



Bachelor of Communication (Honours) Broadcasting

Year One Semester one

06/2025

Multimedia Design and Application

Assignment One: Task Two: Project Story Board

Topic: Youth For Earth- Global Climate Change Awareness for Teens

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Class: T1

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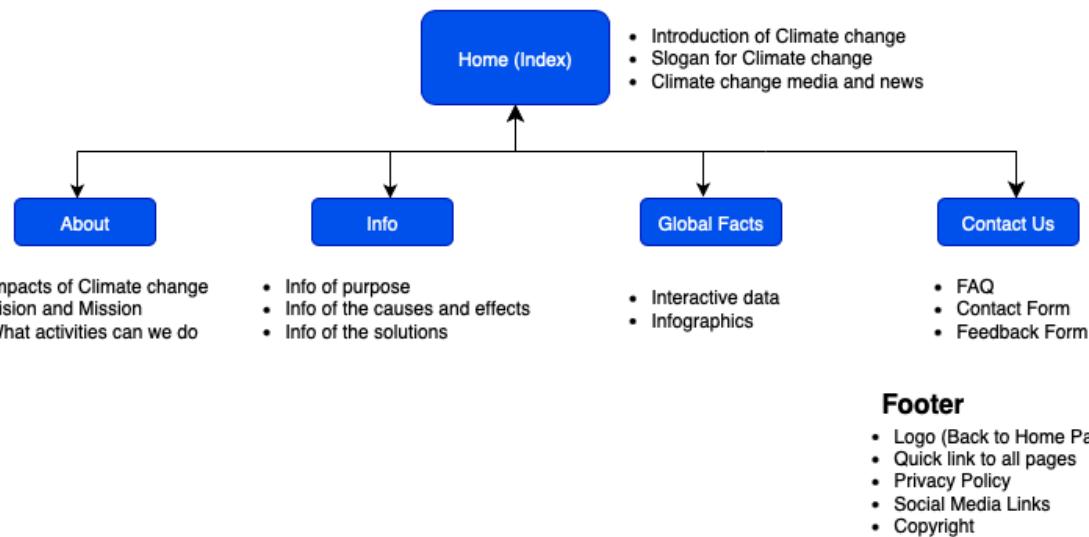
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1. Sitemap

