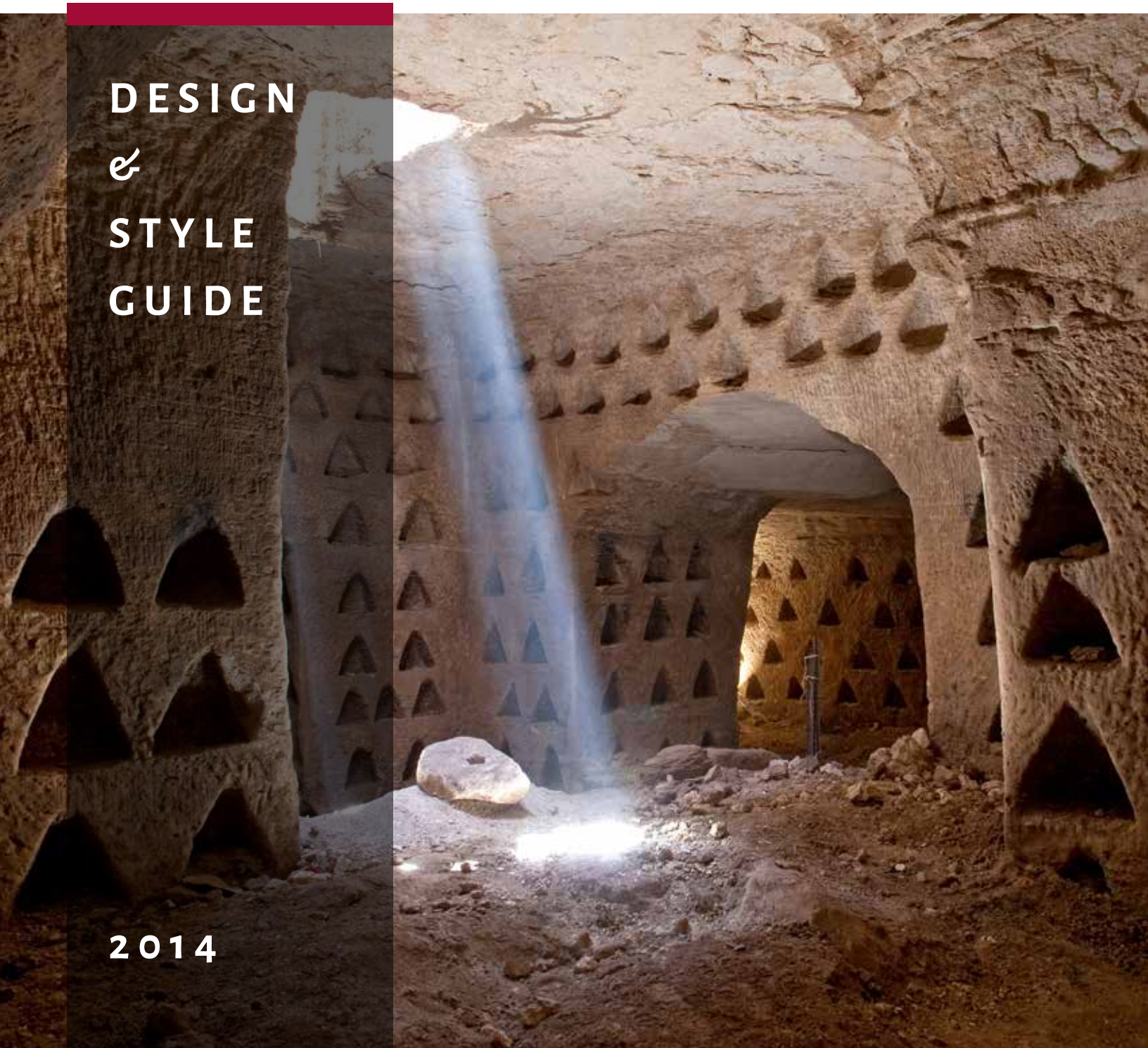
BEIT LEHI

INTERACTIVE PROJECTS



DESIGN & STYLE GUIDE

2014

BEIT LEHI INTERACTIVE PROJECTS | DESIGN & STYLE GUIDE

Created: May 2014
Version: 1.0

Project Team:
Joe Hafen
Travis Hoki
Varvara Jones
John Perl
Nathan Robinson
Chad Watkins

Document by: Varvara Jones

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Introduction

PROJECTS GOALS & PURPOSES

The Foundation and the development team have the following goals for the website and the Digital Guide:

1. Provide a means for previous visitors to find out about ongoing projects at the Site.
2. Increase awareness of the Foundation and their website in order to help the Foundation acquire the funds needed to accomplish their goals for the Site.
3. Offer previous visitors a way to re-explore what they've already seen.

To provide pleasant and exciting experiences on both, this Style Guide is created to ensure consistent looks and availability of reference for future project managers and collaborators. This Style Guide has details about all the necessary digital assets and should be referred to in all of the following situations:

- Website page addition
- Website and Digital Guide content addition
- Branding Projects
- Printed content creation

The situations outlined by no means represent an exhaustive list. Please, consult this Style Guide at any times any of the interaction projects have to be adjusted.

