ELEPHANTS

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ELEPHANTS

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ELEPHANTS

CREATIVE BRIEF

PROJECT SUMMERY

The project is a lesson on Elephants. After loging in, the user will be able to navigate through the site and learn about elephants and their habitat. Following this activity they will have to take a quiz on what they've just learned. At the end of the session the last page will tally up the user's score.

The site is powered by HTML & Css as well as a JavaScript application to log in and keep score of a quiz after the lesson is the main purpose of this site.

AUDIENCE PROFILE

Target audience are students ages 11+ who are always challenging the idea of learning something new and educzational.

PERCEPTION/TONE

Artistic, elegant, and simple. Navigation should be clear and easy.

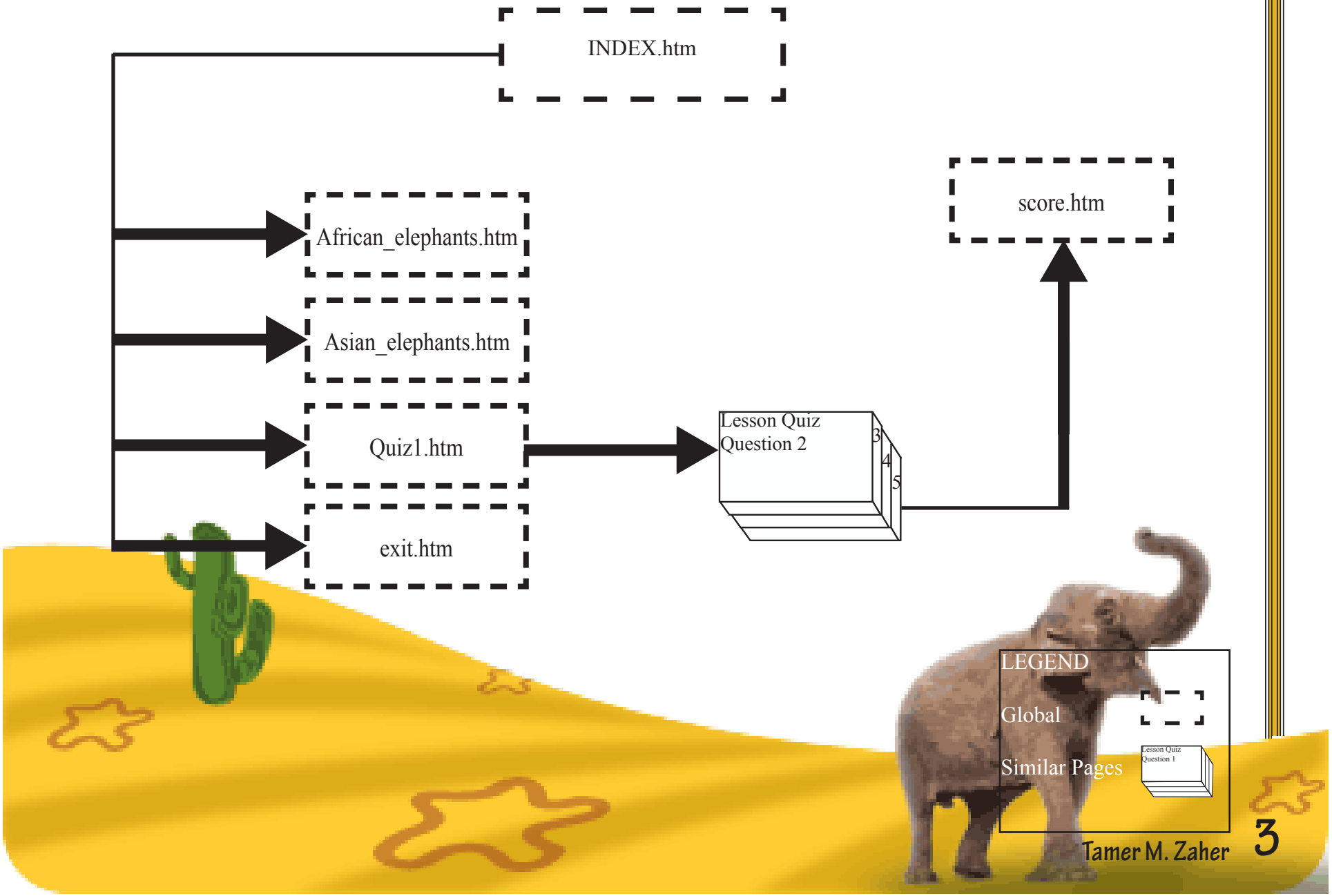
DESIGN SUMMERY

Using an heavily illustrated design, the site will have a design emphasis on visual hierarchy as well as content. Text will be used as a visual element; part of the design, to stipulate the viewer and catch his/her attention.

The overall look will be colorful; conveying a fun educational environment. The fonts chosen are will be elegant and easy to read; Tekton Pro for the title (a fun and an original look). For the body; tahoma, helvetica, arial, sans-serif will have a great impact on the visual unity of the headers with the body as well as the design.

