

# YOUTH COMMUNITY GARDENS

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Web Design 2  
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## PROPOSAL

The Youth Community Gardens is a fictitious non-profit that through partnerships with local schools (kindergarten through twelfth grade) provides students access to gardens enabling education and service learning opportunities. The garden is hosted on school land, and program sponsors donate seeds and gardening supplies. Student volunteers, their parents, teachers, and others from the community maintain the garden.

Through an on-site farmer market, the garden's produce is sold with proceeds benefiting the school. A share of the produce also goes to the school's lunch program and to help stock local food shelves to ensure others with less financial resources have access to fresh produce.

Students learn about farming and agriculture, sustainability, healthy eating, and contributing to society.

This website provides information about the program, participating schools, benefits to students and service and learning opportunities, what's grown, starting a school garden, photos, farming/agriculture news and resources, program sponsors, volunteering, healthy eating tips and recipes, event calendar including farmer market dates,

The site will have a contemporary, youthful sophistication geared to pre-teens and older, yet suitable for younger audiences. Images will include students of all ages. Website viewers will learn about the program and student work in it, be encouraged to support the program through sponsoring/donating supplies, volunteering, and attending farmer market events.

Youth Community Gardens' Audience

- Students
- Parents
- Educators
- Community Members
- Agriculture and farming community

## COMPETING WEBSITES



The Friends of Burlington Gardens & the Vermont Community Garden Network helps create, enhance and preserve community gardens. There are many things I do not like about this website: too much green in the headings, photos and background, looks busy with lack of negative space, nav drop-down menus hide content and take away from user experience. Stronger branding at top would help site.

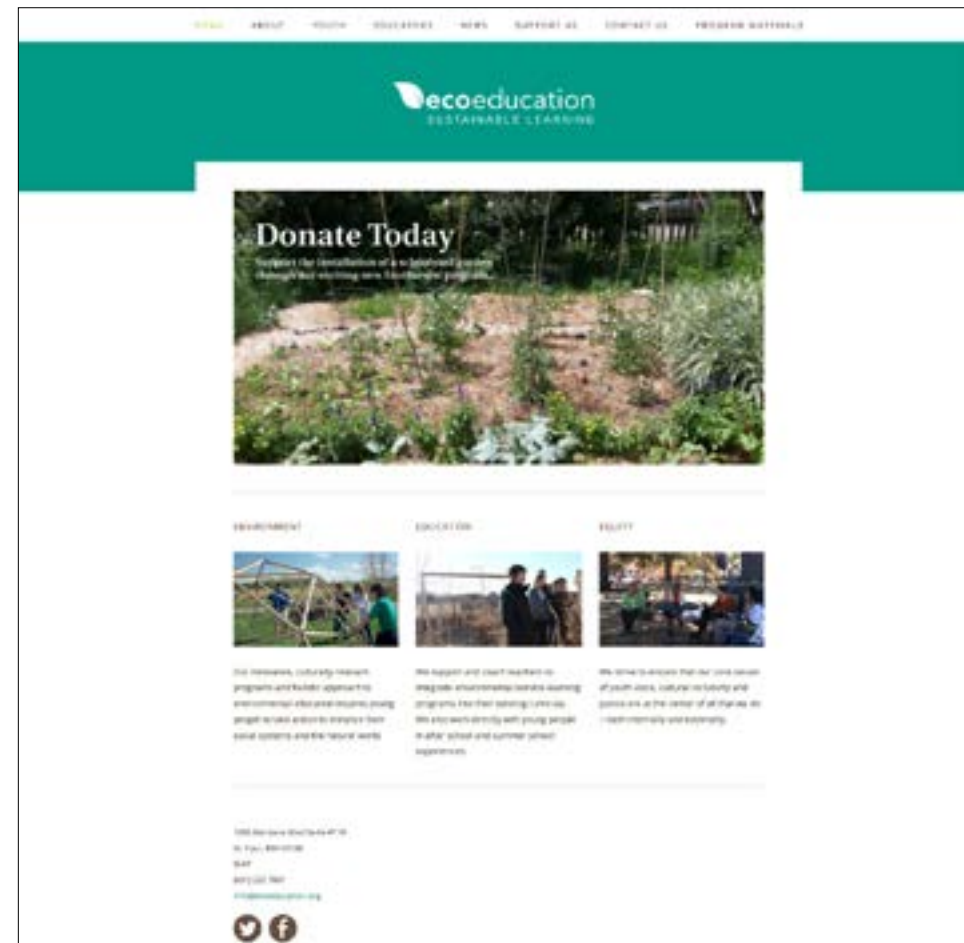
Site: <http://www.burlingtongardens.org/>



Grow to Share Inc. is a Wisconsin non-profit organization that shares food to Western Wisconsin area food shelves from produce grown in their local community gardens. Looking at their website, although I like their logo, I do not like the boxed frame-look of the site, the color selections and site layout. Good photographic images are a plus.

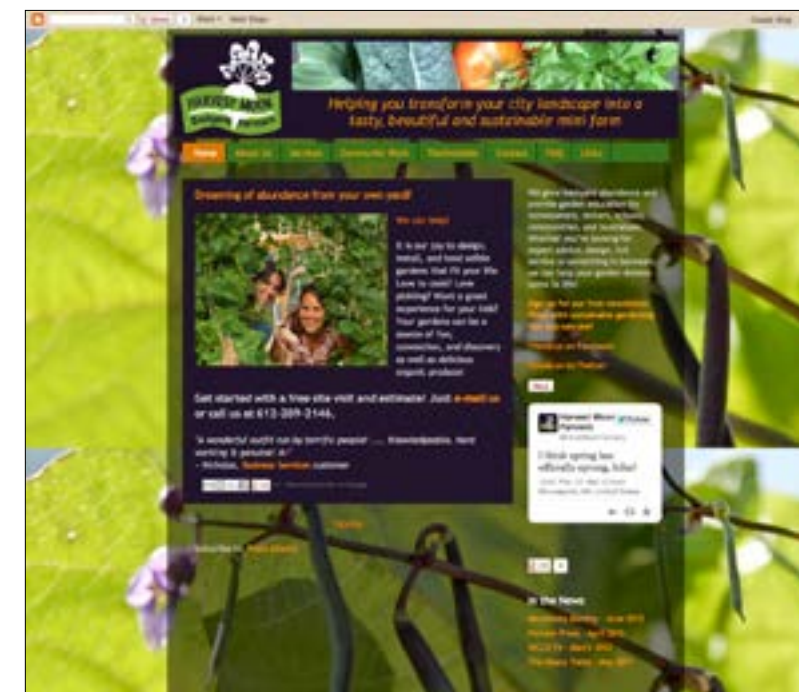
Site: <http://growtoshare.org/>

## COMPETING WEBSITES



Eco Education is a non-profit organization focused on the environment, education and equity. They have outreach school programs. I like the clean simple look of their website. Nice color palette with good use of green. Easy to navigate site.

Site: <http://ecoeducation.org/>



The Harvest Moon Farmers help grow food gardens and provide garden education to basically anyone looking for help, advice, etc. with a focus on organic and sustainable practices. Their blog site has a nice cover image, but I'm not certain if I like it being fixed. Site is easy to navigate with content organized well.

Site: <http://harvestmoonfarmers.blogspot.com/>



The Kids Gardening is a resource of the National Gardener's Association with their focus on kids. There is a lot of content on this site, but is well-organized. Good photography and color palettes. Although not a fan of the ads, I understand they are likely sponsors or helping support the program.

