



# advanced digital authoring

elisha e. dorsey



pericles project  
research

# the PERICLES project

“ a volunteer program  
helping youth attend  
performing arts  
events ”

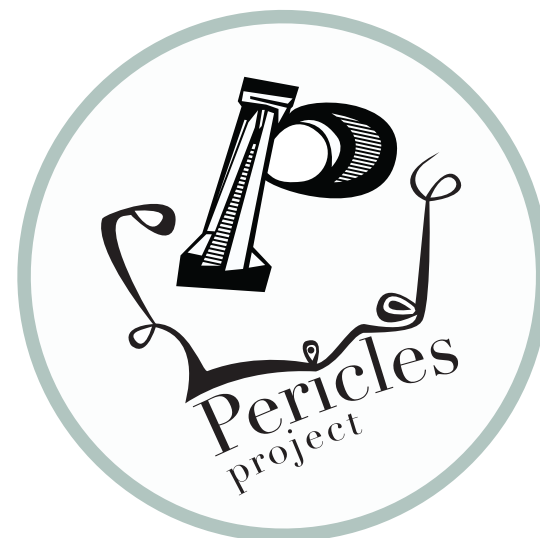
## Observations

The mission of the Pericles Project is to encourage young adults (ages 6 to 18) to increase their appreciation of the performing arts and to make meaningful volunteer contributions to their communities. We accomplish this by obtaining courtesy, group rate or other discounted premium tickets to acknowledge these young adults, and in some cases their chaperones, who have given verifiable community service hours above and beyond that which is normally required. Performance options are almost unlimited including opera, musicals, ballets and more.

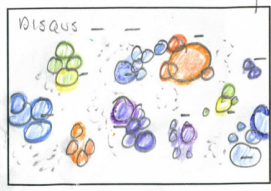
There are three main concepts to the Pericles project:

- 1) VOLUNTEER
- 2) EARN CREDITS
- 3) SEE SHOWS

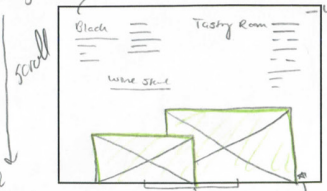
Essentially, the program is geared toward youths ages 6 to 18 to encourage donating their time and give back to their community through volunteerism. By volunteering they can earn credits to see theater and orchestral performances. In essence, the Pericles program rewards community service with many benefits and introduce participants to performing arts.







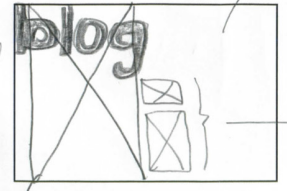
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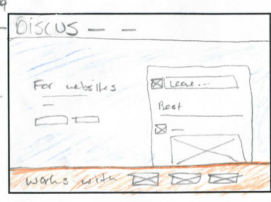
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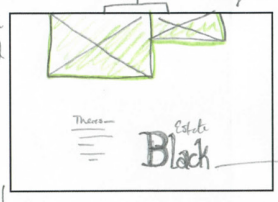
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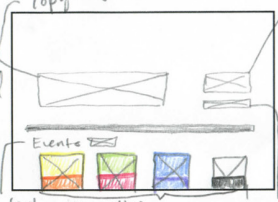
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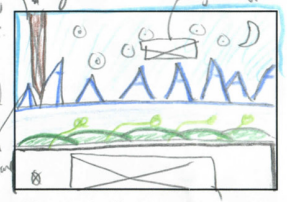
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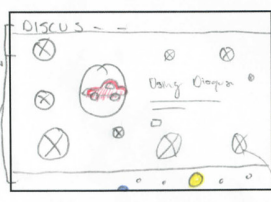
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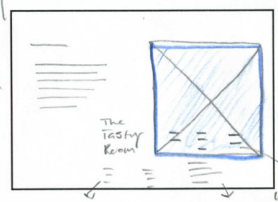
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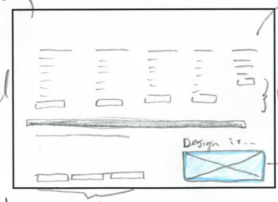
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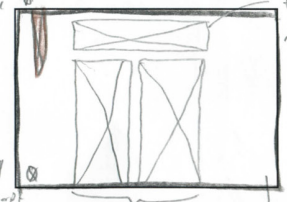
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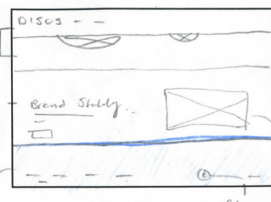
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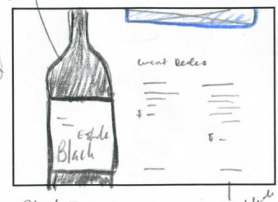
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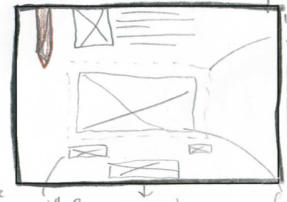
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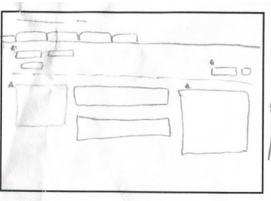
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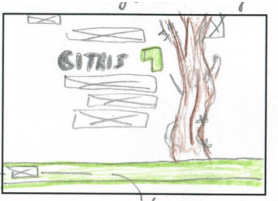
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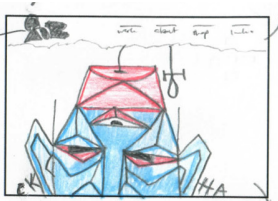
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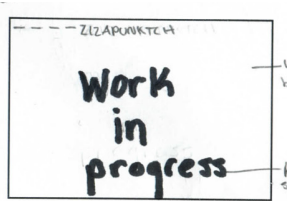
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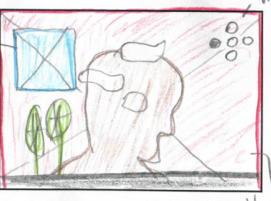
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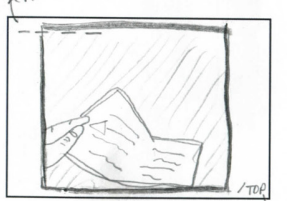
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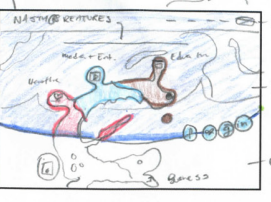
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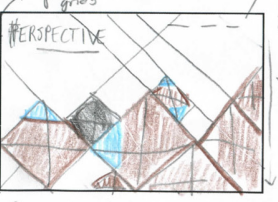
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NAV button



