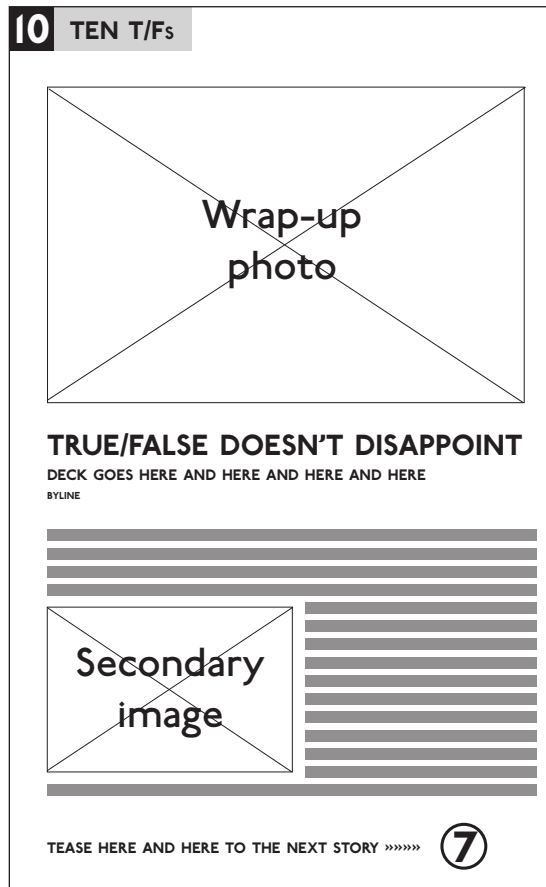
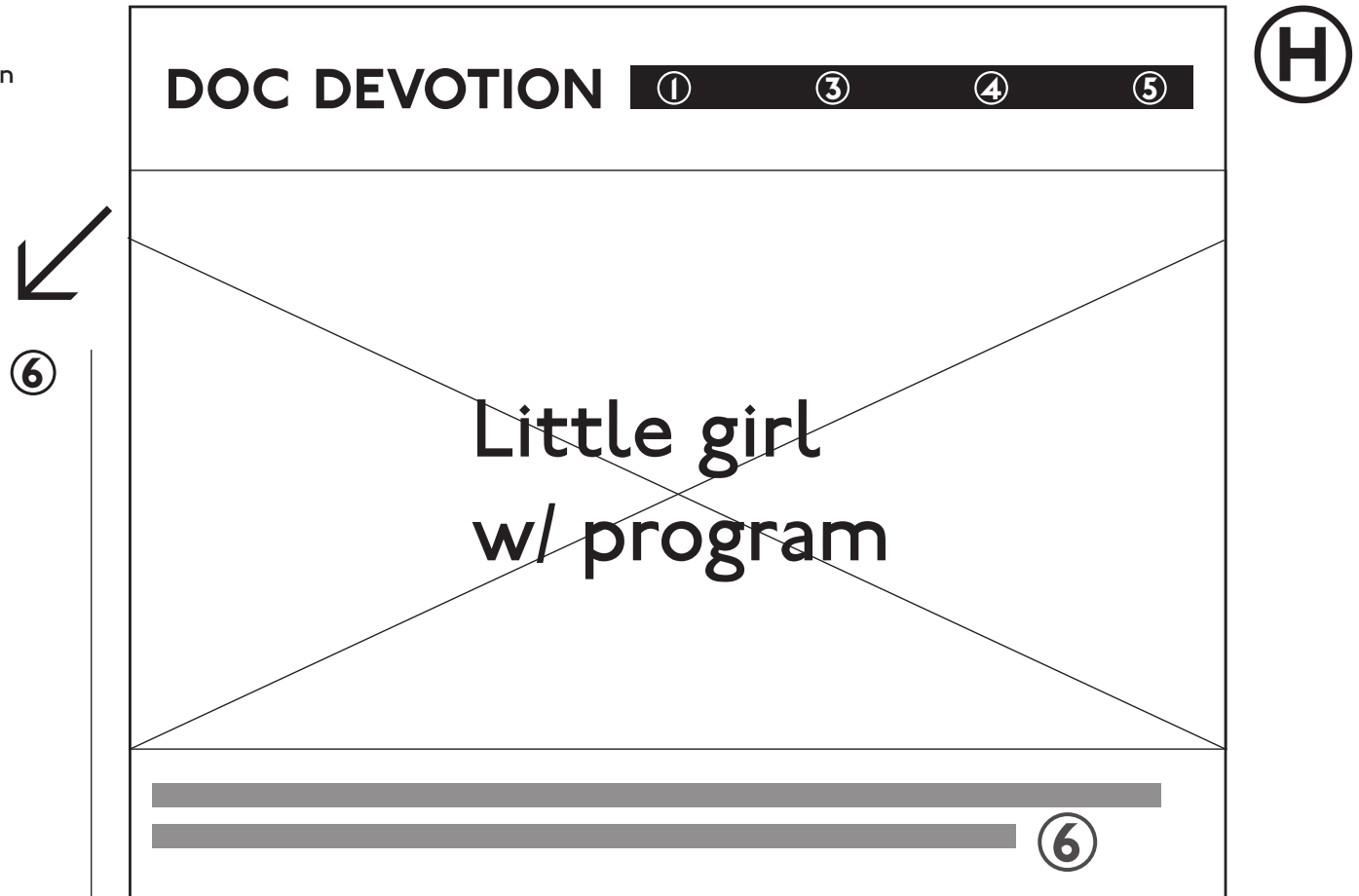


