Affiliate Websites

Awards

Promax Gold (Top)
Promax Silver (Bottom)

Challenge

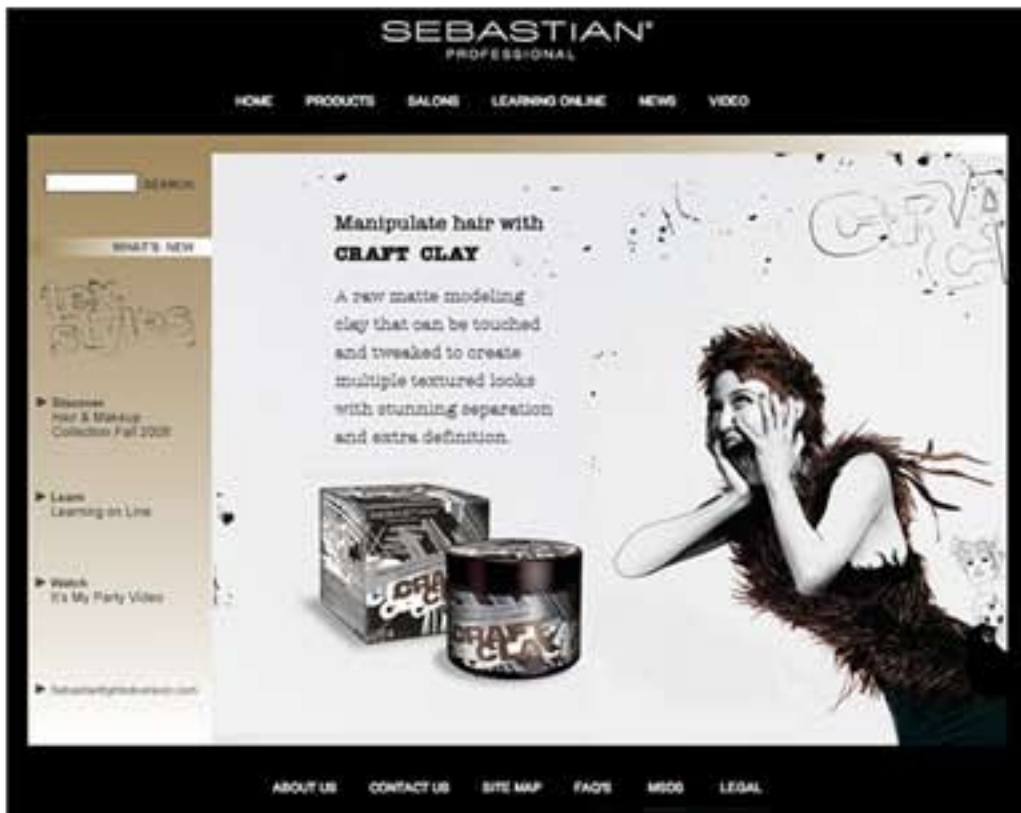
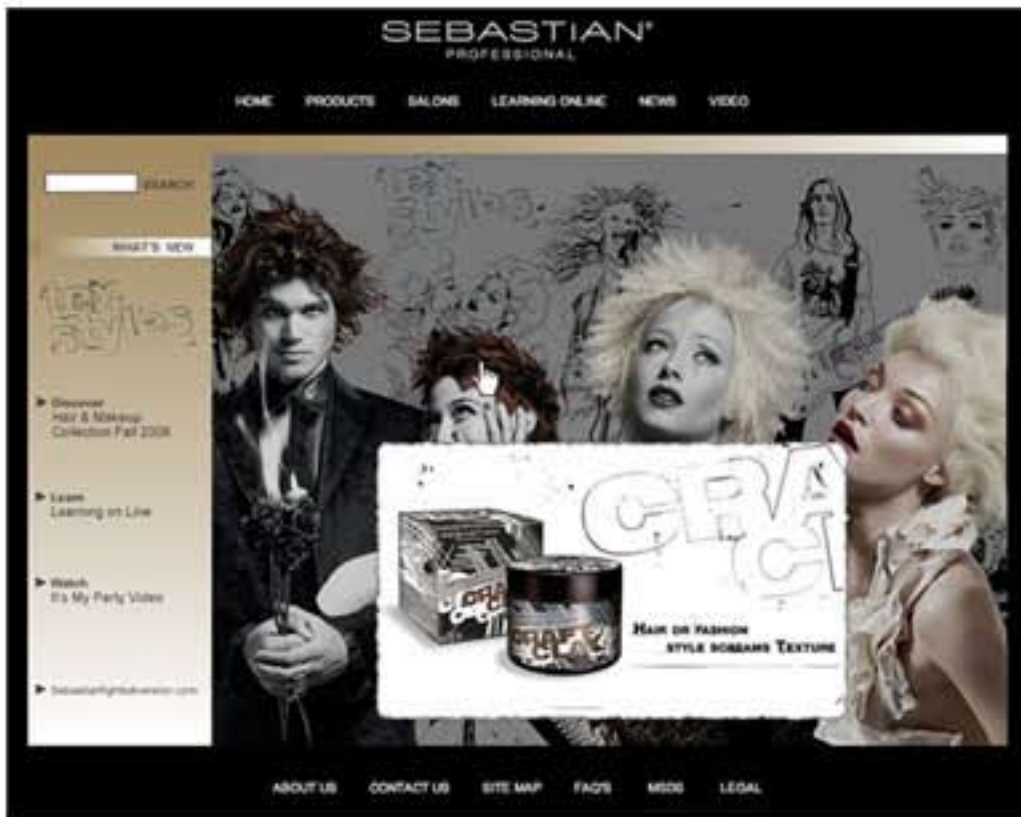
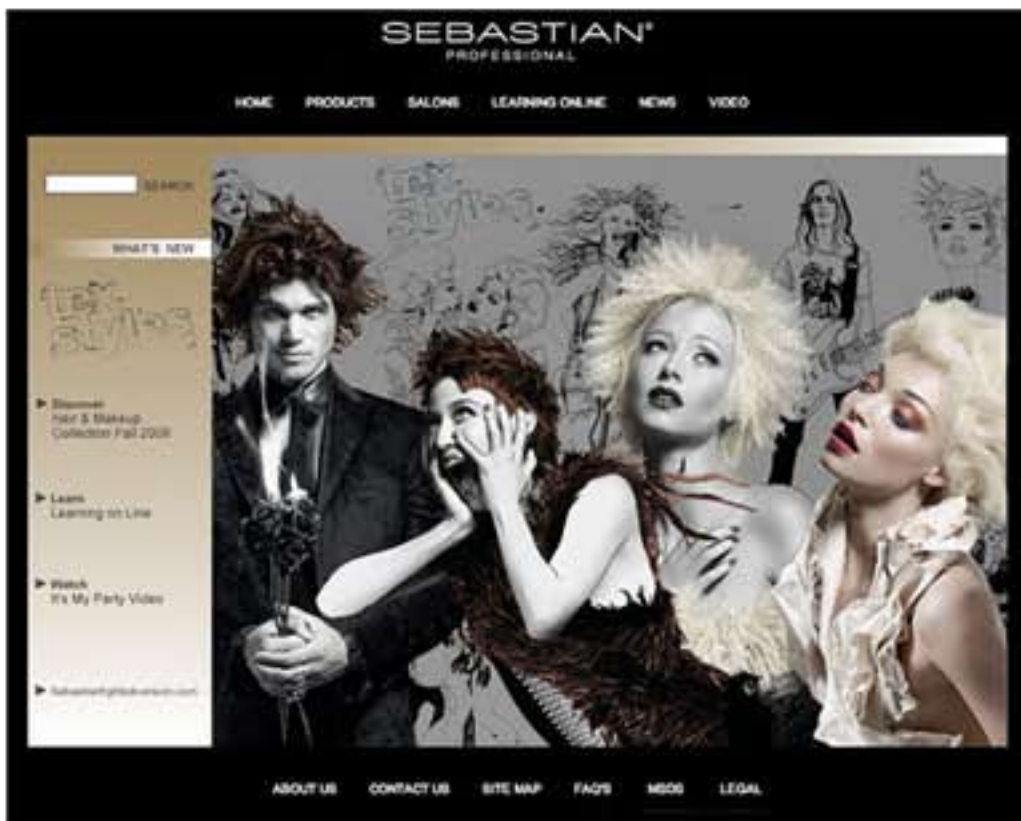
As the creative force and codeveloper of this web site for the affiliates of the WB Network, just getting this project off the ground was a real challenge. In addition, we created a site exclusively for the press called TheWBpress.com. We updated and maintained TheWBpass.com for 5 years. The WB TV Network wanted their affiliate websites to reflect the on-air look. The look changed almost every year so we were able to redesign and rethink the structure

Solution

Keeping it clean and based on a workable grid was part of the solution. I was able to re-design title treatments and logos for each network change. We focused on what shows the network wanted to promote along with monthly contests.