nasty-creatures.com



Perspective wood walls.com



black type



control text white + gray

# Infographics meets Website Design

Website Design Project--converting an infographic into a homepage and website

Elisha Dorsey Edit Board Send Board 28 Pins 12 Followers

+ Add a Pin

WEBSITES GOING MOBILE

Pinned from mlgadvertising.com

HOW DO DESIGNERS BACKUP THE WEB? FRAGILE

How do they get damaged?

Human Error Malicious Users Hackers

WEBSITES ARE VULNERABLE AND UNDER ATTACK! OVER 1.3 MILLION SITES HIT MALWARE

3.47 seconds 1,037 174,293 9,063,285

Infected Sites Detected vs. Finishing Sites Detected

HOW DO DESIGNERS AND DESIGN AGENCIES DEAL WITH ALL OF THESE THREATS?

TO FIGURE OUT THE ANSWER WE DECIDED TO CONDUCT A SURVEY!

Pinned from infographicsinreallife.files.wordpress...

cover idea for design process uragano2.jpg (670x882)

Pinned from infographicsinreallife.files.wordpress...

cover idea for design process mo7.jpg (640x730)

Pinned from infographicsinreallife.files.wordpress...

MAKING YOUR WEB WORK

nice infographic homepage

Pinned from blog.trinmedia.com

cover idea for design process

Pinned from infographicsinreallife.files.wordpress...

GHA Brand Alignment / Website / Infographic Series by Hype & Slippers, via Behance

Be by Hype & Slippers

Pinned from behance.net

PLAYBILL MINSKOFF THEATRE

THE LION KING

The Lion King #playbill - also at the Cadillac Palace - Chicago

Pinned from showbustours.com

IDENTIFY THE CLIENT'S GOALS FOR THE CONTENT

1. Research 2. Plan 3. Create 4. Distribute 5. Monitor 6. Analyze

7. Engage 8. Collaborate 9. Promote 10. Measure

11. Report 12. Iterate

13. Optimize 14. Repeat

15. Evaluate 16. Refine

17. Adjust 18. Improve

19. Grow 20. Succeed

21. Thrive 22. Prosper

23. Flourish 24. Excel

25. Shine 26. Brilliance

27. Radiance 28. Glow

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INTRODUCING CODEGUARD

SECURITY AND DATABASE BACKUP

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PLAYBILL

BYE BYE BIRDIE

Bye Bye Birdie Playbill Covers on Broadway - Information, Cast, Crew, Synopsis and Photos - Playbill Vault

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mindful eating

1. Allow yourself to eat slowly and savor each bite.
2. Before you eat, clear any clutter that may be on the table.
3. Set a place for yourself even if you are eating alone.
4. Use tableware and utensils that appeal to you.
5. Make a moment to adjust the lighting to a level pleasant to you.
6. Consider playing some soft, relaxing music while you eat.
7. Try to minimize multitasking while eating.

Molly - This infographic is very useful because it has a clear path for the reader to follow. I like the colors they used, and it looks neat and tidy.

Pinned from seooooon.tumblr.com

DESIGNED TO MOVE

A Personal Activity Analysis Agency

Pinned from vstardart.com

HOW WOULD YOU LIKE YOUR GRAPHIC DESIGN?

WHAT IS AN INFOGRAPHIC?

AN INFOGRAPHIC IS:

- A visual representation of information.
- A way to present data in a clear and concise manner.
- A tool for communicating complex information in a simple and easy-to-understand way.

THE VALUE OF AN INFOGRAPHIC

Infographic is a visual representation of information.

# Image study and color study

EDUCATE TAKE ACTION

## DESIGNED TO MOVE

A Physical Activity Action Agenda

WATCH THE VIDEO DOWNLOAD THE REPORTS

THE WORLD HAS STOPPED MOVING

Just a few generations ago, physical activity was an integral part of daily life. In the name of progress, we've now chipped away at it so thoroughly that physical inactivity actually seems normal.

In less than two generations, physical activity has dropped by 20% in the U.K. and 32% in the U.S. In China, the drop is 45% in less than one generation. Vehicles, machines and technology now do our moving for us. What we do in our leisure time doesn't come close to making up for what we've lost.

