

THE FORSAKEN SERIES

WEBSITE PROPOSAL

EMILY PAINTER and RICHARD STEGEMAN

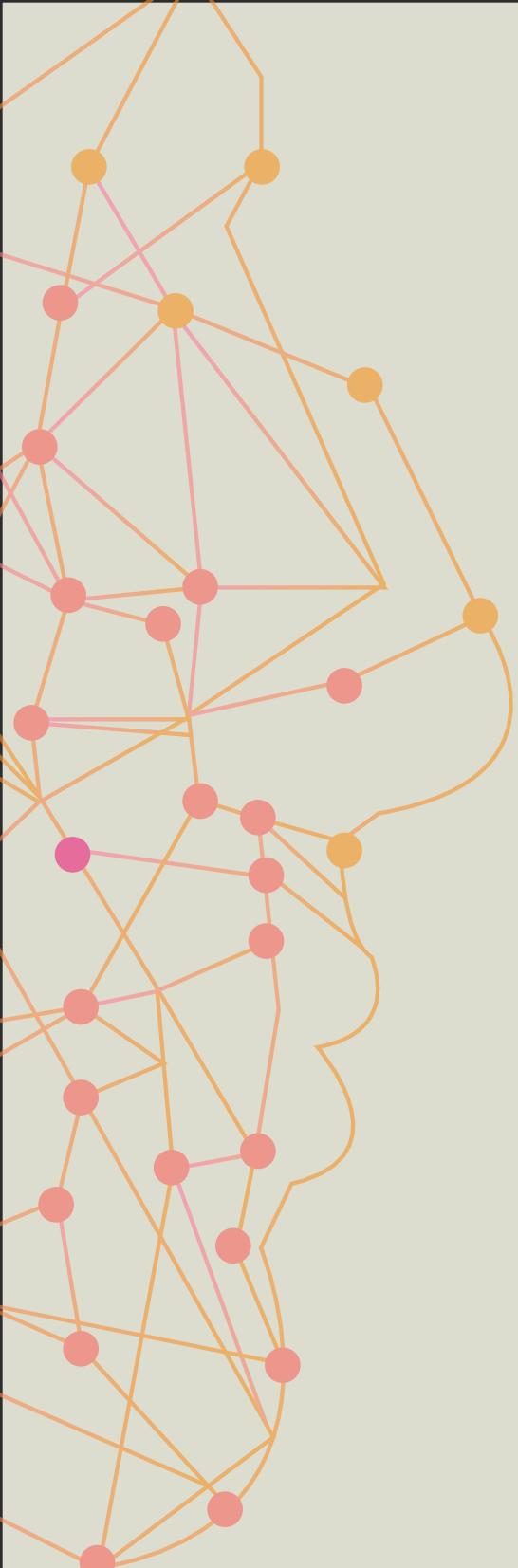
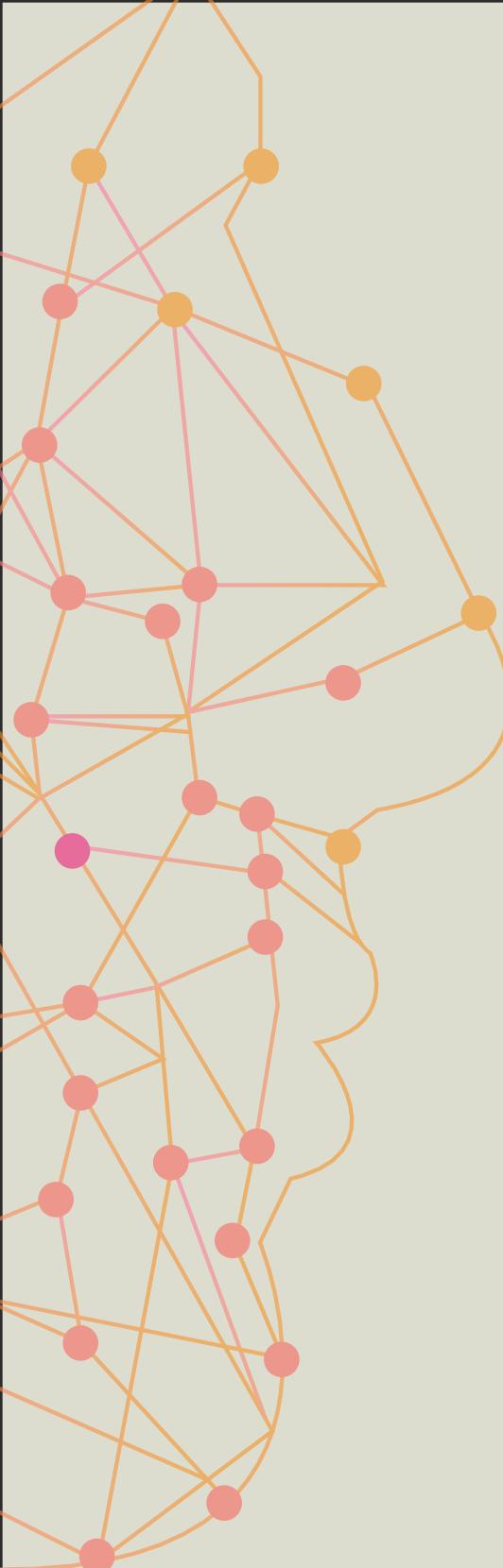


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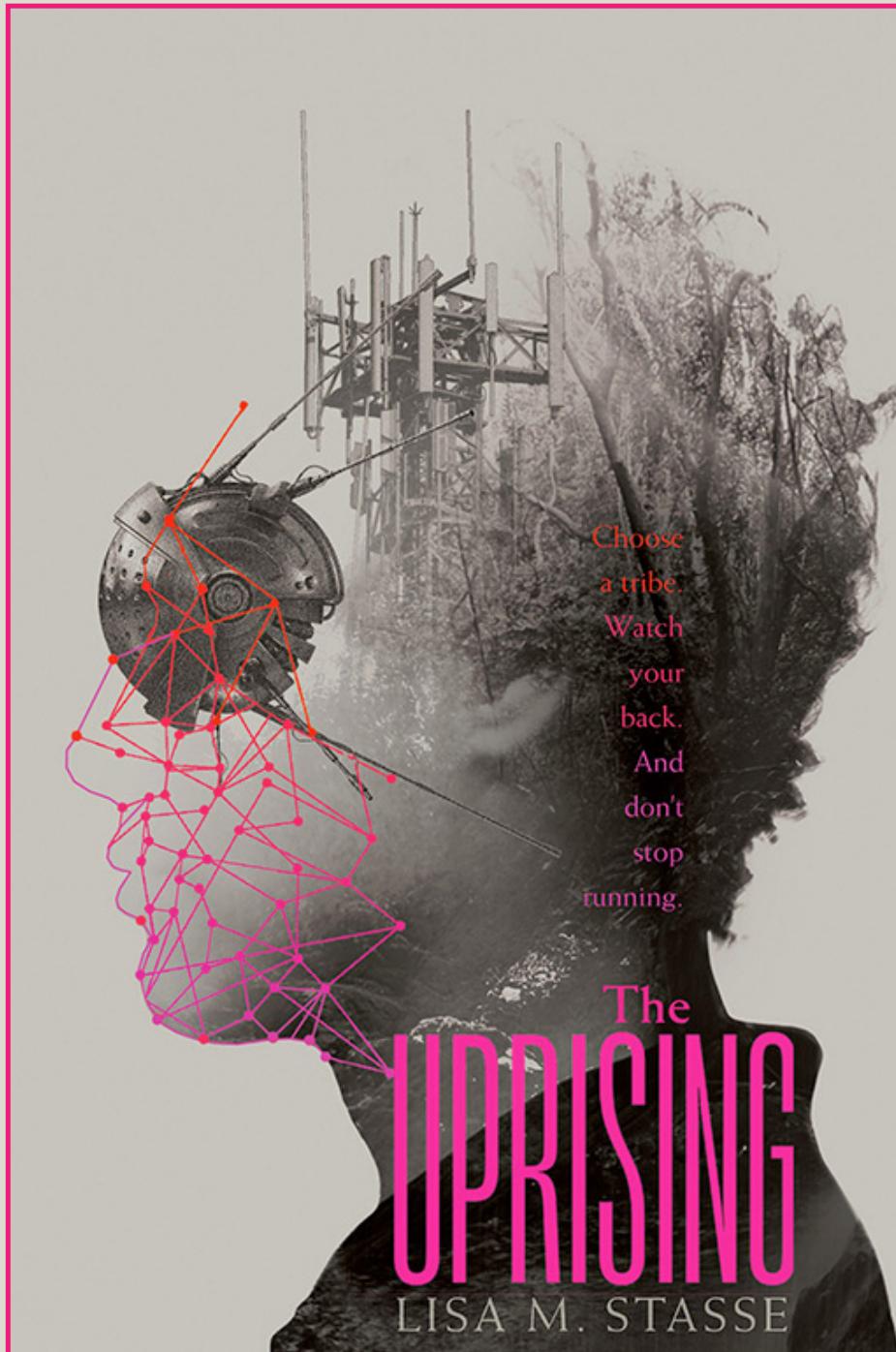
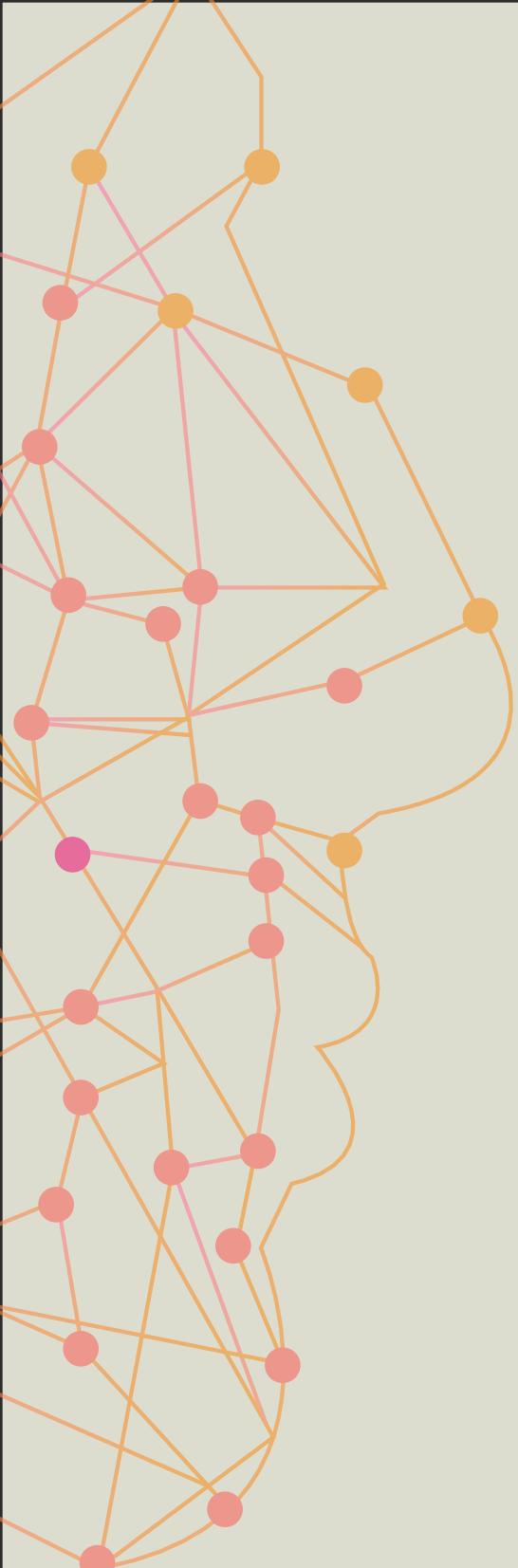
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ABOUT THE FORSAKEN