Header

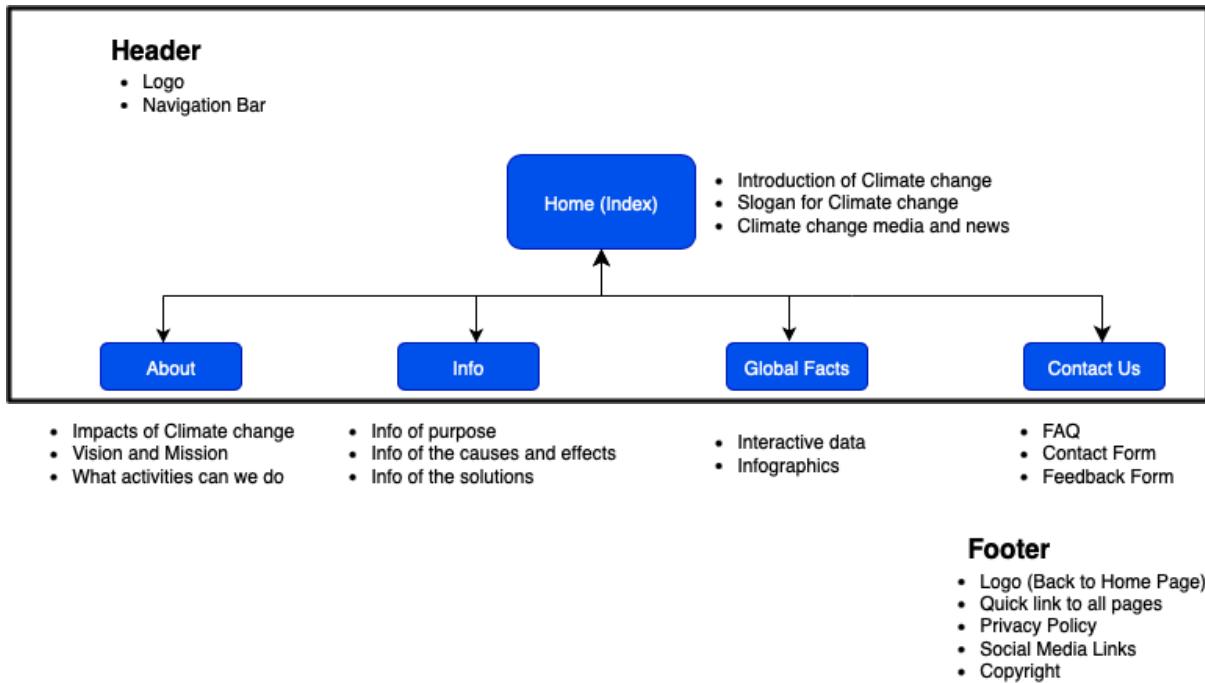
- Logo
- Navigation Bar



Footer

- Logo (Back to Home Page)
- Quick link to all pages
- Privacy Policy
- Social Media Links
- Copyright

2. Site Organization



For my website, I chose a combination of linear and hierarchical structure to optimise the user experience and also more easy use for the users. The hierarchical structure is to help the users quickly find content based on topics without having to scroll endlessly. This organization is good for educational sites for it categorizes large amounts of information logically. Moreover, linear structure lets the users go through the content step-by-step in sequence, which works well for explaining concepts. The organization is to keep learning structured and ensure users do not miss important background before reaching solutions. For your information, links to external websites include contact form, feedback form, and social media links are integrated into this linear structure to ensure users read the content in a logical order.

3. Navigation type and style

Site Structure Navigation

- This site structure navigation helps users understand where they are in the overall hierarchy of the site .
- I will also add a navigation bar at the top so that visitors can jump directly to any section without having to go back repeatedly
- This navigation structure is designed to be user-friendly to help the users to reduce confusion and to enhance the user experience.
- The clear site structure navigation helps teens explore the topic at their own pace.

Function Navigation

- This navigation leads users to the site's functional pages and allows users to access special features or tools that are not part of the main content structure.
- The “Youth For Earth- Global Climate Change Awareness for Teens” website has a functional navigation menu that is located at the bottom of the page. This navigation menu is connected to important pages such as Privacy Policy, Social Media Links, Footer, and more.
- This navigation structure helps users interact with the website instead of just reading passively.

Reference Navigation

- Reference navigation provides links to related external or internal resources that give users more information without disrupting their current browsing flow.
- I will add internal references like hyperlinks inside of my content. This is to encourage users to explore more in-depth information if they're curious.
- Users can choose to dive deeper into areas if they find it interesting.

Dynamic Navigation

- Dynamic navigation changes or updates based on **user interactions**, **preferences**, or **content updates**, such as **contact forms** or **search forms**, and integrates them into the footer section of all subpages on the website.
- This is to make users feel part of a living, global movement rather than just reading static information.

Step Navigation

- Step navigation is to guide users through a sequence of steps or stages to complete a process or learn something in a specific order.
- In my info page, I will use step navigation to guide users through a clear learning path. They will understand climate change step-by-step, starting with the purpose of the climate change, followed by its causes, then its effects, and finally possible solutions.
- This ensures that the teenagers learn in a logical order without missing key information.

Hamburger Menu

- Hamburger menu is a button with three horizontal lines that hides the website's navigation links until you click or tap it.
- It will appear on the mobile phone or small-screen layouts to save space.
- The hamburger menu hides the entire navigation and shows it when clicked, it is good for mobile.

