

Website Style Guide by Ashley Siu

### Mood Board



Call me Ishmael. Some y money in my purse, and n sail about a little and see th spleen and regulating the mouth; whenever it is a d involuntarily pausing befor I meet; and especially when a strong moral principle to

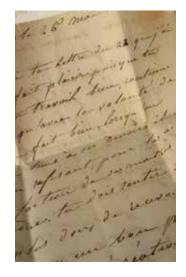
















### Fonts

Headings

**SUBHEADINGS** 

Body

Chantelli Antiqua

P22 UNDERGROUND (BOOK SMALL CAPS)

Joanna Nova (Regular and Bold)

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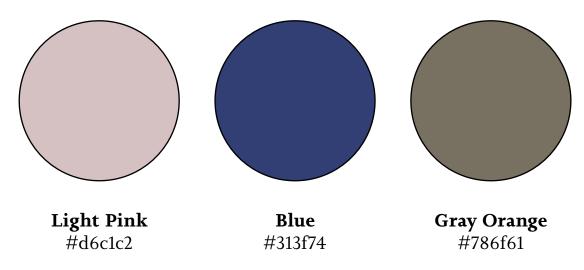
1234567890

### Color Palette

### PRIMARY COLORS



### **SECONDARY COLORS**



### Redesigned Logo (Dark & Light)

Society of North AMERICA

SOCIETY OF NORTH AMERICA

### Button Design

**STANDARD** 

**BUTTON** 

ACTIVE / HOVER

**BUTTON** 

### **Functionalities**

MOBILE HAMBURGER

**NAV DROP DOWN** 

SLIDE-OUT AD

**GOOGLE BOOKS API** 



Users can tap on this hamburger icon to reveal the navigation menu on mobile devices.

NAV ITEM V



Desktop navigation items with sub-categories feature this small triangle beside them. When the cursor hovers over the nav items, they reveal more links.

JOIN JASNA Membership costs starting at \$18 a year! **LEARN MORE** 

A slide-out ad on the right side of the home page contains a link to more details about the membership. It will automatically slide open when the user scrolls.

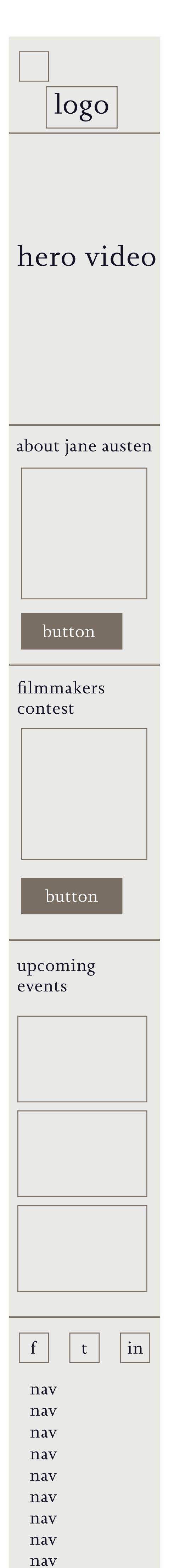
A "book of the month" section will feature one of Jane Austen's works, which will be pulled from the Google Books API.

Users will be able to see and interact with a free preivew of the novel via Google Books embedded on my website.

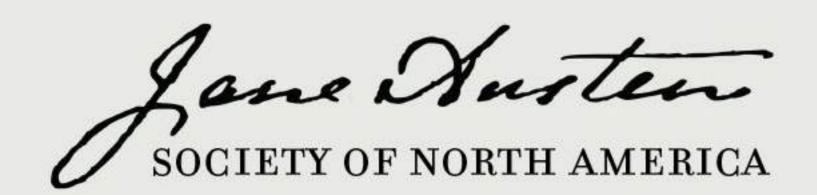
Link to the API here.

## Site Map HOME **ABOUT ACTIVITES MEMBERS JASNA EVENTS AUSTEN PUBLICATIONS PROGRAMS**

logo	nav	nav	nav
	hero video		slide out ad
about jane austen button		upcos	
filmmakers contest  button			
nav nav nav nav nav nav nav nav nav		f	t in copyright



