

MEMORANDUM

To: Jeff Barry and Beth Staples

From: Layne Smith and Allison Young

Date: October 31, 2019

Subject: Shenandoah DCI – The Peak, Proposition

Executive Summary

Our vision for The Peak is one that elucidates the truest mission of the entity/page — one of artistry and curiosity. We hoped to make the pages image focused, rather than text focused.

I. Webpage Structure

From the top down, the header for Shenandoah would assumedly stay the same. Underneath that, we have designed a mockup of an adjusted logo for the peak. It is a black (grey) and white outline of the Shenandoah mountains with an all caps, evenly spaced “The Peak” transposed over the top/into the line drawing (*see IV. Image Appendix*). This will seemingly melt into the white background of the page, without seemingly like another boxy page element. For the body, we foresee a variant grid of images, representing each Peak article. Allison and I sized these so that in a row of three, the outside two were slightly smaller squares, but I think there could also be benefit to varying all the shapes of the squares. I believe rows of three, four at most, would be best. The articles would not be divided by issue, and all attempts to reduce excessive scrolling would be made.

II. Articles

Each article, when viewed on the grid, would be the square image, with a category, title, and pithy subtitle underneath. The category would be formatted in all caps; the title in bold; the subtitle in regular text, but enough information to give context and draw readers in to a particular piece of content. Frances also brought up a good idea that instead of underneath the image, we could have a roll over capability, in which the opacity of the image changes and then we place the text over the image.

III. Categories

Inspiration for categorizing the Peak came from a publication called the Cut. We believed it to be a good way to serialize and organize the content in an interesting way. We divided the content into three main subjects: interviews, methods (i.e. a behind the scenes, and auxiliary content (like essays/poems/etc.)). For name suggestions, we came up with the following:

A. Interviews

- a. Conversations
- b. Chats

- c. Dialogues
 - d. We Asked
 - e. Close Friends
- B. Behind the Scenes
 - a. Methods
 - b. On Writing
 - c. Intricacies
 - d. Histories
 - e. The Science Of
- C. Auxiliary Content
 - a. Echoes
 - b. Artifacts
 - c. The Lookout
 - d. Fixations

IV. Image Appendix

