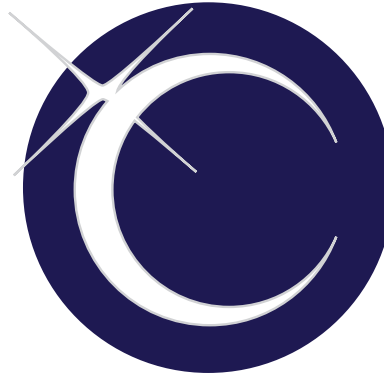


INTENTIONALLY BLANK
(when printed in spread format, leave this left
side page blank)



Site Art Style Guide

Specifics on Page Templates and Art Assets



Page Types

Publishing templates used on CStar

The site is built around a global nav and 4 main templates:

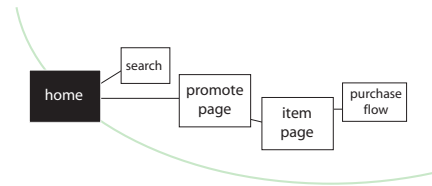
PROMOTE PAGES

ITEM PAGES

LIST VIEWS

ARTICLE PAGES

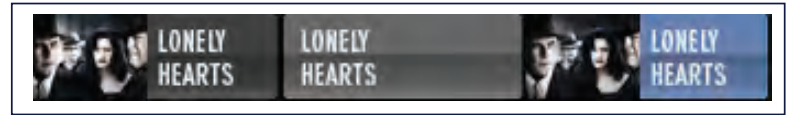




Global Art

Specifics on Global Nav Art and Font Styles

"Ferris Wheel" Channel Sprites-
336 pixels x 39 pixels



Idle

Rollover

Active

Font Usage

DIN SCHRIFT -ENG SCHRIFT - ALL UPPERCASE FOR CHANNEL AND CATEGORY NAMES

HELVETICA BOLD - TITLE TEXT (HEX# 1F1B53)

Helvetica- body text

Helvetica- body href (hex #43439B)

'Carousel' Category Sprites-
variable x 141 pixels

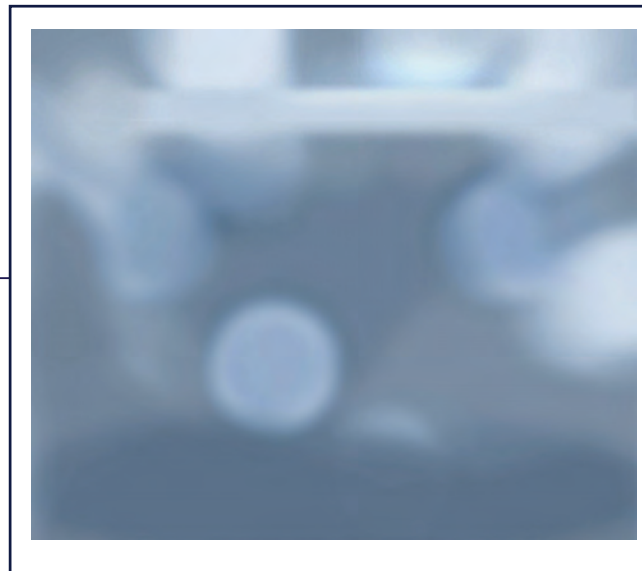


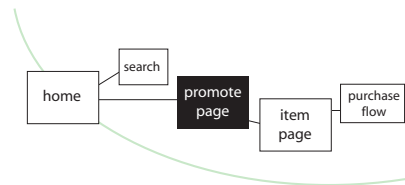
Idle

Rollover

Active

Background-
1000 pixels x 842 pixels





Promotes

Specifics on B; C; E; Thumbnails 2/7/10



B loader-
445 pixels x 250 pixels



C promote-
240 pixels x 180 pixels

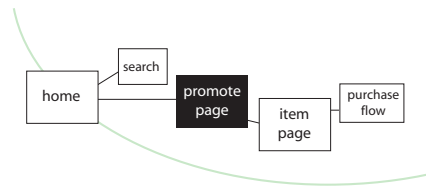
Thumbnails-
TN7- 60 pixels x 87 pixels
TN10- 232 pixels x 160 pixels
TN2- 153 pixels x 105 pixels



Every movie title gets a standard set of images created from the art we receive.

We attempt to distinguish ourselves by having our feature promote spaces (B & C) horizontally-composed, in keeping with the aspect ratio and imagery of the film.

Only in List View do the thumbnails resemble DVD key art.



