

The Ethics Incubator

Multimedia topic-focused content publishing platform

Susan Liautaud & Associates, Limited
10/2016 – 4/2017

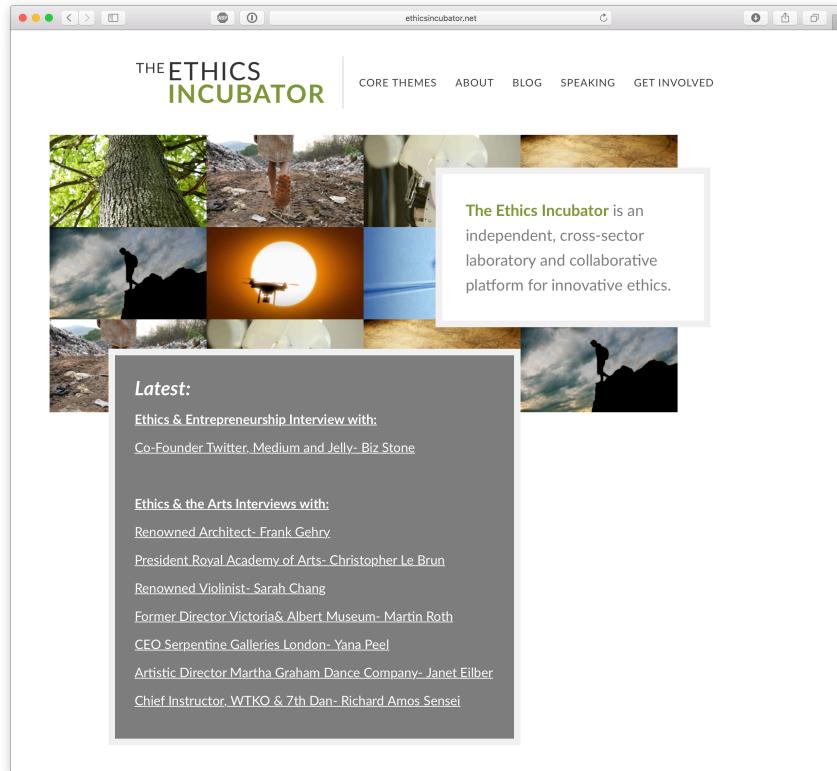
- PM** Project Management
- B** Branding
- Ds** Web Design
- Dv** Web Development

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

I worked with the client to establish a brand for the project, designing logos and creating a branding kit. I then designed a website offering a modern, eye-catching browsing experience while presenting easily-accessible video, audio, photographic and written content.

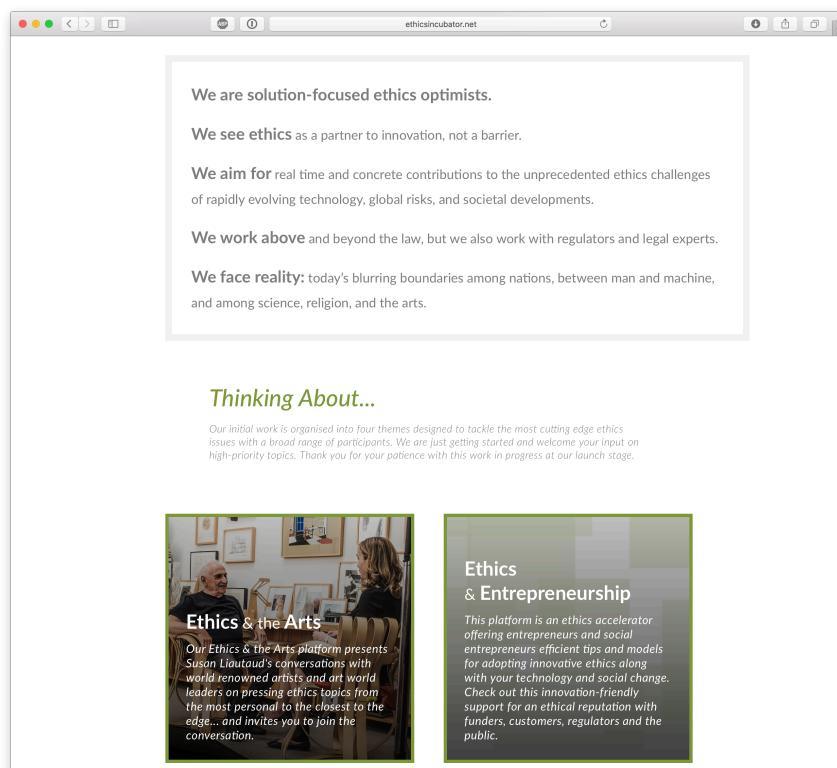
I set up a WordPress installation on the client's existing hosting infrastructure and programmed the content model, page templates, styles and custom functionality as a custom WordPress theme. The WordPress theme provides administrative tools for easy administration of all site content (including posting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

