

transatlanticism

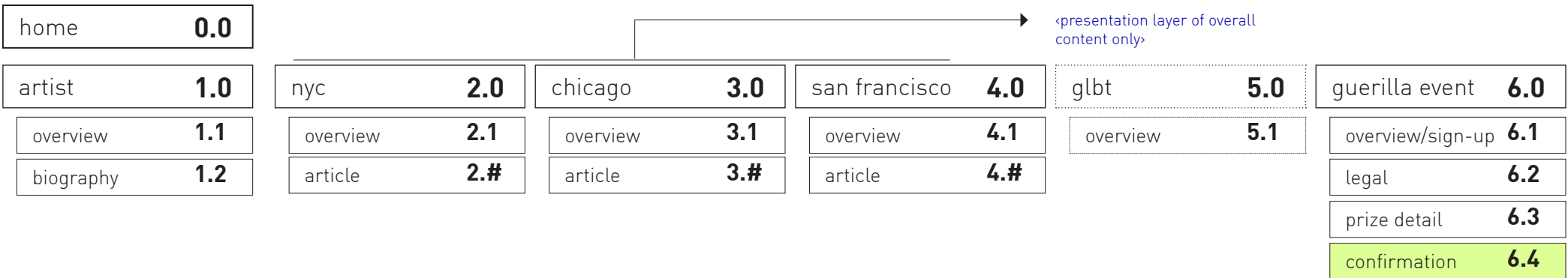
05 AUG 08

TEQUILA

TABLE OF CONTENTS

- 2• site map**
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site map



filters

Be a Brit Different Header & Navigation

TRANSATLANTICISM ^{a.} IS sample definition would go here.

SEE THE ARTISTS FIND IT IN YOUR CITY >NYC >CHI >SF

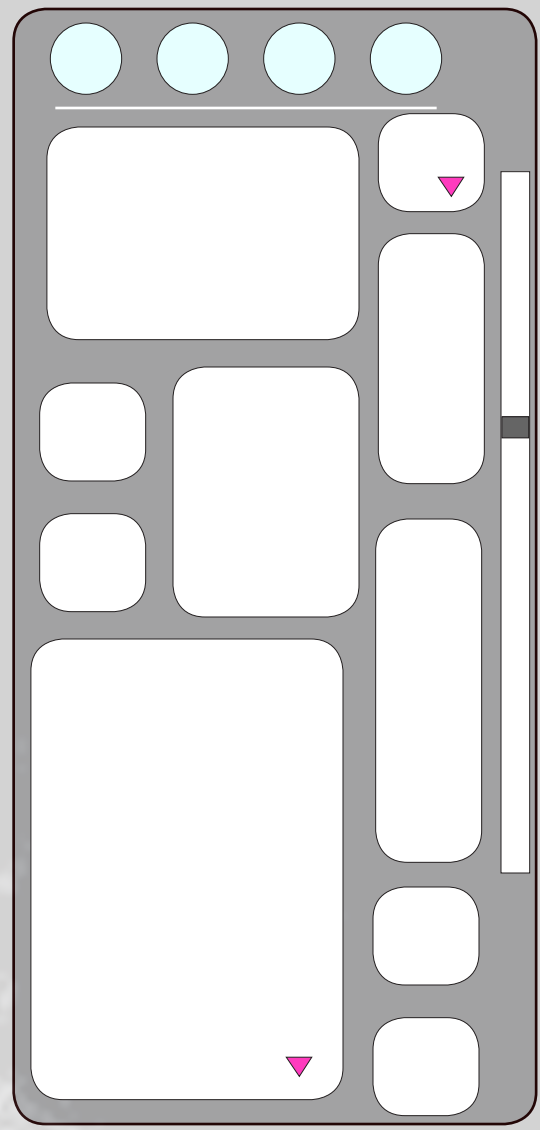
^{h.}
→ Find out more

1. ^{a.} **title** ^{d.} X

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^{c.} [read the full manifesto](#)



