

Client

The Earth Protection Organization (EPO) is an international non-profit organization that is concerned with the future of our planet. It focuses on global threats our planet faces in the form of asteroids, coronal mass ejections, polar shifts, supervolcanos, global climate change and other extinction level events. EPO is made up of scientists from all fields of study, such as biology, climatology, geology and astrophysics, who come together to collaborate on finding the facts and solutions to global threats. EPO also lobbies the government to fund research projects that explore and plan for possible threats.

Demographics

EPO appeals to anyone that is interested in the future of our planet. The target audience is 20 to 40 year olds with a college education and a basic understanding of a variety of sciences. It will also appeal to the scientific community. The target audience will primarily be accessing the site using high-speed internet, and will have a basic level of understanding of the internet and Flash interfaces.

Project Goals

EPO wants to create a Web site that will inform the public about possible global threats to our planet. It also wants to relieve fears about the "end of the world" created through sensationalism, as well as gather support for research into legitimate threats.

Audience Goals

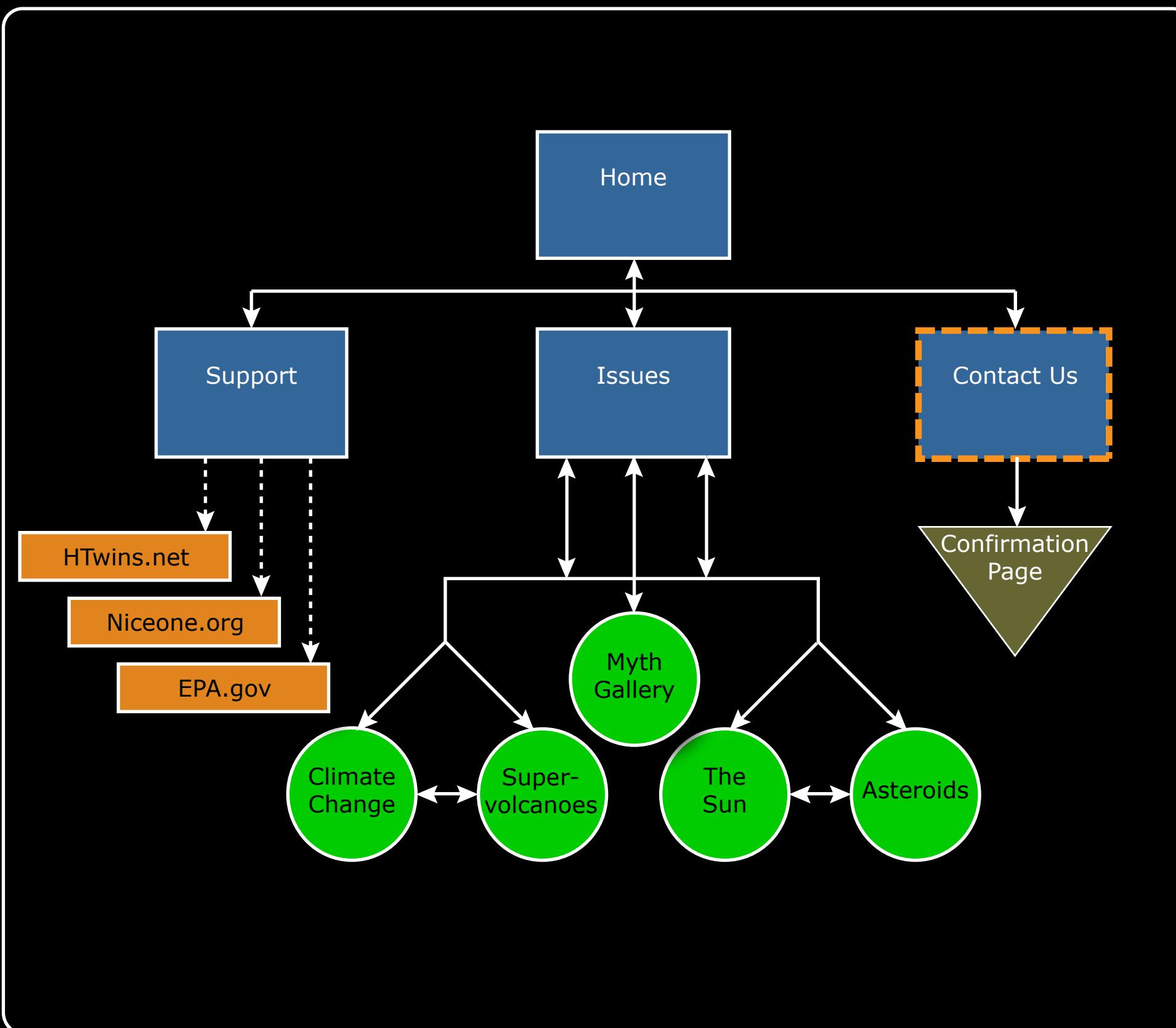
The primary goal of the users is to find facts about the actual extinction level threats our planet faces. They want to know whether or not rumors about Nibiru, polar shifts or 2012 could be true. The audience also wants this scientific information presented to them in a way they can easily understand.