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



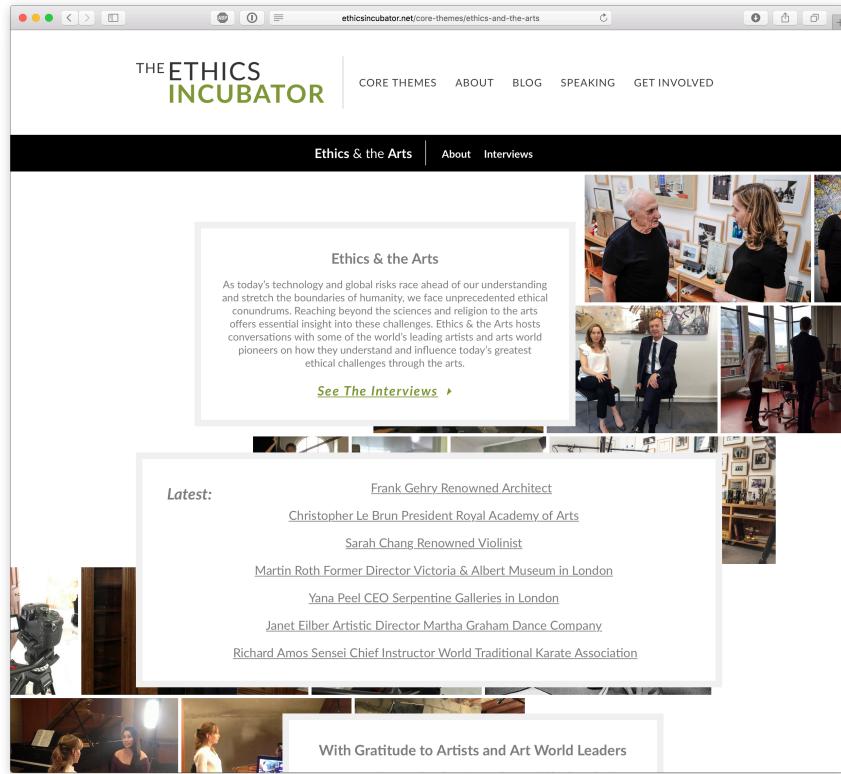
Homepage

Visitors are first presented with an introduction to the project and the latest uploaded content.



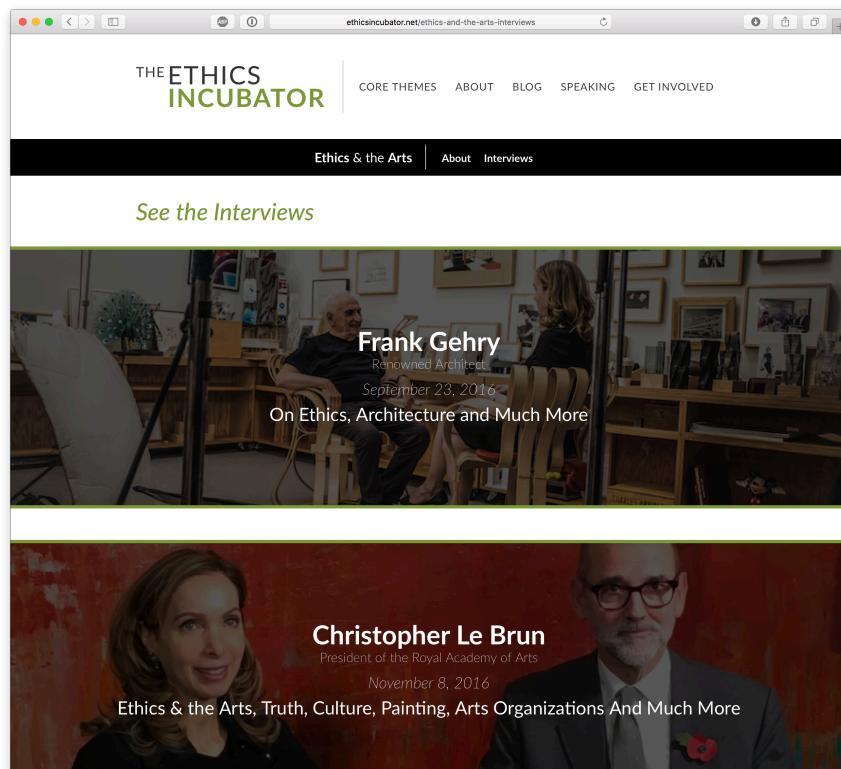
Homepage, scrolled

The site presents content as part of several Core Themes, subcategories of research reflecting 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

