

**Name:** Casey Boettcher ([boettchc@oregonstate.edu](mailto:boettchc@oregonstate.edu))

**Course:** CS290-400-F2018

**Assignment:** Project Proposal (Week 6)

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## Description:

The envisioned project will be a simple, static site that promotes a book.

## Content and Assets

Aside from photos of the author and illustrator, scanned watercolor illustrations from the book will comprise the majority of the images.

As with its imagery, text for the site will come mainly from the book, in the form of excerpts. Brief biographies of the author and illustrator will provide additional prose.

## Structure and Layout

The site will have three sub-pages, as follows:

- A page devoted to the book itself will contain background information and maybe some desktop wallpaper that can be downloaded.
- Information geared for publishers will be grouped with social media links and points of contact on a page that seeks to promote the book outside of the context of the web. This page will contain a form for email subscriptions and the standard links to twitter, facebook, et cetera.
- The author and illustrator will be featured together on a page that contains their photos and brief biographies.

For ease of navigation, breadcrumbs will always be visible at the bottom edge of the viewport. This could be combined with some transparency effect so that the element containing these links doesn't clip the contents of the page in a conspicuous manner.

## Appearance

Overall, the site will attempt to create a warm, welcoming, and "cozy" feeling. The content will be constrained to a small portion of the viewport, with surrounding space being filled in by a border color or repeating, tiled pattern.

The look-and-feel of the site will be diametrically opposed to clean, cold, corporate sites that use ample white space and sans serif fonts. This project will have "hippie appeal." It will be "crunchy." After visiting it, there will be dirt and flower petals on your keyboard. Odd fonts will be used. Natural sounds might be incorporated into the experience in reaction to mouse events.

## Technical Challenges

Here are some aspects of this project that will be challenging from a technical standpoint:

- styling form controls such that they blend well with the overall style of the site
- creating a functioning "image carousel" for the homepage that does more than simply swapping images
- the fixed footer (described above in *Structure and Layout*) might be difficult to implement
- loading content in a timely fashion