FARMUR

An introduction to urban farming

Mark Teater

03189515

8/5/13

Web Design & New Media

Motion Graphics & UX Design

Introduction

- Undergraduate: media production & business

- Interested in social issues & solutions

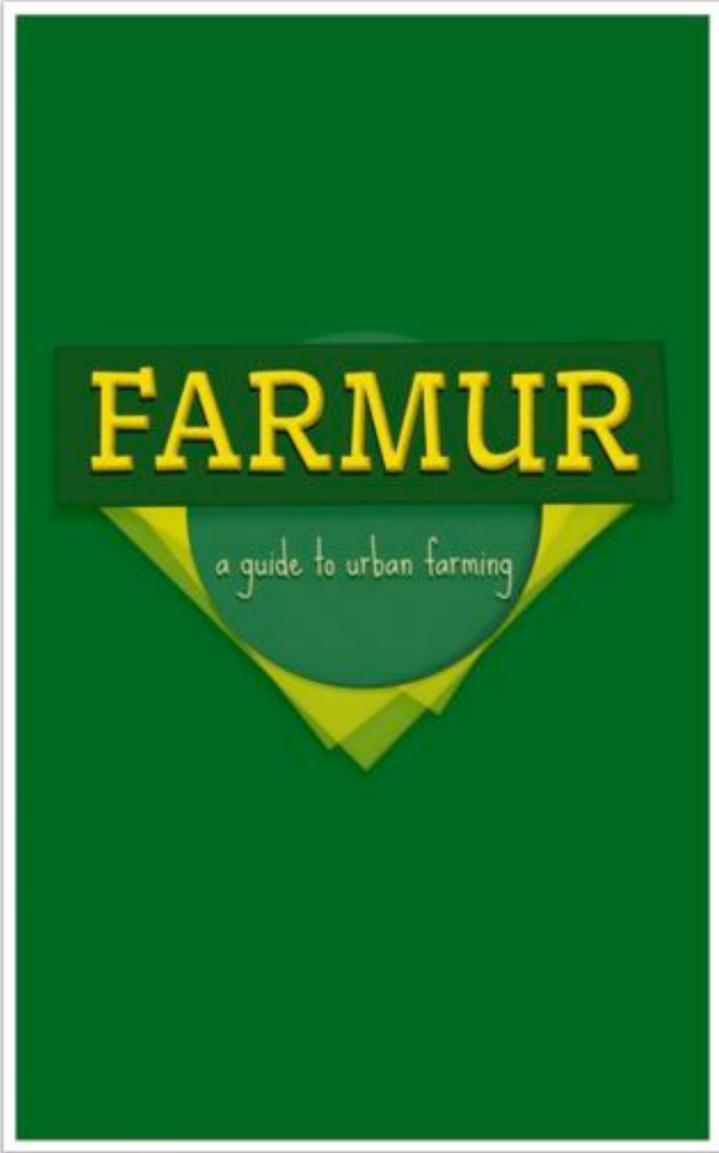- Considered a horticulture path

- Motion graphics inspire me

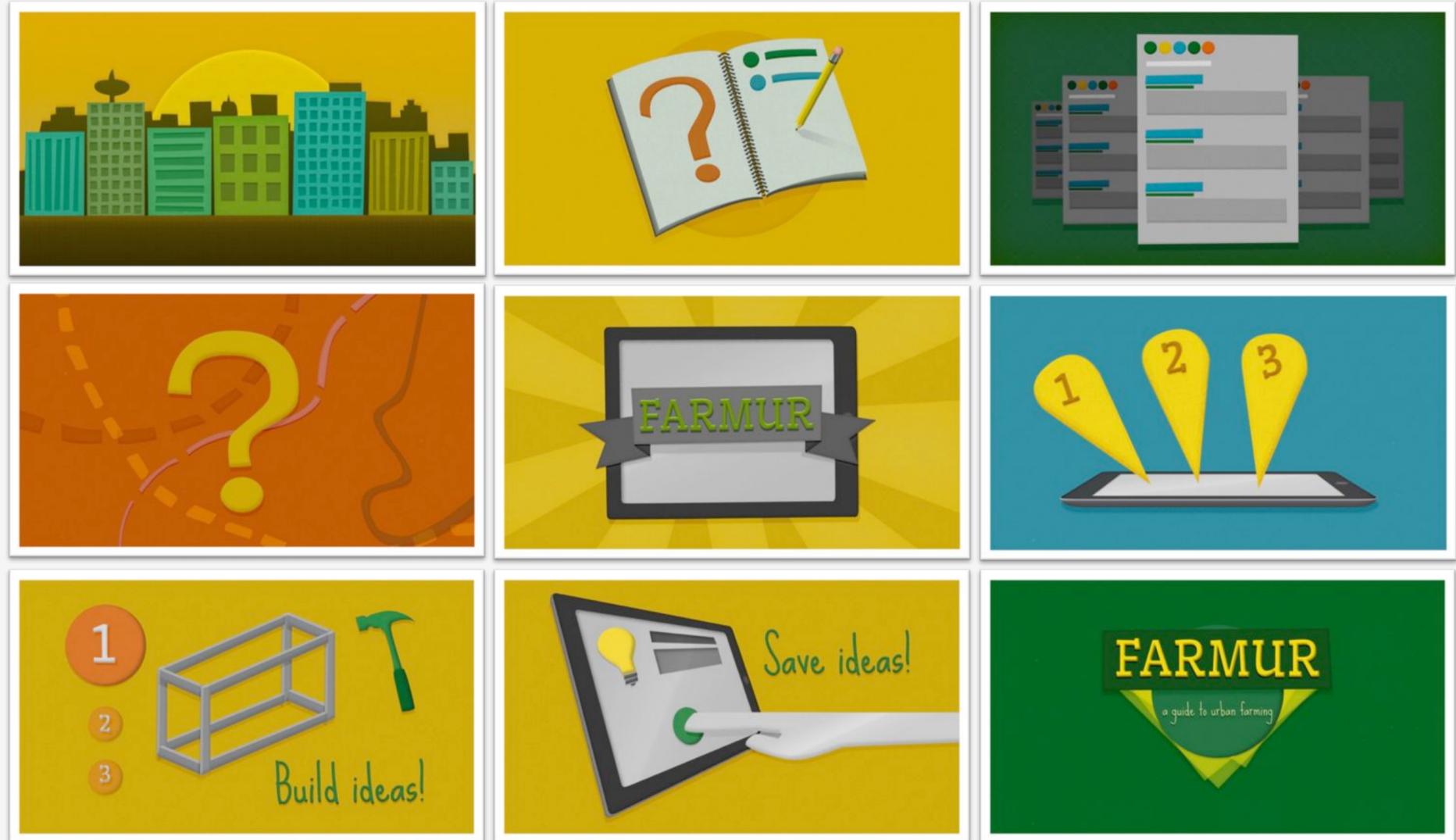# **Portfolio** 1/2

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
