

HAMP

SPLASH PAGE

DESIGN CONCEPTS

www.affordhealth.org

a coalition to make healthier worlds

"All people deserve
a healthy home"

partners

HBN

PARSONS

GSPI

HPDC

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Products
(Pharos)

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News



OPTION A

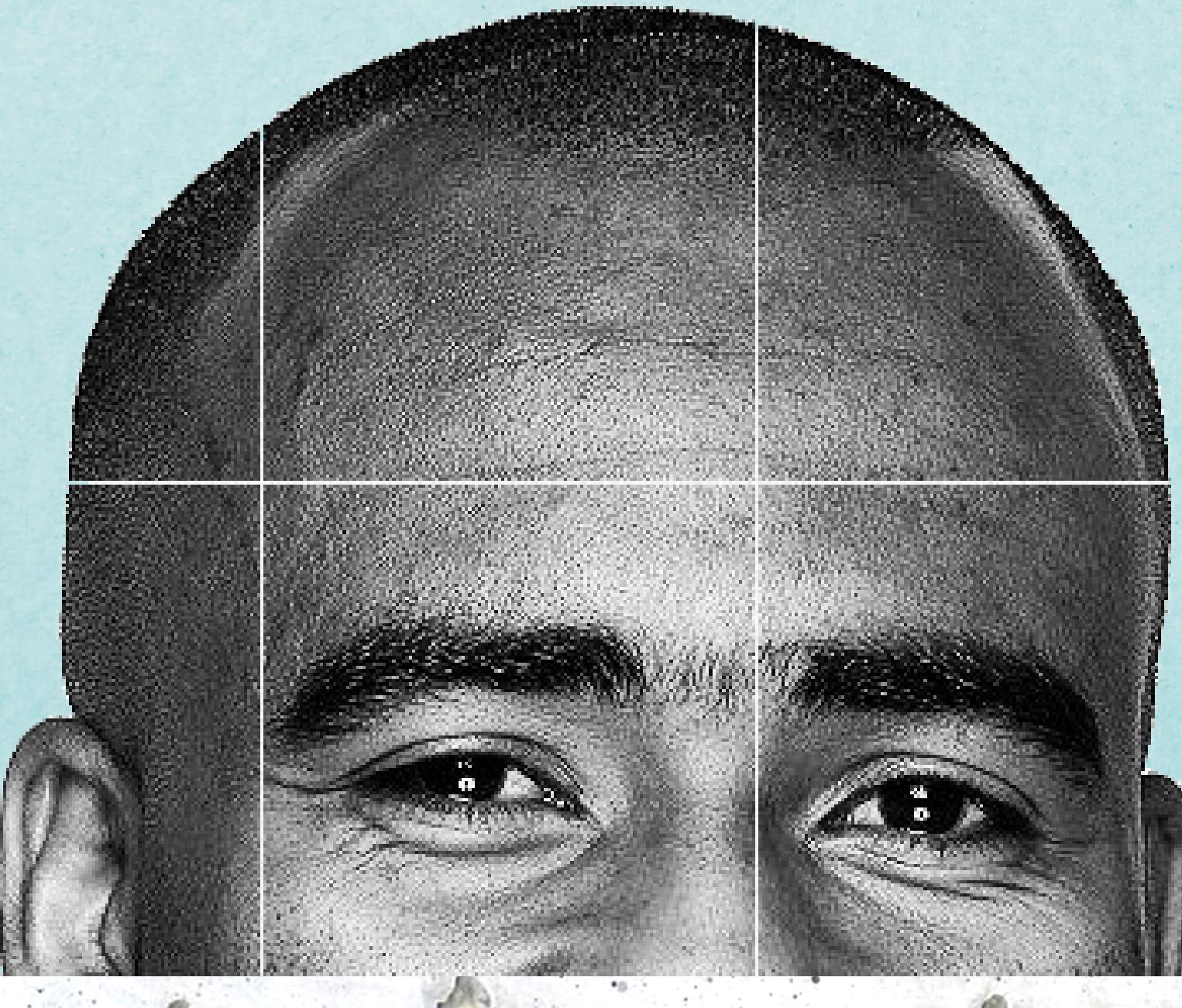
- OPTION A IS CREATING A RELATION BETWEEN PEOPLE AND THE MESSAGE CONVEYED BY HAMP
- POSSIBLE ANIMATION: EACH TIME WE OPEN THE SPLASH PAGE A DIFFERENT PERSON OCCURS ADVERTISING THE SAME MESSAGE
- THE NEXT EIGHT SLIDES EXEMPLIFY THIS IDEA, FOLLOWED BY TWO VARIATIONS OF THE BROADER CONTENT OF THE SPLASH PAGE



