

{process}

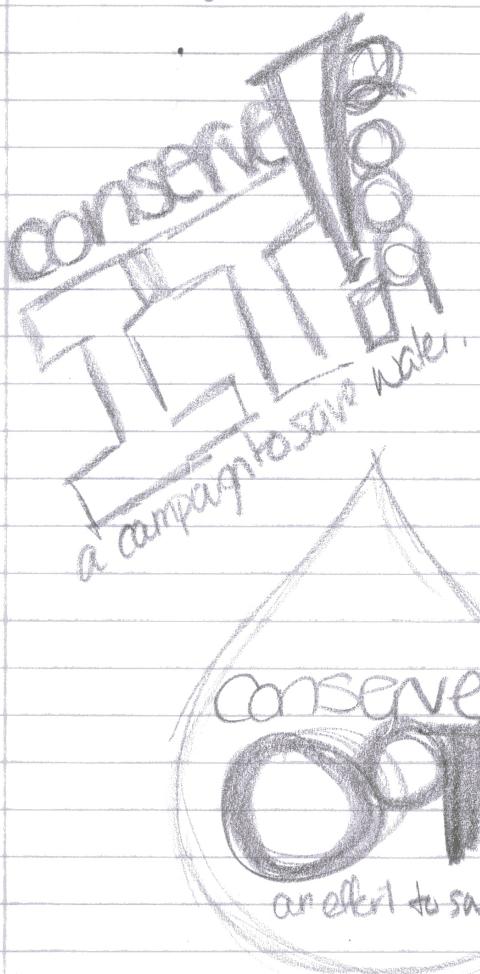
conserve

an effort to save water

jennifer youngedyke
spring 2009
advanced scripting languages

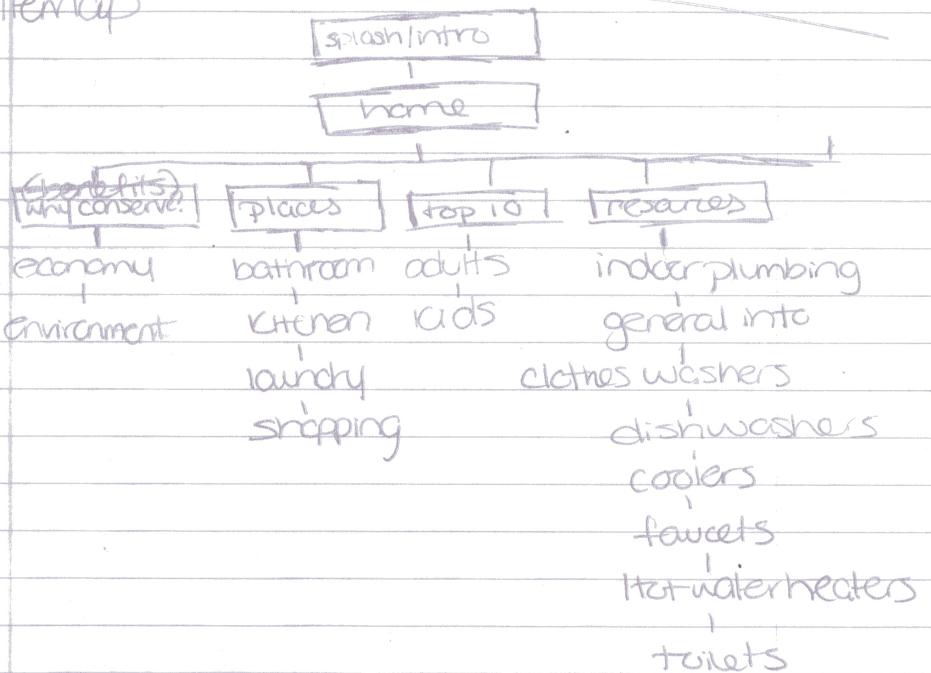
{sketches}

CONSERVE IT!
a campaign for water conservation.



- Places to conserve:
- Top 10 ways to conserve
- bathroom
- kitchen
- laundry room
- shopping
- why conserve?
- links & resources
- (water saving products)

