

FARMUR

An introduction to urban farming

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8/5/13

Web Design & New Media

Motion Graphics & UX Design

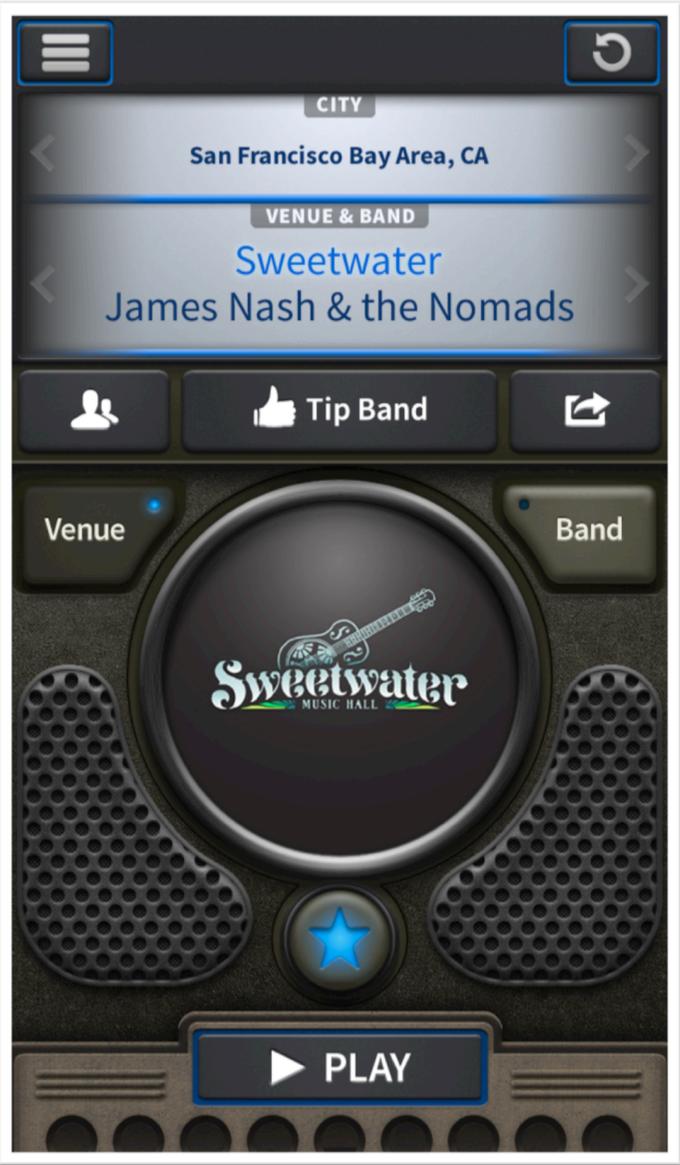
Introduction

- Undergraduate: media production & business
- Interested in social issues & solutions
- Considered a horticulture path
- Motion graphics inspire me

