

POLAR WHERE?

C o u n t d o w n t o M e l t d o w n 

TAMER M ZAHER

POLAR WHERE?

Countdown to Meltdown

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Company/Business Objectives: Polar Where? Magazine is dedicated to increase awareness about the dangers of global warming.

This danger does not just affect wildlife; it affects all nature. While collaborating with both profit and non-profit organizations,

Polar Where? is determined to bring you the latest on extensive scientific researches from across the globe.

Topic: Global Warming

Title: Polar Where?

Slogan: Countdown to Meltdown

Website: Index page: Portal to site and process. Magazine logo and slogan are positioned in the center of the screen.

Front Page: Overview of the topics included and links to the rest of the pages. Vertical ad on the right.

News page: Two columns include opinions, an article, news and facts. (2 ads included in this page.)

Global Temp: Earth, weather climate change over the years. Will show graphs and an awareness ad at the bottom of the page. (Will change every month to show this day on a different year in the past recording the significant difference in temperature.)

Greenhouse Effects: Greenhouse gases in the atmosphere and the radical change in current global climate. (Before and after shot will hold its place at the top of the page, 2 more ads placed and 2 columns dividing the page.)

Conservation: How conservation, reducing, and reusing materials can have a positive effect on our global climate.

Solutions: Fighting, stopping, and reducing alternatives. (Columns hold ads for related ideas)

Economy and Security: information about damages caused by climate change and strategic studies on security.

Staff: This page holds the names and titles of the staff members as well as key facts about the subject. It also includes another image of a before and after shot showing the rapid effects of global warming.

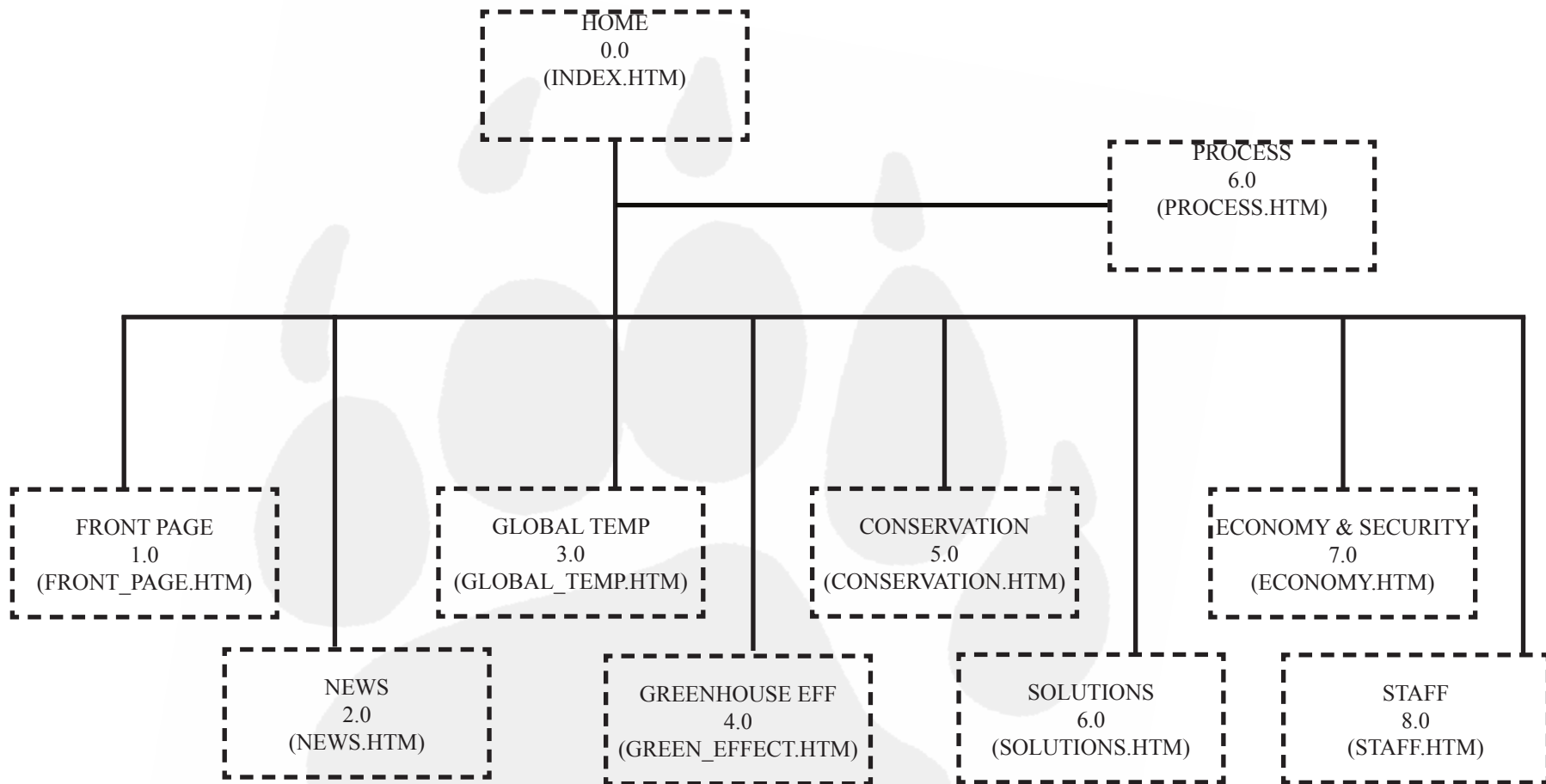
Audience: Everyone who is concerned for the environment.