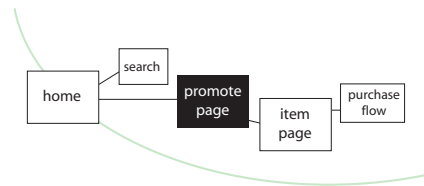
Promotes

Hand-Crafted 'A' promotes are for major messaging and are the largest our templates support



'A' promote-
800 pixels x 445 pixels

1.0
v. 2.0 beta 2



Borders & Messaging

Each Artist-Created and Studio Channel has custom borders on its promotes to further brand and distinguish them. The SWOOSH denotes exclusive or FREE content across the entire site.



Our Space Portal Border

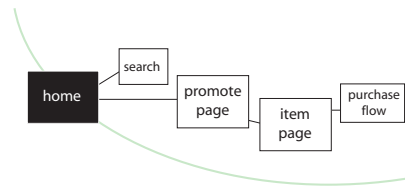


Jersey Docs Distressed Border



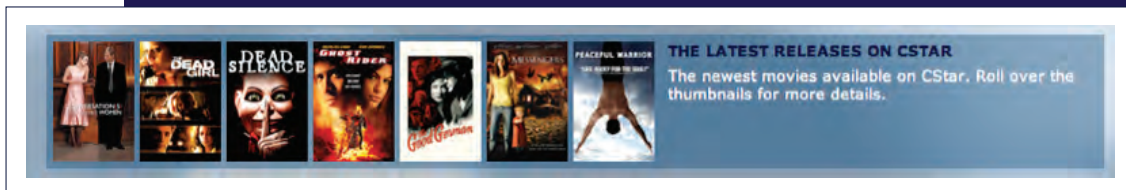
Golden Age Deco Border



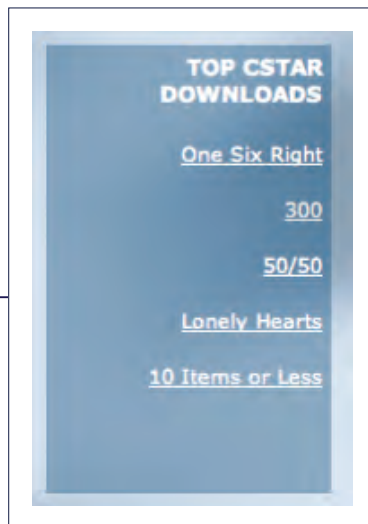


Dynamic Content

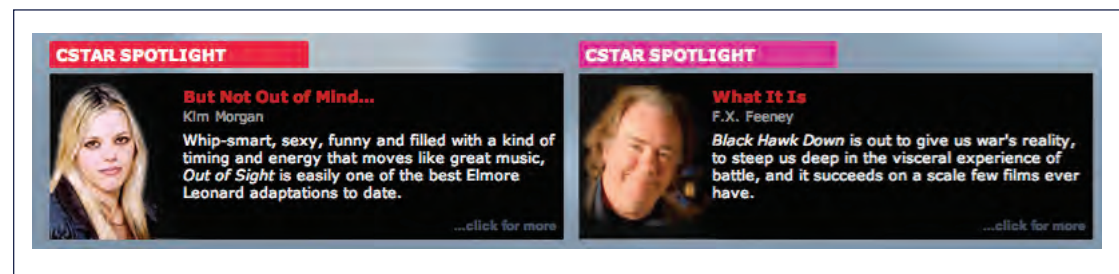
To compliment the 'title-specific' movies promotes, we also populate the page with other quicker, cursory information: top downloads lists, new releases, trivia, and article teases.



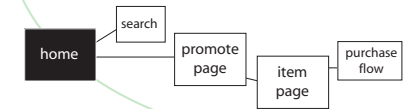
7-Bar



Lists Box



Editorial Boxes - E1 (left)- articles; E2 (right) CStar messaging



Other movies have been made about the 300 Spartans, but none have been as high energy, as daring visually as this, a faithful adaptation of the acclaimed graphic novel by Frank Miller. ...click for more

300
The epic graphic novel by Frank Miller assaults the screen with the blood, thunder and awe of its ferocious visual style faithfully recreated in an intense blend of live-action and CGI animation. Retelling the ancient Battle of Thermopylae, it depicts the titanic clash

HOT FUZZ
A big-city cop is reassigned to a small, quiet town and given a bumbling partner. But their dull existence is interrupted by several grisly and suspicious accidents, and the crime-fighting duo turn up the heat and hand out high-octane, car-chasing, gun-fighting big-city justice in

Site Programming Strategy

Planned REDUNDANCY guarantees several routes to a title's item page: through various individual PROMOTES, by genre groupings, and by direct search.

