

The Ethics Incubator

Multimedia topic-focused content publishing platform

Susan Liautaud & Associates, Limited
4/2017 – 8/2017

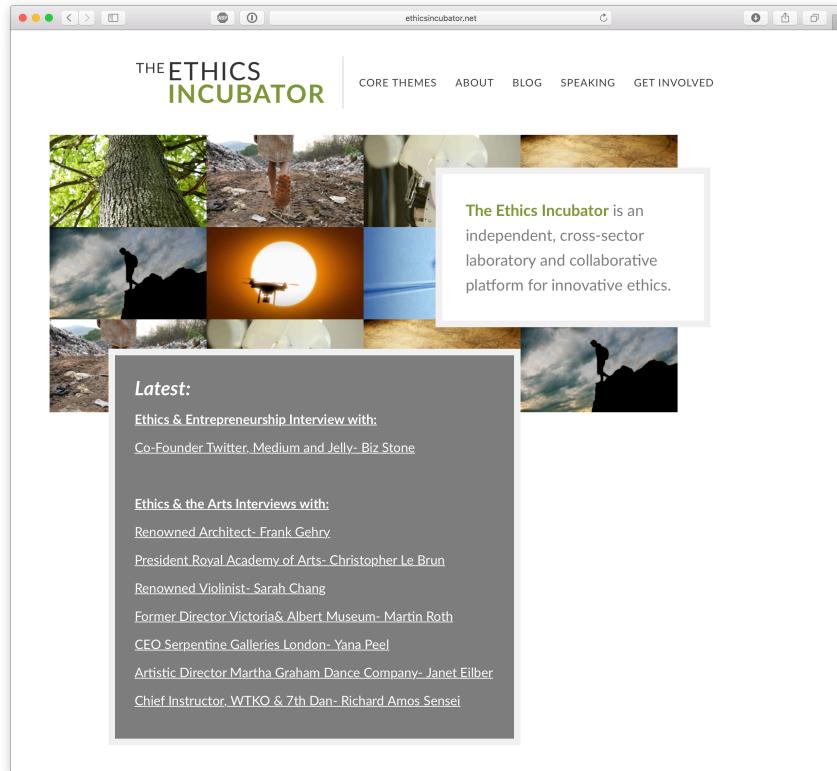
- PM** Project Management
- B** Branding
- Ds** Web Design
- Dv** Web Development

For this project, the client was interested in a flexible web-based platform for publishing interviews and related media in her field of focus, cutting-edge ethics research and policy.

As the designer, I worked with the client to establish a brand for the project. I then designed a website offering a modern, eye-catching graphic experience while presenting video, audio, photographic and written content for easy visitor access.

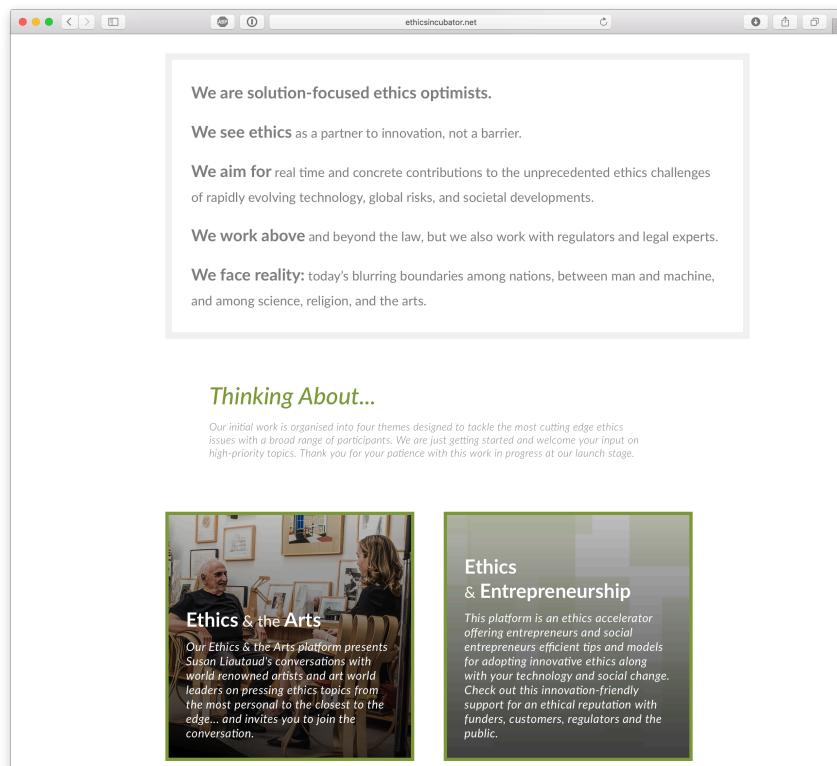
I set up a WordPress installation on the client's existing infrastructure and programmed the content model, page templates, styles and custom functionality as a custom WordPress theme. The WordPress theme provides extensive administrative tools for easy administration of all site content (including posting new content) and incorporates embedded media from YouTube and SoundCloud.