Persona: Dana Berg, 34.

Occupation: elementary school teacher.

Dana has always had a concern for the environment. She recycles everything she can and she never litters. She wants to convey that message to her students in a gentle manner and is seeking more simple and up to date reading material online.

Perception/Tone: Fun, but seriously addressing the issue and the message.



LEGEND

Global



784 px;

IMAGE

IMAGE

What's causing climate change?

.....

Read more...

IMAGE

Polar Bears

.....

Read more...

IMAGE

Numbers

.....

Read more...

IMAGE

Conservation

.....

Read more...

IMAGE

Options & Solutions

.....

Read more...

IMAGE

Economy & Security

.....

Read more...

Advertisement
 Placement
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Polar Bears habitat is at risk.....

IMAGE

IMAGE

IMAGE

The polar bear is found on the arctic coasts and islands of the five.....

784 px:
Habitat and Distribution

IMAGE

Polar bears live on the annual Arctic sea ice that provides a platform from which they can hunt.....

Status

With about 22,000 polar bears living in the wild, the species is not currently endangered, but its future is far from certain. In 1973, Canada, the United States,..

Advertisement

IMAGE

Advertisement
Placement
Here

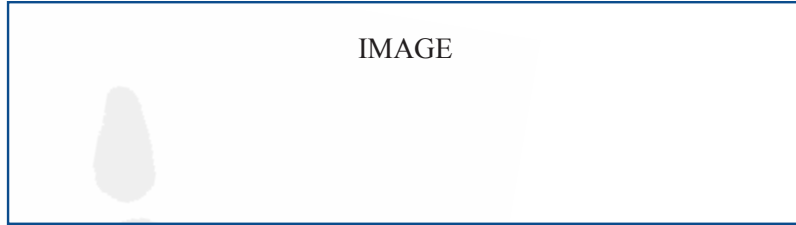
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Global Temperature

The earth is naturally warmed by rays (or radiation) from the sun which pass through the earth's atmosphere and are reflected back out to space again.

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Gobla Climate

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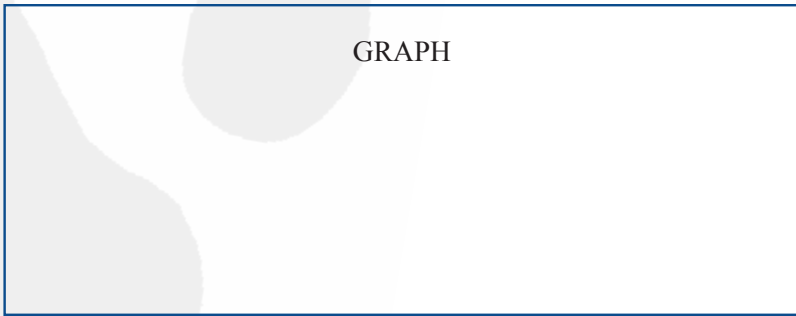


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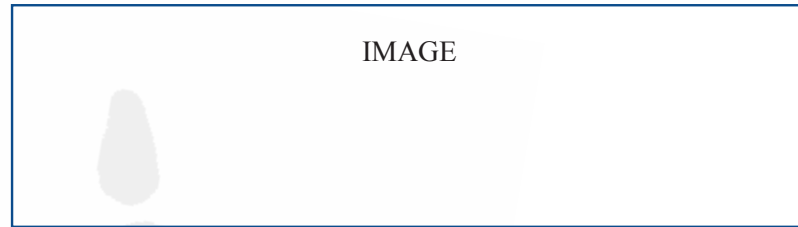


What is Climate Change?.....

