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IMD412
Final Project Proposal

Client: Moss Architecture is a firm that specializes exclusively in building and promoting “green” projects. While Moss currently has a Flash site, it does not include much interactivity and the site completely lacks any functions. The site will be completely updated to support AS3 and make the site more user-friendly and intuitive.

Target Audience: Architects and prospective clientele

Site Goals: Educate architects on the benefits of building green and provide clients with information on the firm, its environmental goals, and provide some samples of completed projects.

Audience Goals: Walk away with a firm understanding of what it means to build green and how Moss can help them build a structure that is totally green. Also, to have a good understanding of what Moss is all about and provide some samples of their work.

How Flash Will Enhance the Site: Flash is an ideal program for Moss. It can easily build more interactive functionality that will help the site become more interesting and fun. For instance, a scrolling menu would be one interactive way to view the project gallery and numerous angles on specific projects will both save real estate (no pun intended) on the site itself and help display the projects in a professional manner. Creating dynamic text boxes and other elements dynamic elements will also help Moss' owner update content more easily. Additionally, dynamically generated content should also save code, thus making the site faster and easier for the site's visitors.