SEE ALL MOVIES

20,000 Leagues Under the Sea (NR) 300 (R) Airport '77 (PG) Airport 1975 (PG)

Assault on Precinct 13 (R) Assault on Precinct 13 (R) Attack of the Gryphon (PG-13) Backdraft (R)

CLICKSTAR BETA 2

SEE ALL MOVIES

SEARCH BY: Titles

PICK A CHANNEL: CSTAR HOME, JERSEY DOGS, GOLDEN AGE OF MOVIES, OUR SPACE, LEMMY HEARTS, 10 ITEMS OR LESS, HD CSTAR HD, SONY PICTURES, SEE ALL MOVIES

300
2007 Rated R 117 min.
300 is a ferocious retelling of the ancient Battle of Thermopylae in which King Leonidas and 300 Spartans fought to the death against Xerxes and his massive Persian army.
Directed by Zack Snyder
Featuring Gerard Butler, Lena Headey, David Wenham, Dominic West
Studio: Warner Bros.

PURCHASE INFO
300 - To Own \$14.99
300 - For Rent \$3.99

DESCRIPTION
The epic graphic novel by Frank Miller (5th City) assaults the screen with the blood, thunder and awe of its ferocious visual style faithfully recreated in an intense blend of live-action and CGI animation. Retelling the ancient Battle of Thermopylae, it depicts the titanic clash in which King Leonidas (Gerard Butler) and 300 Spartans fought to the death against Xerxes (Rodrigo Santoro) and his massive Persian army. Experience history at swordpoint. And moviemaking with a cutting edge.

ABOUT THE FILM
Rating: R
Running Time: 117 minutes
Year: 2007
Language: English
Cast: Gerard Butler, Lena Headey, David Wenham, Dominic West, Andrew Pleavin, Andrew Tiernan, Michael Fassbender, Rodrigo Santoro, Vincent Regan
Director: Zack Snyder
Studio: Warner Bros.
Copyright: 300TM & © 2007 Warner Bros. Entertainment Inc. 300 and All Related Characters and Elements Are Trademarks of and © Warner Bros. Entertainment Inc. All Rights Reserved.

SEARCH BY: Titles

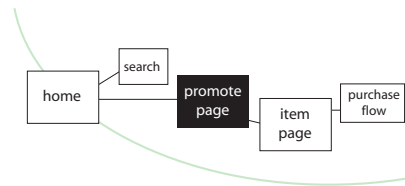
PICK A CHANNEL: CSTAR HOME, JERSEY DOGS, GOLDEN AGE OF MOVIES, OUR SPACE

Your search for titles named '300' returns 1 results

300 (R)

MORE INFO

1.0
v. 2.0 beta 2



Item Page

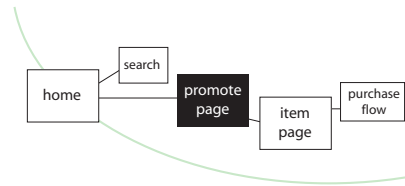
The Movie Detail Page

The basic module of the CStar Beta 2 architecture is the ITEM PAGE. The trailer, a CStar original preview (if available), movie information, articles, and purchasing options are located on this page.

An interesting feature is our take on RELATED ITEMS, which contains the OBVIOUS ones, but also hand-crafted NOT SO OBVIOUS titles, complete with a short explanation why.

'B' loader when video trailer not playing-
445 pixels x 250 pixels

TN7 thumbnails
60 pixels x 87 pixels



List View

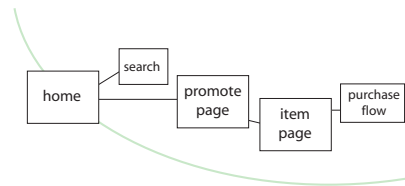
Search Results / Discovery View

This very user-flexible page contains pop-up detail boxes, options for thumbnail/list view, and variable items per page.

These are generated dynamically and need not be programmed.

Browser-scaled thumbnails

Java-based pop-ups



Article Page

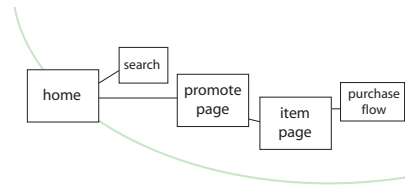
Exclusive Content from Expert Sources

The CStar voice shines through on the article page, addressing a wide variety of subjects and not limited to movies in our library.

'F' promote
320 pixels x 180 pixels

variable images

1.0
v. 2.0
beta 2



Email newsletter

Offline Outreach

Non-Browser-based 'pushed' content is crucial and must be clear and singular in message.

