YOUTH COMMUNITY GARDENS

Elise Murphy Web Design 2 Professor W. Stanley Conrad Spring 2013

TABLE OF CONTENTS

2	Proposal
3 – 5	Competing Websites
6	Color Studies
7	Type Studies
8	Inspiration
9	Mood Board
10 - 14	Thumbnails
15 – 18	Rough Sketches
19	Site Structure
20 – 23	Wire Frames
24 – 27	Prototypes
28 – 29	Home Page Device Views
30 – 35	Website Screen Shots

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

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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 dropdown menus hide content and take away from user experience. Stronger branding at top would help site. Site: http://www.burlingtongardens.org/

COMPETING WEBSITES

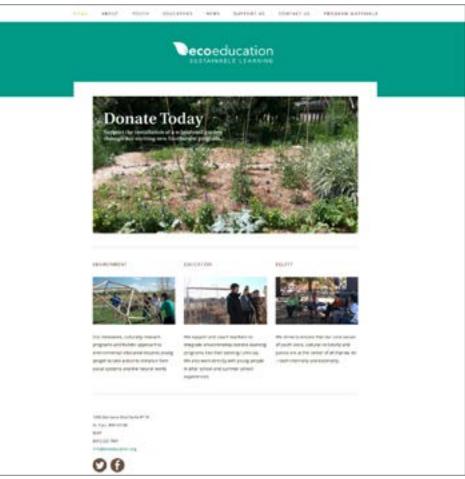


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Grow to Share Inc. is a Wisconsin non-profit organization that shares food to Western Wisconsin area food shelves from produce grown in their local community gardens. Looking at their website, although I like their logo, I do not like the boxed frame-look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

Site: http://growtoshare.org/



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/



organized well.

COMPETING WEBSITES

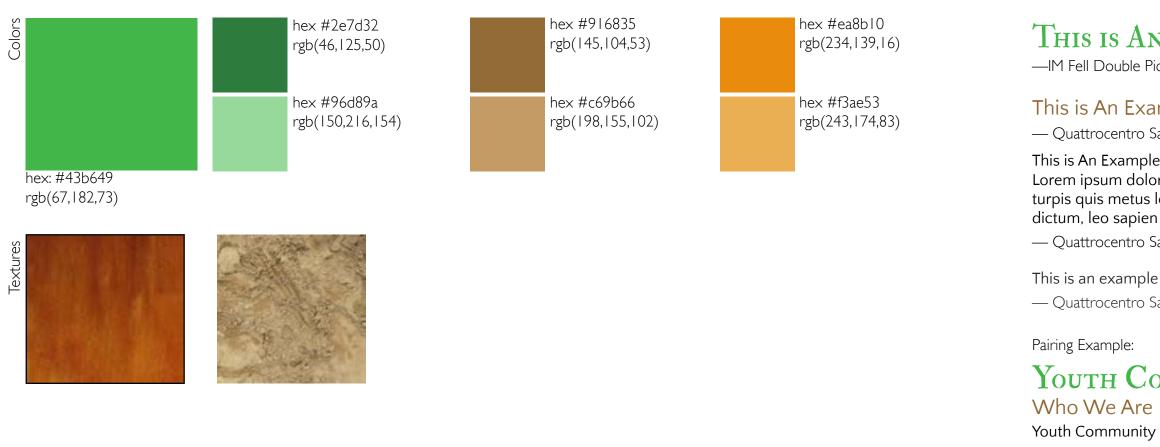
The Harvest Moon Farmers help grow food gardens and provide garden education to basically anyone looking for help, advice, etc. with a focus on organic and sustainable practices. Their blog site has a nice cover image, but I'm not certain if I like it being fixed. Site is easy to navigate with content

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



Type Studies

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— Quattrocentro Sans, Regular I 2pt #444