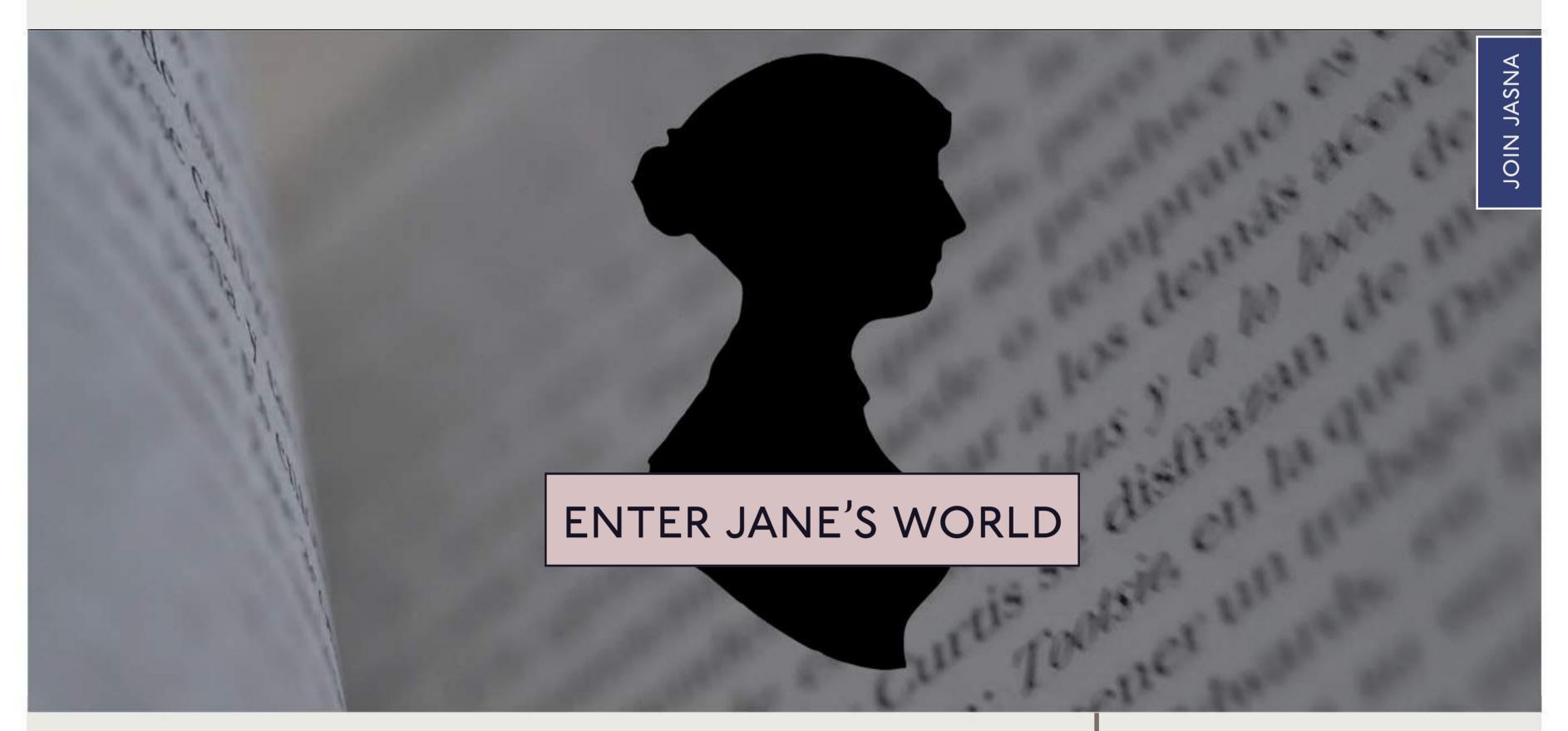
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**ABOUT** 

**ACTIVITIES** 

**MEMBERS** 



### About Jane Austen

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LEARN MORE

### Young Filmmakers Contest 2020

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LEARN MORE

### Upcoming Events



Vis eu corpora accusata iracundia, quo ea commodo scribentur.

REGISTER



Vis eu corpora accusata iracundia, quo ea commodo scribentur.

REGISTER



Vis eu corpora accusata iracundia, quo ea commodo scribentur.

REGISTER

HOME

ABOUT

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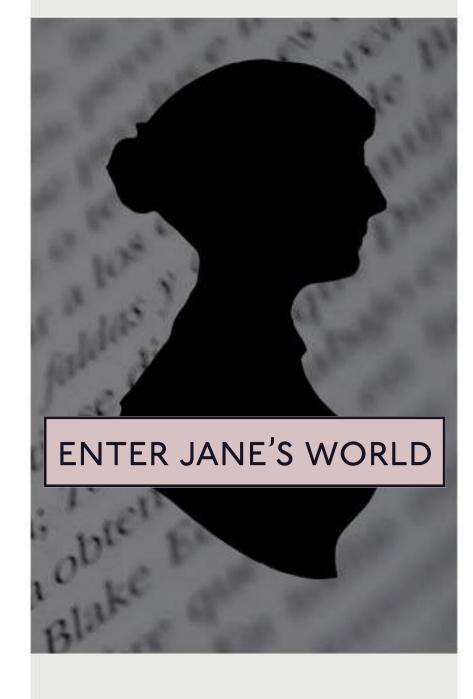
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About Jane Austen

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**LEARN MORE** 

# Contest 2020 Pro ea integre invidunt theophrastus, mea ei stet prima

Young Filmmakers

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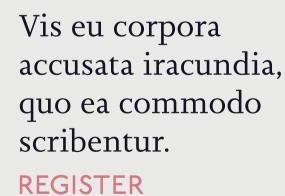
**Upcoming Events** 

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REGISTER

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scribentur.

**REGISTER** 



HOME ABOUT

in

JANE AUSTEN
ACTIVITIES

**JASNA** 

EVENTS PUBLICATIONS

PROGRAMS
MEMBERS

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## About

Welcome to JASNA! We celebrate Jane Austen's works, which resonate with readers today and inspire legions of admirers. JASNA members offer their thoughts in the above video filmed at our 2015 Annual General Meeting.



# JASNA

The Jane Austen Society of North America is a non-profit organization staffed by volunteers and dedicated to the enjoyment and appreciation of Jane Austen and her writing.

### VISION

Because literature has the power to change and enrich our lives, we want to see more people reading the great authors, with special emphasis on Jane Austen.

### MISSION

Our mission is to foster among the widest number of readers the study, appreciation, and understanding of Jane Austen's works, her life, and her genius.

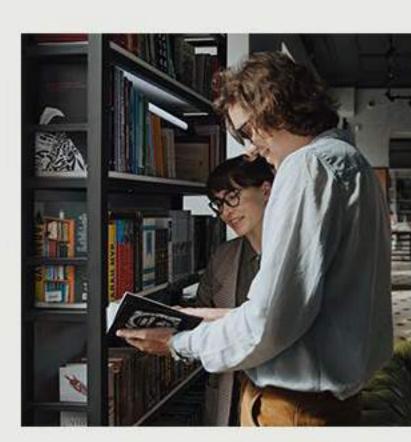
## **OUR BEGINNINGS**

JASNA was founded in 1979 by Joan Austen-Leigh, Henry G. Burke, and J. David Grey. One hundred Janeites attended the society's inaugural dinner on October 5, 1979, at the Gramercy Park Hotel in Manhattan. The event was covered by The New Yorker magazine in a "Talk of the Town" item, which began, "Some people who like Jane Austen got together the other evening..."

