STATEMENT:

We are trying to tell the personal stories of activists in Ferguson to reshape the narrative and tell a nationally-recognized story through a local lense.

This story is about 2014 protests in Ferguson over the death of Mike Brown and Dr. Mislan's following research papers regarding activists' perspectives who were at the center of the movement. The angle of this story is focusing on specific activists' voices and giving them space to tell their story. The focus will reframe and reinterpret their story from how activists were portrayed in national media.

Our design elements are:

- Research team and introduction of the study
- Arguments from the interviews with activists
    - Demographics
- MAPS, location of demonstrations, as interactive as possible (e.g. click on some buttons and show some relative documents, photos)
- Other data: social media, especially Twitter; photos; archives, such as documents from Department of Justice in Saint Louis

Additionally, the site will not paint social justice issues with a biased brush; rather, the focus will be on individual activists and their personal experiences.

The audience of our website will include young people younger than 25, news organizations, government officials and other people who are interested in social justice issues.

Highlights of the website include presenting the outcomes of the research, focusing on the activists' voices, reframing and reinterpreting the story shown across national media, and sharing with a bigger audience across the country. Stories all over the national media were told out of context, with little knowledge or information on the actual events that had occurred in Ferguson. We want to highlight the activists' voices to get the stories from their personal experiences of the events in Ferguson out onto national media platforms.

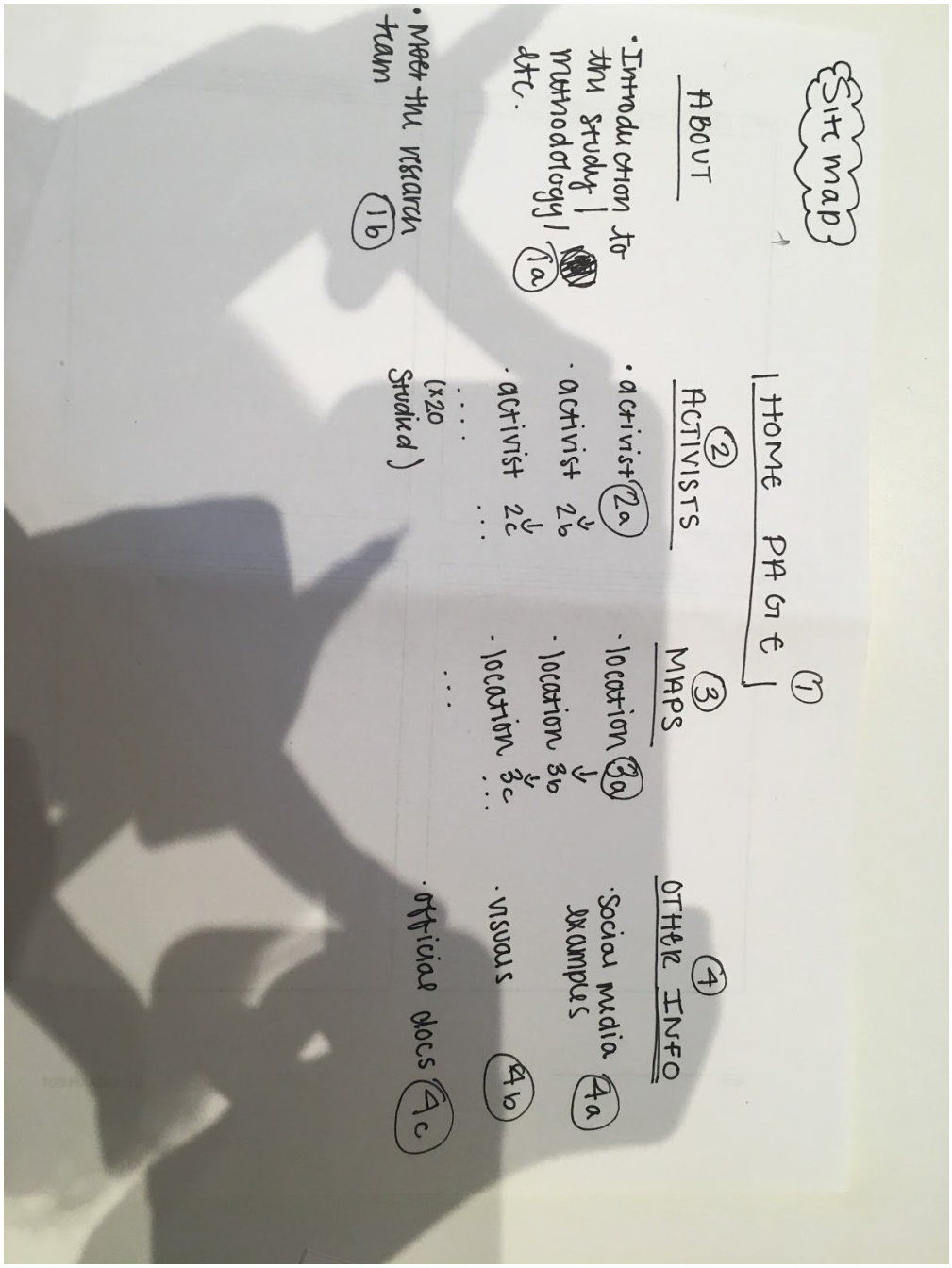
Our design decisions are focused on being simple and informative to show the perspectives of the activists involved in the Ferguson demonstrations. The color scheme will include white and dark grey, possibly with a splash of yellow because we want to keep the sight mainly directed toward providing the information from the research conducted by Dr. Mislan. We decided to keep the colors neutral to not draw attention away from the main point of the website. Bright colors (except for highlights in yellow, which are mainly used for the navigation bar and the site title) will be excluded because they are not appropriate for the site's true meaning: highlighting activists' experiences speaking out about police brutality.

We might include the professional social media pages of the activists to show what they stand for/the core values of their activism, as well as background information on the events leading up to and that occurred in Ferguson, Missouri. We will mainly be using the research provided by Dr. Mislan.