Provide your outside content creators with this guide whenever appropriate and possible.

Audience

TARGET AUDIENCE

General audience for both, the Digital Guide and the Website would be primarily older people, 45+ and retirees with interest in archeology and history, but would also include archeology and history enthusiasts, Israel visitors, and anyone else seeking a deeper insight to ancient Israel history and lifestyle. The end products will provide the users with extensive information on the past and current projects at the Site, will provide options for newsletter sign-up and monetary donations.

Despite the majority of users possibly being (middle to) older-age audience, the end products would need to be designed with high levels of interactivity but simplicity and intuitivity in design and layout to ensure positive experiences for people with different levels of technology use comfort. Social networking features will be highly prominent and will enable the Foundation to increase awareness of the Foundation's works and promote its financial support.

Please, see the following pages for detailed personas that represent the target audience in more detail. Having this information on hand will help designers and developers create more effective and attention grabbing content, content layouts, and digital guide and website elements.

Audience Categories

Archeology & History Enthusiasts - in our particular case, this group would cover individual 45+ years old, both genders and from any social backgrounds. We would like to attract individuals with interest in investing more time and/or resources in the project. These individuals would have a desire to possibly be directly involved in the project and travel to the Site to discover and explore the Site and see the progress.

Local Families - this group would include all the local families and people who visit the Site. Keeping this individuals in mind, the end products would eventually need to be translated into Hebrew and possibly some other local languages. Keeping in mind difficulty with translating to these languages, the end products could have simplified versions to accommodate this group at first, with more support and more content provided later. These individuals clearly need to be included since they comprise a large percentage of visitors to the Site.

Personas

John Shepard

Age: 68
Education: College Degree in Business
Gender: Male
Ethnicity: Caucasian
Location: San Francisco, California
Status: Married

John is a retired business man from San Francisco. He is happily married to his wife Ethel. He is not very tech savvy and in general delegates any technological need to one of his three children. He loved working at the bank where he worked for 35 years and is also very interested in history. He watches the History Channel constantly and always buying books on various subjects of history.

Dalia
(Local Child)

Age: 12
Gender: Female
Ethnicity: Hebrew
Location: West Bank, Israel

Dalia is a young Hebrew girl born and raised in Israel. She is a 7th grader at Zalman Shazar Junior High School. Dalia has come to Beit Lehi accompanied by her father Akiva (35), mother Adina (34), younger brother Ditza (8). She is very curious about her surrounding, and likes to explore and climb. She might not know a lot about the artifacts and sites, but she enjoys looking at the intricate stone and tile work.

Logo

LOGO USAGE

This section of the design & style guide is designated to provide instructions on how and when to use logo, and also provides guidelines on when and how to not use the logo.

Logo files will be provided in digital format as well, along with the rest of the project deliverables.

Logo used with different backgrounds within the general color palette:

Color Palette

UNIVERSAL COLOR PALETTE

Only the following colors should be used in all authentic content within the Digital Guide and the Website, this includes all text and copy elements, headers and navigation.

Ads, promotional images and other additional media do not necessarily have to follow this color palette, although it's desirable when possible.

#543018
rgba: 84,48,24,1

#552318
rgba: 85,35,24,1

#a20b35
rgba: 162,11,53,1

#d8b495
rgba: 216,180,149,1

#939393
rgba: 147,147,147,1

#5b5b5b
rgba: 91,91,91,1

Fonts

UNIVERSAL FONTS

Font 1 (Website)

Josefin Sans

Source: Google Fonts @ www.google.com/fonts

Use for: copy, in-text links, navigation menu items

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuV-vWwXxYyZz 0123456789 One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections. The bedding was hardly able to cover it and seemed ready to slide off any moment. His many legs, pitifully thin compared with the size of the rest of him, waved about helplessly as he looked.

Samping @ 12px

Sampling @ 18px

Sampling @ 24px

Font 2 (Website)

Alegreya Sans SC

Source: Google Fonts @ www.google.com/fonts

Use for: headers, with images, attention grabbers, etc.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789 One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections. The bedding was hardly able to cover it and seemed ready to slide off any moment. His many legs, pitifully thin compared with the size of the rest of him, waved about helpless-

Samping @ 12px

Sampling @ 18px

Sampling @ 24px

Font 3 (DigiGuide)