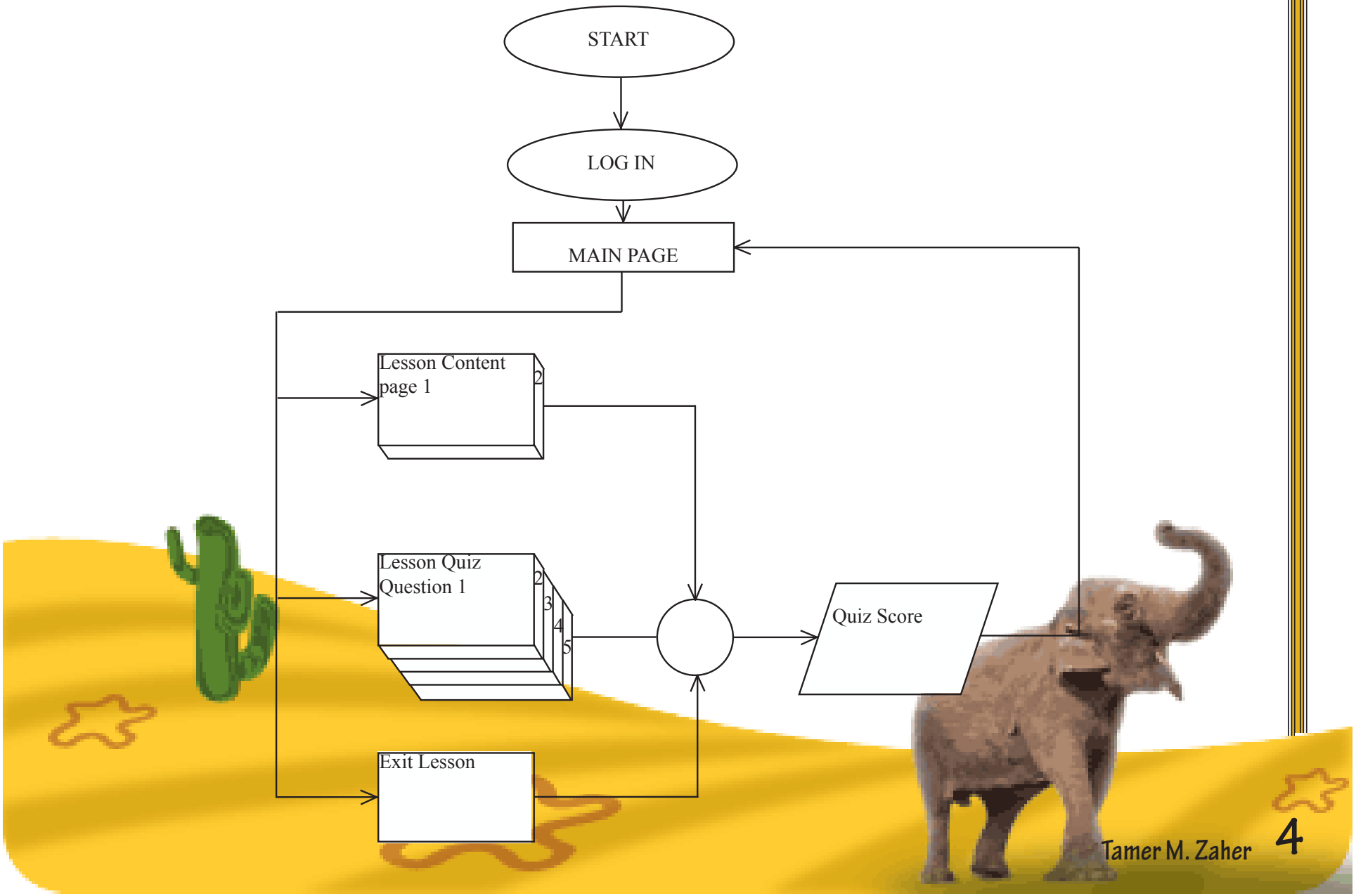
ELEPHANTS

NAVIGATION MAP



ELEPHANTS

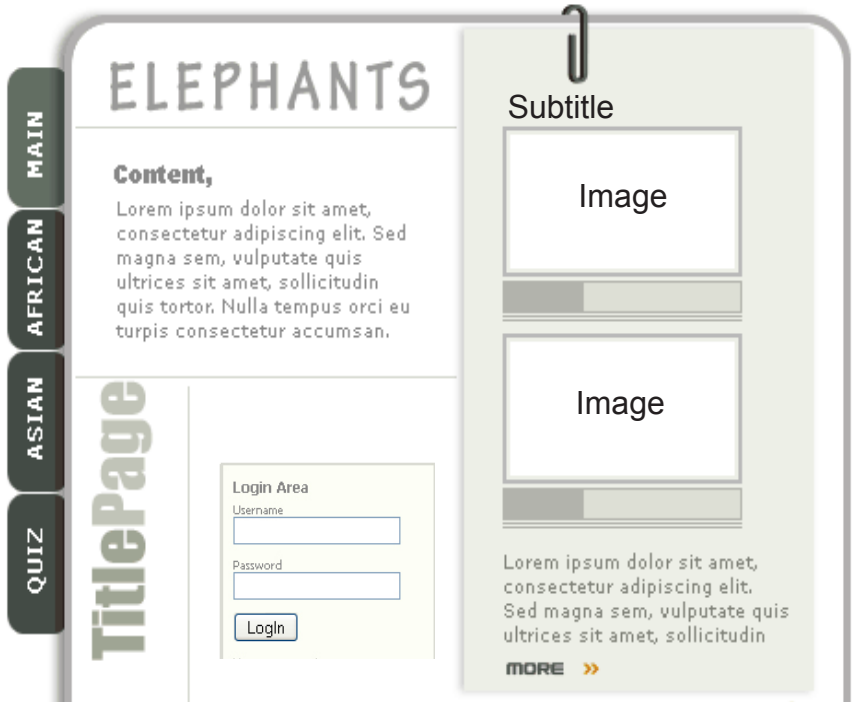