Interactivity, Media and Content

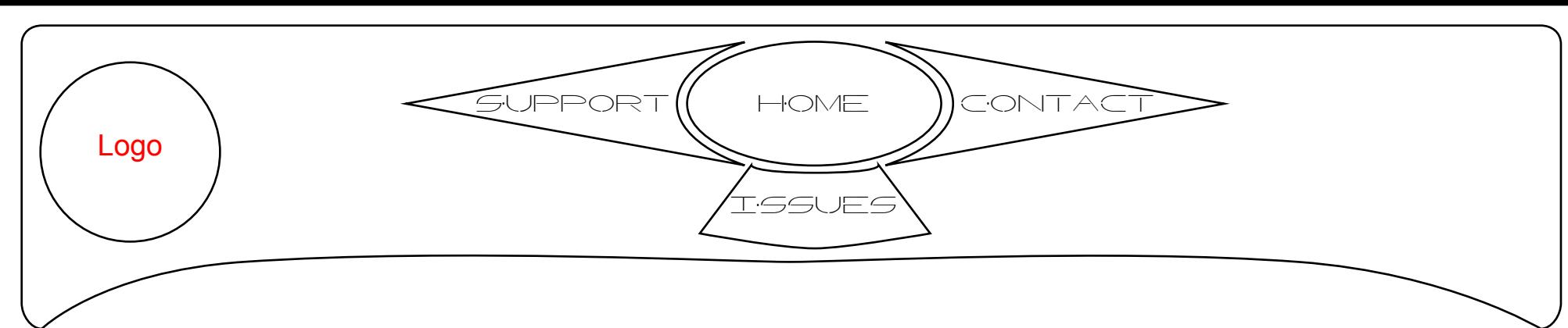
The site will provide users with a lot of interactive content. It will have an interactive global navigation bar that takes the users to all aspects of the site. It will use interactive graphs, charts and maps that the user can explore by altering settings. The site will use graphics and animations of space objects and our planet to present the information visually to the users. It will also use some text to provide further explanations, but the text will be limited because of the technical nature of the material. The design of the site will be clean and futuristic looking.

Flash and the User Experience

Flash is necessary to build this site. Since this site will contain a lot of highly technical scientific information, and the primary target audience are not scientists, Flash is necessary to present the information in a visual format that the audience can easily understand. The interactivity of Flash will also provide the users with ways to delve deeper into the information.

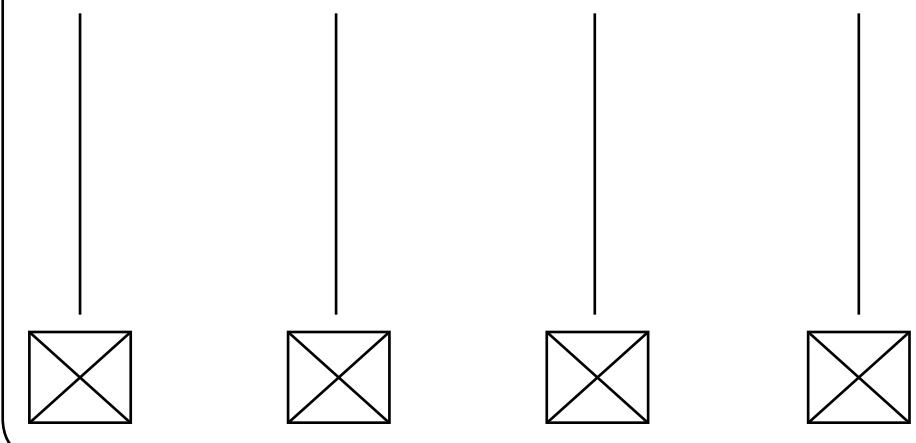


Dimensions 960x768



ABOUT US

TOP THREATS



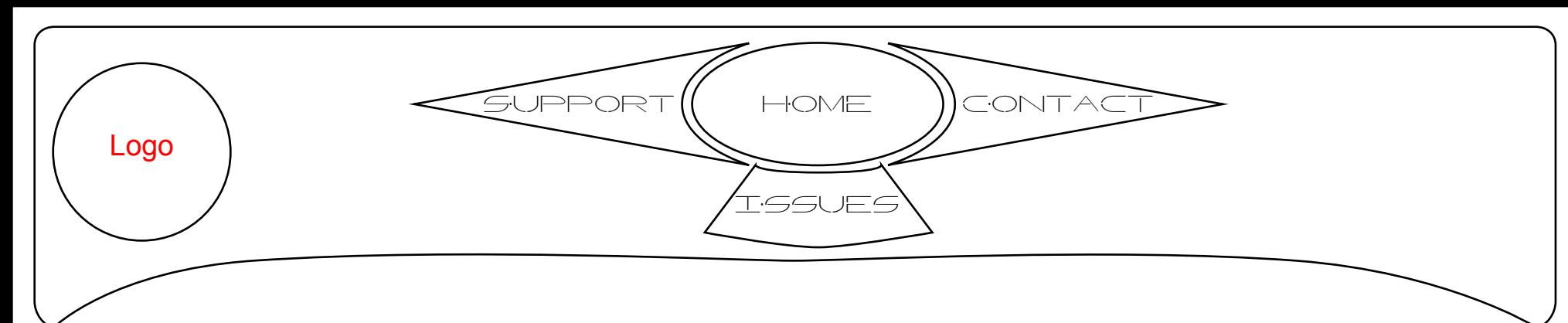
NEWS



©2011 AARON E·TCHISON

Earth Protection Organization | 100 Maryland Ave. Washington D.C., DC 20024 | (202) 555-5555

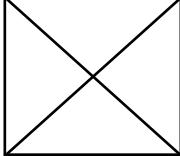
Dimensions
960x768

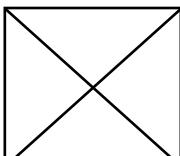


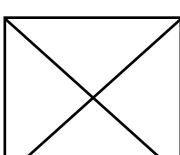
Header /
Global
Navigation

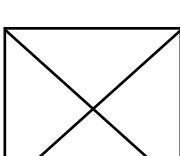
SUPPORTING EPO:

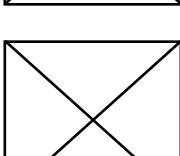
SUPPORTERS AND AFFILIATES

- 

- 

- 

- 

- 

GIVE SUPPORT

©2011 AARON ETCHISON

Footer

Dimensions
960x768

The wireframe illustrates the layout of the contact page. At the top left is a circular logo placeholder labeled "Logo". To its right is a navigation bar with three main links: "SUPPORT", "HOME", and "CONTACT", arranged in a triangular shape. Below the navigation is a large, downward-pointing triangle labeled "ISSUES". The main content area, labeled "Main Content" on the left, contains a form for sending a message. The form fields are labeled "NAME", "EMAIL", and "MESSAGE", each with a corresponding text input field. A "SUBMIT" button is located at the bottom of the form. The footer, labeled "Footer" on the right, contains the copyright notice "©2011 AARON ETCHISON". Red annotations on the right side group the header/nav and footer areas, and a red bracket on the left groups the main content area.

NAME

Text Field

EMAIL

Text Field

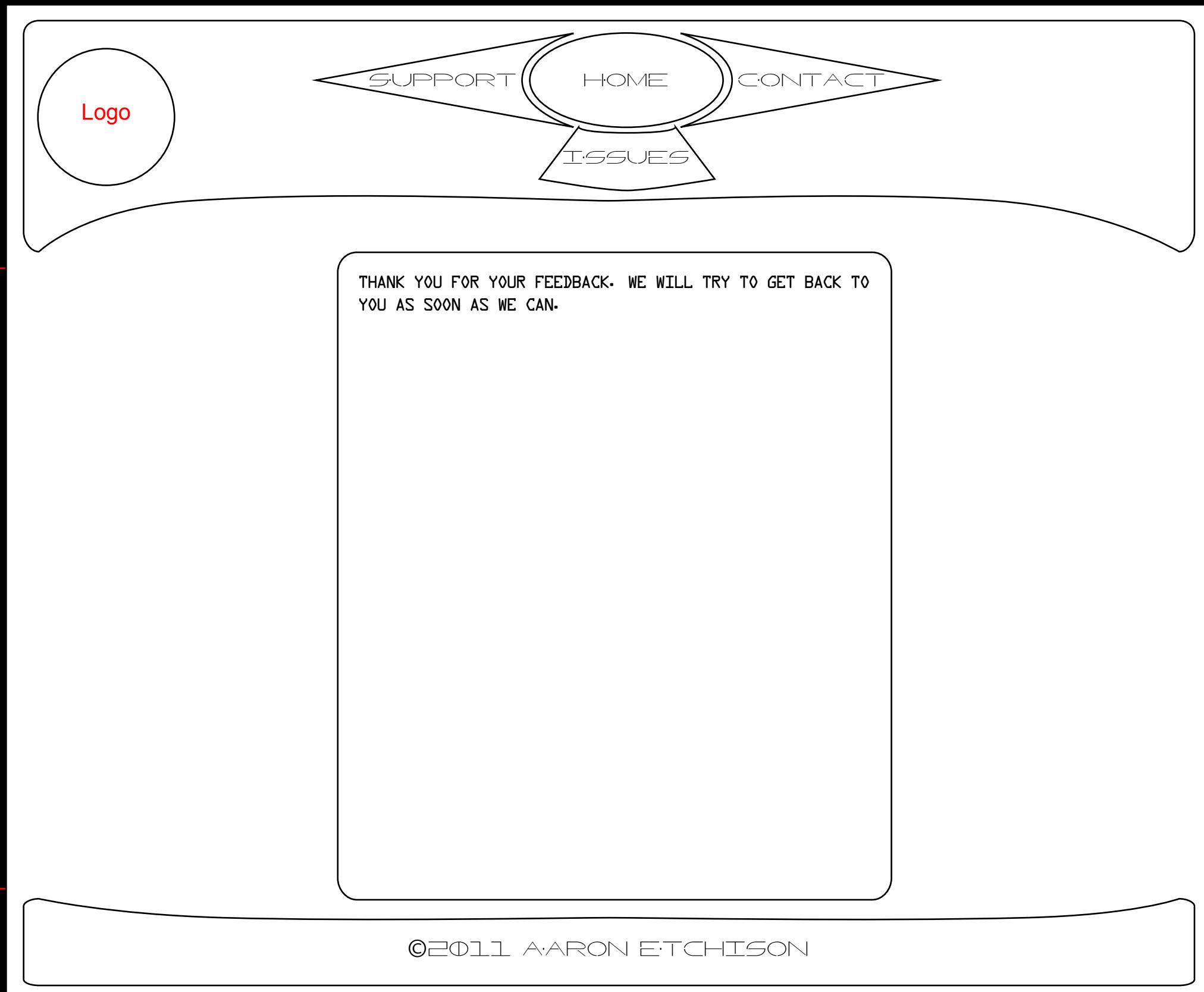
MESSAGE

Text Field

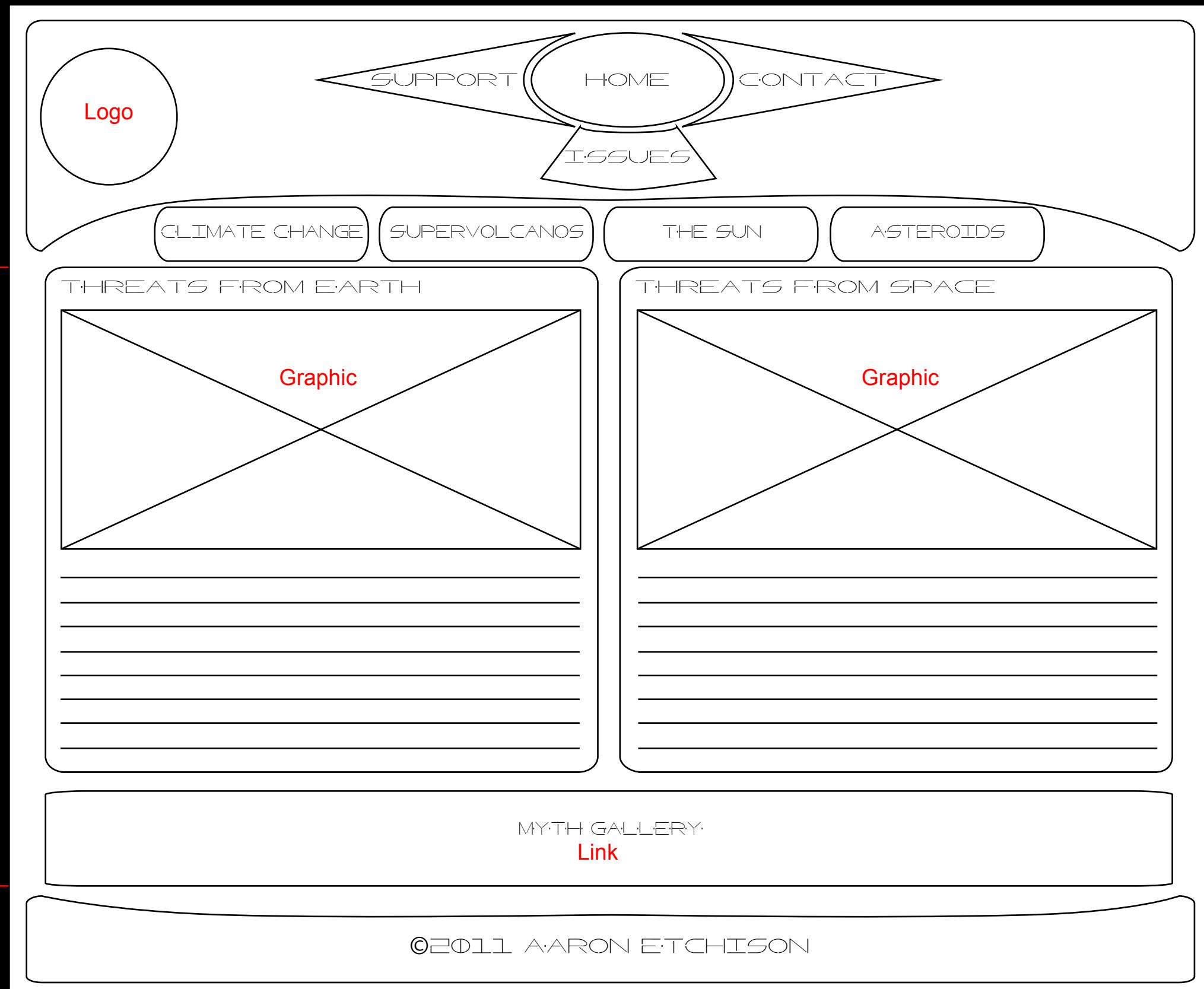
SUBMIT

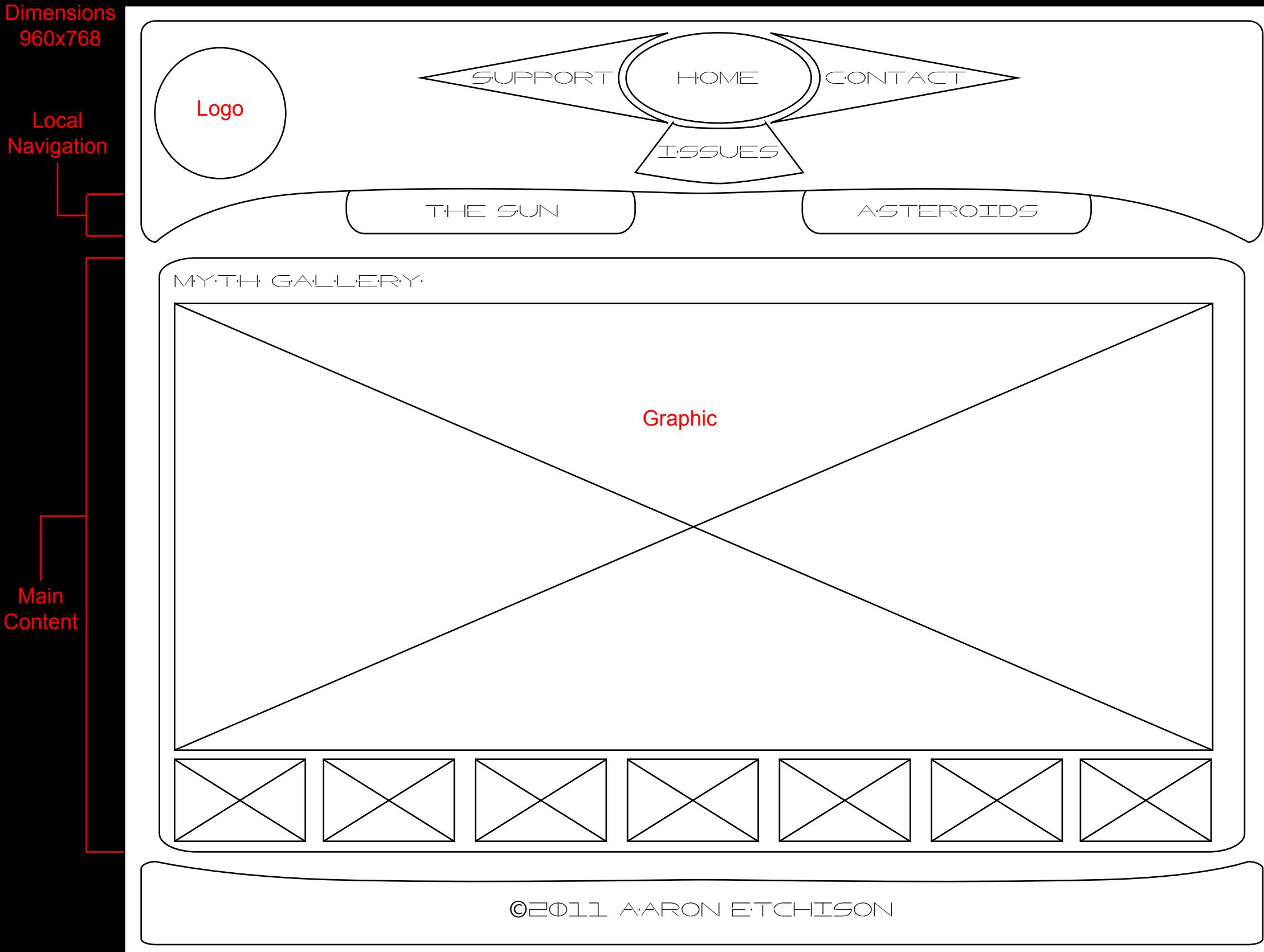
©2011 AARON ETCHISON

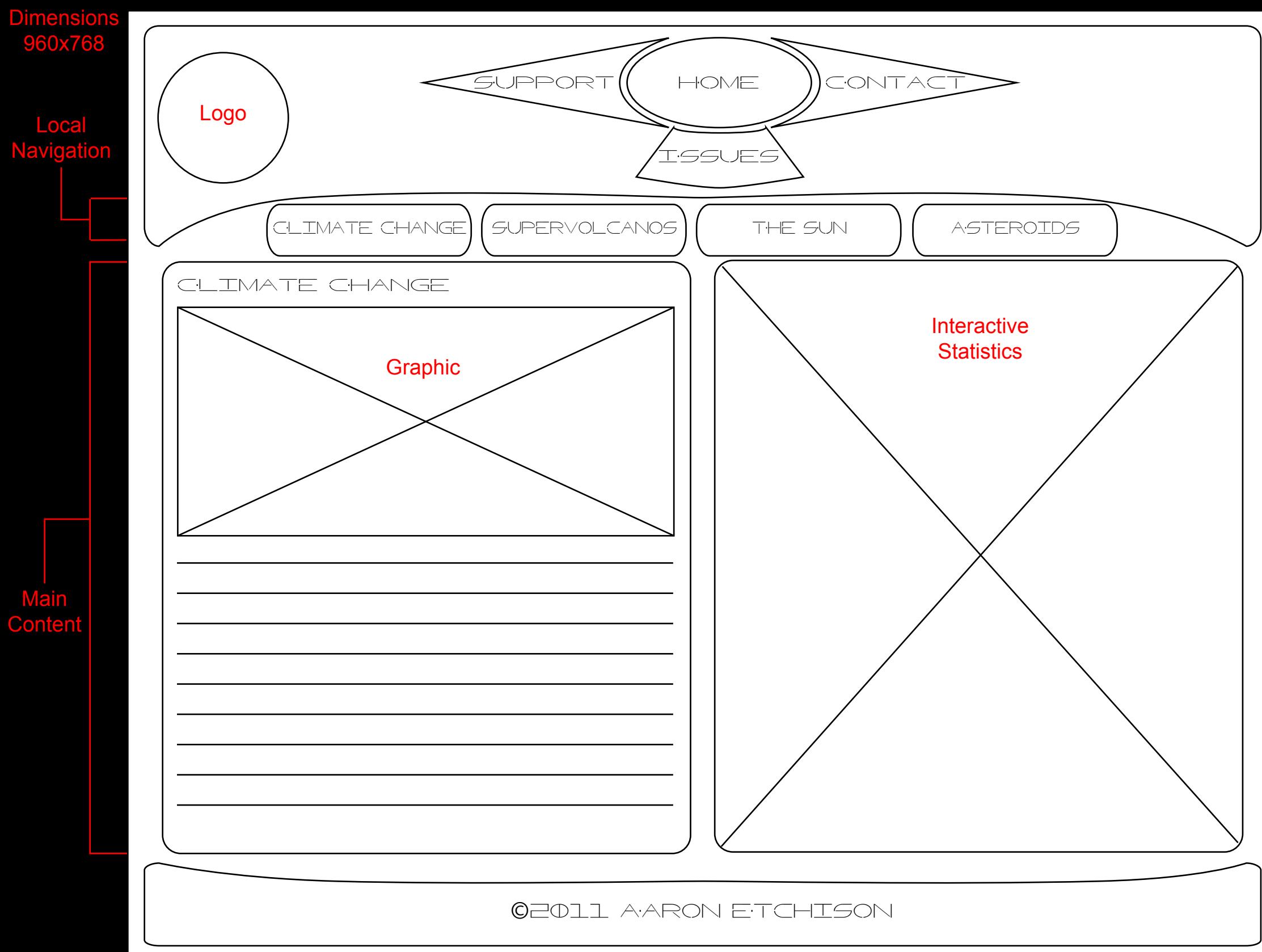
Dimensions
960x768

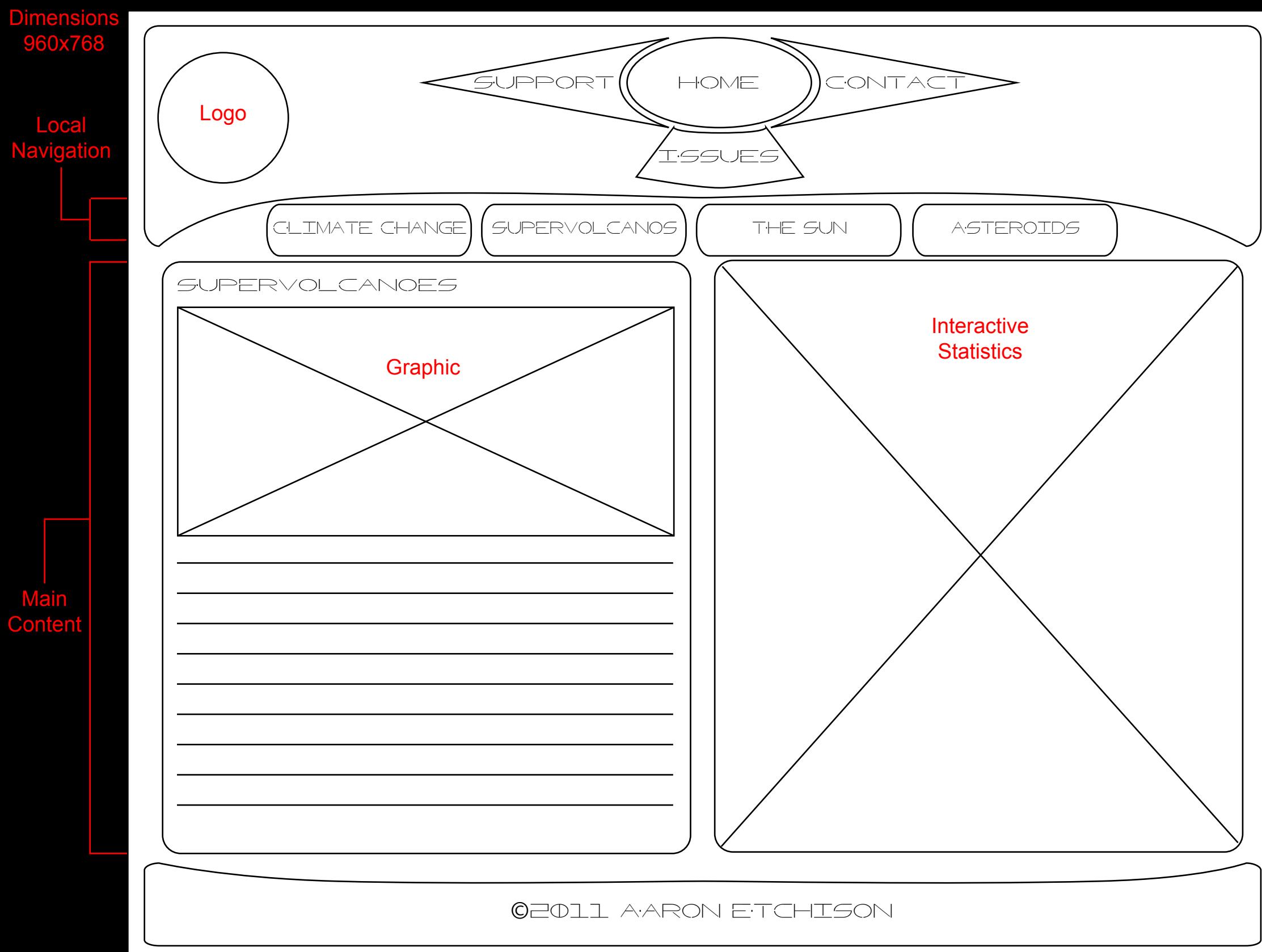


