

IMD412 PROJECT PROPOSAL

CLIENT: YORKVILLE NEIGHBORHOOD ASSOCIATION

Client Summary

The Yorkville Neighborhood Association is a non-profit organization made up of community members who live in the Yorkville neighborhood of Manhattan. The purpose of the organization is three tiered. The primary objective is the provision of information to the local community about the activities and events that affect the Yorkville neighborhood residents. The second objective is the promotion of small businesses and restaurants to the local community and to the broader New York City area. The third objective is the promotion of a greater sense of community among those who work and live in or around the Yorkville neighborhood of Manhattan.

Target Audience

The core user group targeted for this site is comprised of the residents and shop owners of the Yorkville neighborhood. To some extent this target profile extends into the surrounding neighborhoods of the Upper East Side. The secondary user group targeted consists of those residents of New York City who may have an interest in frequenting the Yorkville neighborhood.

Site Goals

- Present pertinent content in an easily accessible, engaging interface.
- Display relevant information sought by its user group target(s).
- Promote the restaurants and shops of Yorkville to increase local commerce.
- Encourage a greater sense of community through content and information sharing.

User Goals

- Seek content about the community that may directly impact their lives.
- Access content that is informative, engaging and entertaining.
- Improve local knowledge about the people and places that surround them.
- Do all of these things in an intuitive interactive interface.

Design Rational

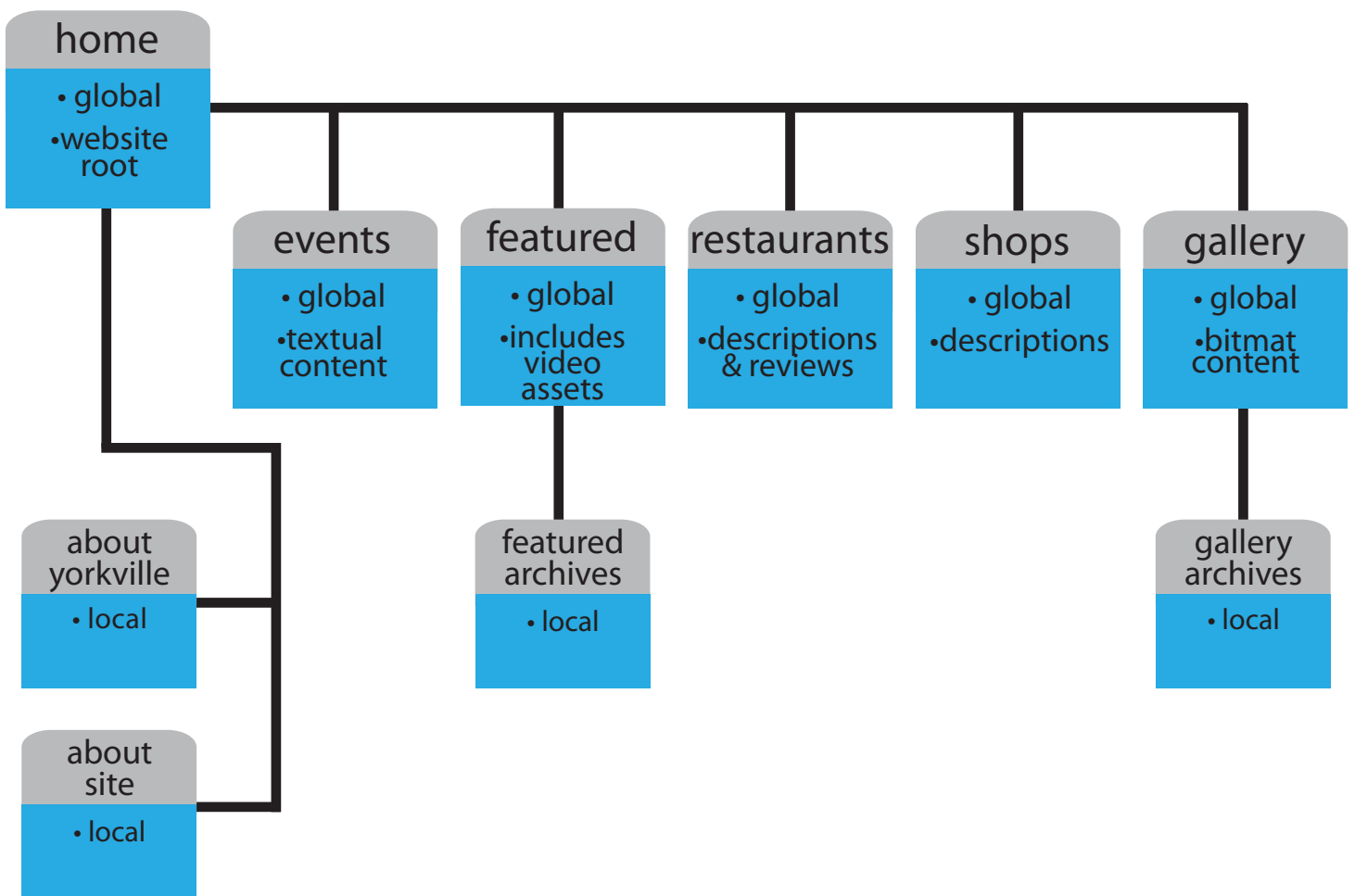
Flash is the programming vehicle that will be used to develop this Website. What this site will not be is a hyper animated, motion toxic site. Our intent is to use the powerful assets of Flash in subtle ways to create a highly engaging, ultra intuitive user interface. We will use button assets that self direct the user without being a distraction. We'll employ dynamic text functionality to keep the content updated and relevant. There will be an image gallery of interesting people and sights in the neighborhood. There will be a measured usage of motion graphic and video assets to inform and entertain our user audience. Audio assets will be utilized to enhance site navigation and sense of place. All of these design techniques will be employed through the use of ActionScript to develop a seamless, stable, user-friendly interface.

flowchart

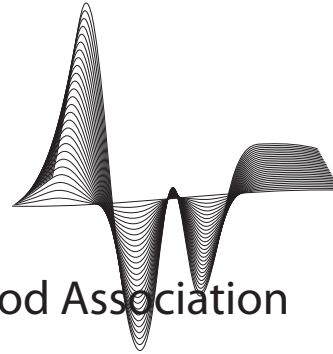


Client: Yorkville Neighborhood Association

Developer: Jay McCord



wireframe



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Page Description: Home page

800 pixels / aspect ratio 4:3

Static text graphic banner

Composite bitmap layers of street scene with embedded logo. Includes transparency. File type .PNG

Dynamic Text Page Titles

Dynamic text field loading from an external .txt file. This content area will present continuously updating textual information.

static text footer content including contact information, links.

Global navigation tabs with highlight mouseovers. Limited to six for ease of flow user response.

Local navigation buttons. X,Y coordinates remain constant on all pages with sub-page navigation.

Dynamic text page titles will create navigation indicators further defining the users present location in the site.

600 pixels

Fonts: Hammer Fat is the style theme for the site **EXAMPLE.** it will be used in a variety of static graphic based applications. Veranda regular will be used in dynamic text, page content and links **EXAMPLE.**

The color scheme will be based on neutral tones including #B7B7B (gray) and #FFFFFF (white). The primary accent color will be #8DCFF4 (blue).