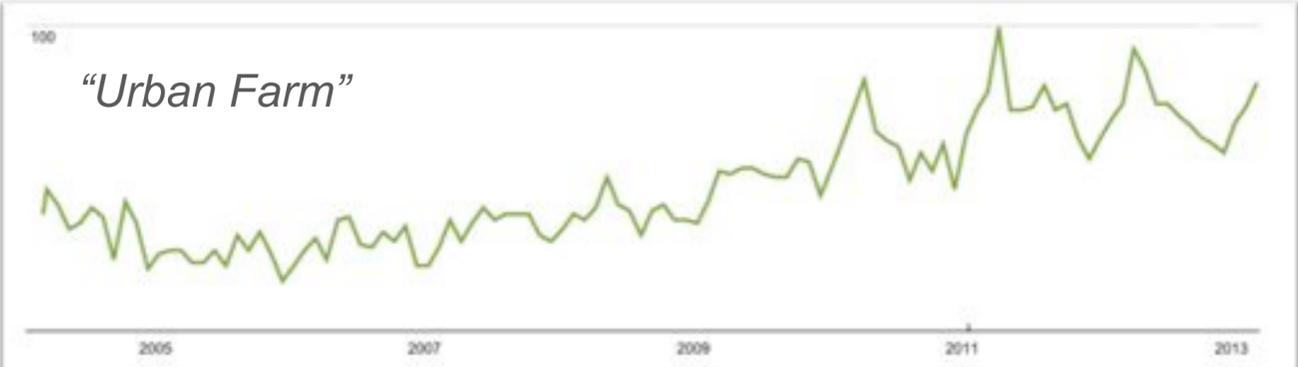urban farming concepts and how to start simple
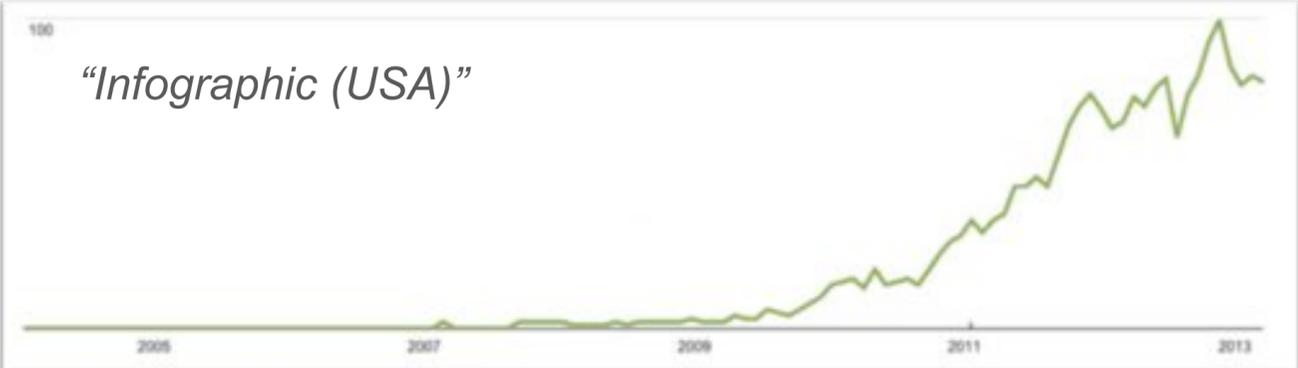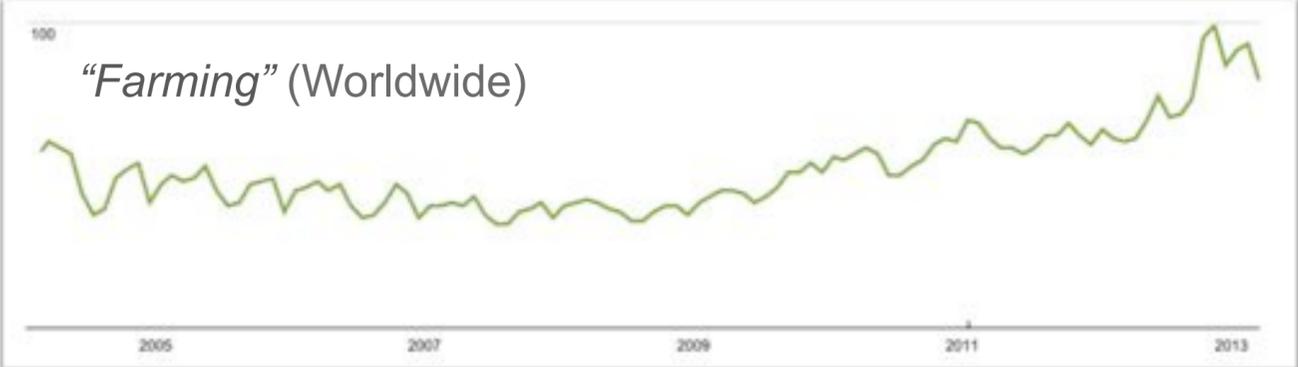
Solution

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

"Farming" (Worldwide)

