

SUNDE THOMAS

# process book

Web Design 2 - GDES 356

Fall 2016

Ryan Achzet

Exercise 1

Exercise 2

Exercise 3

Project 1

Project 2

Project 3

Sunde Thomas—Responsive Homework.

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Exercise 3

Code RWD design using colums and rows.

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Project 1

Wireframe for Adobe Website

MENU

SEARCH

SIGN IN

ADOBE

Adobe Photoshop Lightroom CC

Overview

What's New

Learn & Support

ENHANCE AND PERFECT  
YOUR PHOTOGRAPHY ANYWHERE.

With Lightroom, your photography goes where you go. Organize, edit, and share your photos from anywhere – on your computer, on the web, on your iPad and on your iPhone or Android devices. It's all your photography. All in one place.

New to Lightroom? Get the basics

Get Lightroom as part of the Creative Cloud Photography plan for only **US\$9.99/mo**

Buy now

YOUR BEST SHOTS. MADE EVEN BETTER.

Your photos don't always match the scene the way you remember it. But with Lightroom, you have all the tools to you need to bring out the best in your photography. Punch up colors, make dull-looking shots vibrant, remove distracting objects and straighten skewed shots. Plus, the latest release includes powerful new ways to adjust atmospheric haze, create incredible HDR images and panoramas, import and edit faster, and so much more.

See what's new

Boundary Warp stretches the edges of a merged panorama to give you the full image without losing any important details.

See how it works

Use a simple slider to remove haze from your images, or add haze to create an artistic effect.

See how it works

The Lightroom for mobile app lets you capture, organize, edit and share your photos on your iPhone, iPad, or Android phone.

Get Lightroom for mobile

With Lightroom on the web, you can now make edits right in your browser and use auto-tagging to easily find and share your images.

Try it now

Adobe ID

SIGN UP TO PURCHASE  
CREATIVE CLOUD PHOTOGRAPHY PLAN

First Name

Last Name

Email

Password

Country

☐ Stay informed about Adobe products and services. [Learn more.](#)

By clicking "Sign up" I agree that I have read and accepted the [Terms of Use](#) and [Privacy Policy](#).

SIGN UP

Already have an Adobe ID? [Sign In](#)

Creative Cloud Photography

Includes Photoshop, Lightroom and more.

US\$9.99/mo

Buy now

Learn more

We love students and teachers.

Save 60% on Creative Cloud.

US\$19.99/mo

Buy now

Learn more

Creative Cloud Complete

Includes Lightroom, Photoshop, Adobe Muse and more.

US\$49.99/mo

Buy now

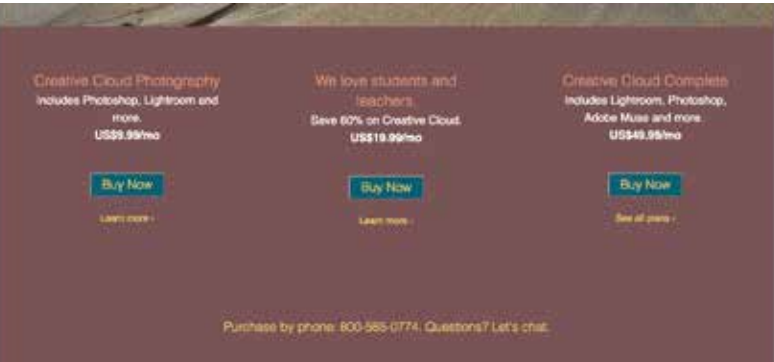
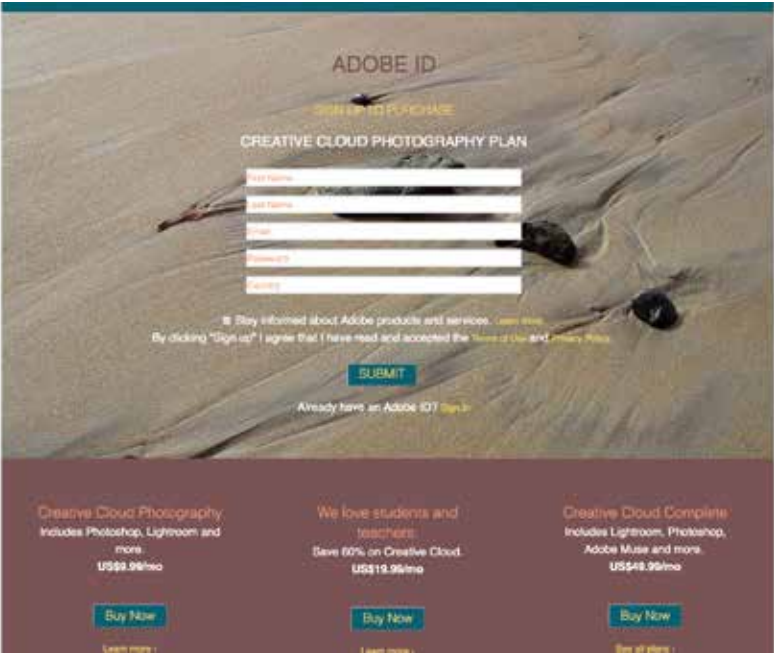
See all plans