Fanwood Text

Source: Google Fonts @ www.google.com/fonts

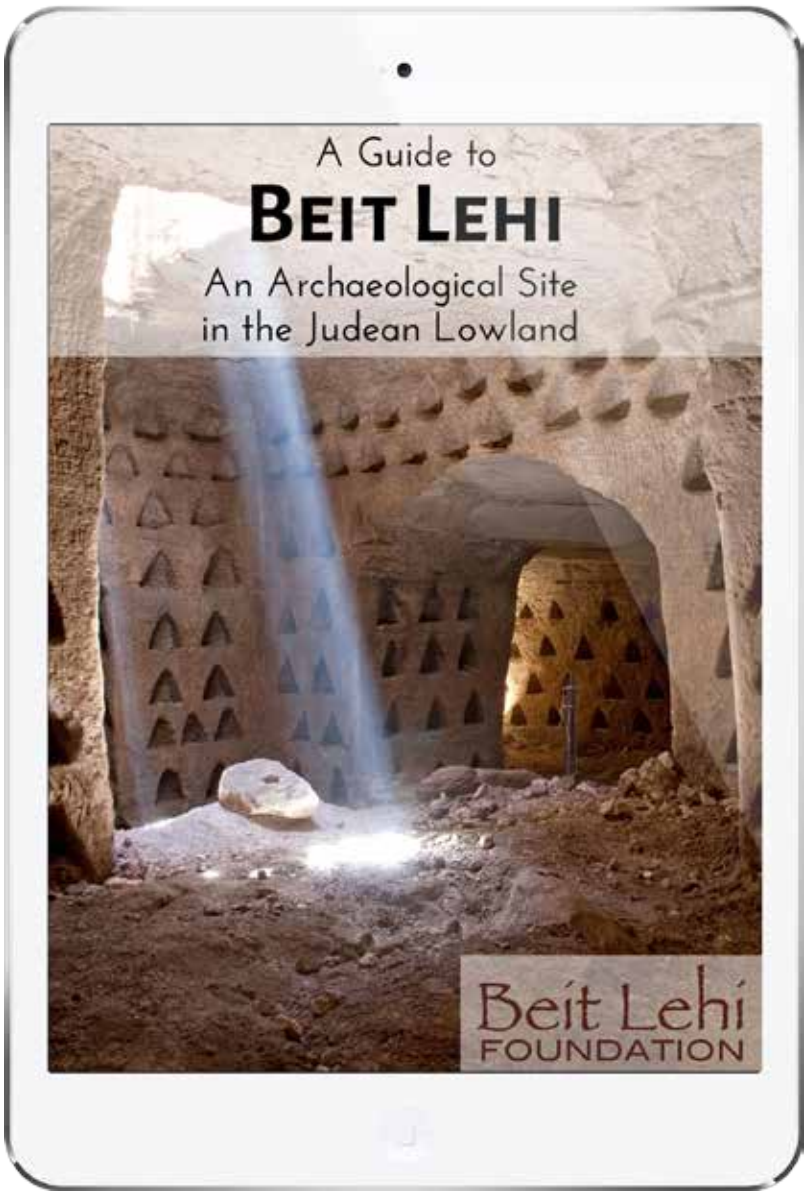
Use for: headers, with images, attention grabbers, etc.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789 One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections. The bedding was hardly able to cover it and seemed ready to slide off any moment. His many legs, pitifully thin compared with the size of the rest of him, waved about helplessly as he looked.

Samping @ 12px

Sampling @ 18px

Sampling @ 24px



Digital Guide Structure

What is The Digital Guide?

The Digital Guide (The Guide) for the Beit Lehi Archaeological Site was created to substitute the printed edition, which was published years ago. Copies of the printed edition ran out and were no longer available for distribution, and more and more people were interested in digital products that could go on their smartphones or tablets.

The Guide will incorporate in itself information from the old printed edition of the site guide, and it will also include some of the modern interactive elements, such as Virtual Reality Objects (VRs), multi-directional scrolling, virtual tours and other elements of interest.

