

# Earth Charter Fest



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Web Development

## Earth Charter Fest

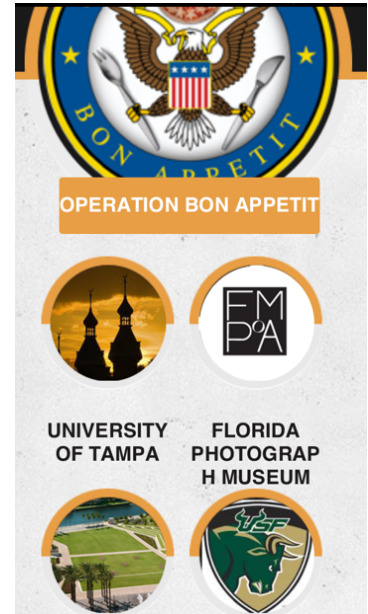
The idea for Earth Charter Fest came from Jan Roberts and her experiences with Earth Charter, Bon Appetit, Culinary Institute of America, and various other projects. With similar like-minded individuals, Jan has teamed up to plan and host a festival dedicated to promoting the Earth Charter mentality. Their goals include respect and care for community and life, ecological integrity, social and economic justice, along with democracy, nonviolence and peace. Earth Charter Fest provides a hands on experiences for people to learn about these injustices and provide opportunities for an individual to take action. Events will be held at different locations throughout Tampa. Some of the locations include Curtis Hixon Park and University of Tampa. Throughout various meetings other locations have been discussed to host certain events, more details will arise closer to the time of the event.

### Earth Charter

*"We stand at a critical moment in Earth's history, a time when humanity must choose its future. As the world becomes increasingly interdependent and fragile, the future at once holds great peril and great promise. To move forward we must recognize that in the midst of a magnificent diversity of cultures and life forms we are one human family and one Earth community with a common destiny. We must join together to bring forth a sustainable global society founded on respect for nature, universal human rights, economic justice, and a culture of peace. Towards this end, it is imperative that we, the peoples of Earth, declare our responsibility to one another, to the greater community of life, and to future generations."*

After several meetings with Jan Roberts and others I began to understand what their core purpose was. My goal was then find out how I could benefit from this experience along with helping their foundation and coexisting with their goals. Before I started forming or wireframing the website I took these principles into mind. My goal was to create a website that suites all the browsers of PC and Mac, along with a mobile version of the site. The mobile version was the most important key for me to incorporate Earth Charter's beliefs. Having the fluid mobile version layout enables a different experiences and navigation of the site entirely. The mobile versions, if executed well, can prove very beneficial compared to navigating on 'x and y' coordinates as if you were on a computer. After long research and trials with various layouts, I decided to go with a Wordpress provided by Gavick. This layout provides animated functions that draw the user in, while displaying the different events hosted. The user is also able to navigate through the sponsors of the event, these are also yet to be fully established. The next few iPhone 5 screenshots demonstrate the visual layout of the fluid phone design thats users will experience when browsing the page.

## iPhone 5 Display



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The above layout provides the user with a bold font and colour scheme that captures the user. It is not over complicated for the small viewings space of a smartphone. As most of the traffic will be from the mobile web version, those users are catered to more practically than navigating with a computer. The twitter is directly linked up to an account I set up for Jan Roberts so she can keep the users up to date before, during and after the event. The account will be a great way to spread the word of the event, along with helping out the numerous announcements that will be made. The menu drops down from the top left which is marked by the three horizontal line icon enticing the user to click there. The menu provider the same navigation as the full website but in an easier fashion. Instead of dealing with the drop-down menu under About Us page, there is simple a '-' to let the user know this is a sub-category. The css driven events buttons are still animated even on the smartphone edition.

As you can see to the left a QR code has been designed to take the user to the Earth Charter website. This is where I was able to combine my skills with the mentality of Earth Charter. Marketing this QR code will not only bring in more traffic and users that wouldn't have gone to the site or been too lazy to type it in their url box, but it saves the need for paper. Having this code displayed on signs around the festival and big screens that people can hold their smartphone up to and navigate directly to the page. There will be a separate code designated and labeled just for the schedule so that users on the day do not need a brochure of where these events are, they are listed right in front of them. While they are using the QR code they will see the constant update of the twitter. I believe this can benefit not only ecologically but help the overall flow of the event. Having this upfront stance on saving paper by some computer work and programming, provides a good role model for following what one preaches. Once more events are announced and released the development of the site can catapulted further. This project has provided me with an interesting experience of using my computer skills to benefit others ecologically and develop a certain mobile and web branding for their marketing.



## SCHEDULE

FRIDAY, NOVEMBER 3RD, 2013

Information is TBA.

SATURDAY, NOVEMBER 2ND, 2013

USF Graphic Studio Exhibit

National Artist Tomas Saraceno's Cloud City exhibit held recently at the NY museum of Art will be replicated in part with a launch of a Biosphere from MOSI Grounds.