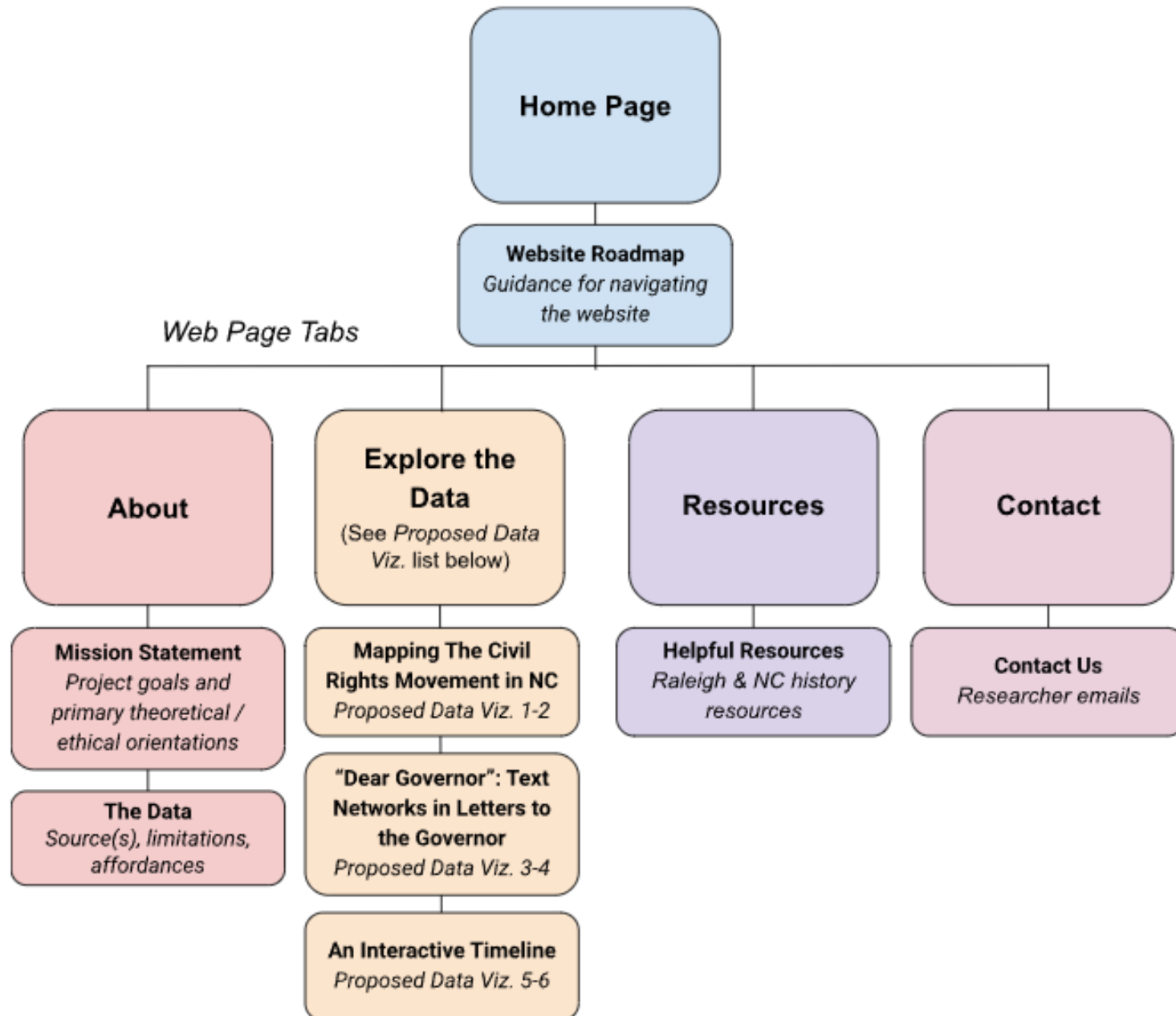


Content Strategy

1. User personas & tasks <i>Who are the users of this page? What are they trying to accomplish by going to this page?</i>	2. Main objectives <i>What are our high-level goals for this page?</i>	3. Functional requirements <i>What do we need to make it happen? (Page components and site functionality)</i>
Fourth Ward residents looking to find videos, images, or other information relating to Raleigh history	<ul style="list-style-type: none"> • Provide access to archival materials about Raleigh history (1950s–1970s) in a centralized and easily accessible location • Supply historical and geographic context to the items in the archive 	<ul style="list-style-type: none"> • Emphasis on visuals and photographs to showcase archival materials as both objects of the project research and the site design • Directions on how to interpret visualizations and navigate to different sections of the website
City of Raleigh staff and councilmembers looking to get contextual information about Black history in Raleigh while drafting city reports and making planning decisions	<ul style="list-style-type: none"> • Provide geographic information related to records to create a “landscape” of the Civil Rights Movement in Raleigh 	<ul style="list-style-type: none"> • Provide data in a GIS or spatially readable format that is easily transferable/presentable in various venues (i.e. city presentations, reports, etc.)
Students and researchers interested in North Carolina history	<ul style="list-style-type: none"> • (As above) Provide access to archival materials about Raleigh history (1950s–1970s) in a centralized and easily accessible location • (As above) Provide geographic information related to records to create a “landscape” of the Civil Rights Movement in Raleigh • Provide research heuristics to explore the (inter)connections between the correspondences in the archive 	<ul style="list-style-type: none"> • Contact page with information on how to get connected with project researchers about their work • Visualizations and graphs depicting the connections among the items in the collection and visual aids to assist in interpreting them • Links to additional NC history resources and sources used for project
Dr. Paul Fyfe :0)	<ul style="list-style-type: none"> • Assessment 	<ul style="list-style-type: none"> • Lots of neat, cutting edge digital humanities work (wow!)