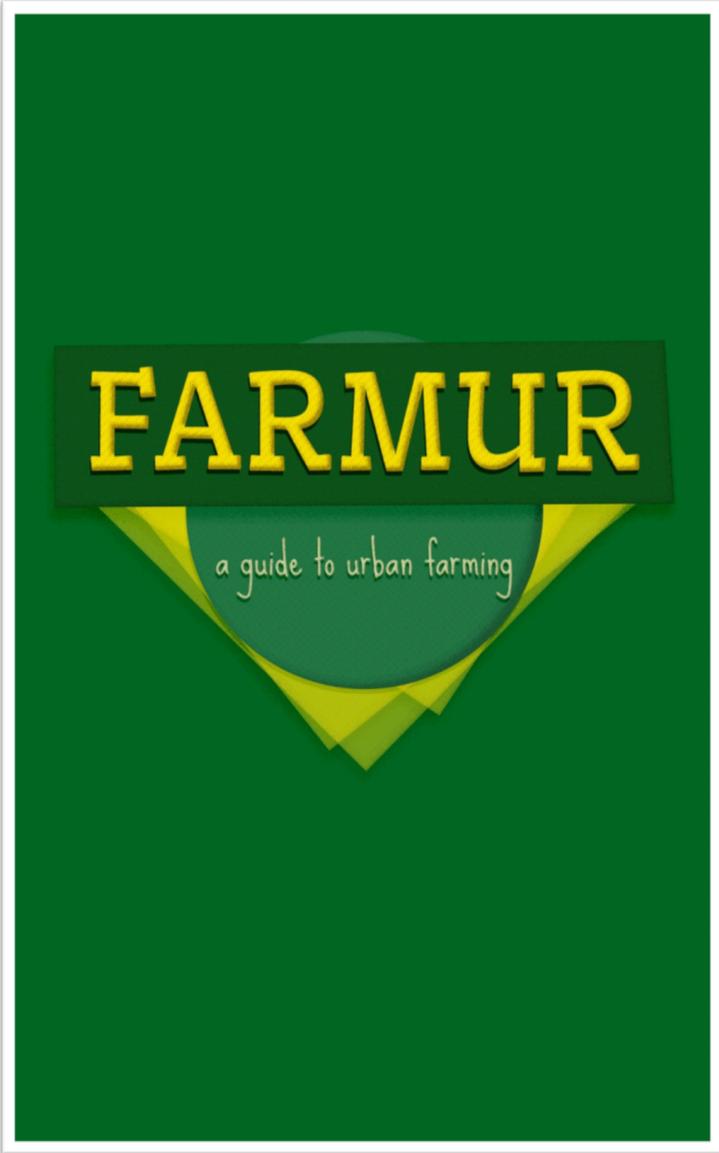
Portfolio 1/2



Personal Portfolio



Spacebar.fm



Farmur Commercial

Portfolio 2/2

- Timing cuts
- Physics expressions
- Illustrations & textures
- 3D stylization in AE



Problem

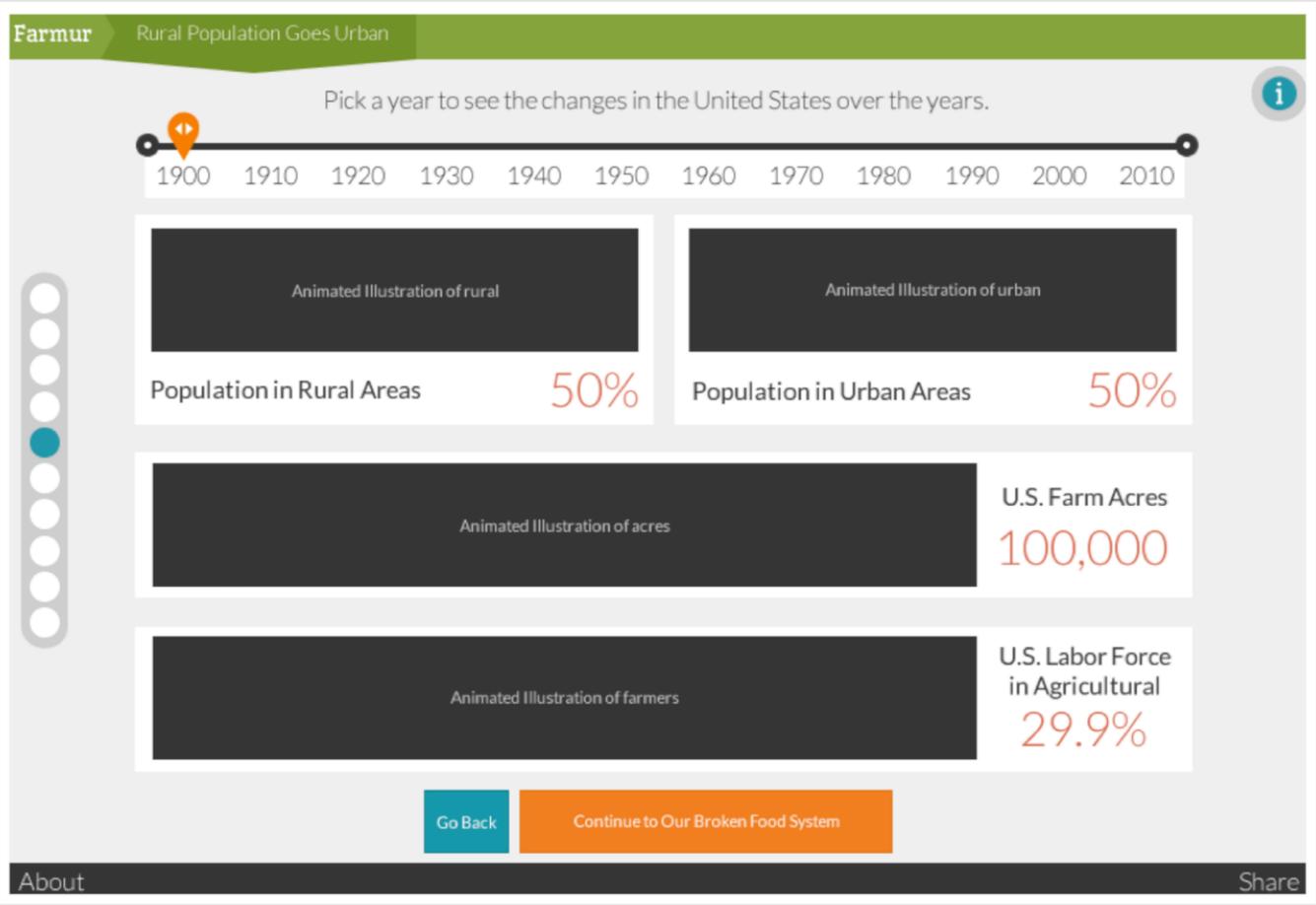
No rich media educational tools explaining urban farming concepts and how to start simple