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Greenhouse Effect



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Ice Thinning



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POLAR WHERE?

Countdown to Meltdown



CONSERVATION

FRONT PAGE NEWS GLOBAL TEMPERATURE GREENHOUSE EFFECTS CONSERVE SOLUTIONS ECON & SECURITY STAFF

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What is Conservation?

.....warmed by rays (or radiation) from the sun which pass through the earth's atmosphere and are reflected back out to space again.

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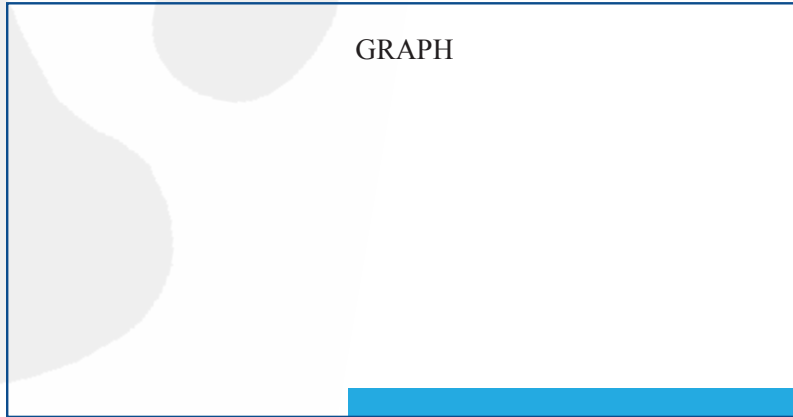
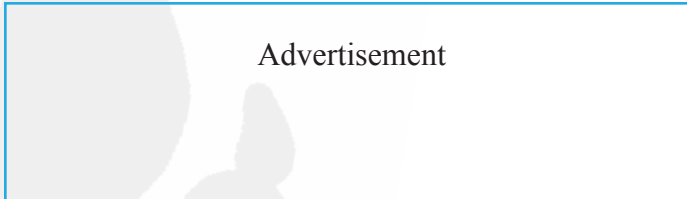
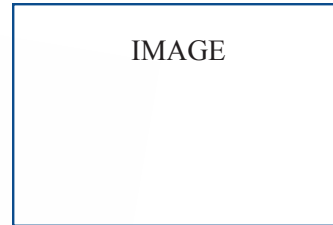
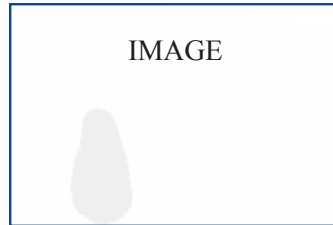
Recycling

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What are long term effects?.....

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SOLUTIONS

IMAGE

IMAGE

IMAGE

Advertisement

ALTERNATIVES

IMAGE

IMAGE

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Our Commitment:

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Staff Members

name | position

name | position

name | position

name | position

name | position



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FINDINGS

The group found that the theme works.

They found the links working properly.

They found out that the columns and the spacing between them are a problem. The advertisements need a lot of work.

Pages need headers/sub-headers.

METHODOLOGY

A group of students were selected and reviewed the site based on visual elements, layout, navigation, and content.

The data collection method used was a point system rating from 1 being poor to 5 being excellent.

RESULTS

The margins will be increased to space out the elements.

The advertisements need to be more attractive. The advertisements on the pages are below average and will be redesigned for a more visual content and form.

Images which have poor quality to them will be replaced.

The padding on the images needs to be reconfigured for a more even balance.

CONCLUSION

The site so far has many improvements to be made. The initial evaluation brought up a lot of missing elements which is very helpful.

The pages will have sub-headers.

The layout will have proper spacing.
The layout will have more unity.

The alignment will be consistent on every page.

The size of the title and slogan will be increased.

Upon further discussion, the content's font size will remain the same.