Live site: <http://ethicsincubator.net>



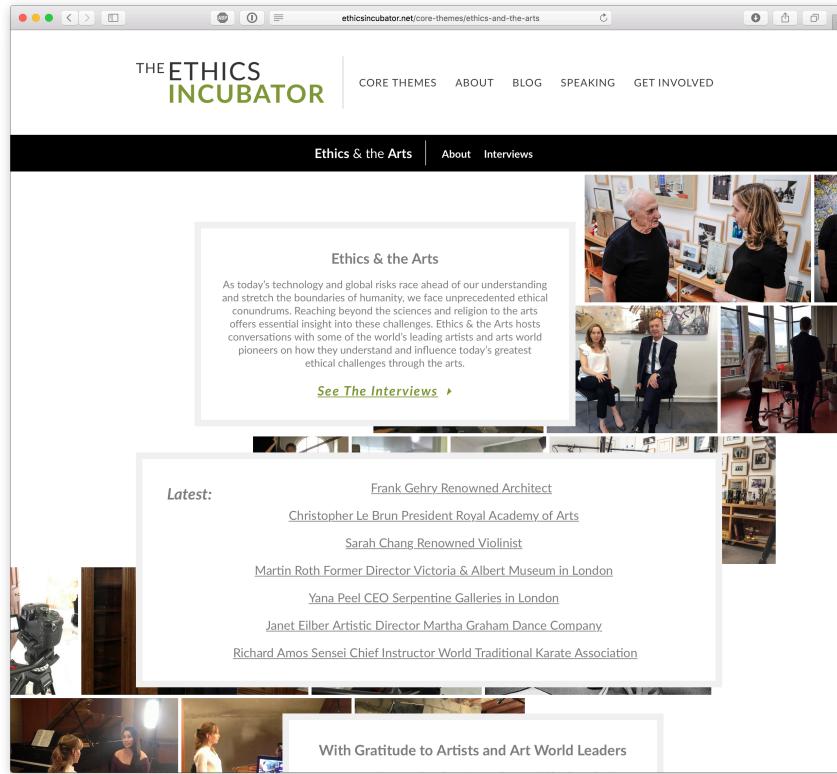
Homepage

Visitors are first presented with an attractive introduction to the site content.



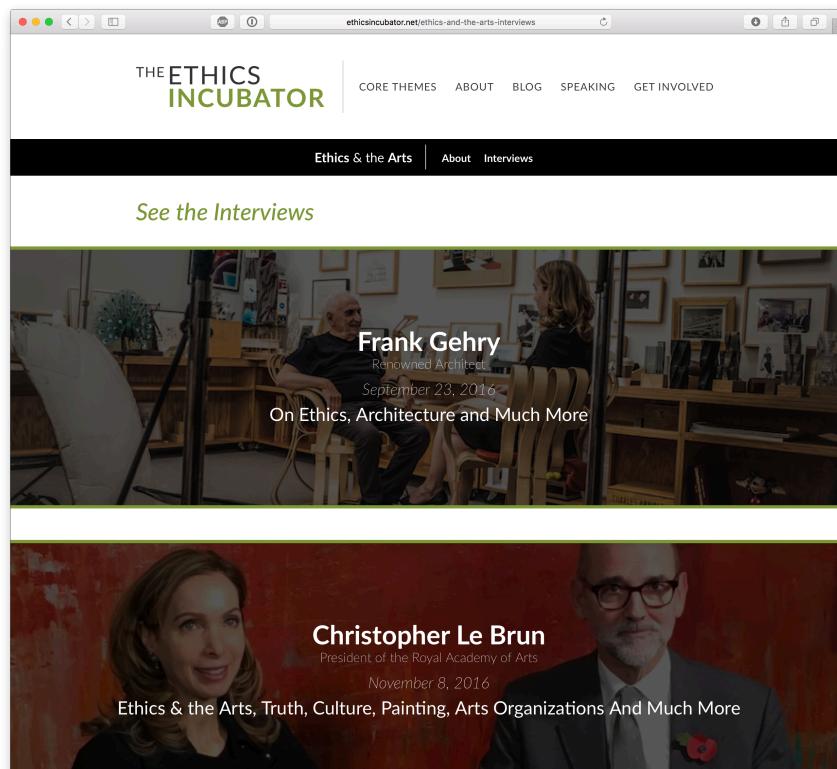
Homepage, scrolled

The site presents content as part of several Core Themes, subgroups of content corresponding to the client's more specific areas of interest.