This is an example of a **text link**. — Quattrocentro Sans, Bold I 2pt #444

Youth Community Garden

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

CONTEMPORARY Youthful Clean

INSPIRATION



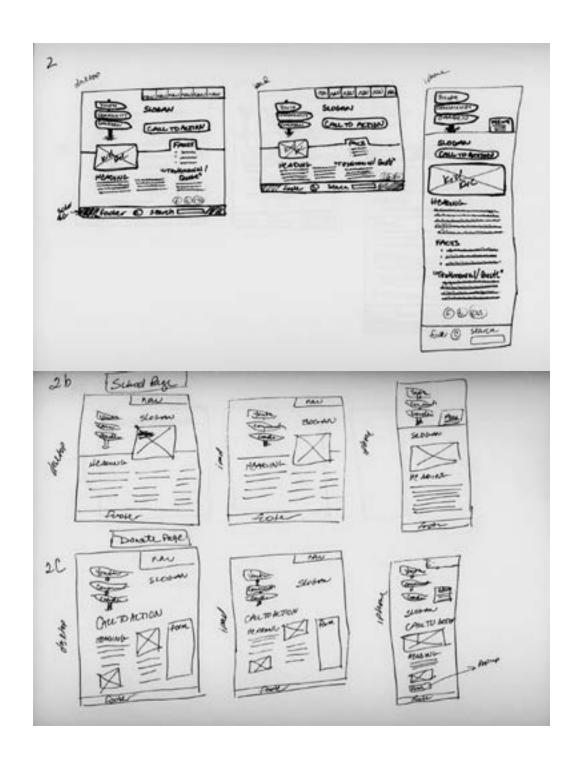


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MOOD BOARD





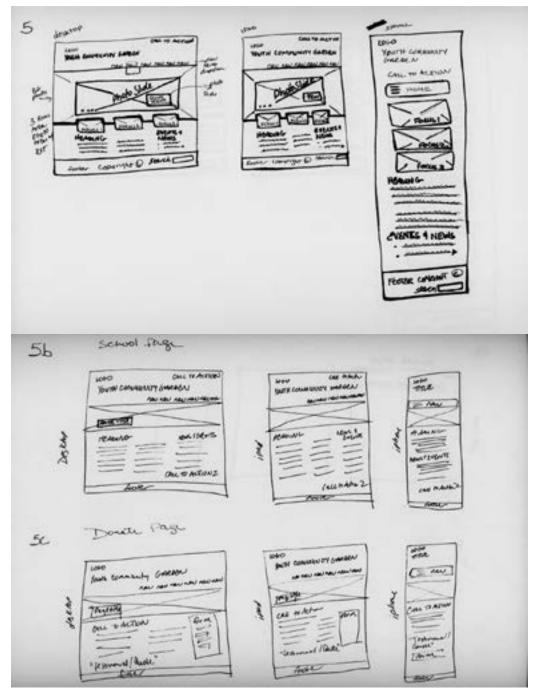


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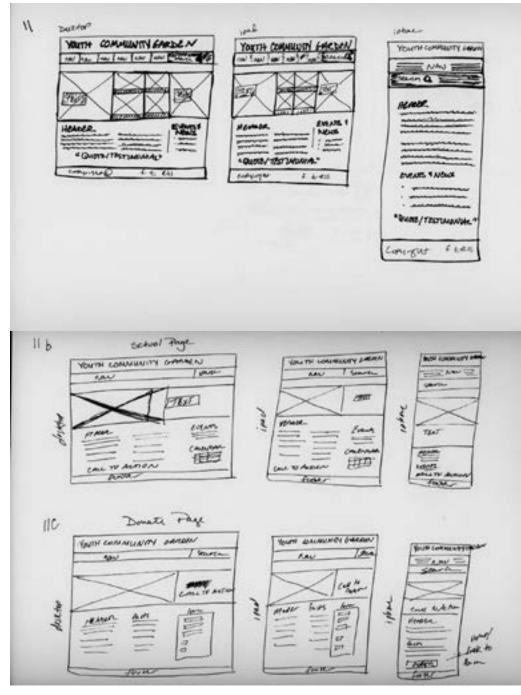