Purchase by phone: 800-585-0774

Questions? Let's chat.

Project 1

Coded website for Adobe Lightroom landing page



**Project 2- Banner Ad**  
Creative Brief

## Starbucks One Tree for Every Bag Commitment

Starting on National Coffee Day, 2015, Starbucks Coffee Company committed to supporting the special coffee industry by addressing one of the most significant threats to coffee farmers. Coffee Rust is a plant fungus that damages millions of coffee trees around world. This not only made it hard for farmers to produce high-quality coffee, but it is driving families and workers out of their native countries to look for a way to make a living. Starbucks will be working with Conservation International to donate one tree seedling for every pound of coffee sold. This program will start in Guatemala, Mexico and El Salvador.

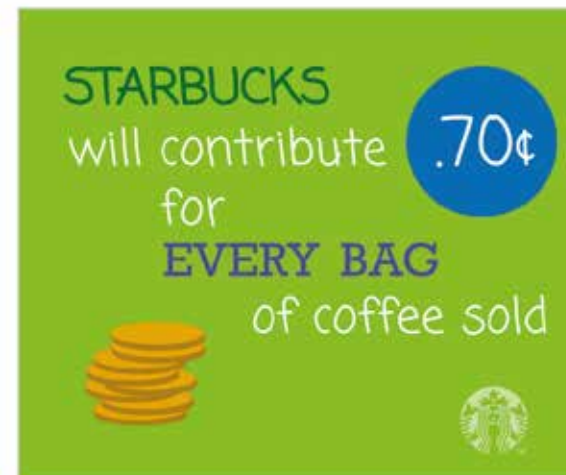
The reason why I think this is so important is because it takes 5 years for a coffee tree to be fully mature. At this mature state, a coffee tree can produce one pound of coffee in a year. With the amount of coffee sold in the US by Starbucks alone, this program can significantly replenish the population of coffee trees in these areas. With this mission, I will be able to spread the word about the program and show people how they can contribute.



