



**Creative Blueprint for Ourspace.net**

**By Trevor Ihrke**

<b>Client:</b> Ourspace.net	<b>Date:</b> August 31 <sup>st</sup> 2008
<b>Job Description:</b> Web site designed in Flash (.swf file) format.	
<b>Job Number:</b> #OSN-1a	<b>Deadline For Completion:</b> September 29 <sup>th</sup> 2008

**Objective: WHAT IN THE BROADEST SENSE SHOULD WE ACCOMPLISH WITH THE DESIGN?**

Ourspace.net should offer specific and factual information about our solar system. This information will pertain to our planets, moons as well as known comets and asteroids. This information should also contain visual references as well as textual data.

**TARGET: WHO DO WE WISH TO REACH AND INFLUENCE?**

The target audience that Ourspace.net wishes to reach and influence range from children to adults for a variety of purposes. These purposes should reflect the application value for science, study or personal knowledge.

**Desired Result: WHAT EFFECT SHOULD THIS DESIGN HAVE ON THE TARGET AUDIENCE?**

The desired result of this web site is to have provided interesting information in a flash medium. Our users should feel happy and interested while learning about general or specific details concerning our solar system. We want the users to have a positive experience and frequent returns to this site.

**Tone/Personality: WHAT KIND OF FEELING SHOULD BE COMMUNICATED TO THE VIEWER?**




The information in this site should enable the user to easily understand the topics and items that are discussed. The primary goal in user interest should be on a fun and interesting web site that is both pleasurable and knowledgeable when visited.

**Tempo: WHAT WILL BE THE DELIVERY CHARACTERISTICS OF THIS DESIGN?**


The tempo of this site will be reached through the use of Flash web design. This will enable actions such as animation and mouse-events to enhance properties of this site for visual stimulation.

**Technical Requirements: WHAT TECHNOLOGY WILL BE REQUIRED TO CREATE, DELIVER AND VIEW DESIGN?**

The primary platform for this site is in Flash (.swf) file format. To achieve the format and graphic content that will be used in this site, the following programs will be required:

- Adobe Photoshop CS3 
- Adobe Illustrator CS3 
- Adobe Flash CS3 

**Content: WHAT SPECIFIC ASSETS WILL BE REQUIRED FOR THIS DESIGN? (IMAGE, TEXT, OTHER)**

This site will incorporate images that pertain to the nature of the text content where necessary. Images will be imported from Adobe Photoshop  with a format of 72d.p.i. If applicable, video streams will be added or referenced from outside sources such as youtube.com or google video.

**Competitive Analysis: HOW WILL THIS DESIGN DESTINGUISH CLIENT FROM THE COMPETITION?**

This site will differ from other “space related” web sites in the manor of how it will present the information. This site will also strive to achieve a concise balance of content to alleviate the effect of clutter that other sites demonstrate by the amount of information they offer.

**Opportunities/Caveats: WHAT SHOULD WE BE AWARE OF THAT WOULD AFFECT OUR DESIGN DECISIONS?**

As stated earlier in the Competitive Analysis, amount of content should be balanced and concise. Utilizing a proper grid structure for the placement of content may be necessary due to the amount of information that this site will offer its users.

Size of the web site should also be considered, not all users may have the same display resolution. We may want to cater the size of the site to standard screen resolutions or common display types. The appropriate size we will create this upon is 700px X 700px

**Budget: LIST POTENTIAL COSTS/EXPENSES AND SUGGESTED BUDGET: CONTENT AND LABOR**

The budget for this site is totaled at : \$1,250.00

The estimated time for the development of this site is a total of 40 working hours with in the next 4 weeks to meet project deadline.

The hourly pay for this is figured at \$25.00 an hour for a total of 40 hours and equals \$1,000.00 in design costs.

The remaining \$250.00 allows for unexpected issues in design costs or technicalities during the development process.

With the criteria considered in the above mentioned outline, we have put together a storyboard representation of the site with graphic illustrations and topical information listed on the following pages.

# Storyboard for Ourspace.net



**Splash page (intro)**

This will be the beginning page that users will see when navigating to [www.ourspace.net](http://www.ourspace.net).

