

# New Media 498 Capstone Proposal

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### Abstract

Using existing graphic and advancing web design skills, I plan to create a go-to website for kids and adults to find information including the different industries, populations and destination spots in Maine. The website will be driven by and made up almost entirely of visual content (e.g. infographics & other illustrations) and minimal on-screen text to create a stimulating viewing and learning experience for the user and to help enhance Maine's image.

### Why

While many informative sites like this exist (e.g. [quickfacts.census.gov](http://quickfacts.census.gov)) they lack aesthetic appeal and offer little in terms of tourism spots. So many of these sites are outdated and very information heavy (text based, fact boxes & lists everywhere) The point is to have one site with both statistical information *and* the local destination scoop. Maine is a unique state and a website like this has the potential to depict that in a way few other websites do.

### Where

In the past several years, many small businesses have worked hard to put Maine on the map, and not just as any old state. Maine has quickly grown into a more hip, unique destination due to both its culture and location.

While a website like [visitportland.com](http://visitportland.com) offers great information, it is membership-driven and only covers the Greater Portland area. This means that any spot they recommend is only mentioned because they are being paid to advertise for that business or location. Potential tourists or locals visiting these websites are being fed biased information. The website I would create would of course be an opportunity to share inside spots, both from myself and other locals/users.

### What

This website would provide basic information to help people understand basic info (e.g. populations, industries), but even more so, the cultural locations that make Maine the beloved "Vacationland".

The website would feature

- user-friendly, responsive & visually-driven content*
- mobile friendly version optimum for actual tourists*
- section for users to upload/share their own favorite destination spots*

The desired outcome is for a fully functional, aesthetically-appealing, and thoughtfully curated website that portrays the unique spots making Maine so special.

## When

### Timeline

#### *September*

9/13-9/19: Finish fleshing out idea. Decide on overlooked details. Confirm final direction.

9/20-9/26: Continue necessary research, choose web platform, begin wire framing

9/27-10/3: Create visual mockup designs for website. (Decipher what is possible/necessary)  
-Begin barebones of website

#### *October*

10/4-10/10: Begin collecting data/information. Continue initial web design work.

10/11-10/31: Dedicated time to web design & first infographic designs, illustrations

#### *November- December:*

Two months dedicated to first alpha version (first rough prototype)

-Winter vacation: collect feedback on alpha version

#### *January*

Finish beta (pre-launch) version & collection of feedback

#### *February*

Last minute details, de-bugging, visual touchups

#### *March*

Launch of public version

Create a project press package for promotional purposes

#### *April-May*

Promotion of website

Personal assessment

## How

### Budget

#### *Website:*

-domain (\$10)

-online class/tutorial/coding help: (\$25/mo) ~ \$200

-other/database/stock content?: \$50+

\$260

#### *Design:*

-Adobe Creative Cloud Subscription (monthly, \$20)

\$180

#### *Promotion:*

-printing costs (\$25)

-digital promo? (\$25)

\$50

#### *Total*

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~\$490

## **Website/Project Promotion**

- submit URL to major search engines
- press: create a press package write to local newspapers for story coverage, high school alum, etc
- past internship- potential coverage on iBec blog
- create “business cards” for website to hand out to friends/family, etc.
- social media/instagram connection?