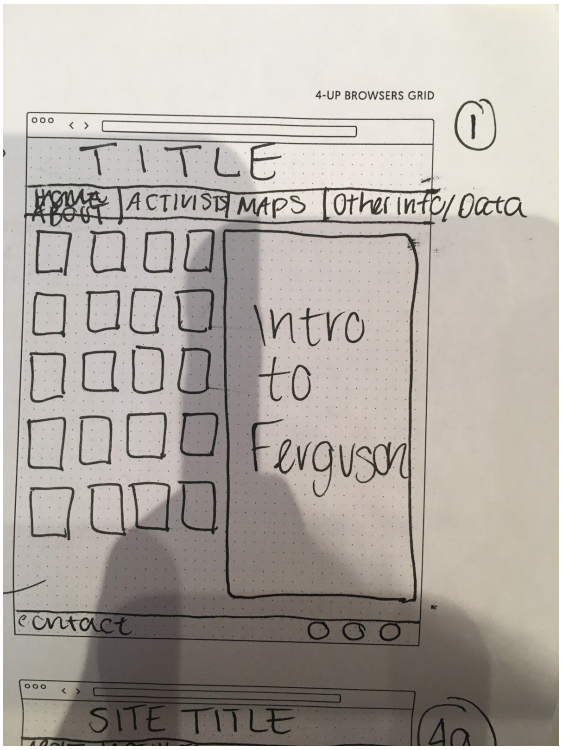
Headline and intro

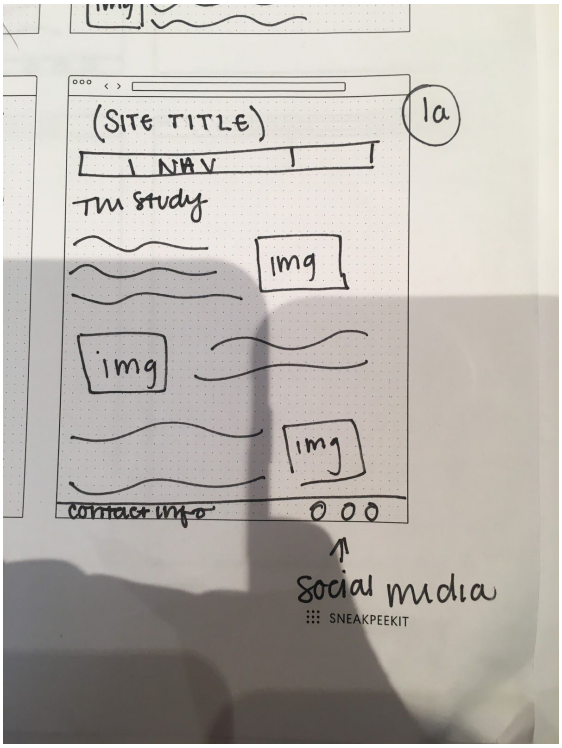
- **Headline:** “Activists in Ferguson”
- **Intro:** After the shooting of high school graduate Michael Brown, thousands of activists gathered in the streets of Ferguson, Missouri to protest police brutality. As demonstrations increased and tensions escalated, different stories spread quickly throughout the nation about the events that occurred in Ferguson.
  The activists involved have their own personal experiences of Ferguson. Meet the activists, hear their stories.

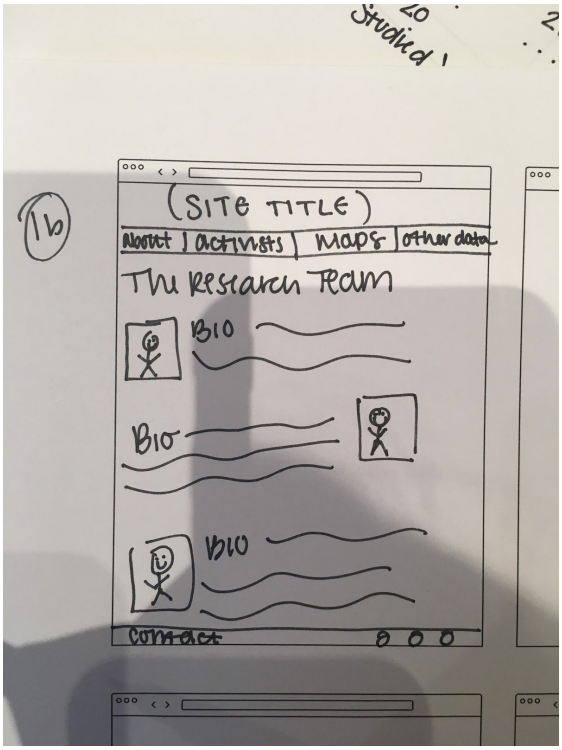
SITE MAP

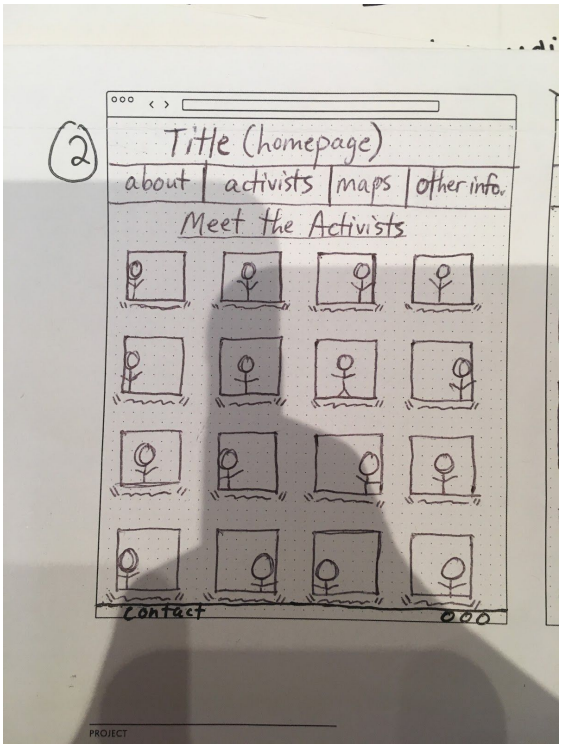

Site map
HOME PAGE (1)
ABOUT
• Introduction to the study / methodology / etc. (1a)
• Meet the research team (1b)
ACTIVISTS (2)
• activist (2a)
• activist 2b
• activist 2c
...
(x20 Studied)
MAPS (3)
• location (3a)
• location 3b
• location 3c
...
OTHER INFO (4)
• Social media examples (4a)
• visuals (4b)
• official docs (4c)