“ By the end of this decade, most Americans will exert only slightly more energy per week than if they slept 24 hours a day. ”

### A RACE TO SLOW DOWN

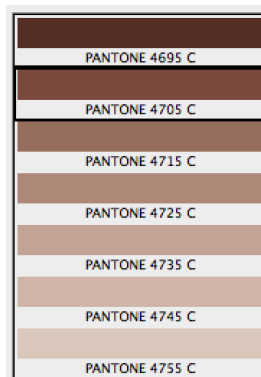
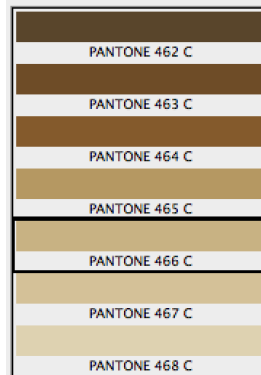
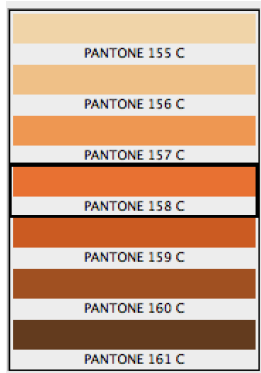
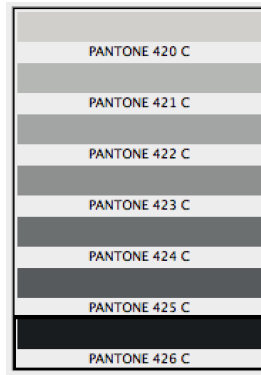
Historic and projected physical activity levels

USA

UK

BRAZIL

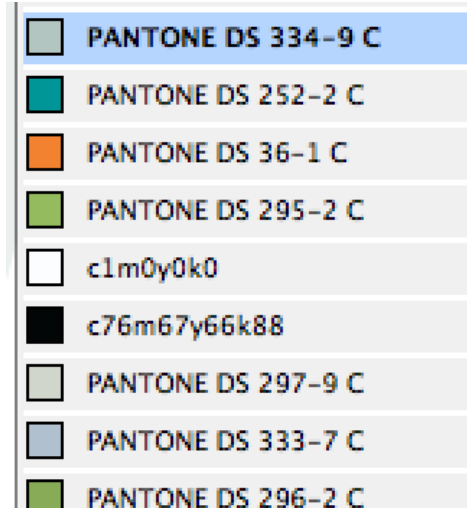
GREATER CHINA\*



## mindful eating

Here are a few tips you can try at home:

- 1 Always try to sit down at a table to eat.
- 2 Before you sit, clear any clutter that may be on the table.
- 3 Set a place for yourself, even if you are eating alone.
- 4 Use tableware and utensils that appeal to you.
- 5 Take a moment to adjust the lighting so it feels pleasant to you.
- 6 Consider playing some soft, relaxing music while you eat.
- 7 Try to minimize multitasking while eating.



Typography study

Headlines:

THE PERICLES PROJECT

Effra, 47 pt.

THE PERICLES PROJECT

GFS Didot, 44 pt.

THE PERICLES PROJECT

Minion Pro, 47 pt.

THE PERICLES PROJECT

Futura, 47 pt.

## **Body text:**

The mission of the Pericles Project is to encourage young adults (ages 6 to 18) to increase their appreciation of the performing arts and to make meaningful volunteer contributions to their communities.

## **Effra, 16 pt.**

We accomplish this by obtaining courtesy, group rate or other discounted premium tickets to acknowledge these young adults, and in some cases their chaperones, who have given verifiable community service hours above and beyond that which is normally required. Performance options are almost unlimited including opera, musicals, ballets and more.

## **GFS Didot, 13 pt.**

The mission of the Pericles Project is to encourage young adults (ages 6 to 18) to increase their appreciation of the performing arts and to make meaningful volunteer contributions to their communities.

## **Minion Pro, 12 pt.**

We accomplish this by obtaining courtesy, group rate or other discounted premium tickets to acknowledge these young adults, and in some cases their chaperones, who have given verifiable community service hours above and beyond that which is normally required. Performance options are almost unlimited including opera, musicals, ballets and more.

