

Project Template

By: Eric Bachmeier, Allyson Forrest, Michael Singh, Macallum Tepsich

Project title and rationale	<p>In sports, we must talk.</p> <p>Our project seeks to educate and inform individuals of the issues in sport. For instance, mental health can directly and indirectly impact those in the sporting community and surrounding area. This topic has been of growing importance as new light is continuously shed on it, raising awareness and support. By creating a page that allows individuals to become involved in the conversation and learn more about the topic, we hope to lower the stigma that surrounds this important topic.</p> <p>By using sports, it allows individuals to relate and connect to an issue/topic. We want to shed some light on issues that are often overlooked in sport because these "superstar" athletes tend to come with a perception that they are immune to issues-- however, they are human too – just like each and every one of us.</p> <p>Hockey creates a community in the rink and we hope to carry on this community outside the rink, providing people with the opportunity to connect, explore, and educate themselves on the issues in their community. This site will be the voice for issues that have no voice – In sports, we must talk.</p>
Topic(s) & theme(s)	Issues in Sports – We will cover, but are not limited to, mental health, concussion issues, body image, the role of women in sports.
Format / presentation	We have chosen to develop a website for these issues and have articles for our viewers. On this website there will access to a Twitter feed to allow individuals to join the conversation and fully immerse themselves in the topics they are interested in. This will carry on the natural feel of online discussion boards that most hockey teams have, although will raise important issues rather than discussions that lack depth.
Audience	Although our primary focus will be surrounding the culture of sport, our audience will not solely be those who are interested in, or follow a specific sport or team. Our goal is to present

	<p>accurate information to a wide variety of individuals regardless of their interest in sports.</p> <p>Ideally we will not aim to focus on a specific demographic, but rather present information to those who are interested in becoming increasingly aware of mental health, body image etc... relating to the culture of sport and society as a whole.</p> <p>Given we are presenting these sports related issues in a website format, our audience will firstly be young males and females interested in sports. That is, until the audience recognizes that the content is applicable to many subjects other than sports, thus the audience will become increasingly broader as time progresses.</p> <p>Essentially, we would ideally like to connect to an audience not solely interested in sports, but rather in issues everybody can relate too. By using sports as our platform to connect, we reach out to a younger audience where these issues are becoming applicable and relatable.</p>
Team	<p>Our team consists of 4 people: Eric Bachmeier, Allyson Forrest, Michael Singh, and Macallum Tepsich.</p> <p>Eric Bachmeier - Software developer and Computer Science Major</p> <p>Allyson Forrest - Majoring in Kinesiology with emphasis on the connection between mental health and sport</p> <p>Michael Singh – Former semi-professional soccer player, majoring in English and Kinesiology, pursuing certificates in Writing and Professional Communication with an emphasis on sports journalism.</p> <p>Macallum Tepsich – Majoring in Media, Information, and Technoculture with an emphasis on journalism</p> <p>In order to create a fully operational website with a constant flow of information, we need four group members. One to create the platform and three to gather and write/edit the current content. Without four group members, the website would be missing a key element, currency.</p>
Project segments / responsibilities	<p>The most dominant segments of our project are the base website to host and organize all of our content. Aside from that, we have segments that all need to come together</p>

	including articles, photos, tweets, and sources of news stories for our audience.
Task distribution	<ol style="list-style-type: none"> 1. [5 hours] Eric – Create framework for website with multiple pages. 2. [3 hours] Eric – Style website colours, fonts, sizes, and create mobile responsive layout for phone / tablet users. 3. [1 hour] Eric – Create and link twitter feed to the homepage with infinite scroll. 4. [2 hours] Eric – Create content boxes for photos, description, and article summaries for user navigation. 5. [1 hour] Eric – Create template for each article. 6. [2 hours] Eric – Create multiple template formats for different articles and photo sizes. 7. [3 hours] Eric – Bring all the web content together in one place with the navigation. 8. [1 hour] Eric – Add a functional comments / feedback form for class to submit messages to our group. 9. [2 hours] Everyone gather sources to start brainstorming about the articles they wish to write. 10. [1 hour] Everyone – Submit some ideas for titles of articles they wish to write. 11. [Incomplete] Eric – Complete blank fields for group information and photos 12. [Incomplete] Eric – Format and store articles on the server and link all on the articles page. 13. [Incomplete] Everyone – Test website to ensure no broken links or corrupt image sources. 14. [Incomplete] Allyson – Design the aesthetics of the website including all photos, Writer/Editor 15. [Incomplete] Allyson – Drawing connections between the common issues found and sports 16. [Incomplete] Michael – Writer/Editor/Gather interviews from NHL/NCAA Hockey/Soccer Players 17. [Incomplete] Macallum - Writer/Editor/Gather interviews from NHL players, NCAA lacrosse players, and Canadian road cyclists 18. [On-Going] Everyone - Run Twitter Feed
Timetable	<p>Eric aims to have tasks 1 through 8 completed by the midterm presentation on 2/29/16</p> <p>Article Ideas -</p> <p>Rough Draft Articles -</p> <p>Good Copy Articles -</p>

	Articles uploaded to website - Social Media Promotion of Articles - Final Presentation Date – Monday April 4 th
Promotion	We have created a public Twitter account for updates and latest stories to be shared on. Twitter has become a prominent source for breaking news/information catered to a specific person's interests – generally a younger demographic. It has become the prominent source for promoting websites/articles. A news feed of these tweets is integrated into the website's homepage for the user to scroll through our social media platform.