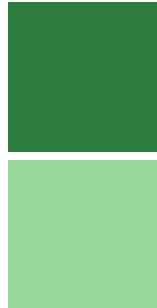
Site: <http://www.kidsgardening.org/>

## COLOR STUDIES

Colors



hex: #43b649  
rgb(67,182,73)



hex #2e7d32  
rgb(46,125,50)



hex #96d89a  
rgb(150,216,154)



hex #916835  
rgb(145,104,53)



hex #c69b66  
rgb(198,155,102)

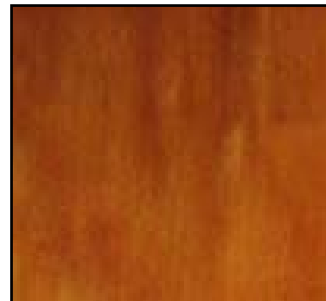


hex #ea8b10  
rgb(234,139,16)



hex #f3ae53  
rgb(243,174,83)

Textures



## TYPE STUDIES

ADJECTIVES

CONTEMPORARY  
Youthful Clean

### THIS IS AN EXAMPLE OF A HEADING

—IM Fell Double Pica SC 24pt : #43b649

#### This is An Example of A Sub-Heading

— Quattrocentro Sans, Regular 16pt #916835

This is An Example of Body Text

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin porta turpis quis metus lobortis ornare. Cras rutrum, metus in ullamcorper dictum, leo sapien eleifend erat, at imperdiet nisi quam lobortis.

— Quattrocentro Sans, Regular 12pt #444

This is an example of a text link.

— Quattrocentro Sans, Bold 12pt #444

Pairing Example:

### YOUTH COMMUNITY GARDEN

#### Who We Are

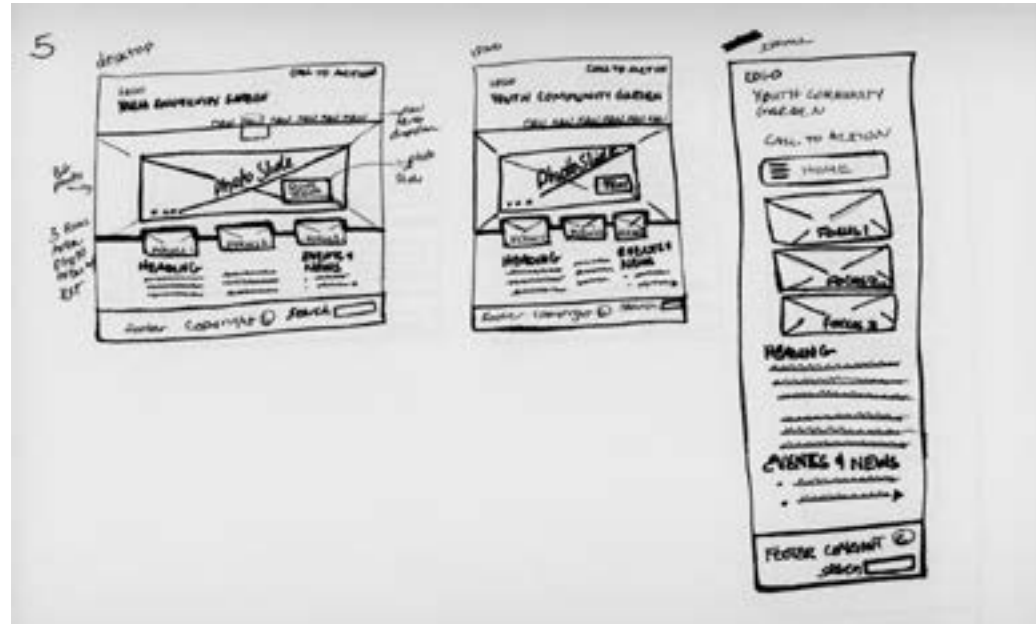
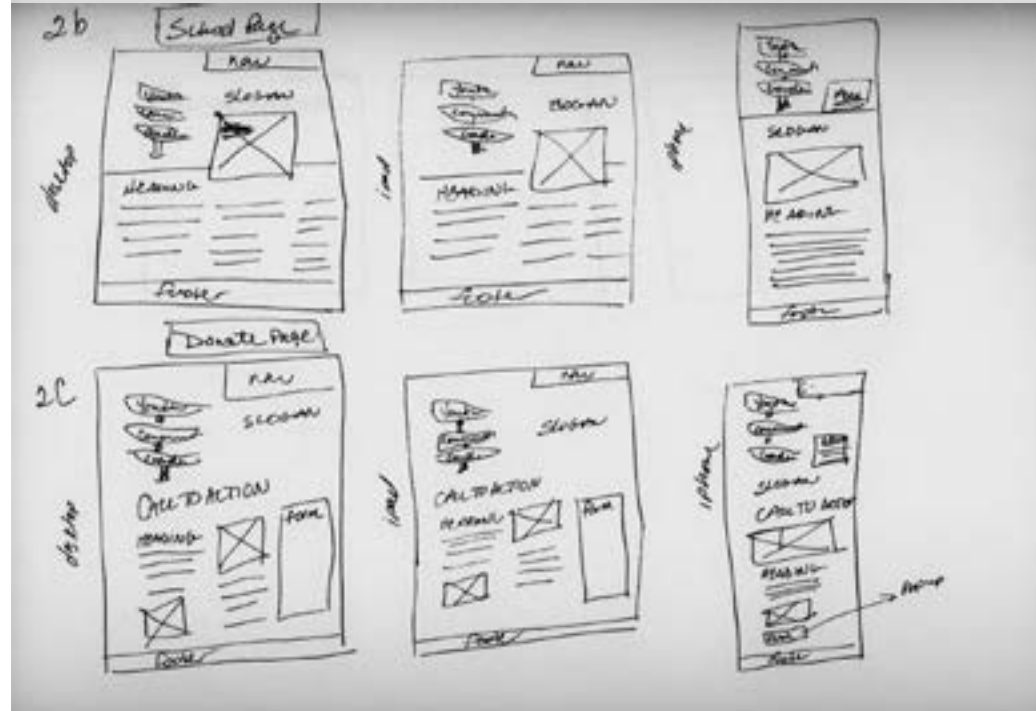
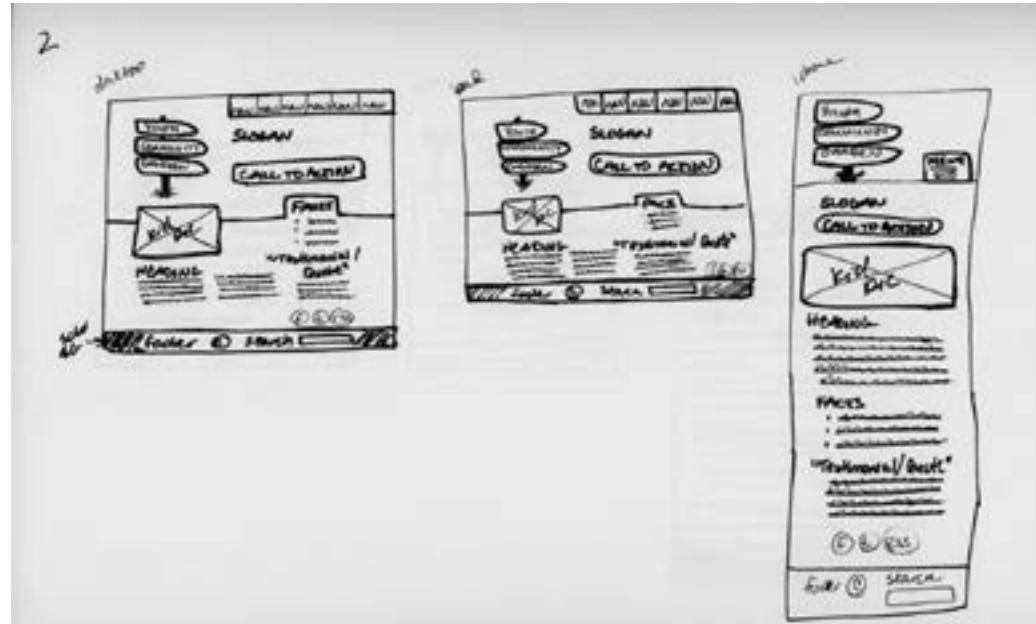
Youth Community Garden is a non-profit organization. Learn More