Since then, the society's ranks have grown to more than 5,000 members, making JASNA the largest literary society devoted to Jane Austen. But its collegiality and purpose remain the same. Members are of all ages and from diverse walks of life. Although most members live in the United States and Canada, Austen admirers from more than a dozen countries are also JASNA members.

JOIN JASNA

### WHAT WE DO



### **Run 80+ Regional Groups**

At local JASNA meetings members may discuss an Austen novel, hear a lecture about her or the Regency era, learn English country dancing, celebrate Jane Austen's birthday on December 16 with a tea or luncheon, and much more. The good company of "clever, well-informed people, who have a great deal of conversation" makes these gatherings especially congenial.

FIND YOUR GROUP



### **Hold an Annual General Meeting**

also gather for JASNA's Annual General Meeting (AGM), a three-day conference with an Austen theme hosted by a JASNA region in the United States or Canada. The AGM features dozens of lectures by Austen scholars and JASNA members, as well as workshops, exhibits, entertainment, and a banquet and Regency ball.

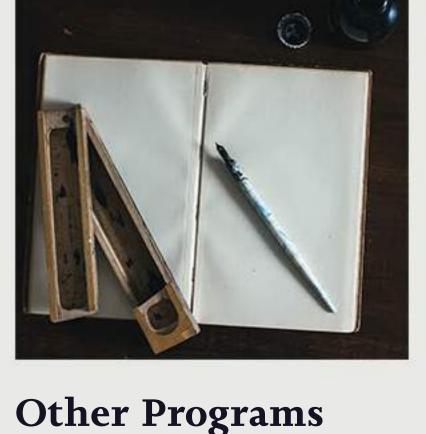
Each autumn 700 to 800+ members

REGISTER



### **Publish Journals** and News Bulletins

Our publications and news bulletins keep members up to date with the latest information about Jane Austen and her writing. JASNA's journals, Persuasions and Persuasions On-Line, are leading sources for Austen studies. JASNA News, which contains feature articles, book reviews, reports from Austen sites in England, and news about the AGM and regions, is mailed to members three times a year, while the monthly e-bulletin, JASNA Update, provides timely news about Austen and JASNA by email.



## and Activities

Other JASNA programs and activities that further the study and appreciation of Austen's writing and life include: the annual Essay Contest, which is open to students worldwide; the International Visitor Program, which provides a member the opportunity to work on a creative or scholarly project in Chawton for six weeks; and tours to England tailored for JASNA members.

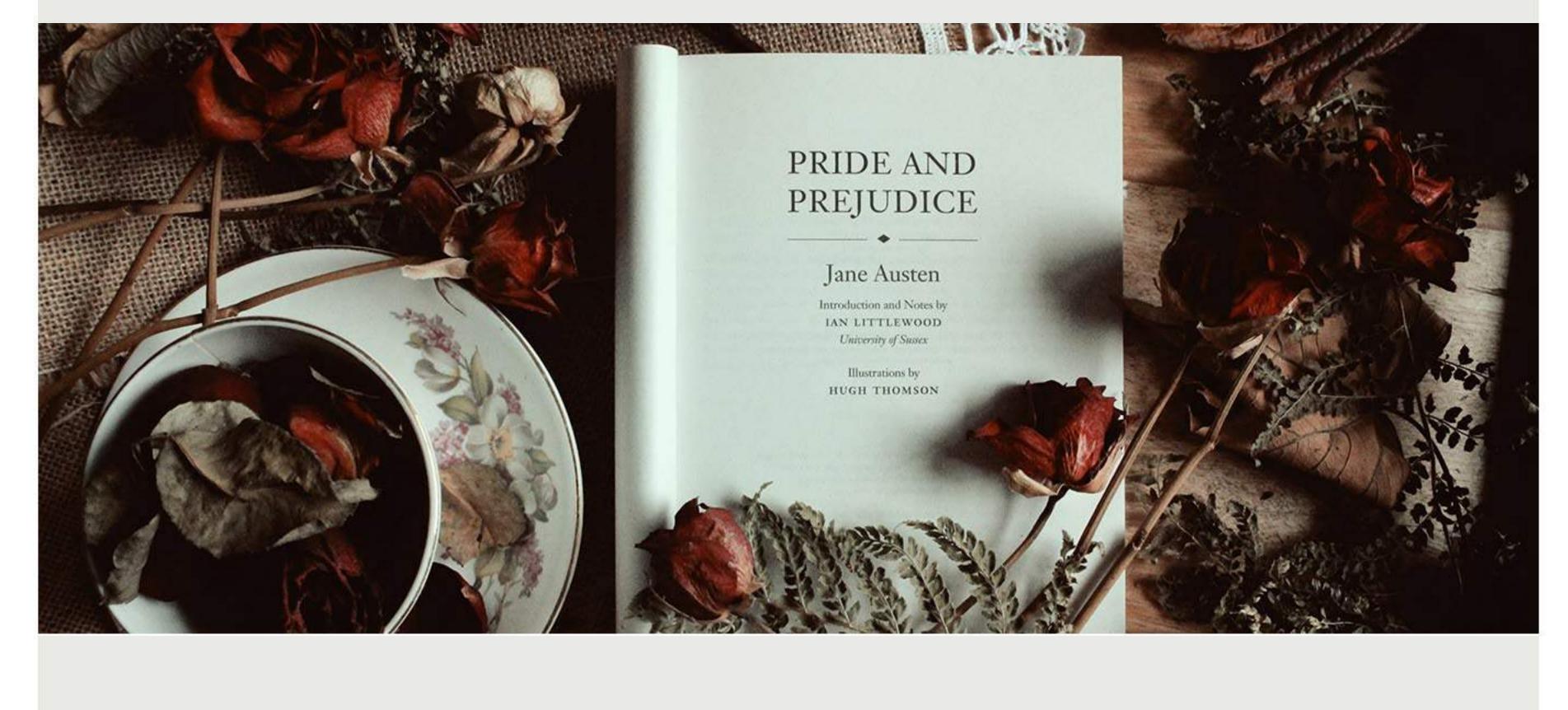
**EXPLORE** 

# **FUNDING**

JASNA relies primarily on membership dues and donations for its funding. The society also provides support to sites in England that have close ties to Jane Austen and her family. Contributions to JASNA, which is a section 501(c)(3) tax-exempt organization, are tax-deductible and are gratefully acknowledged with a receipt.