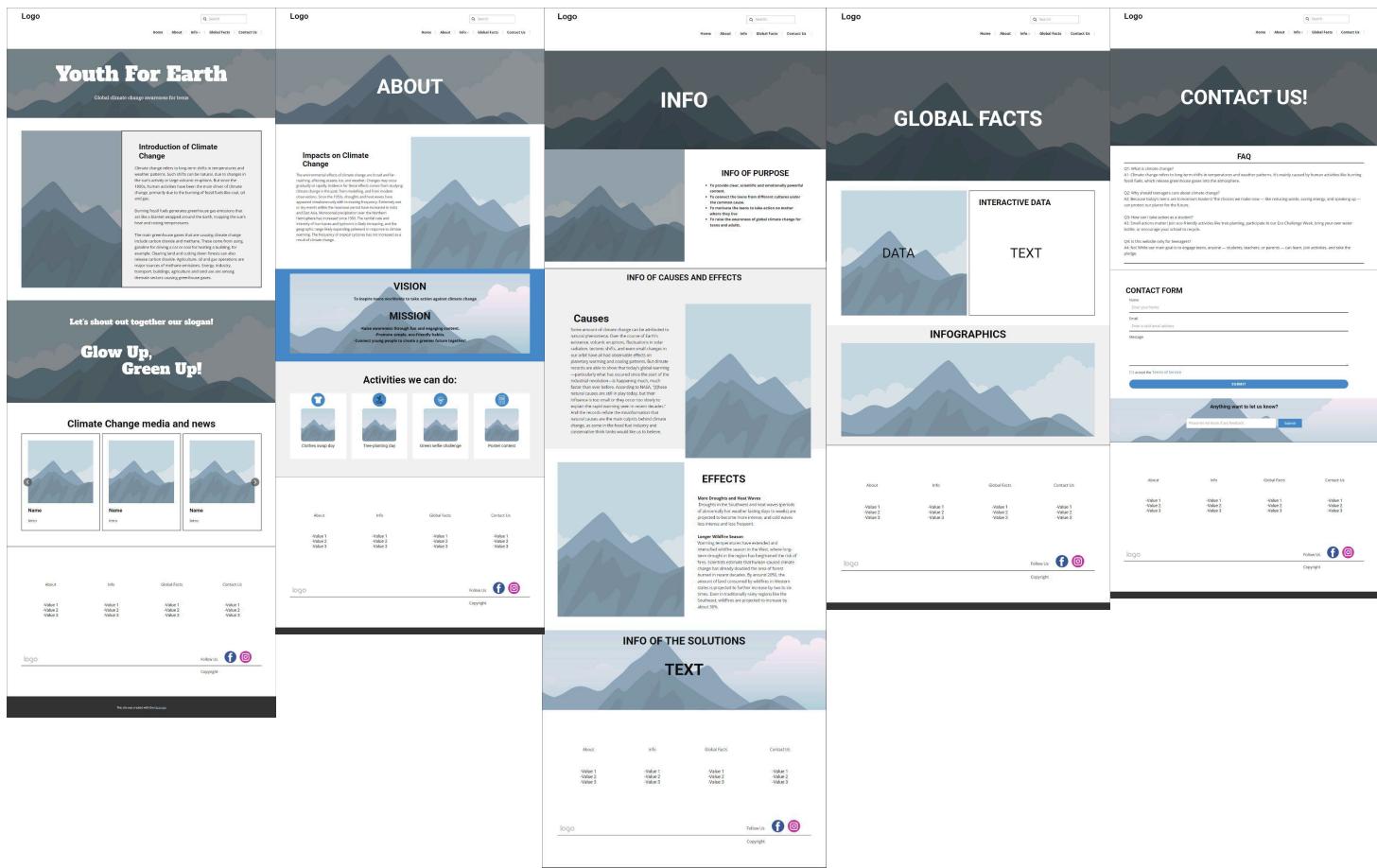
Dropdown Menu

- The dropdown menu is a navigation link that reveals a list of sub-links when you hover your mouse or click or tap on it.
- I use dropdown menu designs that are not limited to the navigation bar; they will also be seamlessly integrated into the hamburger menu interface for a consistent and user-friendly experience.
- The dropdown menu is to save space in the navigation bar by hiding subpages or categories under a main heading.