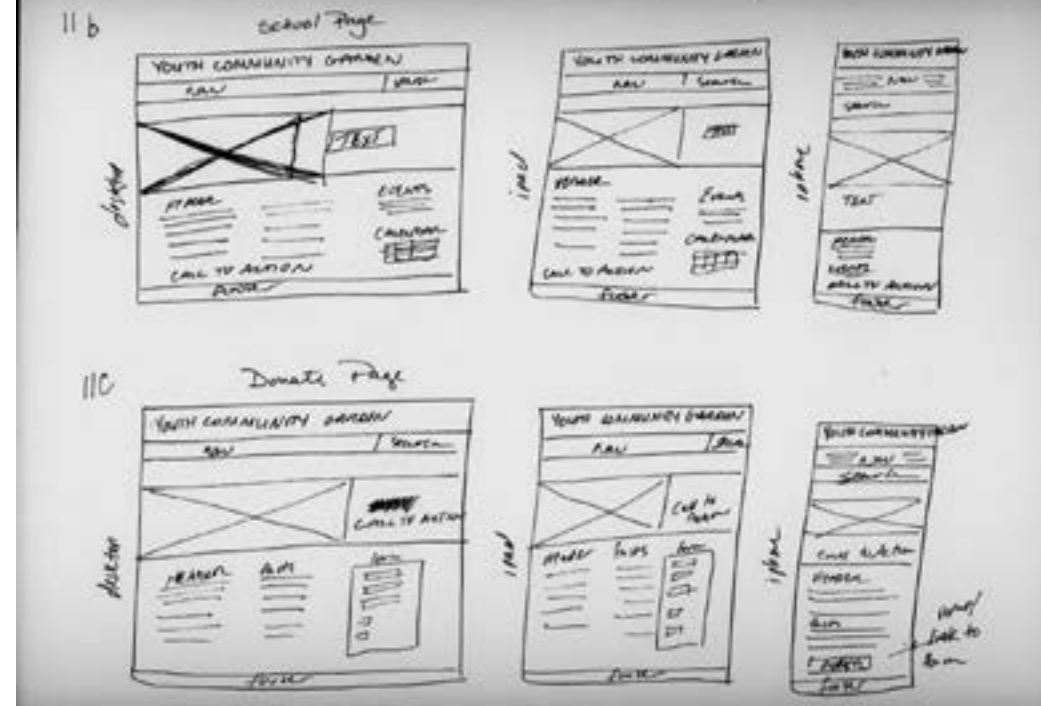
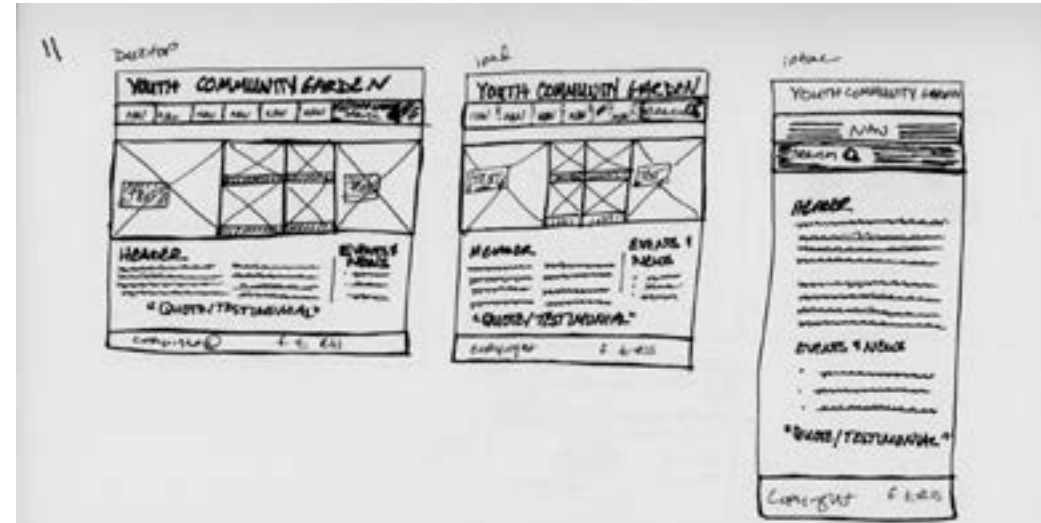
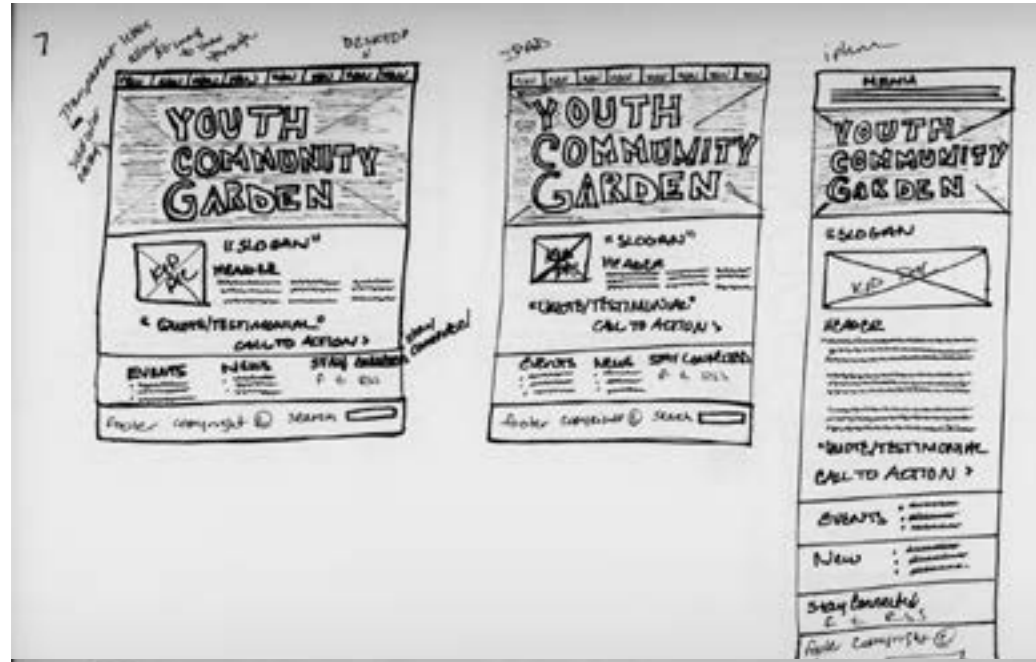
INSPIRATION



