

Graphic Design Brief

Monday December 3, 2007

Version 1.0

This version of the design brief is for the designer to estimate the job and for the producer to approve the direction.

Client

Radio National

www.abc.net.au/rn/

Project

Balancing Nature: Biodiversity hotspots in the Asia-Pacific, website

www.abc.net.au/rn/features/balancingnature/

Team

Web Production

Janet Parker

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Web Design

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Graphic Design

Amber Heyward

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Graphics Deadline

Thursday, December 20

Graphics Budget

Full Design - \$1 300.00

Background

This website will house transcripts, audio and photographs from the four part radio series, Balancing Nature: Biodiversity hotspots in the Asia-Pacific. An outline of the series is attached [bn_outline.doc]. It will join two prototypes in the Radio National Online feature format and act as a final template for any future series. The content for the site will be deployed using in-house design systems and the project will follow ABC production guidelines.

Aim

This website aims to enhance Radio National's four part series, Balancing Nature: Biodiversity hotspots in the Asia-Pacific. Along with providing easy access to transcripts and audio from each episode it will offer definitions of key terms and highlight important facts. The site will also contain information about the program makers and present photo galleries of them in the field.

Audience

Most likely students and researchers, the primary visitors to the website will be familiar with or have a direct interest in biodiversity hotspots in the Asia-Pacific. The secondary visitors will be a cross section from both the Radio National and greater ABC audience.

Brief

Using the following prototypes as a guide and adhering to their conventions, in particular fonts, headings and layout, design the overall look and provide web ready graphics for the Balancing Nature website.

Prototype 1 - Rice Bowl Tales

<http://www.abc.net.au/rn/streetstories/features/rice/>

Prototype 2 - A world without waste

<http://www.abc.net.au/rn/features/worldwaste/>

NB: The navigation is inconsistent and needs work. A more detailed wire frame will be included in version 1.1

Constraints

Existing structure

Quick turn around

Limited photography

Strict budget

Concept

What the design should convey

This website draws attention to four biodiversity hotspots in the Asia-Pacific region and examines whether conservation efforts can succeed in balancing human activity with their natural treasures. The design should emphasize the huge pressure these four unique environments are under while touching on the innovations being used in the area's conservation.

Overall the Balancing Nature website will be a thing of beauty. Rich photography of exotic wildlife, relaxing sounds of rustling habitat and scientists in remote locations doing their bit for nature. Not far below this beauty, however, we sense something sinister, a danger, a threat, a hotter hotspot... and then we notice it's only up the road, the hotspots are in our region!

Each episode will follow the overall design while providing a particular sense of place. The four episode pages will contain elements from their region and be representative of its story. If time permits a map highlighting each hotspot will also be included.

Keywords

Biodiversity
Nature
Asia-Pacific
Hotspot
Threat
Danger
Innovation
Conservation

Title

Balancing Nature

Tag line

Biodiversity hotspots in the Asia-Pacific- (*tbc*)

Hotspots - (*tbc, not the areas just the title*)

Australia
Vietnam
Philippines
New Zealand

Notes

- *Janet likes The Rice Bowl Tales, it has more continuity and better navigation.
- *Janet likes the texture in the background of the headings on Rice.
- *Maps could go in the space under the left hand side navigation, a bit like on Waste
- *Here is another way of including maps in the design:- www.latenightlivetimor.net/

Deliverables

Based on

www.abc.net.au/rn/features/worldwaste/common/

to see the below examples cut and paste the gif or jpg name and extension after the above url eg:-

www.abc.net.au/rn/features/worldwaste/common/graphics/icon_transcript.gif

Measurements

width in pixels x height in pixels

lhs - left hand side

rhs - right hand side

Please provide:-

overall

Icons

Used widely across the Radio National website only the colour of icons may be altered.

Transcript icon

graphics/icon_transcript.gif

12x15



Listen Icon

graphics/icon_listen.gif

17x14



Download Audio Icon

graphics/icon_download.gif

28x14



one each for each of the following sections

Homepage
Australia
Vietnam
Philippines
New Zealand

Title

graphics/bg_banner_home.jpg
952x126



Title lhs

graphics/bg_banner_bottom.jpg
254x79



Filler

graphics/bg_wrapper.gif
952x6



Footer

graphics/bg_footer.gif
952x43



optional

LHS Nav Background

graphics/bg_global_nav.jpg

254x224

- this may be a good place for the maps??



Body Background

graphics/bg_body.jpg

1300x415



Header

http://www.abc.net.au/rn/streetstories/features/rice/css/home/bg_h2.jpg

400x45



Header

http://www.abc.net.au/rn/streetstories/features/rice/css/china/bg_h2.jpg

500x27



ABC online highlights

To highlight the series across ABC online a number of promotional graphics are needed. For a final list see version 1.1. The highlights will include the same design in a variety of dimensions, similar to this:-

75 x 75 with and without text

125 x 70 – ABC front page

59 x 44 – ABC front page

300 x300 - for podcasts

600x600 – podcasts

1024x1024 – for podcasts

Resources

Maps and other hotspot stuff

<http://www.biodiversityhotspots.org/xp/hotspots/philippines/Pages/default.aspx>

<http://www.biodiversityscience.org/publications/hotspots/cover.html>

<http://web.conservation.org/xp/CIWEB/regions/priorityareas/hotspots.xml>

<http://news.bbc.co.uk/2/hi/science/nature/3707888.stm>

http://news.nationalgeographic.com/news/2005/02/0202_050202_hotspots.html

Photos

<http://flickr.com/photos/beejayge/382549191/>

<http://abc.net.au/rn/science//feature/nature/australia.zip> (49MB)

<http://abc.net.au/rn/science//feature/nature/NZ.zip> (35MB)

<http://abc.net.au/rn/science/feature/nature/philippines.zip> (20MB)

<http://abc.net.au/rn/science/feature/nature/vietnam.zip> (35MB)