Four strategies have been identified for targeted outreach:

BY TITLE

A film such as ONE SIX RIGHT, about general aviation, teams with local pilots groups.

BY EVENT

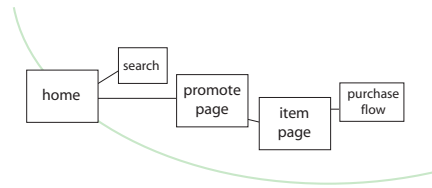
ex. Veterans Day sees us present a film festival containing war and patriotic-themed films from across the library

BY USER TYPE

ex. A new High Definition encode is targeted towards Home Theater forums

BY FEATURE

Upgrades to the service (ex. now Firefox compatible)



Site Map & Screenshots

CStar.com 08.08.07

Site Map

Channels

CStar Home

Jersey Docs

Golden Age of Movies

Our Space

Lonely Hearts

10 Items or Less

CStar HD

Sony Pictures

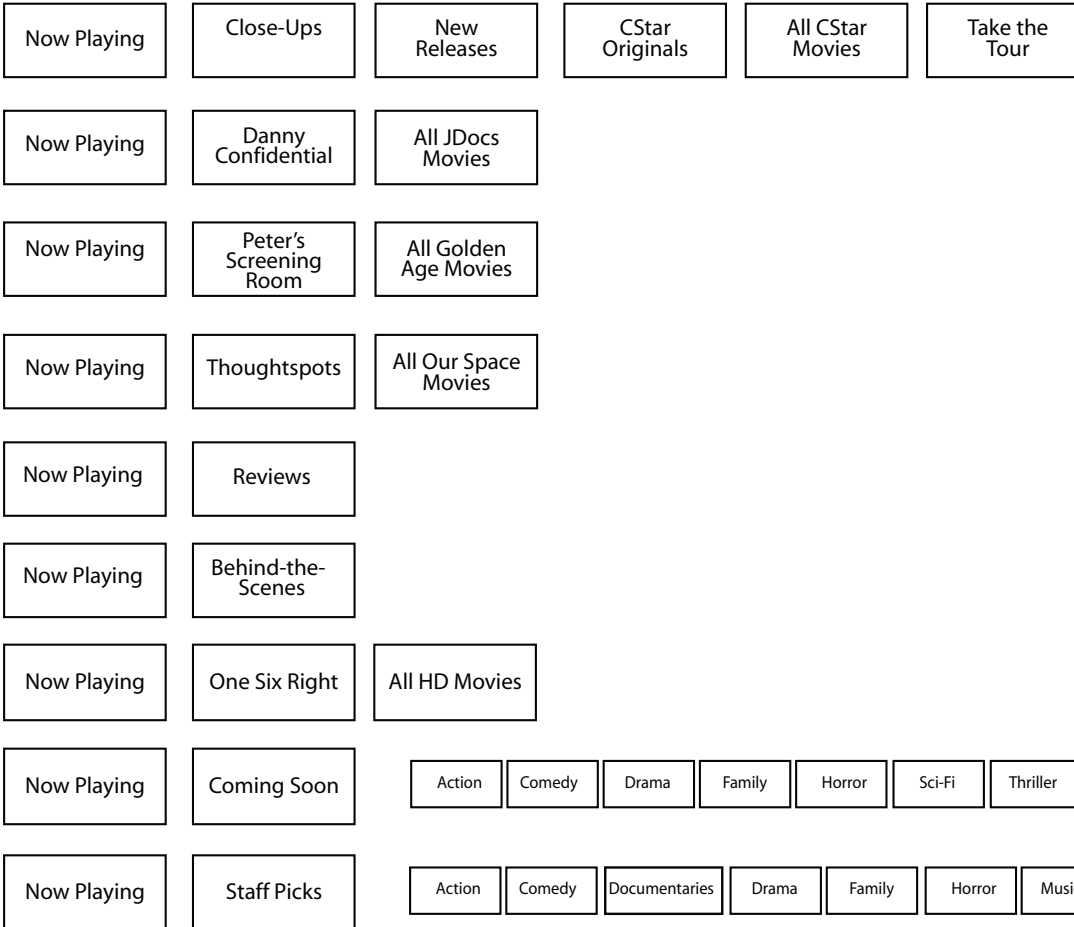
See All Movies

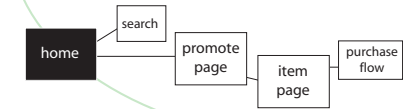
My Collection

CStar Originals

First Time Here?