Layout

Does the portal link to the site and process book?	Disagree	1	2	3	4	5	Agree
Does every page include a header?	Disagree	1	2	3	4	5	Agree
Is the layout well organized?	Disagree	1	2	3	4	5	Agree
Is alignment consistent on every page?	Disagree	1	2	3	4	5	Agree
Would you subscribe to the site?	Disagree	1	2	3	4	5	Agree

Navigation

Links marked clearly?	Disagree	1	2	3	4	5	Agree
Do all links work from page to page?	Disagree	1	2	3	4	5	Agree

Navigation (continue)

Is the menu information displayed in logical order?	Disagree	1	2	3	4	5	Agree
Ease of Navigation?	Disagree	1	2	3	4	5	Agree
Can user find destination using menu?	Disagree	1	2	3	4	5	Agree

Content

Does slogan relate to content/theme of site?	Disagree	1	2	3	4	5	Agree
Are there grammatical errors?	Disagree	1	2	3	4	5	Agree
Is the site clean? Or cluttered with information?	Disagree	1	2	3	4	5	Agree

Content (continue)

How clear is the site's theme?	Disagree	1	2	3	4	5	Agree
Do you feel the site has enough content?	Disagree	1	2	3	4	5	Agree
Does the site meet all requirements?	Disagree	1	2	3	4	5	Agree
Is the font size readable?	Disagree	1	2	3	4	5	Agree
Is the information easily understood?	Disagree	1	2	3	4	5	Agree

Visual Elements

Does the site and process relate to each other?	Disagree	1	2	3	4	5	Agree
Overall look? (Style)	Disagree	1	2	3	4	5	Agree

Visual Elements (continue)

	Disagree	1	2	3	4	5	Agree
Is there good spacing between elements?		1	2	3	4	5	
Is the logo attractive?	Disagree	1	2	3	4	5	Agree
Overall image quality?	Disagree	1	2	3	4	5	Agree

POLAR WHERE?

