

the Ounce

What's an Ounce?

The Ounce of Prevention Fund gives children in poverty the best chance for success in school and in life by advocating for and providing the highest quality care and education from birth to age five.

Their mission statement: Change the first five years, and you change everything.

They accomplish this through training, advocacy, support and research.

Project Budget:

Schedule: 12 weeks

Time: 400 hours

Project Team:

nancy6

creative direction

manleywoman

strategy & project management

mesker

design

arthur

tech lead & development planner

robeano

helper & honorary tech lead



Programs and Research

Advocacy and Policy

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About the Ounce



The **Ounce of Prevention Fund** gives children in poverty the best chance for success in school and in life by **advocating** for and providing the highest quality care and education from **birth to age five**.

[About the Ounce of Prevention Fund...](#)

Early Childhood In The News

Educare Chicago garden featured by Chicago Council on Global Affairs

Our garden at Educare Chicago inspires healthy habits in children and families, and is featured on The Chicago Council on Global Affairs blog. [Read more.](#)

- ▶ [The Atlantic: Preschoolers, Sequestered](#)
- ▶ [Politico: Business community urging action on pre-K plan](#)
- ▶ [New York Times: Lifelines for Poor Children](#)
- ▶ [Next City Magazine features Educare of Milwaukee](#)

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Support Early Childhood Education

author: [GrowAmericaStronger.org](#)

signatures: 38,080

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Why Investments Work



The "achievement gap" is not a metaphor. It is a social outcome.

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Ready to Learn



Get back-to-school advice from our early childhood experts.

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How we worked with them:

- Design Survey
- On-Site Interviews
- Content Audit & Site Map
- Style tiles
- Visual design
- Design Extension
- Development Plan

Design Survey:

Frames the objectives, audiences, and tone in order to develop a common language around criteria for evaluating success.

In addition to participating in the on-site interviews, the Design Survey gives our project team members another way to get to know to the client.

On-Site Interviews revealed some valuable direction and goals:

- make the site a resource
- create clear navigation
- show latest news and information
- provide access to credible information
- emphasize a warm, emotional tone
- remove overly cerebral or intellectual tone
- increase engagement and involvement
- update and refresh color palette

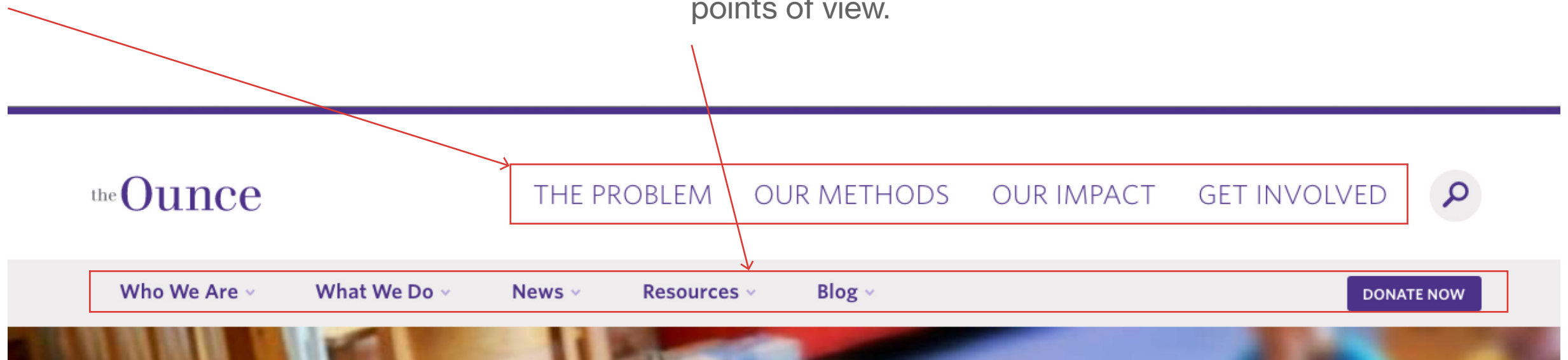
Content Audit & Site Map:

Allison audited 408 pages of content.

She then iterated on the IA with Ounce over the course of four weeks (21.17 hours).

Primary Nav: The Ounce story was reorganized into a narrative structure under the primary navigation.

Secondary Nav: The Ounce's organizational structure exists under a smaller secondary navigation, presenting content from two points of view.



The change in IA would go a long way to help us accomplish two of the high-level project goals:

1. Promoting the Ounce story in the form of primary navigation would “emphasize a warm, emotional tone”
2. This in turn would help to “increase engagement and involvement”

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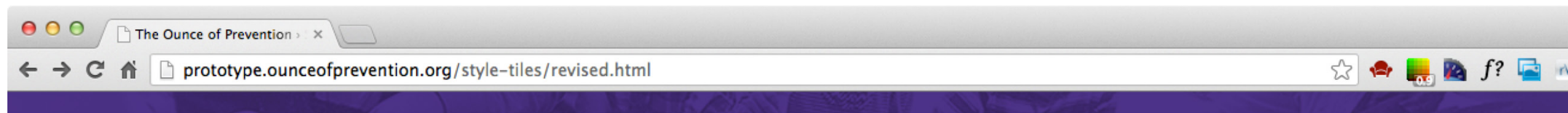
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Style Tiles:

Even with multiple introductions, the client was not comfortable with giving any kind of “approval” to a particular style tile. So we moved on without that.