Sub-Categories






sign in | register | help

The latest movies, great discoveries from our eclectic library and CStar's original shows.

CSTAR HOME
NOW PLAYING
CLOSE-UPS
NEW RELEASES
CSTAR ORIGINALS
ALL CSTAR MOVIES
TAKE THE TOUR



SEARCH BY

Titles

PICK A CHANNEL

-  CSTAR HOME
-  JERSEY DOCS
-  GOLDEN AGE OF MOVIES
-  OUR SPACE
-  LONELY HEARTS
-  10 ITEMS OR LESS
-  CSTAR HD
-  SONY PICTURES
-  SEE ALL MOVIES

STAFF PICKS
MY COLLECTION
DOWNLOAD QUEUE
CSTAR ORIGINALS
FIRST TIME HERE?

sign in | register | help

SPIRIT, BEAUTY & JOY

One Six Right captures the passion of flying and celebrates the unsung hero of aviation - the local airport. Now experience this internationally acclaimed, visually stunning documentary for yourself, in 720p high definition. Download a free HD intro and buy or rent the movie.

click for the first 3 minutes FREE



HD 720p

click for the first 3 minutes FREE

TOP CSTAR DOWNLOADS

<i>One Six Right</i>	300
<i>Lonely Hearts</i>	50/50
10 Items or Less	

THE LATEST RELEASES ON CSTAR

The newest movies available on CStar. Roll over the thumbnails for more details.







CSTAR SPOTLIGHT

You Tell the Spartans!
F.X. Feeney

Other movies have been made about the 300 Spartans, but none have been as high energy, as daring visually as this, a faithful adaptation of the acclaimed graphic novel by Frank Miller.

...click for more





FIREFOX FRIENDLY

CStar Now Firefox Compatible

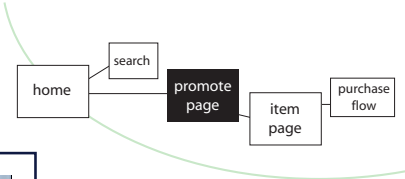
There's a new way to enjoy CStar. Now you can discover and download our movies and shows using the Firefox web browser, in addition to Internet Explorer.

1

CSTAR HOME CHANNEL
Now Playing
08.08.07

1.0
2.0
v. beta 2

3.0 39



CLICKSTAR BETA 2
sign in | register | help

Danny DeVito shares his favorite documentary features and shorts.

JERSEY DOCS NOW PLAYING DANNY CONFIDENTIAL ALL JERSEY DOCS MOVIES

SEARCH BY

Titles

PICK A CHANNEL

CSTAR HOME

JERSEY DOCS

GOLDEN AGE OF MOVIES

OUR SPACE

LONELY HEARTS

10 ITEMS OR LESS

HD CSTAR HD

SONY PICTURES

SEE ALL MOVIES

STAFF PICKS
MY COLLECTION
DOWNLOAD QUEUE
CSTAR ORIGINALS
FIRST TIME HERE?

A KILLER DEGREE

Danny offers his take on the Oscar®-nominated documentary, *School of Assassins*, about human rights abuses by School of the Americas (SOA) graduates and the start of the U.S. campaign to close the school. Click on the link below to watch Danny's free video introduction.

[click to see more](#)

see an exclusive intro by **DANNY DEVITO**

[free preview](#)

TOP JERSEY DOCS DOWNLOADS

50/50

[One Six Right](#)

[School of Assassins Introduction](#)

[School of Assassins](#)

[Al Franken: God Spoke](#)

More Great Documentaries on Jersey Docs

From the light-hearted to the serious, these Jersey Docs favorites entertain, challenge and inspire. ...All Jersey Docs Titles

JERSEY DOCS SPOTLIGHT

Lillian Gish - The Movie Star
F.X. Feeney

Here is a tribute, not just to any movie star, but the movie star -- the first person to achieve worldwide fame purely on film, and one of only two (the other being Charlie Chaplin) to remain famous, and productive, their entire life.

[click for more](#)

How'd They Do This? Who Are They? Why Is That?

Danny DeVito loves to ask questions. And the Jersey Docs channel is his way of getting answers. In this video, Danny further explains his inspiration for the channel.

[click for more](#)

FATHER ROY: INSIDE THE SCHOOL OF ASSASSINS

This follow-up documentary to *School of Assassins* investigates torture training at a secret Pentagon facility and the struggle to find and reveal the truth about the U.S. Army School of the Americas.

50/50

50/50 is a groundbreaking, controversial movie that explores the dilemma of a carrier of Huntington's Disease faces when she realizes that she has a 50/50 chance of passing the devastating illness to her offspring.