As an obedient orphan of the U.N.A. (the super-country that was once Mexico, the U.S., and Canada), Alenna learned at an early age to blend in and be quiet—having your parents taken by the police will do that to a girl. But Alenna can't help but stand out when she fails a test that all sixteen-year-olds have to take. The test says she has a high capacity for brutal violence, and so she is sent to The Wheel, an island where all would-be criminals end up.

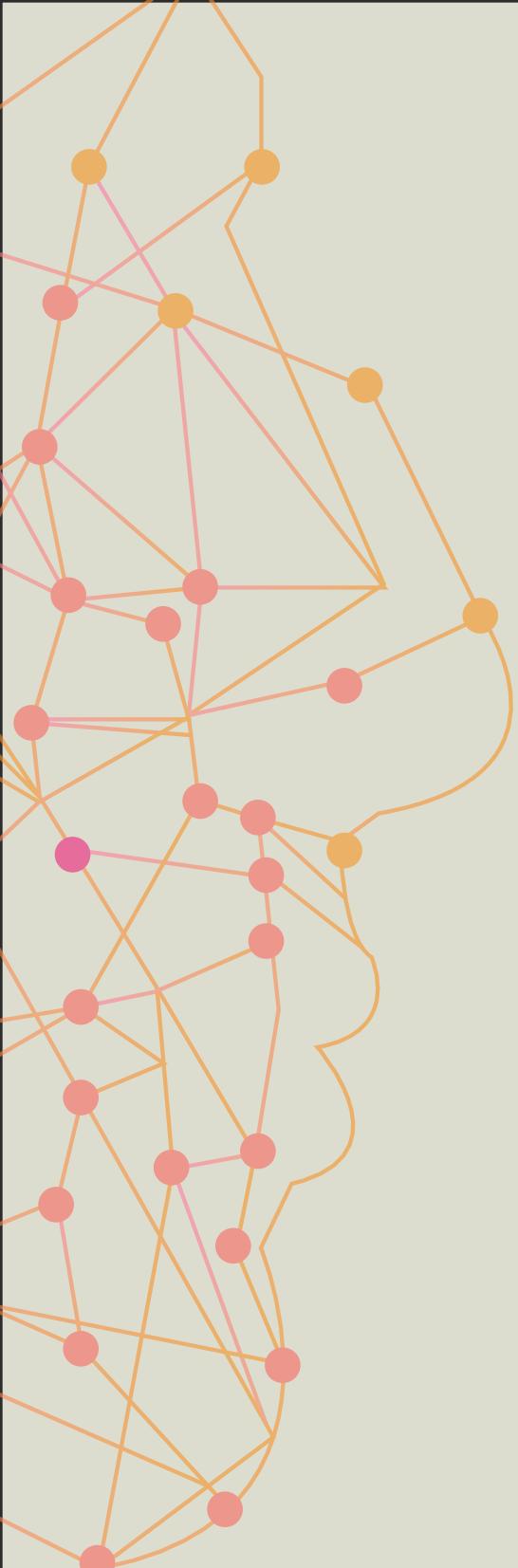
The life expectancy of prisoners on The Wheel is just two years, but with dirty, violent, and chaotic conditions, the time seems a lot longer as Alenna is forced to deal with civil wars for land ownership and machines that snatch kids out of their makeshift homes. Desperate, she and the other prisoners concoct a potentially fatal plan to flee the island. Survival may seem impossible, but Alenna is determined to achieve it anyway.



ABOUT THE UPRISING

In this dystopian sequel to *The Forsaken*, Alenna has survived the brutality of life on the Wheel—and now she's going back for more. Alenna escaped. It was expected that she would die on the Wheel, the island where would-be criminals are sent as directed by the UNA—the totalitarian super-country that was once the United States, Mexico, and Canada. But Alenna and her boyfriend, Liam, made it to safety. Except safety, they will soon learn, is relative.

In order to bring down the UNA, they must first gain control of the Wheel. If the mission succeeds, the Wheel will become a base of revolution. But between betrayals, a new Monk leading a more organized army of Drones, and the discovery of a previously unknown contingent, Alenna, Liam, and their allies might be in over their heads. One thing Alenna knows for sure. There will be a reckoning. And not everyone she loves will make it out alive.