**READ NOW** 

CONTRIBUTE



# Jane Austen



## **OVERVIEW** Jane Austen (1775-1817), one of England's foremost novelists, was never publicly acknowledged as a

writer during her lifetime. Austen was born on December 16, 1775, at Steventon Rectory in Hampshire, the seventh child of a country clergyman and his wife, George and Cassandra Austen. Her closest friend was her only

sister, Cassandra, almost three years her senior. EDUCATION AND INFLUENCES

### Jane Austen was primarily educated at home, benefiting from her father's extensive library and the schoolroom atmosphere created by Mr. Austen's live-in pupils.

Though she lived a quiet life, she had unusual access to the greater world, primarily through her brothers. Francis (Frank) and Charles, officers in the Royal Navy, served on ships around the world and saw action in the Napoleonic Wars. Henry, who eventually became a clergyman like his father

and his brother James, was an officer in the militia and later a banker. Austen visited Henry in London, where she attended the theater, art exhibitions, and social events and also corrected proofs of her novels. Her brother Edward was adopted by wealthy cousins, the Knights, becoming their heir and later taking their name. On extended visits to Godmersham, Edward's estate in Kent, Austen and her sister took part in the privileged life of the

EARLY WORKS: 1787-1798

### As a child Austen began writing comic stories, now referred to as the Juvenilia. Her first mature work, composed when she was about 19, was a novella, Lady Susan, written in epistolary form (as a series of letters). This early fiction was preserved by her family but was not published until long after her death.

In her early twenties Austen wrote the novels that later became Sense and Sensibility (first called "Elinor and Marianne") and Pride and Prejudice (originally "First Impressions"). Her father sent a letter offering the manuscript of "First Impressions" to a publisher soon after it was finished in 1797, but his offer was rejected by return post.

Austen continued writing, revising "Elinor and Marianne" and completing a novel called "Susan" (later to become Northanger Abbey). In 1803 Austen sold "Susan" for £10 to a publisher, who promised early publication, but the manuscript languished in his archives until it was repurchased a year before Austen's death for the price the publisher had paid her.

View facsimiles of Austen's Juvenilia notebooks, including the History of England, on the Jane Austen's Fiction Manuscripts Digital Edition website. BATH AND SOUTHAMPTON YEARS: 1801-1809

### When Austen was 25 years old, her father retired, and she and Cassandra moved with their parents to Bath, residing first at 4 Sydney Place. During the five years she lived in Bath (1801-1806), Austen began one novel, The Watsons, which she never completed. After Mr. Austen's death, Austen's brothers contributed funds to assist their sisters and widowed mother. Mrs. Austen and her daughters set up housekeeping with their close friend Martha Lloyd. Together they

moved to Southampton in 1806 and economized by sharing a house with Frank and his family. MATURE NOVELS AND PUBLISHING SUCCESS: 1809-1817

in 1813, Mansfield Park in 1814, and Emma in 1815. The title page of each book referred to one or two of Austen's earlier novels—capitalizing on her growing

### In 1809 Edward provided the women a comfortable cottage in the village of Chawton, near his Hampshire manor house. This was the beginning of Austen's most productive period. In 1811, at the age of 35, Austen published Sense and Sensibility, which identified the author as "a Lady." Pride and Prejudice followed reputation—but did not provide her name.

Austen began writing the novel that would be called Persuasion in 1815 and finished it the following year, by which time, however, her health was beginning to fail. The probable cause of her illness was Addison's Disease. In 1816 Henry Austen repurchased the rights to "Susan," which Austen revised and renamed "Catherine."

FINAL MONTHS: 1817 During a brief period of strength early in 1817, Austen began the fragment later called Sanditon, but by March she was too ill to work. On April 27, 1817, she wrote her will, naming Cassandra as her heir. In May she and Cassandra moved to 8 College Street in Winchester to be near her doctor. Austen died in the

early hours of July 18, 1817, and a few days later was buried in Winchester Cathedral. She was 41 years old. Interestingly, her gravestone, which is visited by

Persuasion and Northanger Abbey were published together in December 1817 with a "Biographical Notice" written by Henry, in which Jane Austen was, for the first time in one of her novels, identified as the author of Sense and Sensibility, Pride and Prejudice, Mansfield Park, and Emma.