We often didn't have pictures representing certain episodes, but thanks to Photoshop we were able to create them.





Client

Internexxt - Sebastian Hair Products

Challenge

To work with the existing branded look and come up with an equally edgy hip site.

Solution

Using the existing assets, we were able to push the envelope even further by accentuating the party goers and the grunge. The assets were great and the photography flawless.

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Dee Saar - Space Diviner

PROFESSIONAL ORGANIZING SERVICES

CLICK ON THE PANEL FOR MORE INFO

I FIND SPACE



I DEFINE SPACE



I MAKE SPACE DIVINE



Dee@SpaceDiviner.com 415 686 6622

Client

Dee Saar - Professional Organizer

Challenge:

We were asked to create a site that would not only showcase her sense of style, but also be artistic. Most important was to use the green color, as this represented our clients sensibility visually and environmental consciousness.

Solution:

We used flash animation on the home page to add visual interest. The pictures change from black and white to color when you roll over them. If you click you can learn more about our clients philosophy on organization.

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Dee Saar - Space Diviner

PROFESSIONAL ORGANIZING SERVICES

Services

ORGANIZING SERVICES

ALL YEAR

Residential organizing

- Creating useful rooms
- Recycling unwanted items
- Developing systems for kept items
- Creating optimum storage solutions
- Redesigning rooms for a better aesthetic and use of space

Home office organizing

- Clearing cluttered desks
- Designing paper flow and incoming mail systems
- Creating customized filing systems
- Creating efficient work space
- Making the space inviting to use

Small business organizing

- Setting up working space and desk
- Creating customized filing systems
- Creating paper flow and retention systems
- Setting up and/or maintaining Quickbooks

SPRING

- Clearing rooms of unwanted clutter
- Redesigning rooms for a better aesthetic and use of space
- Spring cleaning of closets, storage spaces, garages

WINTER

- Clearing cluttered desks
- Designing paper flow and incoming mail systems
- Creating customized filing systems
- Creating efficient work space
- Making the space inviting to use

RELOCATION SERVICES

- Preparing action plan for a move
- Preparing the residence for sale
- Effective downsizing to smaller residence
- Organizing before the move for efficient packing and unpacking
- Creating inventory of all possessions
- Unpacking and organizing the new home
- Detailed placement of possessions in new home or home for sale

GET PEACE OF MIND - GET ORGANIZED TODAY!

Dee@SpaceDiviner.com 415 686 6622



Client

Progressive Strength Recovery

Challenge:

Our task was to make a site that was pleasing to the eye while keeping in mind the serious nature of the business. This client does ground breaking work with brain injury patients. We wanted to show the pictures of the rehabilitation process along with the strength trainer, Tom Wisenbaker, but we didn't want to make visitors to the site wade through massive amounts of pictures.

We like to keep type to a minimum, however, we realized there had to be enough information for those researching trends in brain injury rehabilitation to make an

Solution:

We decided to design each page with pictures of different aspects of the therapy so the pictures became part of the design. There was a lot of text and we edited it down as much as we could. We chose to highlight certain topics to draw in the viewers attention, therefore making it easier to pick and chose what to spend time reading.

This site has further evolved with the use of streaming video. We're going to edit the copy down further now that we can impart the information via these new videos.

Star Selling Inc.
Star Selling Inc.



USE
STAR SELLING
TODAY
AND GET YOUR INVENTION ON TV TOMORROW!
LET US MAKE YOUR PRODUCT A STAR.

lianne@starsellinginc.com 310 541 8477

HOME
FAQ

Could these be your ideas?



Lianne La Reine
310 541 8477
lianne@starsellinginc.com

Star Selling Inc.
Star Selling Inc.

Frequently Asked Questions

Q. We have a product that would be great for QVC and HSN, the Home Shopping Network. Why would we need Star Selling? Can't we do it ourselves?

A. Certainly you can submit your product directly. Our clients hire us because of our relationships with key personnel and our ability to create compelling, effective, creative on-air presentations to maximize our client's business. We know how to navigate internal systems, generating maximum sales and saving our clients from costly errors.

