

LOS ANGELES FUND for Public Education

wireframes

23.Sep.2012

- 3 ARTS & MINDS ECOSYSTEM
- 4 BARBARA KRUGER, journey, non-mobile
- 5 JON BALDESSARI journey, mobile
- 6 INTERACTION DESIGN
- 7 INTERACTION DESIGN RECOMMENDATION
- 8 WIREFRAMES
- 9 LANDING PAGE FOR ARTS + MINDS
- 10 LANDING PAGE FOR ARTS + MINDS notes...
- 11 LANDING PAGE FOR STUDENTS (note, Students for later release)
- 12 LANDING PAGE FOR ARTISTS

There are two tasks at hand here.

First, we must tell the story as many ways as possible, using digital media vehicles that can all be tied together to become part of one overall master narrative, driving back to the campaign's home page to learn more.

Secondly (and just as importantly), each media vehicle must provide people the opportunity to donate at any part along the narrative, as easily and organically and with the fewest steps to opt-in as possible.

ARTS & MINDS ECOSYSTEM

SOCIAL

Pinterest is a photo and video-aggregating platform that will drive traffic back to the LAFund.org through user engagement with images and video related to the campaign.

Instagram is the photo micro-blogging platform, used for instantaneous documentation and for teasing upcoming content.

Tumblr is leveraged as another platform to place content.

Twitter will be used for text based short narratives, ongoing feedback about the program and call & response dialogue between LA Fund and donors.

Google+ is a platform to host "hangouts," which are video chats for a group. Artists can host sessions where they take questions and/or present a project.

Facebook serves as a repository for all content generated by social media & as a venue to re purpose content from the site.

LinkedIn's professional network can be used to show how the arts have influenced and enhanced members' current careers, via updates and other shareable content.

Youtube is the video repository, in addition, calls to action may be placed at the end of the videos for donations.

4square will be used to drive awareness of specific location-based work (if applicable). Also a great way to highlight events.

SMS txt is a simple fund raising option that can be placed in variety of print & digital mediums.

Use **Google Maps** as a mechanism to show where iconic buildings or public arts works would cease to exist.

The website contains a dedicated section for the site for the new initiative (art based) + all of the related content (video, twitter, blog postings, program overview, etc.). The website should also include a dedicated call to action on all pages to donate.

LAFund.org

Donation will be done via two methods (1) referral via URL to the existing donation form that is part of the site and (2) via SMS where a number exists that donors can text to donate a set amount, e.g. "Text 888888 to donate \$10 to the LA Fund."

MASS/OOH

Drive to donate from Mass and Out of Home will be done via URL referrals to the online form for donation & SMS text for donation via phones.