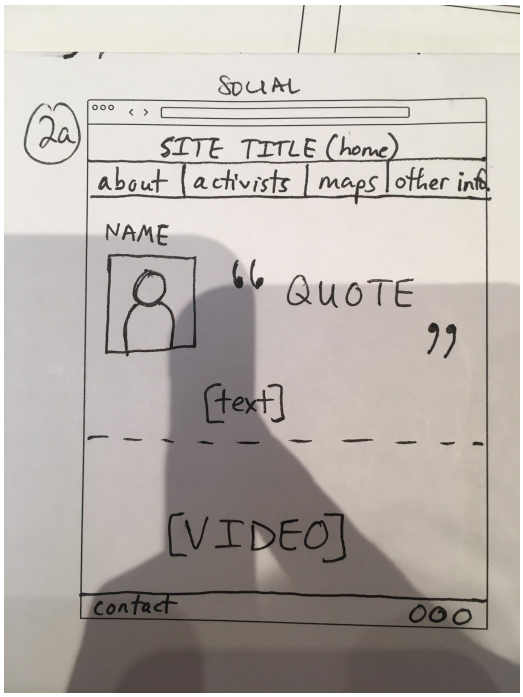
DESKTOP WIREFRAME

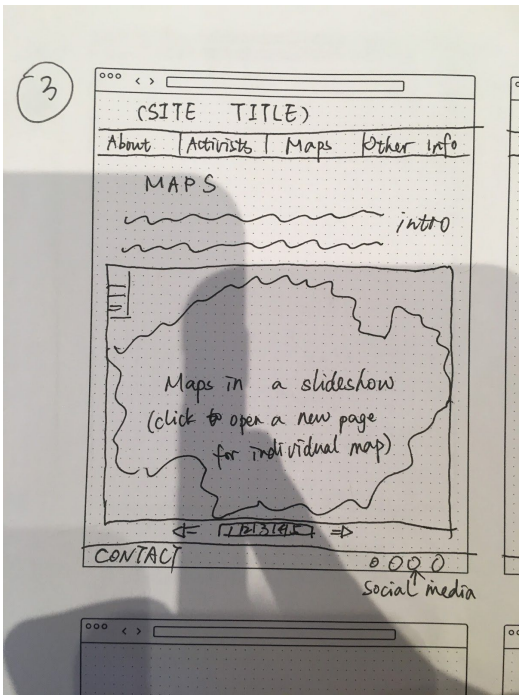


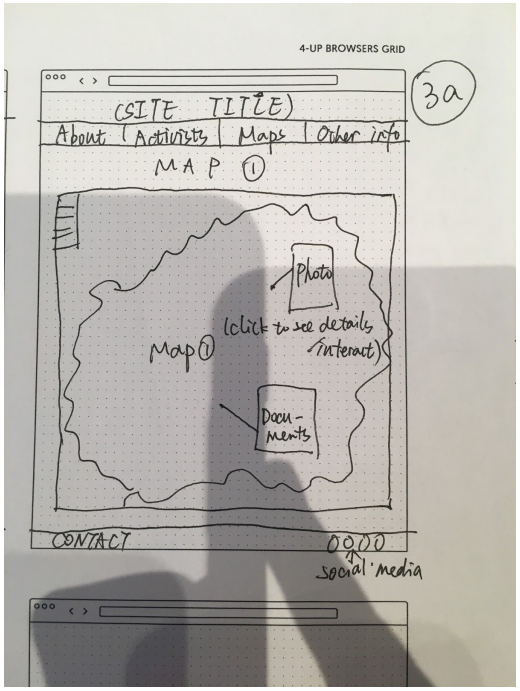


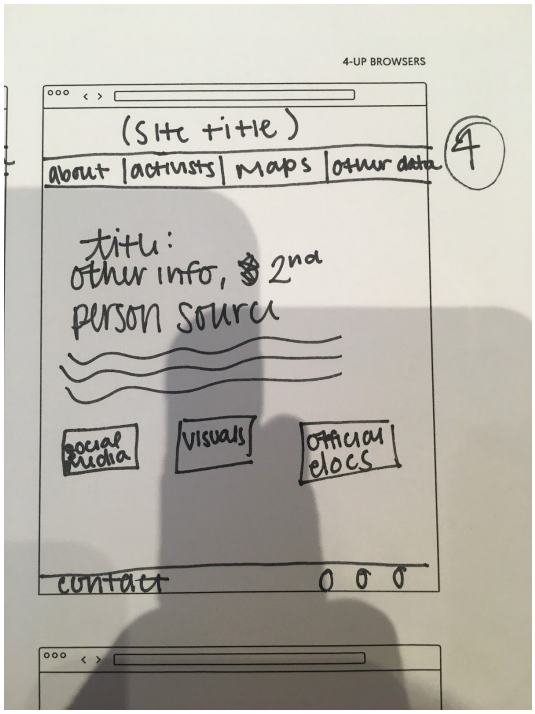


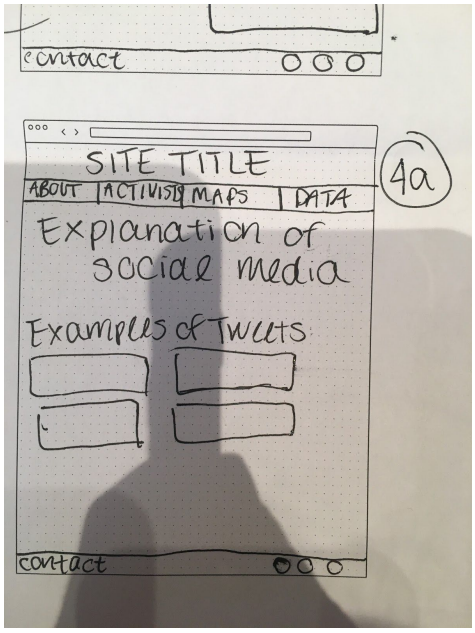


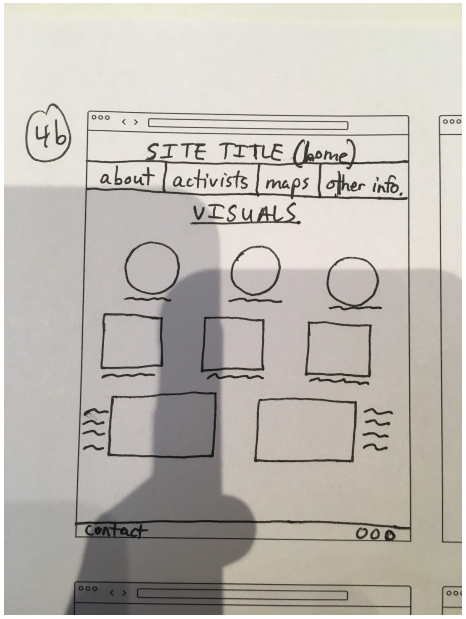

SOCIAL
2a
SITE TITLE (home)
about | activists | maps | other info
NAME
" QUOTE "
[text]
[VIDEO]