Solution

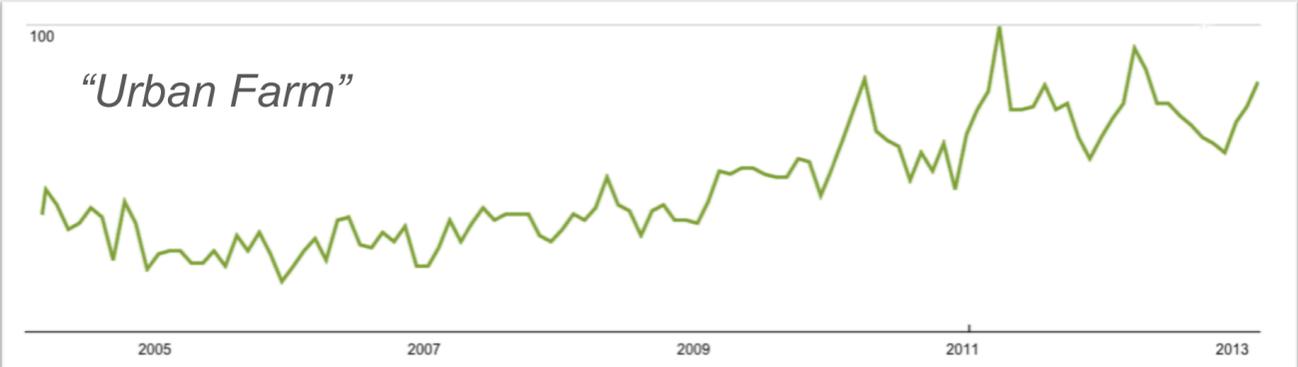
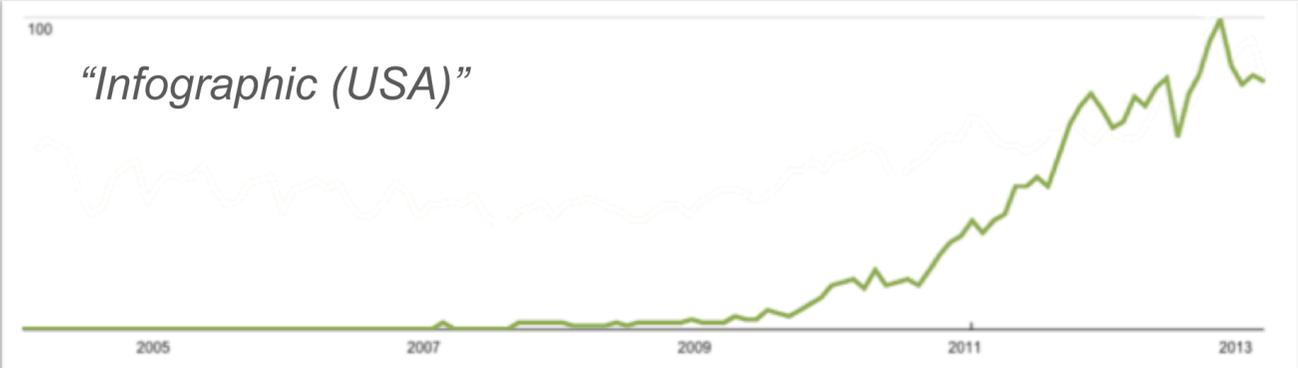
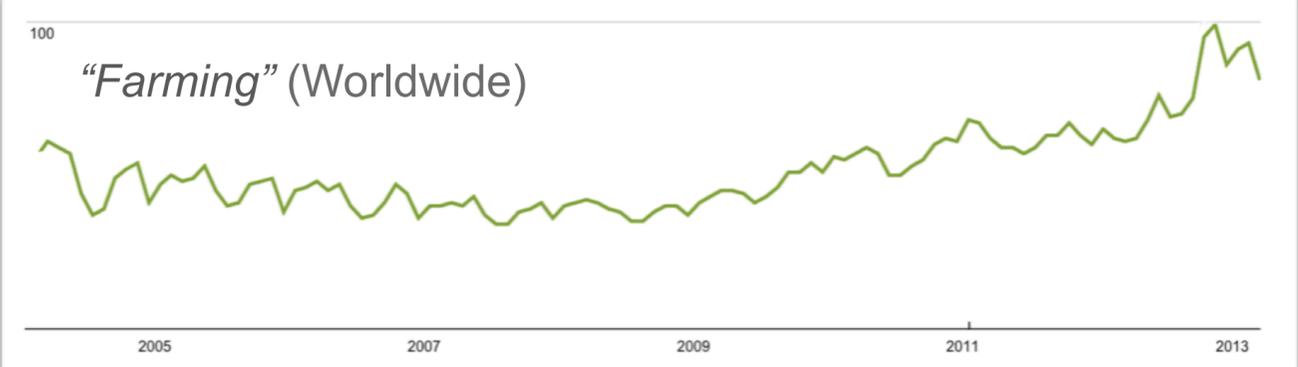
A responsive website that explores concepts of urban farming and simplifies the learning curve