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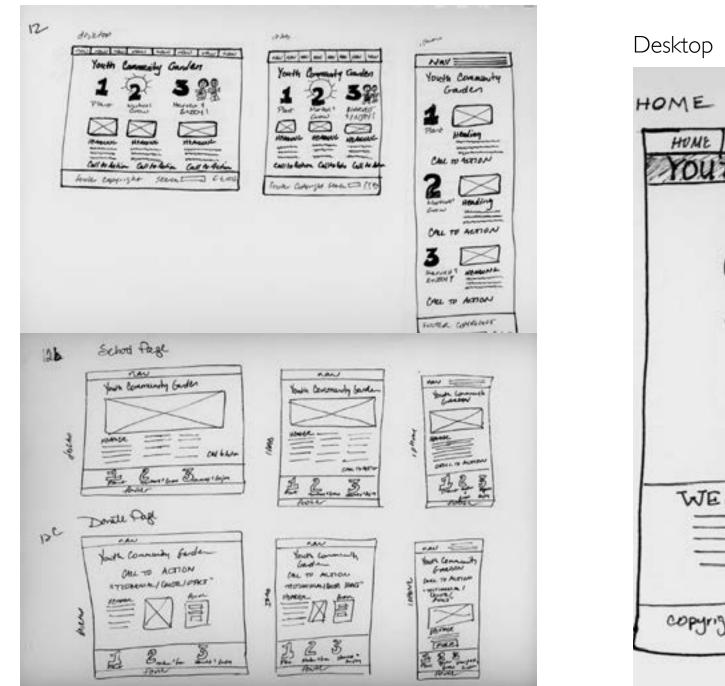
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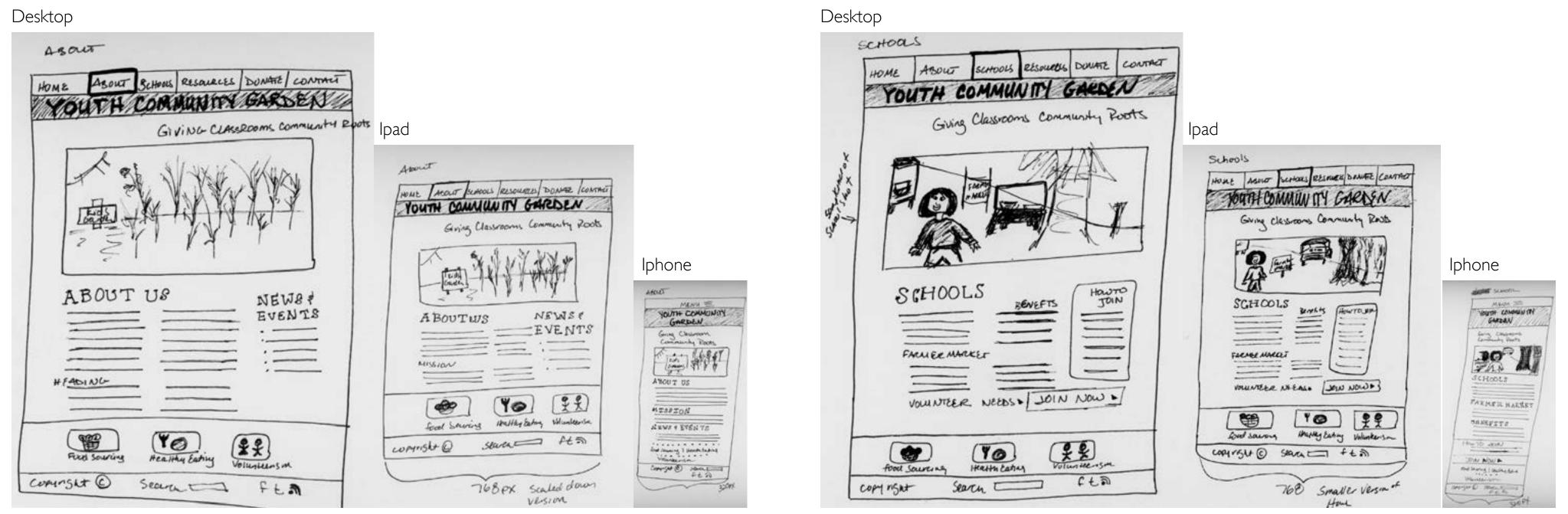
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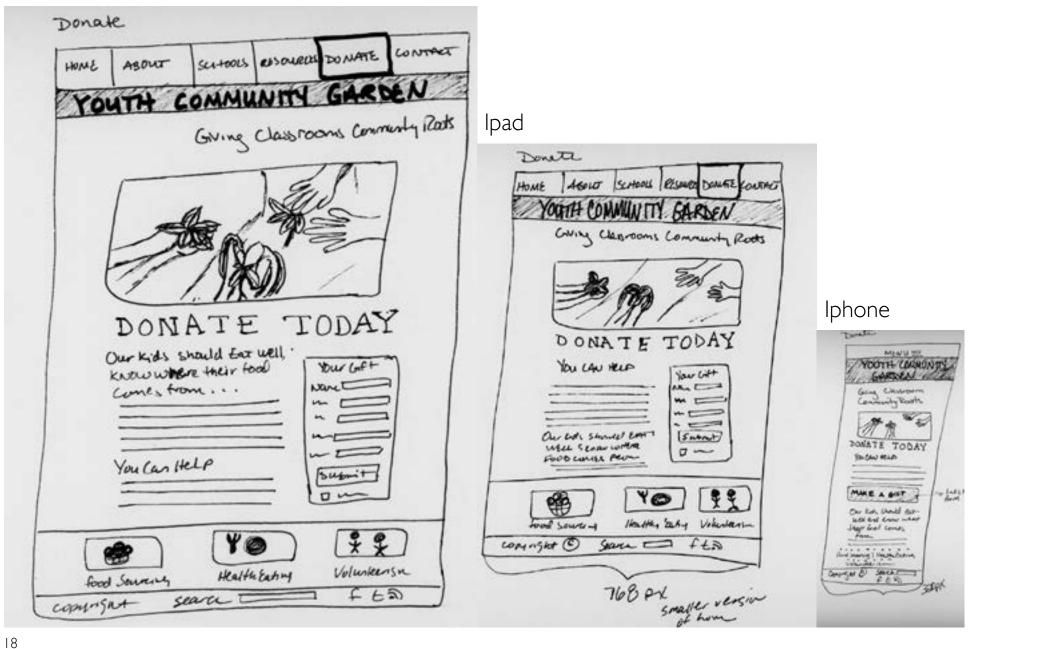