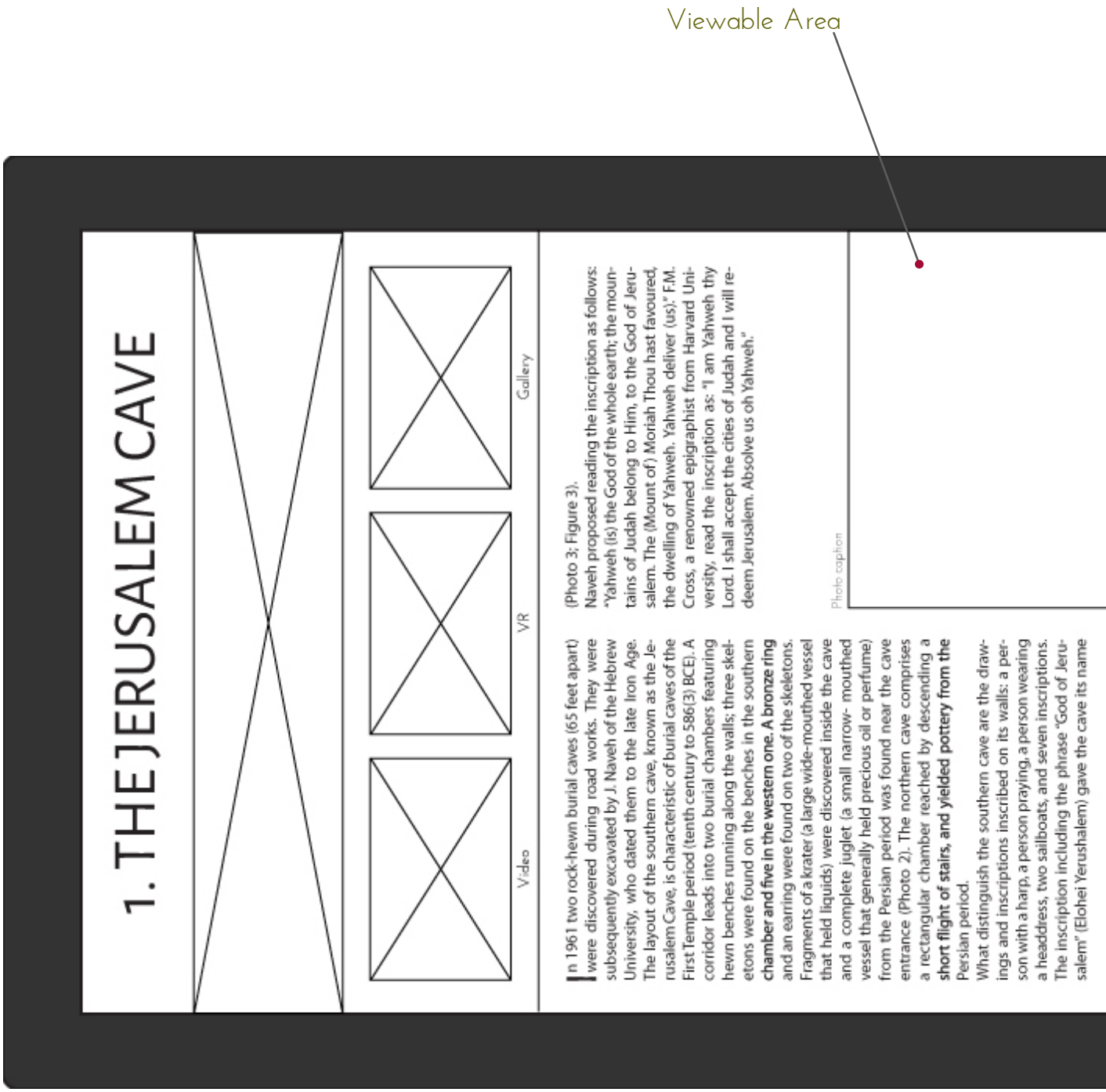
The structure of The Guide is relatively free but there are still a few elements that need to be kept in mind when designing content for The Guide. Also, the same color palette applies to The Guide as to the website and this design document for the sake of consistency.

Implementation Tools

The Guide is built mainly in Adobe's inDesign with the use of Mag+ plugin for scrolling and publishing purposes. All licenses have been purchased by or donated to UVU and are used in accordance with all agreements.

The Guide is to be published in iTunes Store, Google Play and Amazon, and to be viewed on iPads, Kindles and other available tablets.

Sample Wireframes for The Guide - Vertical



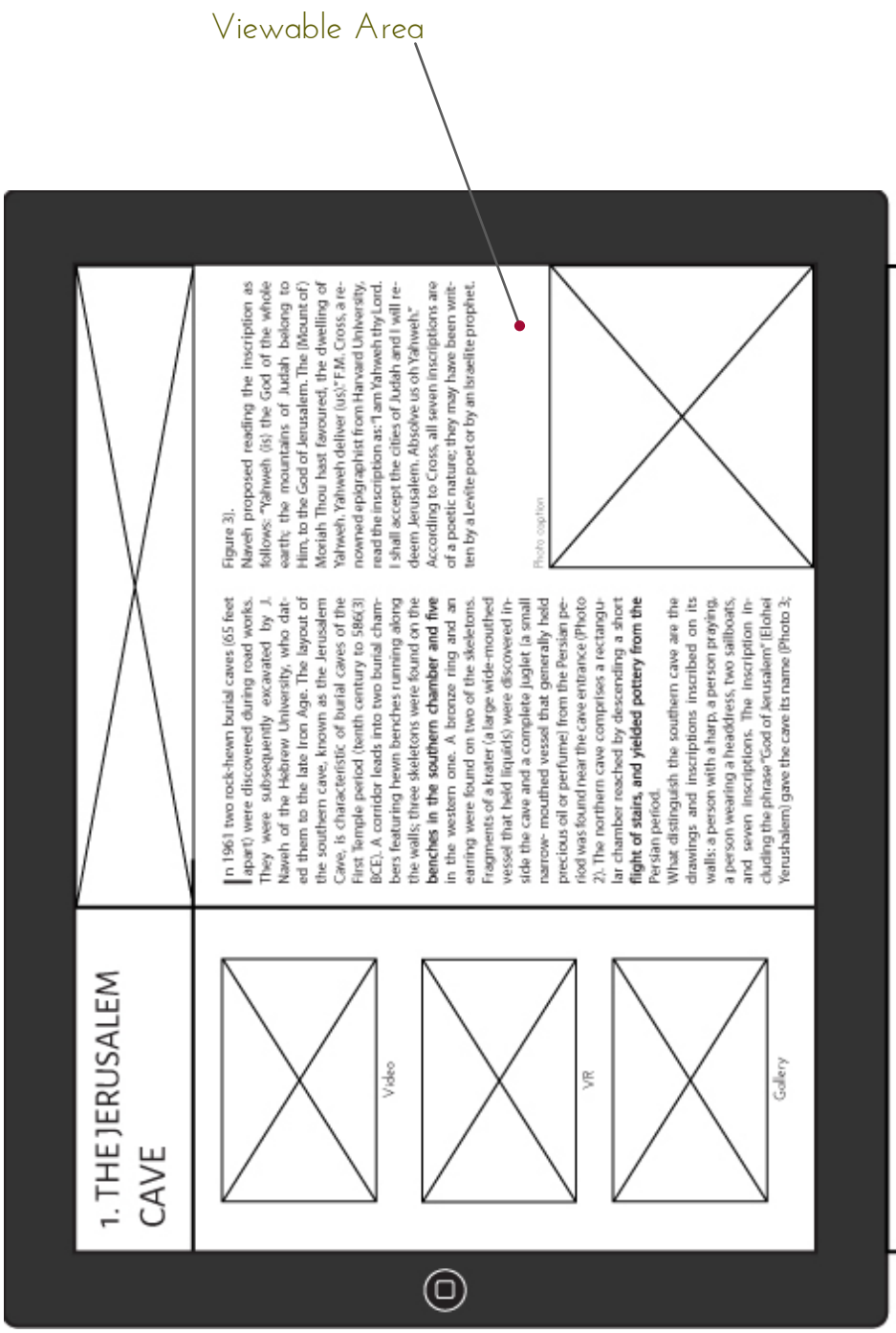
Scrollable Content. Use device screen template and size to ensure proper looks.

