

CMSDSI WEB DESIGN

— AUGUST 2022 —

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Needs:

Establish strong visual presence online- targeting specific SEO terms to allow the new site to be pre-populated by search engines. Must specifically cater to UX/UI functions. Track analytics for new site to follow up on click-rate as well as abandoned shopping carts.

- **Portfolio** - Display in a visually stimulating, yet timeless design that will be long lasting and also provide web growth online through the use of a thoroughly designed theme.
- **Ecommerce** - Shopify is my recommendation. Squarespace is usually only used nationally on a smaller scale and can only accept certain types of payment and currency. If you are looking to build out the site to host a lot of types of products - shopify is coded for ecommerce first. Squarespace is focused more on portfolio showcases in terms of functionality and how it is coded on the backend.
- **About** - Short bio/resume and samples of Jarett & Jake's work until the production company has multiple productions completed.
- **Contact** - Form for general inquiries as well as custom prosthetic form for orders
- **Login portal** - AFI & future film schools

Navigation:

HEADER MENU

- Home
- Catalog
 - Character, Creature, Injury, Zombie, Animal, Realism, Foam Latex, Silicone, Blenders
 - **NOTES:** These are the most commonly used categories within SFX industry used for ecommerce
- Custom Prosthetics
- Our Services
- Learn / FAQ
- Member Login
- Contact

FOOTER MENU

- Home
- Shop
- Contact
- Shipping & Policies
- Login

Competitors:

Shops within the industry who service productions - some have their own stores or production ability *

SHOPS

- [Autonomous FX](#)
- [Legacy FX](#)
 - **NOTES:** Legacy features CMS on their website currently under “education” section
- [AFX Studios](#) *
- [Ironhead Studios](#) *
- [CCE](#) *
- [Fractured FX](#)
- [ADI](#) *
- [Onyx Forge](#)
- [Quantum Creation](#) *

ONLINE SALES - Prosthetic sales with the industry - \$ references price points

- RBFX (\$\$\$)
 - <https://rbfxstudio.com/catalog-gallery/catalog/>
- DYAD (\$\$)
 - <https://www.dyadpro.com/prosthetics>
- Out of Kit (\$\$)
 - <https://outofkit.com/>
- Rubberwear (\$)
 - <https://getrubberwear.com/>
- Tinsley (\$)
 - <https://tinsleystudio.com/product-category/silicone-prosthetics/>

Website Copy - Still Needed

- About page
 - resume / bio / visuals - Jarett & Jake
- Services page
 - This section will cover what CMSDI offers - i.e. can provide a professional team of application MUAS, prop design, BTS photography of production or whatever services you want to include.
- Custom Prosthetics
 - Visual samples of any work- if possible or add page as commissions come through
 - Custom design inquiry form - language you would like to use as a preliminary marketing tactic to get custom client projects. Form will be where you can get into contact with CMSDSI, leave a note about the project, add attachments and times available to connect
 - Learn / FAQ - if we want to include this page we should have 5-10 (max) quick answers for things that are most common for the business and ecommerce such as shipping policy link, processing time, privacy policy, return policy etc. - all which need to be written/copied from other sites.
 - <https://outofkit.com/pages/faq>

Search Engine Optimization

SEO is super important when copywriting and building a website.

- *I did an SEO search to rank where the Cinema and Cinema Store fall when googling terms within our industry:*
 - “Foam latex prosthetics Los Angeles, CA” → #1 CM Store
 - “Special makeup effects Los Angeles, CA” → #6 CMS
 - “Special effects makeup Los Angeles, CA” → #4 CMS
 - “Buy foam latex prosthetics Los Angeles, CA” → #1 on map and search CM Store
 - “Film grade prosthetics” → not listed
 - “Prosthetic makeup LA” → #6 CMS / CM Store listed on Map
 - “Movie Makeup LA: → #1, 2, & 3 CMS/CM Store

Visual Competitors

INDUSTRY ONLINE STORES

(These are okay designs- definitely not visually amazing - this is a reference to industry likeness & competition -retail site)

- PPI
- Skin Illustrator
- EBA
- Alcone Company
- Camera Ready Cosmetics
- Fourth Seal Studios