ONE SIX RIGHT

One Six Right captures the passion of flying and celebrates the unsung hero of aviation - the local airport. Now experience this internationally acclaimed, visually stunning documentary for yourself. Download a free HD version of the movie's amazing opening sequence.

[free HD intro](#)

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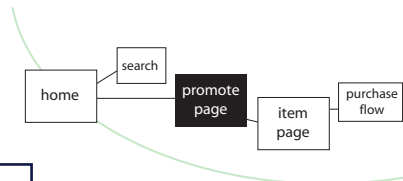
1

JERSEY DOCS CHANNEL
Now Playing
08.08.07

1.0
2.0
v. beta 2

3.0

40



CLICKSTAR BETA 2
sign in | register | help

Peter Bogdanovich introduces classic movies from Hollywood's Golden Age.

GOLDEN AGE OF MOVIES
NOW PLAYING
PETER'S SCREENING ROOM
ALL GOLDEN AGE MOVIES

SEARCH BY

Titles

PICK A CHANNEL

- CLICKSTAR HOME
- JERSEY DOCS
- GOLDEN AGE OF MOVIES
- OUR SPACE
- LONELY HEARTS
- 10 ITEMS OR LESS
- CSTAR HD
- SONY PICTURES
- SEE ALL MOVIES

STAFF PICKS
MY COLLECTION
DOWNLOAD QUEUE
CSTAR ORIGINALS
FIRST TIME HERE?

PURE CINEMA

Peter Bogdanovich shares his memories of Alfred Hitchcock's revolutionary suspense thriller *Psycho*, from being in the audience at the very first New York screening to discussing its creation with Hitchcock himself. Discover how, after *Psycho*, movies stopped being safe.

WATCH PETER DISSECT ONE OF THE MOST SHOCKING AND INFAMOUS FILMS OF ALL TIME

free preview

TOP GOLDEN AGE DOWNLOADS

- [Psycho Introduction](#)
- [Bringing Up Baby Introduction](#)
- [The Bridge on the River Kwai](#)
- [On the Waterfront](#)
- [The Night of the Iguana](#)

MORE CLASSICS FROM HOLLYWOOD'S GOLDEN AGE

You'll find adventure, laughter, suspense and a big production number or two in these classic movies.

GOLDEN AGE SPOTLIGHT

Punch-Drunk Love
Kim Morgan

Days of Wine and Roses offers no easy solutions, and the picture plays just as hard and heartbreaking as it did 45 years ago.

...click for more

WELCOME VIDEO

Experience Hollywood's Golden Age

Director and film scholar Peter Bogdanovich hosts a treasure trove of classic cinema on Golden Age of Movies. In this video, Peter shares his inspiration for the channel.

...click for more

OF MICE AND MEN

Set in the bucolic Salinas Valley of California in the 1930's, *Of Mice and Men* tells the tragic tale of George and Lenny, two itinerant farm hands searching for a safe haven from the cruelties of the world.

THE NIGHT OF THE IGUANA

A defrocked alcoholic minister (Richard Burton), working as a tour guide in Mexico, becomes involved with a spinster, a hotel owner and a comely teenager.

GOLDEN AGE SCREENING ROOM

BRINGING UP BABY

Peter Bogdanovich provides an inside look at one of his favorites movies, the lunatic screwball romantic comedy *Bringing Up Baby*, starring Cary Grant and Katharine Hepburn and directed by Howard Hawks.

free preview

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1

GOLDEN AGE OF MOVIES CHANNEL
Now Playing
08.08.07

1.0
2.0
v. beta 2

3.0



sign in | register | help

Discover engaging science fiction films and the exclusive series, Thought Spots, hosted by Morgan Freeman.

OUR SPACE

NOW PLAYING

MORGAN'S THOUGHT SPOTS

ALL OUR SPACE MOVIES

SPACE CASE

All systems are "Go" for Charles Farmer. He's faced bank foreclosure, neighborhood naysayers and a government alarmed by his huge purchase of high-grade fuel, but now he's ready to blast into space inside the homemade rocket he built in his barn. Billy Bob Thornton stars in *The Astronaut Farmer*, a charmer about chasing dreams.

...click to see more

TOP OUR SPACE DOWNLOADS

[The Astronaut Farmer](#)

[One Six Right](#)

[Thought Spots: Sandbox](#)

[Thought Spots: Deep Impact](#)

[Thought Spots: Deep Space Network](#)

MORE GREAT MOVIES ON OUR SPACE

These fantastic adventures take you from the far reaches of outer space to the deepest recesses of inner space.