ABOUT THE ARTIST

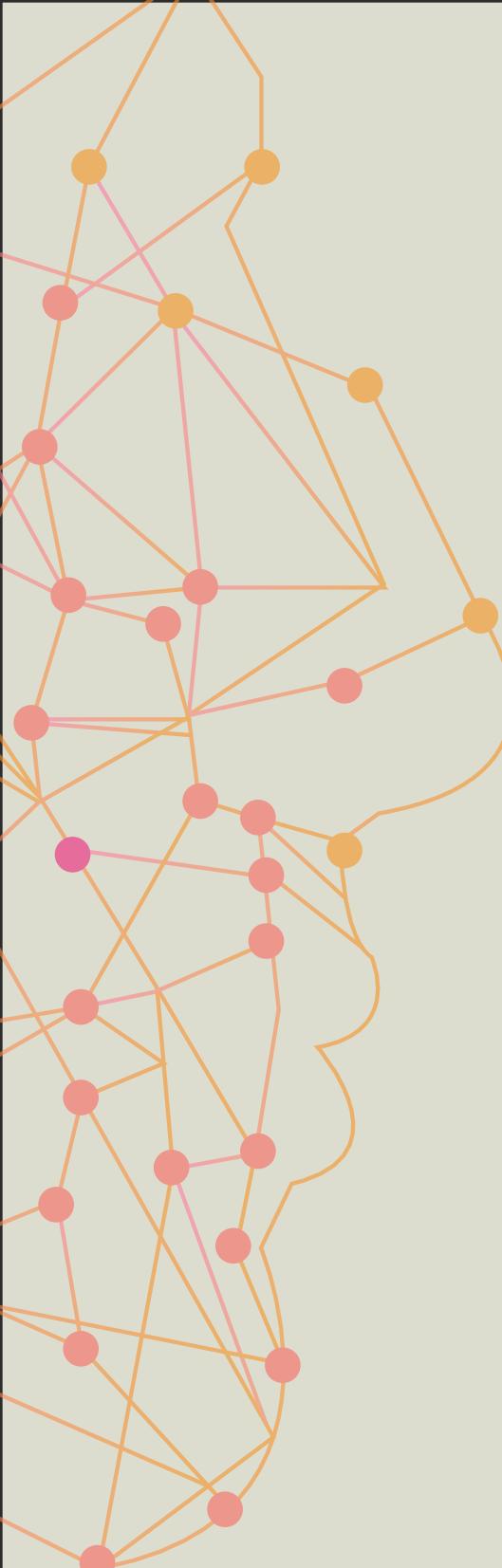


LIZZY BROMLEY

"The cover photo is by Dan Mountford, who is an amazing photographer from the UK. His work is truly astounding. The photo on the front of *The Forsaken* is part of a series of double exposures that he did. Check it out here. I'm a huge fan of his. I wasn't aware of his work until Lizzy and S&S told me about him, but it's really great stuff. He and Lizzy did the cover for the next book in *The Forsaken* trilogy (titled *The Uprising*) and it looks incredible. It's in the same style as *The Forsaken*, but even spookier and more unusual."

There are all kinds of neat connections to the story hidden in the cover. I almost don't want to reveal anything, because some of them could almost be spoilers. But the colored lines on the front definitely have a meaning, as does the cryptic satellite dish on the front too. I think after people have read the book, the cover will have a deeper meaning for them."

ABOUT THE AUTHOR



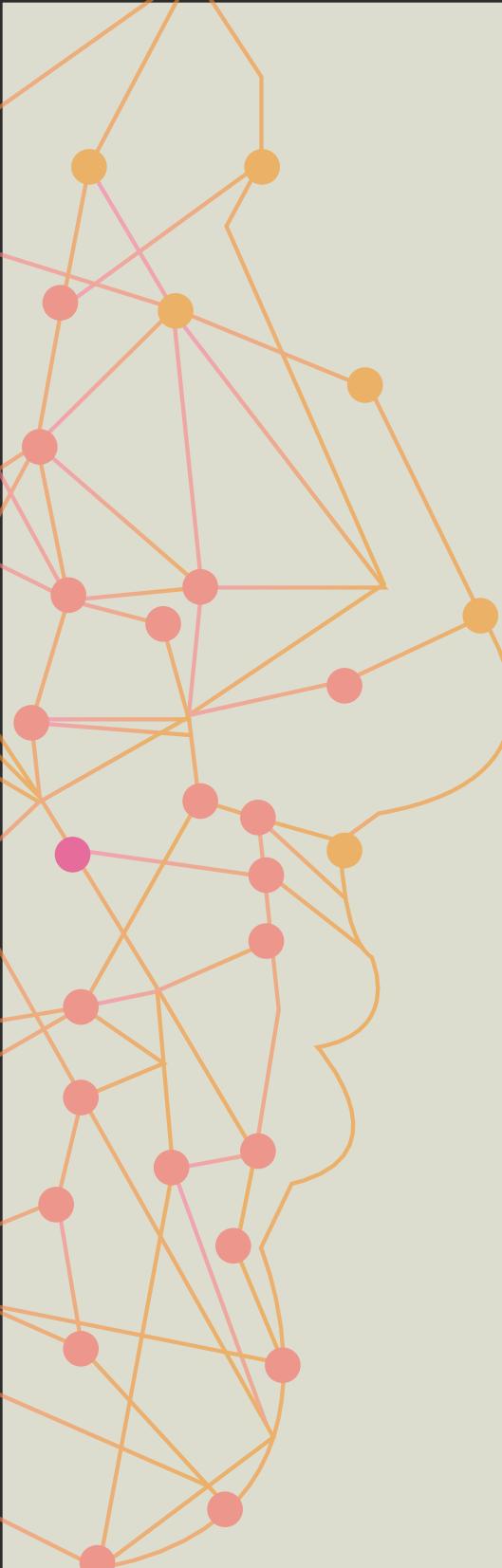
LISA M. STASSE

Lisa M. Stasse was born in New York, and has since lived in Spain, Russia, Hawaii, and North Carolina. She graduated from Cornell University with a degree in Government and English lit, and is currently a digital librarian at UCLA. Lisa loves watching science fiction movies, cooking Spanish food, and dancing around her house to 80's music. She lives in Santa Monica, California with her husband and their two-year-old daughter. All three of them are learning how to surf.

"Although reading is probably at the top of the list. I probably read around 3-5 books each week. It's great being a librarian at UCLA because I'm surrounded by books all day long at work! In terms of other hobbies, I'm also a photographer, so I'm often out and about in Los Angeles with my camera. And I love music too. I always wished I had musical talent, but sadly, my singing voice scares cats and I never learned to play an instrument (other than a few piano lessons my parents forced on me when I was a kid!) So I'm always listening to music, especially when I write. It's a mix of stuff, ranging from Cat Power, Feist and Florence + the Machine, to The Dirty Projectors, Prince, and Radiohead. I also love Frank Ocean's new album "Channel Orange," which is what I'm listening to right now!"

