



WILD EARTH CAMP

PROJECT PLAN

NEW MEDIA CAPSTONE | SPRING 2022

Jenna Gold
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Stephanie Lopez
Savanna Smith

PROJECT OVERVIEW

Our project objective is to build a fun, interactive website for Wild Earth Camp, a Summer program hosted on the Piedmont Preserve land. The client, Laura Hill, is interested in this website acting as a community resource to not only inform about the camp, but also give the Athens community a chance to contribute their experiences at Piedmont Preserve, sign up for volunteer events, and learn something about the world around them with the click of a few buttons.

GREATEST CHALLENGES

Since we are working with a client, we anticipate that our biggest challenges will arise from trying to meet all of her expectations, in a timely manner, and in a way that she is wholly satisfied with. If we are ever in a place of needing materials from Laura, that could also present a roadblock. Laura has high expectations for this website to be user-friendly, attractive, and interactive. She not only wants people to be able to browse the website for more information about Wild Earth Camp, but also be able to upload their nature findings, submit camper information, and make donations, amongst other things.

To meet these requests, we are going to have to ensure these aspects of the website link back to Laura in a way that is organized and makes her operations run more smoothly than before. Technically, there may be some aspects of the website that we have to do some research on how to construct or seek assistance from our NMI peers. Ultimately, however, we feel very confident about being able to overcome or get help if any of these challenges become problems.

GOALS

Reach

Ideally, we will be able to incorporate everything on Laura's wishlist into the Wild Earth Camp website. The website will have multiple interactive elements, ample photo and video content we have taken from visiting the land, a simple way for users to upload their own content, a way of payment set up for donations/camp fees that goes directly to Laura, and the design will be aesthetically pleasing. In addition, we will establish a social media presence for Wild Earth Camp on Instagram and Facebook that will garner more attention for the camp, helping Laura to make it a non-profit organization in order to accept more grants and donations. To help establish a uniform presence in terms of design across these platforms, we will create a logo and style guide for all Wild Earth Camp content.

Main

If we are not able to achieve everything Laura wants, we hope to still deliver a functioning and attractive website. Realistically, we expect the additional photo/video content and the social media presence to be the reach aspects that we might find ourselves out of time to incorporate.

Safety

At the very least, if we are for some reason unable to figure out the more complex aspects of building Laura's website, like setting up a way for users to check out books, or creating an inventory of the plants/animals people visiting the camp find, or just generally cannot make it super interactive, we at least want it to be informational and enable people to be able to register their campers and make donations.

CHECKPOINT ASSIGNMENTS

Checkpoint 1 (Due 2/8)

- Presentation: Stephanie Lopez
- Alpha: Spence Johnstone
- Exploratory Research: Jenna Gold, Stephanie Lopez
- Project Plan: Savanna Smith
- PR/FAQ: Rylie Geraci

Checkpoint 2 (Due 3/1)

- Presentation: Stephanie Lopez
- User Research: Jenna Gold, Rylie Geraci
- Beta: Spence Johnstone
- UX Map: Stephanie Lopez

Checkpoint 3 (Due 3/29)

- Presentation: Savanna Smith
- 1.0: Spence Johnstone
- Visual Design Document: Stephanie Lopez, Rylie Geraci
- Poster: Jenna Gold
- Website Beta: Spence Johnstone, Stephanie Lopez
- SLAM Promotion Material: Rylie Geraci

Checkpoint 4 (Due 4/19)

- Stage Presentation Beta:
- 1.1: Spence Johnstone
- Launch/Handoff/Social Deliverables: Rylie Geraci, Savanna Smith, Stephanie Lopez
- Resume: Jenna Gold

Final Deliverables (Due 4/28)

- Operational Project: Operational Project
- Stage Presentations: Savanna Smith
- Booth Presentation + One-Pager: Rylie Geraci
- Project Trailer: Stephanie Lopez
- Project Website: Jenna Gold

SLAM! On 5/7/22