ONE-TO-ONE

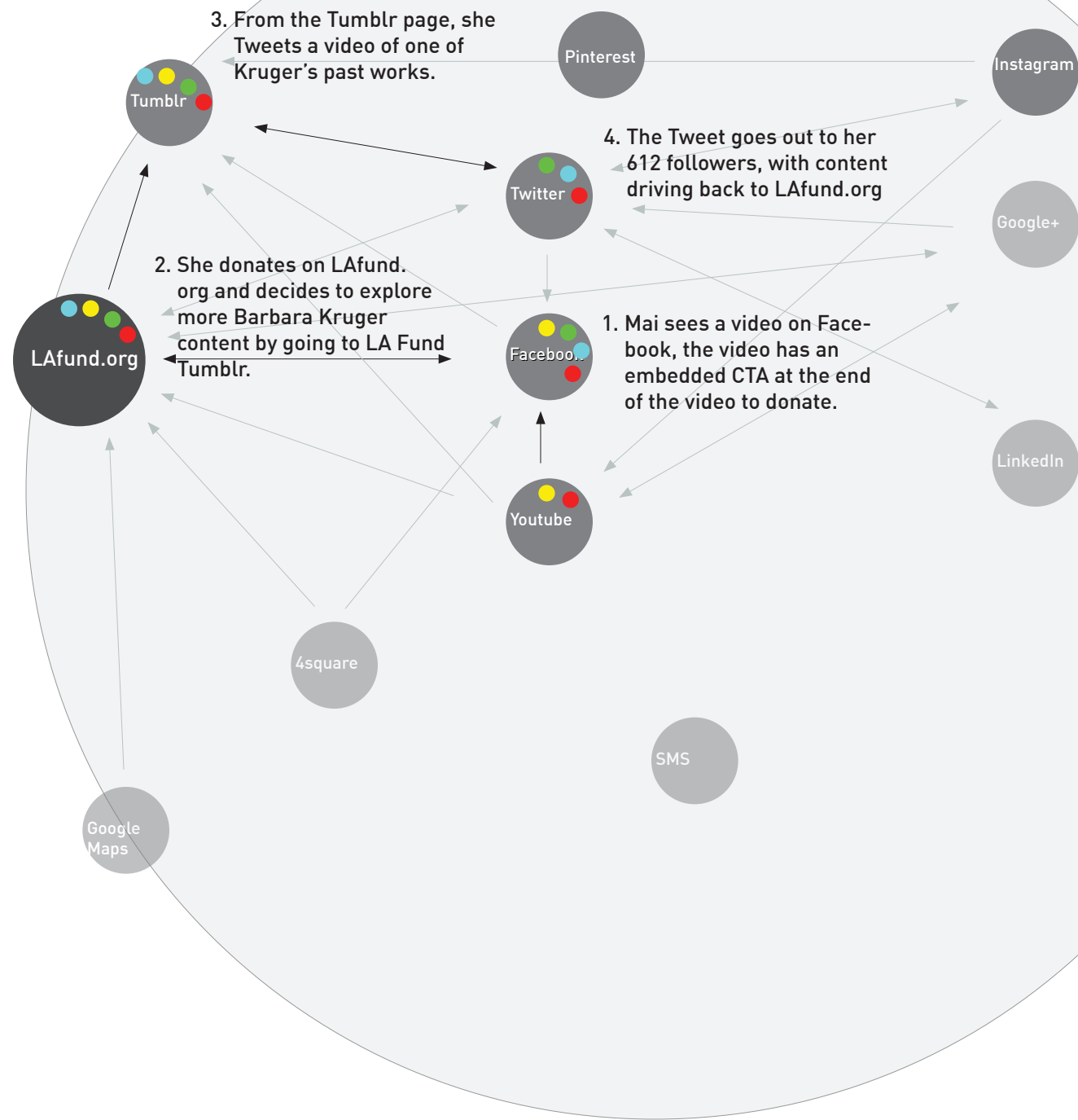
Drive to donate from One-to One will be done via URL referrals to the online form for donation & SMS text for donation via phones.