Samson battled the Philistines with the jawbone of an ass (Judges 15:14–17), and being that the word "cheekbone" or "jawbone" in Hebrew is lĕkhi, some attribute the events described above to the present-day site of Beit Lehi.

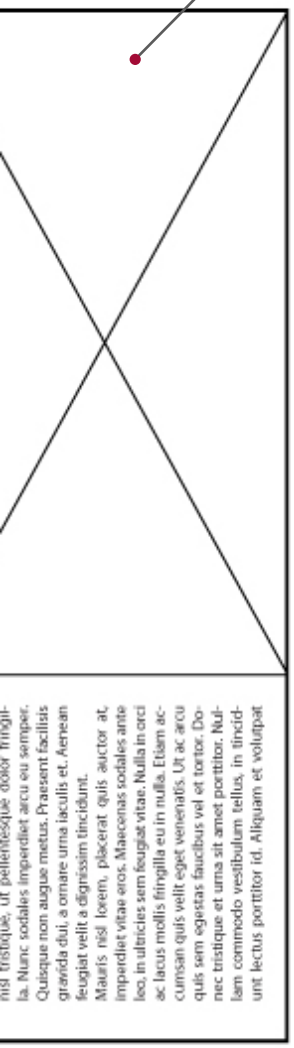
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque posuere, turpis id auctor mollis, odio nisi suscipit urna, non pulvinar purus metus iaculis enim. Vivamus ac porttitor magna. Maecenas ac pellentesque nisl, ut laoreet urna. Praesent aliquet, urna vel dignissim molestie, massa nulla aliquet diam, ut bibendum purus sapien in diam. Sed tempus, urna eget cursus consectetur, tellus risus luctus diam, id ornare nibh turpis non nunc. Aliquam neque mi, commodo ac ante ac, iaculis rhoncus enim. Praesent dictum tellus quis vulputate euismod. Aenean vulputate augue ut metus auctor, in pulvinar ipsum accumsan. Donec eu odio urna. Maecenas vestibulum ipsum sit amet risus pretium ornare. Cras lobortis urna eget nisl tristique, ut pellentesque dolor fringilla. Nunc sodales imperdiet arcu eu semper. Quisque non augue metus. Praesent facilisis gravida dui, a ornare urna iaculis et. Aenean feugiat velit a dignissim tincidunt.

Photo caption

Sample Wireframes for The Guide - Horizontal



Scrollable Content. Use device screen template and size to ensure proper looks.



nisl tristique, ut pellentesque dolor fringilla. Nunc sodales imperdiet arcu eu semper. Quisque non augue metus. Praesent facilisis gravida dui, a ornare urna iaculis et. Aenean feugiat velit a dignissim tincidunt. Mauris nisl lorem, placerat quis auctor at, imperdiet vitae eros. Maecenas sodales ante leo, in ultricies sem feugiat vitae. Nulla in orci ac lacus mollis fringilla eu in nulla. Etiam accumsan quis velit eget venenatis. Ut ac arcu quis sem egestas faucibus vel et tortor. Donec tristique et urna sit amet porttitor. Nullam commodo vestibulum tellus, in tincidunt lectus porttitor id. Aliquam et volutpat