Notes

- *Establish visual size reference for catalog prosthetics for stock photography → i.e. RBFX uses a quarter to showcase the size of their smaller horns and antenna designs.*
- *Interested in wholesale inquiries from stores or companies? If so, potentially in the contact page and/or FAQ section as price points will be different than what is showcased on the website.*
- *How much time do you need to run, package and ship stock prosthetics? Add this processing info on the checkout and FAQ sections.*
- *Where will you be shipping? International or nationally? Where do you hope to ship in the future - big difference when choosing ecommerce web platforms for currency and processing capabilities and options.*
- *Will you be selling kits? Examples below*
 - <https://outofkit.com/collections/kits>
 - <https://www.monstermakers.com/latex-mask-making-kits-supplies/>

Shopify Templates

I've been researching some shopify templates and have found a couple that come with a variety of options for design.

When you click the links below, there will be a library of templates within the theme that can be used in the future to keep the site updated or change the look without having any issues on the backend. This means we have many design options for every product page, home page, about page and contact pages. Everything I'm looking at is coded for easy user experience, easy editing and responsive across all platforms.

Click on a version that peaks your interest from this theme library, then from the navigation menu you can see all the different options that come with each.

- [Rubix Theme Page](#) my suggested home page: [click here](#)
- [Mantis Theme Page](#) my suggested home page: [click here](#)
- [Outstock Theme Page](#) my suggested home page: [click here](#)

I sat with Gene in the store and took a look at the backend for how CMS has shopify set up. I know they use a free theme and free plugins - but I really think we stylistically can do better than that. I've talked to Oliver and he is on board so I will be fleshing out this list of suggested themes with some other pricepoint options → from there I will mockup what the homepage would look like prior to purchase.

Copywriting for CMSDSI Site

- Home: Sections - brief *About* highlighting Jarett & Jake - to start - “*New Arrivals*” section that will display our current sculpts/prosthetics → down the line we can keep/change or add a *Bestsellers* section showcasing a few prosthetic options from different categories, “*Tips & Tricks*” linking to the learn section, newsletter subscription section to be notified about “*New Products*.”
 - *About section*: With over XX years of shared experience, Jarett Fajardo and Jake Corrick have developed their production and makeup mastery skill sets across the special effects film industry. CMSDSI is working with industry professionals to supply a fully functioning production studio that incorporates a tiered roster of professional application artists, shop technicians and fabricators that are capable of producing any manner of realistic and effects work.
 - Once we have an organized roster - we can digitize this and create an *Our team* section - just a synopsis of what our artists can handle - similar to quantum’s description:
<https://www.quantumcreationfx.com/about>
- Custom Prosthetics section: Specifically designed prosthetics for clients which provide the perfect fit, color match and original makeup designs. Our custom options for prosthetics include silicone, foam latex appliances, gelatin and transfer prosthetics, foam fabrication, concept design and original sculpture.
- Our Services section: “What We Do” or “Services We Offer”
 - Props & Weapons
 - Specialty Costumes
 - Realistic Effects
 - Makeup Effects
 - Concept Art
 - Creature Suits
 - Practical Effects
 - Sculpture & Digital Sculpture
 - Molding
 - Casting

- CMDSI provides full-spectrum services from concept & application to production. We have established a team of artists who are able to provide any manner of effects to your production, event or installation.
- Learn - Application videos, how-to, removal descriptions → removals: there can be 3 types of how-tos: foam latex, silicone and gelatin.
- Contact Us
 - “For Bids, For Business Inquiries, For Career Opportunities” - we can list information such as phone number and email or have separate contact for business inquiries and list separate information for bids and careers
 - Social media listed - Instagram, Facebook, Twitter - Instagram feed grid once we have accumulated some posts.

CMDSI's work provides filmmakers with the most innovative and creative make-up effects.

We specialize in selling materials used in the makeup effects industry such as silicones, resins, foams, sculpting materials, lifecasting supplies, makeup prosthetics, and more!

We aim to customize our service to your individual needs & are more than happy to discuss all your requirements.

They have a complete understanding of the latest tools and techniques in the industry, and many times they are the innovators, having contributed more than their share of exciting and new ways to create the most spectacular illusions seen in film and Television.