## **Effra, 12 pt.**

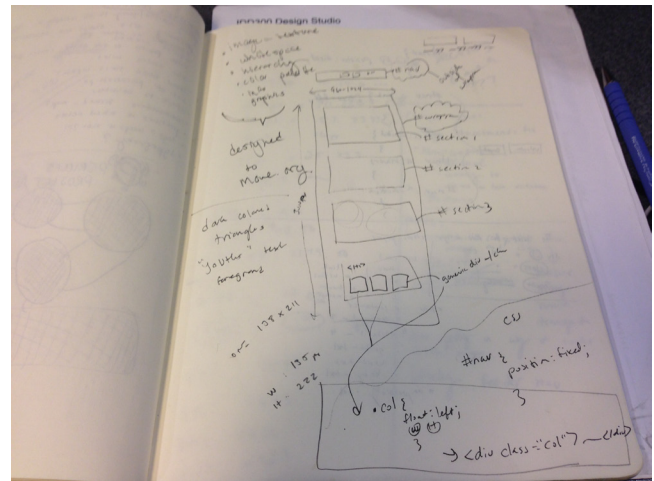
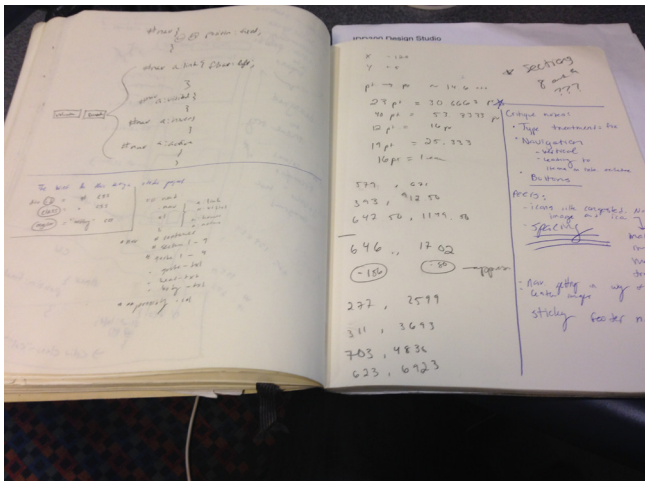
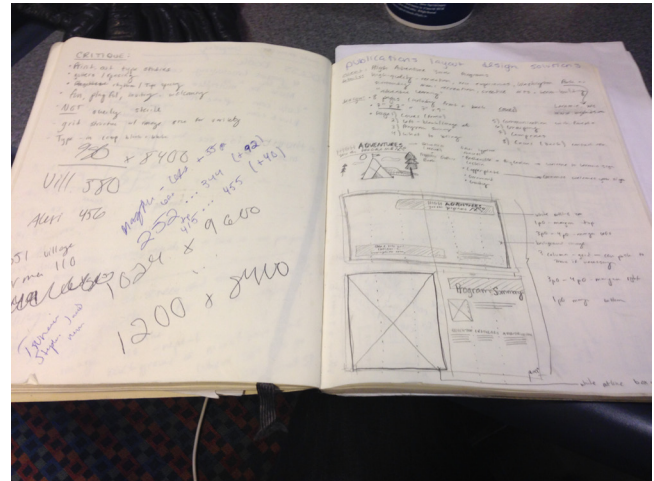
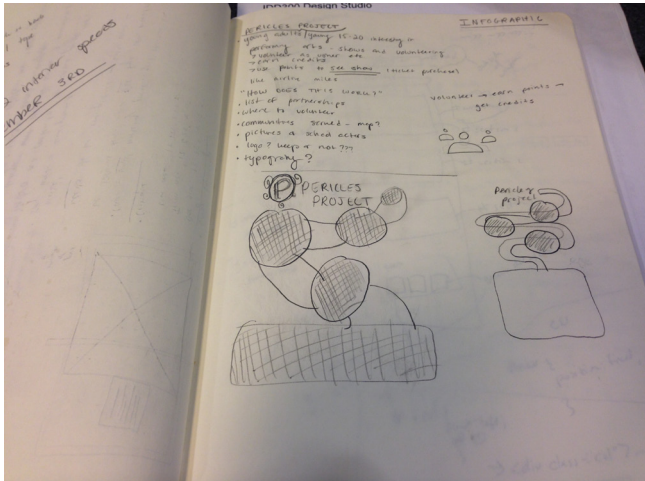
**We accomplish this by obtaining courtesy, group rate or other discounted premium tickets to acknowledge these young adults, and in some cases their chaperones, who have given verifiable community service hours above and beyond that which is normally required. Performance options are almost unlimited including opera, musicals, ballets and more.**

## **Futura, 12 pt.**

The mission of the Pericles Project is to encourage young adults (ages 6 to 18) to increase their appreciation of the performing arts and to make meaningful volunteer contributions to their communities.

## **GFS Didot, 12 pt.**

# Thumbnails and sketches



## My Thought Process

For this particular project we were required to utilize and incorporate some form of infographic into our design. During my research I evaluated and studied infographics and how they were used in website design solutions.