ALL
PEOPLE
DESERVE

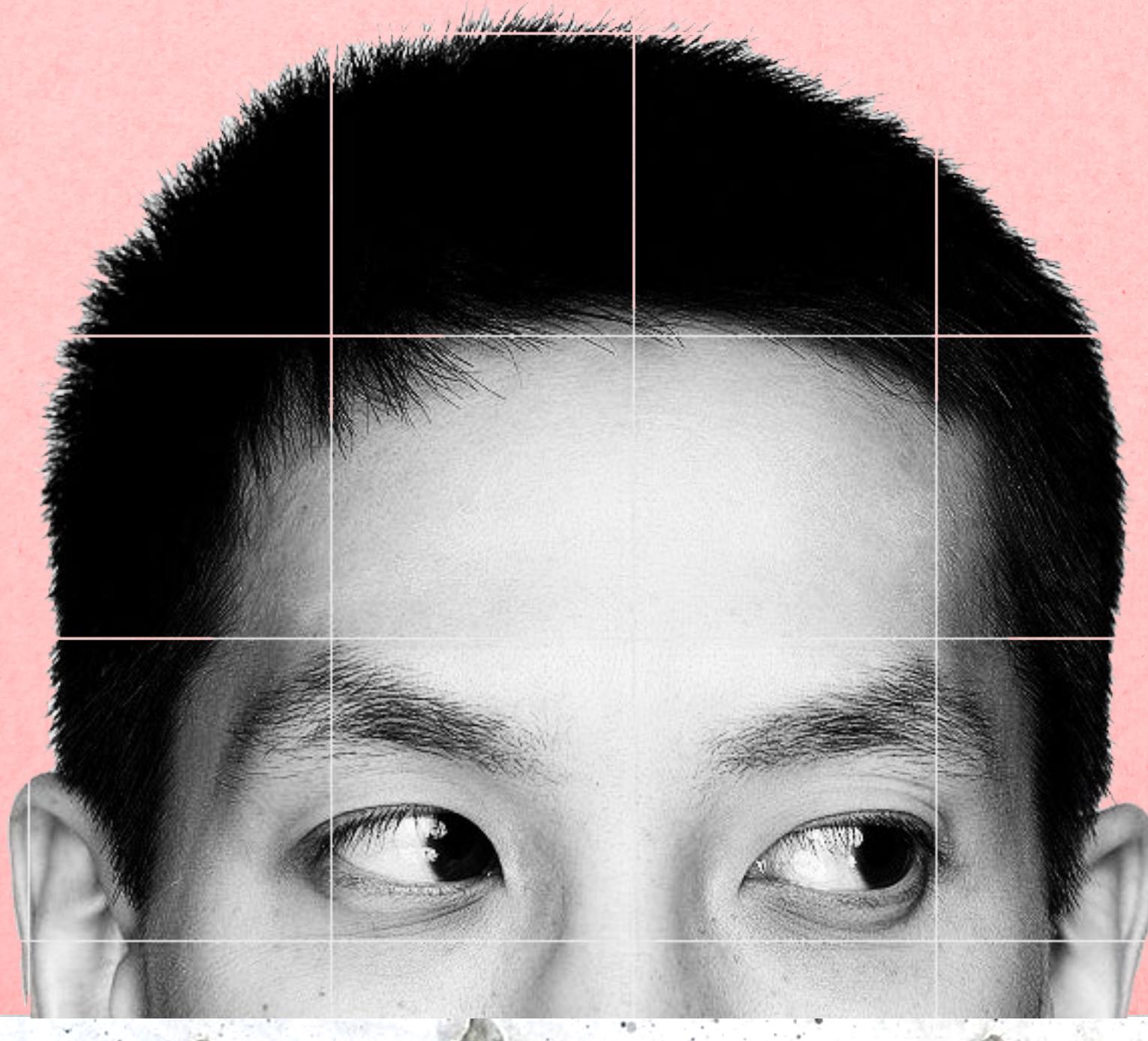
A
**HEALTHY
HOME**

A CONCLITION TO MAKE HEALTHIER WORLDS.



ALL
PEOPLE
DESERVE
A HEALTHY
HOME

A CONCLITION TO MAKE HEALTHIER WORLDS.



ALL
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HEALTHY
HOME

A CONCLITION TO MAKE HEALTHIER WORLDS.



ALL
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**A HEALTHY
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A CONCLITION TO MAKE HEALTHIER WORLDS.



ALL
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DESERVE

A
HEALTHY
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ALL
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A HEALTHY
HOME

A COALITION TO MAKE HEALTHIER WORLDS.



ALL
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A CONCLITION TO MAKE HEALTHIER WORLDS.



ALL
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A CONCLITION TO MAKE HEALTHIER WORLDS.