SITE MAP

- Ⓜ Home
- ① What to know ^ links to home page
- ③ Live coverage
- ④ Photo stream
- ⑤ Page of links to official festival information
- ⑥ Wrap-up story
- ⑦ Co-conspirators
- ⑧ True Life Fund
- ⑨ First time directors



» Site focusing on the “Ten fest” aspect of the festival. I want to make an impact with the front page, and then lead the reader through a chronology/narrative of the festival.



Links to p. 6 at end of home page



Each story page will have a similar design. At the end of each page, it will link to the next piece.



10 TEN T/Fs

Design similar to p. 6

⑦



10 TEN T/Fs

Design similar to p. 6

⑧



10 TEN T/Fs

Design similar to p. 6

⑨

For final link on p. 9, tease to live coverage on p. 3



Links from the nav bars

10 TEN T/Fs **WHAT TO KNOW**



Scatron
illustration

FAQS
TRUE, OR FALSE?

ONE POINT GOES HERE

ONE POINT GOES HERE

① **10** TEN T/Fs **PHOTO STREAM**

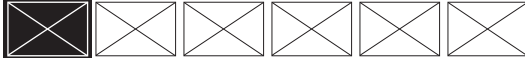
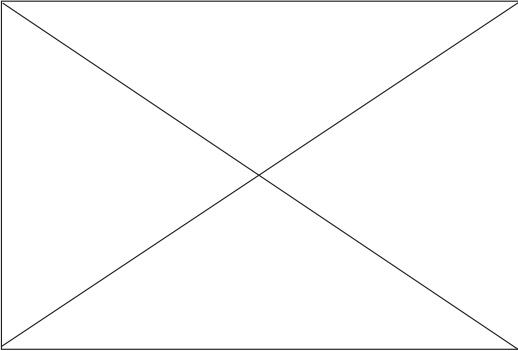


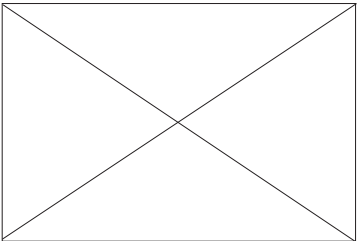
PHOTO HEADLINE HERE
DECK GOES HERE AND HERE AND HERE AND HERE



DECK GOES HERE AND HERE AND HERE AND HERE

④

10 TEN T/Fs **LIVE COVERAGE**



OTHER POSTS
VOXTALK LINK
VOXTALK LINK
VOXTALK LINK
VOXTALK LINK
VOXTALK LINK

LATEST BLOG POST
BLOG HEADLINE HEREEY HERE
DECK GOES HERE AND HERE AND HERE AND HERE
BYLINE

LATEST TWEET
GOES HERE

③ **10** TEN T/Fs **OFFICIAL INFO**

LINK DESCRIPTION GOES HERE AND HERE

LINK DESCRIPTION GOES HERE AND HERE

LINK DESCRIPTION GOES HERE AND HERE

LINK DESCRIPTION GOES HERE AND HERE

⑤

Page "H" (Home page)

This is landing page for the entire website. As I explain in my paper, I wanted it to look special and play our great photography large. The pixel width here is 960 px, using a 12 column grid with 20px gutters.

"Doc Devotion" came to me as a way to label the site that separates it from True/False, but places it as related to the festival.

Although there isn't that much content, I feel like this home page looks full, while it isn't overwhelming. The reader can use the navigation bar or any of the images to interact with the stories. Red, shaded areas subtly indicate linked content.