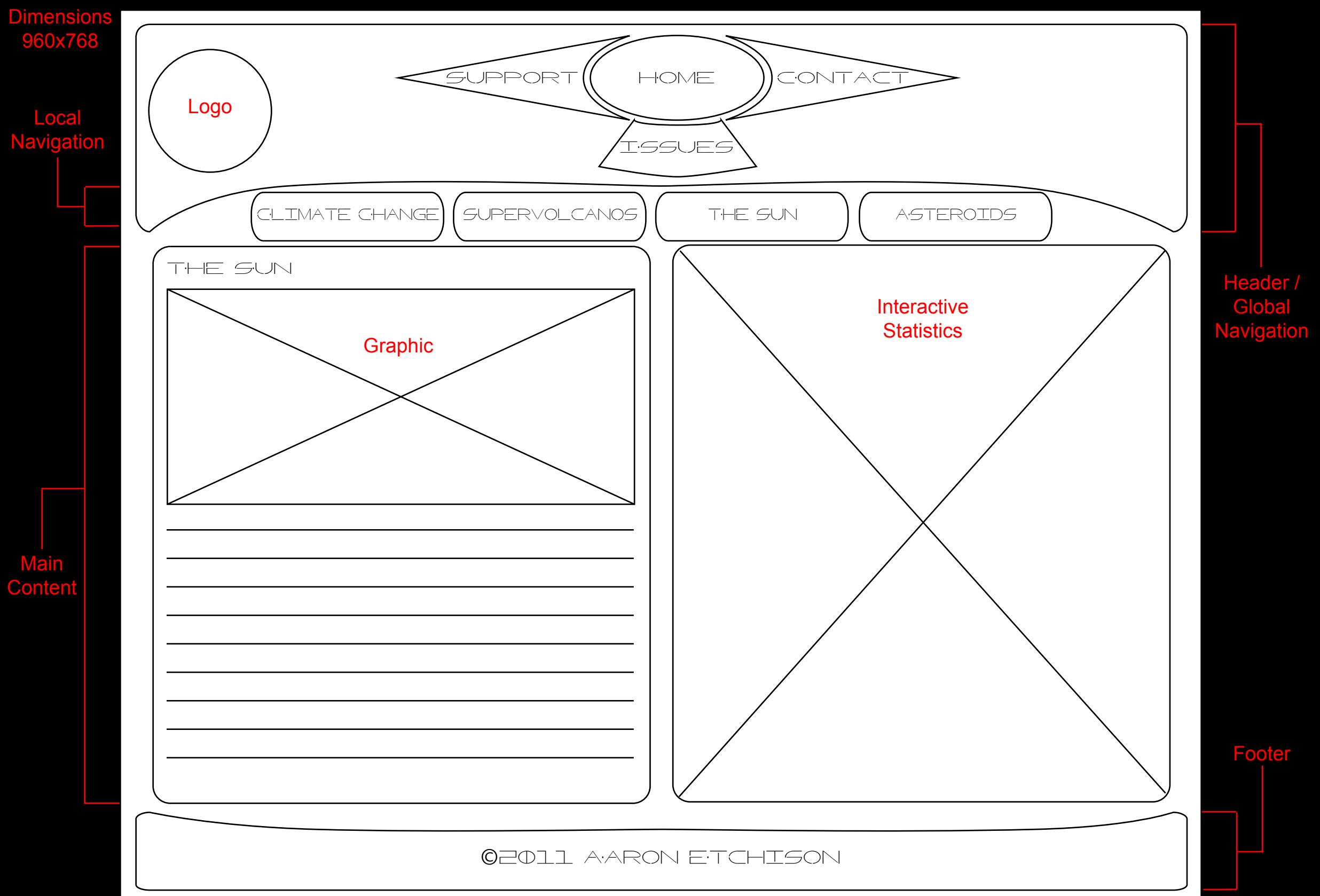
Dimensions
960x768

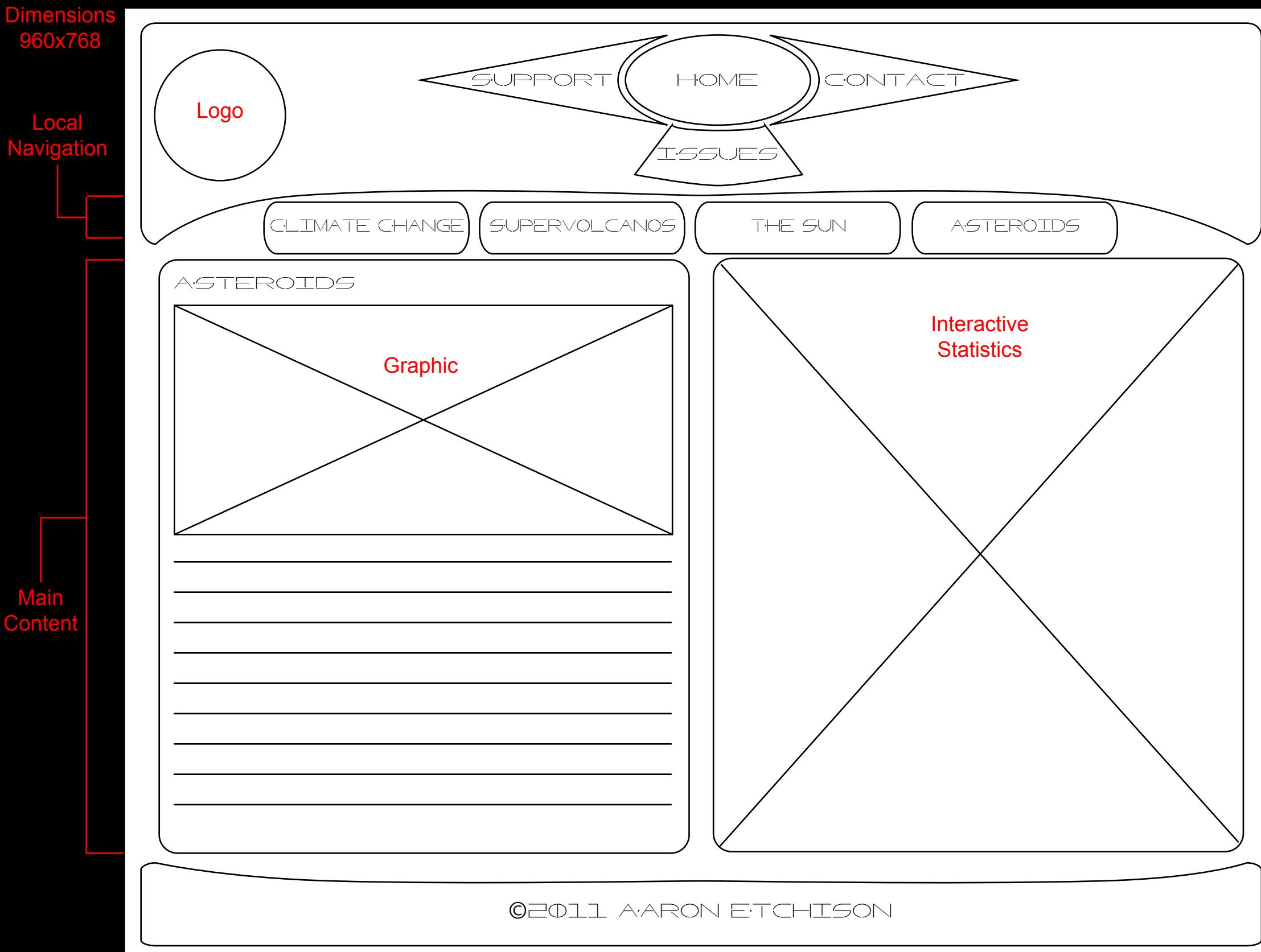












Logo

MAINFRAME BB, REGULAR, 24 PT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Global Navigation

G E A R S O F P E A C E , R E G U L A R , 1 2 P T

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Local Navigation

G E A R S O F P E A C E , R E G U L A R , 1 2 P T

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Footer Copy

G E A R S O F P E A C E , R E G U L A R , 1 0 P T

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Links

Arial, Regular, 14 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Headings