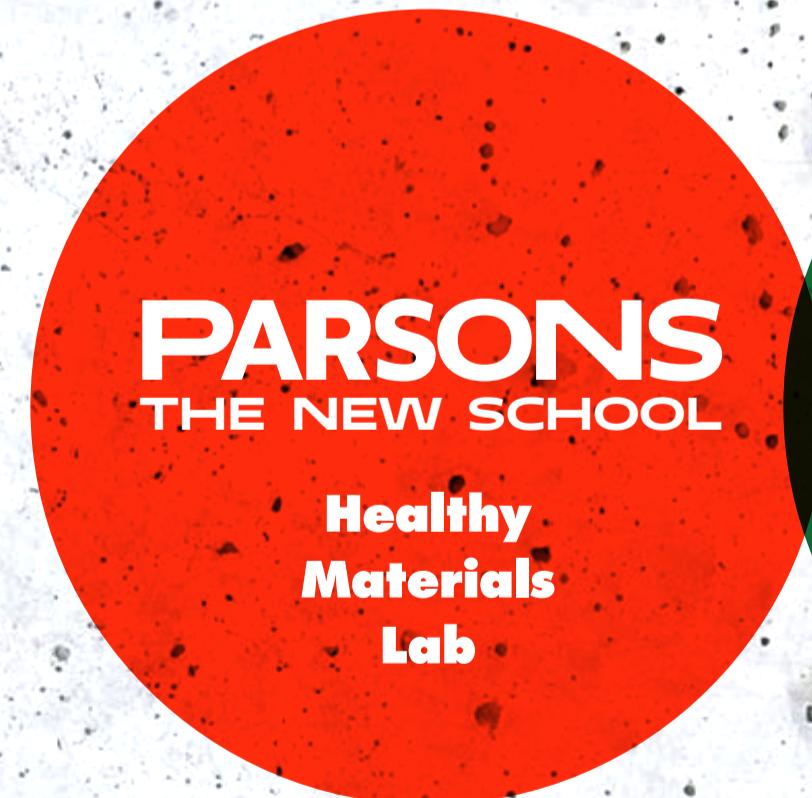


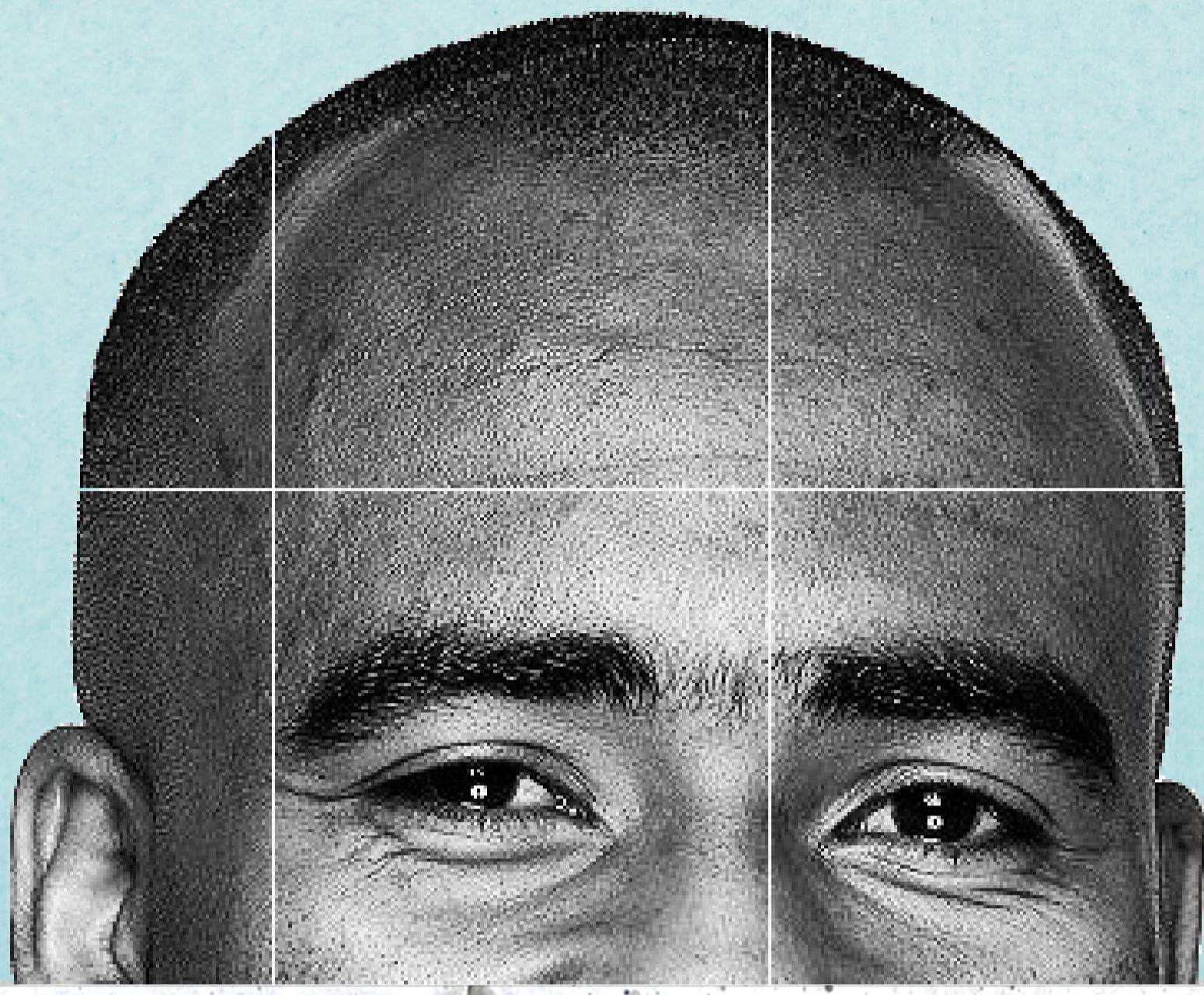
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ALL
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A
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A CONCLITION TO MAKE HEALTHIER WORLDS.





ALL
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HOME

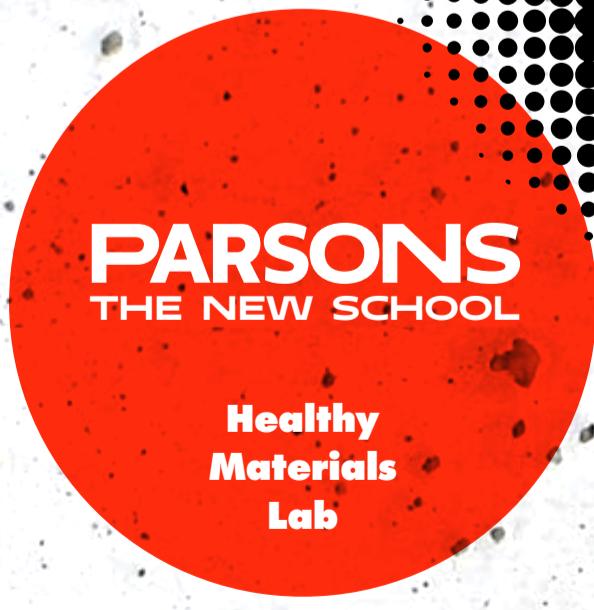
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Green Science
Policy Institute



Healthy
Building
Network



PARSONS
THE NEW SCHOOL

Healthy
Materials
Lab



Health Product
Declaration
Collaborative

OPTION

3

- OPTION B IS CREATING A RELATION BETWEEN INDIVIDUALS AND THEIR PERSONAL HOMES
- POSSIBLE ANIMATION: THE HOMES COULD BE CHANGE WHEN WE OPEN THE SPLASH PAGE - LIGHTS TURN ON WITHIN THE HOUSES, TREES GROW, ETC.
- THE NEXT THREE SLIDES SHOW A SCRIPT OF A POSSIBLE ANIMATION, FOLLOWED BY A SCROLLABLE VERSION THAT ENGAGES THE USER MORE ACTIVELY AS



A COALITION TO MAKE
HEALTHIER WORLDS.