contact
000

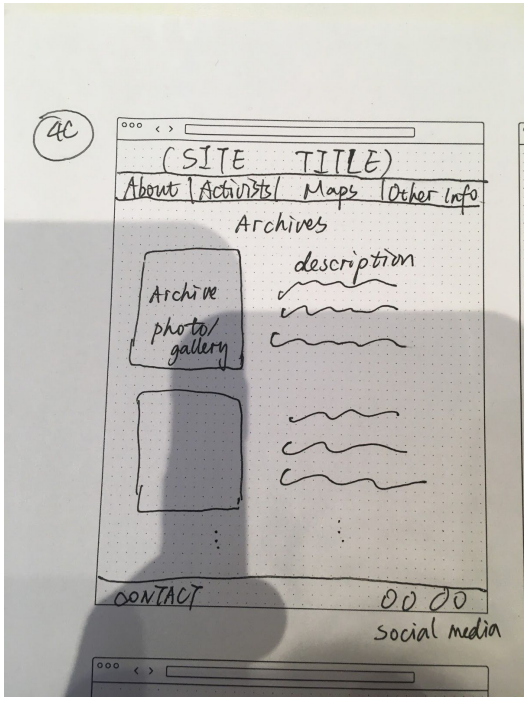

3
(SITE TITLE)
About | Activists | Maps | Other info
MAPS
intro
Maps in a slideshow
(click to open a new page for individual map)
CONTACT
0000
social media


4-UP BROWSERS GRID
3a
(SITE TITLE)
About | Activists | Maps | Other info
MAP 1
Photo
(click to see details / interact)
Map 1
Docu-ments
CONTACT
0000
social media