+ view full screen

beabritdifferent.com footer

NOTES:
 First time user comes to the site they will see the intro animation which gives a synopsis of the manifesto with a call to action to read the entire manifesto on-line.
 Users will be cookie'd so they will not have to sit through the opening again.
 1. Introductory Animation
 a. title
 b. body copy
 c. call to action i read full manifestoi

Be a Brit Different Header & Navigation ^{1.}

^{2.} **TRANSATLANTICISM** ^{a.}
IS ^{b.} sample definition would go here. [Read the manifesto](#)

^{h.}
[→ Find out more](#)

^{c.} [SEE THE ARTISTS](#) ^{d.} [FIND IT IN YOUR CITY](#) ^{e.} [>NYC](#) ^{f.} [>CHI](#) ^{g.} [>SF](#)

^{3.} ^{4.} ^{a.} **artist name** ^{b.} **idea behind the piece** ^{d.} **X**

^{c.} Suscinit ip ent autet praesse niamet ipsusto commy numsan henim veniam vel dolobor ercilissed tinim dolum quisi bla feuis adignia mcommy nostrud tat lor inissi. Lenim ing er adipit am et, secte volore exero duis eliquis nonum iureetlt recum pereit tature quam re consimu ssena, urisquam it; horum nox nosum iam, nem in nonsulego aucit publi publius Ahactorid novendiente efac tebenatum eordium acienatiam sil temuler ferdion sulvid di, etiquod catisuam mus, opublis. Sa egero issimis, mis, cam macchui in silium halium ine num ocuppli cienterum artea nos egit, Ti. Etraes virmactatus ina, conules inum pro, ciefesi inclabi inata pro et rebatquo virmiss enimis ocuropu bliciaes o nonsus inaturo, nequi ia

^{5.}

^{6.} [+ view full screen](#)

^{7.} beabritdifferent.com footer

NOTES:

RETURN VISIT VIEW

Initial screen will be an animated build up of the interface. The intent is to highlight the main content area, its sub-navigation and the navigation that will fall along the right hand side of the screen which will be for British content only.

For the purposes of this document the first content displayed in the main content area will be for the artists series (NYC, Chicago, San Francisco).

Artists should rotate out.

- 1. Beabritdifferent.com navigation
- 2. Transatlanticism header
 - a. copy : title / manifesto example
 - b. navigation : manifesto definition
 - c. navigation : see the artists (overview page)
 - d. copy : subtitle
 - e. navigation : nyc artists overview page
 - f. navigation : chicago artists overview page
 - g. navigation : chicago artists overview page
 - h. call to action : link to sweepstakes/guerilla campaign
- 3. Display area
- 4. Artists call out area
 - a. copy : title
 - b. navigation : artists bio
 - c. copy : body copy
 - d. function : close button
- 5. British only side navigation
 - a. function : filters (for initial release content will be tagged however will not display yet)
 - b. navigation : content
 - c. navigation : LGBT content (indicated by icons)
 - d. function : scroll bar
- 5. Copy/Navigation : subtitle, call to action for gallery of featured artist
- 6. Function : view images in display full screen.
- 7. Beabritdifferent.com footer navigation

