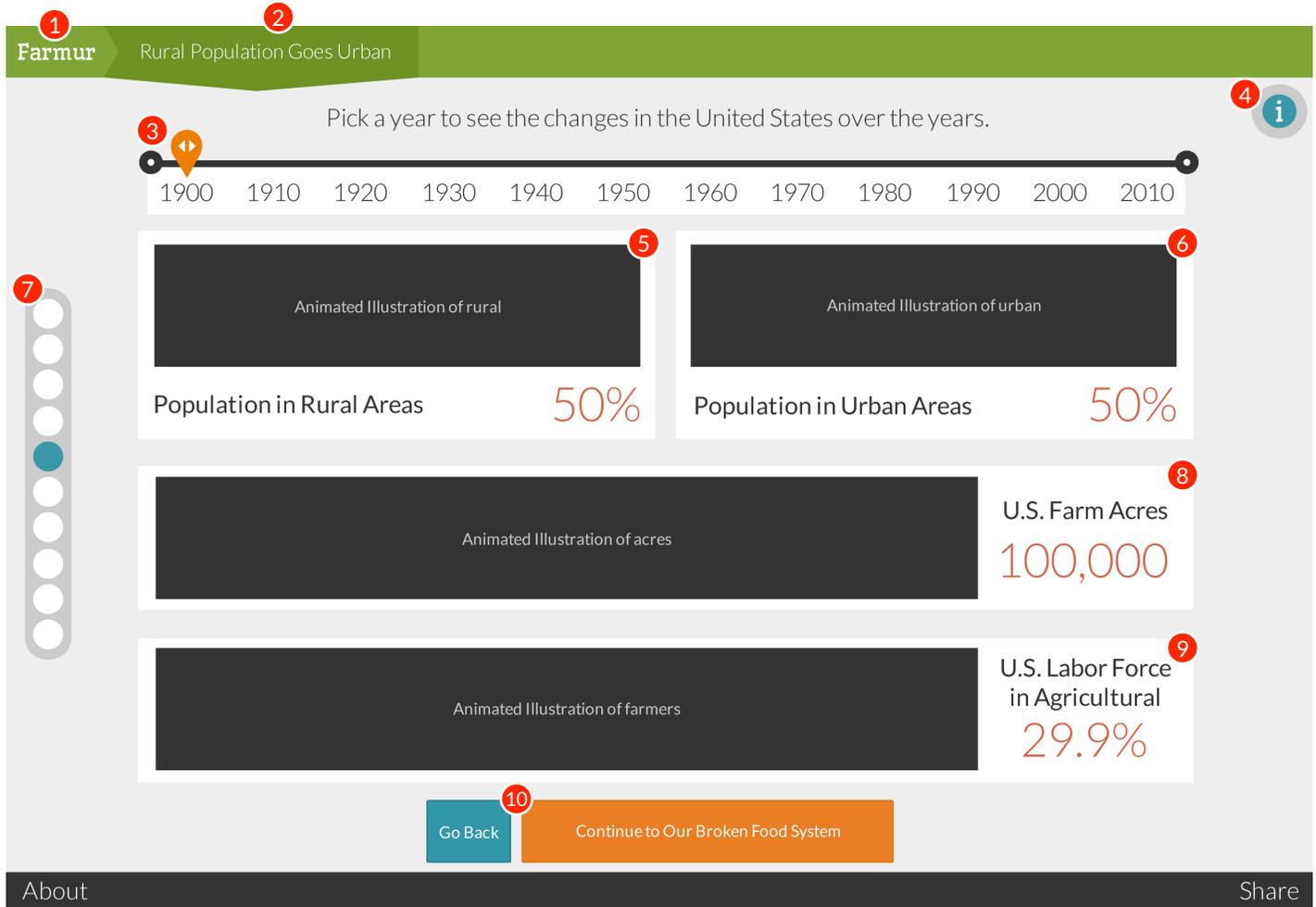
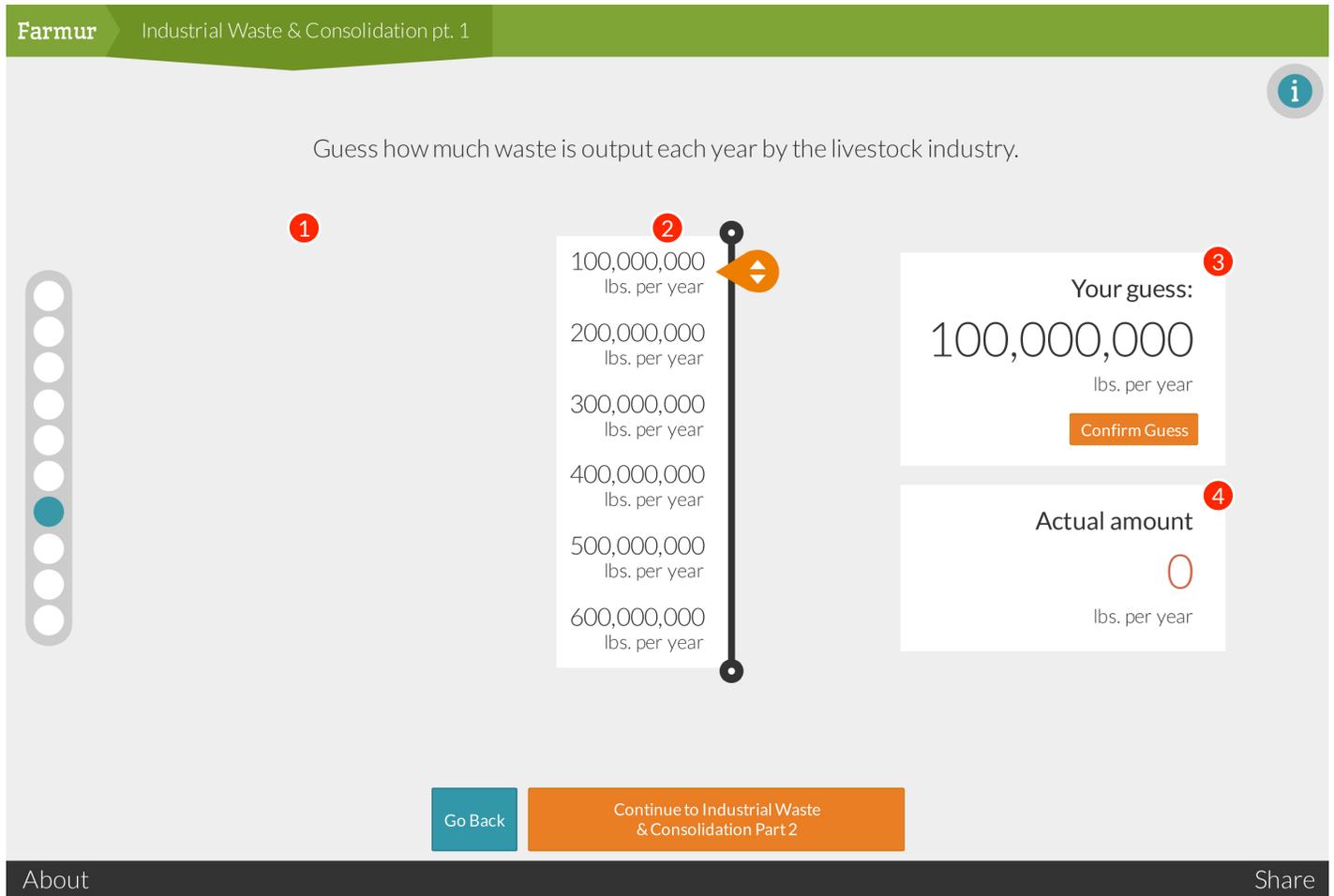




