

# Content Outline:

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## Project Title: Paynes Prairie Preserve State Park

### 1. Overview

- a. Informational page that focuses on the natural beauty of the state park and encourages people to want to visit. The prairie is a place of relaxation, recreation, and learning.

### 2. Resources

- a. Copy: [https://en.wikipedia.org/wiki/Paynes\\_Prairie\\_Preserve\\_State\\_Park](https://en.wikipedia.org/wiki/Paynes_Prairie_Preserve_State_Park)
- b. Additional info and images: <https://www.floridastateparks.org/parks-and-trails/paynes-prairie-preserve-state-park>
- c. There are lots of photos of the prairie and animals, just look up things like the la chua trail or sweetwater wetlands for more images if you need to

### 3. Audience

- a. Intended audience: potential visitors of the state park
- b. Actual Audience: a possible portfolio piece that will possibly be shown to instructors and prospective employers

### 4. Message

- a. I'd like to focus on the attractive natural features of the prairie as a natural oasis.

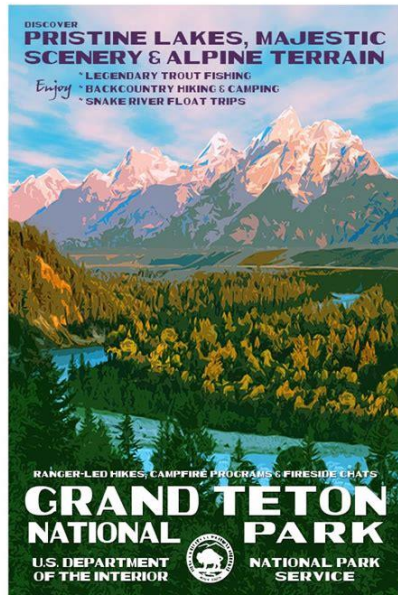
### 5. Tone

- a. Overall relaxing, yet professional and inviting. Imagine modernizing a state park webpage with pleasing qualities.

### 6. Visual Style

- a. My idea is to simplify and modernize the language around national parks into a webpage. With the type of poster below as example for the visual language (especially typeface) (overlaid text on images, some simple symbols), incorporate the body copy and photographs together, with great photos taking up the whole page (maybe big side margins on text but minimal margins on the photos? See if you can almost make the main page seem like the poster with some info and the nav integrated as overlay. The cider website as somewhat of an example (Seattle cider is website, vertical scroll for some of the info is nice).

You can omit some parts of the article (maybe some of the history section) to free up space, but in general have lots of not-text space if you can.



b.