Be a Brit Different Header & Navigation

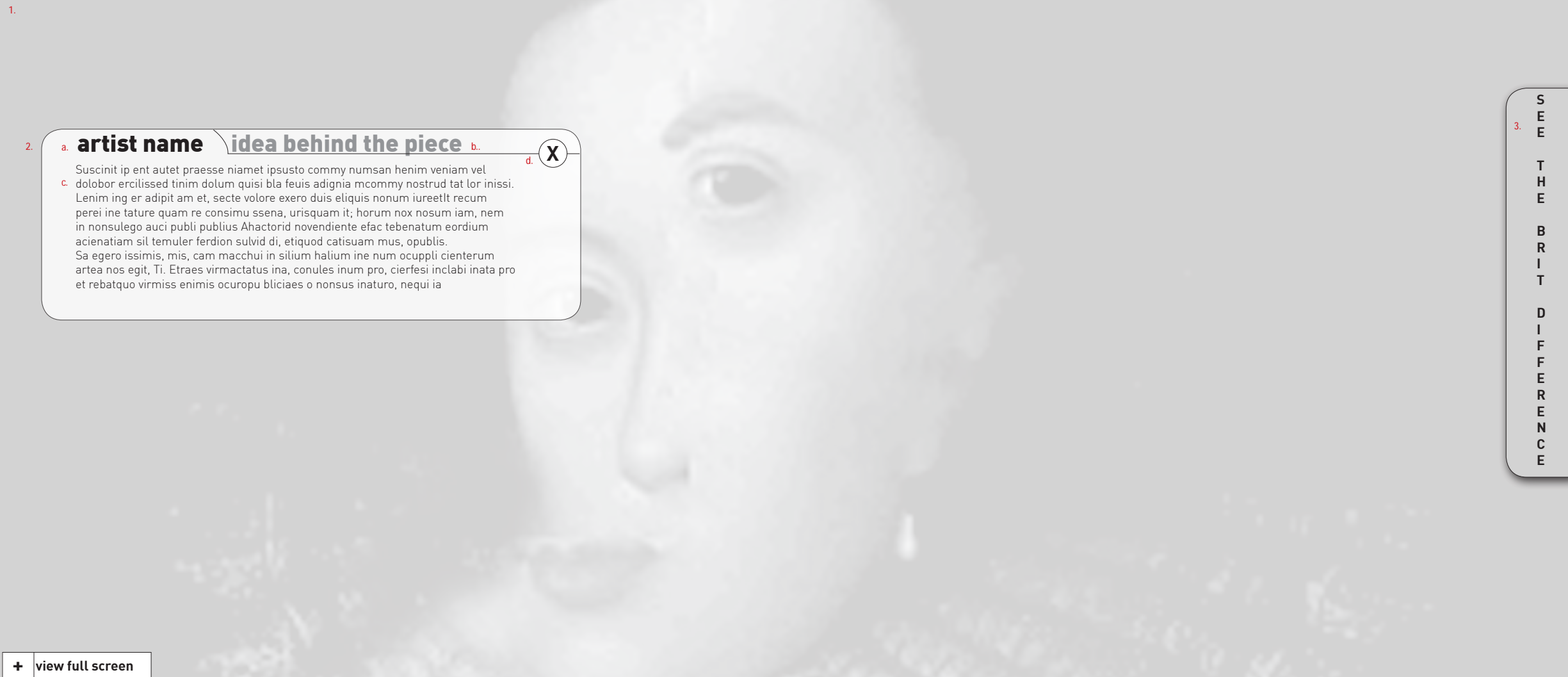
TRANSATLANTICISM

IS sample definition would go here. [Read the manifesto](#)

TITLE

[→ Find out more](#)

- [SEE THE ARTISTS](#)
- [FIND IT IN YOUR CITY](#)
- [>NYC](#)
- [>CHI](#)
- [>SF](#)



1.

2. **a. artist name** **idea behind the piece** **b.** **d. X**

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3. SEE THE BRIT DIFFERENCE

[+ view full screen](#)

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- NOTES:**
- User has chosen i See the Artists i n avigation. Side navigation resolves to a tab on the side. Navigation for all artists animates on to display area on the bottom.
 - 1. Display area (may contain text, photography, video or any combination thereof)
 - 2. Artisits call out area
 - a. copy :title
 - b. navigation : artists bio
 - c. copy : body copy
 - d. function : close button
 - 3. Navigation : British only (collapsed)
 - 4. Navigation : Thumbnails other participating artists