Project 2 - Banner Ad  
Illustrator Compositions



**Project 2 - Banner Ad**  
Animated Banner





**Exercise 1**

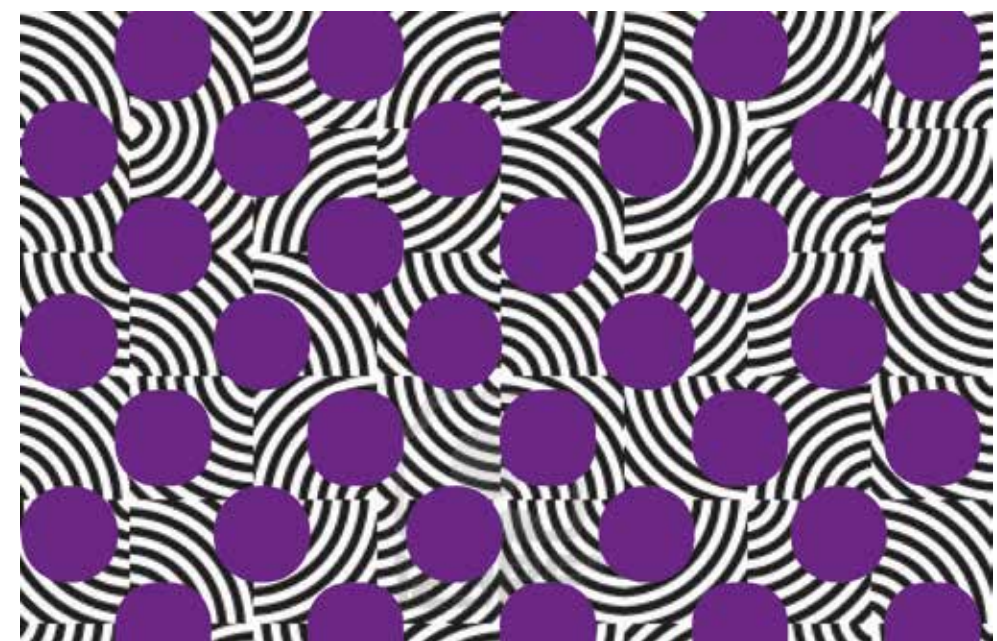
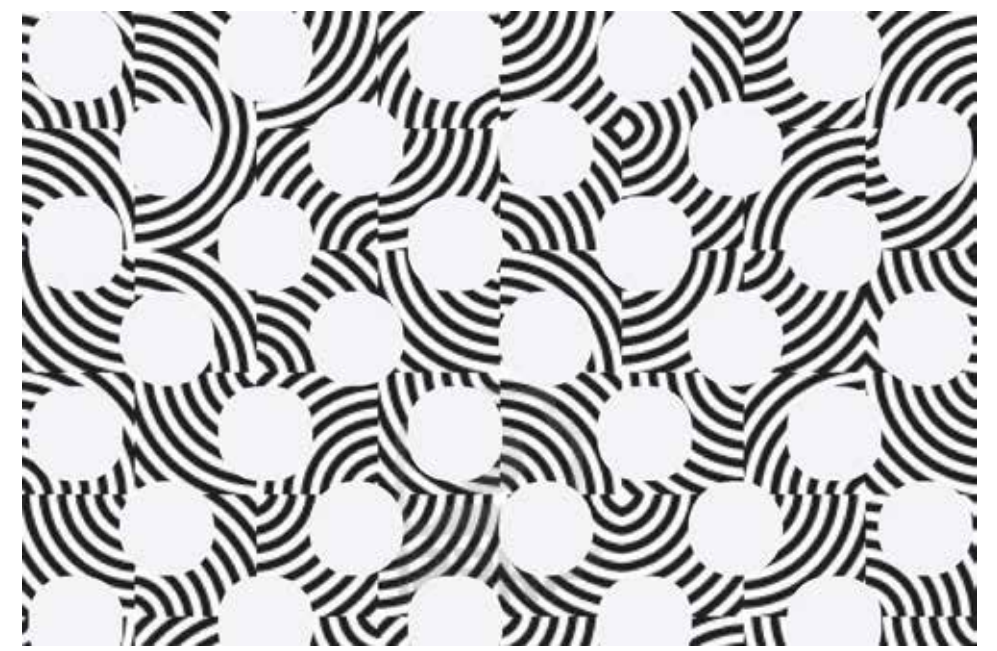
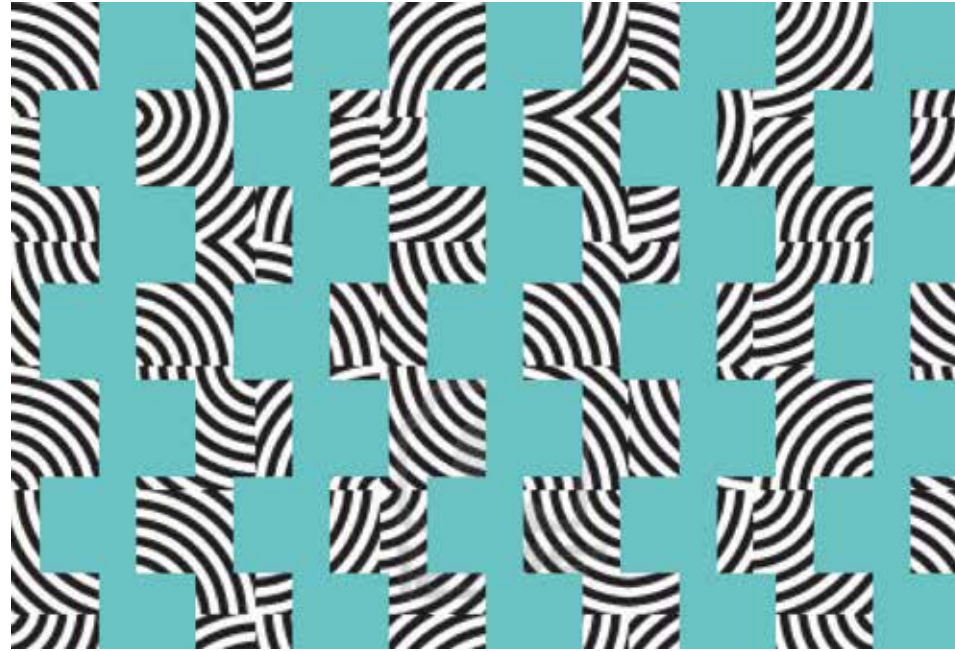
Apply transform & transition  
techniques to a haiku