"Infographic (USA)"
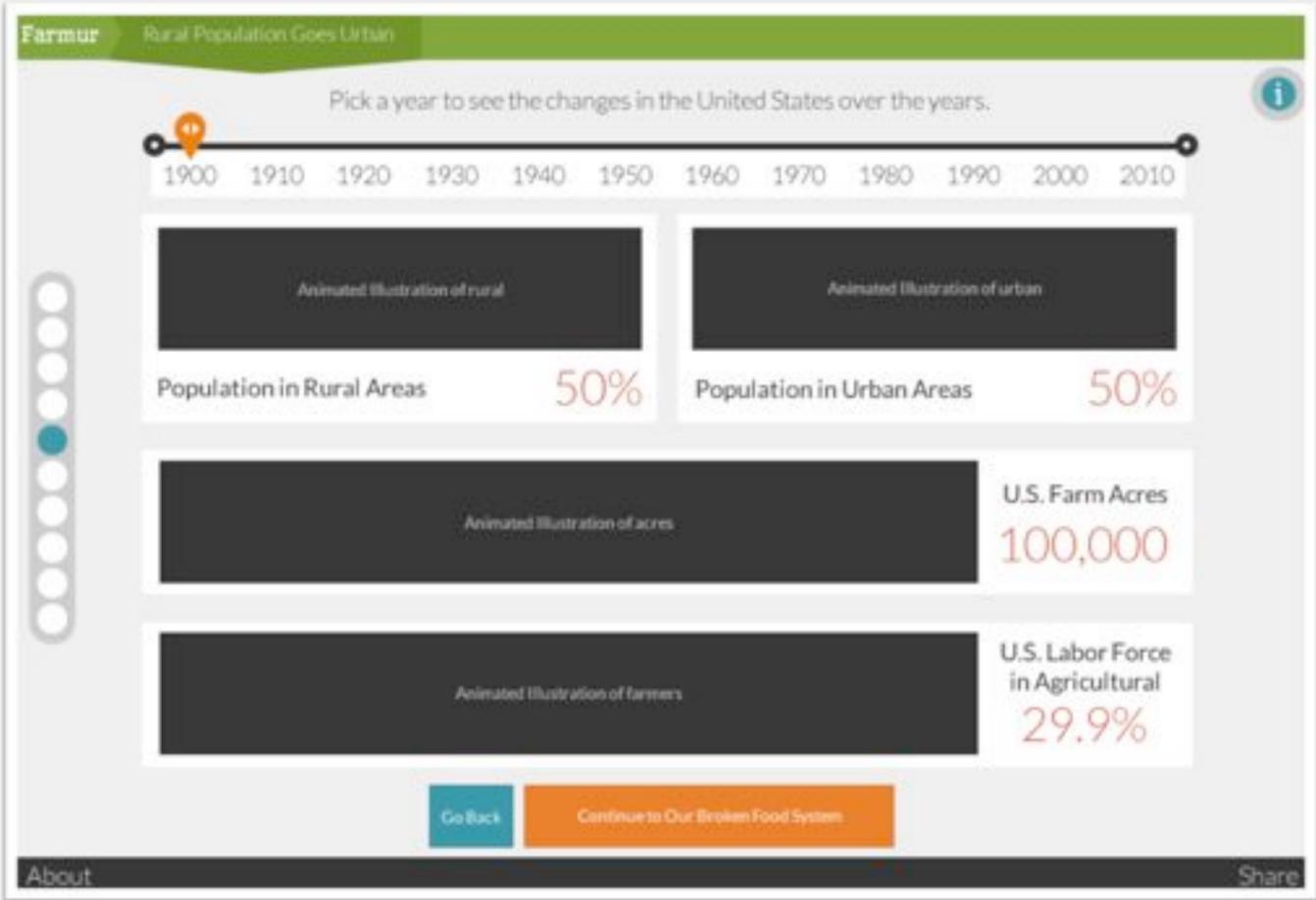
"Urban Farm"