Site map



css typeset.com

Dark Blue: #336699
Med: #6699CC
Lt: #99CCFF

< a href="#whatever">

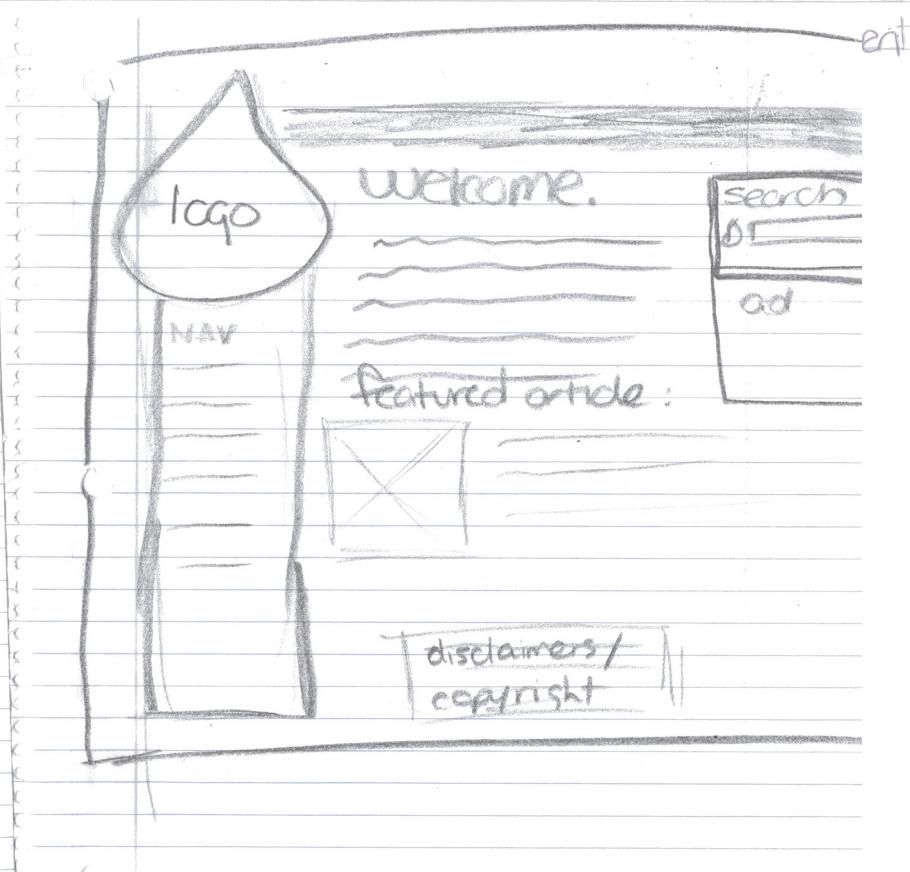
< a name="whatever">
georgia

H1 - #336699 - 30pt Arial bold - 25pt 15
H2 - #6699CC - 25pt Arial bold - 25pt 15
H3 - #99CCFF - 20pt Arial bold - 25pt 15

#666666
body - 12pt Arial regular
quote pg - #336699 12pt Arial italic
p. statement pg - #336699 12pt Arial bold

TITLEs (not headings; but pg titles) - 30pt Arial bold - 30pt

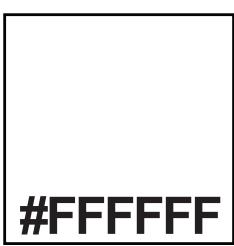
accents - #00CC00 green
#FF6600 orange
#333333 CCFF33
#666666