Q. How do you get paid? Are there any upfront fees for your services?

A. Star Selling is paid commission purely on performance, direct sales on our client's behalf. Our relationship with our client becomes a "partnership", with all of us working toward the same goals. If our clients are not successful, neither are we.

Q. We are selling our product on QVC and HSN. We think it would be fantastic for a spot or infomercial. How can you help us?

A. If your product is appropriate for a spot or infomercial we have people to script, direct and produce your spot or infomercial and distribute your product.

Q. What type of products work on QVC, HSN or television in general?

A. Products that require demonstration, solve an everyday or common problem, have broad appeal and are unique and special are very well suited to the TV medium.

Q. Does every product that is sold on QVC or HSN sell out?

A. Contrary to popular perception, a high percentage of products on television do not reach anticipated sales. This is why our clients hire us. Our extensive expertise provides our clients every opportunity to best position and present their products.

Q. Our items are handmade. Would they be right for television?

A. Television products are directed at the mass market. To meet demand your goods need to be mass produced.

Q. What is the difference between a spot and an infomercial?

A. A spot is typically 30 - 60 seconds and an infomercial occupies a 30 minute time slot.

Q. Why couldn't we make our own commercial? Why would we need you?

A. There is an art and a science to producing an outstanding spot or infomercial. In addition to the cost of producing that spot or infomercial are the media expenses. Our team knows this industry extensively and intimately, saving you money by avoiding costly mistakes.

lianne@starsellinginc.com 310 541 8477

HOME
FAQ



Mission Statement

Maximizing our client's sales while saving them time, money and costly errors.

In "The Real 24/7" magazine,
Lianne La Reine wrote:

Is Your Invention Right for a Shopping Channel?

[Click here to download your
free pdf copy of this article!](#)

Lianne La Reine
310 541 8477
lianne@starsellinginc.com

Client

Star Selling Inc - Lianne La Reine
Reps products for QVC and HSN

Challenge:

Our goal here was to make a compelling site, speaking to potential inventors and the many of us out there with great ideas we'd like to see manufactured and sold.

Solution:

Communicating the excitement of selling on TV along with the expertise of my client that can help you navigate through the good things and the pitfalls. The action we want you to take from this site is to call or email Lianne.

After we launched the site we added the flash movie to give it more pizzazz and next we are going to add a blog and animate the silhouette of the lady blowing the star dust.



Client

SoCal Prop Shop
Web Design Comps

Challenge

We were asked to create a site that worked with their logo while showcasing how the tiny models looked like the real thing in commercials and movies.

Solution

We used pictures of the models that gave a frame of reference, like the car next to the pencil in the bottom sample gives the viewer an idea of the scale of the model. We used the color palette available in the logo to help create a comfortable and cohesive flow in the designs presented.

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Client

TVProConsult - Craig Bury
Web Design Comps

Challenge:

We had no pictures or content when we started this design. We scoured old files and pictures along with the internet for samples appropriate to this business. Our client picked the top one with only minor changes.

Solution:

We're encouraging him to consider an animated schematic that when you move your cursor over the picture it moves in 3-D space and lights race around. We are waiting on the client for content.