KEY



BARBARA KRUGER,
journey, non-mobile

SOCIAL



MASS/00H

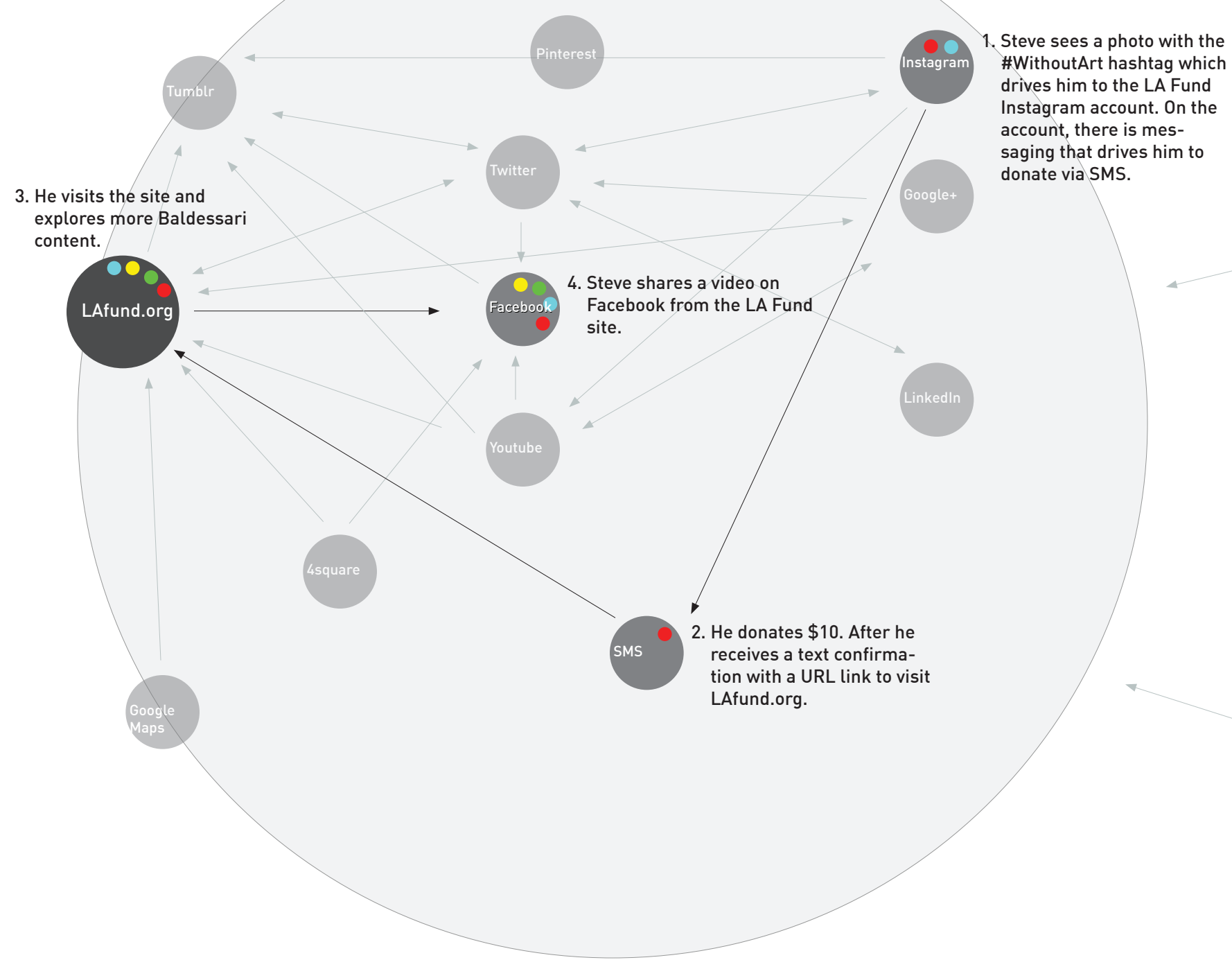
ONE-TO-ONE

KEY

- photo
- video
- narrative
- donation

JON BALDESSARI
journey, mobile

SOCIAL

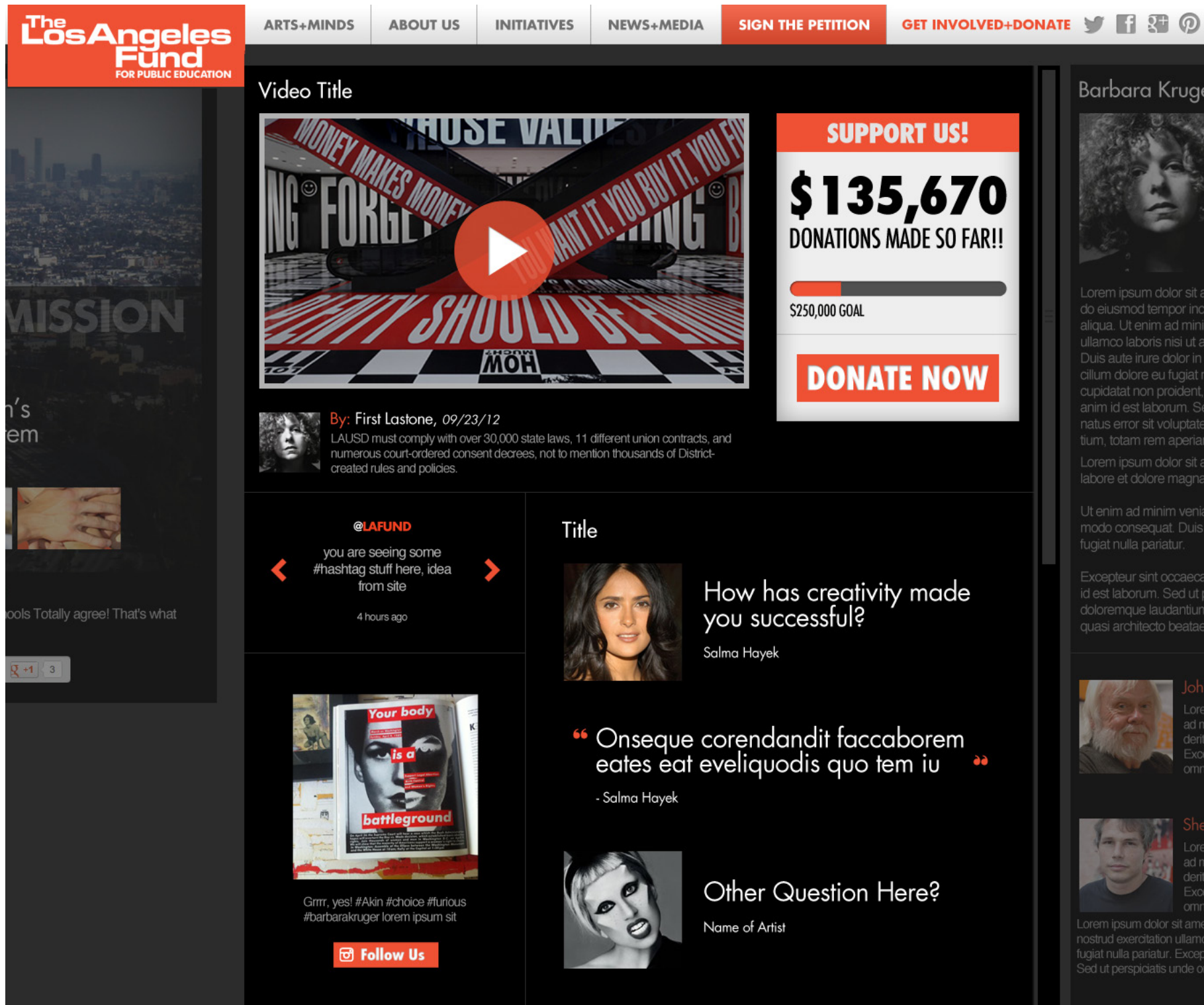


MASS/OOH

ONE-TO-ONE

KEY

- photo
- video
- narrative
- donation



After looking at your development site we recommend the following interaction would happen when your user uses the global or sub-navigation.

The page they are going aligns to the right side, flush, with the logo. The other pages are then dimmed in the back.

The intent is to use the motion and the change of opacity to help guide the experience, and put the focus on the content.

1 ARTS+MINDS ABOUT US INITIATIVES NEWS+MEDIA GET INVOLVED+DONATE SIGN THE PETITION

ABOUT / THE STUDENTS / THE ARTISTS

3 VIDEO TITLE

00:00 03:42

5 SUPPORT US!!!

\$35,670 so far!!!

Facerio ber-chicient laccati tem et velist, si res utectotatur

\$250,000

DONATE NOW

4 by First Lastone, MM/DD/YYYY

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6 @LAFund

you are seeing some #hashtag stuff here, idea from our site

4 hours ago

FOLLOW US

8 TITLE

How has creativity made you successful?

Salma Hayek

7 AND A RICH MAN'S JOKES ARE

Nequam. Te perchicto Enimporem la consequ asperorro quodi dis maximi, WihoutArt

FOLLOW US

10 Onseque corendandit faccaborem

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Salma Hayek

Other Quesiton here?