Footer

- In the footer of this site, a horizontal line will be used to delineate the copyright section, including social media links, and to separate the logo from the top and the bottom. The logo is used as a navigational tool to lead users back to the homepage.
- Quick links to “About”, “Info”, “Global Facts” and “Contact Us” are also provided for easy access to relevant content.
- The copyright, social media links and logo sections will be placed to the left at the bottom of the footer. It can let the global users find essential info easily without scrolling back up and offers quick navigation for users who have scrolled to the bottom.

4. Wireframe



Logo

Search

Home | About | Info | Global Facts | Contact Us

Youth For Earth

Global climate change awareness for teens



Introduction of Climate Change

Climate change refers to long-term shifts in temperatures and weather patterns. Such shifts can be natural, due to changes in the sun's activity or large volcanic eruptions. But since the 1800s, human activities have been the main driver of climate change, primarily due to the burning of fossil fuels like coal, oil and gas.

Burning fossil fuels generates greenhouse gas emissions that act like a blanket wrapped around the Earth, trapping the sun's heat and raising temperatures.

The main greenhouse gases that are causing climate change include carbon dioxide and methane. These come from using gasoline for driving a car or coal for heating a building, for example. Clearing land and cutting down forests can also release carbon dioxide. Agriculture, oil and gas operations are major sources of methane emissions. Energy, industry, transport, buildings, agriculture and land use are among the main sectors causing greenhouse gases.

Let's shout out together our slogan!

**Glow Up,
Green Up!**

Climate Change media and news



Name
Intro



Name
Intro



Name
Intro

About Info Global Facts Contact Us

-Value 1	-Value 1	-Value 1	-Value 1
-Value 2	-Value 2	-Value 2	-Value 2
-Value 3	-Value 3	-Value 3	-Value 3

Follow Us  

Copyright

This site was created with the [HuskyJS](#)

About

-Value 1
-Value 2
-Value 3

Info

-Value 1
-Value 2
-Value 3

Global Facts

-Value 1
-Value 2
-Value 3

Logo

Search

Home | About | Info | Global Facts | Contact Us |

ABOUT

Impacts on Climate Change

The environmental effects of climate change are broad and far-reaching, affecting oceans, ice, and weather. Changes may occur gradually or rapidly. Evidence for these effects comes from studying climate change in the past, from modeling, and from modern observations. Since the 1950s, droughts and heat waves have appeared simultaneously with increasing frequency. Extremely wet or dry events within the monsoon period have increased in India and East Asia. Monsoonal precipitation over the Northern Hemisphere has increased since 1980. The rainfall rate and intensity of hurricanes and typhoons is likely increasing, and the geographic range likely expanding poleward in response to climate warming. The frequency of tropical cyclones has not increased as a result of climate change.



VISION
To inspire teens worldwide to take action against climate change

MISSION
 -Raise awareness through fun and engaging content.
 -Promote simple, eco-friendly habits.
 -Connect young people to create a greener future together!

Activities we can do:

- 
Clothes swap day
- 
Tree-planting day
- 
Green selfie challenge
- 
Poster contest

About

-Value 1
-Value 2
-Value 3

Info

-Value 1
-Value 2
-Value 3

Global Facts

-Value 1
-Value 2
-Value 3

Contact Us

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VISION
The younger voices will inspire the older
a voice against climate change

MISSION
 The next generation has the power to make
a change. By connecting them and
engaging them, we can make a
difference. Our mission is to create a
greener future for everyone.

Activities we can do:

- 
Clothes swap day
- 
Tree-planting day
- 
Green selfie challenge
- 
Poster contest

About

-Value 1
-Value 2
-Value 3

Info

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-Value 2
-Value 3

Contact Us

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-Value 2
-Value 3

Follow Us  

Copyright

Logo

Search

Home | About | Info | Global Facts | Contact Us

INFO

INFO OF PURPOSE

- To provide clear, scientific and emotionally powerful content.
- To connect the teens from different cultures under the common cause.
- To motivate the teens to take action no matter where they are.
- To raise the awareness of global climate change for teens and adults.