Logo treatment

the Ounce

Color Palette



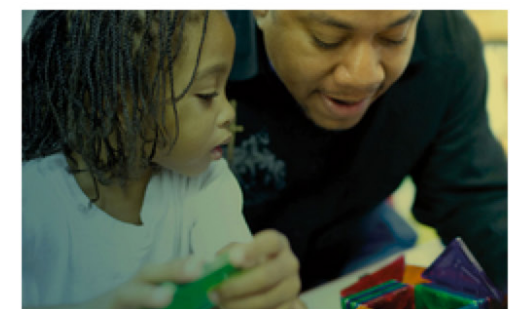
Typography

Early Head Start

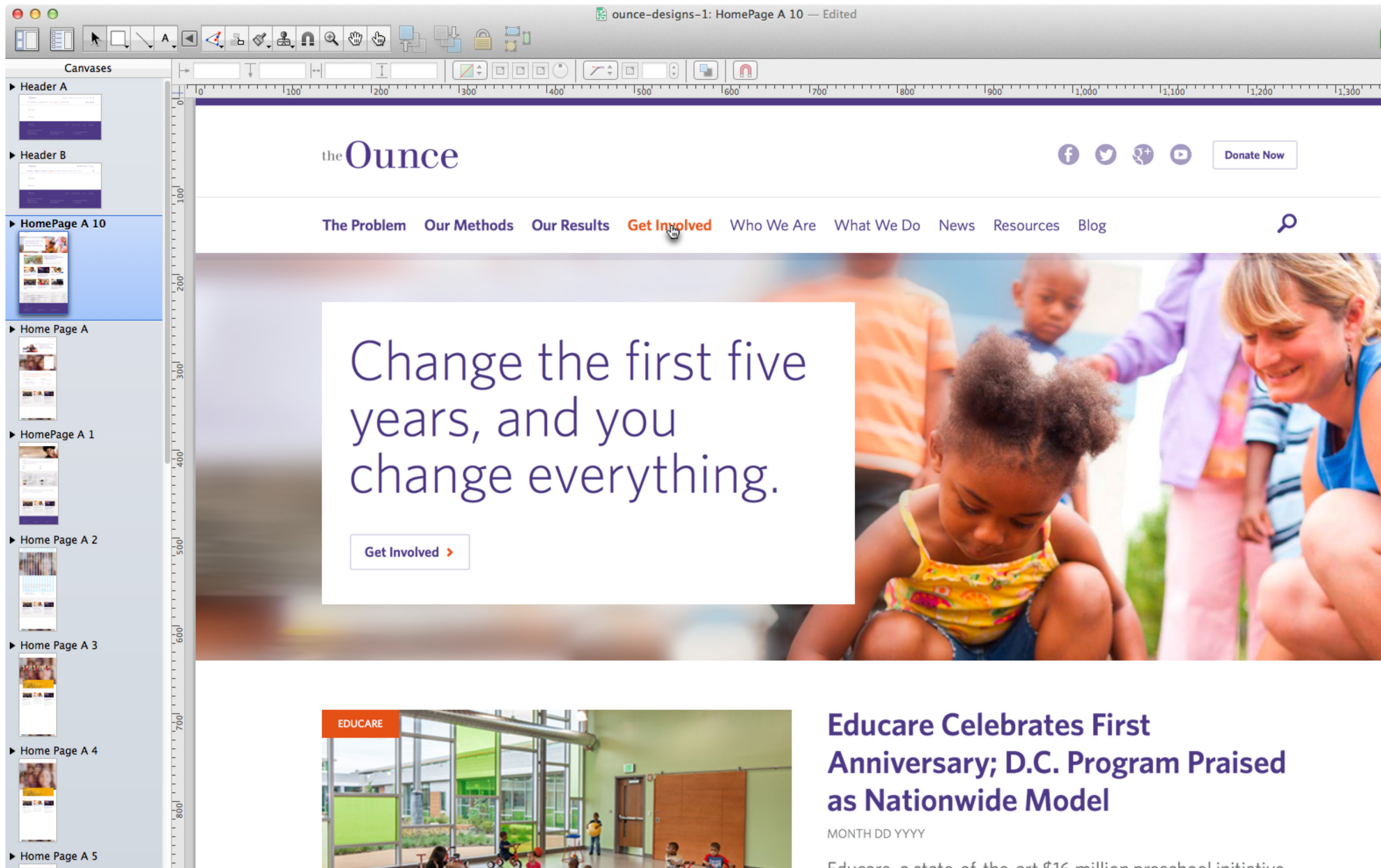
The Ounce reaches thousands of infants, toddlers and preschoolers through our programs, training, evaluation and advocacy efforts each year.

We serve nearly 4,000 children and families through Early Head Start and Head Start programs we fund and operate in Chicago, as well as through our network of home visiting and doula programs throughout Illinois. We educate more than

Photography



Visual Design: It happened.



Design Extension:

Design Extension was accomplished through a mixture of the following artifacts & activities:

- Wireframing
- Prototypes of select layouts (approx. 5)
- White-boarding with the client
- Building up a design object Style Guide throughout the process