

Devlin Design Group Unveils the Birth of a New Site

Crested Butte, CO: Every broadcast pro knows the incredible feeling of working with a brand new set. New looks. New advantages. New possibilities. A feeling that your station's best work is just about to happen.

[Devlin Design Group](#) brings that feeling fully to life in their new website, debuting February 15th. The set design firm's revised site captures the intriguing creativity behind the process of developing a new set, from concept to completion.

"The website was designed to showcase, in an easy to navigate fashion, our latest completed projects, along with a look into some of our conceptual works never before published," said [Dan Devlin](#), Creative Director of DDG.

The site's clean, highly-artistic feel is reminiscent of one of the most prolific creative periods in American art and music.

"Our initial creative inspiration was drawn from the 60's and 70's iconic album artwork of [Storm Thorgerson](#) and Hipgnosis created for the likes of Pink Floyd, Led Zeppelin, Alan Parsons, and 10cc," said Devlin. "The conceptual sketches represent sort of the pink elephant in the room that you just can't ignore, but who's not really bothering anyone."

In addition to full thumbnail comps of DDG's latest work in a variety of markets, site visitors also get a glimpse into the creative birth of a set design with concept sketches and initial renderings. Plus, the site features some never-published concepts and drawings of DDG's most innovative work.

It's a fascinating, never-before-seen look into the thought, creativity and passion that goes into your next eye-catching news set.

"We wanted to give clients an understanding of the DDG creative process as well as a glimpse into the depths of our creativity," explained [Kartik Dakshinamoorthy](#), DDG's Scenic Design Director. "So they not only get the "wow" factor, but also the "how" factor. In addition to comps of the finished projects, site visitors also see our design process in its "embryonic state," so to speak. We think it's pretty cool!"

Function definitely goes hand-in-hand with DDG's new site. The navigation is intuitive and easy-to-use. The extensive online gallery makes it easy for news and programming decision-makers to really get a feel for DDG's experience, expertise and exciting designs.

Other highlights of the new site:

- A completely new section featuring lighting services
- A web-based news release page
- A whole new blog section
- An online client access page
- Staff bios and photos
- Information on Crested Butte, their sleepy little mountain town

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