Countdown to Meltdown

STYLES

FONTS: Arial, 12pts
Kristin ITC, 36pts
Mufferaw, 18pts
Verdana, 12pts

COLORS: Blue #0099cc
Grey #333333
Black #000000
White #ffffff

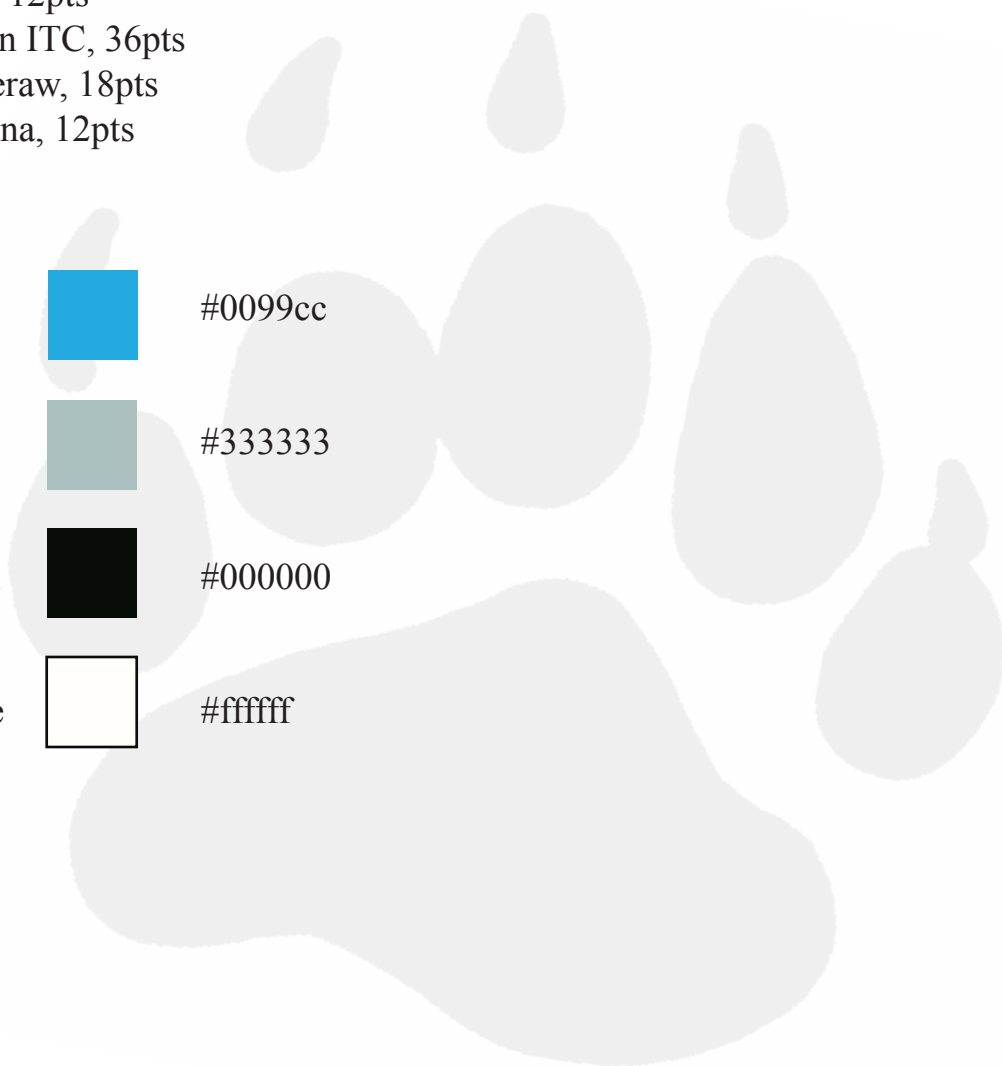


Image Credits:

Allen, Steve. Polar Bear (Alopex Lagopus) walking on snow Greenland. c. 2004

Getty Images 2008 Image # sb10064556u-001

< <http://www.gettyimages.com/Search/Search.aspx?contractUrl=1&language=en-US&family=creative&p=sb10064556u-001&src=standard>>.

Baily, Josh. Smoke Stacks. c. 2006

Baltimore Sun Web blogs 2008

< http://weblogs.baltimoresun.com/news/local/bay_environment/blog/smokestacks.jpg>.

Green, Randy. Polar Bear. c. 2003

Getty Images 2008 Image # AB71416

< <http://www.gettyimages.com/Search/Search.aspx?contractUrl=1&language=en-US&family=creative&p=AB71416&src=standard>>.

Hopkins, Ralph Lee. Northeast Svalbard Nature Preserve, Svalbard, Norway. c. 2002.

Getty Images 2008 Image # 74585622

< <http://www.gettyimages.com/Search/Search.aspx?contractUrl=1&language=en-US&family=creative&p=74585622&src=standard>>.

Image Credits (continue):

Hopkins, Ralph Lee. Northeast Svalbard Nature Preserve, Svalbard, Norway. c. 2002.

Getty Images 2008 Image # 74937112

< <http://www.gettyimages.com/Search/Search.aspx?contractUrl=1&language=en-US&family=creative&p=74937112&src=standard>>.

Nicklen, Paul. Arctic Ocean. c. 2004

Getty Images 2008 Image # 78943316

< <http://www.gettyimages.com/Search/Search.aspx?contractUrl=1&language=en-US&family=creative&p=78943316&src=standard>>.

O'neili, Bahia. In Los Glaciers National Park 1. c. 2007

Travel Blog 2008

< <http://img5.travelblog.org/Photos/24856/224060/f/1734383-Bahia-Onelli-in-Los-Glaciers-National-Park-1.jpg>>.

Schmitt, Thomas. Norway, Svalbard Islands, Spitsbergen, polar bear lying on rock Jul 2004, Liefdefjorden. Ursus maritimus. c. 2004

Getty Images 2008 Image # 200384047-001

< <http://www.gettyimages.com/Search/Search.aspx?contractUrl=1&language=en-US&family=creative&p=200384047-001&src=standard>>.

Image Credits (continue):

Simon, Joel. Polar Bear (Thalarctos maritimus). c. 2005

Getty Images 2008 Image # dv528004

< <http://www.gettyimages.com/Search/Search.aspx?contractUrl=1&language=en-US&family=creative&p=dv528004&src=standard>>.

Taylor, Sarah. Polar Bear Cubs. c. 2007

Solar Navigator 2008

< http://www.solarnavigator.net/animal_kingdom/animal_images/Polar_bear_cubs_ursus_maritimus.jpg>.

Thompson, Jacob. polar_bear_knut_380. c. 2007

Channel 4 2008

< http://www.channel4.com/news/media/2007/03/week_4/polar_bear_knut_380.jpg>.

Tyler, Jonathan. 4 glaciers. c. 2004

Prince William Sound Cruises 2008

< <http://www.princewilliamsoundcruises.com/glacier-photos/thumbnails/4-glaciers-15.jpg>>.

Van Bloomberg, Robert. Climate Change and Global Warming. c. 2008

AOL Entertainment 2008

< <http://www.aolcdn.com/aolr/global-issues-warming-400a042007.jpg>>