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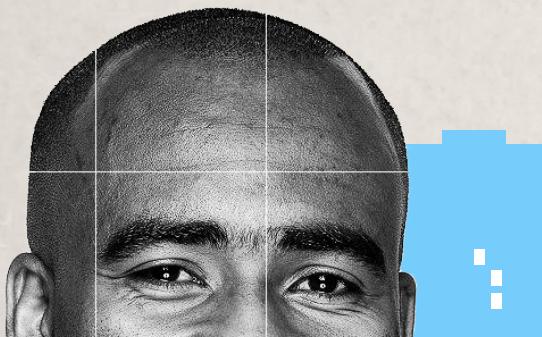


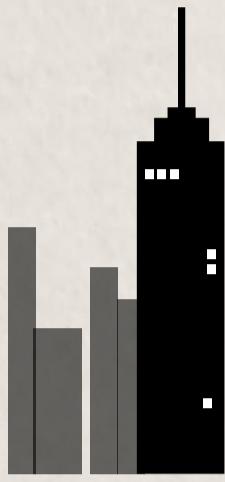
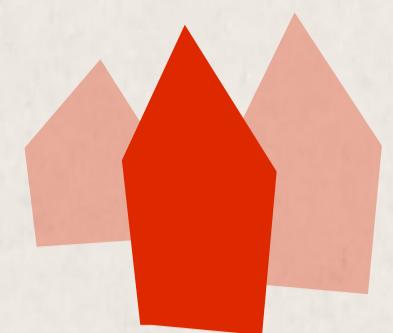
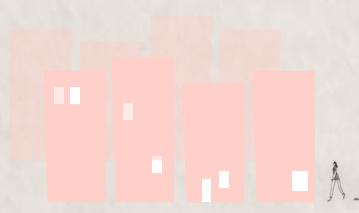


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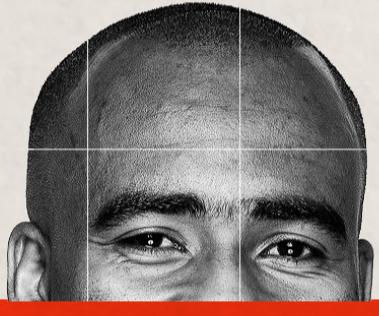
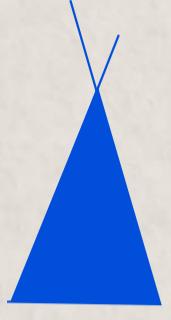
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healthier homes for all people