Roster

From early development concept work through the completion of post-production, we provide a complete range of high-quality special effects services.

CMDSI takes pride in selling top industry-standard products, but also knowing how to use them. Our goal is to provide you with the materials you need to get the best results possible for your production.

Founders Jake Corrick and Jarett Fajardo have partnered to create a special effects and makeup focused production company. Over the years, Jake and Jarett have worked on films, tv series and with companies such as The Masked Singer, Marvel's M.O.D.O.K., Amazon The Boys, Crossing Swords, Super Bowl 2015 Katy Perry Half-Time Show and Riot Games

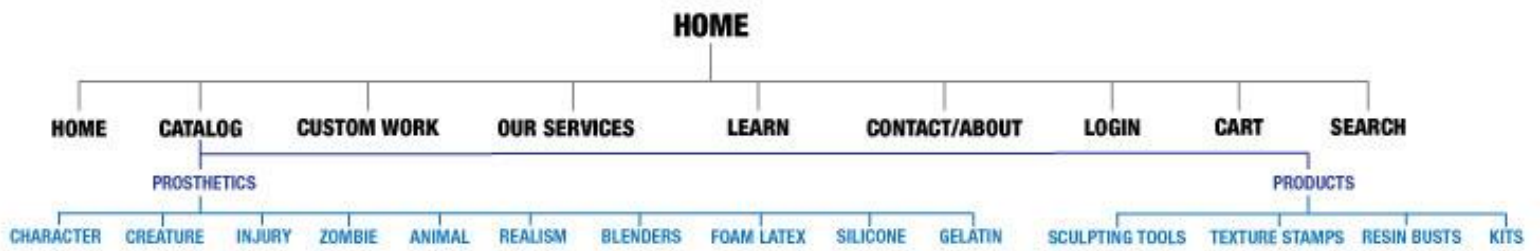
Utilizing their wide network, across application and fx shops

Our goal is to provide you with the products you need to get the best possible results.

With over 20 years of shared experience, Jake Corrick and Jarett Fajardo have developed their production and makeup mastery skill sets across the special effects film industry. CMSDSI is working with industry professionals to supply a fully functioning production studio that incorporates a tiered roster of professional application artists, shop technicians and fabricators that are capable of producing any manner of realistic and effects work.

Let's partner on your installation, film or television show.

Sitemap - Navigation Breakdown



Sitemap - Footer Menu



Sitemap - Detail Breakdown

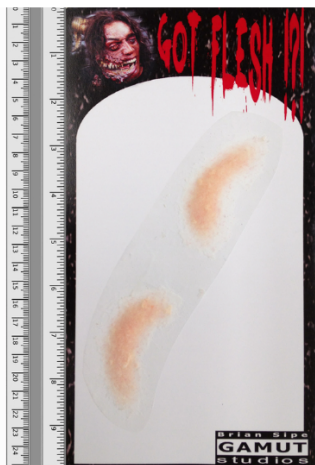
HOME



Design Needs:

Establish strong visual presence online - most SFX shops and stores have really terrible websites - I think creating a really simple UX/UI shopping site will make customers want to be repeat buyers if they like the products due to the simplicity of our process

- **Catalog main pages for shopping** - Two photo flip option - when the user's cursor hovers over the product image - a secondary angle will be shown.
 - **Product details pages** - This will be the layout shown when products are clicked on - this page will have:
 - 3 minimum product images - ideally one that shows the prosthetic applied and what it looks like - one with size reference
 - Product description - we can have a description as well as a “in the package” tab that will list what comes inside - if its transfers and comes with acetate sheets, listed kit items - if instructions or adhesives come inside
 - Got Flesh!?! has a great section for “in the package” and “additional items you may need to complete application of this prosthetic:”
- <http://www.gotfleshprosthetics.com/prosthetics/eyebrow-covers-medium> they also have links to application tutorials on some of the pages as well as lists what is needed for removal:



Eyebrow Covers - Medium

\$20.00

* Note: Items may take up to 5 days to process as each order is hand made in the Got Flesh!?! workshop.