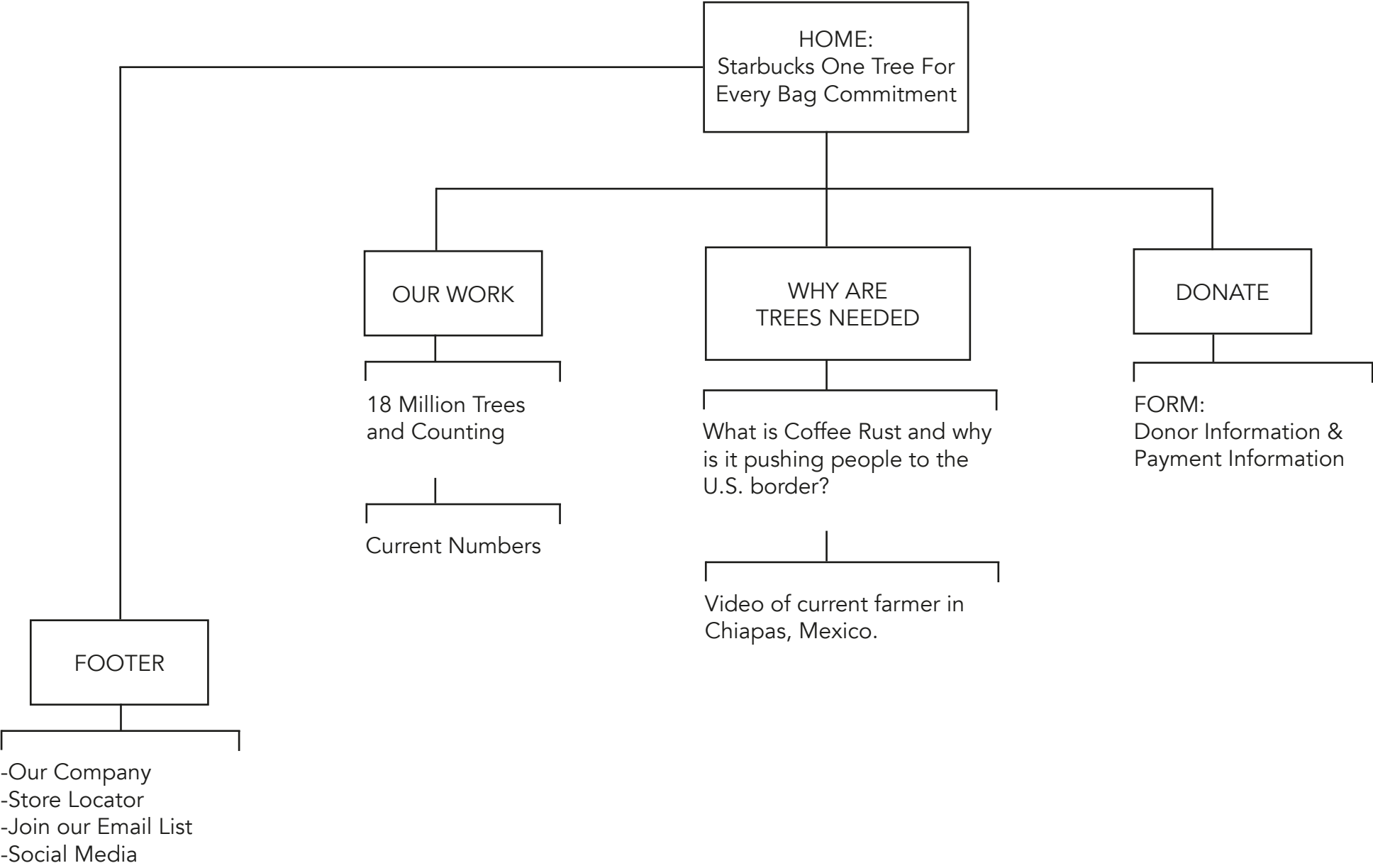


**Exercise 2**

Apply animation to patterns  
within the website.