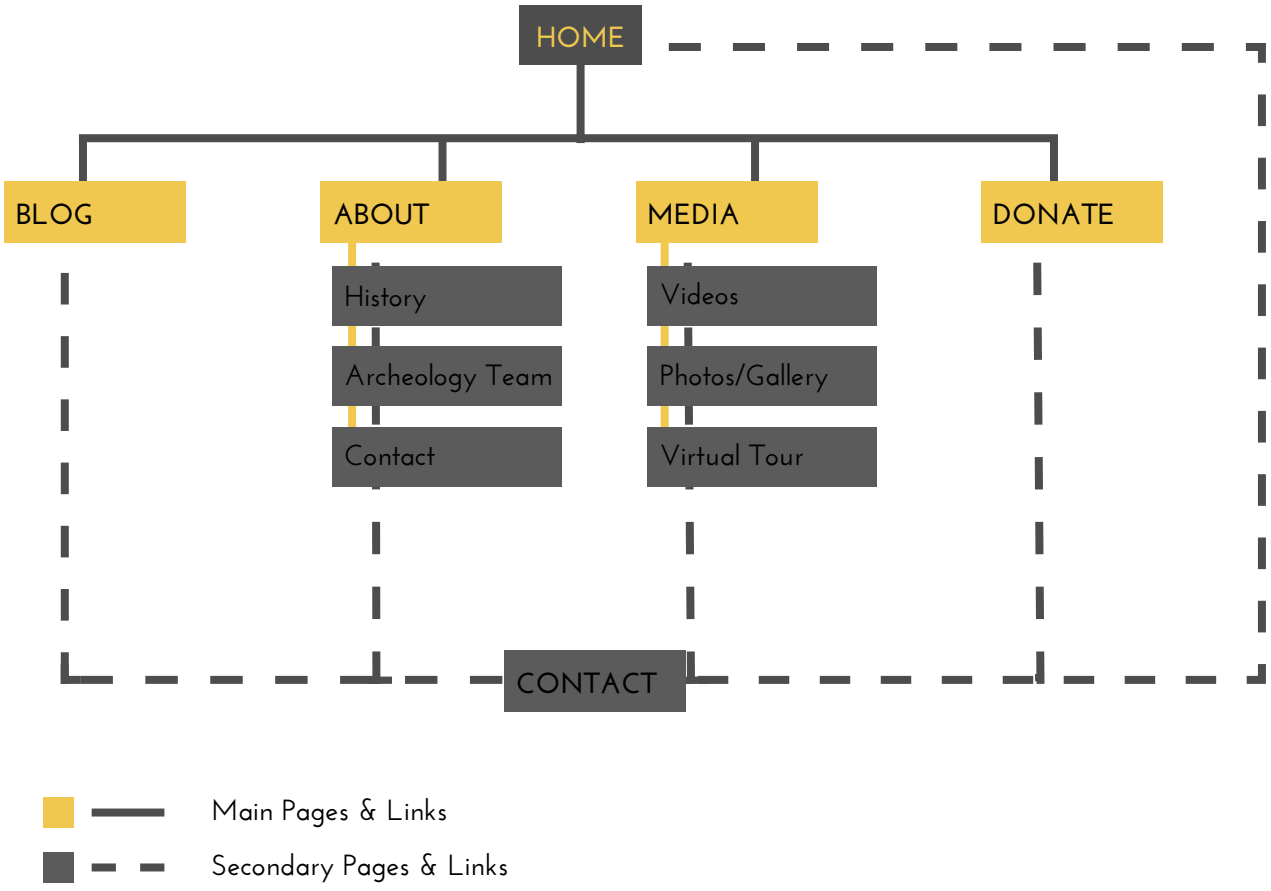
Sample VRs
(provide scaling when possible.)

Website Structure

What Is A Site Map & Why Use It?

A site map is a strategically developed "map" of the content that populates a website or any other environment that heavily relies on data and content. It is important to refer to the site map at all times if there are any questions as to which content element goes where. Adhering to the provided structure as much as possible will also help to ensure consistency in terms of looks, content management and user experiences with the projects.

Due to the nature of this website, the site map and content layout were simplified as much as possible for ease of navigation and maintenance.



Images & Galleries

Image Usage Guidelines

Image usage can quickly go out of hand due to multiple factors. The following considerations should be made when images are desired to be used within the website or on the DigiGuide:

* For website galleries (explicit details are given on the next page):

* Adhere to the number of pictures per galleries. There is no need to provide large amounts of images. Quality, not quantity.