MOOD BOARD



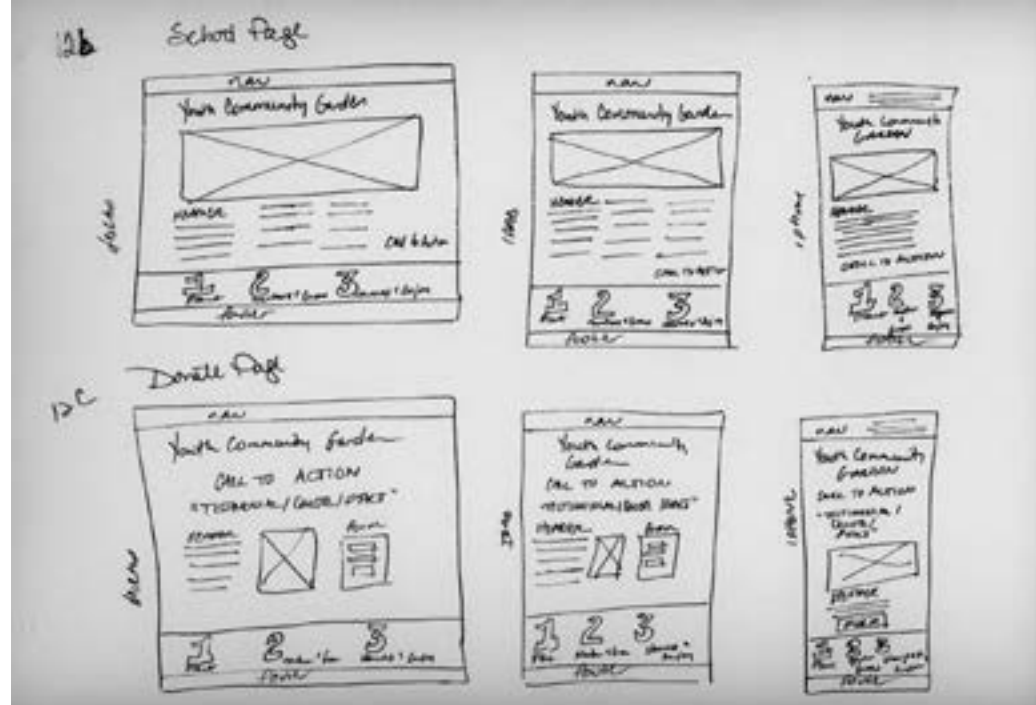
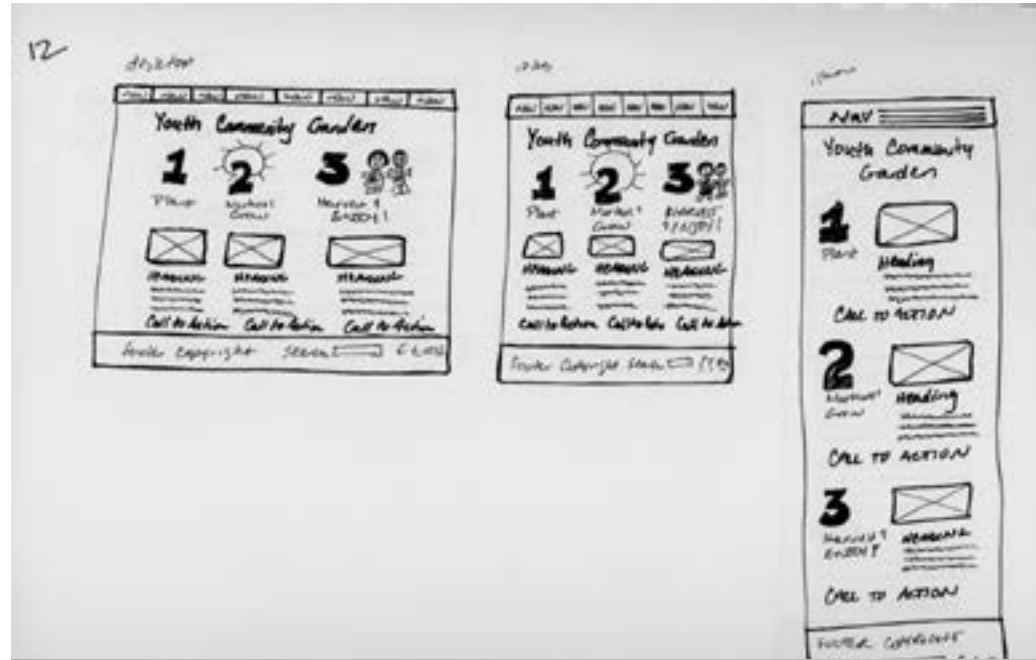