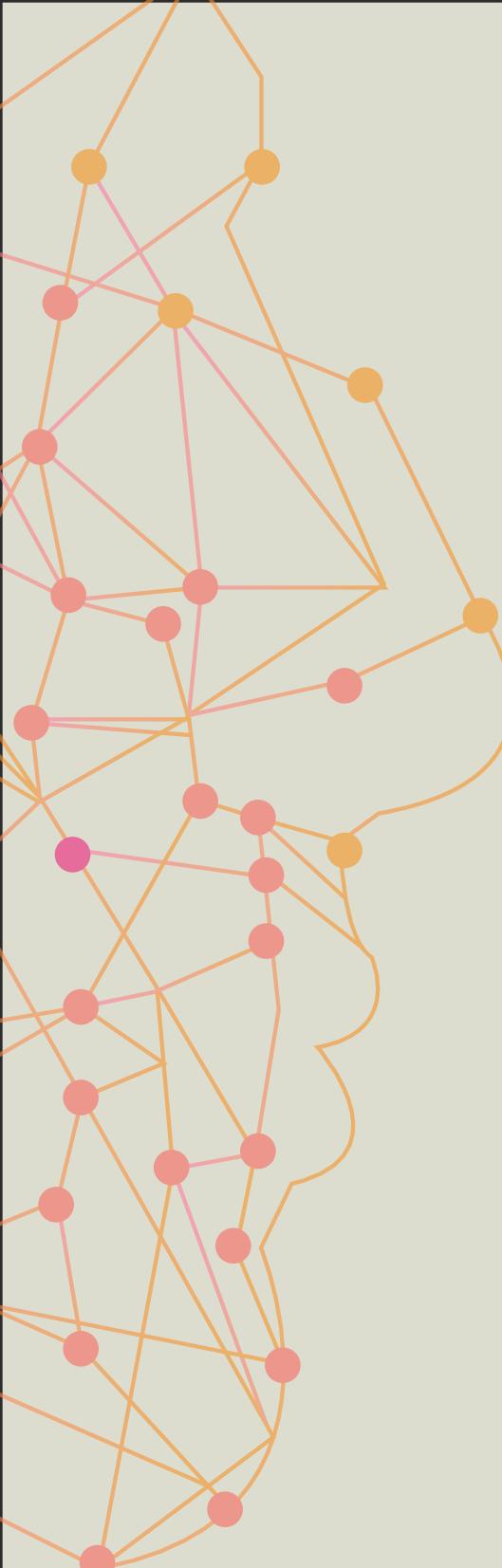
PROJECT STATEMENT

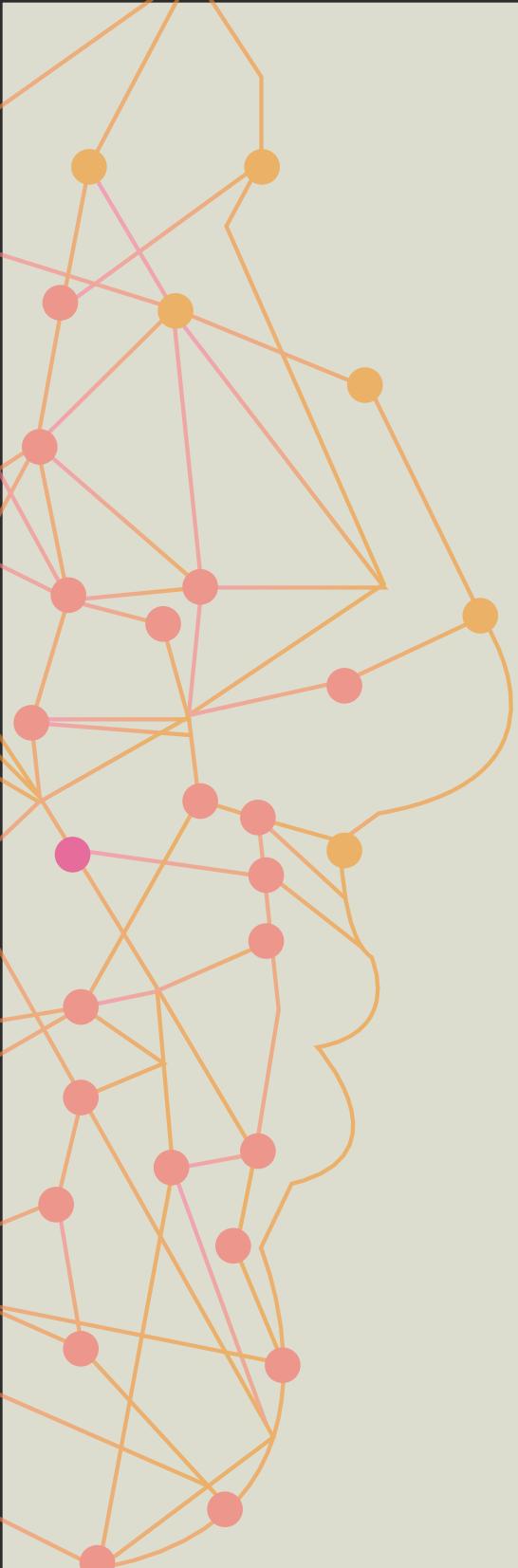
- **CLIENT:** Simon&Schuster Books For Young Readers.
- **BACKGROUND:** The Forsaken Series is the dystopian book series written by Lisa Stasse.
 - **SETTING:** 2032, dystopian North America, UNA (the former US, Canada, and Mexico), and a prison island called The Wheel.
 - **CHARACTER:** Protagonists - Alenna Shawcross, Liam (Alenna's boyfriend)
Antagonists - the Monk (commands drone army)
 - **PLOT:** Teens are tested for their capacity for brutal violence and if someone fails this test they're sent to the Wheel. Alenna fails the test, gets sent to the island, and plans her escape in the first book and then plans her revolution with her boyfriend, Liam, in the second book.
- **TARGET AUDIENCE:** Ages 12-20 with interests in dystopian futures, sci-fi thrillers, and plots similar to the Hunger Games book series.



PROJECT STATEMENT

- **OBJECTIVES:** Create a website that mimics the feel and tone of the book with interactive features to keep young users engaged. Make use of social media sharing to promote the book's popularity. To put visitors inside the world of the book by exploring the interface.
- **TONE:** Dark, dystopian, dangerous, futuristic, survival, revolution, imagery based.
- **MEDIA:** Online quizzes, games, features for sharing pictures or stories, message boards.
- **CONSIDERATIONS:** Achieve interest in the book through imagery and minimal text on the site.
- **DEADLINE:** May 23rd, 2013