- 3 minute motion graphic
- 2 interactive infographics
- 1 interactive timeline
- 1 cost & garden size estimator
- 10 pages of illustrated content

Proof of Concept



Research



Source: Google Trends

Primary Competitor

Source: urbanfarming.org

UrbanFarming.org

- Garden locations
- Short documentaries
- Discussion boards
- Frustrating design

The screenshot shows the homepage of Urban Farming.org. At the top, there is a navigation bar with a logo for 'URBAN FARMING' and the tagline 'More Than A Gardening Organization™'. To the right of the logo is a banner for 'Be a part of the Urban Farming Global Food Chain®!' featuring images of tomatoes and social media icons for Facebook, Twitter, Pinterest, YouTube, and LinkedIn. Below the navigation bar is a main content area with a green background. It features a large yellow text box that reads: 'URBAN FARMING™ BEGAN IN 2005 WITH 3 GARDENS AND A PAMPHLET. Through "The Urban Farming 100 Million Families and Friends Global Campaign™," there are now over: 61,921 Residential, Community and Partner Gardens that are a part of "The Urban Farming Global Food Chain®."'. Below this text are two small images of potted plants. To the right of the main content area is a sidebar with a 'DONATE TODAY' button and a 'REGISTER YOUR GARDEN' button. Below the main content area is a video player showing a group of people working in a garden. At the bottom of the page, there is a 'SNAPSHOTS' section and a 'SHOP WITH A PURPOSE!' section.

Unique Position

- Interaction encourages active engagement
- Before people start their garden
- More illustrations, less text

Target Audience

Sources: depositphotos.com

- 18-30 years old
- Lives in urban area
- Interested in food supply
- Attracted to gardening