a coalition to make
healthier homes
for all people



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THE NEW SCHOOL



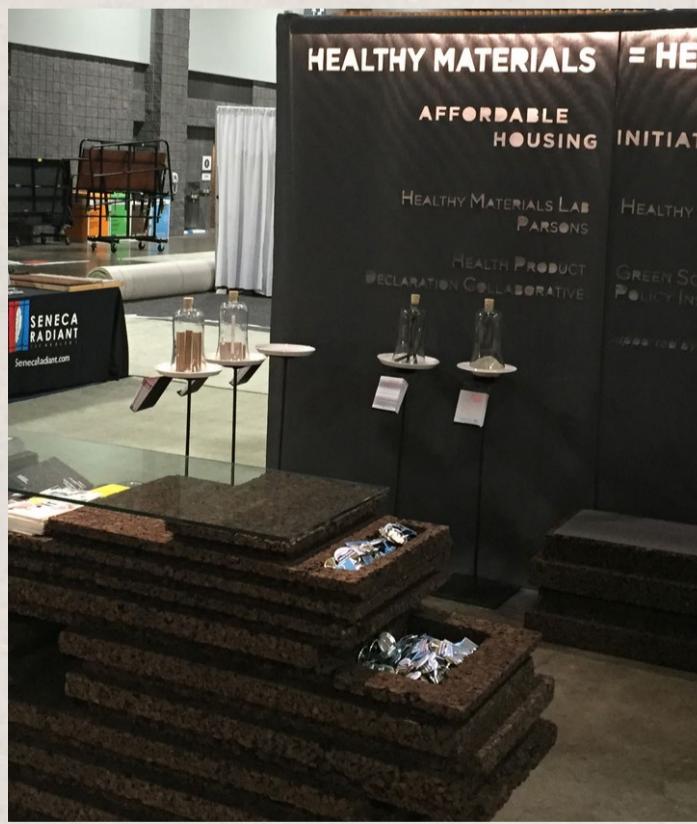
GREEN SCIENCE
POLICY INSTITUTE



hpdc **hbn**

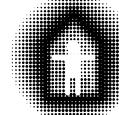


news



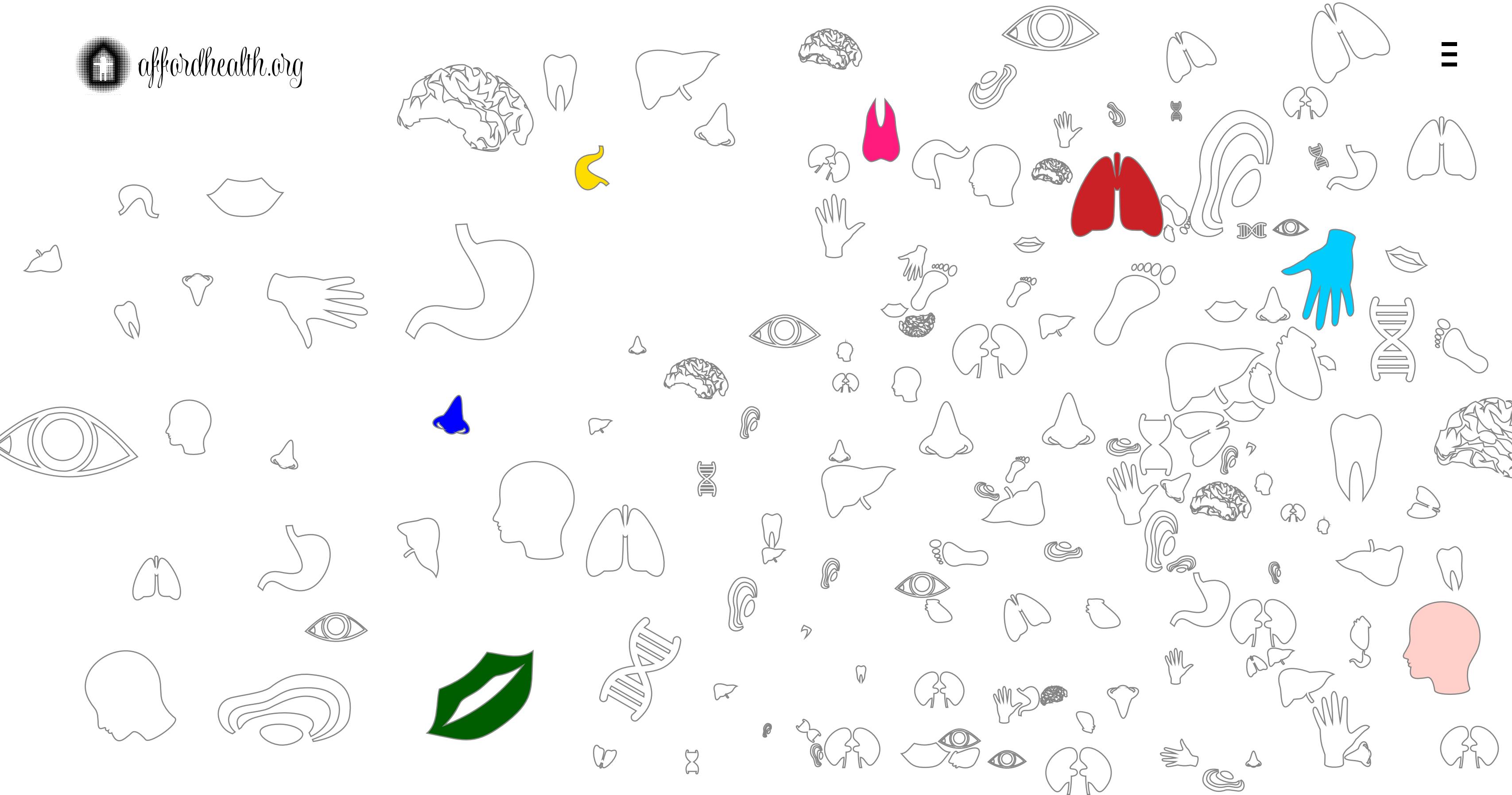
option C

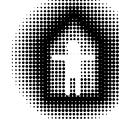
- OPTION C IS CREATING AN IMMEDIATE RELATION BETWEEN THE HUMAN HEALTH AND OUR HOMES
- POSSIBLE ANIMATION: THE INDIVIDUAL ICONS COULD FLY AROUND THE SPLASH PAGE AS WE OPEN IT AND FINALLY FORMATE TO DELIVER THE MESSAGE (SCRIPT BELOW)
- THE NEXT THREE SLIDES SHOW THE SCRIPTED ANIMATION, FOLLOWED BY A SCROLLABLE VERSION THAT ENGAGES THE USER MORE ACTIVELY AS



