

Concept Statement

Purpose and Goals

StellarHub.com is a Web site that scientists and science writers have created using interactive media to educate people about objects in space, such as stars, supernovas and black holes. Other than educating the public, one goal of the site is to get more people interested in space and to help the declining NASA space program. Another goal is to help raise funds for space education and research through donations.

Description

The look of the site will be very clean and metallic. The interface will look similar to a spaceship console with a monitor in a science fiction show like Star Trek. The color scheme will be black, silver and bright green. The text will be thin futuristic sans-serif fonts.

The splash screen will provide a brief introduction about the purpose of the site while a galaxy spins in the background with several icons popping up indicating points of interest. The user can choose to watch the animation and then enter, or skip the animation. Once the user enters the site, they will be able to use the global navigation to move anywhere in the site.

The Home page will provide the user with an animation that cycles through several popular topics. That page will also provide the user with lists of conventions and events about space, as well as a calendar of astronomical events.

The Topics page will provide the user with images and text about several popular topics, which they can navigate to by clicking the topic or using the local navigation. Each topic page will contain a large animated image of the topic with text, which will have interactive functionality to view additional information.

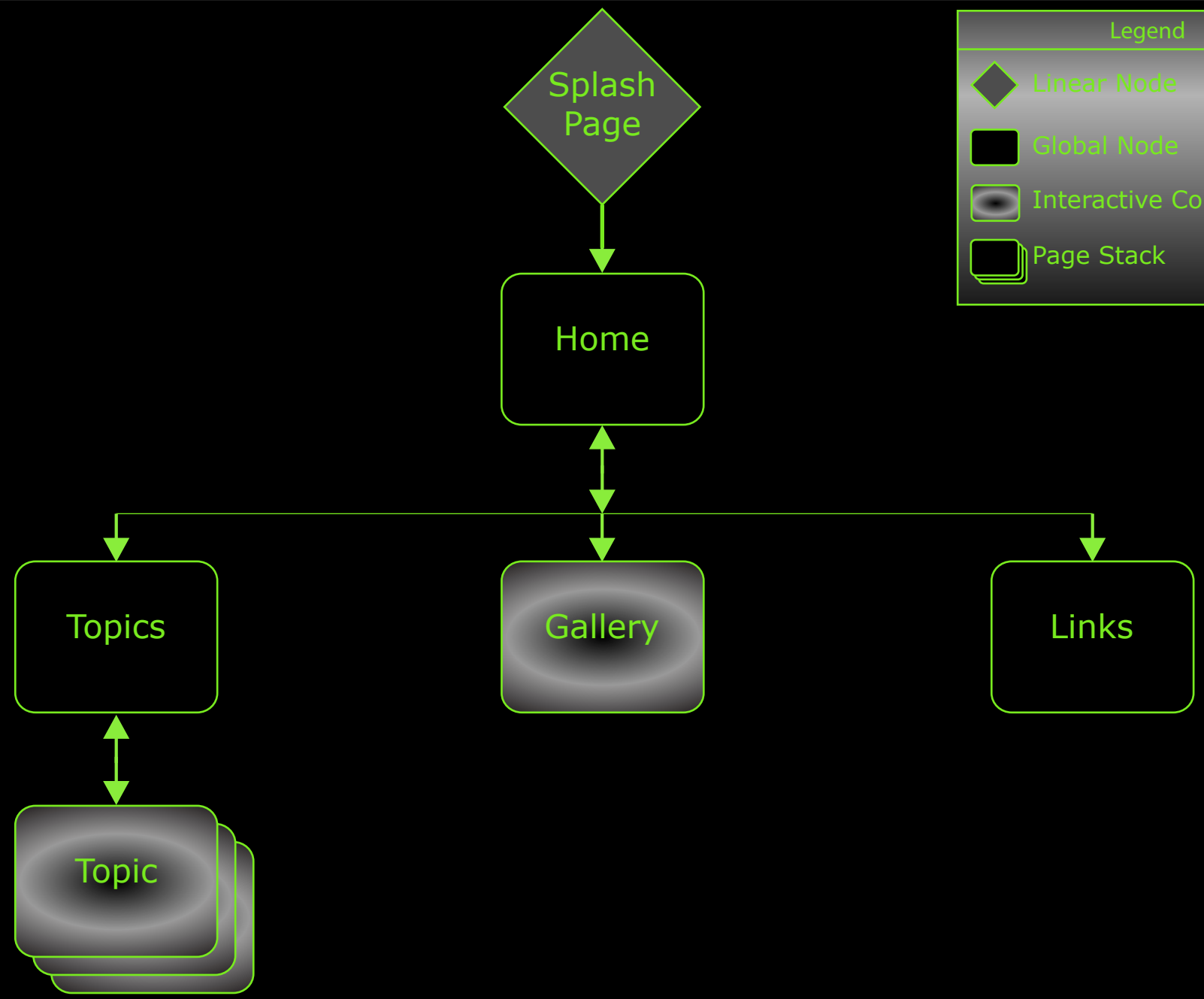
The Gallery page will be an interactive gallery containing images of objects in space.