D A T A C O N T R O L , R E G U L A R , 2 0 P T

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Sub-Headings

D A T A C O N T R O L , R E G U L A R , 1 6 P T

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Body Copy

Arial, Regular, 14 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Captions

D A T A C O N T R O L , R E G U L A R 1 0 P T

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Color Scheme



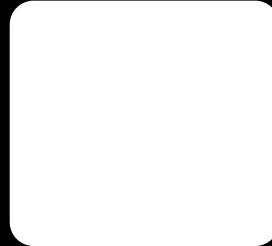
Black
RGB: 0, 0, 0
HEX: #000000



Dark Gray
RGB: 102, 102, 102
HEX: #666666



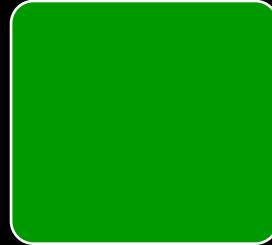
Light Gray
RGB: 204, 204, 204
HEX: #CCCCCC



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



Blue
RGB: 51, 102, 153
HEX: #336699



Green
RGB: 0, 153, 0
HEX: #009900

Image Treatment

All images will have a 2 pt. stroke with a color of #336699



[SUPPORT](#)[HOME](#)[CONTACT](#)[ISSUES](#)[CLIMATE CHANGE](#)[SUPERVOLCANOES](#)[THE SUN](#)[ASTEROIDS](#)

ABOUT US

IMAGE BY NASA

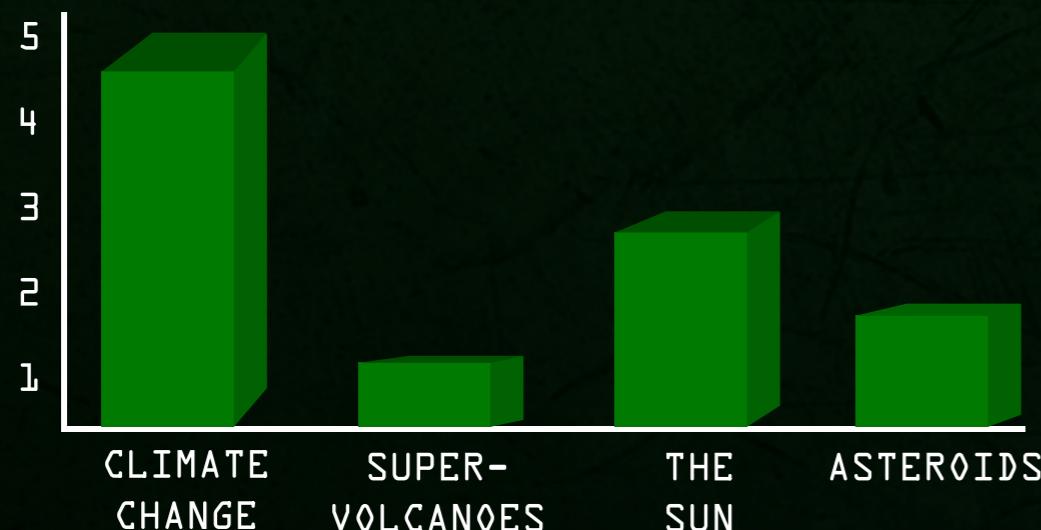
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer porttitor lectus non diam venenatis aliquet. Pellentesque at magna ac risus tincidunt mollis.

Nulla sit amet lacus neque, vitae egestas magna. Maecenas non ante turpis. Nunc dui lectus, cursus sit amet tincidunt eu, accumsan non dolor. Donec lorem dolor, ultricies nec eleifend sed, gravida quis velit.

Vestibulum tempus nibh magna, et consectetur turpis. Fusce imperdiet, diam a iaculis egestas, eros nulla venenatis felis, vel dictum arcu odio in libero.

Suspendisse libero libero, commodo at sodales lobortis, semper quis tellus.

TOP THREATS



RECENT NEWS



SUB-HEADING

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer porttitor lectus.



SUB-HEADING

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer porttitor lectus.



SUB-HEADING

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer porttitor lectus.