SEARCH BY

Titles

PICK A CHANNEL

[CLICKSTAR HOME](#)

[JERSEY DOGS](#)

[GOLDEN AGE OF MOVIES](#)

[OUR SPACE](#)

[LOVELY HEARTS](#)

[10 ITEMS OR LESS](#)

[HD CSTAR HD](#)

[SONY PICTURES](#)

[SEE ALL MOVIES](#)

OUR SPACE SPOTLIGHT

A Sweet 'Dish'

Kim Morgan

Australian funnyman and dry wit Rob Sitch directed this charming but never sappy picture with just enough delicacy, just enough sweetness that we aren't left choking on so much saccharine sentiments.

...click for more

OUR SPACE INTRO

Welcome to Our Space

In this video, Morgan Freeman explains how his passion for space and exploration inspired the Our Space channel.

...click for more

ONE SIX RIGHT

THE ROMANCE OF FLYING

"One of the finest aviation films ever made."

Harrison Ford

free HD intro

THOUGHT SPOTS on Our Space

SANDBOX

SPACE COWBOYS

ONE SIX RIGHT

One Six Right captures the passion of flying and celebrates the unsung hero of aviation - the local airport. Now experience this internationally acclaimed, visually stunning documentary for yourself, in 720p high definition. Download a free HD preview and buy or rent the movie.

THOUGHT SPOTS: SANDBOX

In May and June 2005, NASA scientists faced a dilemma when a Mars Exploration Rover got stuck in a dune. In this episode of *Thought Spots*, see how a team of creative professionals recreated the Martian landscape inside the NASA JPL In-Situ Instrument Laboratory to plan the rover's escape.

SPACE COWBOYS

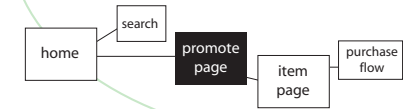
In 1958, the members of Team Daedalus, a group of top Air Force test pilots, were ready to serve their country as the first Americans in space but were pushed aside. Now, as a Russian satellite fails and is about to crash into earth, Team Daedalus is back in action in a rescue mission.

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1

OUR SPACE CHANNEL
Now Playing
08.08.07

1.0
v. 2.0 beta 2
3.0

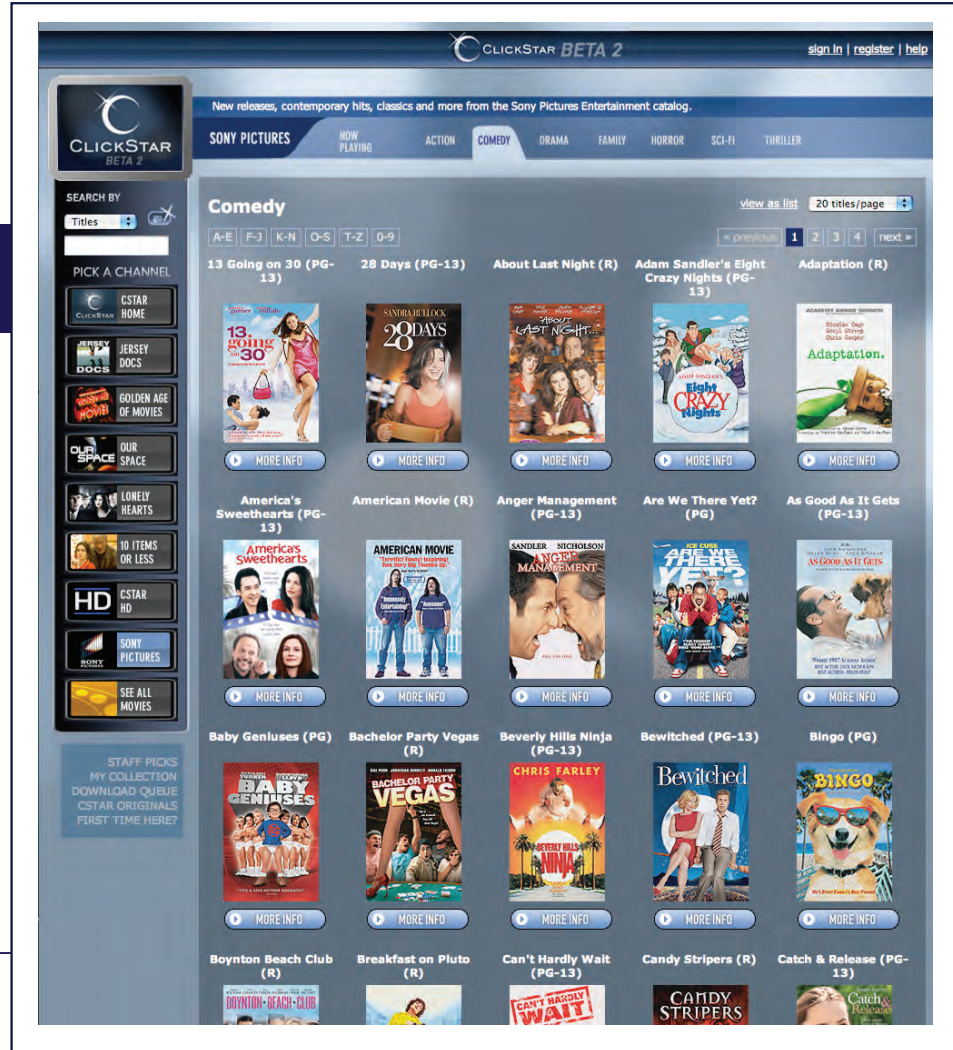
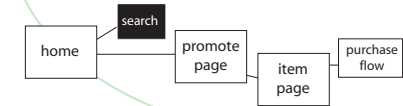