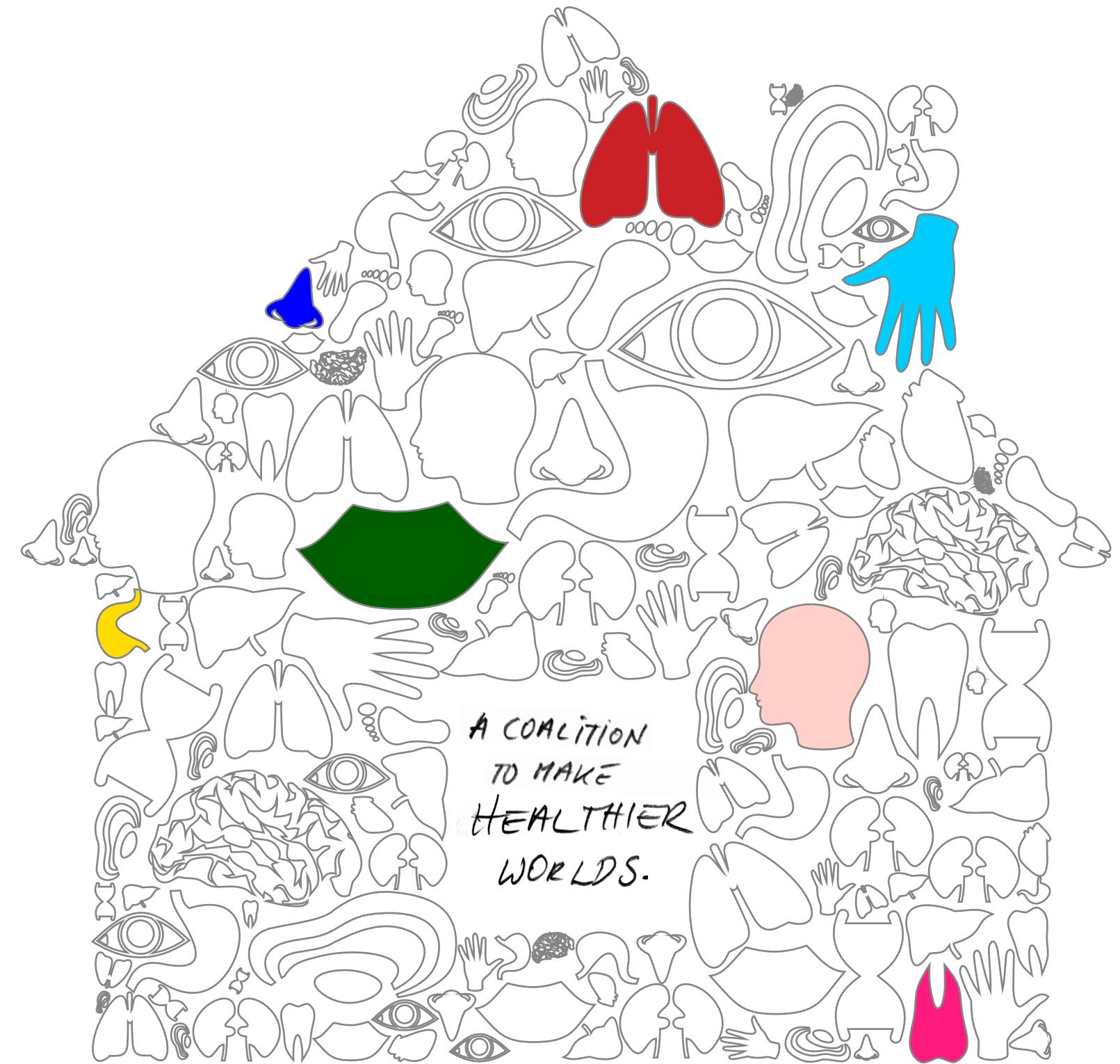
affordhealth.org

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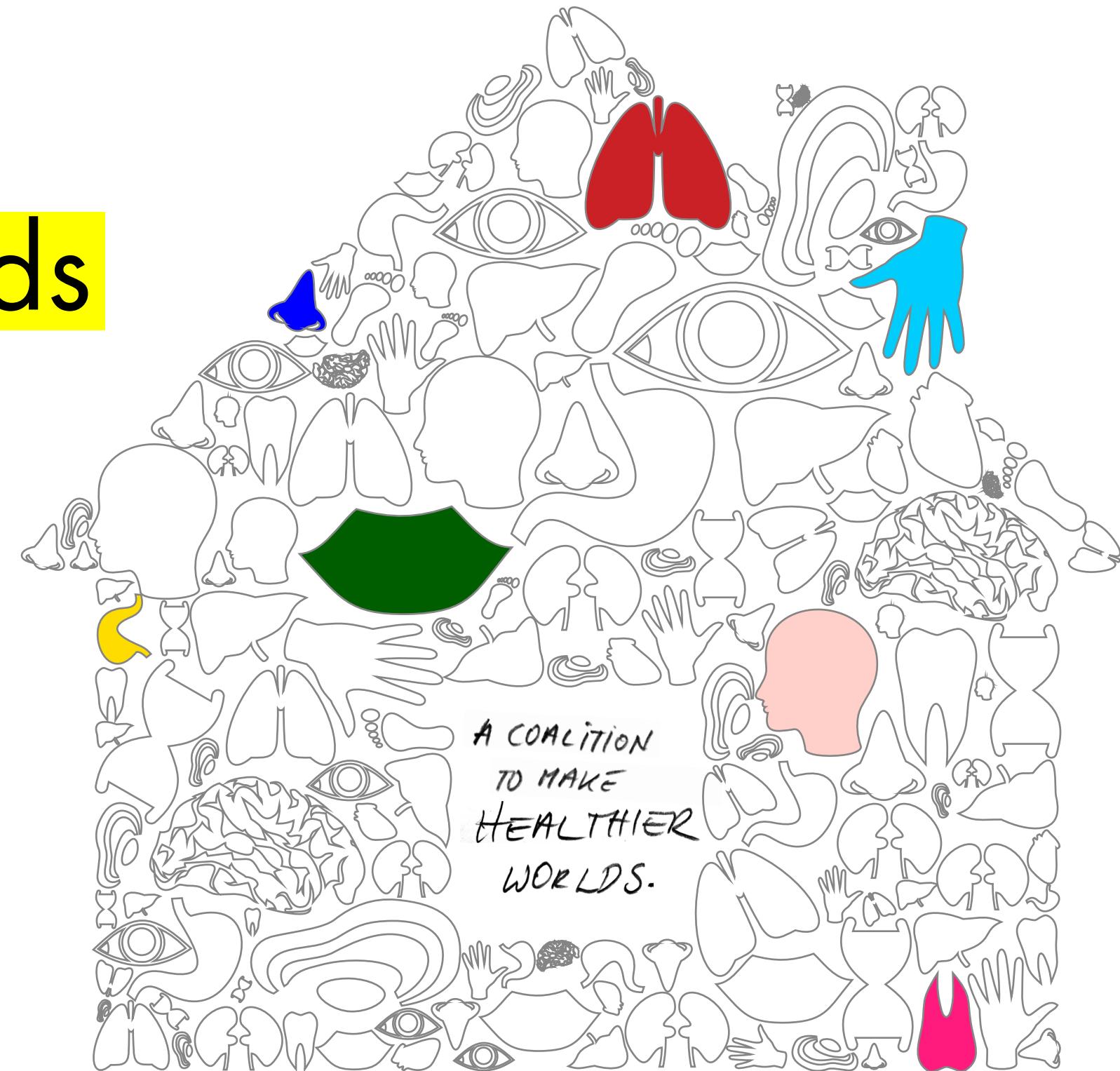