INFO OF CAUSES AND EFFECTS

Causes

Some amount of climate change can be attributed to natural phenomena. Over the course of Earth's existence, volcanic eruptions, fluctuations in solar radiation, tectonic shifts, and even small changes in our orbit have all had observable effects on planetary warming and cooling patterns. But climate records are able to show that today's global warming—particularly what has occurred since the start of the industrial revolution—is happening much, much faster than ever before. According to NASA, "[t]hese natural causes are still in play today, but their influence is too small or they occur too slowly to explain the rapid warming seen in recent decades." And the records refute the misinformation that natural causes are the main culprits behind climate change, as some in the fossil fuel industry and conservative think tanks would like us to believe.



EFFECTS

More Droughts and Heat Waves

Droughts in the Southwest and heat waves (periods of abnormally hot weather lasting days to weeks) are projected to become more intense, and cold waves less intense and less frequent.

Longer Wildfire Season

Warning temperatures have extended and intensified wildfire season in the West, where long-term drought in the region has heightened the risk of fires. Scientists estimate that human-caused climate change has already doubled the area of forest burned in recent decades. By around 2050, the amount of land consumed by wildfires in Western states is projected to further increase by two to six times. Even in traditionally rainy regions like the Southeast, wildfires are projected to increase by about 30%.



INFO OF THE SOLUTIONS

TEXT

About Info Global Facts Contact Us

-Value 1	-Value 1	-Value 1	-Value 1
-Value 2	-Value 2	-Value 2	-Value 2
-Value 3	-Value 3	-Value 3	-Value 3

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INFO OF THE SOLUTIONS

TEXT

ABOUT
-Value 1
-Value 2
-Value 3

INFO
-Value 1
-Value 2
-Value 3

GLOBE FACTS
-Value 1
-Value 2
-Value 3

CONTACT US
-Value 1
-Value 2
-Value 3

Follow Us  

Copyright

10

Logo

Home | About | Info | Global Facts | Contact Us |

GLOBAL FACTS



INTERACTIVE DATA

TEXT

INFOGRAPHICS



About

-Value 1
-Value 2
-Value 3

Info

-Value 1
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-Value 3

Global Facts

-Value 1
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Contact Us

-Value 1
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logo

Logo



GLOBAL FACTS



DATA

INTERACTIVE DATA

TEXT



INFOGRAPHICS

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CONTACT US!

FAQ

Q1: What is climate change?
A1: Climate change refers to long-term shifts in temperatures and weather patterns. It's mainly caused by human activities like burning fossil fuels, which release greenhouse gases into the atmosphere.

Q2: Why should teenagers care about climate change?
A2: Because today's teens are tomorrow's leaders! The choices we make now — like reducing waste, saving energy, and speaking up — can protect our planet for the future.

Q3: How can I take action as a student?
A3: Small actions matter! Join eco-friendly activities like tree planting, participate in our Eco Challenge Week, bring your own water bottle, or encourage your school to recycle.

Q4: Is this website only for teenagers?
A4: No! While our main goal is to engage teens, anyone — students, teachers, or parents — can learn, join activities, and take the pledge.

CONTACT FORM

Name

Email

Message

I accept the Terms of Service

SUBMIT

Anything want to let us know?
 Submit

About

-Value 1
-Value 2
-Value 3

Info

-Value 1
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-Value 3

Global Facts

-Value 1
-Value 2
-Value 3

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-Value 3

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logo

5. Description on feature & functions

Overall Website Design

Logo

- A simple and memorable logo representing Youth for Earth with a globe and a green leaf to symbolize sustainability and youth action.
- Logos will be featured both in the footer and the navigation bar of the website.
- Clicking the logo will lead the user to return back to the homepage.

Graphics

- The website will include the infographics, climate-related illustrations, icons and images of youth activities.
- Makes some climate change information easier to understand.
- To engage teens emotionally and visually, encouraging them to explore more on the website.