Name Ofartist

11

1	Graphic	Logo, hpyerlinked to the home page
2	Global navigation	
2a	Navigation	Arts+Minds
2b	Navigation	About Us
2c	Navigation	Initiatives
2d	Navigation	News+Media
2e	Navigation	Get involved and donate
2f	Navigation	Sign the petition, this offered for placement when needed, e.g. Sign a Petition, will not be constant navigation on the page
2g	Navigation	TBD
2h	Navigation	TBD
2i	Navigation	TBD
2j	Navigation	TBD
2k	Secondary navigation	About (the program)
2l	Secondary navigation	The Students
2m	Secondary navigation	The Artists
3	Video/Content layer presentation	
3a	Copy	Video title
3b	Call to action	Social share icons. Note exact set and behavior TBD
3c	Call to action	Sub-navigation for content area (inactive)
3d	Call to action	Sub-navigation for content area (active)
3e	Display area	
3f	Dynamic copy	Timestamp
3g	Scrub bar	
3h	Call to action	Play, changes to Pause icon in click state
3i	Copy	Play
3j	Copy	Timestamp : duration
3k	Call to action	Show video full screen
3l	Call to action	Volume control
4	Video text presentation	Note for text support of video only
4a	Graphic	Headshot
4b	Copy	First and last name of author/creatorartist
4c	Copy	Date stamp
4d	Copy	Body copy
5	Donation presentation layer	
5a	Copy	
5b	Dynamic copy	Money raised to date + explanatory copy
5c	Dynamic graphic	Graphically show progress to date against total fund-raising goal
5d	Navigation	Donate now, drives to online form
6	Twitter presentation layer	

LANDING PAGE FOR ARTS + MINDS notes...

6a	Call to action	Go to previous tweet
6b	Copy	Profile name
6c	Dynamic copy	Tweet copy
6d	Dynamic copy	Time stamp
6e	Call to action	Go to next tweet
7	Instagram presentation layer	
7a	Graphic	
7b	Copy	
7c	Call to action	Follow
8	Copy	Title
9	Celebrity Q&A presentation layer	
9a	Graphic	Headshot
9b	Copy	Question
9c	Copy	Name
9d	Call to action	Turn to see the answer to the question
10	Celebrity Q&A presentation layer	
10a	Copy	Response
10b	Copy	Name
11	Scroll bar	

LANDING PAGE FOR STUDENTS

1	Graphic	Logo, hpyerlinked to the home page
2	Global navigation	
2a	Navigation	Arts+Minds
2b	Navigation	About Us
2c	Navigation	Initiatives
2d	Navigation	News+Media
2e	Navigation	Get involved and donate
2f	Navigation	Sign the petition, this offered for placement when needed, e.g. Sign a Petition it will not be constant navigation on the page
2g	Navigation	TBD
2h	Navigation	TBD
2i	Navigation	TBD
2j	Navigation	TBD
2k	Secondary navigation	About (the program)
2l	Secondary navigation	The Students
2m	Secondary navigation	The Artists
3	Video/Content layer presentation	
3a	Copy	Video title
3b	Call to action	Sub-navigation for content area (inactive), if needed
3c	Call to action	Sub-navigation for content area (active), if needed
3d	Display area	
3e	Dynamic copy	Timestamp
3f	Scrub bar	
3g	Call to action	Play, changes to Pause icon in click state
3h	Copy	Play
3i	Copy	Timestamp : duration
3j	Call to action	Show video full screen
3k	Call to action	Volume control
3l	Copy	Body copy
3m	Call to action	See all videos, optional use
4	Donation presentation layer	
4a	Copy	
4b	Dynamic copy	Money raised to date + explanatory copy
4c	Dynamic graphic	Graphically show progress to date against total fund-raising goal
4d	Navigation	Donate now, drives to online form
5	Person info presentation layer	Same layout will be used for Professors & Students
5a	Graphic	Headshot
5b	Grahic	Body copy
6	Blog presentation layer	
6a	Copy	Title
6b	Copy	Date stamp : either DD/MM/YYYY or MM/DD/YYYY
6c	Copy	Body copy

