

ART320 - Web Design

Summer 2020

Team 2: Project 2 Presentation

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Phase 1: Discovery

Our site:

<https://diamondsintheruffanimalrescue.rescuegroups.org/>

Client Identification/About:

Diamonds in the Ruff Animal Rescue is unique in that we are completely foster based, meaning your future pet is already living in a loving home. Your future companion is vetted, spayed, neutered, up to date on all vaccinations and come with a microchip. In addition, you can learn all about their temperament and personality from their foster family to make sure they will be a good fit for your home. We are an all volunteer organization. Finding homes for our furry friends and loving companions for you is our labour of love!

...

...

By volunteering for DITR, you are helping countless future loving pets from being euthanized. You are also joining a community of like minded people who care about the well being of all animals. You will have the opportunity to introduce our furry friends at our many community events, educating others about the plight of homeless pets, and how they can help by fostering, adopting, volunteering or donating.

Target Audience:

Their target audience is any animal lover who either wants to foster or adopt a dog or cat or work with animals by volunteering. Questions to be answered when visiting the site:

- How do I foster a rescue dog or cat
- How do I adopt a rescue dog or cat
- How do I volunteer or donate to the organization
- Where are they located
- How do I contact them
- Is this a trust-inspiring website

Content Analysis:

The current site consists of the DITR logo along with a couple of sponsor's logos. Facebook, Twitter, Paypal and Amazon links appear. A featured pet link that gives more info about a particular animal. Lists of animals that are available for adoption and foster care along with lists of successful adoptions. Pages consist of: Home, Contact Us, Information and a login for My Rescue and another login. Not clear what the difference is or why there are two.

Brand/Style Analysis:

Color palette has way too many colors. 2 Greys, white, black, purple (only in the logo), green, blue, and red. Needs much more of a limited palette to be visually appealing and less chaotic.

No standardization in fonts. Need to choose one or two when we create our website, instead of around 5-6 I can spot on their website.

Unorthodox use of exclamation points - Variation between 2, 3, and 5 exclamation points after every tab on the home page. This should be standardized.

Sidebar is way too far on the side, can't even notice it unless you scroll to the right.

Logo goes with none of the color palette or fonts, and looks like a raster image that is quite pixelated. This needs to be remade.

Overall website doesn't convey the joy of adopting, doesn't look family-friendly (looks rather gothic and "hard coded")

Strategy Guide & Site Map/Content Breakdown:

Nav bar content: Home, foster, adopt, volunteer, Login

Footer content: contact information is constant on every page

Home page content:

Logo ; About ;

Adopt page content: view about 3 picture x 1 page view (scroll)

General process instructions; Pic & description of animal

Foster page content: view about 3 picture x 1 page view (scroll)

General process instructions; Pic & description of animal

Volunteer page content:

Link to google doc; Picture for visuals

Login page content:

Login window; Link to create an account under it

Interactive Design:

Bolded and enlarged page name to indicate what page we are on

Links to Google Forms

Media Queries to ensure responsivity

Phase 2: Design

Initial Sketches/ Wireframes

Diamonds in the Ruff Animal Rescue Inc.

Home Foster Adopt Volunteer Login

Logo

ABOUT US

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contact information

Diamonds in the Ruff Animal Rescue Inc.

[Home](#) **Foster** [Adopt](#) [Volunteer](#) [Login](#)

General Instructions on how to foster here



NAME
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NAME
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NAME
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contact information

Diamonds in the Ruff Animal Rescue Inc.

Diamonds in the Ruff Animal Rescue Inc.



Edit

We decided to get rid of the **Login page** because we felt creating an account wasn't necessary to the site's purpose.

Branding/ Visual Design

Color palette

Header/Body: #f9f2e8

Nav Bar/Footer: #dfab93

Text: #61616c

Fonts

Title/header text:

Lato Italic Regular

Paragraph text: Raleway



Header 1 Header 2

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Original Graphics Design Process

Logo Process



Final Logo



Footer Process

diamondunderdogs@yahoo.com



diamondunderdogs@yahoo.com

Help them find a home!

diamondunderdogs@yahoo.com



Footer Process

diamondunderdogs@yahoo.com



Help them find a home!

diamondunderdogs@yahoo.com



*Save a life,
adopt a pet today!*

diamondunderdogs@yahoo.com

Final Footer

*Save a Life;
Adopt a Pet Today!*

diamondunderdogs@yahoo.com

Cropped Dog Images



Phase 3: Development Screenshots

Diamonds in The Rough Animal Rescue iNC.

Home Adopt Foster Volunteer

About US



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*Save a Life;
Adopt a Pet Today!*

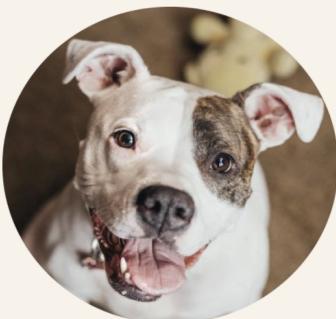


diamondunderdogs@yahoo.com

Diamonds in The Rough Animal Rescue INC.

Home Adopt Foster Volunteer

If you are interested in adopting one of our furry friends, email us at the address provided below to arrange a time to meet your new friend!



Evelyn

Evelyn is a sweet dog. Loves to play tug of war and fetch. If she isn't sleeping like an angel, she is chewing her bones or cuddling on the couch. She loves to lay in the sun like a bum and roll in the grass enjoying the summer.



Bailey

Bailey is an itty bitty Boston pitty – she's super fun and also a HUGE snuggler. Bailey loves people more than anything. She just wants to be close and feel their touch.



Lady

Lady is a love bug who just wants to know her people are nearby. Lady loves her people so much she does not like it when they are gone and has separation anxiety. Someone who is retired, works from home or a stay at home parent is a must.

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Lady

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Diamonds in The Rough Animal Rescue INC.

Home Adopt **Foster** Volunteer

If you are interested in fostering one of our furry friends, email us at the address provided below to arrange a time to meet your new friend!



Tillito

Hello my name is Tillito and I yearn for my forever home. I would love to lie around in a home with a daddy and a mommy to call my own.



Magik

This big bubba is currently in boarding and looking for a foster or adoptive home. He was in jeopardy of losing his life due to overcrowding in a shelter and we could not let that happen!



Flash

This big bubba is currently in boarding and looking for a foster or adoptive home. He was in jeopardy of losing his life due to overcrowding in a shelter and we could not let that happen!

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Come volunteer with us!

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Visit our [Google Forms](#) to sign up to volunteer!



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