Sarah Fennema

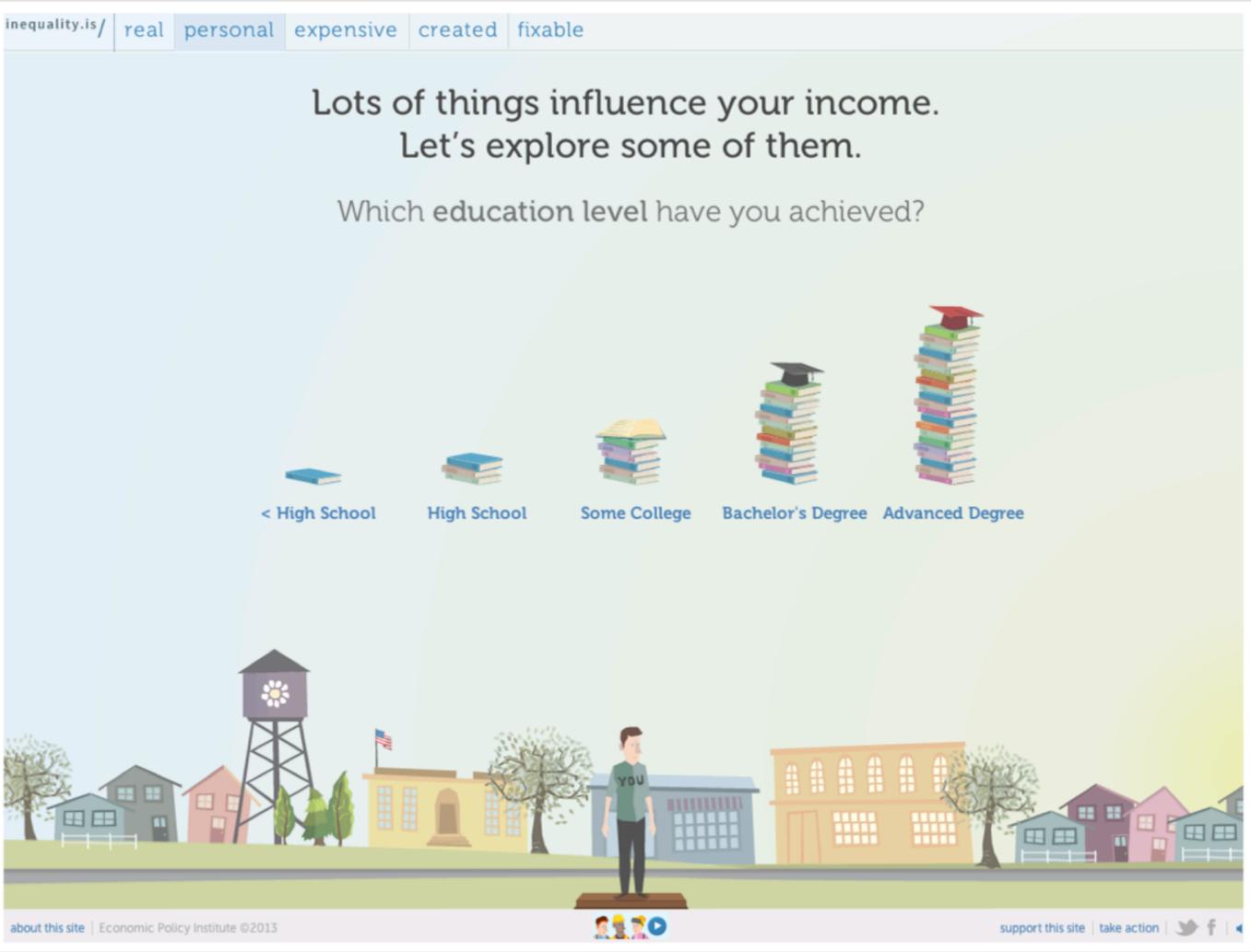
- 26 years old
- Interested in growing her own food
- Middle school teacher
- Wants to inspire her students to grow
- Explores the U.S. food system