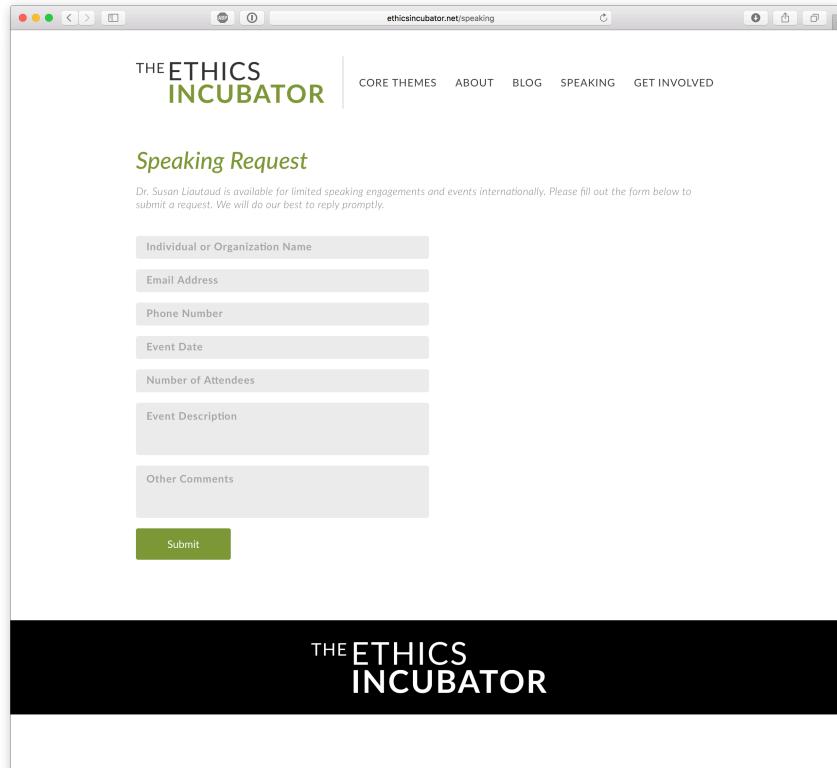
Each Core Theme has distinct content presented in a theme-specific way.

Custom Post Type Single

Each interview within a Core Theme presents its content in an easy-to-consume format.

Custom Post Type Single, scrolled

Interviews can offer content in multiple formats.



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

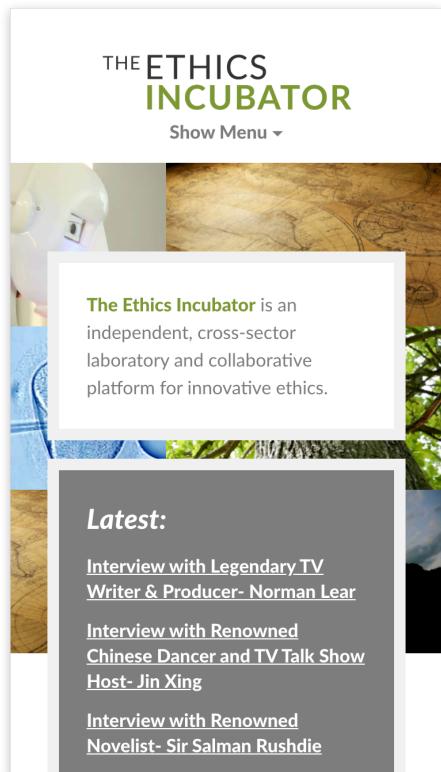
Number of Attendees

Event Description

Other Comments

Submit

Contact Form



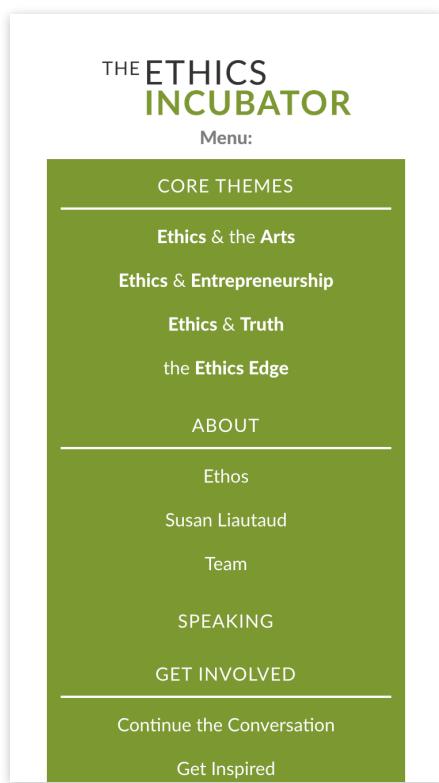
The Ethics Incubator is an independent, cross-sector laboratory and collaborative platform for innovative ethics.

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](#)

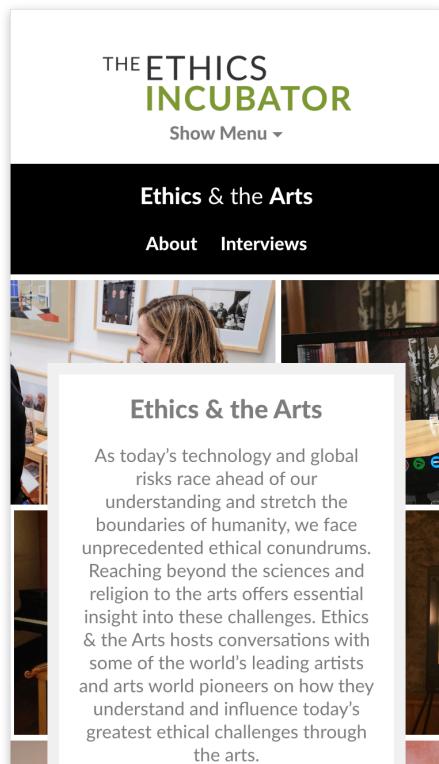
Homepage, mobile

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