Questions about this template? Email Robin Davis rcdavis6@ncsu.edu or Andreas Orphanides akorphan@ncsu.edu

Site Map



Design Considerations

What is your group's approach to the "look and feel" of your site, in terms of color scheme, typefaces, layout? How much do you want the user to notice (or not) your architecture and design choices? How are you planning for accessibility? (You might reflect on the [W3C consortium guidelines](#) on web accessibility.)

The design considerations for our project site align largely with those for the parent Fourth Ward project. Given that our primary audience for the site includes Fourth Ward residents, their friends, and their family members, we often rely on their feedback on the look, feel, and usability of the site to better understand how to meet their needs through the site's design.

One major point was that residents were very interested in viewing archival images and maps depicting the neighborhood. They wanted to be able to re-experience their favorite Raleigh stores, streets, and other loved spaces, as well as see Black life depicted in the process. For this reason, we have prioritized integration of residents' family photos as the center focus for design.



Fig. 1: Example photo compilation page

Fig. 2: Site page featuring a photo of the vice president of the Fourth Ward Historic Neighborhood Association, Clara Meekins, with her family

To support users' attention to the visual nature of the site and to ensure ease of access to the site's content, our design principles include use of a minimal color scheme, high-contrast text, the use of large sans serif fonts for the sake of readability, and straightforward and descriptive site navigation.

With that said, though the project site will continue to align with the branding and feel of the Fourth Ward Oral History Project site, we see this project as an opportunity to trial new approaches to site design that more explicitly focus on principles of web accessibility, particularly to ensure access for users with visual impairments, given our previous emphasis on visual images and graphics. Some of the new design considerations we plan to implement will be driven by the [W3C recommendations for web content accessibility](#):

- Testing use of color in any prepared visualizations to ensure that they are not the only means by which information can be conveyed to users and to ensure their readability for users with colorblindness
- Ensuring that visualizations, images, graphics, icons, or any non-screen readable site element has the necessary alt-text to offer descriptions of that content
- Testing contrast ratios to verify the readability of text and the effectiveness of our current color theme for the site
- Testing the responsiveness of site elements to ensure their readability and resizability both across mobile devices and desktop browsers

Ultimately, the hope here is that the lessons learned in the design process for this project will help inform revisions to the larger Fourth Ward site's design as we continue to update the site's structure and content over the next several years.

Web-Publishing Technology

For our project website, we plan to use Google Sites, a free and easy-to-use website creation platform available through our student Google accounts. Google Sites is connected to the Google Workspace and thus has built-in server space that will allow us to embed files and folders hosted on our Google Drive directly into the website. The platform is also responsive and automatically generates sites which can be viewed across mobile, tablet, and desktop devices; a built-in and flexible design grid will allow us to create a site layout that is amenable to these various platforms. Perhaps most relevant to our project, the platform will also allow us to embed code, either as an individual element within a webpage or as a webpage itself, which will help us to incorporate interactive visualizations (e.g., GIS integration, dynamic network displays) and will give us increased control over the site's aesthetics and functionality.

Our final project will serve as a pilot version of a digital exhibit we plan to incorporate into the larger Fourth Ward Oral History Project (FWOHP) where it will help contextualize the oral histories of the neighborhood and connect the fight for fair housing and economic justice in the Civil Rights Movement in North Carolina with the wider forces of urban renewal in the city. During the summer, we plan to migrate elements of our Google Site to the FWOHP's website hosted through Squarespace, which offers built-in CMS infrastructure, responsive design elements, and file hosting. The site will be funded through 2028, after which Haley, the project lead, will determine its future digital life and direction.

Visualizations & Interface

For the first part of our project, we plan to use ArcGIS to map the photographs from our collection. Although we are still determining the exact ArcGIS tool we will use to accomplish this, we want to make sure that viewers get a sense of the present day location of the events depicted in the photographs and the landscape of the Civil Rights Movement as it took place in North Carolina. We are also considering how to incorporate some basic network data (see below) into the GIS system so that we can visualize the geographical connections

between sender-receiver in our letter collection. Many ArcGIS tools allow you to embed its interactive GIS interfaces into websites, so once we create these maps, we will incorporate them directly into our site Google Site using the embed code feature.