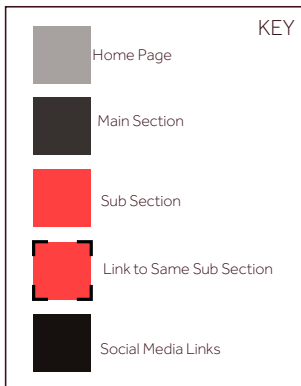
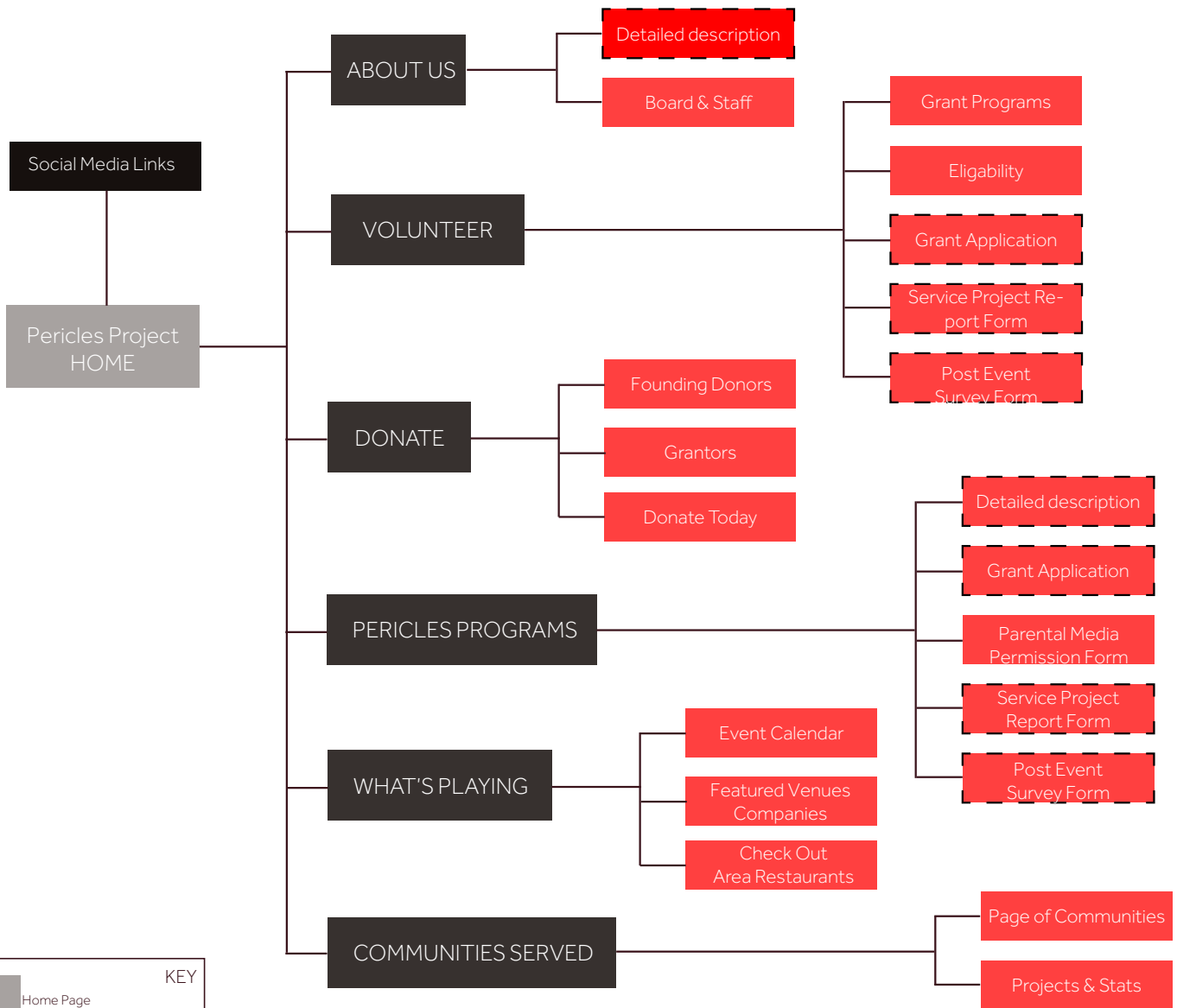
I challenged myself to approach my website designs and thought process as though this were any other design for print. First, I used a word list to describe how I view and define "print design". I wanted my website design to

be like a billboard and attract the audience's attention and not bore them with terrible navigation solutions and massive amounts of content. I use very simple typography and color palettes that interact with iconic images in order to create depth and balance and constitute a dynamic visual hierarchy.

I utilized the techniques I learned in all of my IDD courses to produce sets of thumbnails in to put my ideas on paper.

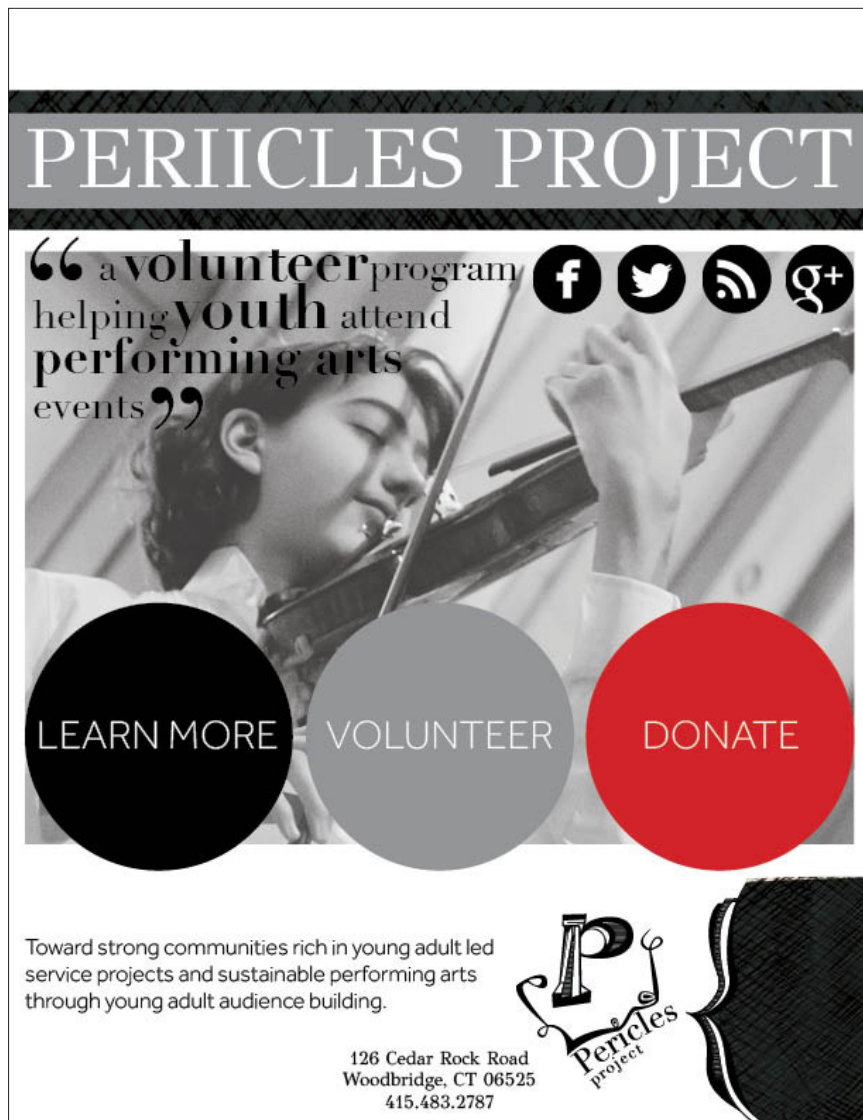
# Information architecture

INFORMATION ARCHITECTURE PRESENTATION  
FOR PERICLES PROJECT WEBSITE  
DESIGNED BY ELISHA DORSEY



rough compositions





## Composition 1

This initial website composition showcases a simple and clean design with user-friendly navigation and content placement.