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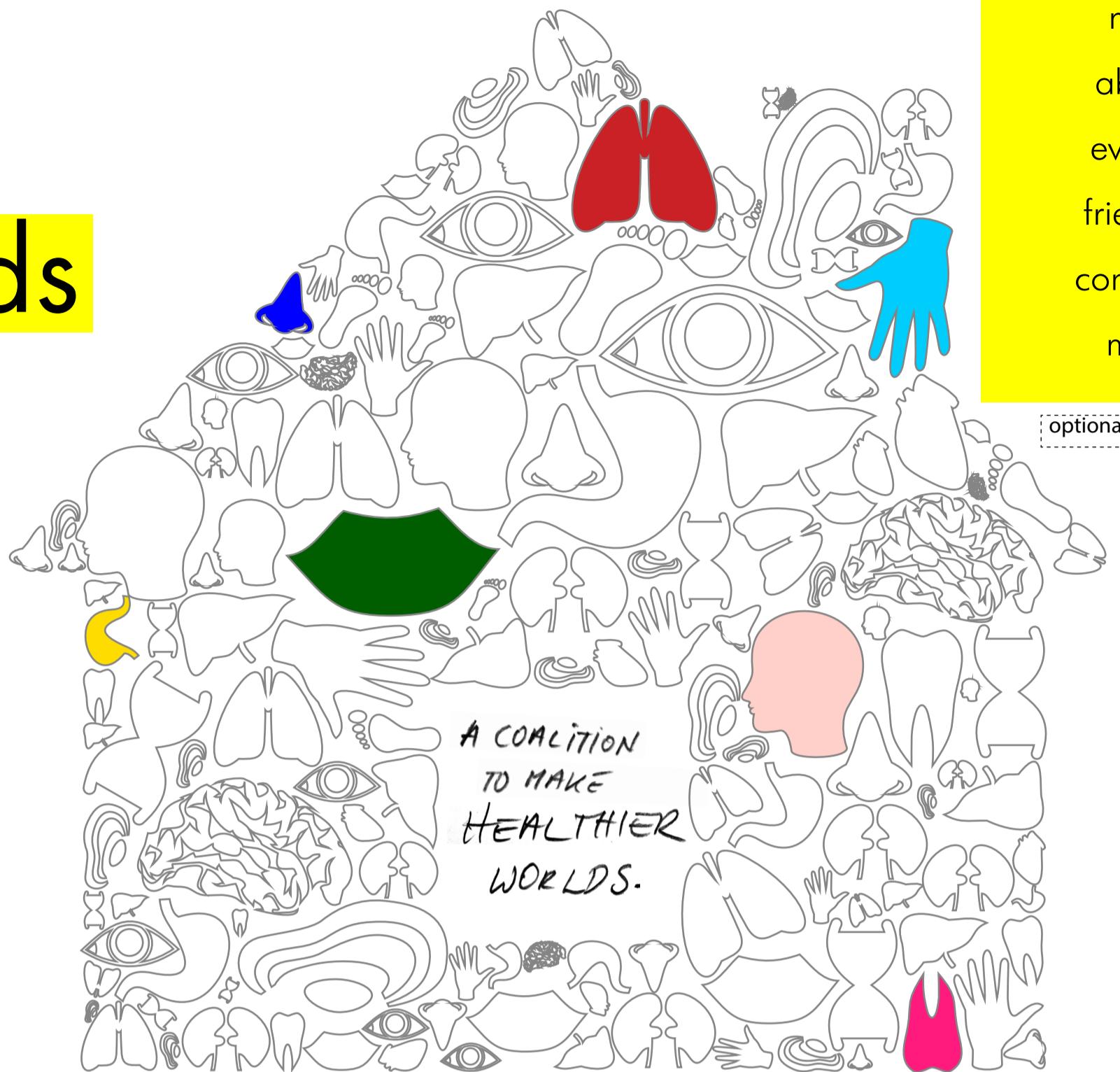
a coalition to make healthier worlds

healthier homes for all people



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healthier homes for all people