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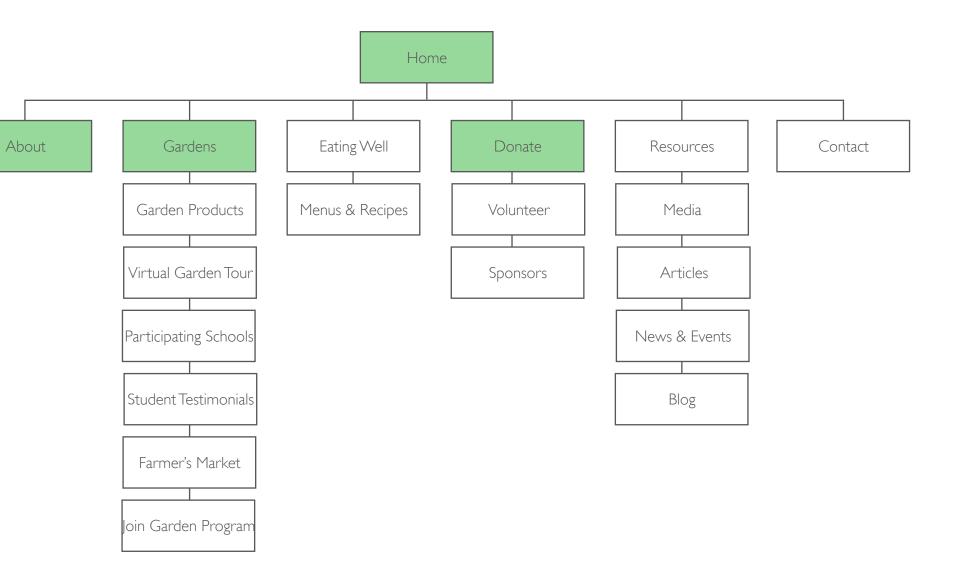
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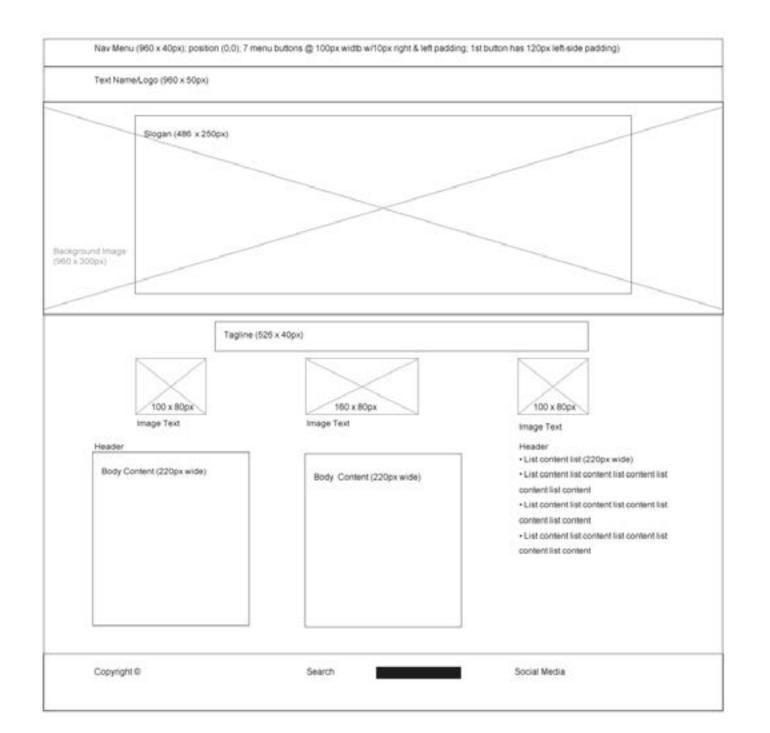
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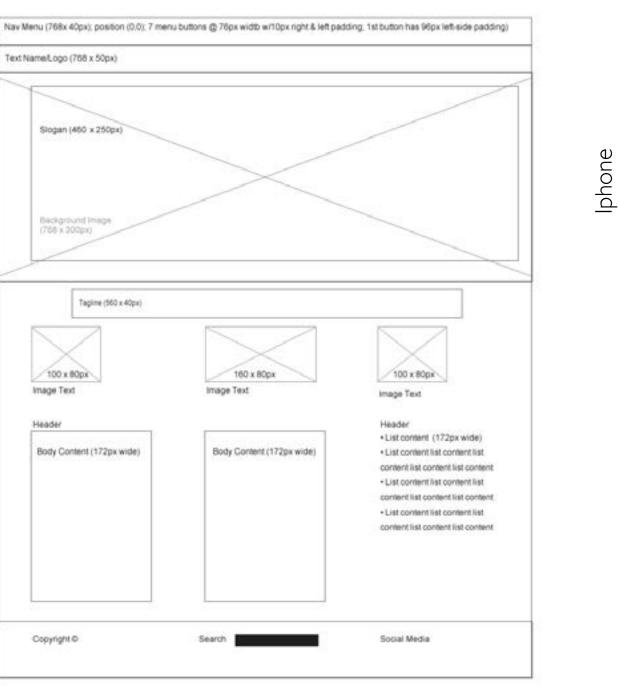