Source: depositphotos.com



Inspiration

inequality.is



Source: inequality.is

Visual Development

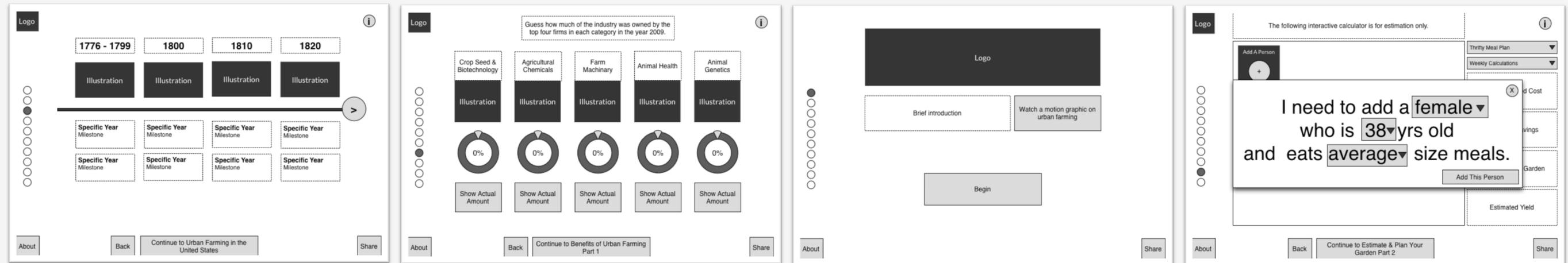
HEADLINE	Stint Ultra Expanded	Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
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SUBHEADLINE	Lato Light	Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
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Body Text	Lato Regular	Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
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User Testing



- Medium-fidelity test with 5 users
- High-fidelity clickable prototype in progress

User-Centered Design

Feedback

- Too utilitarian
- Content bias
- Make it engaging

Response

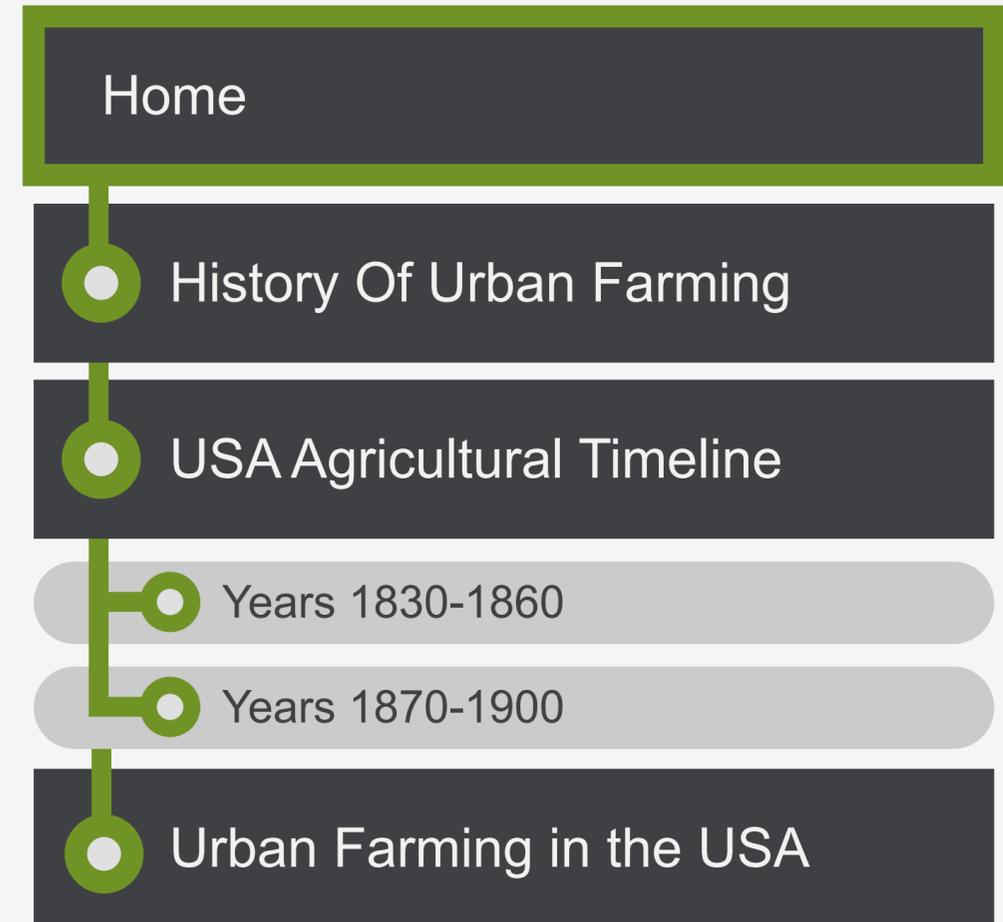
- Focused on telling a story
- Revealed sources earlier
- Interactive infographics

Information Architecture



Primary Use Case Scenario

- Exploring site
- Interacting with infographics
- Estimating needs



Technologies

Specifications:

- Mac, PC or tablet computer
- Minimum screen width: 960 px
- Chrome, Safari, Firefox or IE 9+
- WiFi

