

ABSTRACT

"When all you have is a hammer, everything looks like a nail."

-Abraham Maslow's the Psychology of Science, Instruments

The internet is a fast growing form of "communication tool". According to Dan Bricklin (n.d.) the internet has succeeded in becoming a tool that many regular people turn to in lieu of alternatives for communicating and for finding information. One of the most important advantages of the Internet in the area of information inquiry is the increased accessibility of reference materials and data for all categories of users. Dan Bracklin even mentioned the concept of *Maslow's Hammer* in relation to the widespread popularity and "over use" of the internet as the "proper" communication tool.

The Royalty Clothing Company established 2011, located at Makati is a clothing company that uses social media sites as the primary tool of online advertisement. The proponent's interest with the company's product and fondness of web designs became the ideas for this paper. The royalty clothing company established only in 2011, is a new and promising brand of clothing, but does not have a proper website that can be viewed for their said products. In line with this information the proponent therefore came up with the idea to propose a web design for the Royalty clothing company. The purpose of this web design is to create an online brochure or marketing collaterals applicable for web and mobile versions for the Royalty Clothing Company using the parallax effect, that the target audience or market would appreciate.

The proponent proposes a parallax effect for the web design because of the slick, stylish and elegant feel of the web design. This effect would suite the company's elegant imagery that will give that classic identity that their website carries.

Keywords: Internet, Royalty Clothing Company, Parallax effect, web design, website, online brochure, marketing collaterals mobile versions. Online advertisement