Got Flesh!?! Prosthetic Transfers are a quick and easy alternative to other realistic prosthetics. These durable prosthetics are a breeze to apply, blend and color. Perfect for HD use.

In the package:


- ✓ Prosthetic on acetate sheet
- ✓ Water slide transfer paper
- ✓ Instruction sheet

Additional items you may need to complete application of this Prosthetic:

- ✓ Pros-Aide - Regular and Creamy or Thickened
- ✓ 99% Alcohol
- ✓ Red Stipple Sponge
- ✓ White Makeup Sponge
- ✓ Pointed or regular cotton tips
- ✓ Tattoo inks, RMG colors, or makeup of choice
- ✓ Ben Nye Final Seal or other makeup sealer

For removal use 244 makeup thinner/remover and a power puff

[Click here to view the application tutorial](#)

For Professional Use Only  Made in the USA

Contact us for quotes on custom orders and bulk pricing.

Quantity:

PURCHASE

[Share](#)

- Price
- Tags - ie. prosthetics, special effects, foam latex etc.
- Processing information - if different depending on product
- Product code
- Colors
- Suggested Size - ie sculpted on male or female
- Quantity
- Reviews
- *Contact for quotes for bulk orders and pricing* - if this is something we want - it could be useful for grads and artists purchasing pieces for their own work and features.
- **Disclaimer for professional use only** - in order to avoid any potential issues with buyers who are not trained in sfx makeup.
- **Login** - This is a portal section that partners will be able to sign into - this will be made specifically for the film schools and projects for easy tracking, hiring and communication on the production side.
 - Will schools be able to hire their own artists based on a library of our team members? This will need to be a request function in the portal section - we just have to clarify how that process will be handled.

Visual Needs:

These are suggested visuals to start curating for the website

- Concept Art sketches and psd documents
- Process photos for Instagram feed
- Product photos for shopping pages

Terms & Conditions:

Please read these User "Terms and Conditions" which govern this Website.

Do not purchase products or use this site if you disagree with any portion of its Terms and Conditions.

These "Terms and Conditions" constitute the terms and conditions between you ("you", "your", "customer") and CMSDSI with respect to your use of this www.cmsdsi.com website. This site operates as an online e-commerce store. This includes all information, data, materials, documents, products, images, graphics, logos, button icons, services, surveys, audio and/or video clips audio-visual works, communications, and the underlying intellectual property rights thereto collectively the "Content".

CHANGES TO THE TERMS OF USE

CMSDSI reserves the right to change or modify the Terms of Use from time to time at any time, without notice (other than updating this Site), and in its sole discretion. CMSDSI will post a new version of the Terms of Use on this Site and update the date set forth above. Unless otherwise provided, any changes or modifications to the Terms of Use will be effective upon posting of the revisions.

**** No refunds, all sales are final. ** For hygiene reasons absolutely no returns**

****** ALLERGY WARNING *** CMSDSI prosthetics are made from foam latex, medical grade vinyl encapsulated platinum silicone or gelatin. Other materials used in products are polyurethane resin ***Anyone with an allergy to latex or silicone should not use these products.*** For professional use only. Not for children**

L. FRAUD PROTECTION PROGRAM

In an effort to control unauthorized and/or illegal activity, CMSDSI screens incoming orders to protect our customers as well as our company from fraud. If there is reasonable cause to suspect such activity, CMSDSI also reserves the right to decline the order. You will however be notified by our Customer Service

department and may be asked to verify and/or provide information for further verification.

If we suspect that you are reselling products purchased from us directly, your order will be canceled and your account will be permanently suspended.

Color Information: The manner in which colors are displayed may vary depending on your monitor. Company has taken reasonable measures to ensure accuracy of colors but cannot guarantee that you will be viewing them exactly as intended.

PRODUCT LISTINGS & PURCHASES

In addition to any other terms relating to product purchases and shipping and handling on the Site, the following terms apply when you purchase a product on the Site:

Product Information & Use: All of the products purchased from CMSDSI should be used in accordance with the manufacturer's instructions, precautions and guidelines.