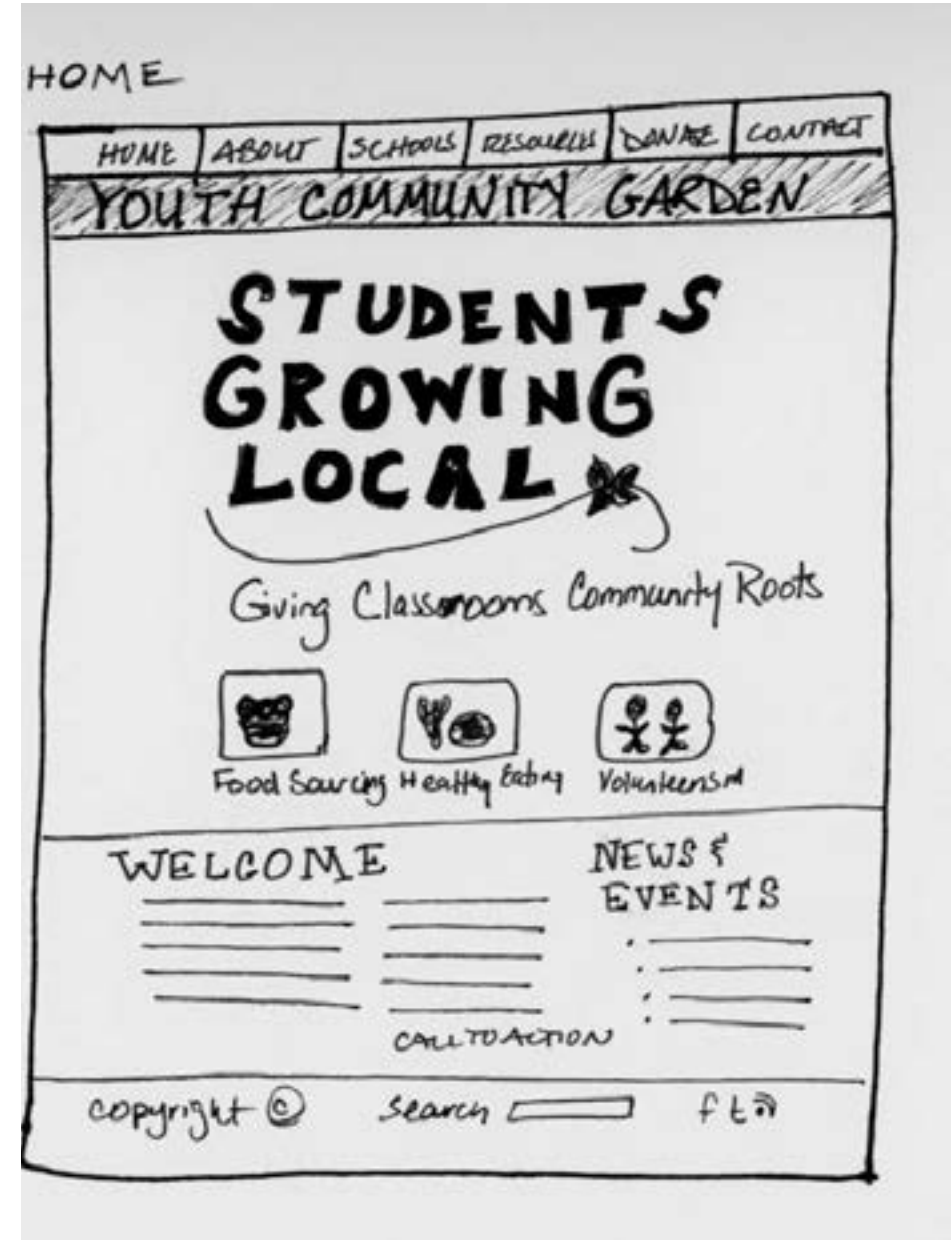


# THUMBNAILS

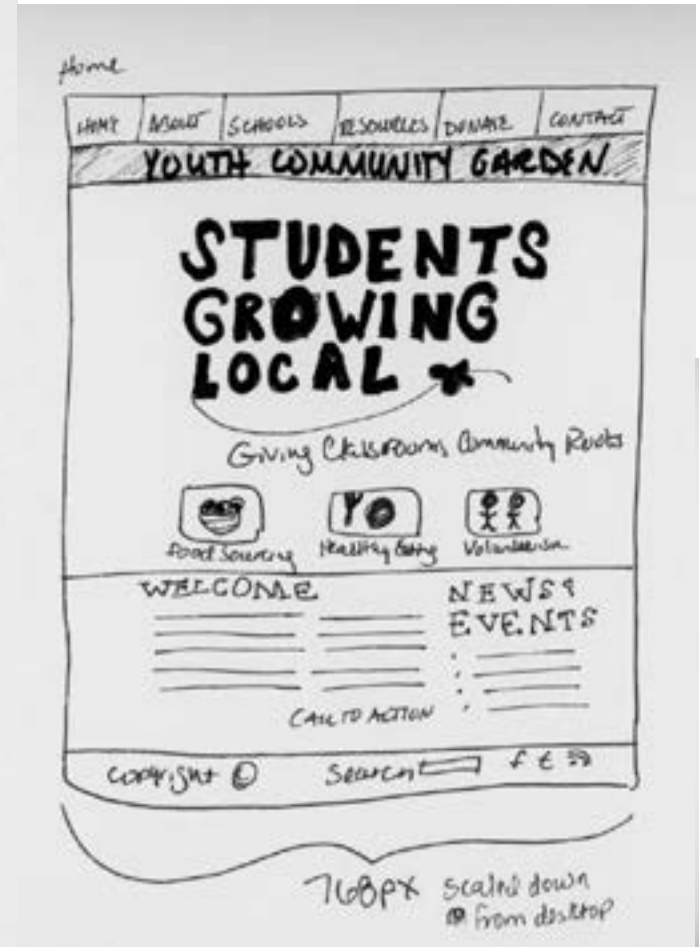
# ROUGH SKETCHES: PAGE 1



Desktop



Ipad



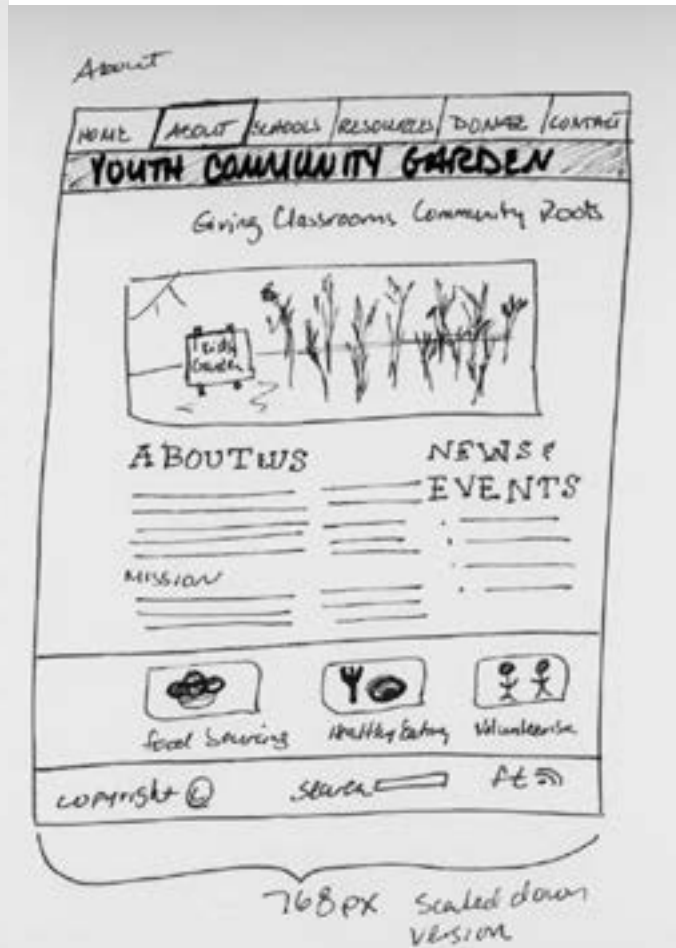
Iphone



Desktop



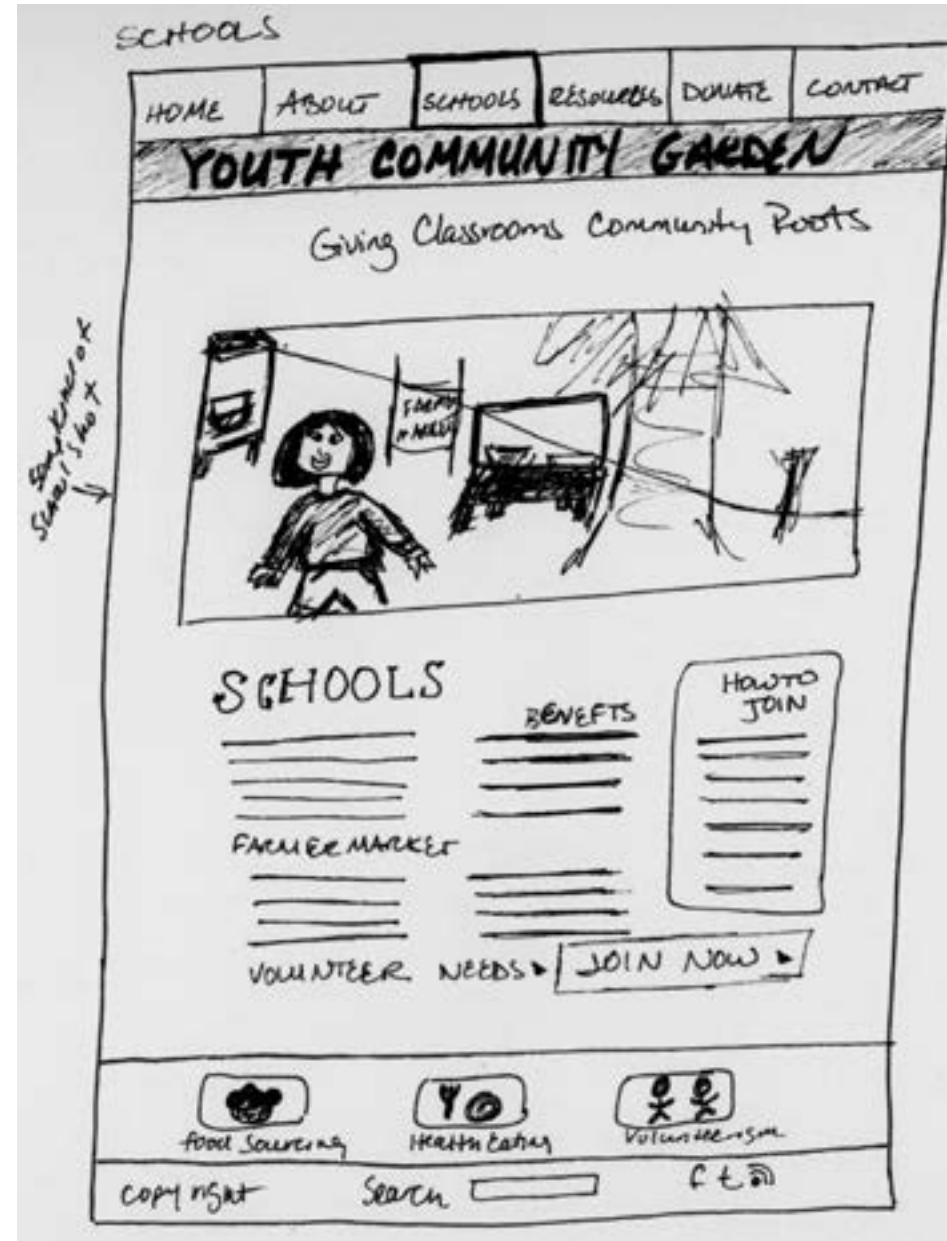
Ipad



Iphone



Desktop



Ipad



Iphone



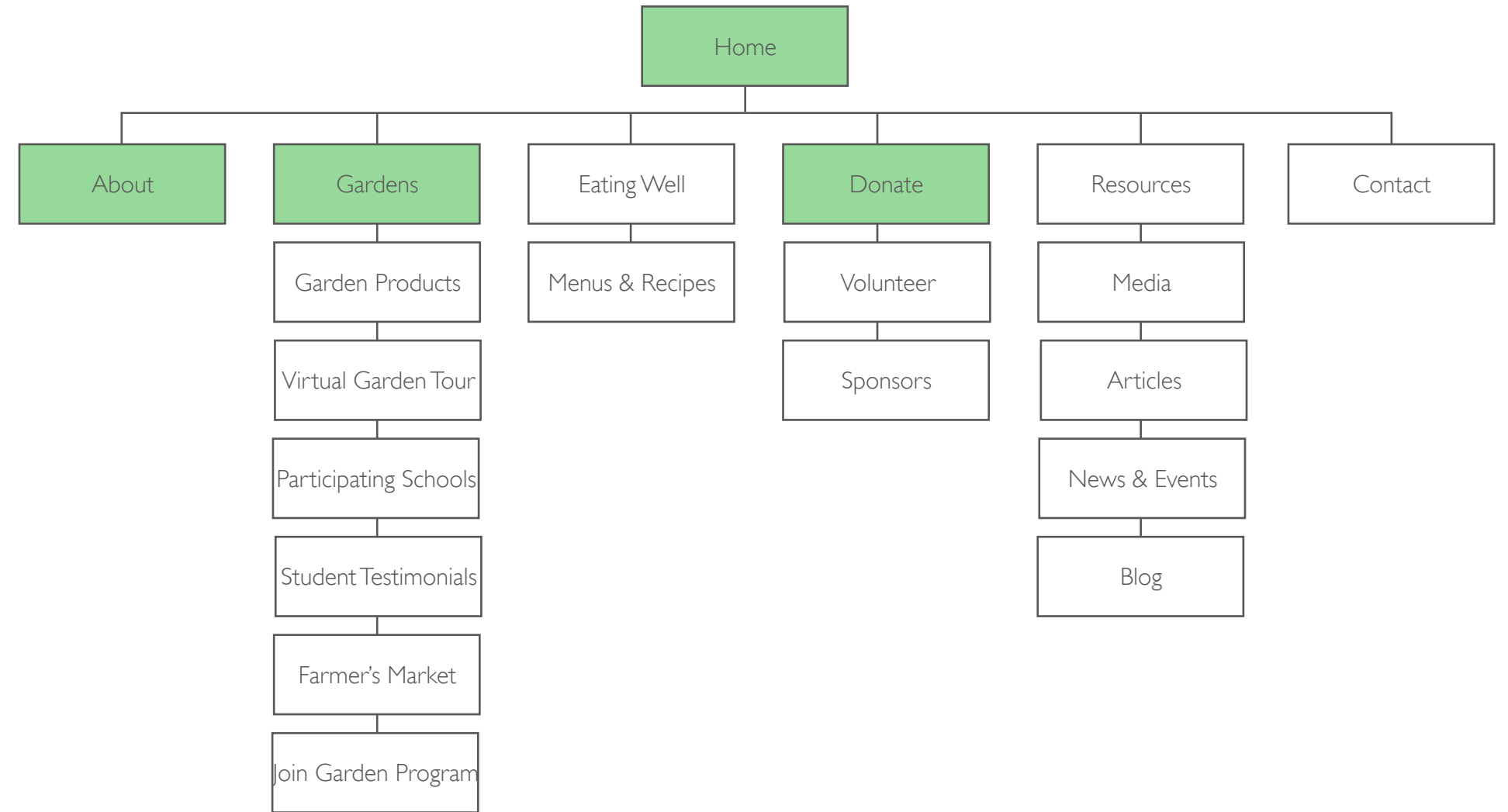
Desktop



Ipad

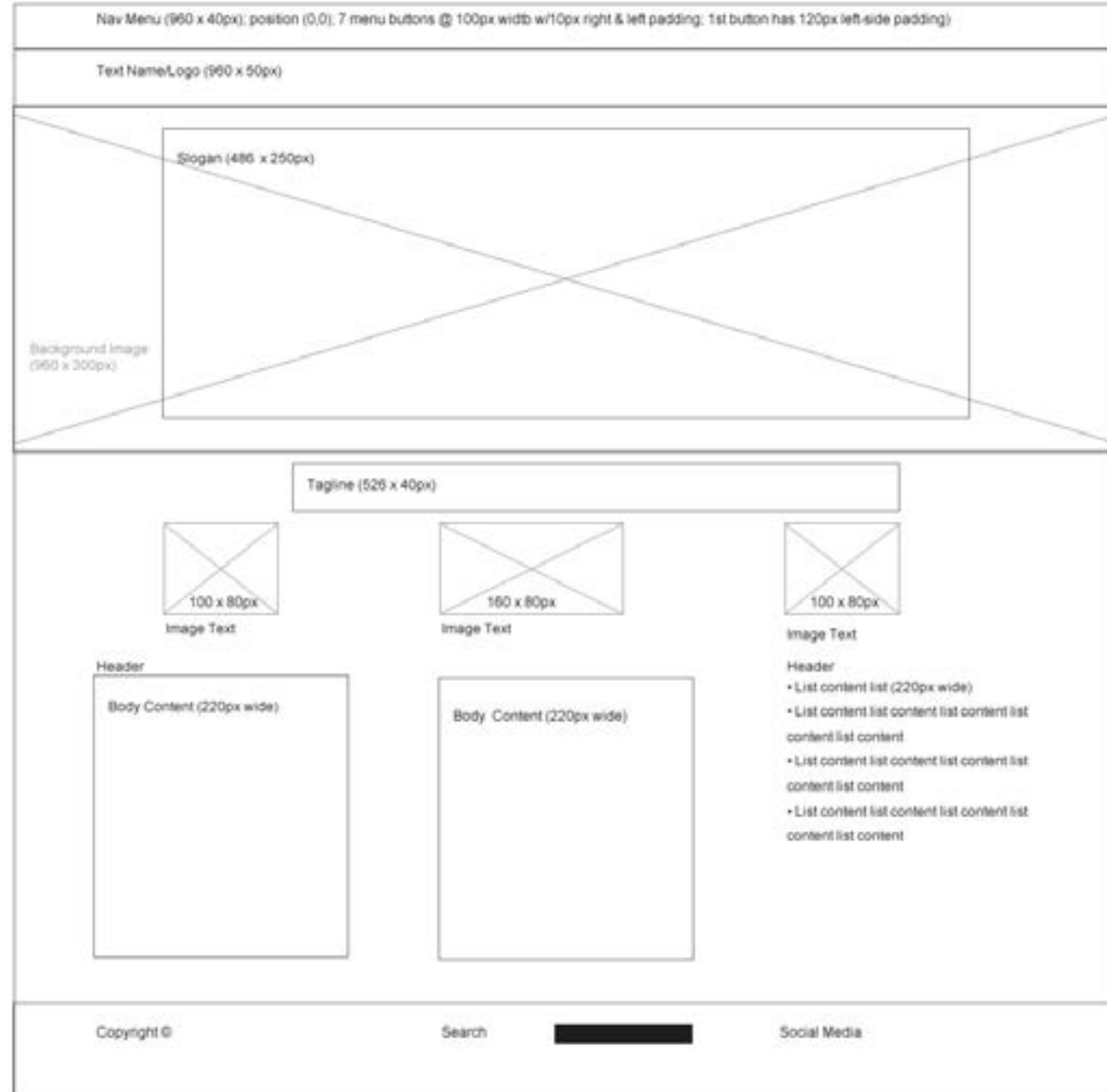


Iphone