An iconic image is placed in the white background and white type to create depth and contribute to visual hierarchy and the overall feel of the page.

The typefaces used are Effra and GFS Didot as specified in branding guidelines.

The red, black and white based color palette was selected to exude a fine arts and classic artistic mood, thus creating an

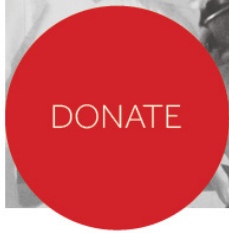
high-class, simple and modern website design. Additionally, I chose to incorporate some of the original branding and logo options provided by the client.

## Critique feedback

Major critique included improving visual hierarchy by removing the background image of youth playing the violin. The overall design was rather strong and the color palette was used effectively to achieve the design goals and atmosphere. Despite these strong design elements the initial compositions did not resemble an information graphic. Because this was a required element I had to reevaluate my overall design approach.

# PERICLES PROJECT

“ a volunteer program  
helping youth attend  
performing arts  
events ”



All donations to the Pericles Project, Inc. is sincerely appreciated, and helps make our program even more personally meaningful for every student we care for. With a minimum donation of only \$10.00 we are able to secure one seat for one child. Click below to make a donation today!

**DONATE  
TODAY!**

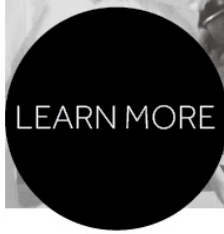
Toward strong communities rich in young adult led service projects and sustainable performing arts through young adult audience building.

126 Cedar Rock Road  
Woodbridge, CT 06525  
415.483.2787



# PERICLES PROJECT

“ a volunteer program  
helping youth attend  
performing arts  
events ”



Our mission is to encourage young adults to increase their appreciation of the performing arts and to make meaningful volunteer contributions to their communities.

We accomplish this by obtaining courtesy, group rate or other discounted premium tickets to acknowledge these young adults, and in some cases their chaperones, who have given verifiable community service hours above and beyond that which is normally required.

Performance options are almost unlimited including opera, musicals, ballet, jazz clubs, plays, symphonies, comedy clubs, etc. To ensure the maximum opportunity to closely experience the show of their choice, performances are limited to venues of 3,000 seats or less making this program even more personally meaningful.

Toward strong communities rich in young adult led service projects and sustainable performing arts through young adult audience building.

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Woodbridge, CT 06525  
415.483.2787





**final composition**

## Critique Questions

**What are the main elements of your design that work better than the previous interface design? What mood or atmosphere are you attempting to convey through your redesign?**

In my redesign I wanted a website design to be like a billboard and attract the audience's attention and not bore them with terrible navigation solutions and massive amounts of content. Overall, I wanted my website design to exude tranquility and peace that is found in nature, thus creating an easy, calm and user-friendly website design.

**What elements of your design help sustain this mood?**

In order to sustain this tranquil and nature oriented mood, I use very simple typography and color palettes that interact with iconic images in order to create depth and balance and constitute a dynamic visual hierarchy.

**Why did you use the font you used? Why did you use the imagery you used?**

The typefaces used are Effra and GFS Didot as specified in branding guidelines. I used imagery that would appeal to youth and visually describe and accompany supporting website copy.

**Did you find an aspect of this project difficult? Or Easy? Please explain.**

What I found difficult about this project is designing an information graphic for the web. I conducted extensive research on this type of design and relied on my print design and creative skills to explore possible design solutions that went beyond my original compositions.

**In what ways is your design successful? What would you change?**

Major critique included improving visual hierarchy by removing the background image of youth playing the violin. The overall design was rather strong and the color palette was used effectively to achieve the design goals and atmosphere. Despite these strong design elements the initial compositions did not resemble an information graphic. Because this was a required element I had to reevaluate my overall design approach.

# the PERICLES project

“a volunteer program helping youth attend performing arts events”

Youths ages 6 to 18!  
Donate your time and give back to your community.



VOLUNTEER

VOLUNTEER

DONATE



## EARN CREDITS

By volunteering you can earn credits to see theater and orchestral performances

We reward your service with many benefits and introduce you to the performing arts



SEE SHOWS



126 Cedar Rock Road  
Woodbridge, CT 06525  
415.483.2787

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## ABOUT US

At the Pericles Project, our mission is to encourage young adults to increase their appreciation of the performing arts and to make meaningful volunteer contributions to their communities.

We accomplish this by obtaining courtesy, group rate or other discounted premium tickets to acknowledge these young

adults, and in some cases their chaperones, who have given verifiable community service hours above and beyond that which is normally required.

Performance options are almost unlimited including operas, musicals, ballet, jazz clubs, plays, symphonies, comedy clubs, etc.

To ensure the maximum

opportunity to closely experience the show of their choice, performances are limited to venues of 3,000 seats or less making this program even more personally meaningful.