PROCESS FLOW



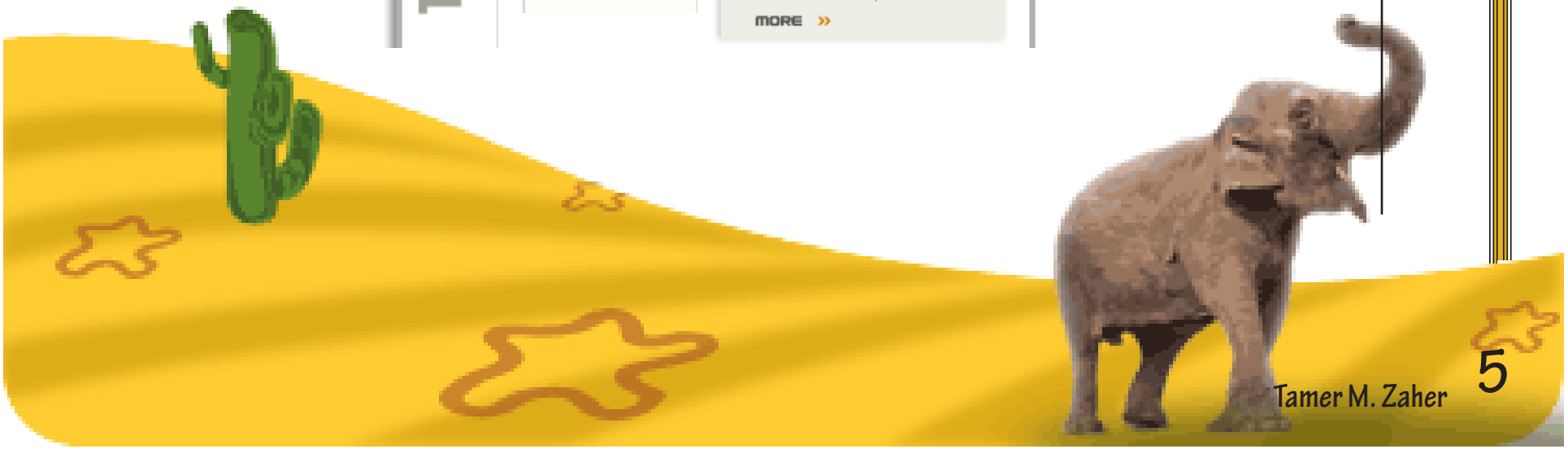
ELEPHANTS

WIRE FRAME-HOME

700 px;