- 1 This background will be a full page illustration showing a city in the back and small urban farms/gardens up front. There will be subtle z-depth layering to allow parallax when the screen animates out.
- 2 The Farmur logo will appear very large on this page and will be displayed throughout the site. This logo will not link anywhere.
- 3 This area is reserved for a brief introduction to the site and a link to the motion graphic. Basic welcoming language will be displayed here as well as a basic explanation as to what Farmur is. The button linking to the motion graphic will open a modal window that will animate in from the bottom part of the screen. The modal window will contain the video controls.
- 4 This area will display the current percent of the site that has been loaded. When the web site is fully loaded this will be replaced with a "Begin" button. If the user opens the motion graphic before the site is finished, this loading indicator will shrink and slide over to the left hand side of the screen while the numbers fade out and the circle fills in to make a full pie chart.
- 5 This footer will be persistent throughout the entire site. Along the left hand side is a link to the "About" page. Along the right hand side is a link to social options. When a user clicks this "Share" link, the "Share Farmur" screen will animate in.



- 1 This logo will link directly to the "Home" page and will be persistent on all pages except the "Home" page.
- 2 This area will animate down or up depending on the direction the user is moving through the site. This is the title of the current section the user is in and will update every time the user moves forward or back a page.
- 3 This timeline is used to adjust the entire page. When a user drags the orange slider to a particular decade, the amounts throughout the page will update and the animated illustrations will adjust.
- 4 This "i" will be persistent through all most of the site and indicates there is more information. When a user clicks on this "i" a modal window will slide in from the right. This modal window will contain charts, graphs, and data sources relevant to the current page. Users will be able to directly link to the source from the window. In some cases, extra charts will be displayed that show trends and information that gives a broader context to the current page.
- 5 This section is updated by the orange slider across the top. When a user progresses to a new year, the illustration of rural buildings will shrink and eventually some will disappear. The percentage will also adjust to reflect the current year.
- 6 Similar to number 5, this section is updated by the orange slider across the top. When a user progresses to a new year, the illustration of urban buildings will grow and eventually new ones will appear. The percentage will also adjust to reflect the current year.
- 7 This is the menu for the entire site. it slides in from the left when the site is loaded and the blue dot moves up or down every time the user moves forward or back a page. If a user hovers over the menu, all the page titles will slide out from the left and the user can click an option to move directly to a different page.
- 8 Similar to number 5 & 6, this section is updated by the orange slider across the top. When a user progresses to a new year, the illustration of acres will shrink and will eventually be a small portion of the box. The percentage will also adjust to reflect the current year.
- 9 Similar to number 5, 6 & 8, this section is updated by the orange slider across the top. When a user progresses to a new year, the illustration of 100 farmers will shrink one by one and there will eventually be only one farmer left. The percentage will also adjust to reflect the current year.
- 10 These buttons simply move the user back or forward to other pages.



- 1 The background here will be an illustration of a lake being polluted by a giant pipe. This pipe will be pumping a brown liquid into the lake and as the user drags the slider down in section 2 the lake will fill with brown liquid. If the user drags the slider up, the brown liquid will shrink back into the pipe.
- 2 This slider is used to adjust the section to the right labeled "Your guess." When a user drags the orange slider to a particular number, the amount in the "Your guess" section will update.
- 3 This section displays the number that the slider is currently on. When the user has decided on a number they can click "Confirm Guess" to see the "Actual Amount" section update.
- 4 This section updates when the user clicks "Confirm Guess." The "Actual amount" will update to the correct amount and the correct number will be highlighted in section 2.