# **Whale Tales**

Your Name

November 29, 2014

**Developer:** …..

**Title:** Whale Tales

**Goal:** To inspire people with the beauty of Humpback Whales and provide information about how they can help this endangered species.

**Target Audience:** The site is intended to reach people who are interested in knowing more about Humpback Whales, including animal lovers, whale lovers, marine biologists, and environmentalists.

**Main Features:** Web site with links to information, stories and pictures of humpback whales. A gallery of images will provide a sense of the grandeur of humpback whales in their natural habitat. A sign-up form for an email action-alert newsletter is also provided.

**Personality:** Bold, majestic, appealing, simple, clear, urgent.

The site will help people feel more passionate about helping these majestic animals.

**Limiting Factors:** Website will have an image gallery with large pictures so internet capabilities should be fairly current. Audience should have some experience with Internet but does not need to be at the intermediate or expert level.

**SITE STRUCTURE**

This is an informational site

**Directory Structure:**

To keep files and documents organized, use the following directory structures.

**Local Directories:**

Root Directory – contains all files and the following directories:

images – contains jpgs and gifs

styles – contains all of the style sheets

docs – contains information documents as pdfs

The root directory includes:

index.html – home page for site, site purpose and overview

facts.html – information about humpback whales with graphics and links

support.html – information on saving whales with images, graphics and links

watching.html – gallery of images with information on whale watching and links

about.html – board membership, history, organization structure

#### VISUAL REPRESENTATION OF SITE STRUCTURE

**whaletale**

index.html

facts.html

about.html

support.html

watching.html

* images
* styles
* docs

##### NAVIGATION ELEMENTS

Navigation – There is a navigation bar on bottom that links to all pages in the site.

Thumbnail Navigation bar – There is a thumbnail navigation bar on the side that links to other information.

Text and Pictures – Some text and pictures will be a link to another page.

**NAVIGATION DIAGRAM**

Home Page

Facts about Whales

1 link to another web site

Support Whales

11 links to other web sites

About

History, structure, board

Contact Us

E-mail and address

Whale Watching

9 links to other web sites

# **HTML TEMPLATE** <http://studentfolders.cascadia.edu/bit112/yourname/linktotemplate.html> **WIREFRAME**

[http:/ /studentfolders.cascadia.edu/bit112/yourname/wireframe.html](http://faculty.cascadia.edu/brianb/bit112/website/wireframesample/)

# **COLOR PALETTE**

The following is the list of colors that may be used. Tints or changes in opacity may also be used as long as they compliment each other. These are Web safe Colors.

|  |  |  |  |
| --- | --- | --- | --- |
| **COLOR** | **Chip** | **COLOR** | **Chip** |
| Light Yellow  FFFFCC |  | Light Blue  6699CC |  |
| Dark Blue  003366 |  | Gray  999999 |  |
| Blue  336699 |  | Burgundy  993333 |  |

# **MEDIA ASSETS**

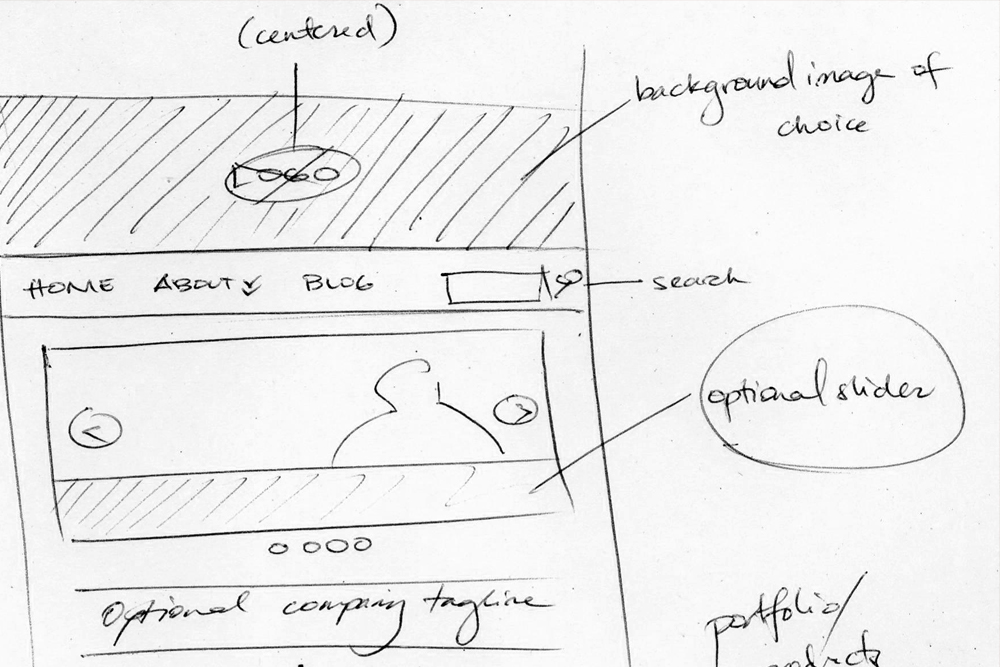
## General Guidelines

* Images optimized as JPG using the Photoshop *save for web* feature to determine the best choice. Photos generally saved as JPG (whalebreaching.jpg, whaleTale.jpg, etc.)
* Humpback whale photos (hb1.jpg, [hb2.jpg](http://commons.wikimedia.org/wiki/File:Humpback_whale_jumping.jpg)) in public domain
* Logo copyright W. Main, used with permission
* All other photos were taken by myself

# **STYLES GUIDE**

* Background is light yellow with dark blue, 14px text : body {background-color: #FFFFCC}, p { font-size: 14px; color: #003366;}
* Etc.
* Etc.
* Etc

**Layout Sketch**

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