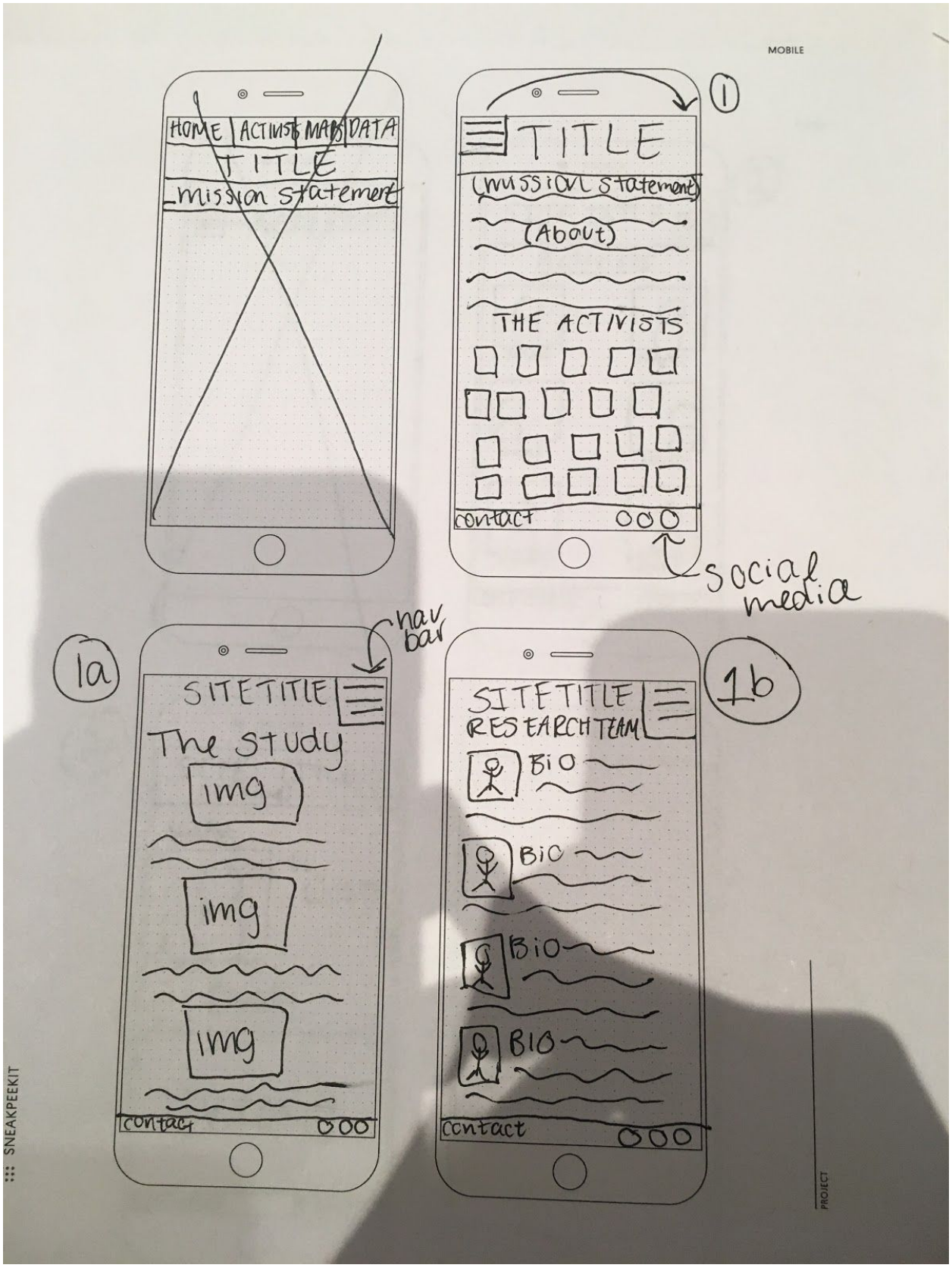

4-UP BROWSERS
(Site title)
about | activists | maps | other data
4
title:
other info, 2nd person source
social media
visuals
official docs
contact
000


contact
SITE TITLE
4a
ABOUT | ACTIVISTS | MAPS | DATA
Explanation of social media
Examples of Tweets
contact

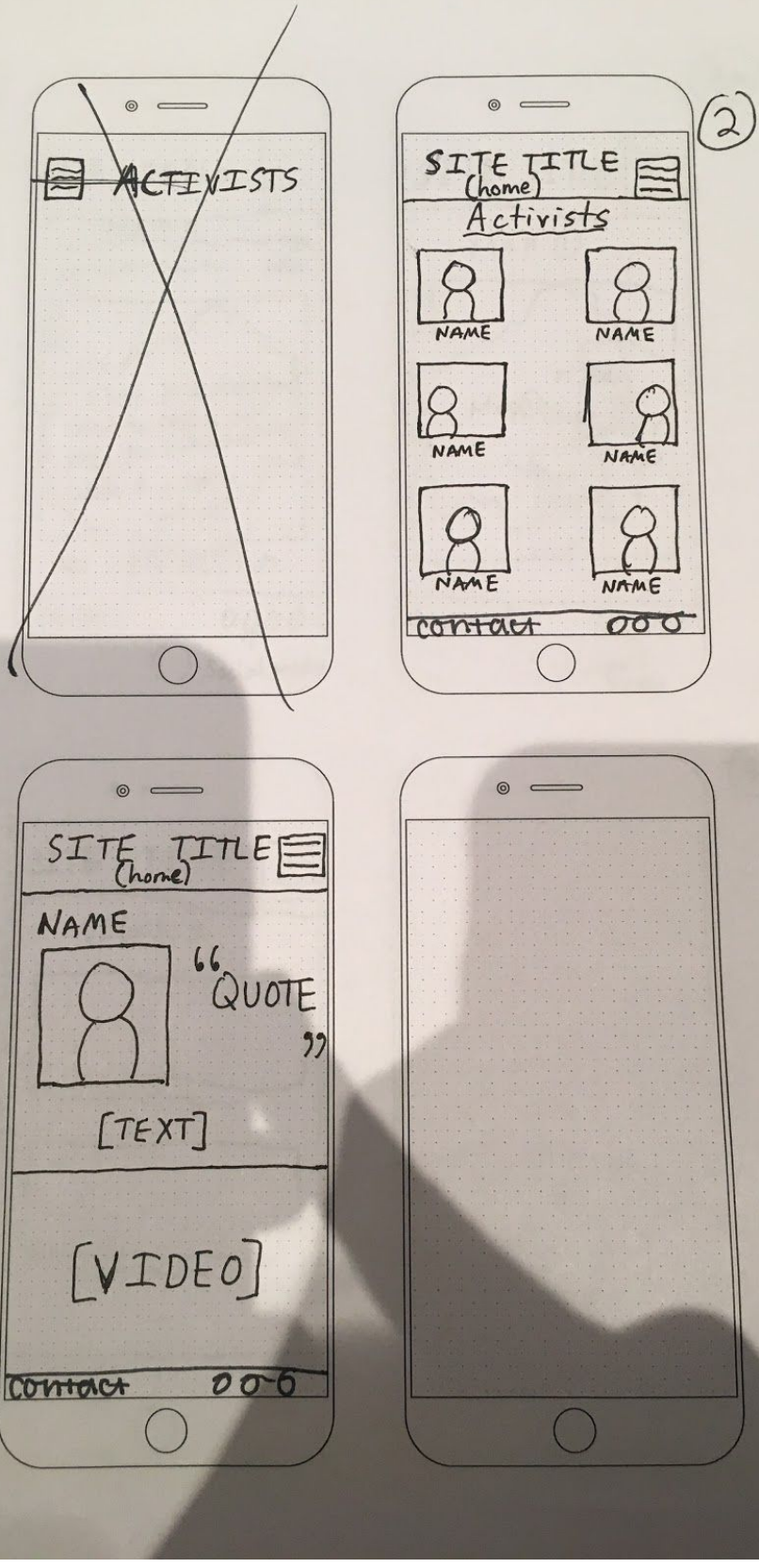

4b
SITE TITLE (home)
about | activists | maps | other info.
VISUALS
contact


4c
(SITE TITLE)
About | Activists | Maps | Other info
Archives
description
Archive photo/ gallery
CONTACT
social media