**Project 3- Microsite**  
Information Architecture





Project 3- Microsite  
Style Tiles

Starbucks

Buy one Give one

Sunde Thomas

Web Design 2

version:1

Possible Colors

Textures

This is an Example of a Header

Font: Name #Rockwell

This is an Example of a Sub Head

Font: Name #ComingSoon

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Font: Name #AvenirBook

Forms

Name, First

Name, Last

Address

Name (Last, First Middle)

City

State

This is an example of a Button

Submit Button Example Here

Starbucks

Buy one Give one

Sunde Thomas

Web Design 2

version:2

Possible Colors

Textures

This is an Example of a Header

Font: Name #ComingSoon

This is an Example of a Sub Head

Font: Name #Rockwell

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Font: Name #AvenirBook

Adjectives

Name, First

Name, Last

Address

Name (Last, First Middle)

City

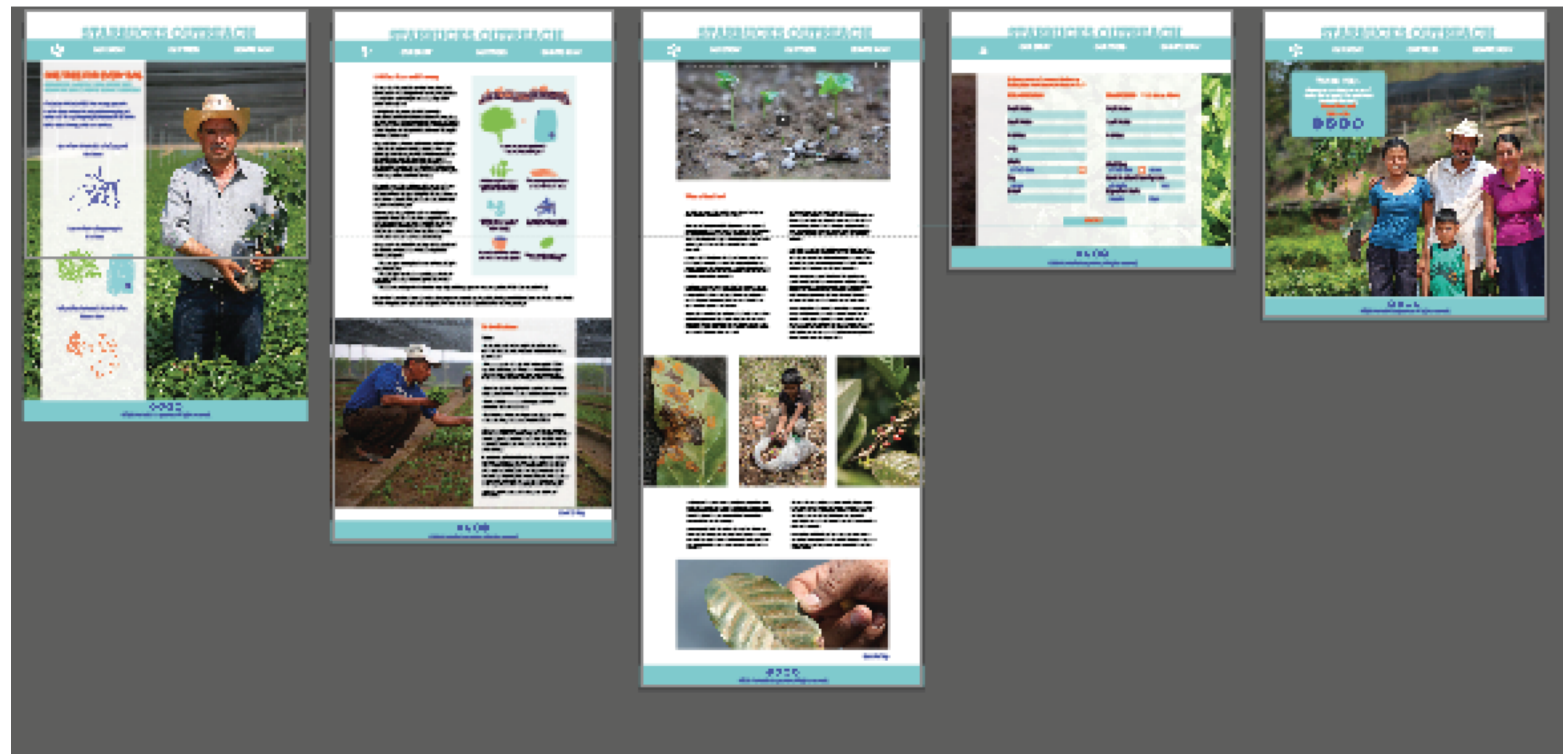
State

This is an example of a Button

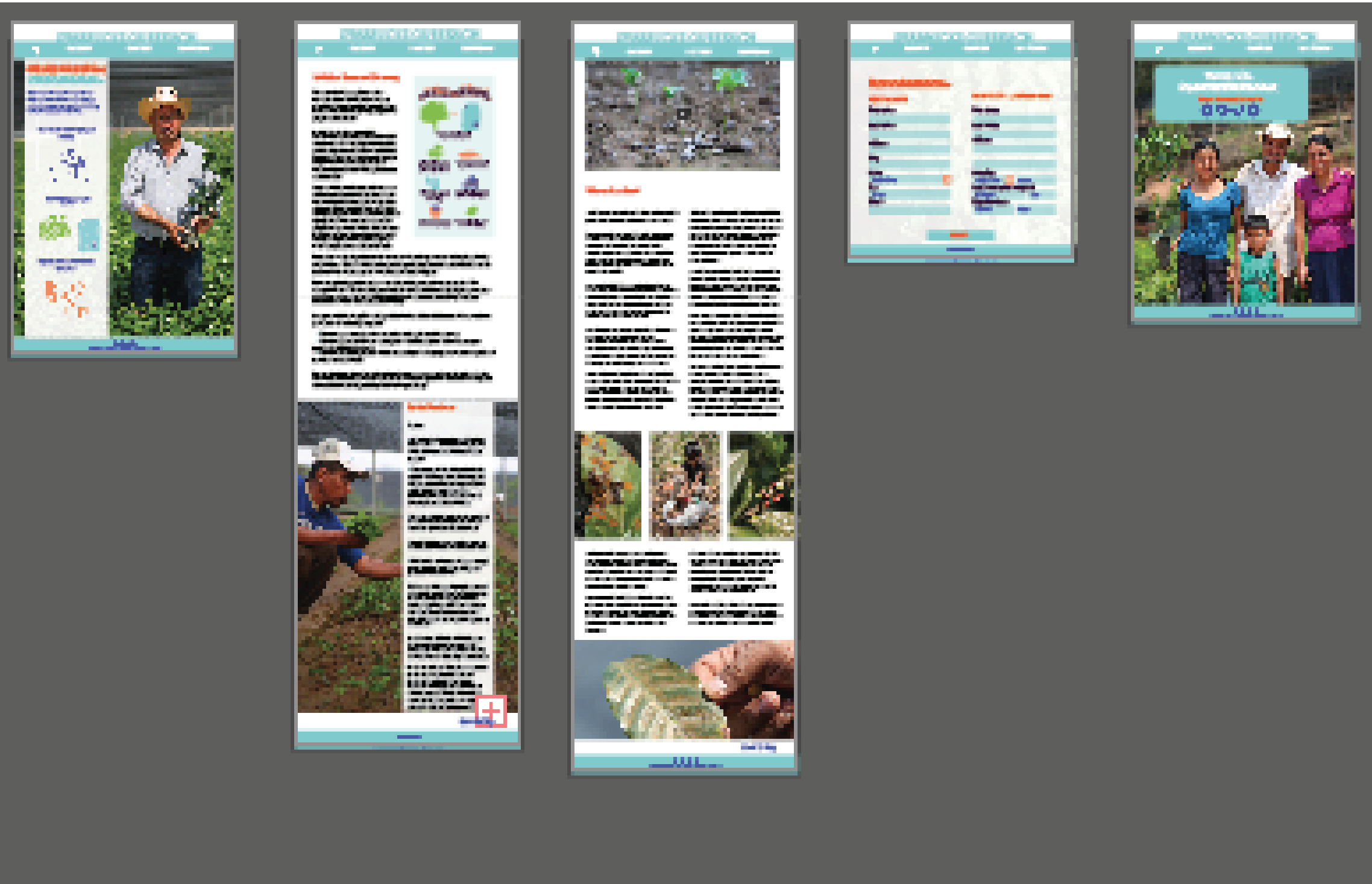
Submit Button Example Here



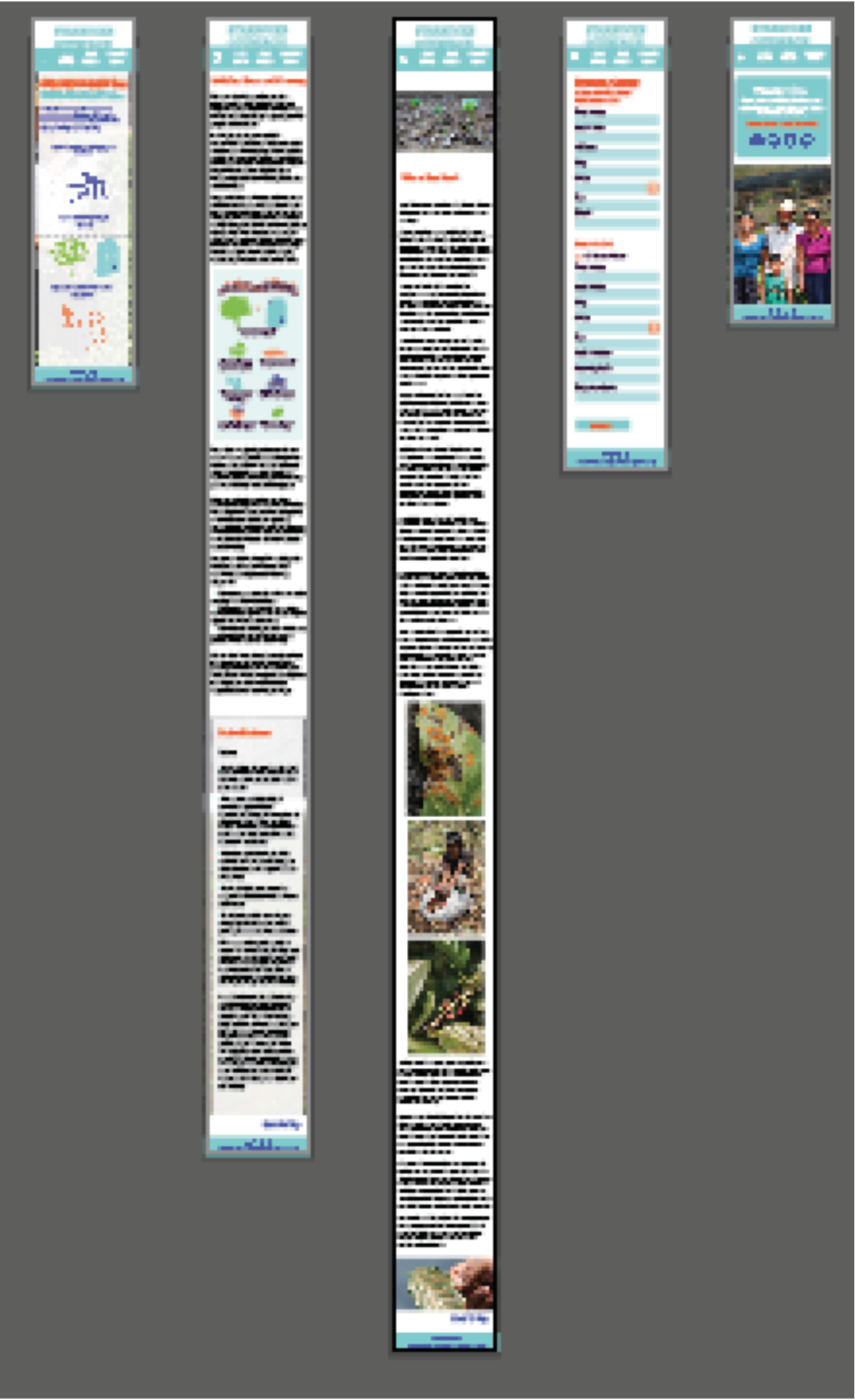
**Project 3- Microsite**  
Desktop Compositions



Project 3- Microsite  
Tablet Composition



**Project 3- Microsite**  
Mobile Compositions









# STARBUCKS OUTREACH

[OUR STORY](#)[OUR TREES](#)[DONATE NOW](#)

How your bag of coffee can help farmers like Rolando Lopez



## What is Tree Rust?

Meet the world's most important coffee disease that you've never heard of - rust fungus, a.k.a. "la roya."

Its spores, which can devastate entire coffee farms, forced Sri Lanka to uproot all its coffee trees in the 1860s and start growing tea. Today, climate conditions have accelerated the fungus' growth in Central America, uprooting farmers and fueling a wave of immigration to the U.S.

The current crisis started brewing in Guatemalan farms in 2010. Since then, it has affected 11 countries from Mexico to Peru, becoming the worst episode of coffee rust since the disease first appeared in our hemisphere in 1976. Central American countries, however, have been the hardest hit.

The disease shows up as yellow spots on the leaves of a coffee tree, but by then it's too late: photosynthesis stops, leaves drop, and coffee cherries stop growing. To wipe la roya out, farmers have to stump all trees and wait out the loss for two to three years – a hit many farmers can't absorb.