Proposed Medium:

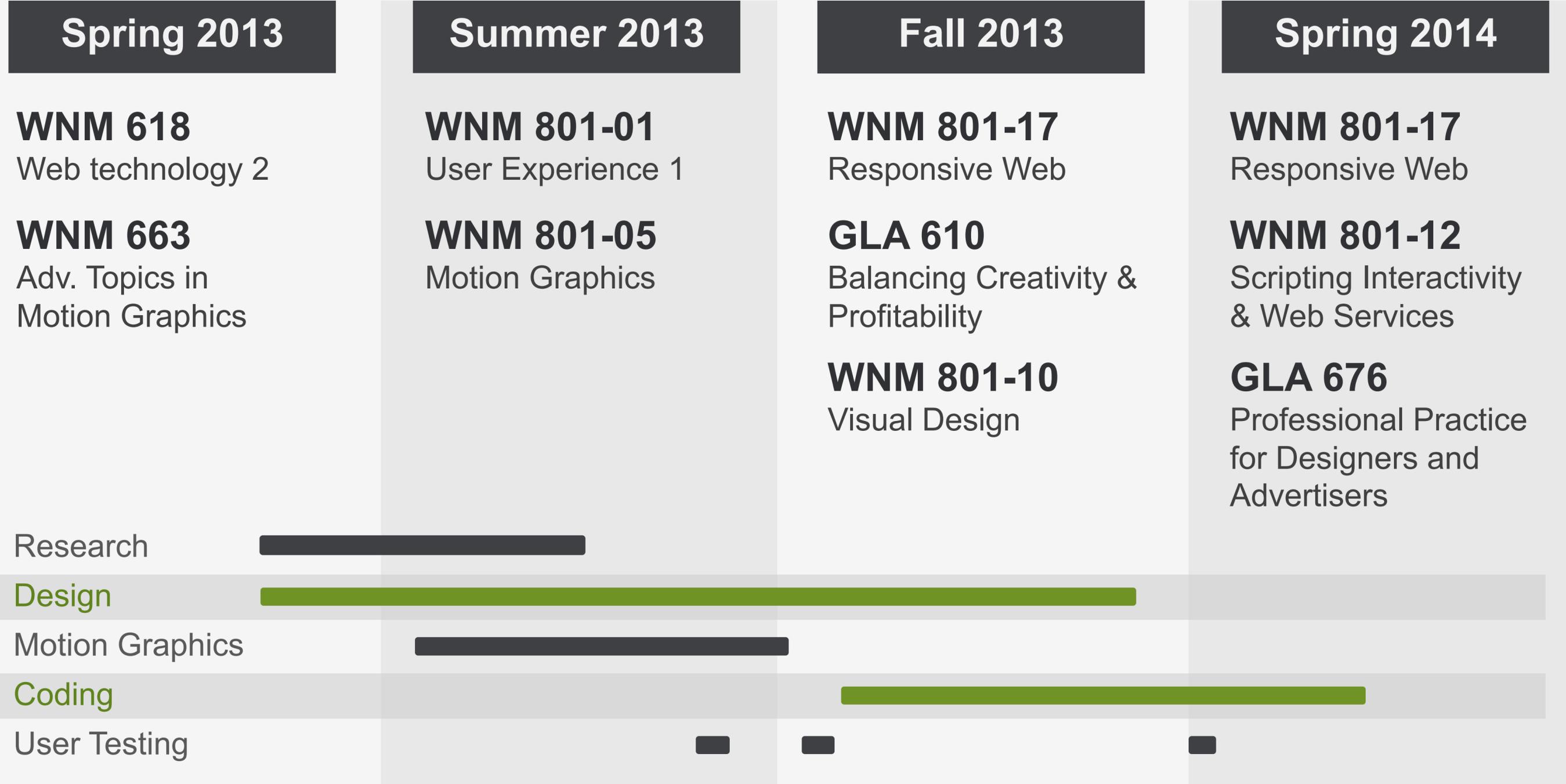
- Adobe Creative Suite
- Cinema 4D
- HTML5, CSS3, JavaScript (jQuery)

Content Sources

Infographic Data & Tutorials

- Government websites
- Creative commons
- Personal ideas & experience

Timeline



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Thank you.

Final Slide