Custom Post Type Home

Each Core Theme has a homepage with unique design elements and content.



Custom Post Type Archive

Each Core Theme has distinct content presented in a theme-specific way.

The screenshot shows a single interview post for Frank Gehry. At the top, there's a navigation bar with links for CORE THEMES, ABOUT, BLOG, SPEAKING, and GET INVOLVED. Below that is a secondary navigation bar with links for Ethics & the Arts, About, and Interviews. A link to 'Back to the Interviews' is also present. The main content features a title 'Frank Gehry' and 'ON ETHICS, ARCHITECTURE AND MUCH MORE'. Below the title are social sharing buttons for Tumblr, Facebook, Twitter, Print, and More. A large video thumbnail for 'Frank Gehry Full Interview' is displayed, with the text 'Frank Gehry World Renowned Architect in Conversation with Dr. Susan Liautaud'. Below the video thumbnail is a 'WATCH A CLIP' section with several smaller video thumbnails.

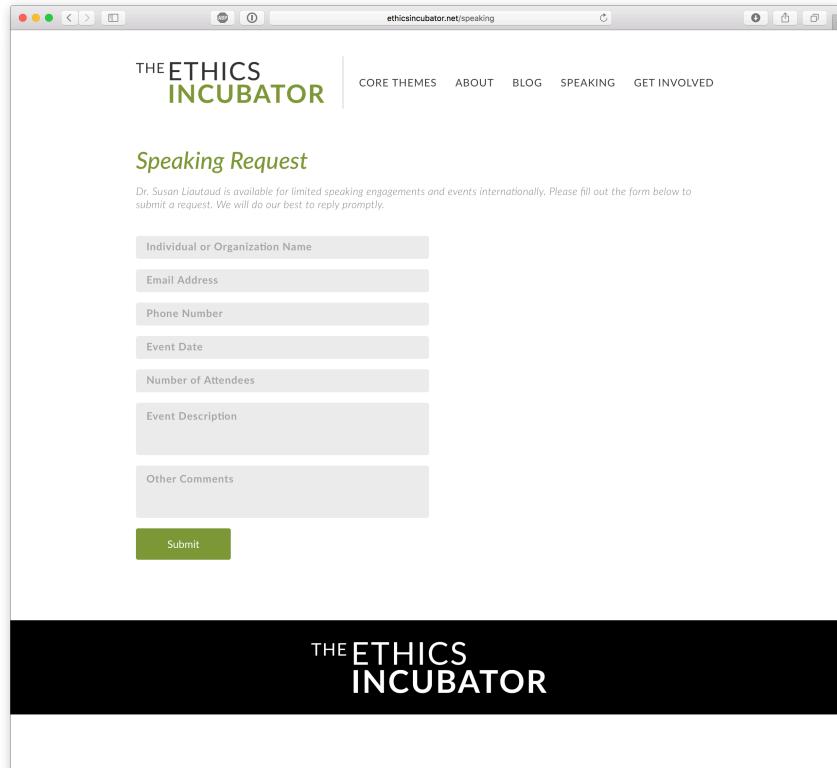
Custom Post Type Single

Each interview within a Core Theme presents its content in an easily-consumable format.

The screenshot shows a single interview post for Frank Gehry. At the top, there's a 'WATCH A CLIP' section with five video thumbnails. Below that is a 'LISTEN TO THE FULL INTERVIEW' section featuring a SoundCloud player with the title 'The Ethics Incubator - Frank Gehry: ON ETHICS, ARCHITECTURE AND MUCH MORE'. The SoundCloud player includes a play button, a progress bar, and a share button. Below the player is a 'MORE FORMATS' section with links for Download File, iTunes, and RSS Feed. A 'INTERVIEW DESCRIPTION' section follows, containing text about Frank Gehry's career and achievements. At the bottom, there's a 'Cookie policy' link.