The screenshot displays the ClickStar Beta 2 website interface for the movie '300'. The page layout includes a top navigation bar with 'sign in | register | help' and a main header with the site logo and navigation tabs like 'SEE ALL MOVIES', 'ALL MOVIES', 'STAFF PICKS', etc. A left sidebar contains search and channel selection options. The main content area features a large movie poster for '300', a 'PLAY TRAILER' button, and a 'PURCHASE INFO' section with two options: '300 - To Own' for \$14.99 and '300 - For Rent' for \$3.99. Below this is a 'DESCRIPTION' and 'ABOUT THE FILM' section with details like rating, running time, and cast. A footer contains contact and policy links.

1

ITEM PAGE
'300'
08.08.07

1.0
v. 2.0
beta 2



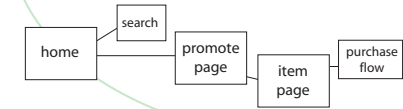
1

DISCOVERY VIEW
Sony Channel- Comedy
08.08.07

1.0
v. 2.0 beta 2

3.0

44



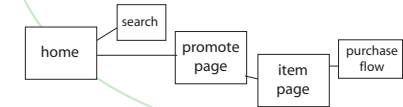
The screenshot displays the ClickStar Beta 2 website interface. At the top, a navigation bar includes 'SEE ALL MOVIES' and various genre tabs: ALL MOVIES, STAFF PICKS, ACTION/ADVENTURE, COMEDY, DRAMA, FAMILY, HORROR, MUSICAL, SCI-FI/FANTASY, and THRILLER. A search bar is located on the left side. The main content area is a grid of genre-specific sections, each with a large header image and a list of smaller movie/show thumbnails. The genres shown are: action/adventure, comedy, documentary, drama, family, horror, musical, sci-fi/fantasy, and thriller. Each section includes a brief description and a link to view more details.

1

SEE ALL MOVIES
Staff Picks
08.08.07

1.0
v. 2.0 beta 2

3.0



The screenshot shows the ClickStar Beta 2 website interface. At the top, there's a navigation bar with 'CLICKSTAR BETA 2' logo, 'sign in | register | help' links, and a banner for 'CStar's growing collection of movies and original shows presented in pristine 720p high definition.' Below the banner, there are tabs for 'CSTAR HD', 'NOW PLAYING', 'ONE SIX RIGHT', and 'ALL CSTAR HD MOVIES'. The main content area features a large image of a sunset over water with trees, titled 'HD, Mon Amour' by F.X. Feeney. To the left is a sidebar with a search box, 'PICK A CHANNEL' section with various channel buttons (CSTAR HOME, JERSEY DOCS, GOLDEN AGE OF MOVIES, OUR SPACE, LONELY HEARTS, 10 ITEMS OR LESS, HD CSTAR HD, SONY PICTURES, SEE ALL MOVIES), and 'STAFF PICKS' section. To the right is a 'OTHER CSTAR ARTICLES BY F.X. FEENEY' section with links to 'Lawrence of Arabia', 'Lillian Gish: The Actor's Life for Me', and 'On the Waterfront Starman'. The article text discusses high-definition technology and its impact on film. At the bottom, there are links for 'Contact Us | Company Info | Terms of Use | Privacy Policy'.

1

ARTICLE PAGE
Close-Ups: HD
08.08.07

1.0
v. 2.0 beta 2
3.0