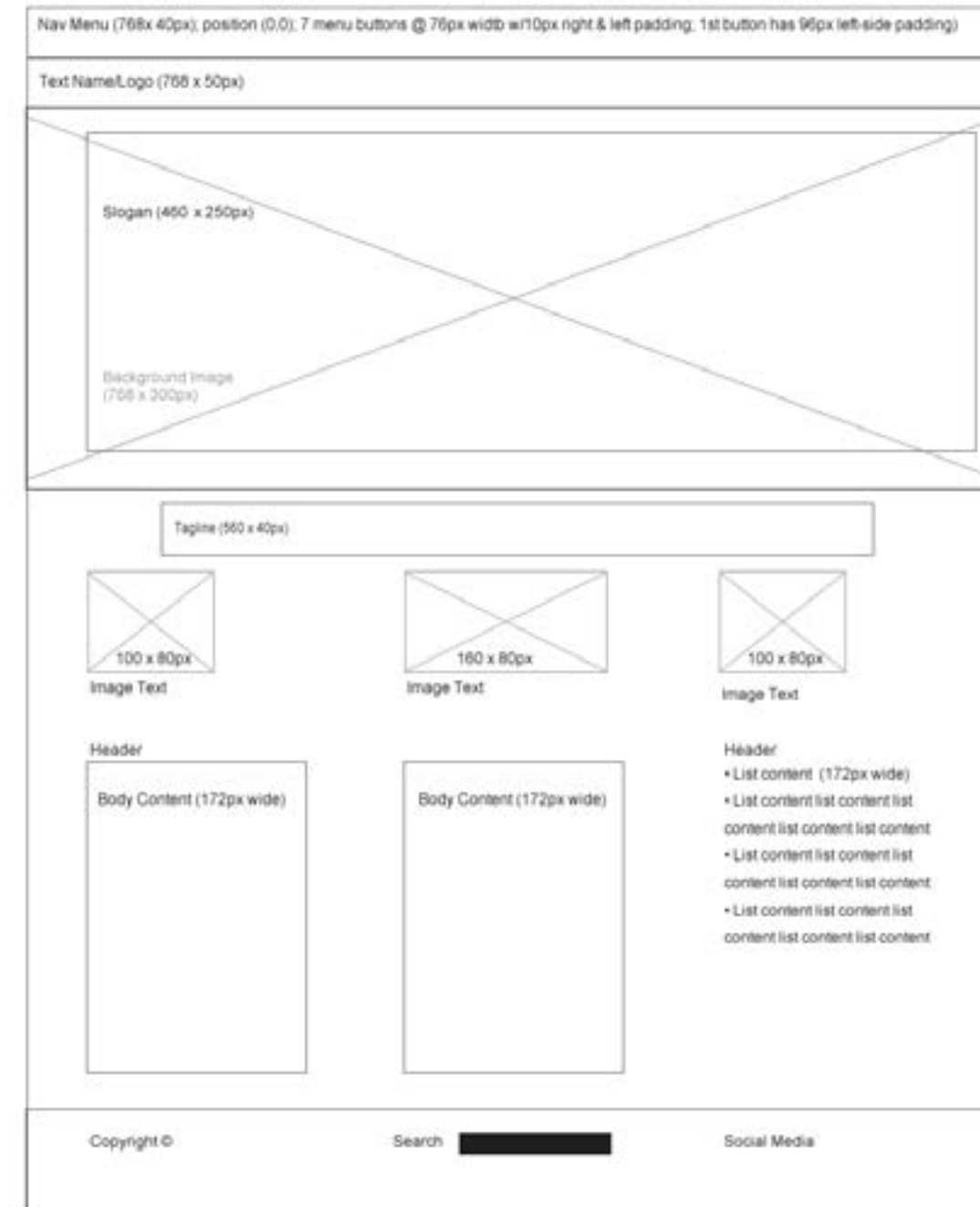


# WIRE FRAMES: HOME PAGE

Desktop



Ipad

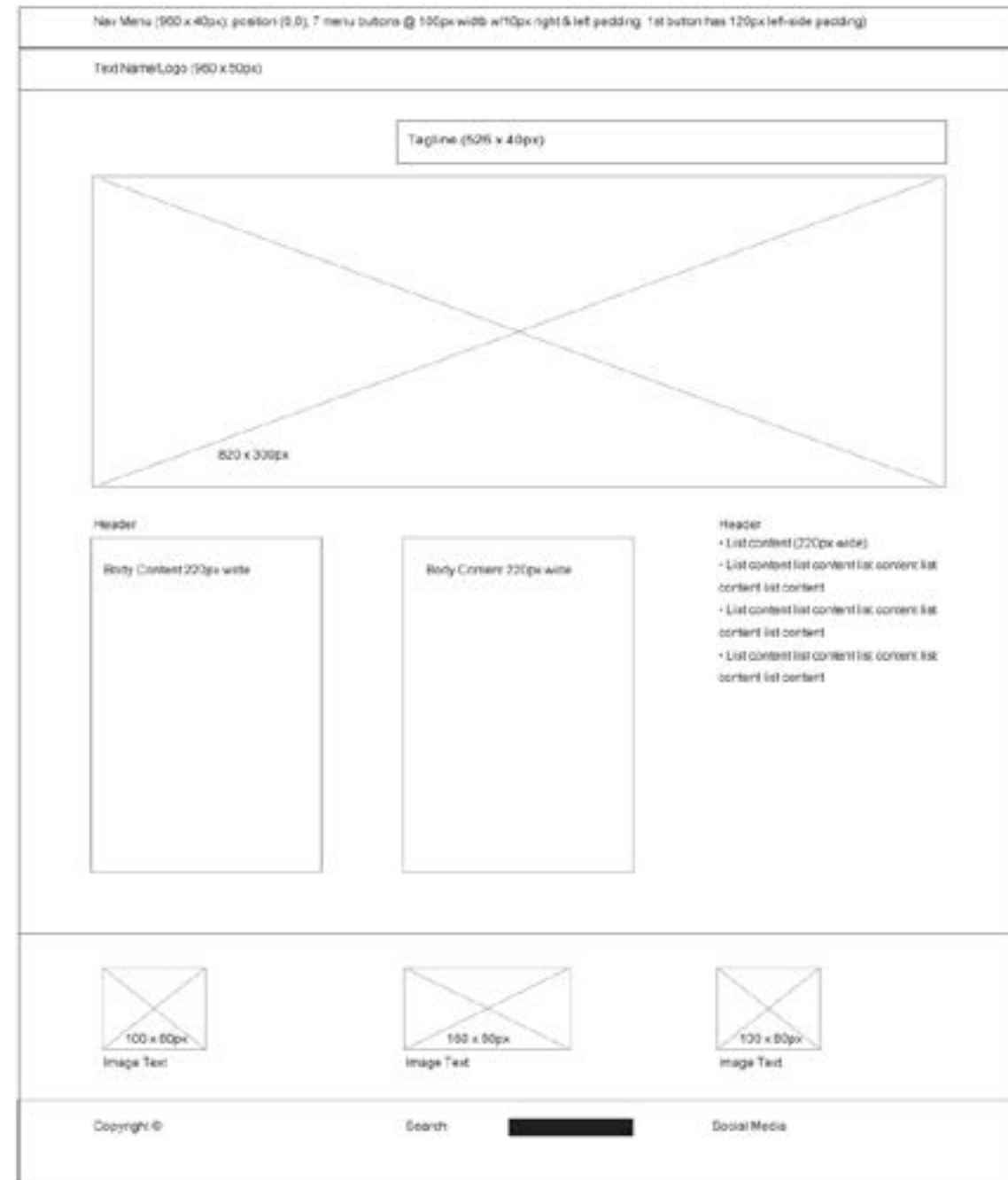


Iphone

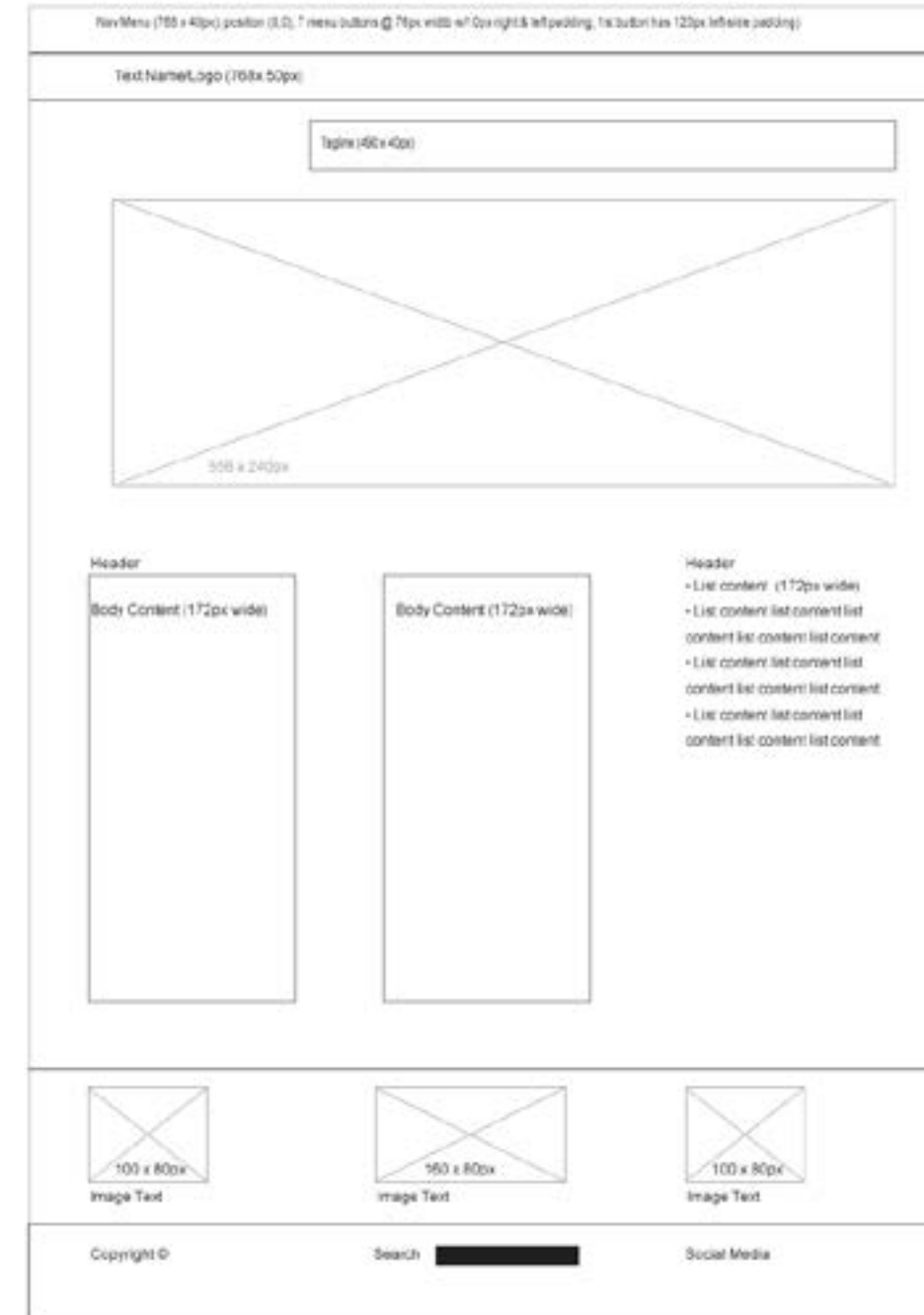


# WIREFRAMES: LOWER LEVEL PAGE

Desktop



Ipad



Iphone





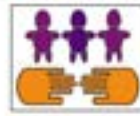
### Giving Classrooms Community Roots



Food Sourcing



Healthy Eating



Volunteering

#### WELCOME

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[Volunteer & Help Us Grow! Learn more »](#)

#### NEWS & EVENTS

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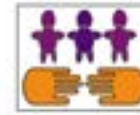
### Giving Classrooms Community Roots



Food Sourcing



Healthy Eating



Volunteering

#### WELCOME

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[Volunteer & Help Us Grow! Learn more »](#)

#### NEWS & EVENTS

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### Giving Classrooms Community Roots

Food Sourcing | Healthy Eating

Volunteering

#### WELCOME

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#### NEWS & EVENTS

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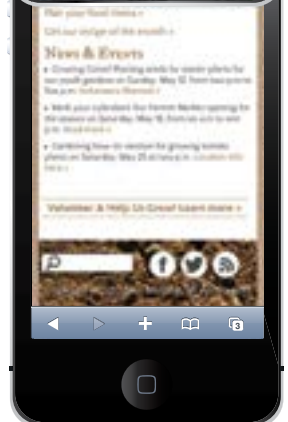
Ipad



Iphone



# HOME PAGE DEVICE VIEWS



Scroll views, above and below the fold 