2.0-4.0 landing page template

Be a Brit Different Header & Navigation ^{1.}

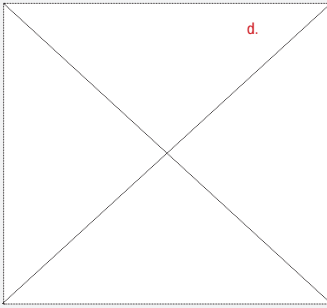
^{2.} **TRANSATLANTICISM** ^{a.}
IS sample definition would go here. [Read the manifesto](#) ^{b.}

^{c.} [SEE THE ARTISTS](#) ^{d.} [FIND IT IN YOUR CITY](#) ^{e.} [>NYC](#) ^{f.} [>CHI](#) ^{g.} [>SF](#)

^{h.}
[→ Find out more](#)

^{3.} **TRANSATLANTICISM IN CITY 1** ^{a.}

Title of Article ^{b.}
line of info / might / ###.###.###
 TAG, TAG, TAG ^{c.}



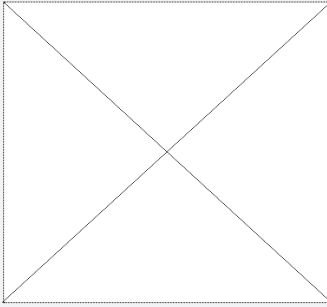
^{d.}

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Title of Article
line of info / might / ###.###.###
 TAG, TAG, TAG

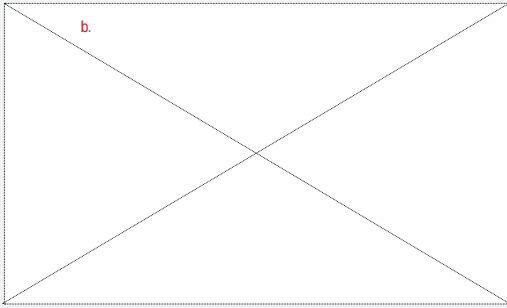


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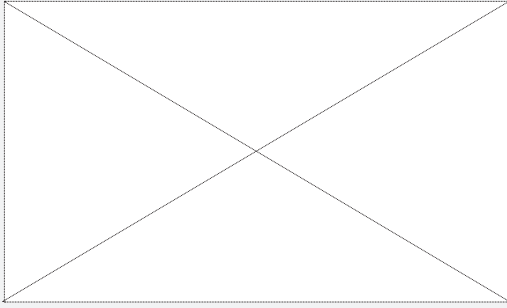
check out transatlaticism in your city ^{4.}

article - location city 2 ^{a.} ^{5.}



^{b.}

article - location city 3



SEE THE BRIT DIFFERENCE ^{6.}

- NOTES :**
- User has chosen i See the Artists i o r one of the cities. Side navigation resolves to a tab on the side. Navigation for all artists animates on to display area on the bottom.
1. Beabritdifferent.com navigation
 2. Transatlanticism header
 - a. copy : title / manifesto example
 - b. navigation : manifesto definition
 - c. navigation : see the artists (overview page)
 - d. copy : subtitle
 - e. navigation : nyc artists overview page
 - f. navigation : chicago artists overview page
 - g. navigation : chicago artists overview page
 - h. call to action : link to sweepstakes/guerilla campaign
 3. Article module
 - a. copy : title
 - b. copy : subtitle
 - c. navigation/copy : tags (are we going to link to an overview of tabs page?, if not why are these tagged, will we have enough content to warrant tagging?)
 - d. copy : body copy
 - e. navigation : link to article (will need a template)
 4. Copy : title
 5. Article module
 - a. navigation /copy :title
 - b. navigation/graphic : subtitle

links will reuse article tempalte
 6. Navigation : British only (collapsed)
 7. Beabritdifferent.com footer navigation

2.2-4.2 article template

Be a Brit Different Header & Navigation

2.

TRANSATLANTICISM

IS sample definition would go here.