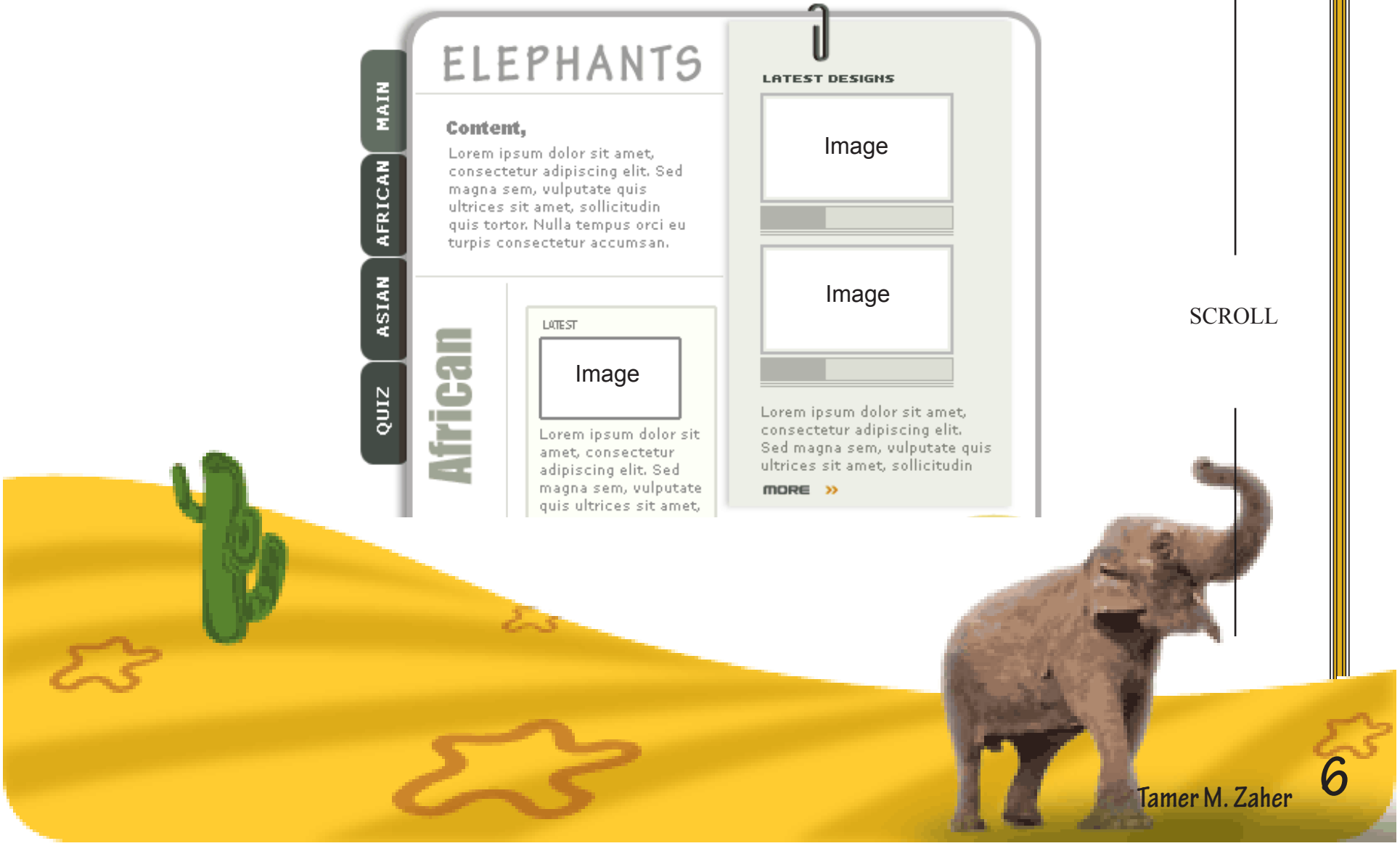
Scroll



ELEPHANTS

WIRE FRAME-AFRICAN

700 px;

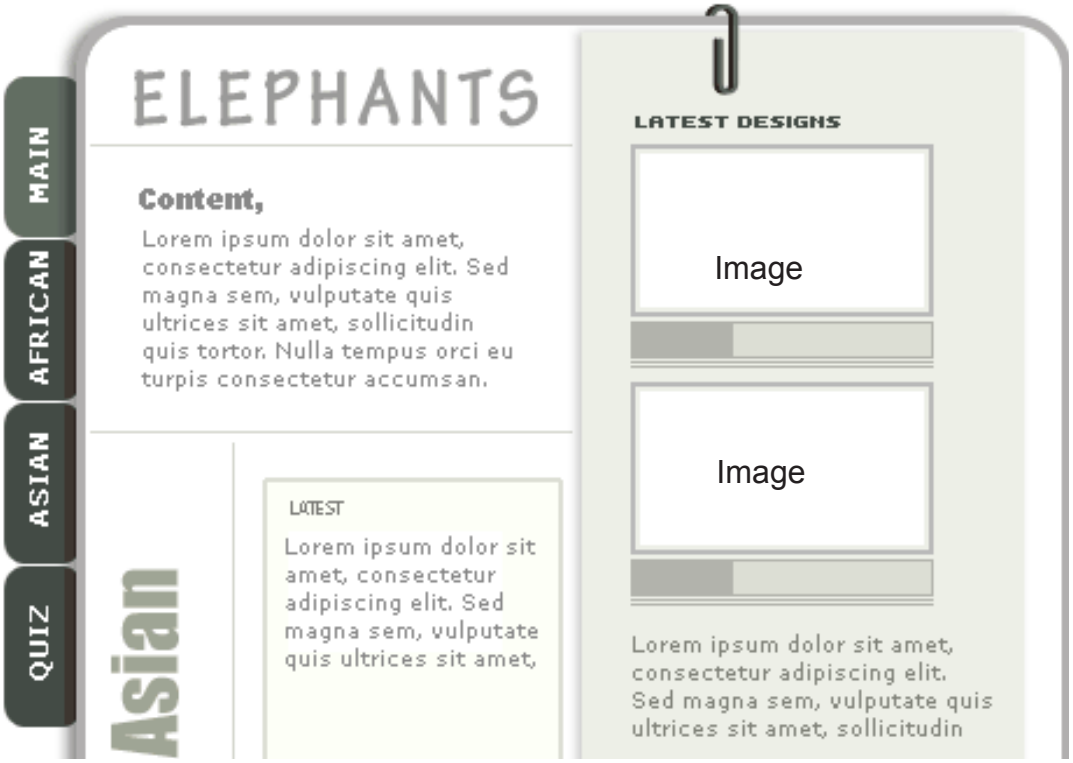


SCROLL

ELEPHANTS

WIRE FRAME-ASIAN

700 px;



SCROLL

ELEPHANTS

STYLES

Colors:

dark gray # 333333

light gray # CCCCCC

yellow # ECDC86

black # 000000

white # FFFFFF

orange # FFCC33

green # 58852E

green # 3F5C25

light green # C8CDAE

Fonts:

Tahoma, helvetica, arial, sans-serif; #999999;

ELEPHANTS

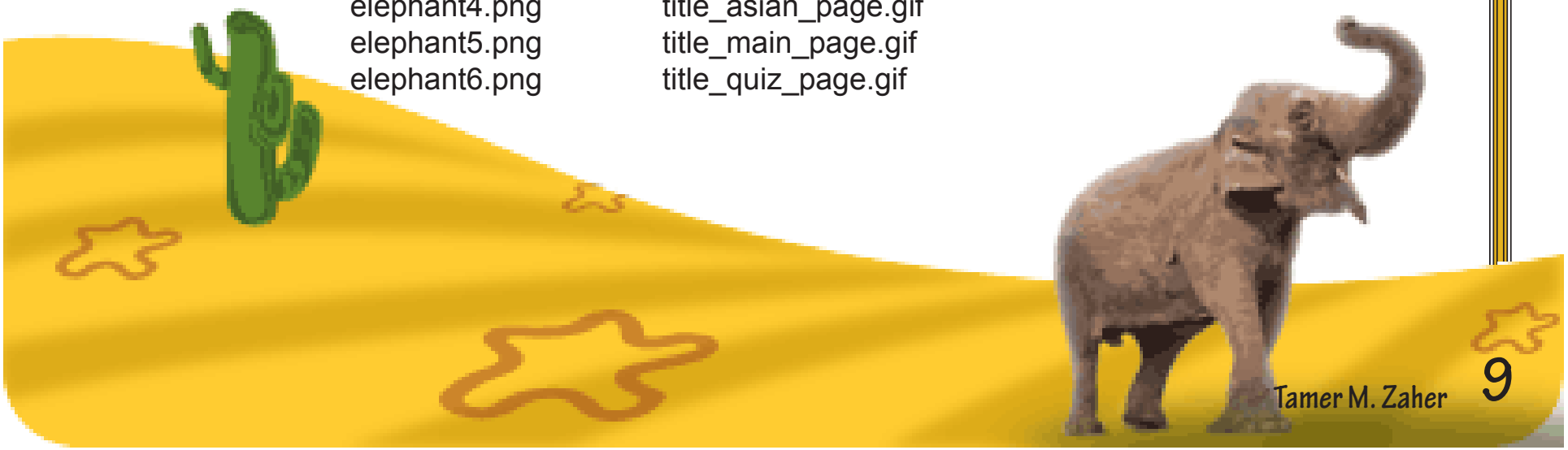
FILES

Main Directory:

index.htm
african_elephants.htm
asisan_elephants.htm
quiz1.htm
quiz2.htm
quiz3.htm
quiz4.htm
quiz5.htm
score.htm

Images Directory:

body_t.gif
btn.read.gif
border.gif
elephant1.png
elephant2.png
elephant3.png
elephant4.png
elephant5.png
elephant6.png
menu1.gif
menu2.gif
menu3.gif
menu4.gif
title.gif
title_african_page.gif
title_asian_page.gif
title_main_page.gif
title_quiz_page.gif



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CREDITS

Images:

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<www.awf.org/files/3779_file_Elephant2_Balfour.jpg>

Filetransit.com, 2006
< http://www.filetransit.com/images/screen/7f7724f979763343b189653fa5e32cda_Playful_Elephants__ScreenSaver.jpg>

Lorenz, William, gallery.hd.org, 2006
< http://mirror-us-ga1.gallery.hd.org/_exhibits/natural-science/_more2003/_more09/elephants-facing-each-other-in-Addo-Park-Eastern-Cape-South-Africa-WL.jpg>

Luminouslandscape.com
April, 2006
<http://www.luminous-landscape.com/images-45-namibia/elephants%206543%20thumb.jpg>

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May, 2008
<http://gorilla.cd/files/2008/05/elephants.jpg>

Utah Education Network
March, 2007
< http://www.uen.org/utahlink/activities/uploads/3819_a_eleph.jpg>

Text: Mackenzie, Paul 2001
< http://elephant.elehost.com/About_Elephants/about_elephants.htm>