



Dallas Give Event

Project Documents: Site Design

Version 1.1

10/23/2013

OBJECTIVE

Design and develop a professional looking, public website that will provide information about Get Healthy Dallas (GHD), its programs, and upcoming events. The website should also provide information about how students can get involved in programs and how sponsors can donate to the organization through a donation system.

GET HEALTHY DALLAS

Get Healthy Dallas (GHD) is a research driven non-profit dedicated to improving community health through awareness, education & business initiatives. GHD current project is The Lincoln High School Entrepreneurial Culinary Arts Program (ECAP) in South Dallas that aims to re-engage high-risk students through an academic program that is relevant, hands-on, and integrated. ECAP is a unique approach to Culinary Arts, and this uniqueness grows out of a sustained research-based engagement with the students and the local community. Based upon this research, the ECAP was created to respond to a strong interest in culinary arts and entrepreneurship, as well as to respond to the community's health concerns related to the obese-genic food environment in the surrounding community.

GHD is in desperate need for a professional looking public website and online donation system to support our current fund raising process to successfully launch the ECAP. GHD currently have a SMU communication capstone course (students from: PR, Journalism, Advertising) engaged on creating the content for a website and I believe if selected that participating in a Dallas Give Camp would be a an incredible learning opportunity for these students.

In short- Get Healthy Dallas helps communities across the city become healthier places, making for healthier people, families, and neighborhoods. GHD is more than individual choice -- it's a movement and I thank you at Dallas Give Camp for your consideration.

INFORMATION ARCHITECTURE

The navigation structure for the site should include the following pages:

- About Brief introduction to the organization and its history
- News Blog – articles about the programs offered by Get Healthy Dallas
Press – recent articles about Get Healthy Dallas in public media
[YouTube – embedded channel for web casts and videos \(future release\)](#)
- Programs Fish Face Farms – aquaponics system for South Dallas community
Lincoln High School – entrepreneurial culinary arts program (ECAP)
- [Apply](#) [Information for applying to programs and the application form \(future release\)](#)
- [Donate](#) [Support ECAP – sponsorship and fund raising for ECAP program \(future release\)](#)
[Sponsors – database and list of sponsor donations made to organization \(future\)](#)
- Contact Contact information and subscription information