Coffee rust fungus lives in a Goldilocks-like climate range: not too hot, not too cold, and a little bit wet. It can't survive below 50 degrees, so it's usually restricted to elevations below 5,250 feet. Farmers were unprepared when the fungus started showing up on farms at altitudes reaching 6,550 feet.

Minimum temperatures at night have been rising in coffee-producing regions of Central America, even as maximum temperatures stay stable, said Peter Baker, a senior scientist for commodities and climate that advises the Central American coffee association PROMECAFE. Add that nighttime warmth to rainy conditions, and suddenly coffee rust is reaching higher altitudes.

"That is the alarm signal that climate has something to do with this," Baker said. He says they've also seen increases in other pests with strange names – red spider mites, coffee bera bera, ojo de gallo that may also be caused by changes in climate. "Pests and diseases, that's what we expect with weird weather."

Some farmers have also pointed to what they say is a more fungicide-resistant strain of coffee fungus. But experts say in those cases it is likely that farmers simply applied the pesticides too late. The Colombian coffee industry, which has kept meticulous samples and genetic records, has said there's no evidence that this fungus is different from past outbreaks.

Coffee behemoths, like Colombia, can weather such a plague. Coffee rust wiped out 40 percent of Colombia's crop in 2008, during a particularly rainy La Nina. The Colombian Coffee Growers Federation spent more than \$1 billion replanting la roya resistant coffee varieties. The "100% Colombian coffee" label quietly disappeared from U.S. grocery stores for a few years, but the Colombian coffee industry survived.

## Project 3- Microsite

Coded Website

Project 3- Microsite  
Coded Website

# STARBUCKS OUTREACH

[OUR STORY](#)[OUR TREES](#)[DONATE NOW](#)

Submit your information below to help plant rust resistant trees today!

PERSONAL INFO

First Name

Last Name

Address

City

State

Select One

Zip

Email

BILLING INFO Same as Personal

First Name

Last Name

Address

City

State / Zip

Select One

Card Number / Security Code

Expiration Date

Month

Year



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Project 3- Microsite  
User Testing

| QUESTIONS  | TESTER #1- Joziah T (mobile)   | TESTER #2 - Victor T  | TESTER #3 - Vernee W (desktop)  | TESTER #4 - Van J (tablet)  | TESTER #5 - Lee J   |
|--|--|---|---|---|---|
| Was the messaging in the banner ad clear?                              | yes  | yes   | yes   | yes   | Yes   |
| What was the messaging in the ad?                                      | to help save the trees by buying one bag of coffee   | to help save the trees by buying one bag of coffee  | That if you buy a pound of coffee from starbucks you will gift a tree   | Starbucks realized that there was a problem and wanted to help. They will donate 70cents oer bag of coffee. You can donate through this ad.                                       | buy a bag of coffee and save a tree                           |
| Does the animation in the ad relate to message?                        | yea sure   | yes   | yes   | Yes it does.Short & Sweet.  | yes   |
| How likely are you to click on an add like this?<br>Scale of 1 2 3 4 5 | 3 - If I drink coffee, than yes. But if I don't drink coffee, than no.   | 5   | 5 - It has such a worth message that I would, yes, most likely click on this message.   | Yes. 5  | 5   |
| Does the home of the microsite match the ad?                           | yes  | yes   | yea. Your asking people to give money and on the first page, you see who your giving money to help out. So yea.   | yes it does and 10 times more. Very imformative. I learned so much.   | yes   |
| Is the content on site easy to read & understand?                      | It wasn't that confusing. Not so much.   | yes it was.   | Yes   | Yes   | yes   |
| Is the nav to easy to use?   | I read the nav differently at first but I figured it out.  | yes it was  | yes   | yes   | yes   |
| What would you click on to give money to the organization?             | Donate Now   | Donate Now  | Donate now & sumbit   | Donate Now  | Donate Now  |
| Where you able to learn about what is happening to the coffee trees?   | yes  | Yes I was   | yes   | yes   | Yep   |
| Rate your experience on a Scale of 1 2 3 4 5. Why?                     | I did like it so I give it a 4. Because I only liked 4 parts and not one. The form was long for me to do because I'm just a kid. | 5- I really enjoyed the content. Thanks for shareing the story. Its out together very well. | 5- It was a very interesting story. I was informed, I didn't know that. It made me aware that Starbucks is doing things to help people. I didn't know that trees had rust. The video was very good and informative. | 5 - Because it gave me the description of the trials and tribulations of the coffee plant and the people that grow them. It shows how a small problem can have huge consequences. | 4- t loks so good. I didn't know about the cooffee tree rust. |