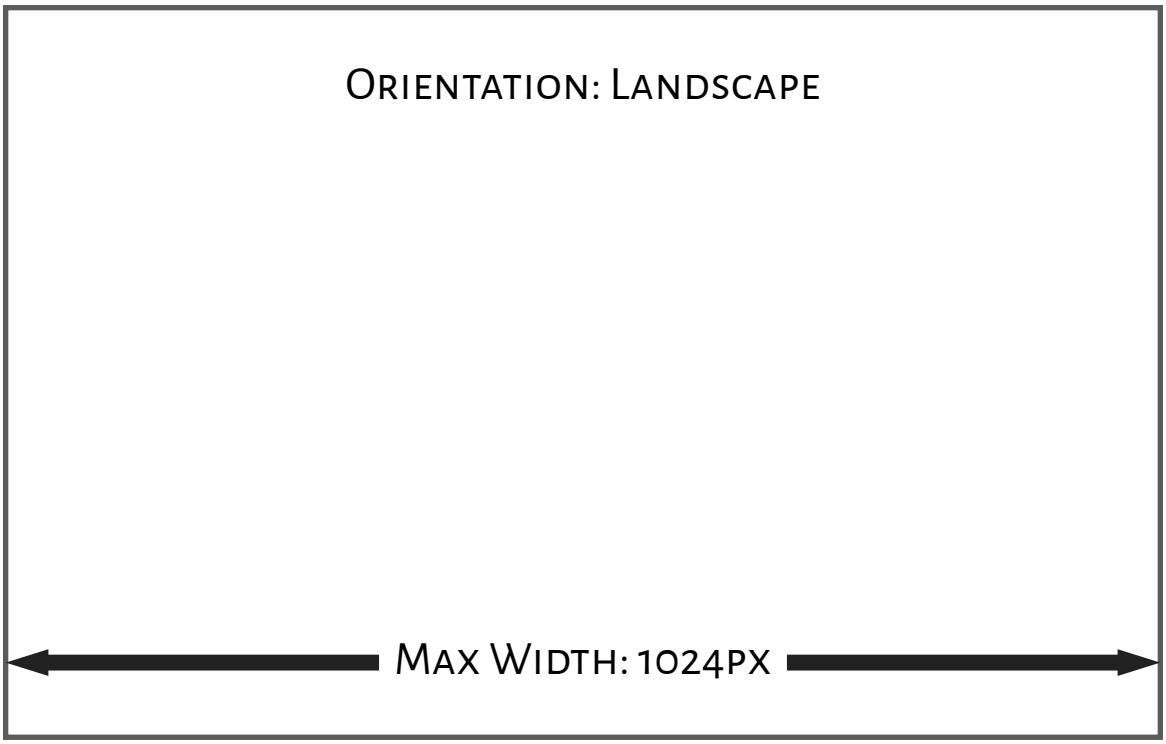
* Provide context i.e. image descriptions (figcaptions). Website visitors should have a clear idea what the images intend to show them and why they are important.

* Optimize images for different devices.

* No portrait-oriented images in galleries. Using portrait-oriented images with the current website gallery plug-in may break the visual appearance of the website in general when they're viewed in the pop-up mode.

Images in the Galleries

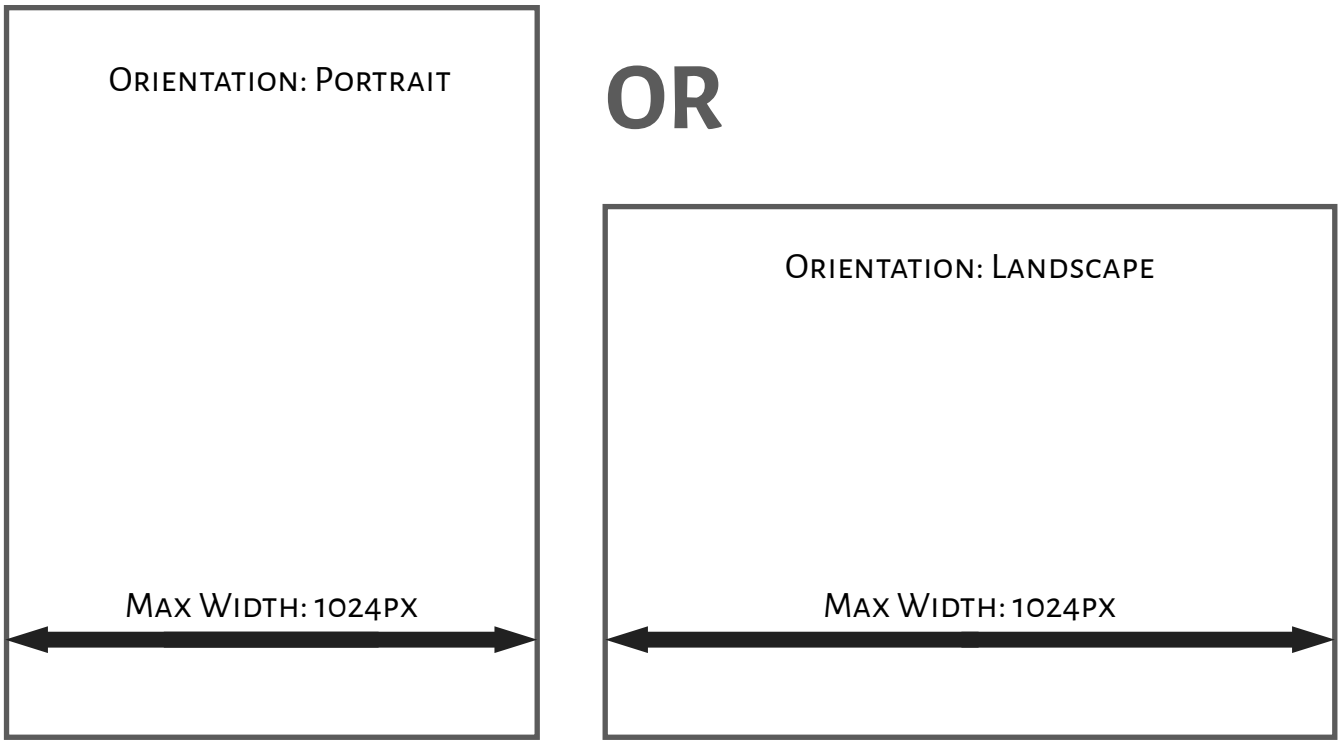
The number of images in galleries should be limited. Please, ensure that the number of images in a given gallery doesn't exceed **40 images**. We limit the number not because we want to limit the amount of content put on the website but because it's important to **provide quality images with detailed descriptions**. Images should create interest and inspire website visitors, not bore them by the sheer numbers.