Source: Google Trends

Primary Competitor

UrbanFarming.org

- Garden locations

- Short documentaries

- Discussion boards

- Frustrating design

Unique Position

- Interaction encourages active engagement

- Before people start their garden

- More illustrations, less text

Target Audience

- 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
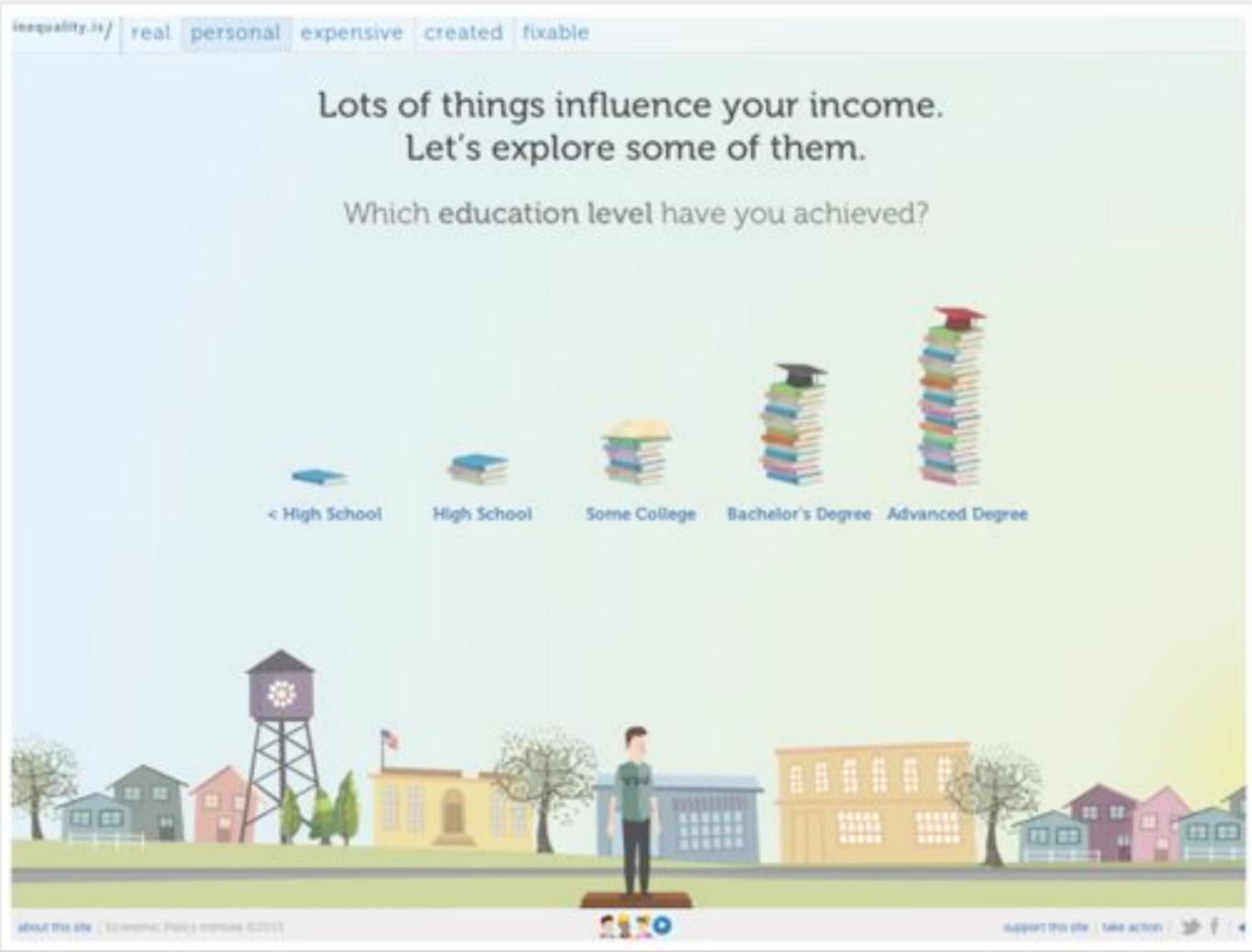
Source: inequality.is

Visual Development

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

User Testing
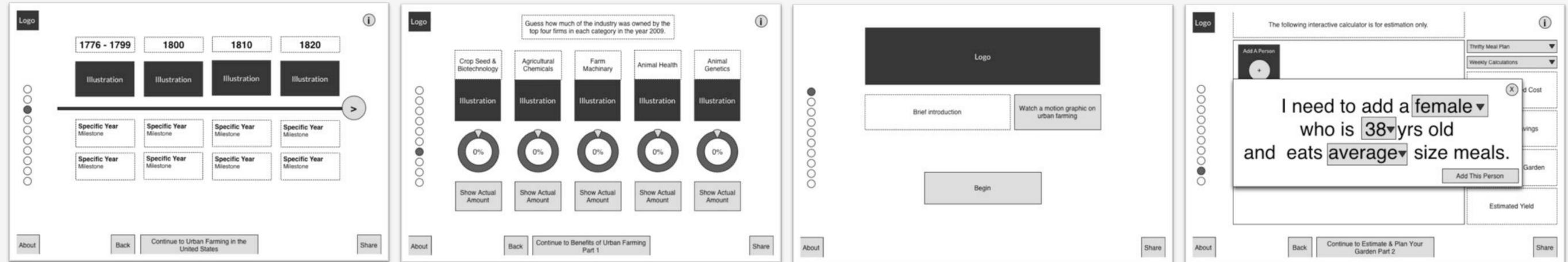
- Medium-fidelity test with 5 users