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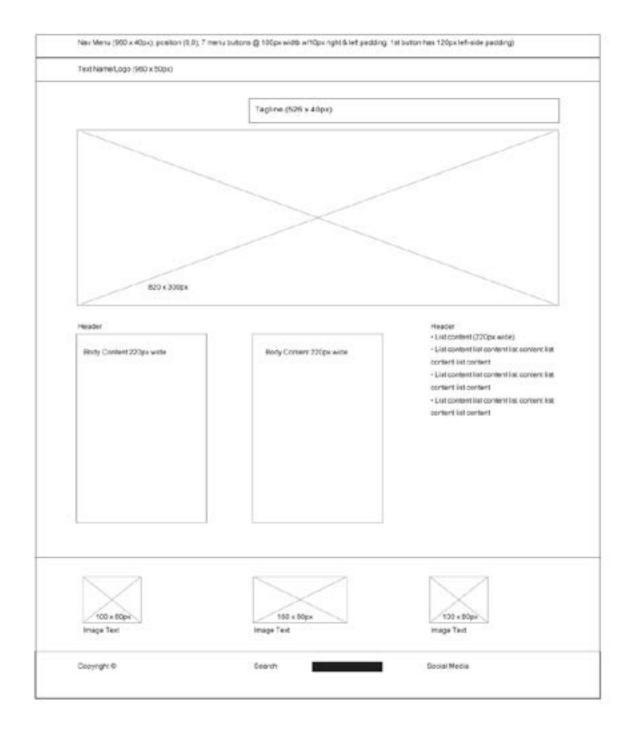
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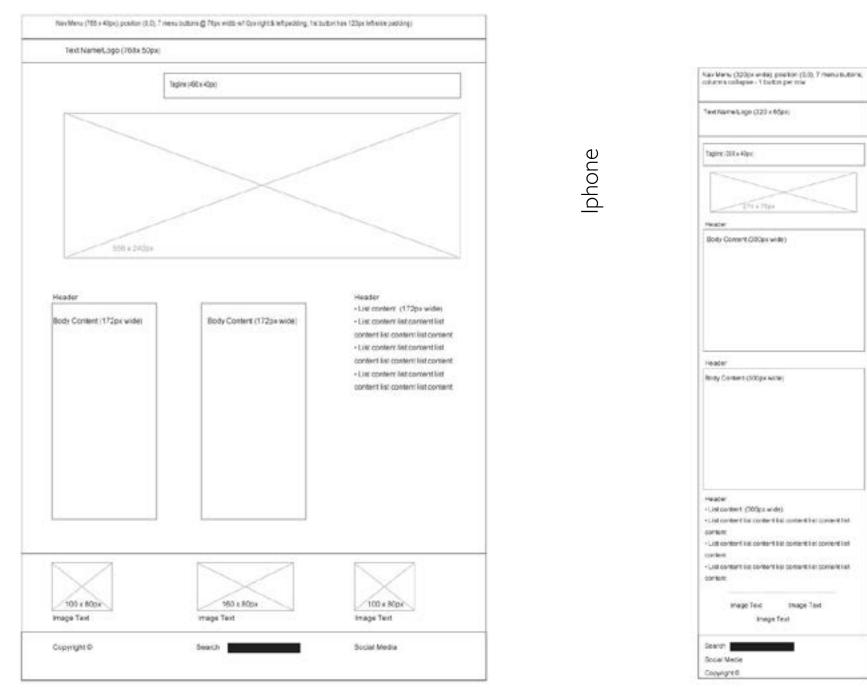
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Giving Classrooms Community Roots