[Read the manifesto](#)

[Find out more](#)

- [SEE THE ARTISTS](#)
- [FIND IT IN YOUR CITY](#)
- [NYC](#)
- [CHI](#)
- [SF](#)

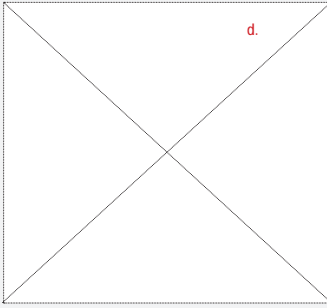
3.

TRANSATLANTICISM IN CITY 1

Title of Article

line of info / might / ###.###.###

TAG, TAG, TAG



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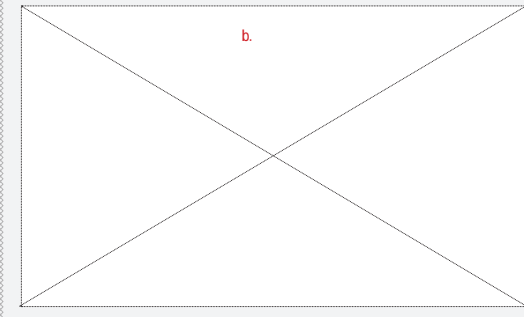
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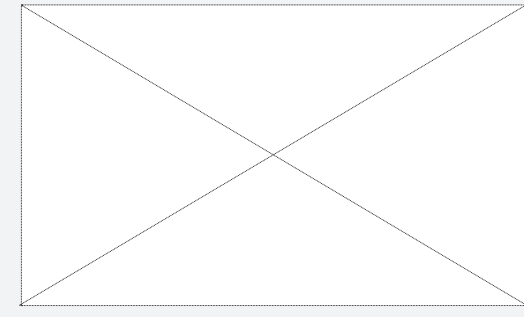
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check out transatlaticism in your city

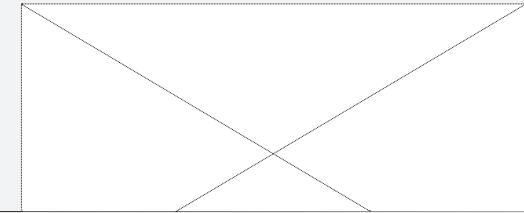
article - location city 1



article - location city 1



article - location city 1



SEE THE BRIT DIFFERENCE

- NOTES:**
- User has chosen an article from landing pages of city. All current articles for that city are served up as redundant navigation on the side with a scroll bar.
- Beabritdifferent.com navigation
 - Transatlanticism header
 - copy : title / manifesto example
 - navigation : manifesto definition
 - navigation : see the artists (overview page)
 - copy : subtitle
 - navigation : nyc artists overview page
 - navigation : chicago artists overview page
 - navigation : chicago artists overview page
 - call to action : link to sweepstakes/guerilla campaign
 - Article module
 - copy : title
 - copy : subtitle
 - navigation/copy : tags (are we going to link to an overview of tabs page?, if not why are these tagged, will we have enough content to warrant tagging?)
 - graphic
 - copy : body copy
 - navigation : related hyper link if needed
 - Copy : title
 - Article module
 - navigation / copy : title
 - navigation/graphic : subtitle
 - Function : scroll bar
 - Navigation : British only (collapsed)
 - Beabritdifferent.com footer navigation

5.0 glbt article overview page

Be a Brit Different Header & Navigation ^{1.}

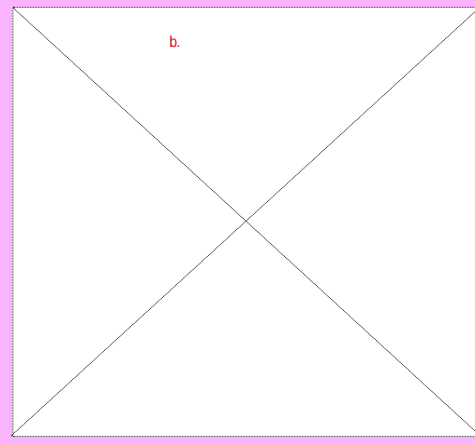
^{2.} **TRANSATLANTICISM** ^{a.}
IS sample definition would go here. [Read the manifesto](#) ^{b.}