- High-fidelity clickable prototype in progress

User-Centered Design

Feedback	Response
• Too utilitarian	• Focused on telling a story
• Content bias	• Revealed sources earlier
• Make it engaging	• Interactive infographics

Information Architecture

Home

Motion Graphic

History Of Urban Farming

USA Agricultural Timeline

Urban Farming in the USA

Rural Population Goes Urban

Our Broken Food System

Industrial Waste & Consolidation

Benefits of Urban Farming

Estimate & Plan Your Garden

About

Primary Use Case Scenario

- Exploring site

- Interacting with infographics

- Estimating needs

Home

History Of Urban Farming

USA Agricultural Timeline

Years 1830-1860

Years 1870-1900

Urban Farming in the USA
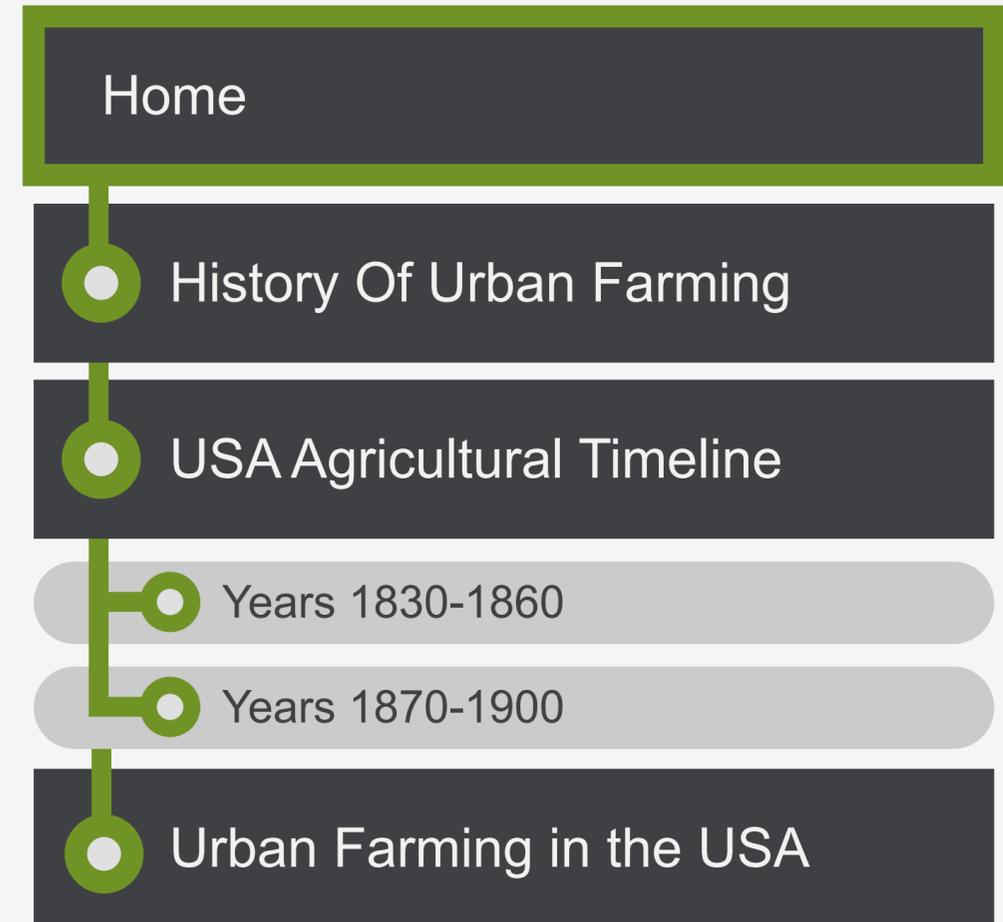
Technologies

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
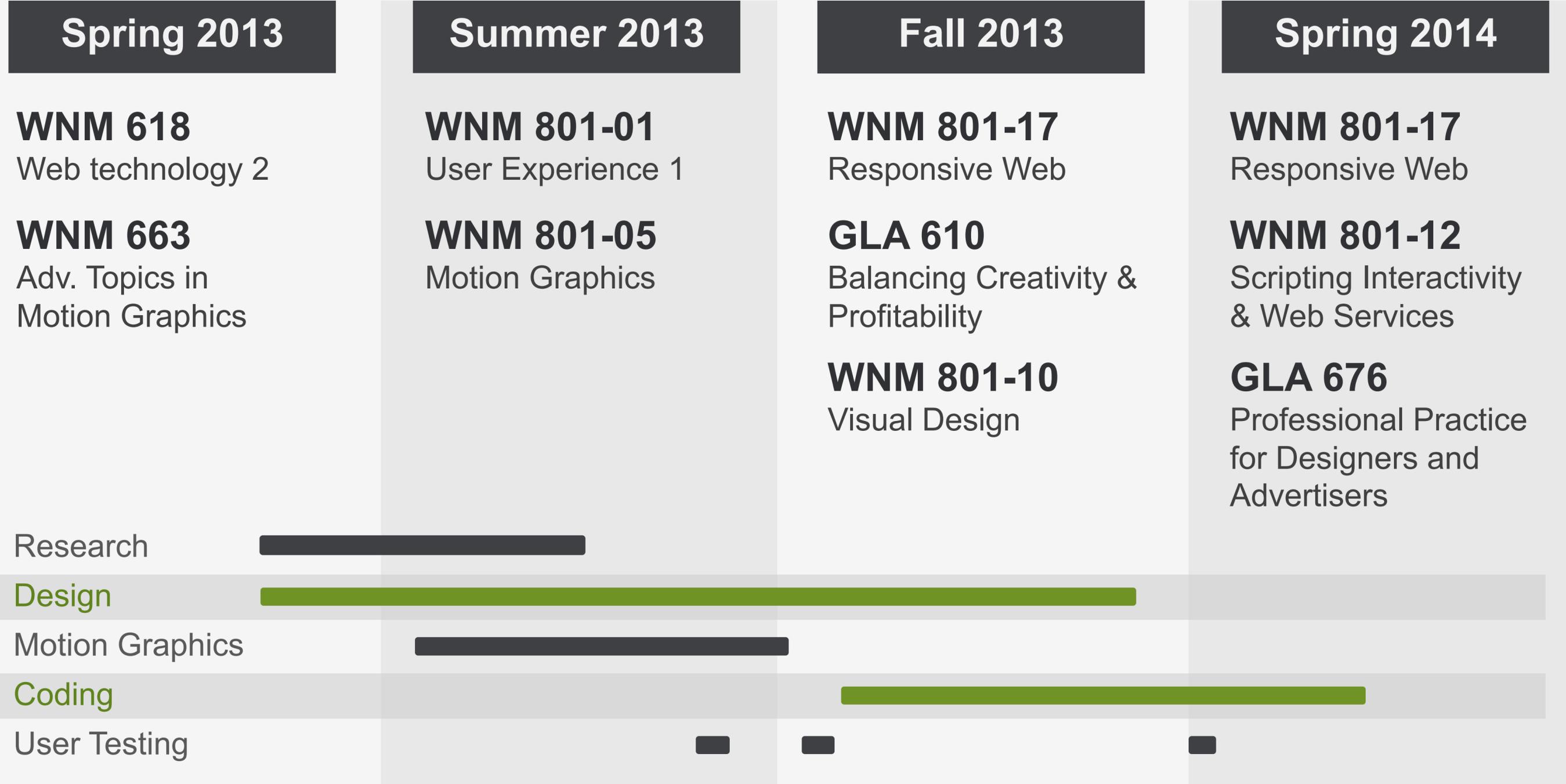
- Personal ideas & experience

Timeline

Spring 2013	Summer 2013	Fall 2013	Spring 2014
WNM 618 Web technology 2	**WNM 801-01** User Experience 1	**WNM 801-17** Responsive Web	**WNM 801-17** Responsive Web
WNM 663 Adv. Topics in Motion Graphics	**WNM 801-05** Motion Graphics	**GLA 610** Balancing Creativity & Profitability	**WNM 801-12** Scripting Interactivity & Web Services
		WNM 801-10 Visual Design	**GLA 676** Professional Practice for Designers and Advertisers

Research

Design

Motion Graphics

Coding

User Testing

FARMUR

Thank you.

Final Slide