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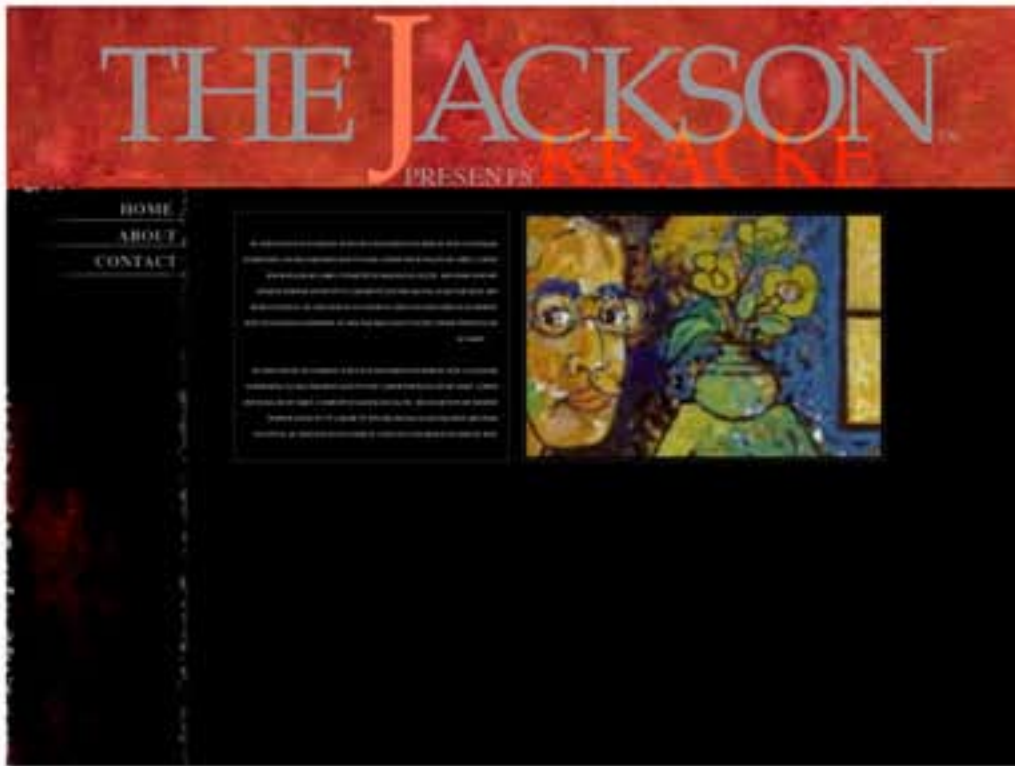


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Client

Sitemann, The Jackson Online Web Design Comps

Challenge

There were a number of things that were challenging here. The developer who hired us to design the user interface worked in an older technology. Consequently it limited the way we could use the space. Since this site was about an artist and his art work, we wanted to make sure that the design of the site was complementary and not competitive with his work.

Solution

We went through a large book on this artist's work and scanned in various colors and textures that we felt dominated his sensibility. The end result was that the site really gave the look and feel of this artist's work.

Canyon Computers

GigaStudio and Digital Audio Experts
Custom built computers for audio and MIDI



Hollywoodjax's

A unique, antique, boutique of rare and wonderful electronic
instruments and paraphernalia for the discerning.



Canyon Computers

GigaStudio and Digital Audio Experts
Custom built computers for audio and MIDI

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Who We Are

Located in the heart of **Hollywood**, California we've been working in computer-based audio and MIDI for over **15 years**, with experience in PC, Mac and Atari platforms and software. Our A+ certified technicians have assembled **100's** of Wintel systems for private and corporate clients throughout the US and Europe.

Hollywoodjax's

A unique, antique, boutique of rare and wonderful electronic
instruments and paraphernalia for the discerning.

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Pick of the Day Gramophone

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Client

Canyon Computers

Challenge

We had here a situation where there is an existing logo for 1 of the 2 business ventures this client wanted to promote from the same site. We will end up with 3 home pages; the first directs you to one or the other of the 2 businesses. They need to be similar enough so you know you are on one site, but different enough to showcase the 2 differ-

Solution

We decided to stay with the same font and look of the original logo while creating a new and distinctive color palette to facilitate the continuity of the 2 different but related business ventures. We also used different imagery to represent the different business ventures.

UNITS		FLOORS		West Core	East Core	Retail One	Retail Two	Retail Three	Retail Four	Jacuzzi Pools	Waterfall Fountain
E.	The Flamingo	7	8								
1.1	The Rio	9	10								
1.2	The Stardust	11	12								
1.3	The Luxor	14	15								
2.1	The Venetian	16	17	Ground Trees	L7 Trees	Amphitheater	Building Accents	Parking Complex	Fire Pits	Beach Club	Cabanas
2.2	The Hard Rock	18	19								
2.3	The Palms	20	21								
2.4	The Riviera	22	23								
2.5	The Aladdin	24	25	Fog Fan	Fog Preheat	Make Fog	Green	Red	Rotate Left	Rotate Right	
2.6	The Paris	26	27								
2.7	The Sahara	28	29		FOG		LASERS		ROTATION		
3.1	The Bellagio	30	31								
3.2	The Monte Carlo	32	33								
3.3	The Mandalay Bay	34	35	Left LCD	Right LCD	Left Audio	Right Audio	Main Audio	Public	Windows	Master
P	Penthouses	36	37	AUDIO VIDEO					SCREENS		
	Community Rooms	38	P								
	All On	All Off	All On	All Off					All On	All Off	

Client

The Model Shop
User Interface for a kiosk for
Las Vegas Central Real Estate Office.