BOOKS

READ AUSTEN'S

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MORE INFO

ABOUT AUSTEN

**ACTIVITIES MEMBERS EVENTS** 

PROGRAMS

JANE AUSTEN PUBLICATIONS

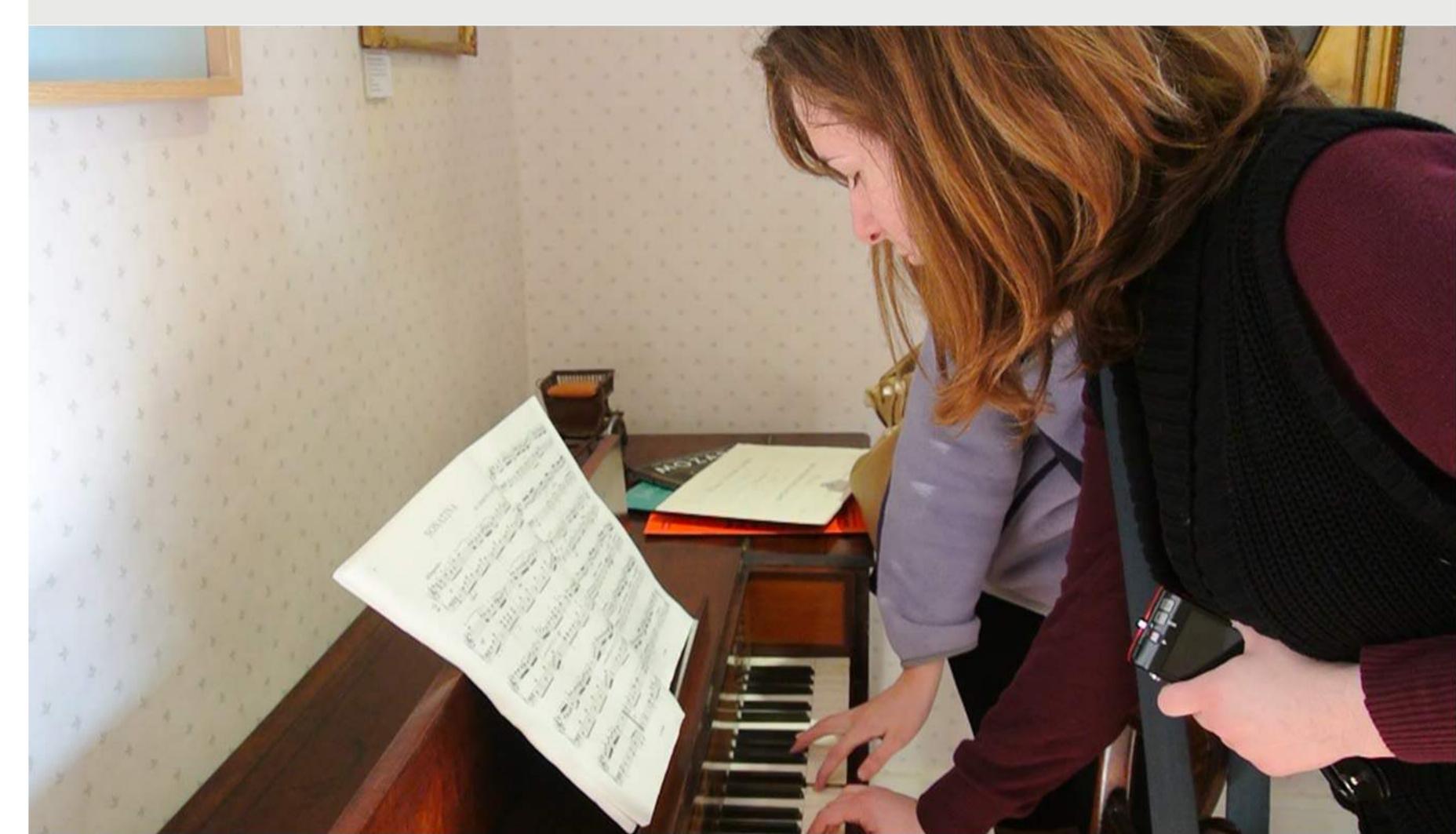
hundreds of admirers each year, does not even mention that she was an author.







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### Activities JASNA activties — from regional meetings to annual conferences and tours — bring members together to celebrate Jane Austen's works and life.

Discover what's coming up next!



# Events

## UPCOMING REGIONAL EVENTS



Vis eu corpora accusata iracundia, quo ea commodo scribentur.

Louisiana Region: Birthday Brunch

North Carolina Region: Jane Austen:

REGISTER



Working Woman (Virtual) Vis eu corpora accusata iracundia, quo ea commodo scribentur.

Vis eu corpora accusata iracundia, quo ea commodo scribentur.

REGISTER



Georgia Region: Jane Austen Birthday Celebration

Palm Beaches Region: A Lovely Cup of Tea! (Virtual)

REGISTER



Vis eu corpora accusata iracundia, quo ea commodo scribentur.

Regency ball. Many papers presented at AGMs are also published in the Society's journals Persuasions and Persuasions On-Line.

**REGISTER** 

Information about an upcoming conference is posted on the AGM's website and updated periodically as details are finalized. In late spring, JASNA members are invited to register for the upcoming event. OCTOBER 2021 SEPTEMBER 2022

Each autumn 700 to 800 JASNA members attend the AGM, a three-day conference hosted by one of our regions in the United States or Canada.

The AGMs feature dozens of lectures by Austen scholars and JASNA members, as well as special exhibits and events, workshops, and a banquet and

JASNA's Annual General Meeting (AGM) is a literary conference, a celebration of Jane Austen, and a collegial gathering of JASNA members.

### Sense and Sensibility in the **City of Gardens**

west coast of Canada to celebrate Jane Austen's first published novel, Sense and Sensibility, from September 30 to October 2, 2022. Join us as we explore Sense and Sensibility's nuanced treatment of love, wealth, family, marriage, duty, honor... and dueling. We have exciting plans for speakers and special activities—all full of good sense and pleasing to the sensibilities. As we create a program that highlights our city's uniqueness, we leave you to "that sanguine expectation of happiness which is happiness itself." CONFERENCE

The JASNA Victoria Region is excited to invite members to the

WEBSITE

VICTORIA, BC

### Join us in the exciting city of Chicago as we explore the strong connection between Jane Austen and the arts. Austen attended

CHICAGO, IL

## private musical evenings, enjoyed visits to the theater and

Jane Austen in the Arts

galleries, and participated in family theatricals. Each of her novels features the arts in some form—from the domestic female accomplishments of playing an instrument, singing, and drawing in Emma and Pride and Prejudice, to the elaborate but private preparations for a performance of Lover's Vows in Mansfield Park, to the public concert at the Assembly Rooms in Persuasion. In 2021 we will examine how the visual and performing arts influenced Austen's writing and how her work has in turn inspired film, stage, and other artistic adaptations for more than 200 years. CONFERENCE WEBSITE

ANNUAL GENERAL MEETING

# An English tour specialist selected by JASNA provides exclusive tours available only to our members. Participants visit iconic Austen sites in England and

TOURS OF ENGLAND

enjoy entrée to private homes and events not open to the public. A typical tour includes:

Visit "Jane Austen Country" on a memorable tour tailored for JASNA members.