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Volunteer & Help Us Grow! Learn more >



Volunteering

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Giving Classrooms Community Roots



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Helping Youth Learn About Food, Nutrition & Community Involvement

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Giving Classrooms Community Roots



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YOUTH COMMUNITY GARDENS

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ABOUT US

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Sponsor A Carden! Find out how >

Helping Youth Learn About Food, Nutrition & Community Involvement





SCREEN SHOTS: ABOUT PAGE



Giving Classrooms Community Roots



ABOUT US

Youth Community Cardens Is a fattious non-profit organization. We partner with local atheness (K. 12) to provide students with access to governing, and help educate there about ferming and growing food locally. Dur programs provide bothadjugator and service learning opportunities. Our gardens are Presided on patille or school land: Our program sponsors donates seeds and participing succeives. Shadowit unit-minima. Iftein calentia tenchera, and othera from the community maintain the garden.

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Giving Classrooms Community Roots

OUR GARDENS

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programs? We can help your

· run a youth farmer market.

+ and coordinate a garden to

Take the first step, register here +

· start a school garden.

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My garden rocks! Thank you Youth Community Cardenal - Eleabeth, age 8

Where does our produce gol We sell our garder: printuce through our youth farmer market. Our partner schools benefit from the proceeds. A share of the produce also goes to provide ingredients for partnering schools' caliments music, and to local food haries. FARMER MARKET

We heat farmer market events each

year from line May through September: Apail more about our farmer market a

Sponsor A Carden! Find out how *

Helping Youth Learn About Food, Nutrition & Community Involvement



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SCREEN SHOTS: GARDEN PAGE

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Menu # YOUTH COMMUNITY GARDENS



OUR GARDENS

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Take the first step, register here +

Sponsor A Cardent Find out how #

Helping Youth Learn About Food, Nutrition & Community involvement

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+ run a youth farmar market,

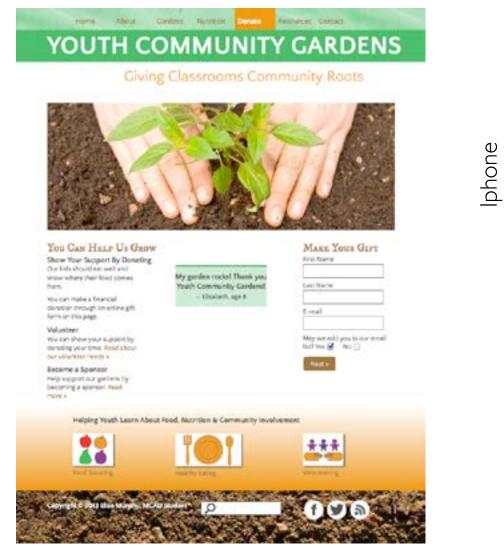
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