VOLUNTEER

DONATE



## VOLUNTEER

Help others succeed! Improve life in your community! Contribute your talents, energy and time! Youths ages 6 to 18 can participate in the Pericles

Project. Here's what you do:  
1. Sign up for Pericles Project.

Use the drop-down list of cities/towns and places on right to find volunteer work.

3

We provide you with ideal organizations near you where you can volunteer to earn credits to use towards purchasing tickets to per-

form you to volunteer  
1. Keep track of your hours  
2. Earn credits  
3. See performing arts shows



VOLUNTEER

DONATE



## EARN CREDITS

Keeping track of your volunteer is easy!  
Once you have registered for the Pericles Project you will have access to the myHours Tracker.  
Using the myHours Tracker is simple. After you have registered at a Project Pericles affiliated local business or organization in your area all you have to do

is keep track of your hours on myHours Tracker.  
The myHours Tracker will also track the credits you earn and keep users updated of all the rewards and benefits that are available to you.  
It is as simple as 1, 2, 3.

[Watch myHours Tracker](#)



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## SEE SHOWS

Want to see a show on Broadway? Here is your chance.

There are hundreds of rewards and benefits that are available to you through the Pericles Project.

Earn up to 20 credits per hour that you register to volunteer.

Use myHours Tracker to keep track of your service

hours and the rewards you can ear with your credits.

Performance options are almost unlimited including operas, musicals, ballet, jazz clubs, plays, symphonies, comedy clubs, and so much more.

To ensure the maximum opportunity to closely experience the show of your choice, performances

are limited to venues of 3,000 seats or less making this program even more personally meaningful.



VOLUNTEER

DONATE



## DONATE

All donations to the Pericles Project, Inc. are sincerely appreciated.

Every donation helps make our program even more personally meaningful for every student we care for.

With a minimum donation of only \$10.00 we are able to secure one seat for 1 child.

Our endeavors to create

and cultivate strong communities rich in young adult leadership projects and sustainable performing art through young adult audience building.

Click here to make a generous donation today!

[DONATE TODAY!](#)



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## THANK YOU!

Funding for the Pericles Project is made possible by participants like you. Thank you for your support.



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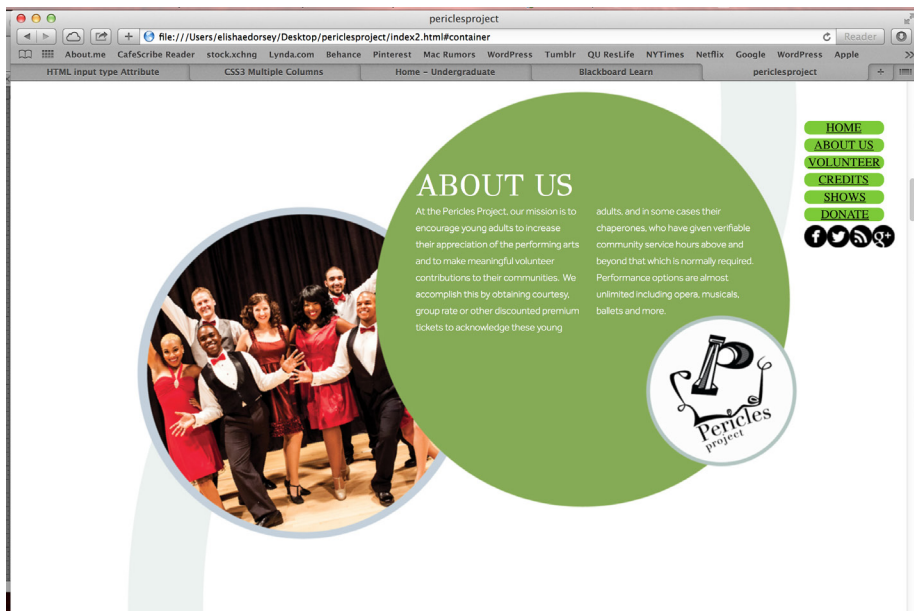
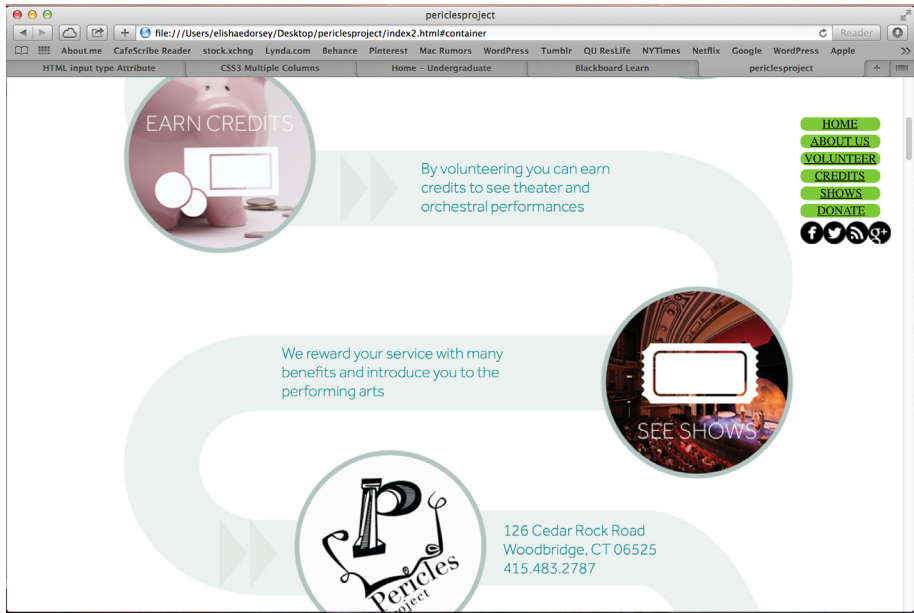
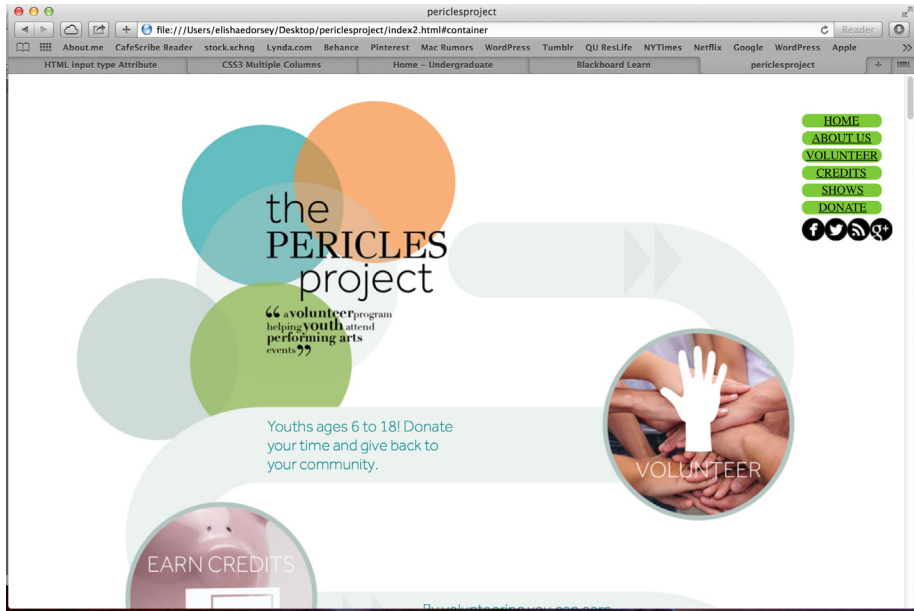