-St. Nicholas Church in Steventon, her birthplace -Jane Austen's House Museum in Chawton, her final home

-Winchester Cathedral and Austen's grave -Bath, the Georgian city where Austen lived for 5 years -Austen family homes, including Chawton Great House (now Chawton House Library) -Period estates used in film adaptions

-Historic places mentioned in Austen's novels, such as Lyme Regis -Attendance at the Annual General Meeting of the Jane Austen Society (JAS) of the U.K. and opportunities to meet with JAS members for collegial discussions, when scheduling allows.

POSTPONED TO 2021 FOR MEMBERS ONLY!

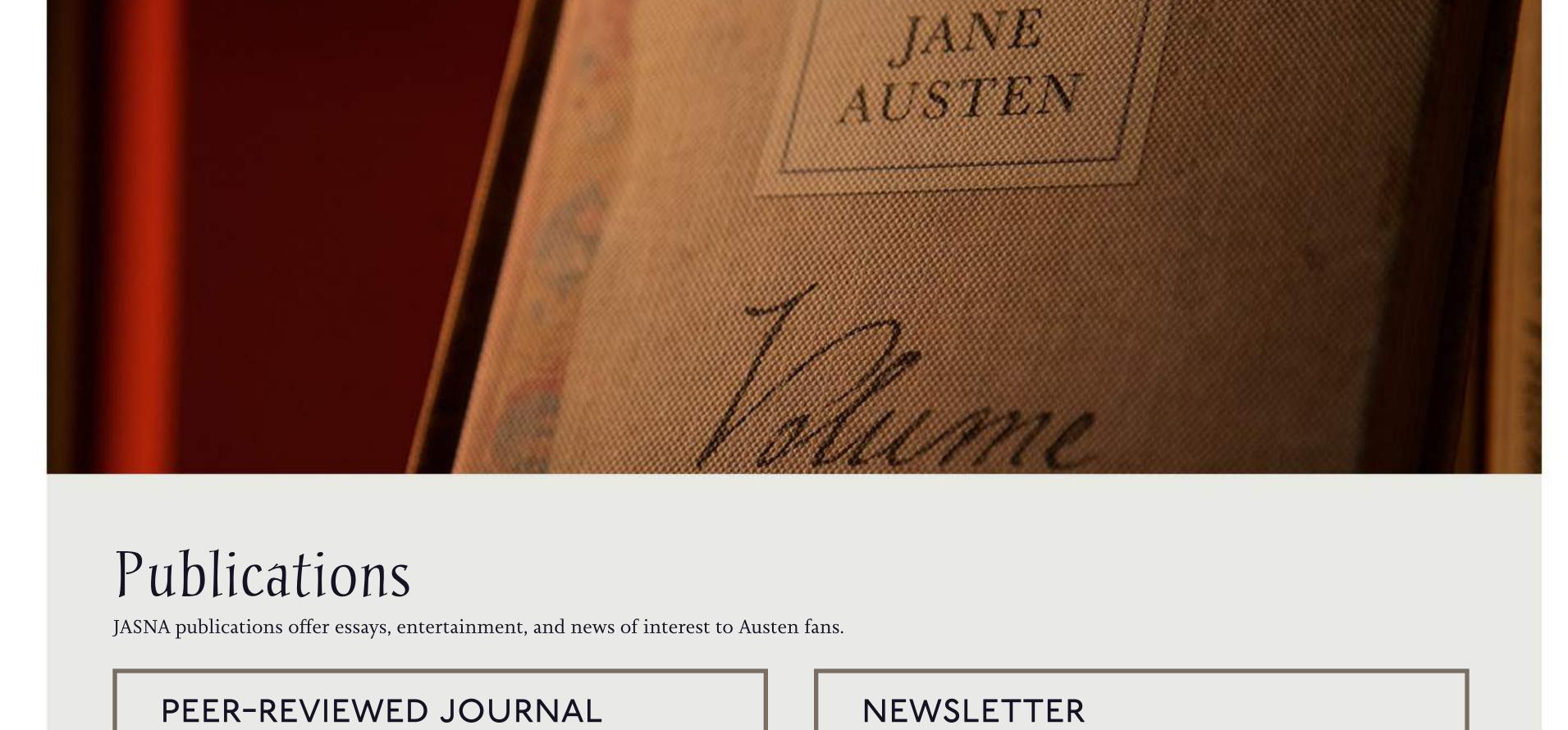
### **Austen's Unfinished Chapters** Jane Austen famously produced two unfinished novels: The Watsons and Sanditon. Both have been been adapted recently for television and

the theater and are now inspirations for the 2020 JASNA-sponsored tour. The itinerary includes locations important in Jane Austen's life, sites used in the recent TV adaptation of Sanditon, and a performance of the play The Watsons.