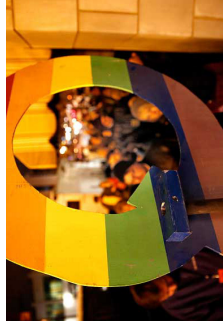
T/F DOESN'T DISAPPOINT

The festival, akin to "a good pint of beer" continues to grow, garner international acclaim as tenth year comes to a close.



Co-conspirators talk movies, and founding a festival

Summary graf for co-conspirators goes here and here and here Viduntia nam, ommolulum ut vendita turerum doloreribus



T/F's True Life fund helps do more than just fill venue seats

Summary graf for True Life Fund goes here and here and here Viduntia nam, ommolulum ut vendita turerum doloreribus



10 fests in, these directors are just getting a first shot at filmmaking

Summary graf for first time directors goes here and here and here Viduntia nam, ommolulum ut vendita turerum doloreribus



For live coverage of the entire weekend, visit the [VoxTalk blog](#) or follow us on [Twitter](#).



More than 100 people wait in the "Q" line outside the Missouri Theatre on opening night of the True/False Film Fest on Thursday night, Feb. 28, 2013. Festival attendees unable to get passes in advance for a particular movie can wait in the "Q" for the chance to buy a ticket if seats are available. // Greg Kendall-Ball

True/False remains close to roots as fest's reputation rises

Annual film fest is the 'good pint' of beer chaser to other festivals

BY CAROLINE BAUMAN

"If Sundance is a shot of whiskey, the True/False Film Fest is a good pint of beer."

Writer Tom Roston, who covers documentaries and film festivals on his [POV blog](#), [Doc Soup](#), now puts True/False in the same category as other established festivals he has attended.

True/False represents a contradiction in the film fest world, he said, because like a good pint, it is top-notch while being totally laid back.

"Sundance is like a whiskey shot because it can be so intense," he said. "Toronto is like a glass of wine; it's sophisticated. True/False is on par with a lot of the big names, and it brings with it the most comfort."

Over the past 10 years, Columbia's festival has seen vast growth. Since 2004, ticket sales have increased by 950 percent, and by 17 percent in the past year alone, to 43,762 tickets. Even with the growth, True/False remains small in comparison to other international festivals.



Queen Carolyn Magnusson stands outside the Boone County Courthouse before the start of the True/False Film Fest on Friday afternoon, March 1, 2013. // Sarah Ng

[Indiewire.com](#) listed True/False as one of the top 50 leading film festivals, among big names such as Sundance Film Festival, Telluride Film Festival and Toronto International Film Festival.

The international success of True/False comes, in part, from maintaining a high priority on the festival's origin, said David Wilson, who co-directs the festival along with Paul Sturtz.

"We started with a good idea," Wilson said. "Though we've continued to develop, we still function differently than other festivals. We're not competitive and we don't push an industry agenda. Our priority has been the whole festival experience."

This year the fest featured 12 venues and offered 37 feature films, three programs of short films, and two older films shown in partnership with Rugeng Cinema as part of the [Neither/Nor series](#). Wilson said 955 films were submitted.

The number of venues felt right, he said, and the festival will continue to offer 35 to 40 films in the future. "We always want to have venues within walking distance and we always want to be a four-day fest," he said. "There are only so many venues in downtown Columbia and only so many days. Given what's available, we've reached a good size."

Total capacity is at 55,000 tickets, nearly 12,000 more than the number sold this year, Wilson said. Unlike other festivals that rely heavily on corporate sponsorship, ticket and pass sales make up more than half of the fest's cash budget, he said.

"I'm really proud that no single sponsor makes up more than 5 percent of our cash budget," Wilson said.

True/False also stands out because some of its films premiered at other festivals.

"It's not about being first for them," Roston said. "They're not trying to claim films, they're just trying to create an experience. What they've created is a following that is powerful, passionate and wide."

As the fest continues to grow, Wilson said, he is proud it still feels handmade and intimate. "We will see a further constriction on passes and seats," he said. "But we want to make it accessible without losing the flavor of the fest. We didn't feel compelled to grow into a 10-day fest like Sundance because we don't have to. We can be something else."

The festival's co-creators reflect on 10 T/Fs

Here is a typical story page that will lead the reader through the package. I've used a similar navigation widget to The Verge, and I've also used a similar style of large photography embedded through the story. The navigation bar will remain in the same place on the page as the reader scrolls.

The red highlighting is a subtle indicator for hyperlinks, inspired by the NY Times' treatment of linked content in the snowfall piece. Text, on my indesign document, runs roughly 18 pixels.

At the end of the story is another link which goes to the next story in the progression. The idea here is to offer the reader overlapping ways to interact with the site.