The Links page will provide the user with external links to sites that deal with several topics associated with space.

Target Audience

This Web site is targeted at users with a basic understanding of various aspects of space, and are interested in learning more. The primary audience would be people aged 15 to 35.

Navigation Chart



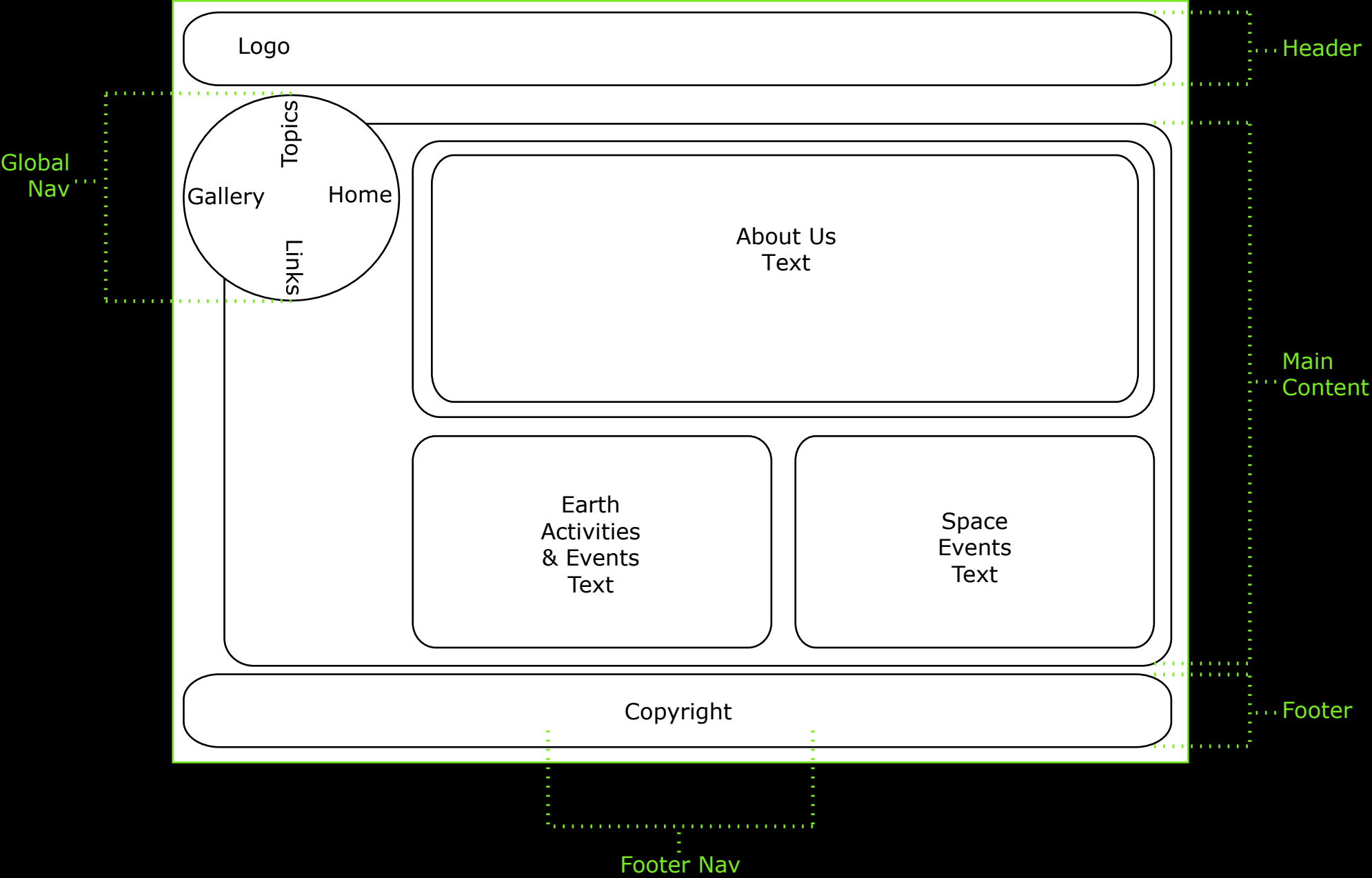
Legend

Linear Node

Global Node

Interactive Component

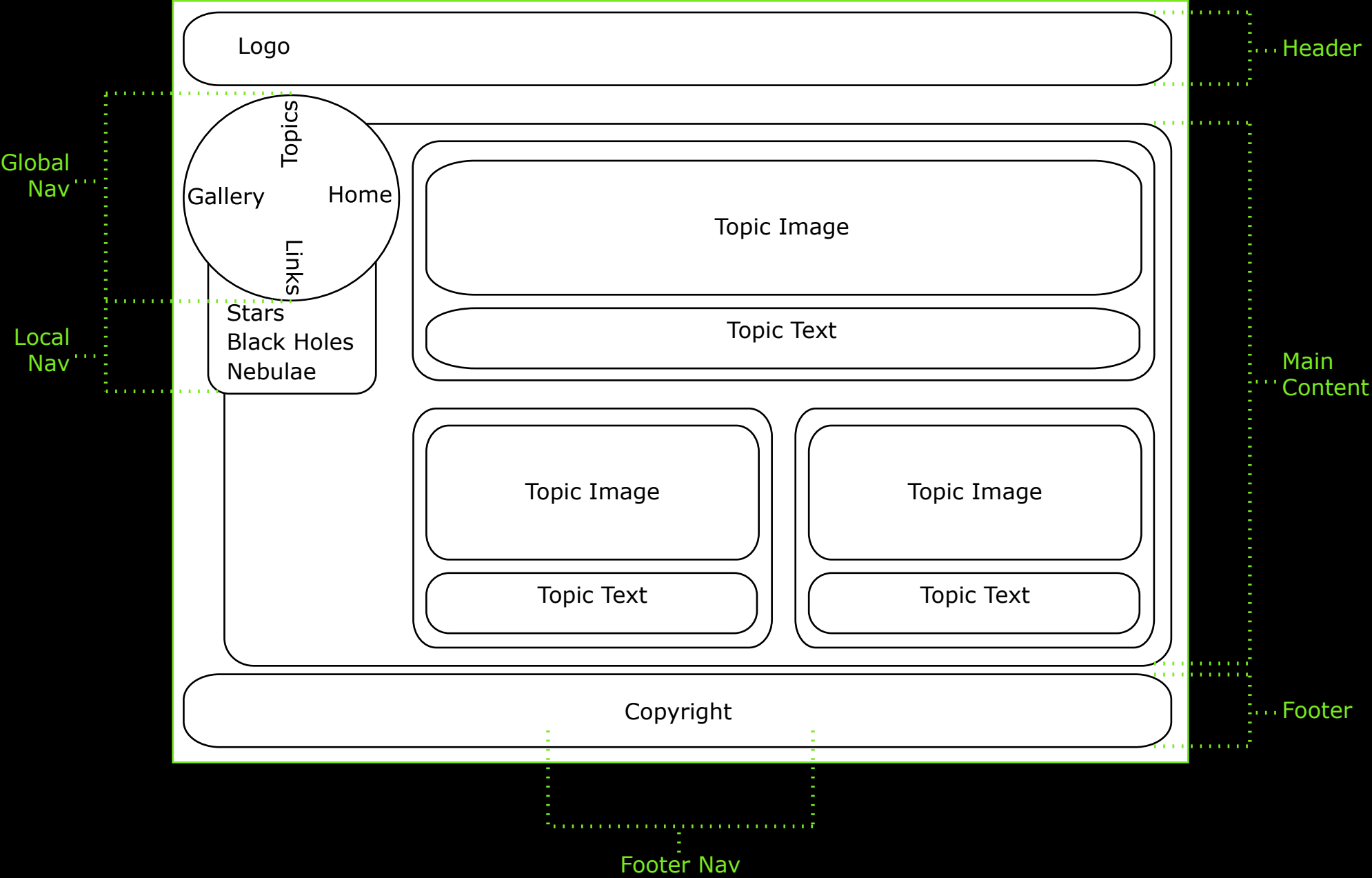
Page Stack



Wireframes

Site Page: Topics

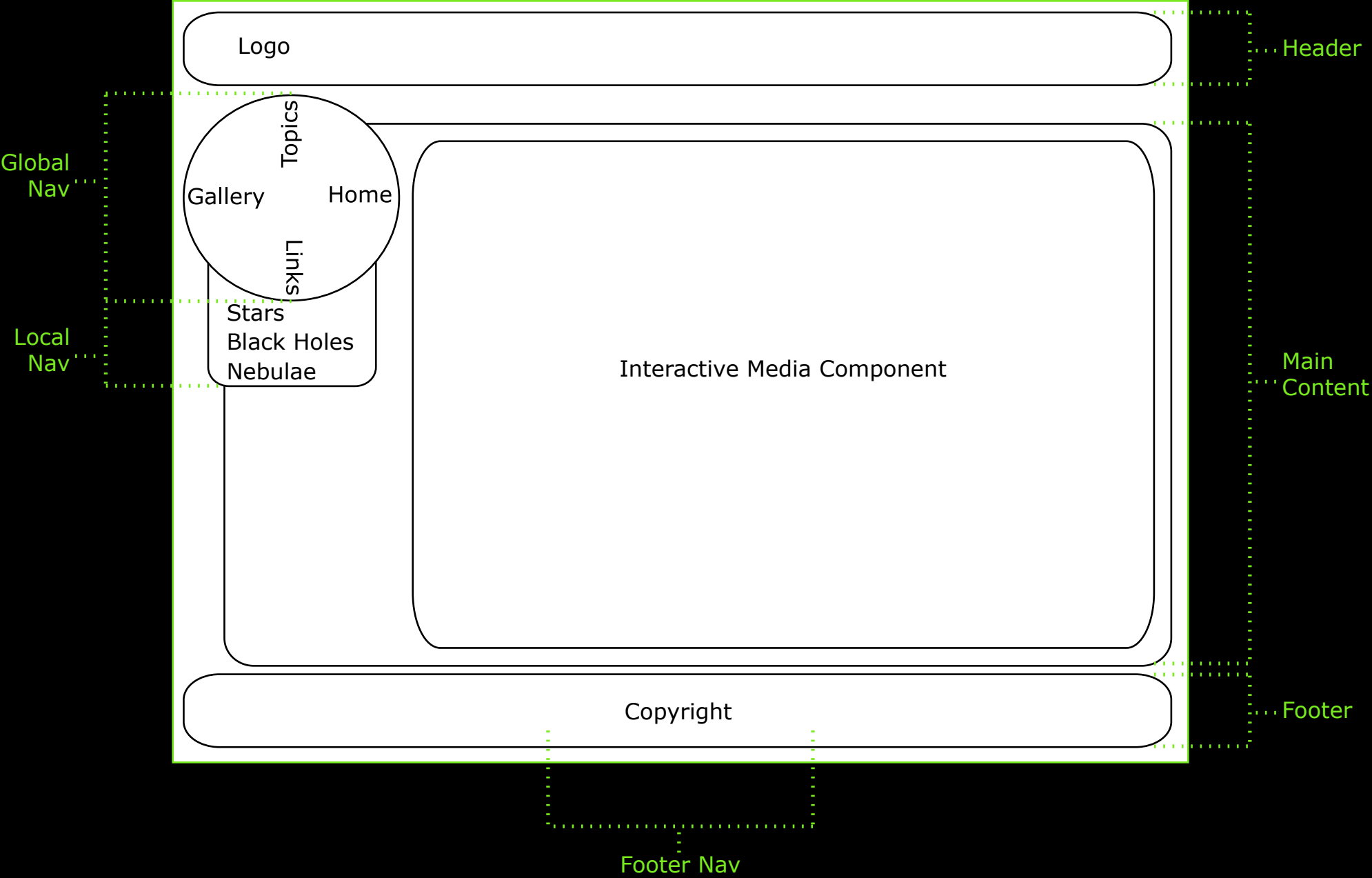
Dimensions: 860 x 768



Wireframes

Site Page: Topic 1

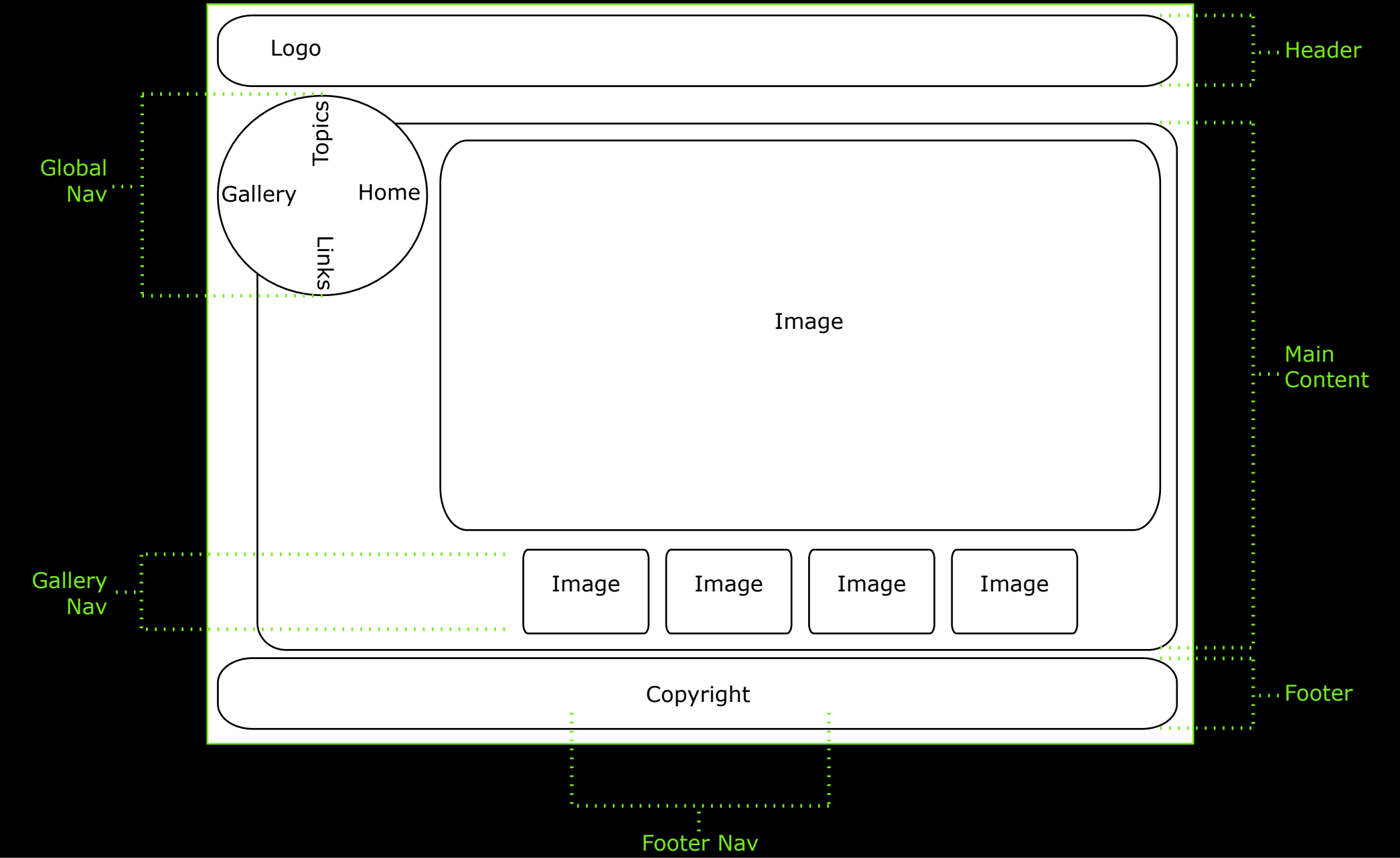
Dimensions: 860 x 768