"Nobody Could Catch Cold by the Sea":

Join JASNA members on a tour of the towns and countryside most associated with Jane Austen: Steventon, Chawton, Bath, Winchester, Oxford, and London. While in Hampshire, visit Jane Austen's House Museum, Chawton House, St. Nicholas Church in Steventon, and St. Nicholas Church in Chawton. Go to the Annual General Meeting of the Jane Austen Society (UK) in Chawton and attend a special program at the Hampshire Cultural Trust to hear Austen expert Louise West talk about costumes, accessories, and textiles in Jane Austen's time. Spend a full day in Lyme Regis, where you can walk on the Cobb, see the lodgings of the Austen family, and spend time at the Philpott

Museum learning about Mary Anning, the fossil hunter. In Bath, visit the sites associated with Jane Austen and her family and take an excursion to Dyrham Park, used in the re-creation of Sanditon. In Oxford, view the manuscript of The Watsons and visit St John's College, where Jane Austen's father and two brothers studied. In London, see some of Austen's manuscripts and her writing desk at the British Library and attend a West End production of the The Watsons. **ITINERARY** PRICING REGISTER



**Persuasions/Persuasions Online** Persuasions is JASNA's annual, peer-reviewed print journal, which is included in JASNA membership. It offers essays on Jane Austen's writing, her world, and her legacy in literature

### and other media. Each issue includes papers from JASNA's most recent Annual General Meeting as well as essays by scholars and others on a variety of topics. The lively writing is aimed at both academics and general readers who wish to learn more about Jane Austen.

READ NOW

**BOOK CLUB** 

"Emma" by Jane Austen Beautiful, clever, rich—and single—Emma Woodhouse is

perfectly content with her life and sees no need for either love or

marriage. Nothing, however, delights her more than interfering in the romantic lives of others. But when she ignores the warnings of her good friend Mr. Knightley and attempts to arrange a suitable match for her protegee Harriet Smith, her

### Each issue includes feature articles of interest to Austen fans, book reviews, Region news, member profiles, and updates on JASNA programs, and other Jane Austen societies around the world.

**JASNA News** 

carefully laid plans soon unravel and have consequences that she never expected. With its imperfect but charming heroine and its witty and subtle exploration of relationships, Emma is often seen as Jane Austen's most flawless work. READ NOW

FOR YOUR ENTERTAINMENT

**AGM Publications** Entertaining publications created for JASNA conferences range from fanfiction to an Austen ballet.

worldwide readership.

READ NOW

# READ NOW

READ NOW

**BLOG: THE JASNA POST** Call for Papers: Special Issue of **Persuasions On-Line** The police killings of George Floyd, Breonna Taylor, and others and the pandemic that has disproportionately killed along racial lines have shocked the world into a confrontation of inequities

resulting from individual behavior, institutional design, and

even attachment to limited and comfortable perspectives. It's

time for the community of those involved in the scholarship

and discussion of Jane Austen and her world to examine the

limited ways in which we understand Jane Austen's writing

write and talk about those subjects. This special issue of...

and the world of which she was a part and the limited ways we

JASNA News, the Society's newsletter, is mailed to members

four times a year and is also available to them in digital form.

**ESSAY CONTEST** Winning Entries

students compete for scholarship awards each year.

JASNA conducts an annual student Essay Contest to foster the

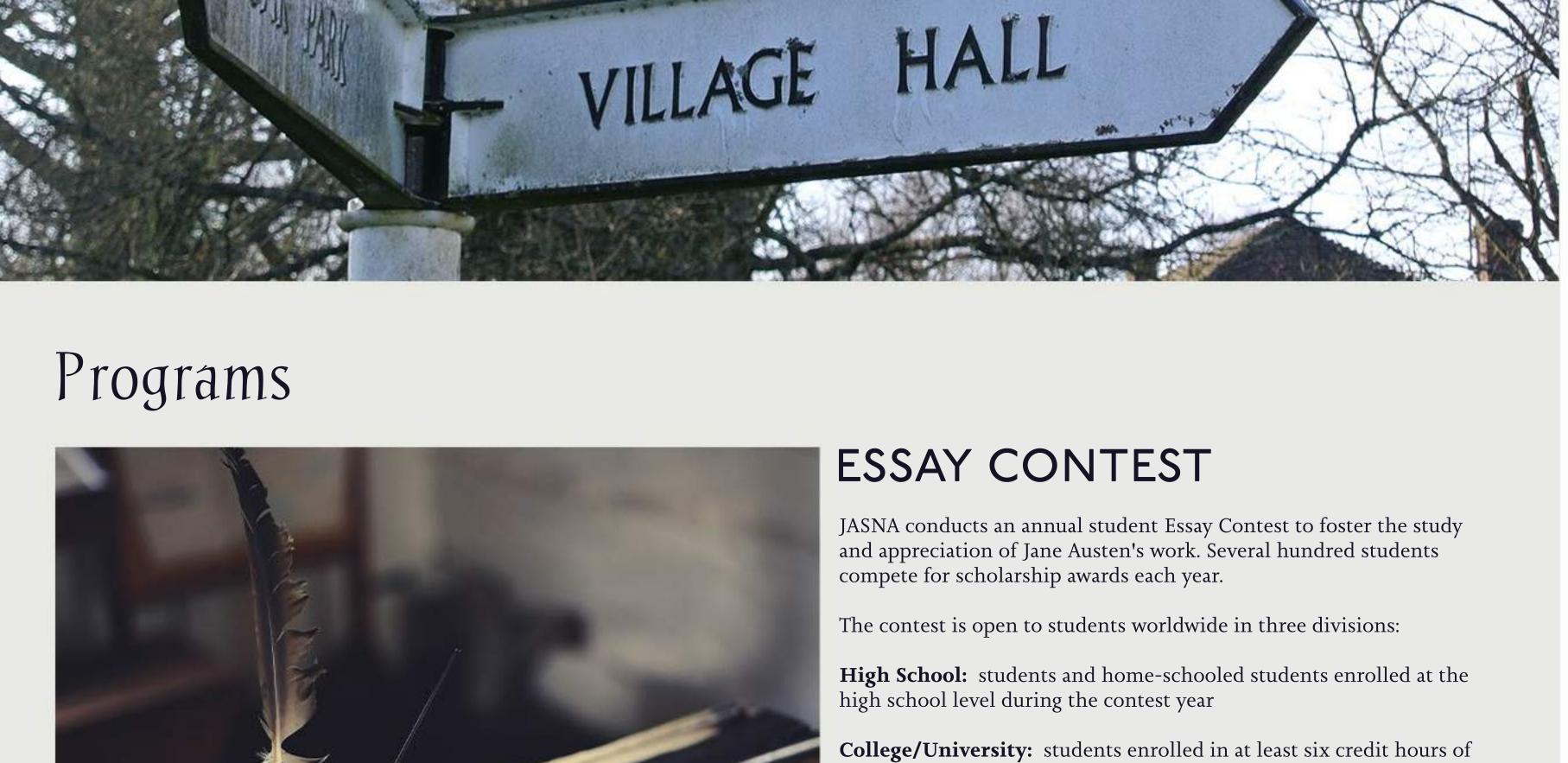
study and appreciation of Jane Austen's work. Several hundred