LANDING PAGE FOR ARTISTS

1

a ARTS+MINDS
b ABOUT US
c INITIATIVES
d NEWS+MEDIA
e GET INVOLVED+DONATE
f SIGN THE PETITION

2

k ABOUT / THE STUDENTS / THE ARTISTS
l
m

BARBARA KRUGER

+1
Tweet 26
Like 11

Some introductory copy would go here where there is space. It should be some nice quick copy, Big graphic below and call to action Join. Avocastem diis, nost L. Ebus, sullaremed nihili serium fit con nos comnes ad dum simunum, us auc omnemus, terfir hora Satquem omne catum inatium es feris verende mo modiem, conscre strum, nem vis, ex nonequam tam opte cora, nonsultum.



Ex norem, nihilinati, invo, sed intrena, Casdam aucio nu me peritri inatiam tum, que auconsu labemed se quem conde confectus? Ectus int. Evium P. Itro tusa auctam prarideris inatum, veremniquo hicae in Itandes culiam tum aurs igna, que nes, ene diem, quod nonst gra? Ihicontemus res audam sulvidem tercerobus es cupiem, sendam escre poribus verifiri, Patquos, quem omneri posta porum auctus prioritemque eris? Iquis. Num musque prox more-



Nequam. Te perchicto Enimporem la consequ asperorro quodi dis maximi, WihoutArt

FOLLOW US

SUPPORT US!!!

\$35,670 so far!!!

\$250,000

DONATE NOW

5

JOHN BALDESSARI



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Ex norem, nihilinati, invo, sed intrena, Casdam aucio nu me peritri inatiam tum, que auconsu labemed se quem conde confectus? Ectus int. Evium P. Itro tusa auctam prarideris inatum, veremniquo hicae in Itandes culiam tum aurs igna, que nes, ene diem,

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SHEPARD FAIREY



Some introductory copy would go here where there is space. It should be some nice quick copy, Big graphic below and call to action Join. Avocastem diis, nost L. Ebus, sullaremed nihili serium fit con nos comnes ad dum simunum, us auc omnemus, terfir hora Satquem omne catum inatium es feris verende mo modiem, conscre strum, nem vis, ex nonequam tam opte cora, nonsultum.

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RUBEN OCHOA



Some introductory copy would go here where there is space. It should be some nice quick copy, Big graphic below and call to action Join. Avocastem diis, nost L. Ebus, sullaremed nihili serium fit con nos comnes ad dum simunum, us auc omnemus, terfir hora Satquem omne catum inatium es feris verende mo modiem, conscre strum, nem vis, ex nonequam tam opte cora, nonsultum.

Ex norem, nihilinati, invo, sed intrena, Casdam aucio nu me peritri inatiam tum, que auconsu labemed se quem conde confectus? Ectus int.

+

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2h	Navigation	TBD
2i	Navigation	TBD
2j	Navigation	TBD
2k	Secondary navigation	About (the program)
2l	Secondary navigation	The Students
2m	Secondary navigation	The Artists
3	Feature Artist presentation layer	
3a	Copy	Name
3b	Call to action	Social share icons. Note exact set and behavior TBD
3c	Graphic	Headshot
3d	Copy	Body copy
3e	Graphic	
3f	Scroll bar	
4	Instagram presentation layer	
4a	Graphic	
4b	Copy	
4c	Call to action	Follow
5	Donation presentation layer	
5a	Copy	
5b	Dynamic copy	Money raised to date
5c	Dynamic graphic	Graphically show progress to date against total fund-raising goal
5d	Navigation	Donate now, drives to online form
6	Artist presentation layer	
6a	Copy	Artist name
6b	Graphic	Head shot
6c	Copy	Body copy
6d	Call to action	Toggle open, changes to a close when content is toggled open
7	Artist presentation layer opened	Note the call to action turns to a close, when it is used to reveal the content