“a volunteer program helping youth attend performing arts events”

Pericles project

A large, solid orange circle is positioned on the left side of the page. The text "final website" is written in a bold, black, sans-serif font, starting from the left edge of the circle and extending to the right, partially overlapping the circle's boundary.

**final website**



periclesproject

file:///Users/elishaedorsey/Desktop/periclesproject/index2.html#container

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## VOLUNTEER

Help others succeed! Improve life in your community! Contribute your talents, energy and time! Youths ages 6 to 18 can participate in the Pericles Project initiative. We provide you with ideal organizations near you where you can volunteer to earn credits to use towards purchasing tickets to performing arts performances as well as other fabulous rewards and benefits. Here's what you do: 1. [Sign up for Pericles Project](#) 2. Find [local organizations near you](#) to volunteer 3. [Keep track of your hours](#) 4. [Earn credits](#) 5. [See performing arts shows](#)

Use the links above to view important lists and attachments regarding Pericles program registration, volunteering opportunities, reporting and earning credits to see shows! Please click [here](#) for more information regarding Grant Applications.

HOME  
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SHOWS  
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## EARN CREDITS

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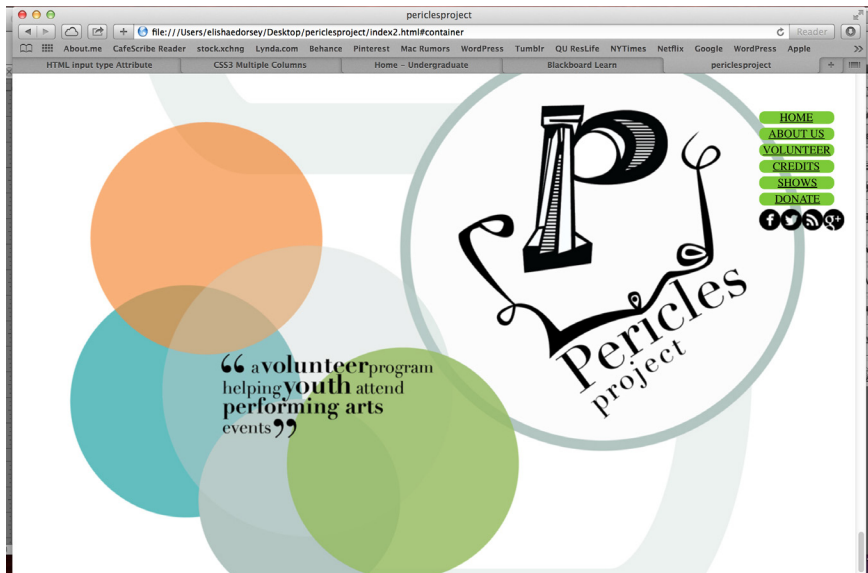
HTML input type Attribute CSS3 Multiple Columns Home - Undergraduate Blackboard Learn periclesproject

## SEE SHOWS

Want to see a show on Broadway? Here is your chance. There are hundreds of rewards and benefits that are available to you through the Pericles Project. Earn up to 20 credits per hour that you register to volunteer. Use the [myHours Tracker](#) to keep track of your service hours and the rewards you can earn with your credits. Performance options are almost unlimited including opera, musicals, ballet, jazz clubs, plays, symphonies, comedy clubs, and so much more. Click [here](#) to view our updated event calendar. To ensure the maximum opportunity to closely experience the show of your choice, performances are limited to venues of 3,000 seats or less making this program even more personally meaningful.

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authoring

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