Custom Post Type Single, scrolled

Interviews can offer content in multiple formats.



THE ETHICS INCUBATOR

CORE THEMES ABOUT BLOG SPEAKING GET INVOLVED

Speaking Request

Dr. Susan Liautaud is available for limited speaking engagements and events internationally. Please fill out the form below to submit a request. We will do our best to reply promptly.

Individual or Organization Name

Email Address

Phone Number

Event Date

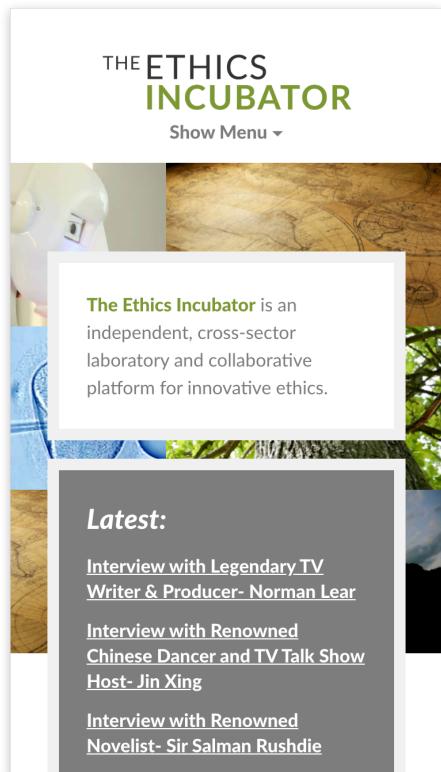
Number of Attendees

Event Description

Other Comments

Submit

Contact Form



THE ETHICS INCUBATOR

Show Menu ▾

The Ethics Incubator is an independent, cross-sector laboratory and collaborative platform for innovative ethics.

Latest:

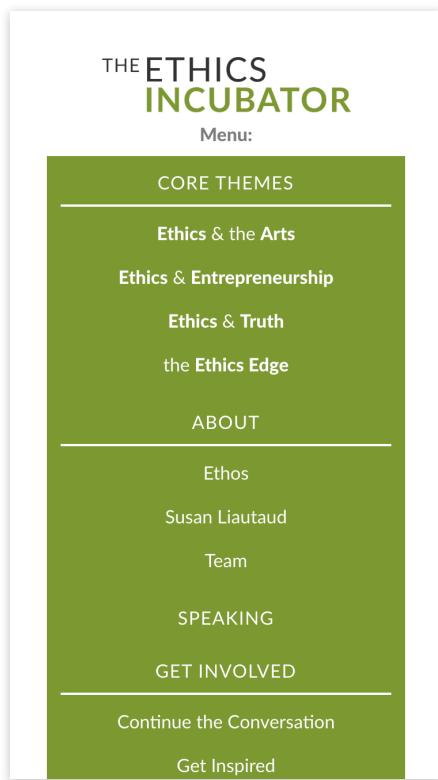
[Interview with Legendary TV Writer & Producer- Norman Lear](#)

[Interview with Renowned Chinese Dancer and TV Talk Show Host- Jin Xing](#)

[Interview with Renowned Novelist- Sir Salman Rushdie](#)

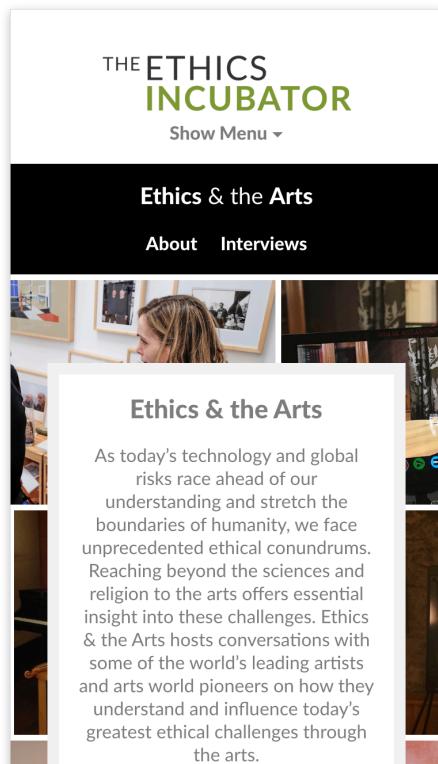
Homepage, mobile

The site is responsive, with a great user experience on mobile.



Mobile nav menu

Visitors can easily navigate on small screens with a mobile-specific nav menu.



Custom Post Type Home, mobile