INSPIRATION

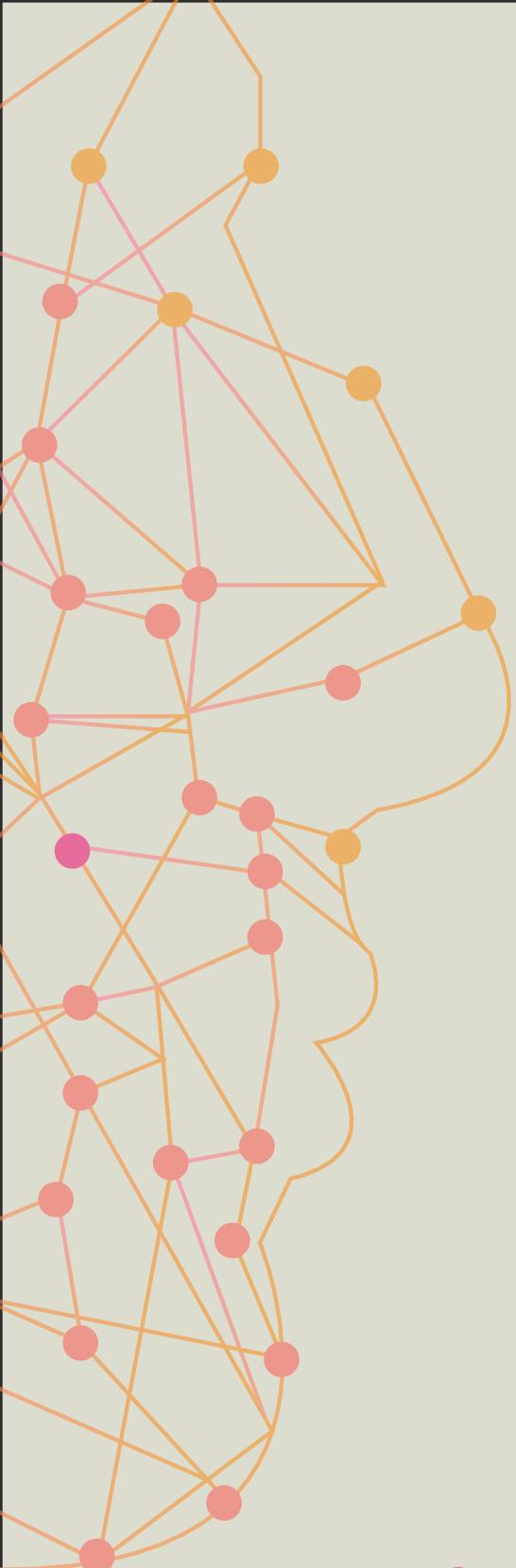


360 Langstrasse Zurich

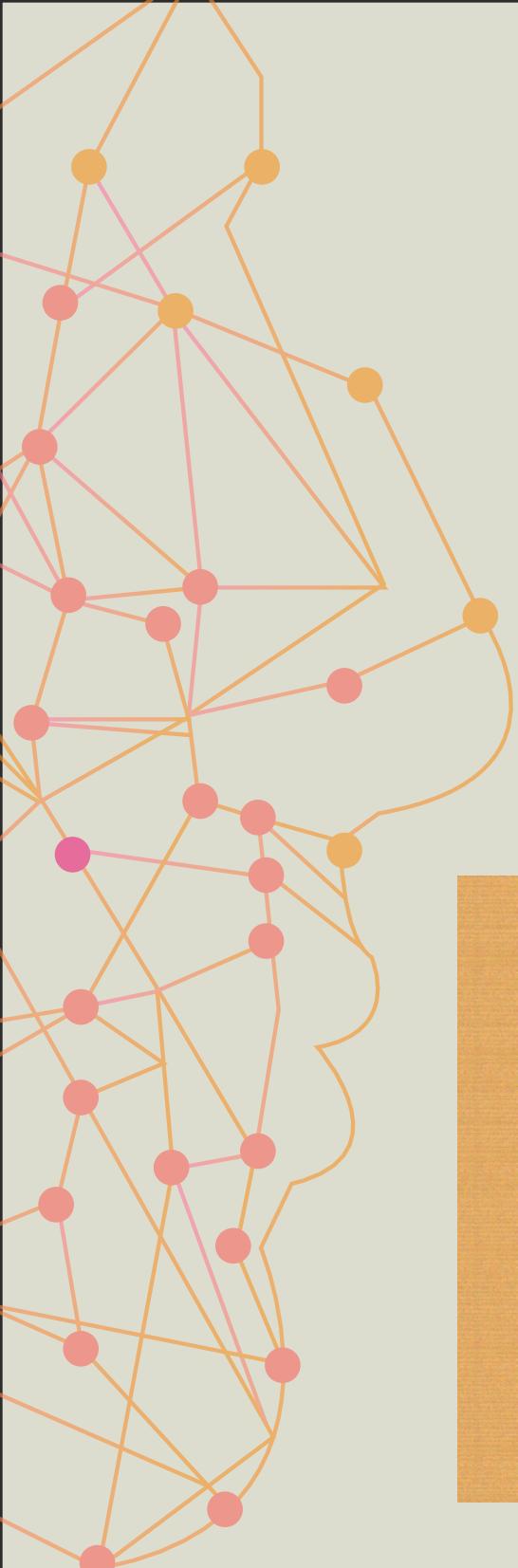


INSPIRATION

jimcarrey.com

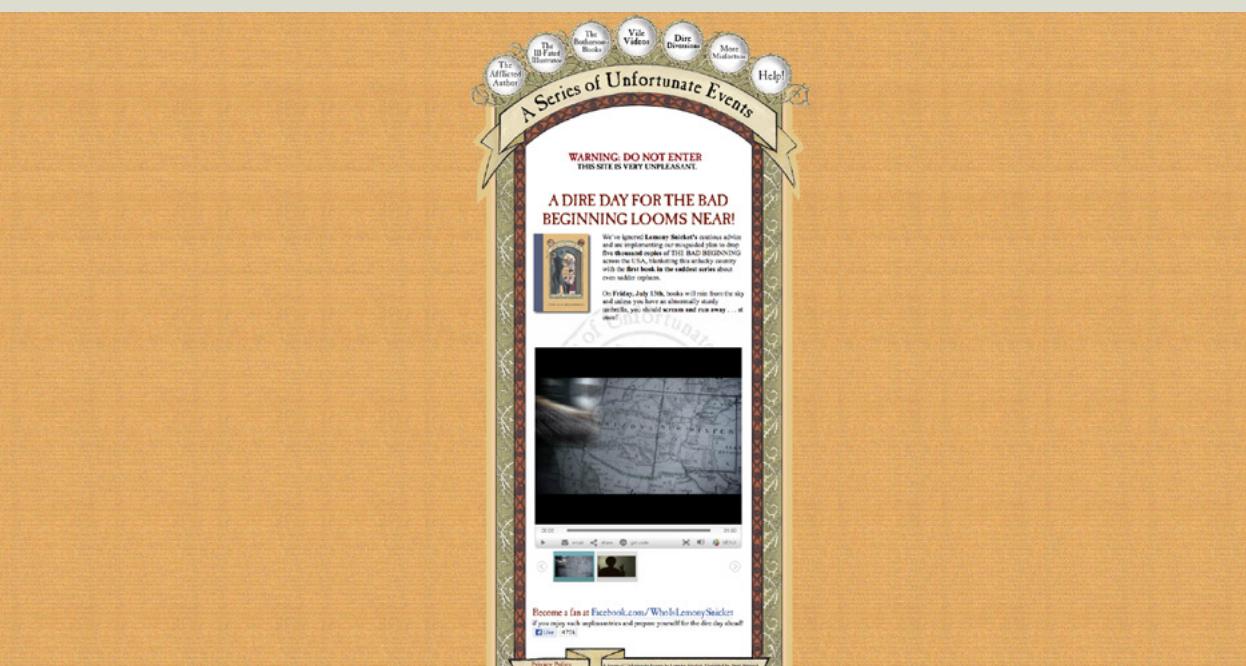


MOODBOARD

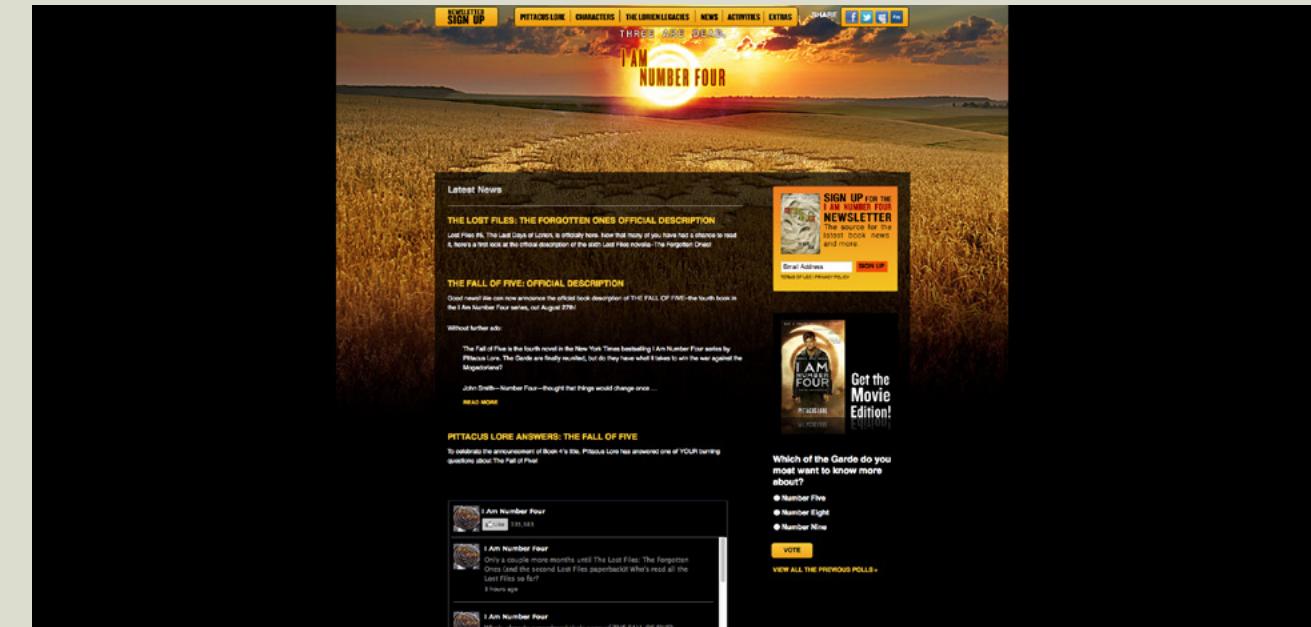


COMPETITIVE ANALYSIS

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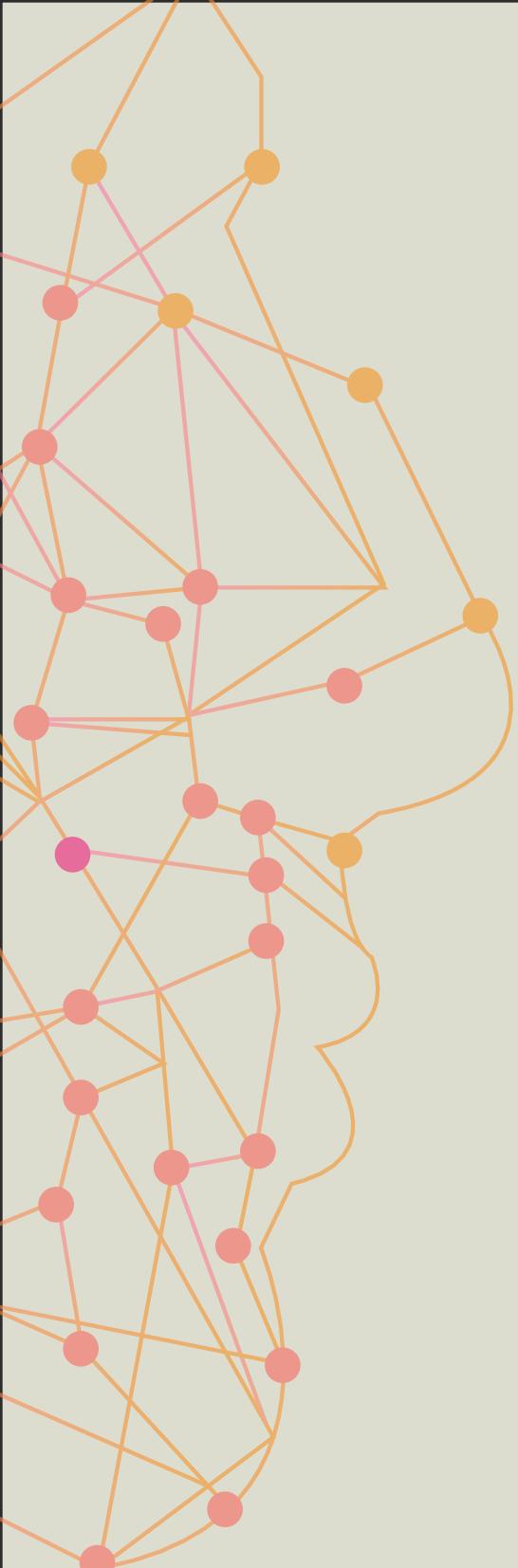