1. All prices are shown in U.S. dollars. Taxes, shipping and handling charges are additional. All prices and taxes are subject to change or adjustment without notice. CMSDSI reserves its right to expire or modify any promotion at any time. You are responsible for paying all costs associated with your purchase, and for providing accurate and current payment information.
2. You agree to pay the shipping and any handling charges shown on the Site when your order is placed. We reserve the right to increase, decrease and add or eliminate charges from time to time and without prior notice. Any shipping or handling charges may or may not reflect actual costs. All orders are shipment contracts, not destination contracts. Any shipping times shown on the Site are estimates only – actual delivery dates may vary. You are solely responsible for providing all information necessary for us to ship purchased products to you
3. All items are subject to availability and we reserve the right to impose quantity limits on any order, to reject all or part of an order and to discontinue products or services without notice, even if you have already placed your order. Certain products may be available exclusively online through the Site. These products may have limited quantities and are subject to return or exchange only according to our Return Policy.
4. Our products are made to order and normally require 5-7 business days to process before shipping (holidays excluded). Fulfillment times are not guaranteed.

5. We reserve the right, but are not obligated, to limit the sales of our products to any person, geographic region or jurisdiction. These restrictions may include orders placed by or under the same customer account, the same credit card, and/or orders that use the same billing and/or shipping address. In the event that we make a change to or cancel an order, we may attempt to notify you by contacting the e-mail and/or billing address/phone number provided at the time the order was made. We reserve the right to limit or prohibit orders that, in our sole judgment, appear to be placed by dealers, resellers or distributors. We reserve the right to cancel orders at our discretion if we believe that a customer violates applicable law or acts in a way that is harmful to our interests.

7. Promo codes can be specific to dates, products or minimum total amount. You cannot combine any promotional offers codes and sales with any other offers. Limit one promo code per order. Promo codes and promotions cannot be used toward gift card purchases. Promo codes cannot be used for any past purchases, are non-transferable, and are non-refundable. For questions or assistance with a promo code please contact via email at info@cmsdigitalstudios.com. All promotional codes are subject to change at any time.

8. All sales are final

9. All products are for professional makeup use only.

PRODUCTS LISTED ON THE SITE ARE OFFERED AND SOLD "AS IS" AND WITHOUT ANY WARRANTY, EXPRESS OR IMPLIED, INCLUDING ANY WARRANTY OF TITLE, MERCHANTABILITY, NON-INFRINGEMENT, OR FITNESS FOR A PARTICULAR PURPOSE. We do not warrant that any product, description, photograph, pricing, or other information is accurate, complete, reliable, current or error-free.

concept art, props & weapons, specialty costumes, makeup effects, creature suits, practical effects, sculpture & digital sculpture, moulding, casting, lifecasting and full-scale 3D Printing

JAKE CORRICK is a professional sculptor, mold maker, fabricator, and painter, working for the last ten years in the film, tv, and live entertainment industries. After studying sculpture at Seton Hill University, earning a Bachelor of Fine Arts, he went straight into the entertainment industry. Working on projects with clients such as Disney, Riot Games, Zac Brown Band, and Travis Scott, Jake gained experience building and designing props, sculptures, and puppets of various scales and complexities. In addition to a background in practical effects, He has also worked extensively in the animation industry, building puppets and sets for stop-motion shows like Marvel's M.O.D.O.K., Crossing Swords, and Robot Chicken. With a passion for creature and character design, Jake uses realistic sensibilities to bring even the most outlandish concepts to life.

JARETT FAJARDO has over 15 years experience in the entertainment arts industry. He is a graduate of Academy of Art University in San Francisco with a major in Illustration and conceptual design for film and television. Under the tutelage of Pixar Art Director and Instructor Anthony Christov, He garnered skills in pre-production art and storytelling. His work encompasses a wide array of artistic mediums to help create characters and visualize worlds that adapt to the needs of complex stories. He is noted as a story artist, art director, graphic artist, makeup/fx artist, costume designer, children's book and a comic book illustrator. Along with his vast body of work with studios, networks, and industry clientele, he is best recognised for his images of creating other worldly creatures adapted for screen. Fajardo's years of experience has inspired him to educate and guide the next generation of future artists at both the Academy of Art University and Cinema Makeup School. Between working on set and education he spends his time doing what he loves most, making art.