Challenge Proposal: Communicating Digitally

Deadline: Email between 5 -12 December 2019 to monika.schlatter@fhnw.ch or jeane.summermatter@fhnw.ch

Challenge Title:	Steinschlagrisiko
Semester:	HS19
Students name:	Roman Janic Studer, Lukas Gehrig, Riccard Nef

Target audience:	Population of Schiers (GR) between the ages 40 and 64
Media choice /Why?:	Brochure with Infographic (to inform the Village directly affected) and a Website with more Information and to get access to people outside of Schiers.
Communication goals (What will you communicate? Why is it important?)	The goal is to inform the population about the result of our research. The road is too dangerous to be open and needs to be closed till new security nets are installed. This affects everybody that needs to drive through the village Schiers. The village has other, but smaller, roads that could be used. And a train station. I aim to inform the population about the dangers of a rockslide and try to get them to understand the reasoning behind the decision to close the road for a certain period.

In the space below:
  1) Explain how you will achieve the above stated goal using the chosen media to communicate to the target audience.
  2) Explain how your proposed idea stands out from others (e.g. other websites) and engages the audience (e.g grabs attention, creates emotions, etc.)
  3) Please attach a visual concept/storyboard/outline.

1) The brochure includes the infographic that will be on the homepage of the website. This infographic will include all important information about the closed road and will guide the user to the website for further information. The website itself will hold the infographic on the homepage and a subpage which tells the story of the infographic in words and greater detail. Another subpage holds statistics that we used to get to our results and communicates our workflow.

2) The difference between other websites that inform (aka. Admin.ch or similar sites) is that we try to reach our audience on an emotional level. One way to do this is to communicate the possible consequences if the road would not be closed and an accident occurs. The most important keywords will be highlighted and should automatically get the key message across. And the information on the homepage will be visualized in form of an Infographic.

□ Have you attached your visual concept?
□ Have you checked that your text is grammatically accurate?

Important! Refer to the respective assessment criteria while creating your concept and while making your digital artifact.