{final logo}



web color



#FFFFFF

#99CCFF



@ 50%

#6699CC



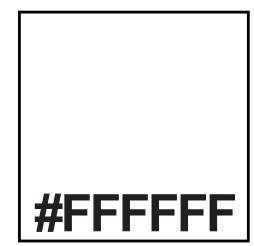
#336699



#000000



actual color



#FFFFFF

#D8DFEE



#89B0DE



#3E61AB



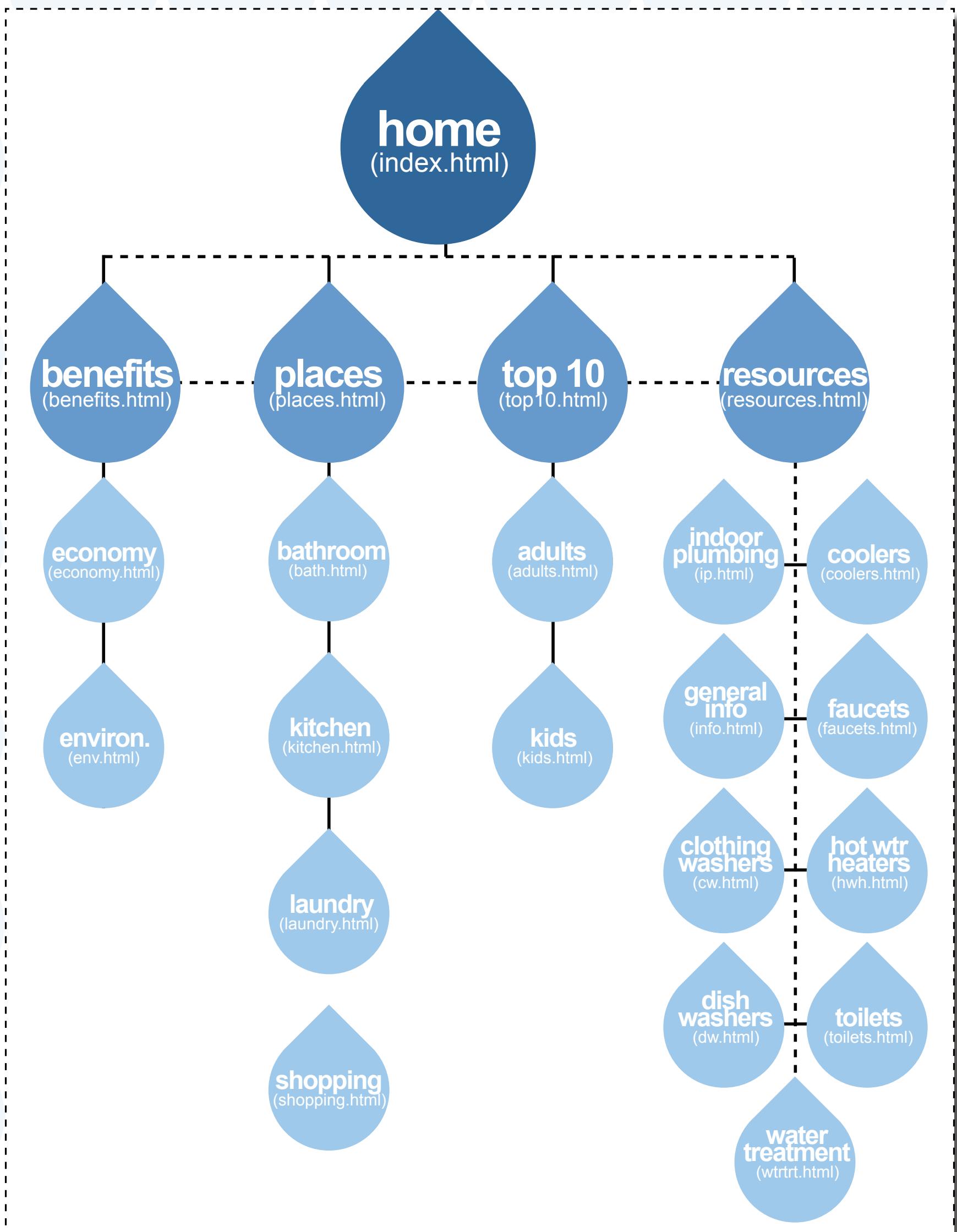
#000000



This project was simply to create a site about water conservation - I decided to turn it into a campaign. conserveit! '09 is **the** campaign to conserve water. By creating a brand and an identity beyond the website helps reinforce the website's content as well as reinforce the goal of the site.

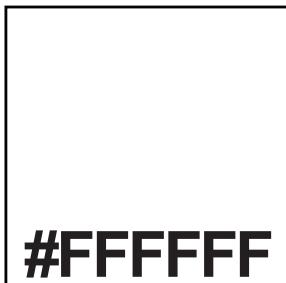
The logo is simple; a drop of water with a fun, funky typeface for the '09 logo that will reflect the feeling of flowing water. Using this logo as a branding tool will create a more dynamic website.

{sitemap}



{style guide}

{color palette}



#99CCFF

#99CCFF
@ 50%

#6699CC

#336699

#000000

{accent colors}



this is a pg. title.
it's 36pt arial bold #FFFFFF,
with -25pt character spacing.

this is an <h1>.
it's 30pt bold georgia, #336699,
with -25pt character spacing.

this is an <h2>.
it's 25pt bold georgia, #6699CC,
with -25pt character spacing.

this is an <h3>.
it's 20pt bold georgia, #99CCFF,
with -25pt character spacing.

this is body text.
it's 11pt regular arial, #000000.

this is quoted text.
it's 14pt italic arial, #6699CC.

this is emphasized text.
it's 14pt bold arial, #6699CC.

{rules of style}

- NO capitals unless in body copy, quoted text, or emphasized text.
- NO unauthorized colors.
- NO distorting of logo.
- NO uneven amount of spacing between paragraphs.