i am number four



the maze runner





INTERACTIVE



NAV BAR



IMAGE DRIVEN



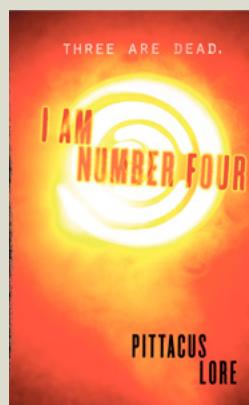
SCROLL



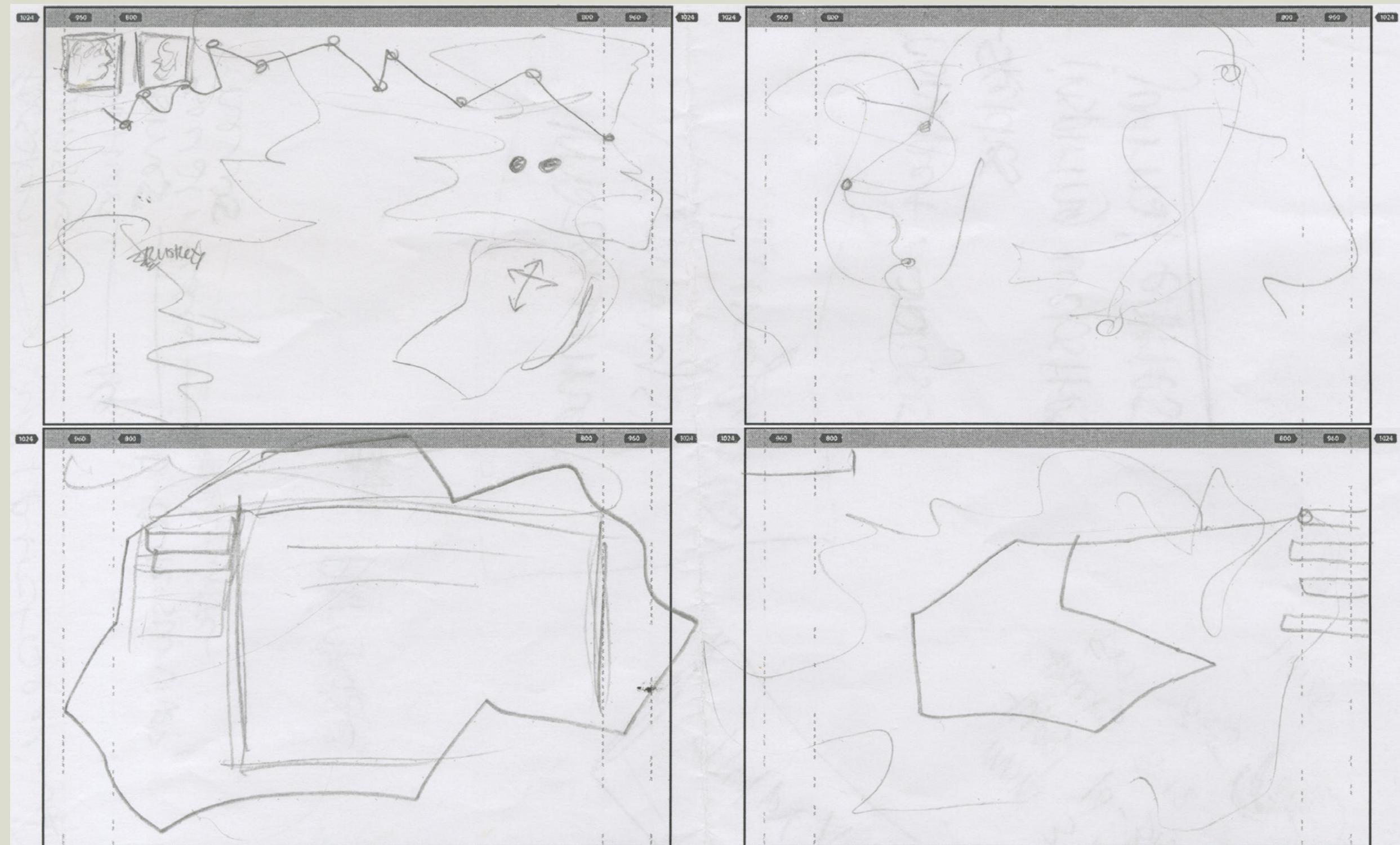
FAST UPLOAD



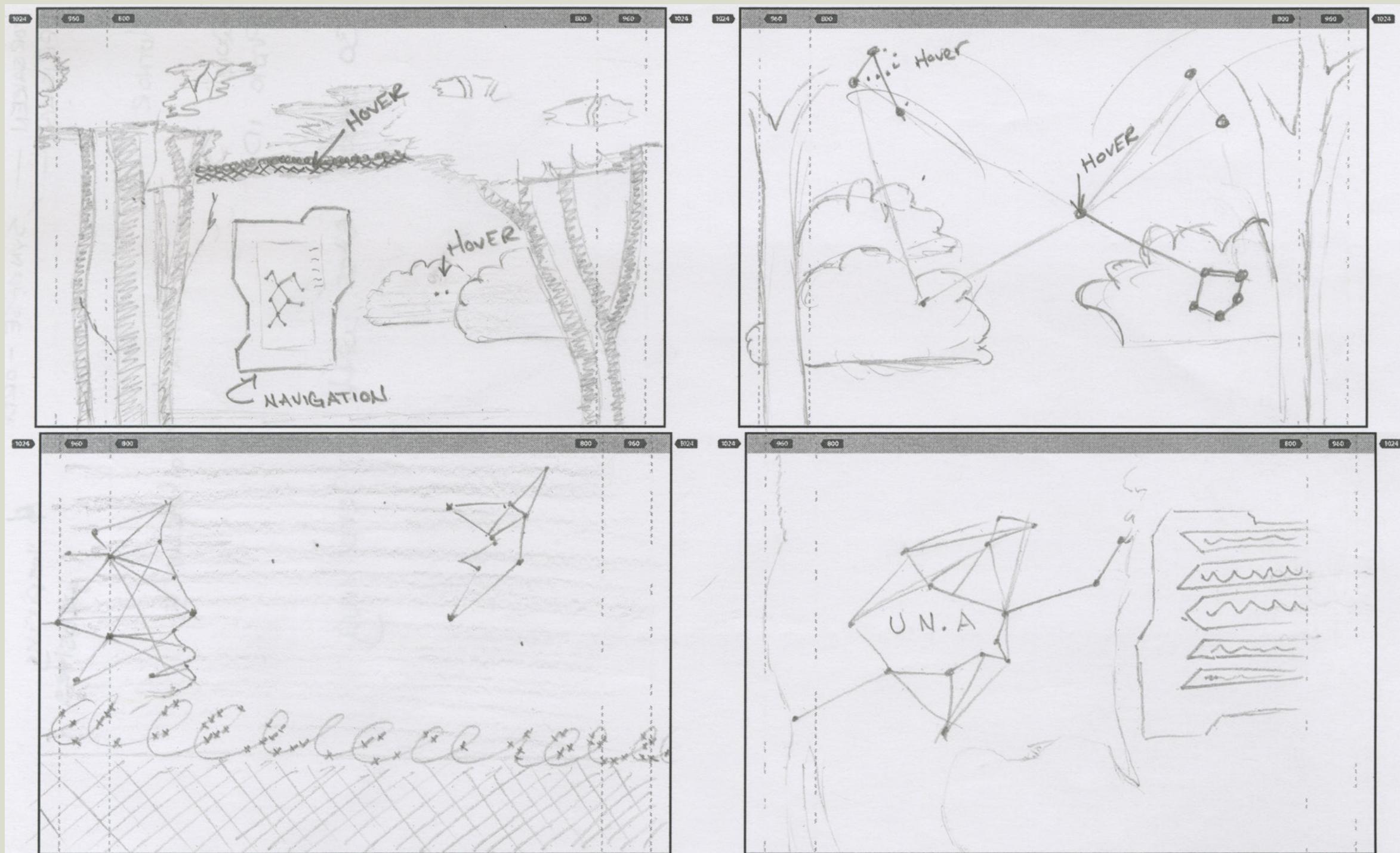
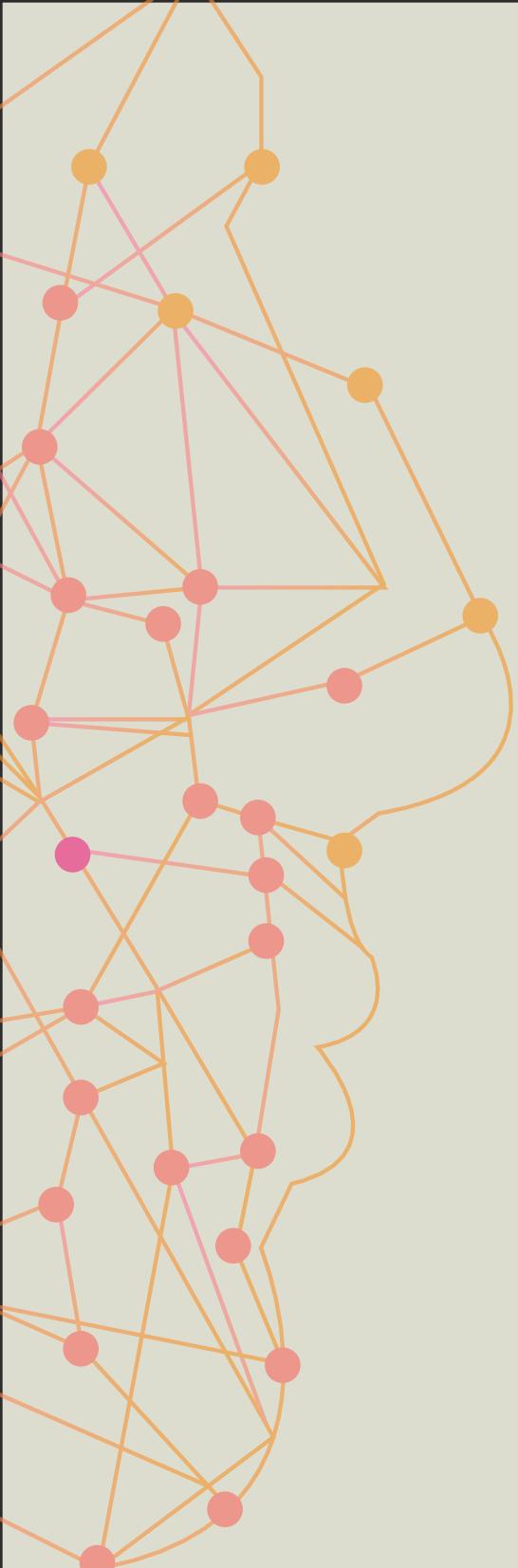
SOCIAL MEDIA