^{h.}
[→ Find out more](#)

^{c.} [SEE THE ARTISTS](#) ^{d.} [FIND IT IN YOUR CITY](#) ^{e.} [>NYC](#) ^{f.} [>CHI](#) ^{g.} [>SF](#)

^{3.} **TITLE** ^{a.}
 Mussilirei pre, publica tilicit; Catilius in simo utuus, dius; nin se movessedo, se nonsus cul te, nu ere ad me ete maio et quam ^{b.}

^{4.} **TRANSATLANTICISM IN WHEREVER** ^{a.}
Title of Aricle ^{c.}
line of info / might / ###.###.####
TAG, TAG, TAG ^{d.}



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 • [related link](#) ^{f.}
 • [related link](#)

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- NOTES :**
- User has chosen an article from landing pages of city. They are presented with the article and navigation highlighting all current LGBT content that is currently on the site.
1. Beabritdifferent.com navigation
 2. Transatlanticism header
 - a. copy : title / manifesto example
 - b. navigation : manifesto definition
 - c. navigation : see the artists (overview page)
 - d. copy : subtitle
 - e. navigation : nyc artists overview page
 - f. navigation : chicago artists overview page
 - g. navigation : chicago artists overview page
 - h. call to action : link to sweepstakes/guerilla campaign
 3. LGBT only side navigation
 - a. function : filters
 - b. navigation : content
 - c. navigation : L.G.B.T. filtering (MAY NOT USE)
 - d. function : scroll bar
 4. Article module 1
 - a. copy :title
 - b. graphic
 - c. copy : subtitle
 - d. copy : tags
 - e. copy : body copy
 - f. navigation : related links
 5. Navigation : British only (collapsed)
 6. Beabritdifferent.com footer navigation

6.1 geurrilla event

Be a Brit Different Header & Navigation

TRANSATLANTICISM

IS sample definition would go here. [Read the manifesto](#)

[→ Find out more](#)

[SEE THE ARTISTS](#)

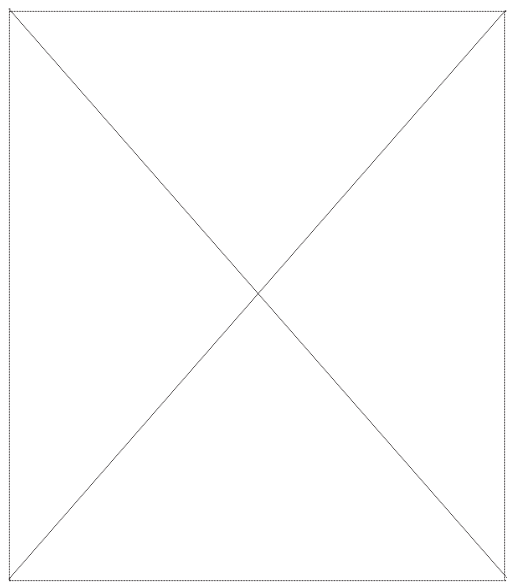
FIND IT IN YOUR CITY

[>NYC](#)

[>CHI](#)

[>SF](#)

1. **a. have you seen this?
tell us where & you could win**

b. 

c. DETAILS OF THE CONTEST p. X

d. where did you see it?

e.

f. **first name *** :

g. **last name *** :

h. **address *** :

i. **city *** :

j. **state *** : ▼

k. **zip *** :

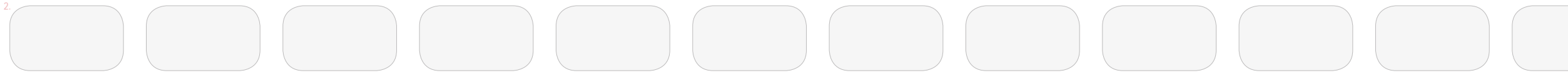
l. **email *** :

m. Legalese statement goes here, that I agree that I am of age and that I abide to the [Rules and Regulations](#) of this particular contest. n.

o.