MOBILE WIREFRAMES



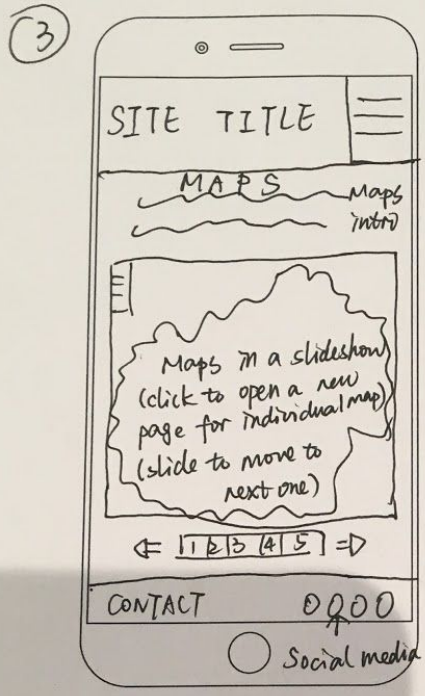
MOBILE

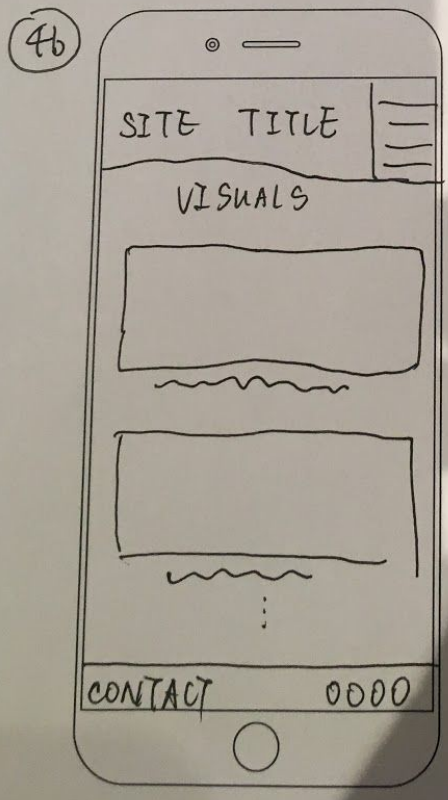


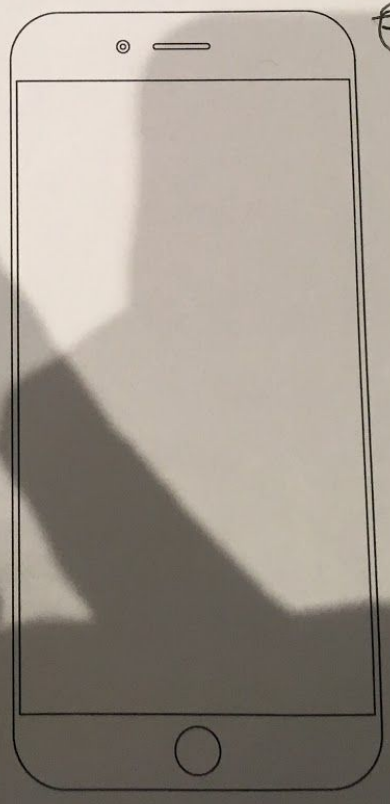
SNEAKPEEKIT

PROJECT

MOBILE

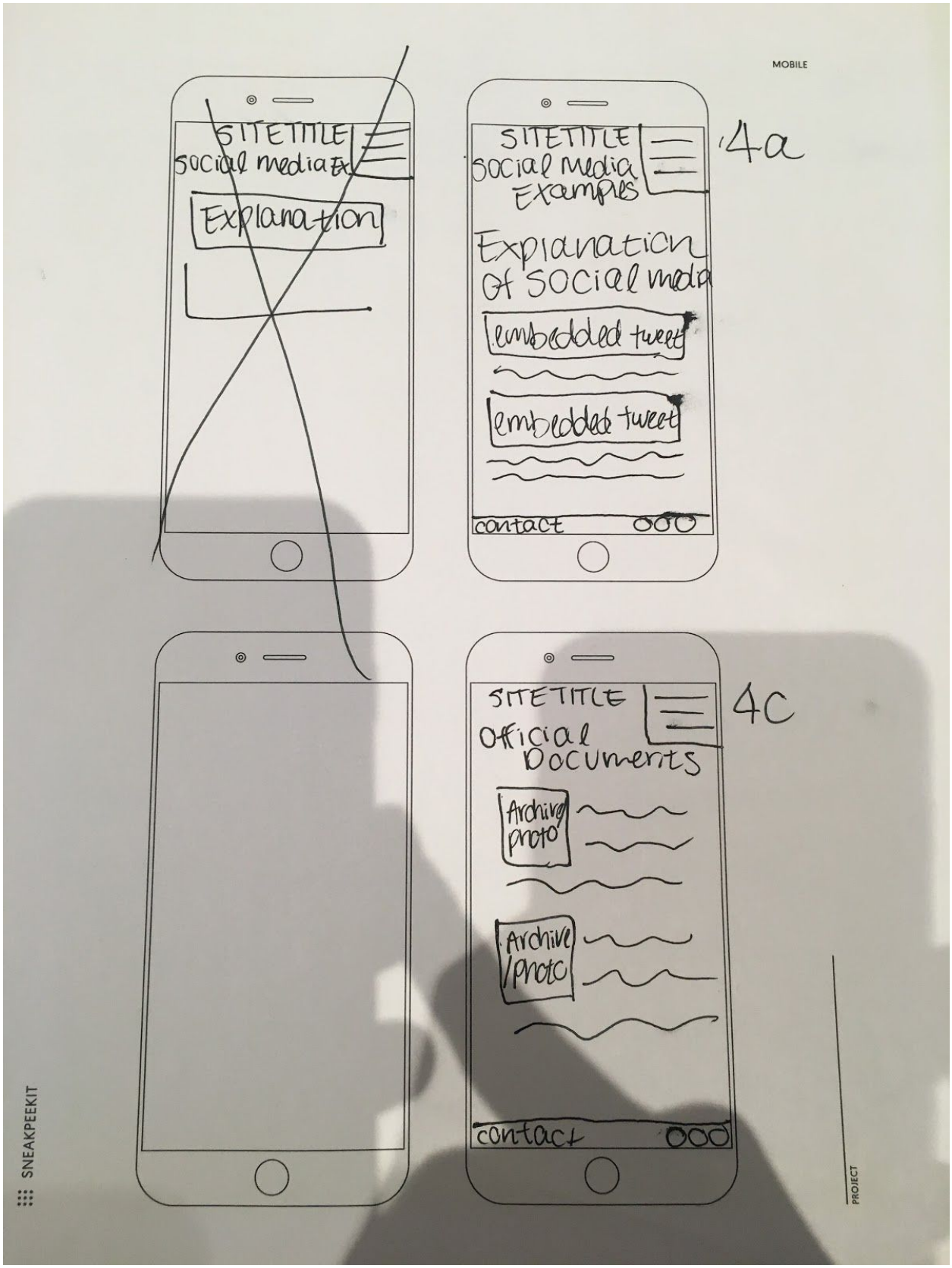






SNEAKPEEKIT

PROJECT

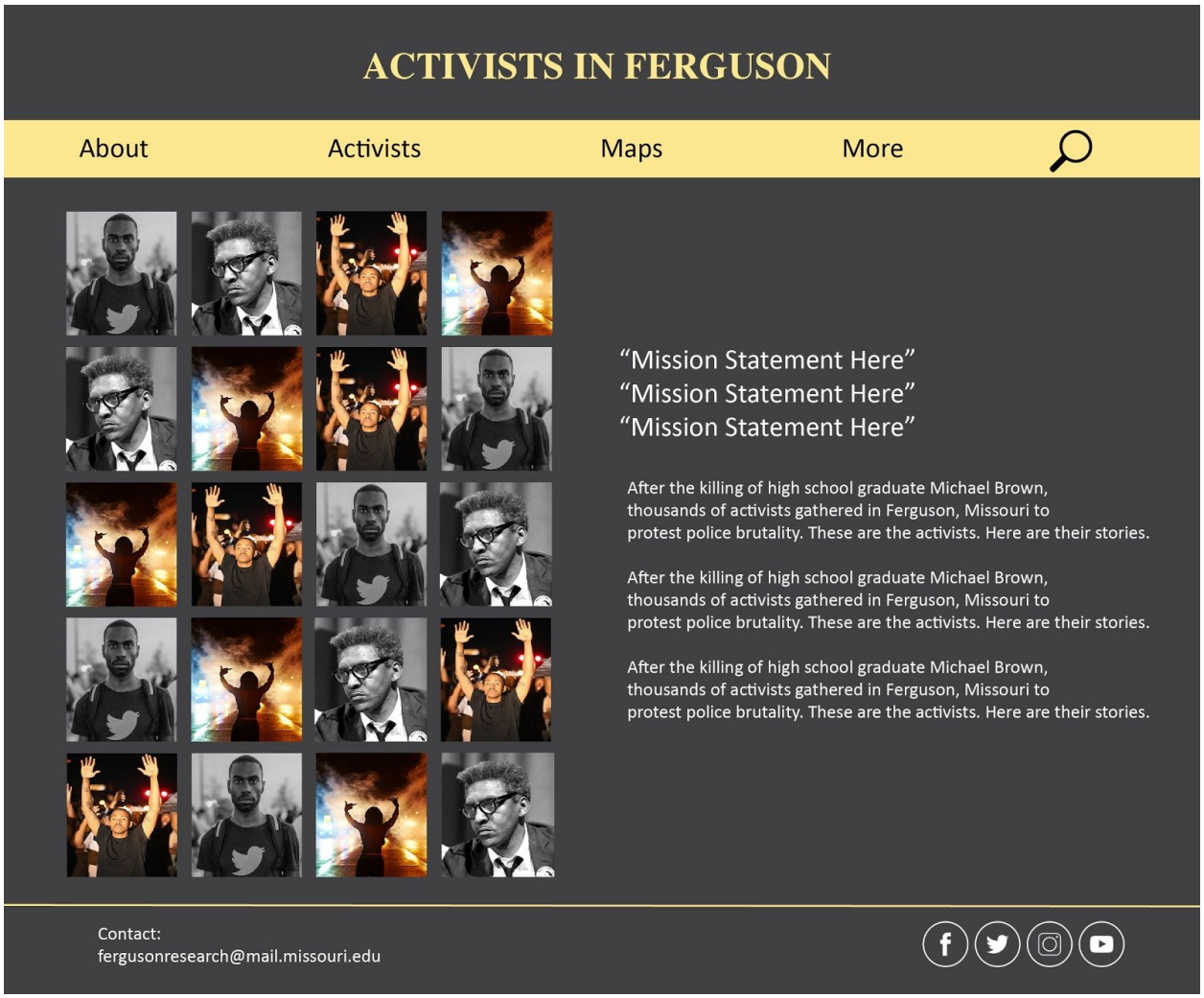

MOBILE
SITETITLE
social media Ex
Explanation
SITETITLE
social media Examples
Explanation of social media
embedded tweet
embedded tweet
contact
4a
SITETITLE
Official Documents
Archive photo
Archive photo
contact
4c
SNEAKPEEKIT
PROJECT

DESKTOP MOCK-UP

Note:
Fonts for the website should be Merriweather (Bold) for headline and Open Sans (Regular) for body text, after we got the feedback from Rob that our previous headline font was fat and distractive and changed it to Merriweather.

Fonts for the mock-ups here are Times (Bold) for headline and Calibri (Regular) for body text. The reason we did this is because our illustrator hasn't embedded these fonts. So we choose the fonts as similar as possible for mock-up.