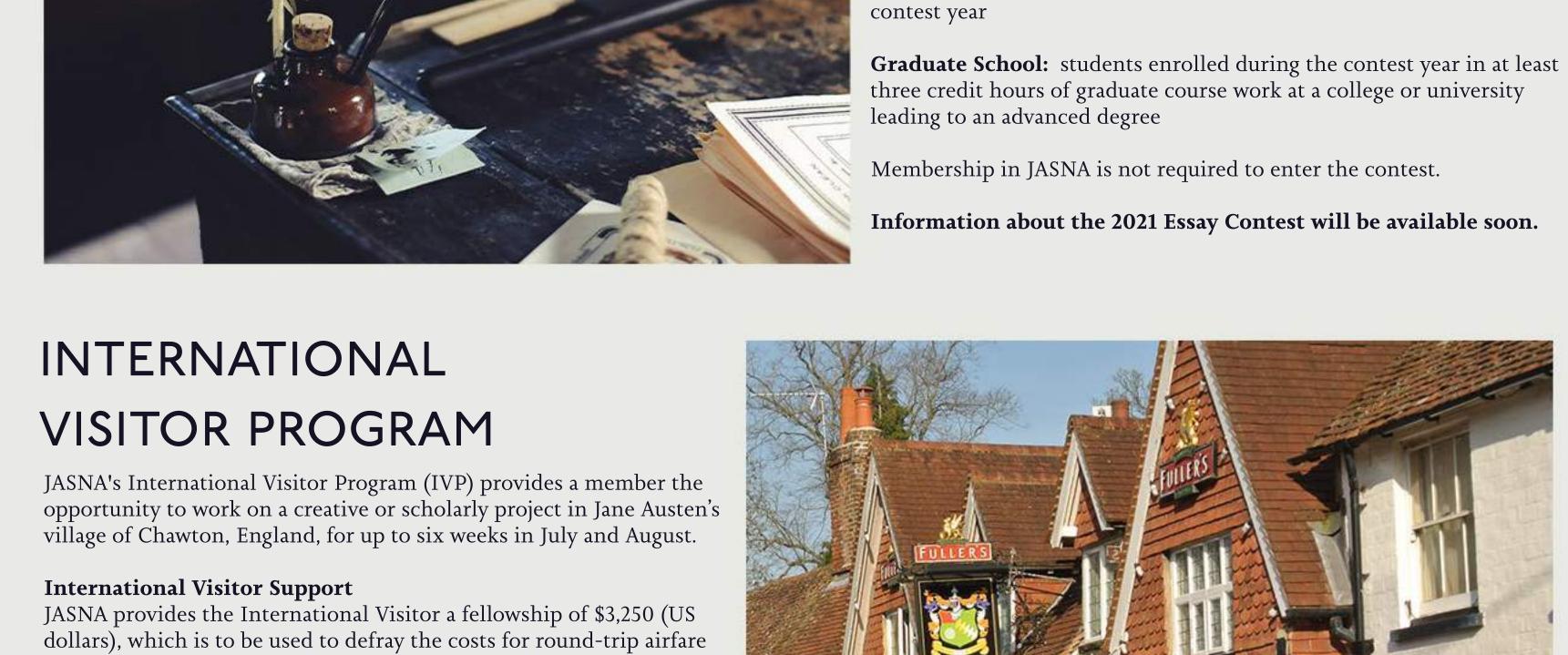
We are pleased to recognize the winners of our Essay Contest

by publishing their essays on our website for all to enjoy.

We are pleased to make those works available to a

**READ NOW** 





The International Visitor Program requires a full-time commitment from the recipient for the duration of the visit. While much of the time in England will be spent working on a self-defined Austen project, the International Visitor will also work two days a week at Austen-related institutions in Chawton performing duties as assigned. The visitor will also attend the U.K. Jane Austen Society's Annual General Meeting in July and provide assistance as requested by the Society. Applications will be evaluated according to the following criteria: - the importance of the project - the applicant's need for access to materials in Chawton or nearby - the viability of the project (in terms of project parameters, time,

- the useful skills that the applicant brings to JASNA's Austen-related

England. It is not necessary to be a student or a career academic.

ACTIVITIES

**EVENTS** 

to England from the continental United States or Canada, housing, and

miscellaneous travel and research expenses.

**Austen Project** 

and resources)

Eligibility

partners in Chawton.

HOME ABOUT

JASNA

IVP candidates must be members of JASNA who live in the United States or Canada and have an Austen-related project that requires access to resources in

course work at a junior college, college, or university during the

The 2020 International Visitor has been selected, but the visit to Chawton has been postponed to 2021 due to the global pandemic. Please check back in fall 2021 for details about the 2022 program and to download the 2022 application and fact sheet.

**MEMBERS** 

JANE AUSTEN PUBLICATIONS PROGRAMS