Navigation Bar

- When hovering the mouse over a link in the navigation bar, a change colour effect will appear to enhance user interaction.
- I put a top horizontal navigation bar with main links to provide clear site structure navigation so that users can easily access any section.
- Dropdown and hamburger menu ensure smooth browsing on both desktop and mobile devices.

Home Page

- The same background colour will be used to make the overall simplicity, with different coloured fonts to differentiate the title from the content, to make sure users do not feel visually fatigued by excessive colour changes when browsing.
- A visually engaging landing page with a hero banner.
- Quick access links to other sections.

About Page

- My website will include a slogan like “Glow Up, Green Up”.
- Builds trust and credibility by showing the project’s goals and users to join and connect with the movement.
- Explain the impacts of climate change and add some activities to let users join and know more about climate change to raise the awareness of it.

Info Page

- To educate teens in a simple, structured learning path.
- To help them understand global warming and its impacts logically
- Uses infographics, and short texts to explain complex information clearly.

Global Facts Page

- A dedicated page listing key climate issues with visuals and short explanations:
 - Global Warming
 - Rising Sea Levels
 - Extreme Weather Levels
- To provide scientific and reliable information in a way teens can understand easily and know more about it.
- To raise awareness about the global urgency of climate change.

Contact Us Page

- My website will include a contact form with fields like Name , Email, Message etc.
- Will add social media icons for faster connection.
- Allow users to communicate directly with the project team and also encourages feedback, activity sign-ups, or collaboration opportunities.
- To strengthen up the sense of a global community and make users feel heard.

Responsive Layout

- The website design automatically adjusts to different devices like desktop, tablets, and smartphones.
- To maintain the consistent typography, colour scheme, and graphics across all screen sizes.
- To ensure users have a smooth experience no matter what device they use.
- Prevents distorted images, cutoff text, and making the site more professional.

6. Mood Board

Logo

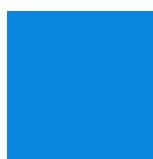
Primary Logo



Alternate Logo



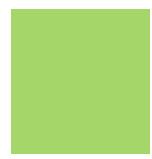
Colour Palette



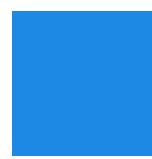
0a86df



#2E7D32.



#A5D66A



#1E88E5

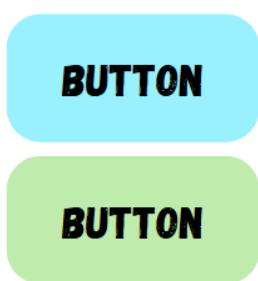


#212121



#5A7C3C

Button



Fonts

Your paragraph text
Archivo Black Font
(Headline)

Your paragraph text
Hello there!
Poppins Font
(Sub headline & content)

Social media links



Mood Board



7. Visual Element

Colour Scheme

- **Primary Green (#2E7D32)**: Used for headings, buttons, and key highlights to symbolize growth, sustainability, and eco-activism.
 - **Secondary Blue (#1E88E5)**: Applied in links, icons, and infographics, representing water, trust, and global connection.
 - **Accent Light Green (#A5D66A)**: Used in hover effects, section backgrounds, and callouts, giving a fresh and youthful energy.
 - Neutral Dark Gray (#212121): For body text and outlines, ensuring readability and balance.
- Gradient Greens (#B6D37D → #5A7C3C): Background option for hero sections or banners, creating an environmental atmosphere.

Typography

- Bold sans-serif font: Headings
- Medium-weight sans-serif: Subheadings
- Simple sans-serif: Body text

Images



Videos

- https://youtu.be/jAa58N4Jlos?si=7LUnUKYKAxBpY_xM
- <https://youtu.be/SLEenW2UiUw?si=ZryySVSEjDgbgseW>
- https://youtu.be/o9OzTz91WK4?si=9HuytA_tv41hzTTg
- https://youtu.be/DhhVr5iLF-c?si=oD8HAhDh_rM-lfcw