SEE THE BRIT DIFFERENCE

[+ view full screen](#)



- NOTES:**
- User has chosen a call out for the Guerrilla campaign & the overview pages appears as an overlay.
1. Presentation layer
 - a. copy : title
 - b. graphic
 - c. copy/navigation : call to action for details of the contest
 - d. copy
 - e. form element : text entry form
 - f. copy with form element : text entry form
 - g. copy with form element : text entry form
 - h. copy with form element : text entry form
 - i. copy with form element : text entry form
 - j. copy with form element : drop down
 - k. copy with form element : text entry form
 - l. copy with form element : text entry form
 - m. form element : check box
 - n. copy/navigation : legal copy with link to Rules and Regulations
 - o. form element : submit button
 - p. function : close button

6.2-3 : template for rules/contest overview

Be a Brit Different Header & Navigation

TRANSATLANTICISM

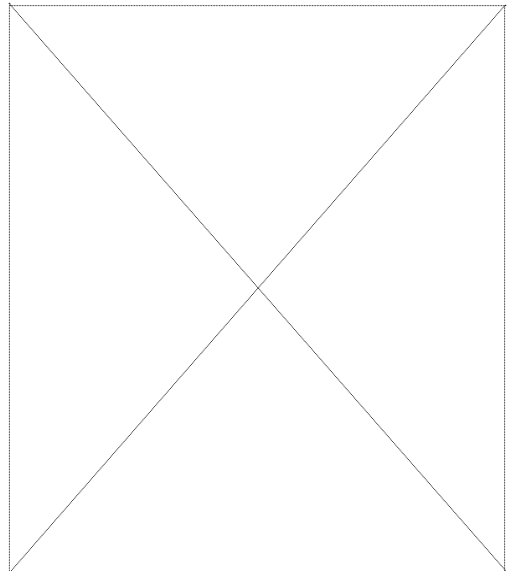
IS sample definition would go here. [Read the manifesto](#)

[→ Find out more](#)

- SEE THE ARTISTS
- FIND IT IN YOUR CITY
- >NYC
- >CHI
- >SF

1.

a. **title**

b. 

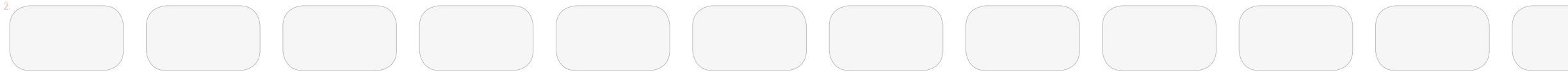
b. [go back to registration→](#)

p. X

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+ view full screen



NOTES:

User has used link from the registration page for either seeing overview of contest prizes or the i Rules and Regulationsi link from the opt-in option at the bottom of the form.

- Presentation layer
 - copy : title
 - content : may either be graphic, text or combination thereof
 - navigation : call to action to return to registration page.

6.4 : confirmation

Be a Brit Different Header & Navigation

TRANSATLANTICISM

IS sample definition would go here. [Read the manifesto](#)


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1.

a. **congratulations**

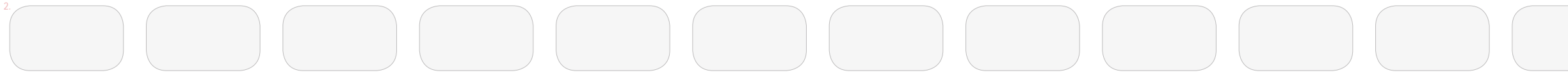
b. **you registered**



b. **close window→**

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NOTES:

User has successfully registered.

- Presentation layer
 - copy : title
 - copy : text of message
 - navigation : call to action to return to close window.