The font that is used on this page is *Verdana*. The Main logo effect will be a fade in and the “Welcome

To” text will appear to fly in from the left. The use of a motion tween will enable this effect to be achieved. The skip intro will utilize a blue mouse-over and also have a fade in effect along with the Main Logo. The interaction with this page is the skip intro link, which will forward the user to the main page if they choose not to watch the animation. The animation will be a shape tween from the main logo picture into the word “Ourspace.net” with streaks moving across the screen from left to right. The audio on this page will be that of Neil Armstrong’s comments from the Apollo 11 moon landing.

## Page 1



**Home Page (Main Page)**

This will be the home page of the web site. It will have a menu on the top of the page and the main content centered underneath the menu. The main content window will offer selective information for the user to read based on information and site topics. The font on this page will also be *Verdana*.

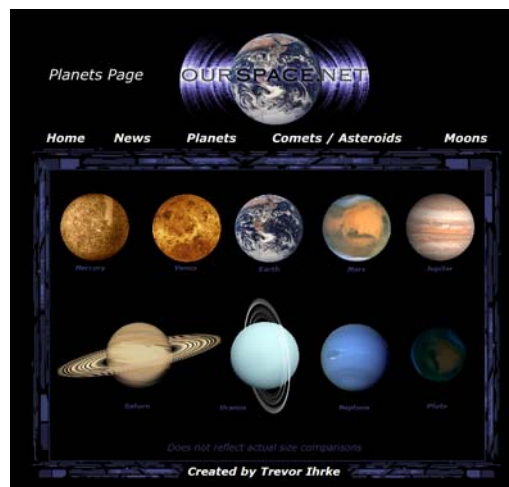
## Page 2



### News Page

This page will offer the user news items and information that is relevant to the web site contents and our solar system. The font on this page will be *Verdana*. The main menu will be above the content as in the other pages.

## Page 3



### Planets Page

This page will offer the users information about all 9 planets. The content will be broken down into 9 images of each planet in our solar system. The font on this page will be *Verdana*. The main menu will be above the content as in the other pages. There will be no audio on this page.

## Page 4



**Comets and Asteroids Page**

This page will offer the users information specific to the known comets and asteroids that orbit our sun.

There will be no audio on this page, maybe exterior links to [www.youtube.com](http://www.youtube.com) or [www.video.google.com](http://www.video.google.com). The content will be split into two separate sections, comets listed above asteroids. The font used on this page will be *Verdana*. The main menu will be above the content as in the other pages.

## Page 5



**Moons Page**

This page will offer the user information about the moons of our planets. The font on this page will be *Verdana*. There will be no audio on this page, maybe external links to [www.youtube.com](http://www.youtube.com) or [www.video.google.com](http://www.video.google.com). The main menu will be above the content as in the other pages.

## Color Scheme and Typography

The main background of the website will be the image below for all screens except the splash/intro screen.



*The main colors of the site will be:*

Black: HEX# 000000 RGB: 0, 0, 0

White: HEX# ffffff RGB: 255, 255, 255

Blue: HEX# 3A3E6C RGB: 58, 62, 108

White will be used for text, Black for absolute background color. The links will have a blue mouse-over. The main text of this site will be in VERDANA, which is a Sans Serif font. This is to alleviate any text confusion that the user could experience.

"This is and example of Verdana Font."

# Web Site Flowchart

## Splash Page Info

The splash page will be a short intro to the main page of the web site. It will possess a skip intro link to directly move past the animation (Listed in Storyboard)

## Splash Page (Intro)

## Home Page Info

The home page will showcase site options and menu navigation and Information pertaining to content location.

## Home Page (1)

## News page (2)

This page will offer the user information and news events relevant to astronomical topics.

The images will be in .jpg format within the .swf file

There will be no audio on this page.

## Planets Page (3)

This page will offer the user information on each of our planets. This page will also offer images in .jpg format within the .swf file.

There will be no audio on this page.

## Comets & Asteroids Page (4)

This page will offer the user information about comets and asteroids that are in our solar system. It will contain factual information about different objects.

Images will be in .jpg format within the .swf file. There will be no audio on this page.

## Moons Page (5)

This page will offer the user information about the known moons in our solar system. Images on this page will be in .jpg format within the .swf file

There will be no audio on this page.