Wireframes

Site Page: Gallery

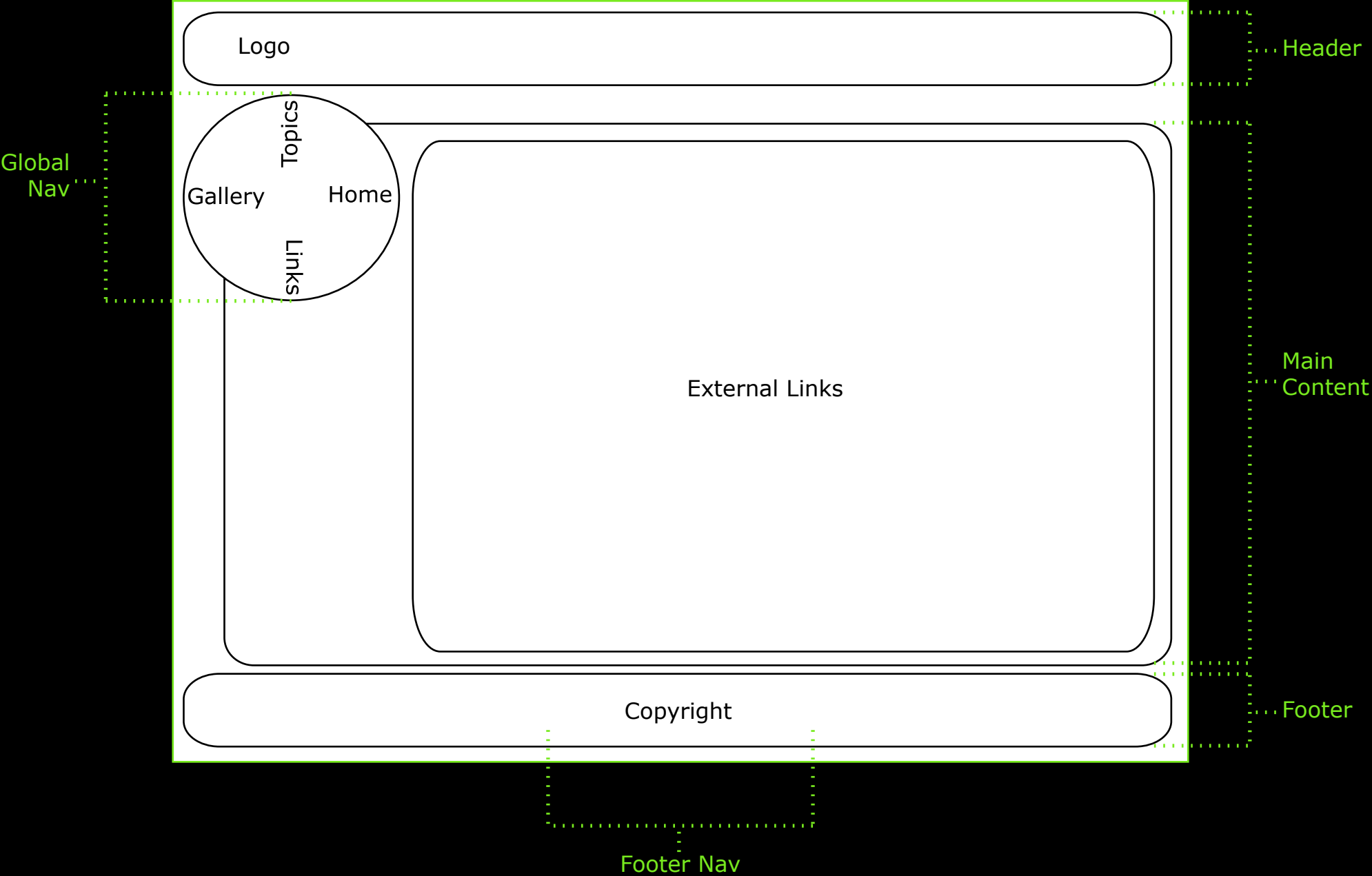
Dimensions: 860 x 768



Wireframes

Site Page: Links

Dimensions: 860 x 768



Dimensions: 1024 x 768

Duration: 00:00:02:00

Description: Black stage with small logo increasing in size

Interactivity: Skip button

Transition: Zoom into the Stellar Hub logo