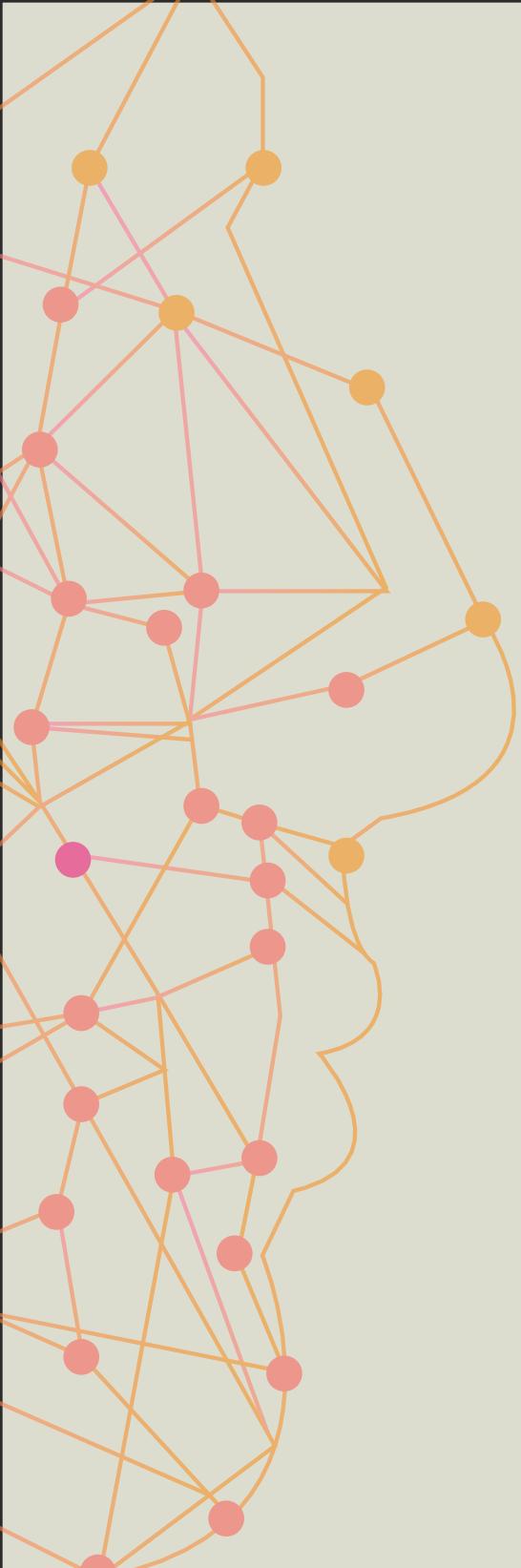
COMPETITIVE ANALYSIS



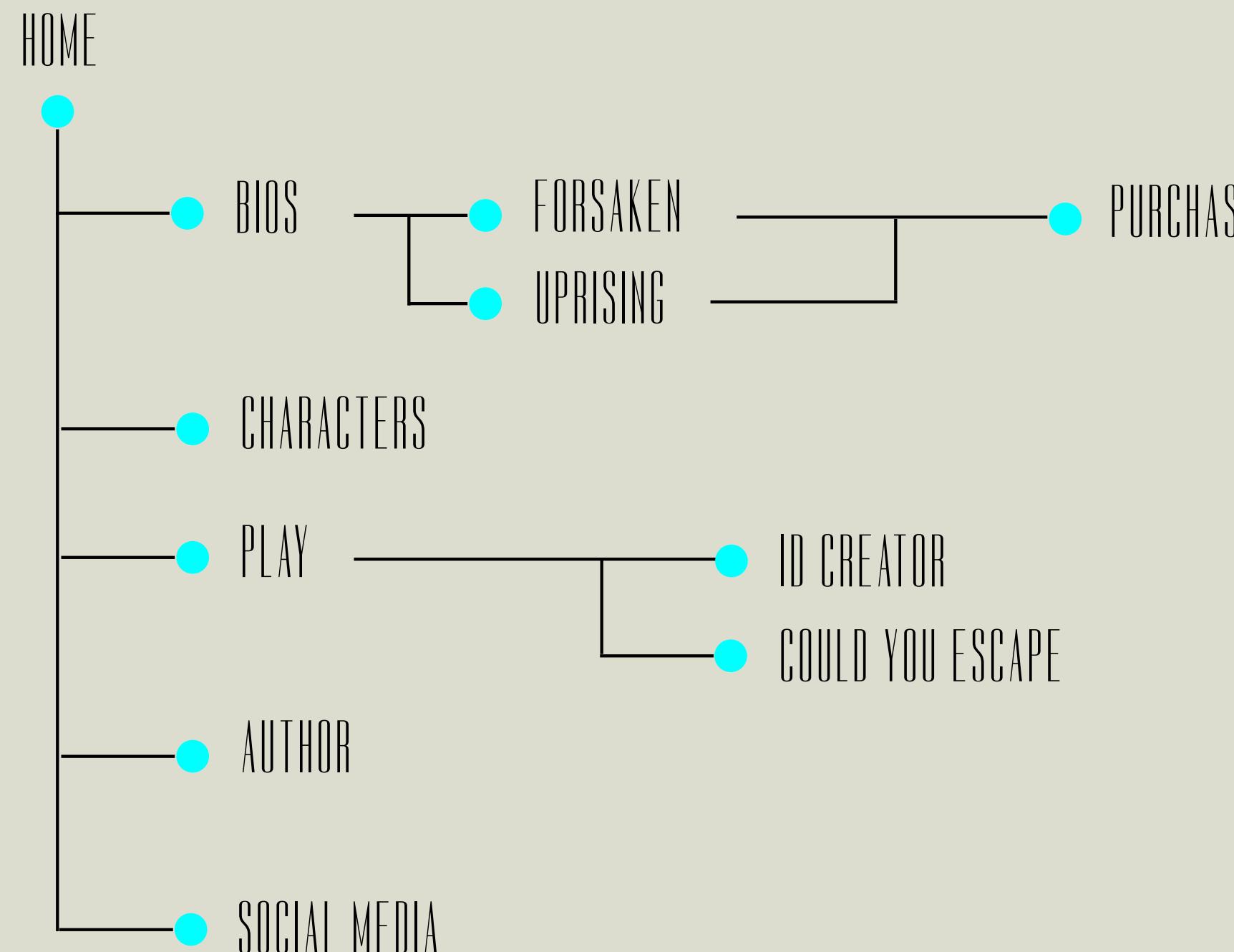
SKETCHES



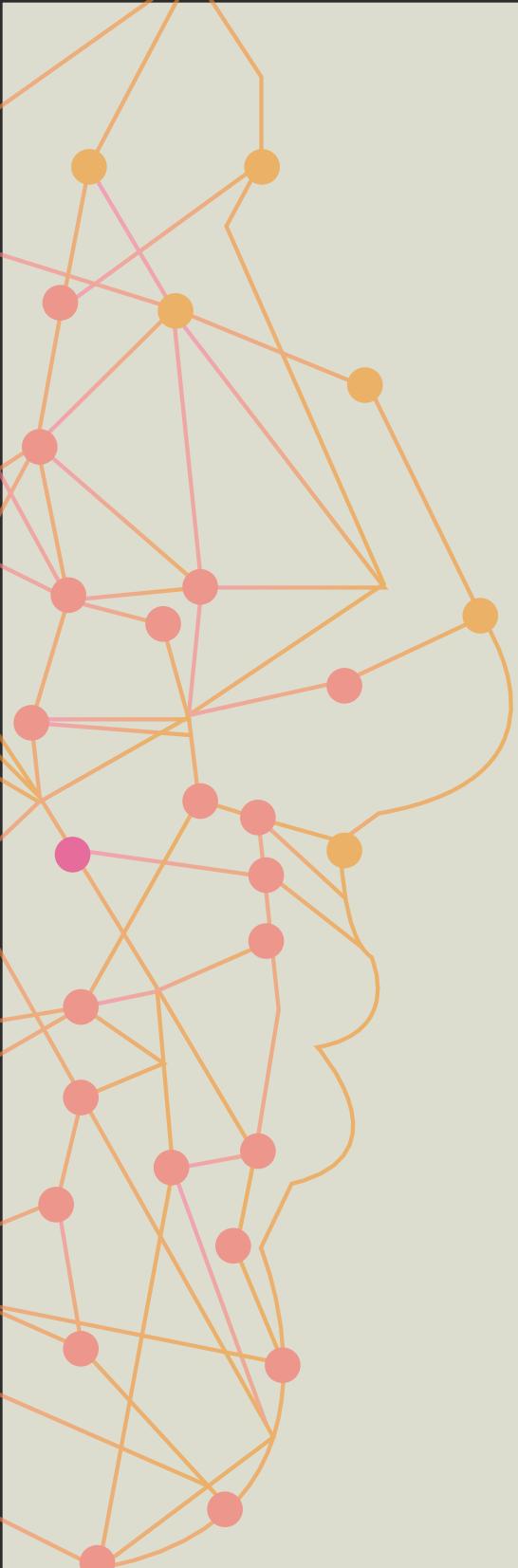
SKETCHES



SITE MAP



STYLE GUIDE



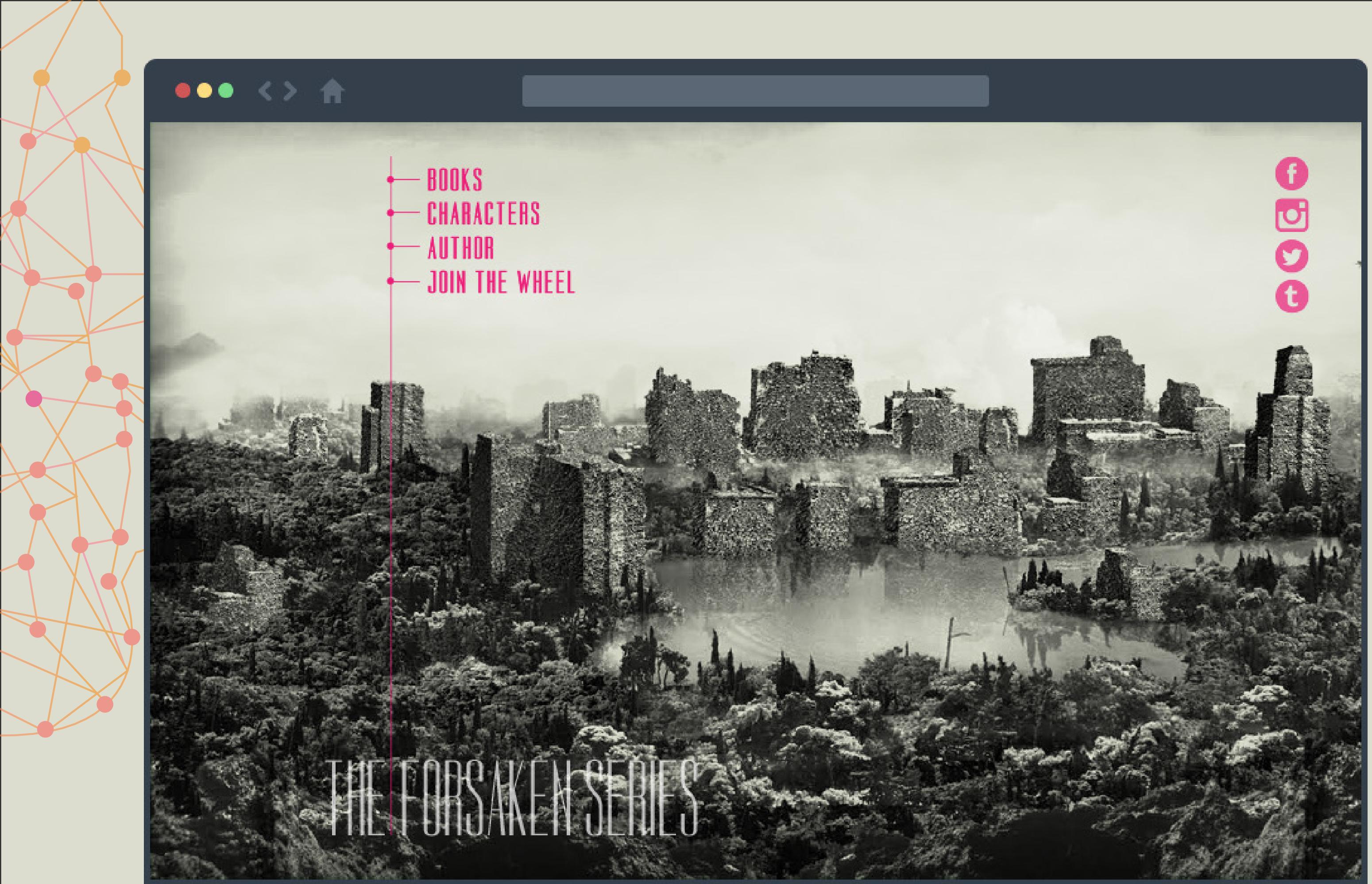
IMAGERY



- HEADER: DORSA 60PT
- SUB HEAD: DORSA 36PT
- BODY COPY: Roboto Regular 14pt



HI-FI'S



[THE FORSAKEN](#)

[THE UPRIISING](#)

[THE DEFIANT](#)

BOOKS

CHARACTERS

AUTHOR

JOIN THE WHEEL

THE FORSAKEN
EMILY PAINTER

As an orphan of the U.N.A. (the super-country that was once Mexico, the U.S., and Canada). Alenna fails a test that all sixteen-year-olds have to take. The test says she has a high capacity for brutal violence, and so she is sent to the Wheel, an island where all would-be criminals end up.

Buy it now on [amazon.com](#)

THE FORSAKEN SERIES

f i t y

ALLENA

LIAM

GADYA

MATT

MEIRA

DAVID

MONK

BOOKS

CHARACTERS

AUTHOR

JOIN THE WHEEL

ALLENA

17 | FEMALE | BLUE EYES

TEST RESULTS | HIGH CAPACITY FOR VIOLENCE

SENTENCE | LIFE ON THE WHEEL

THE FORSAKEN SERIES

f
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BOOKS
CHARACTERS
AUTHOR
JOIN THE WHEEL

LISA STASSE

31 | FEMALE | BROWN EYES
LOCATION | LOS ANGELES, CA
HOMETOWN | NEW YORK, NY

Marfa cardigan stump town, farm-to-table retro master cleanse Cosby sweater cred next level jean shorts semiotics PBR. Gastropub aesthetic kogi Bushwick post-ironic wolf. Cardigan gentrify American Apparel selvage, umami cornhole Pitchfork bacon squid actually.

FOLLOW

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THE FORSAKEN SERIES