{typography}

this is a pg. title.
it's 36pt arial bold #FFFFFF,
with -25pt character spacing.

this is an <h1>.
it's 30pt bold georgia, #336699,
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it's 25pt bold georgia, #6699CC,
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{site mockup}

conserve



an effort to save water

- home
- benefits
- places
- top 10
- resources



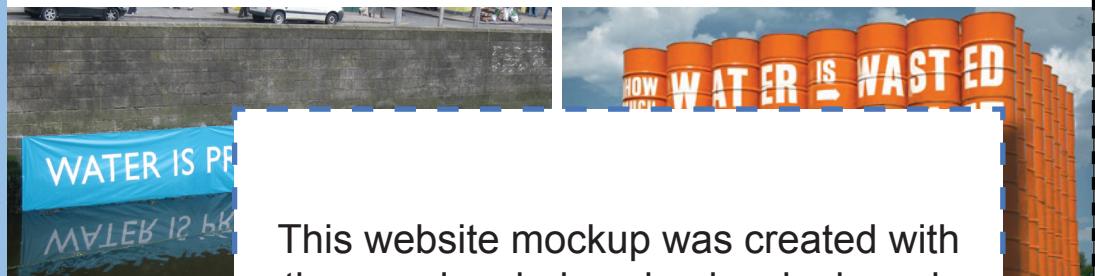
welcome!

florida's water it's worth saving

Text Placeholder: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi convallis tincidunt nisi. Pellentesque fermentum metus et sem. Phasellus sapien magna, volutpat a, cursus non, convallis vitae, tellus. Etiam in elit. Proin placerat adipiscing magna. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Sed eget erat eu dolor pellentesque tempus. Duis non erat quis lorem ultrices laoreet. Proin varius cursus odio. Integer varius velit ac quam. Suspendisse potenti. Sed id dui. Integer arcu nisi, lobortis nec, feugiat in, sollicitudin a, turpis. Fusce in enim in tellus commodo porttitor. Fusce mi. Vestibulum a arcu.

Text Placeholder: Sed vitae neque. Aenean lorem sapien, dignissim et, ultricies vel, rutrum a, tortor. Morbi vitae arcu. Donec fringilla, sem ac rhoncus convallis, quam lorem luctus ligula, a molestie diam ipsum at risus. Ut congue velit. Nulla porttitor nibh a est. Nam mauris quam, aliquam quis, vulputate sed, rhoncus in, nibh. Phasellus ornare posuere massa. Sed a neque vitae nisi porttitor vehicula. Curabitur quam tortor, pulvinar non, auctor et, cursus et, nunc. Proin sodales porta quam. Maecenas sodales porttitor odio. Sed nisi. Cras nunc. Aenean scelerisque, diam ac iaculis tincidunt, purus sem mattis dolor, eget sodales mi arcu in velit. Vestibulum lacinia. Praesent egestas.

Text Placeholder: Nunc sapien. Vestibulum consequat, arcu quis porta consectetur, turpis quam suscipit magna, at varius turpis nibh mattis purus. Donec dui. Sed condimentum porta justo. Vestibulum in quam vitae velit interdum condimentum. Maecenas commodo, lorem sed tincidunt congue, diam orci interdum justo, sit amet pretium sapien nisl quis eros. Vivamus nec risus. Morbi id ante quis sapien rhoncus placerat. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Curabitur convallis venenatis nibh. Fusce mollis sagittis velit.



This website mockup was created with the user in mind; a simple, sleek navigation, clearly defined logo, bright but not overpowering imagery, and clear, simple text.

{site mockup: divs}

div id: "main"

div id: “top”

A large graphic featuring the word "conserve" in white lowercase letters at the top, followed by the number "99" in a large, stylized white font. The background is light blue with three concentric circles. Four dashed lines (green, blue, purple, and red) intersect the graphic, creating a crosshair effect.

div id: “logo”

- [Home](#)
- [About](#)
- [Services](#)
- [Contact](#)

div id: "body"

div id: "bodytxt"

div id: “content”

Using many divs will help increase the control and positioning of these elements, allowing for easier site changes and more customization as time progresses.

{final site}

The screenshots illustrate the final design of the website. The homepage features a large blue water drop graphic on the left with the text "conserve 09! an effort to save water". The main content area has a green background with the text "{welcome}" and "florida's water it's worth saving". A woman holding a glass of water is the central image. To the right, there's a "Pasco County Watering Days" calendar and a "Water Conservation Search Engine" section with a Google Custom Search box and social media links for Delicious, Digg, Twitter, and YouTube. The benefits page shows a list of top 4 benefits of water conservation. The search results page displays a search result for "conserving water saves energy by using less energy for heating, pumping and treating water".

The user was kept in mind by using Web 2.0 elements such as a Watering Day Calendar, a custom Google search engine that specifically searches throughout other water conservation sites, as well as links to related 2.0 sites such as Delicious, Digg, Twitter, and Facebook.

{final thoughts}



This website has evolved from a simple mockup to a dynamic Web 2.0 friendly site. While clearly and easily delivering the content that the user demands, it also gives the user a sense of interactivity with the use of Web 2.0 elements. Conserveit! has become more than just a website, it has evolved into a brand, a portal, and a movement.