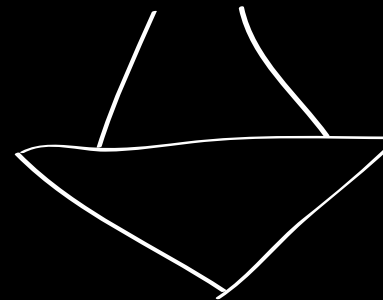
Colors: Black, Neon Green

Fonts: Mionta

Graphics: Stellar Hub logo

Audio/Video: Swishing impact sound effect

Stellar Hub



Skip

Notes: Once it completely expands, the logo will have an alternating glow. The skip button will fade in while the logo expands.

Dimensions: 1024 x 768

Duration: 00:00:02:00

Description: Black stage with exploding logo

Interactivity: Skip button

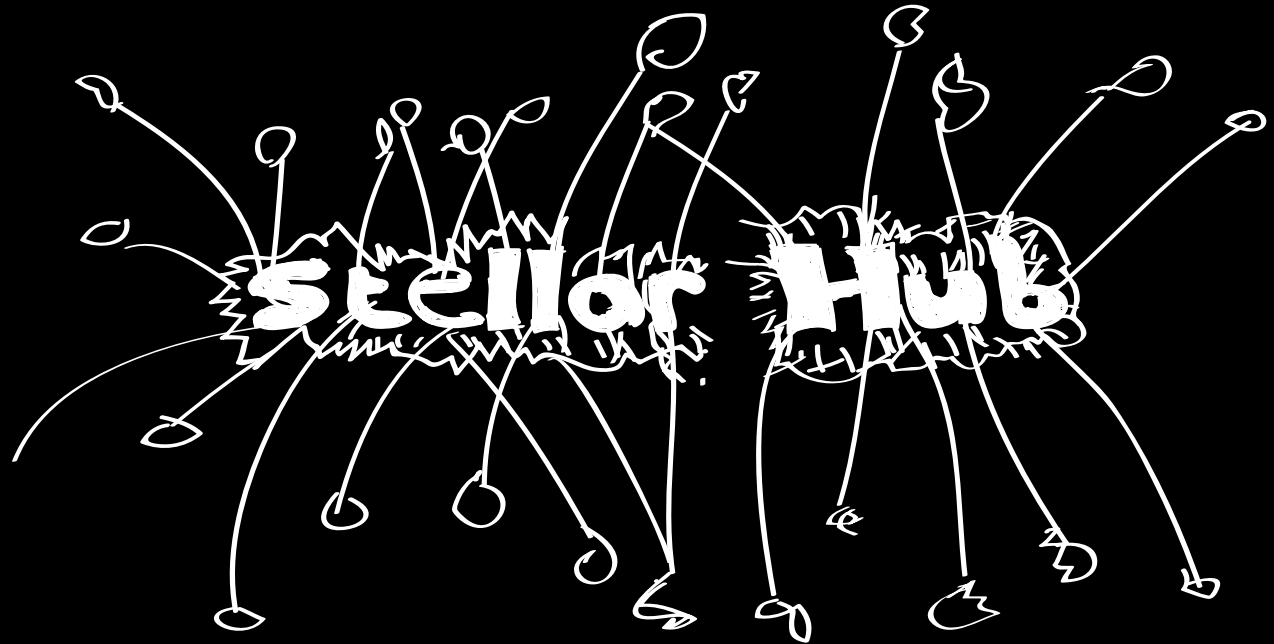
Transition: The logo will explode and pieces will fly all over the stage

Colors: Black, Neon Green, Yellow, Red, Orange

Fonts: Mionta

Graphics: Stellar Hub logo, pieces of logo

Audio/Video: Explosion sound effect



Notes:

Dimensions: 1024 x 768

Duration: 00:00:02:00

Description: Expanding galaxy with stars

Interactivity: Skip button will take the user directly to the Home page

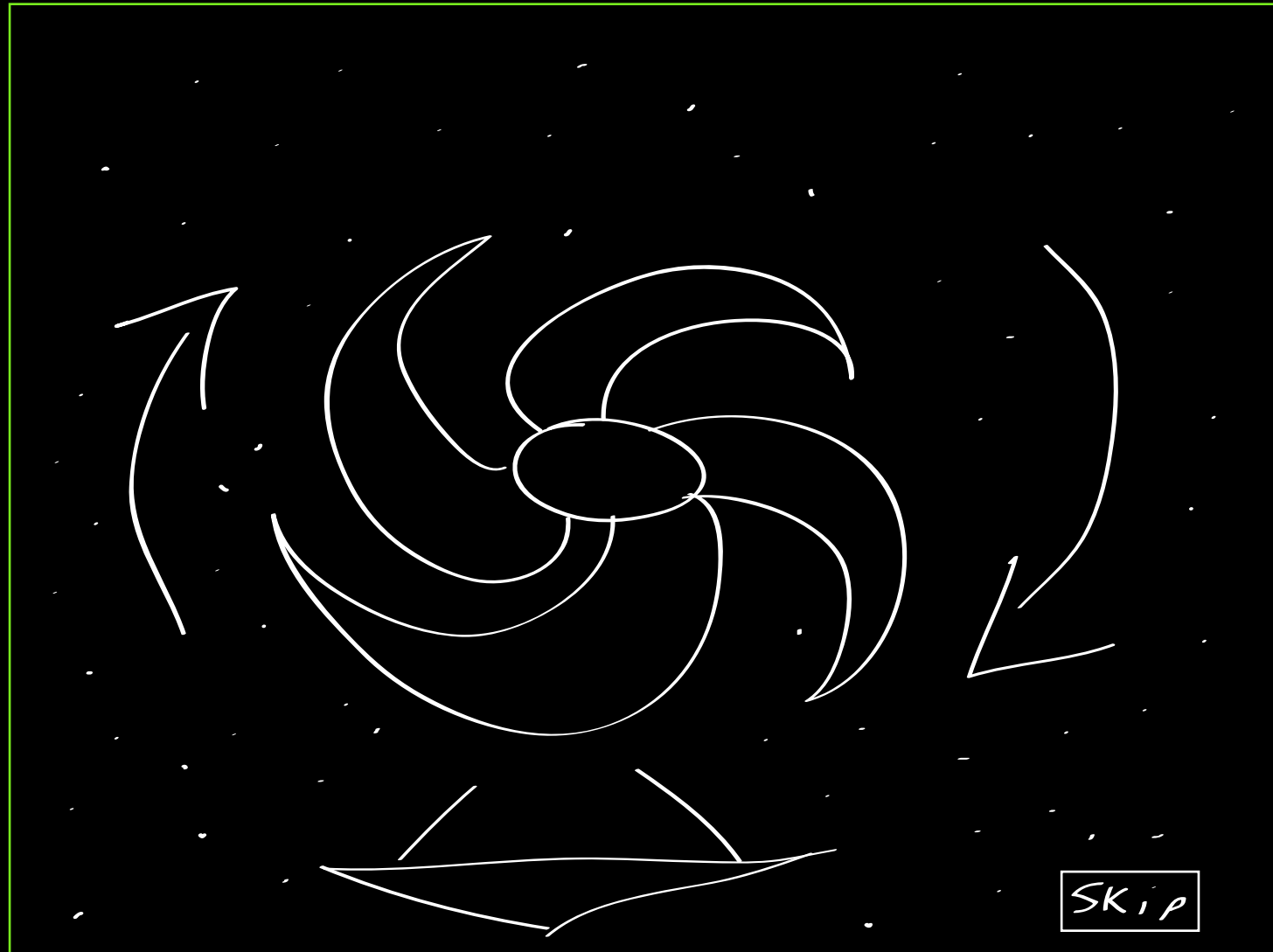
Transition: A spinning galaxy will expand in the center of the stage and stars will fade in

Colors: Black, White, Neon Green

Fonts: Oberon

Graphics: Galaxy, stars

Audio/Video: Electronic music



Notes:

Dimensions: 1024 x 768

Duration: 00:00:05:00

Description: Starry background with spinning galaxy and information bubbles

Interactivity: Skip button will take the user directly to the Home page

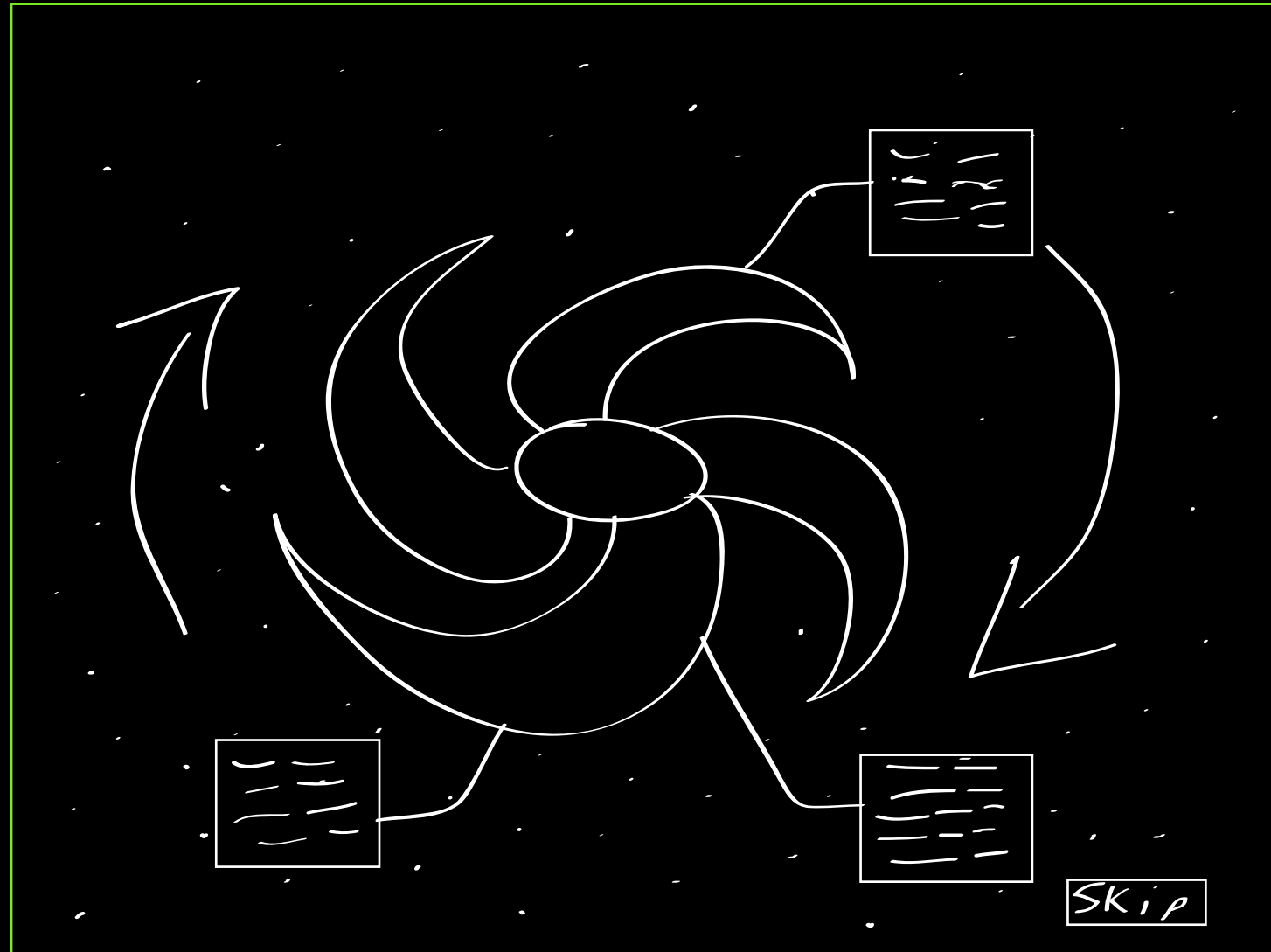
Transition: While the galaxy spins, information bubbles will pop up showing objects in the galaxy

Colors: Black, Neon Green, Blue, White

Fonts: Oberon

Graphics: Galaxy, stars, lines and rectangles

Audio/Video: Electronic music, beep sounds



Notes:

Dimensions: 1024 x 768

Duration: 00:00:02:00

Description: Starry stage with galaxy and information bubbles

Interactivity: Skip button will take the user directly to the Home page

Transition: One of the information bubbles is clicked and it zooms into the Home page

Colors: Black, Neon Green, Blue

Fonts: Oberon

Graphics: Galaxy, stars, lines, rectangles

Audio/Video: Electronic music, beep sounds



Notes: The music will stop right after the information bubble is clicked

Style Guide

Fonts:

Logo:

MONTE 22 PL. REGULAR

Heading1:

OBERON 16 PT. REGULAR

Navigation:

OBERON 16 PT. REGULAR

Heading2:

Verdana 14 pt. Bold

Links:

Verdana 14 pt. Regular

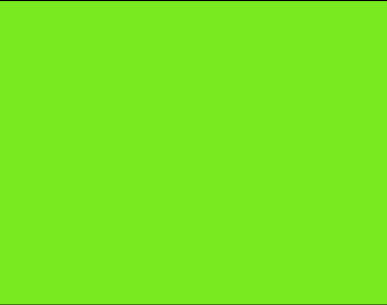
Body Copy:

Verdana 14 pt. Regular

Captions:

Verdana 10 pt. Regular

Color Palette:



Neon Green
RGB: 120, 234, 21
HEX: #78EA1F



Blue
RGB: 55, 84, 237
HEX: #3754ED



Black
RGB: 0, 0, 0
HEX: #000000



Grey
RGB: 128, 128, 128
HEX: #808080



White
RGB: 255, 255, 255
HEX: #FFFFFF

Screen Design: Topic1