Main page:



Interior page:

ACTIVISTS IN FERGUSON

About | Activists | Maps | More

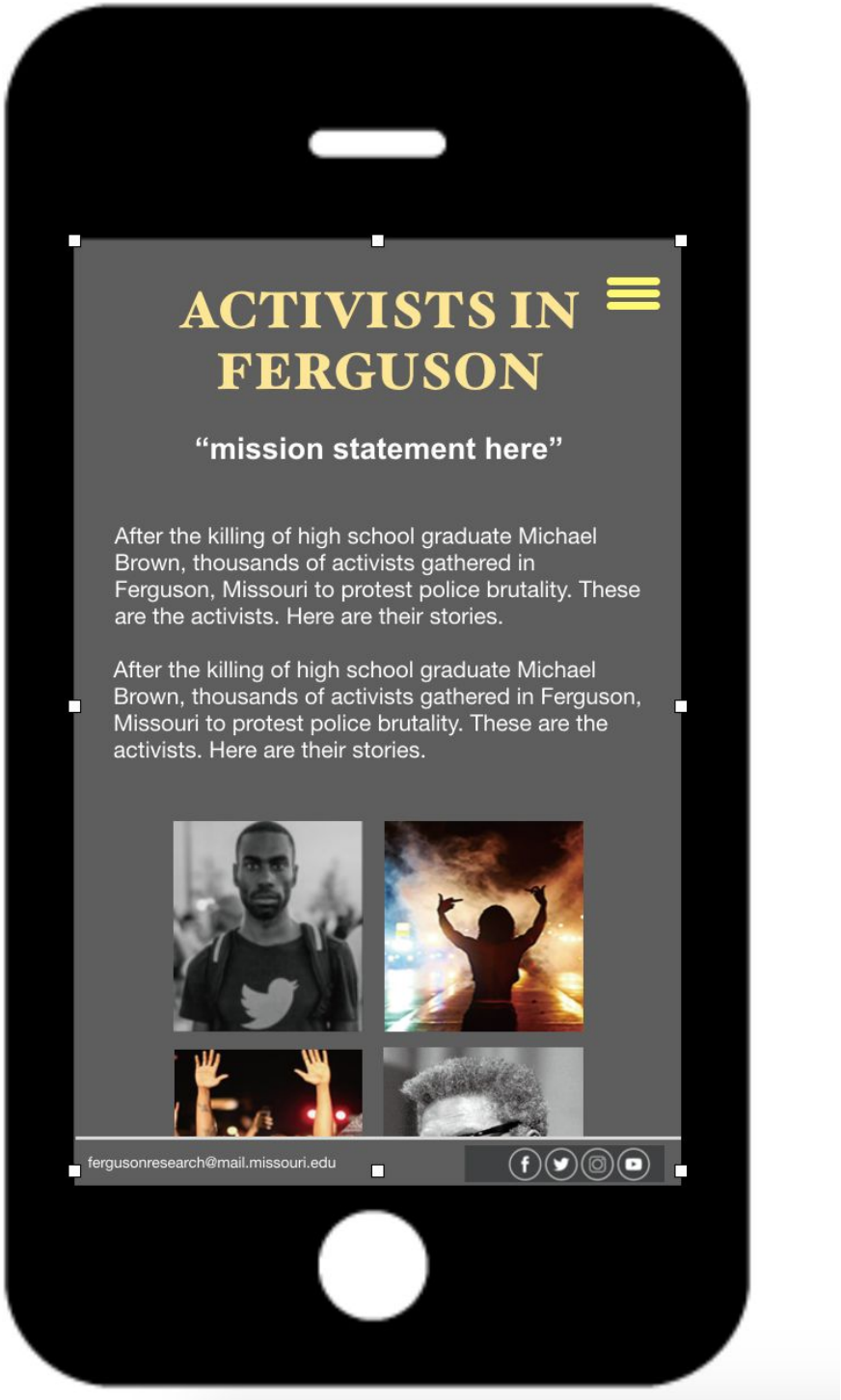
Ferguson Physical Spaces of Resistance

Interviews with community activists suggest this site of resistance served as one of many spaces for protests.

Contact:
fergusonresearch@mail.missouri.edu

MOBILE HOME PAGE

Note: some of these colors and fonts are not what was decided on in the creative brief; however, Keynote was used for the mobile mockups, and the specific fonts and colors were not available and closest alternatives were used.

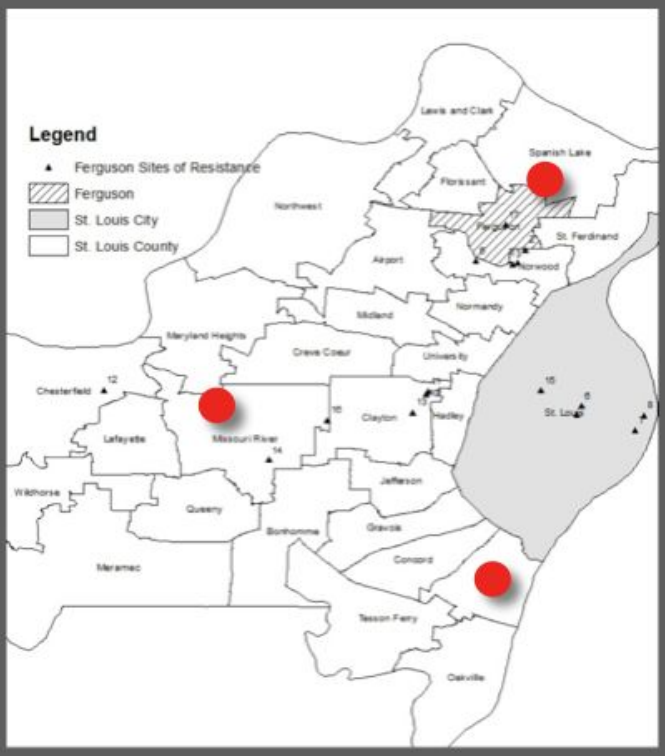


MOBILE INTERIOR PAGE

ACTIVISTS IN FERGUSON

Ferguson Physical Spaces of Resistance

Interviews with community activists suggest this site of resistance served as one of many spaces for protests.



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