Challenge:

This was a really interesting project. Through this interface, participants can turn lights on and off, control fog machines, waterfalls and all kinds of fun stuff that will appear on a screen in front of them. Part of the task for this project was to make 2 separate but similar interfaces, 1 for the public (below) and 1 for the tech people. All elements had to be coordinated with the Model Shop and with the tech people who made the triggers actually work. The function is similar to an ATM machine.

Solution:

We decided to approach this initially as a potential web site. We knew that buttons had to light up and go off just like web buttons do and the red levers had to slide up and down. We had to make sure we communicated with both The Model Shop and the tech people who were ultimately responsible for putting all the elements together and making it work. It was not only a learning experience but something I'd love to do again.

UNITS		FLOORS		MODEL LIGHTS							
E.	The Flamingo	7	8	West Core	East Core	Retail One	Retail Two	Retail Three	Retail Four	Jacuzzi Pools	Waterfall Fountain
1.1	The Rio	9	10								
1.2	The Stardust	11	12								
1.3	The Luxor	14	15								
2.1	The Venetian	16	17								
2.2	The Hard Rock	18	19	Ground Trees	L7 Trees	Amphitheater	Building Accent 1	Cabanas	Fire Pits	Left LCD	Right LCD
2.3	The Palms	20	21							VIDEO	
2.4	The Riviera	22	23							All ON	All Off
2.5	The Aladdin	24	25								
2.6	The Paris	26	27								
2.7	The Sahara	28	29	Retail Center	Beach Club	Main Entries	Parking Complex	Community Rooms	Cabanas	Firepits	
3.1	The Bellagio	30	31								
3.2	The Monte Carlo	32	33								
3.3	The Mandalay Bay	34	35								
P	Penthouses	36	37								
	Community Rooms	38	P								
	All On	All Off	All On	All Off							

LAS VEGAS
Central



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Lost in HOLLYWOODLAND

Click here to download the script!
Click below to listen to the tunes!

Act I		Act II	
1. Lost in Hollywoodland	02:12	13. Melstuffed Dystom	02:12
2. I Had A Dream	02:12	14. We Were Made for Each Other	02:12
3. Movies, Movies!	02:12	Other	
4. All That I Want	02:12	15. How In the Hell Did This Happen?	02:12
5. Recoccurring	02:12	16. Bring Them Back	02:12
6. Make A Difference	02:12	17. Long, Lustrous Lashes (Reprise)	02:12
7. Xenotruis	02:12	18. The Shoot	02:12
8. Daphne	02:12	a) The Slug Woman From Uranus	
9. Long, Lustrous Lashes	02:12	b) Incognito	
10. I Am An Actor	02:12	c) No, No Noval	
11. This Is The Part	02:12	d) Aaaaand Action!	
12. Chloken Croquettes	02:12	19. We Were Made for Each Other (Reprise)	02:12

Can't hear the audio? Follow this link for Quicktime plug-in update.

SYNOPSIS
ACT I

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Lost in HOLLYWOODLAND

History

Lost in Hollywoodland
Production and Developmental History

"Lost in Hollywoodland" had its world premiere at the Alleyway Theatre in Buffalo New York where it closed the 2006/2007 season.

Winner of the 2006/2007 California Musical Theater Award sponsored by the Beverly Hills Theater Guild and the 2005 Maxim Mazumdar New Play Competition, "Lost in Hollywoodland" was also a finalist for the 2006 Stanley Dramatist Award and the 2006 Global Search for New Musicals in Cardiff, Wales where it was selected out of 241 applicants from 26 countries.

On October 11, 2005 a full staged reading of Hollywoodland was performed on an actual Hollywood sound stage in Occidental Studios.

The musical is also a winner of Theatre Building Chicago's national competition, STAGES where it was read as part of their 2005 Festival of New Musicals.

In the spring of 2005 "Lost in Hollywoodland" was selected to participate in the York

Client:

Inka Dinka Inc.

Challenge:

This site was a promotional tool to generate funding for this musical. The writer producer had very definite ideas on the look and feel of the home page.

Solution:

After finally getting a illustration that worked we took our design cues from there and developed the rest of site. We made sure to have all of the music and the script downloadable.