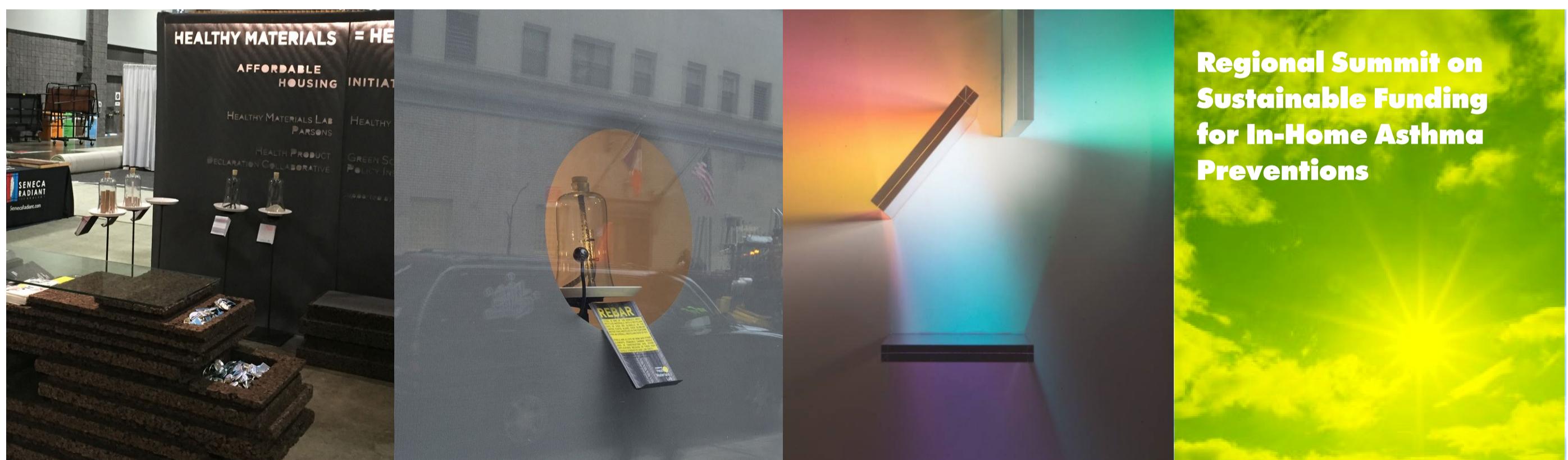


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optional menu

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news



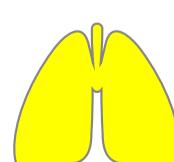
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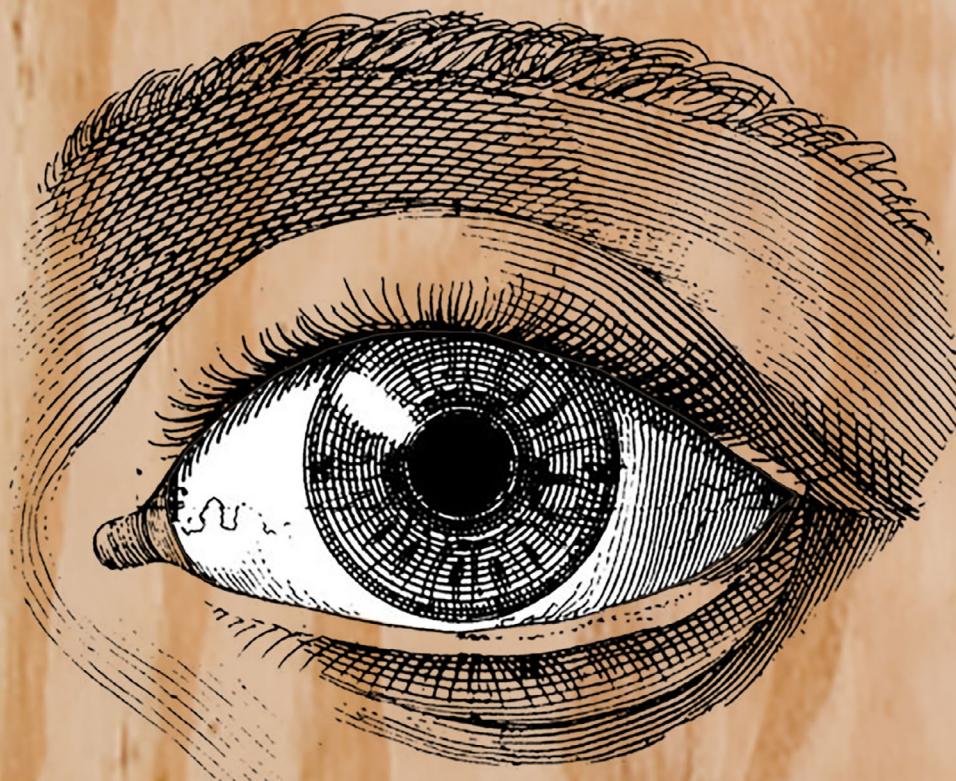
additional OPTIONS

- EACH OF THE FOLLOWING SLIDES SHOWS ADDITIONAL OPTIONS OF VISUAL LANGUAGE, POSSIBLE ANIMATIONS, AND IMAGERY

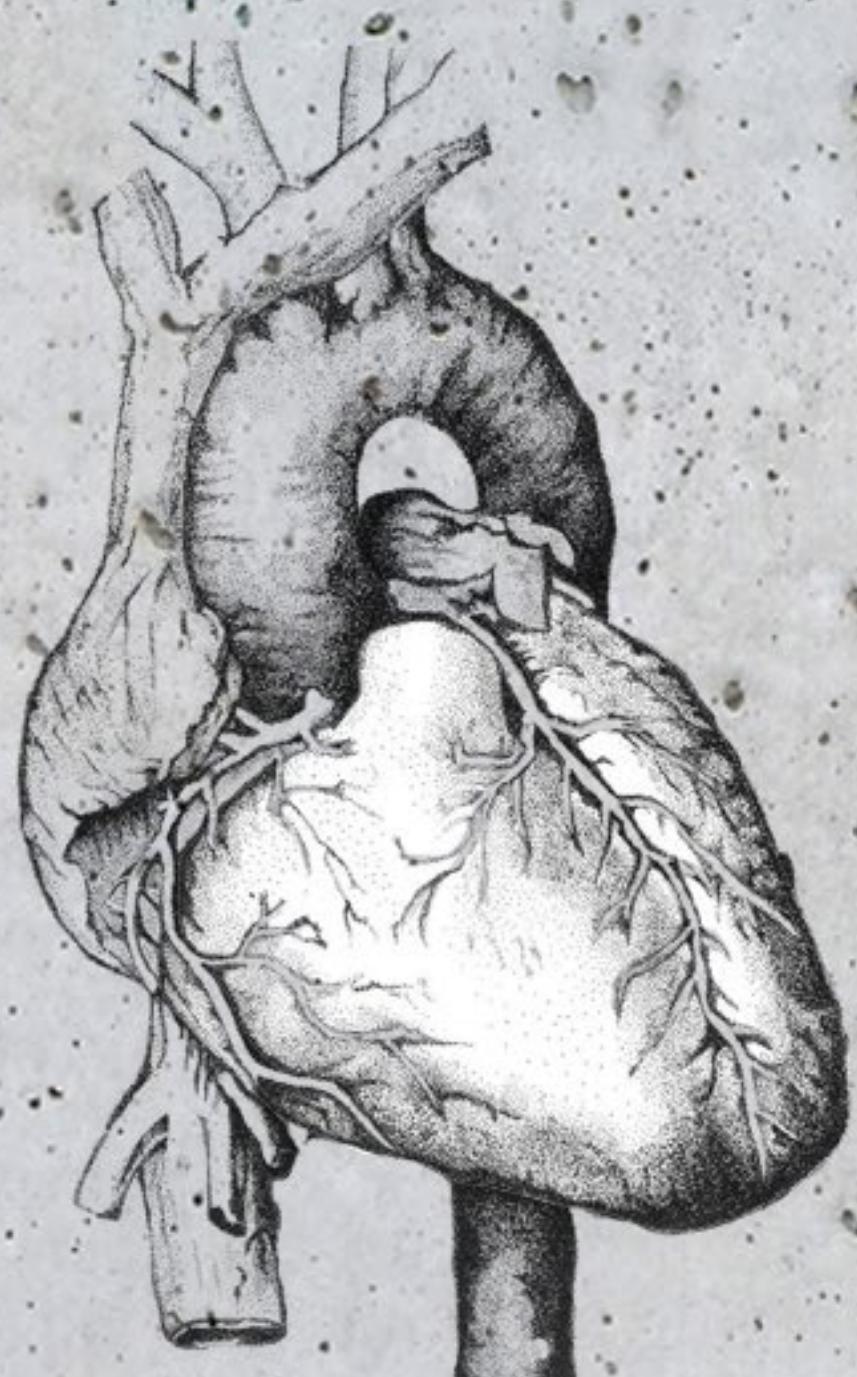
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healthier homes for all people





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a coalition
to make
healthier homes

for everyone

thank
YOU