Additionally, we plan to incorporate social network and text network graphs into our project, which we will generate using R-Studio. We plan to use sociograms to depict, in broad strokes, the various actors involved in the letter writing and memoranda collection (e.g., governors, government officials, concerned citizens), and incrementally incorporate both edge characteristics (e.g., reciprocated correspondence) and node attributes (e.g., author race, location, stance towards civil rights) using either graph animations or separate sociograms. We also plan to generate text network analysis visualizations – multidimensional scaling, hierarchical clustering, and word clustering diagrams – to more deeply understand the interconnections between the texts. Once we identify connections, we may also include excerpts from a few select letters to demonstrate differences, patterns, etc. For both the sociograms and the text network visualizations, we will download the visualization image or animation files directly from R-Studio and embed these into our Google Site webpages.

The project will also include a timeline which will highlight major moments of the Civil Rights Movement to contextualize our collection. While the timeline will include familiar touchstones of the time period which occurred at both the state and national level, we will focus in particular on those events which galvanized North Carolina residents to write in to the Governor, including the Supreme Court's historic *Brown v. Board of Education* decision (1954), North Carolina's Pearsall Plan to Save Our Schools legislation (1956), student sit-in demonstrations (1960), as well as the assassination of Martin Luther King Jr. and the ensuing civil unrest at Shaw university (1968). While we have not yet decided how we will generate this timeline, we are considering various platforms, including ArcGIS StoryMaps, which has an interactive timeline we could then integrate into our site, a free Google Site-compatible timeline creator widget, or manually designing the timeline using Adobe Illustrator or Canva.

In summary, our proposed data visualizations would include (with the caveat that these are subject to change and/or deletion as the project progresses):

1. An interactive GIS photograph mapping visualization [ArcGIS]
2. An interactive GIS letter mapping visualization [ArcGIS]
3. Descriptive sociograms [R-Studio]
4. A multidimensional scaling graph [R-Studio]
5. A hierarchical clustering diagram [R-Studio]
6. Illustrative document excerpts [Illustrator/Canva]
7. A historical timeline [Illustrator/Canva]

Data Management Plan

Most major grants these days require robust data management plans. Ours will be simpler, but still require you to articulate your plans for the project's life, afterlife, and/or preservation.

Digital assets

Inventory the data, research materials, or other materials your group will produce in the course of the project, including their format/s.

Our project will make use of a [publicly accessible GitHub repository](#) to store our data, scripts and files for analysis, as well as relevant project documentation including our project charter, research proposal, and this data management plan. The full list of materials we anticipate including on the repository by the end of the project include:

Material	Files
GitHub files	<ul style="list-style-type: none">• <i>README.md</i> file that outlines what is included in the repository and how to navigate folders/scripts/files
Project documentation and management	<ul style="list-style-type: none">• Project charter• Research proposal & bibliography• Site plan & data management plan• Project meeting minutes <i>All of these files will be uploaded as .pdf</i>
Data scraping and processing scripts	<ul style="list-style-type: none">• <i>R</i> scripts for social network analysis and visualization• <i>Python</i> scripts for scraping data from NC Digital Collections page• <i>Python</i> scripts for automated OCR transcription of archival materials
Data spreadsheets & files	<ul style="list-style-type: none">• Overall file sheet <i>dhnc_civilrights_project.xlsx</i>• Folder with <i>.pdf</i> files for archival letters• Folder with OCR output for archival letters as <i>.txt</i> files
Mapping files	<ul style="list-style-type: none">• <i>GIS shapefiles</i>
Site design files	<ul style="list-style-type: none">• <i>.html</i> files for particular site functions• <i>.png</i> images with screenshots of site design• Folder with site assets, where applicable, including logos, images, etc. as <i>.png</i>

Project Lifecycle

How long will the live project be maintained? Who will be responsible for maintaining it? If applicable, when will the project officially end? Will it be taken down and by whom?

The materials produced by this project will be evaluated by Haley Kinsler during the summer of 2025 as they make revisions and updates to the existing [Fourth Ward Oral History Project](#) website and documentation, of which they are the current funder and maintainer for the project's materials. Materials that seem well suited for being embedded in the historical narrative and educational pages on the site will be transferred over and maintained by Haley Kinsler through the time of their graduation from the CRDM program in 2028. At that time, Haley Kinsler and member of the Fourth Ward Historic Neighborhood Association will re-evaluate the data management plan for the site and the oral history project's materials to determine whether they should be archived by City of Raleigh staff, continue to be funded for another set time period by Haley Kinsler, or have ownership and funding responsibility transferred to the association, by which time they will have been officially established as a 501c-3 organization.

Preservation

Identify any data and/or research materials that your group will preserve, including in what formats, and what platforms, facilities, and/or repositories your group will use.

The materials outlined in the table above will remain publicly accessible through the project's GitHub repository. Haley Kinsler and Brody McCurdy will retain personal copies of project materials on their university Google Drives and personal devices, which may be requested via their emails up until the time of their anticipated graduation from the CRDM program:

- Haley Kinsler | hmkinsle@ncsu.edu | Anticipated graduation in spring 2028
- Brody McCurdy | bjmmcurd@ncsu.edu | Anticipated graduation in spring 2027