All Other Images

Once again, all images within the galleries ONLY must be in portrait orientation.

All other images, including images in blog postings, board members and staff highlight sections may be either in portrait or in landscape orientation.



Wireframes

What Are Wireframes For?

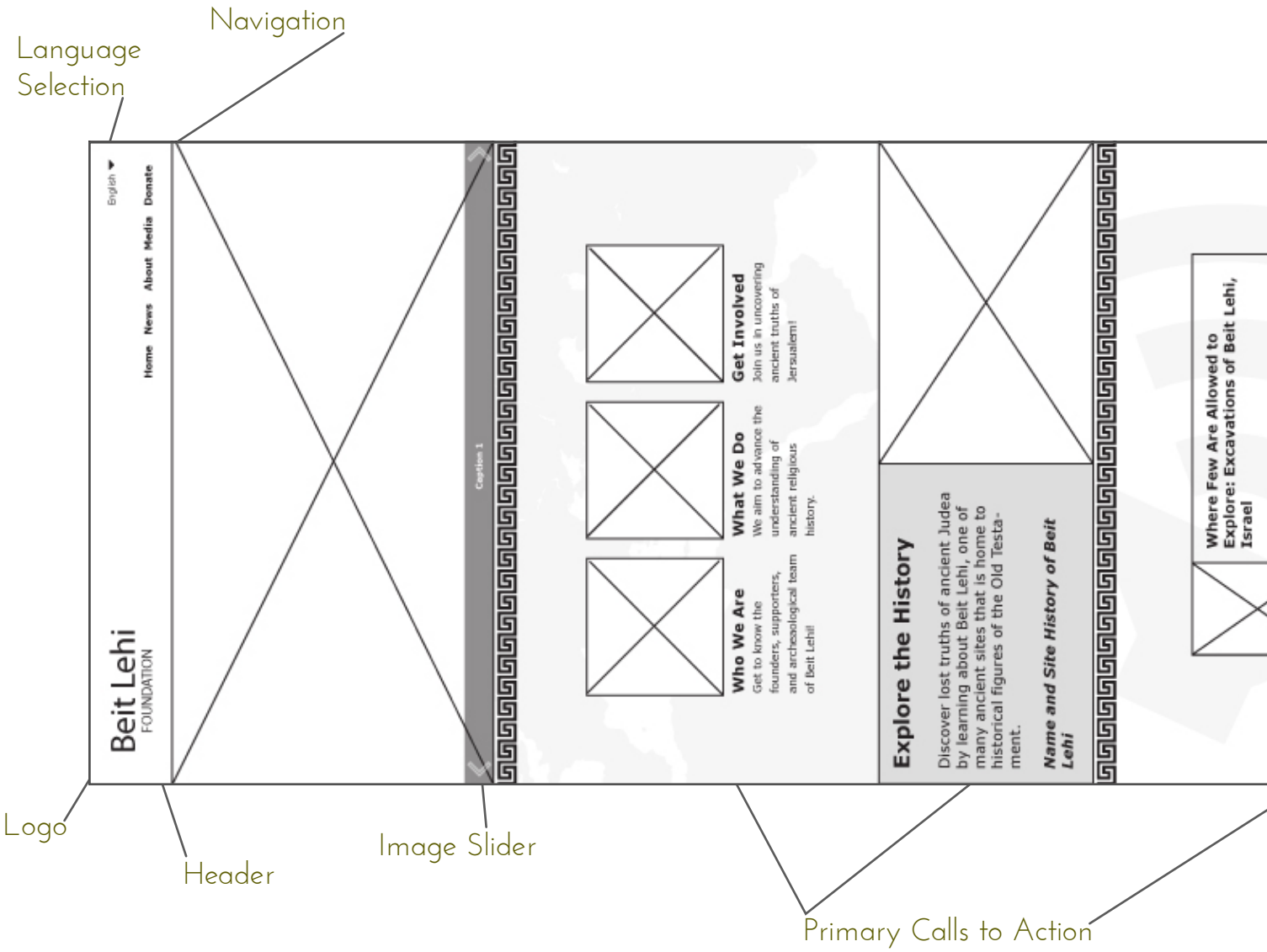
Wireframes represent a general layout of the website's pages. Adhering to the wireframes and their variations will ensure a consistent look and feel and will help to assign content more efficiently.

The following section has examples of wireframes for:

- Desktop version of the website, and
- Mobile version of the website.

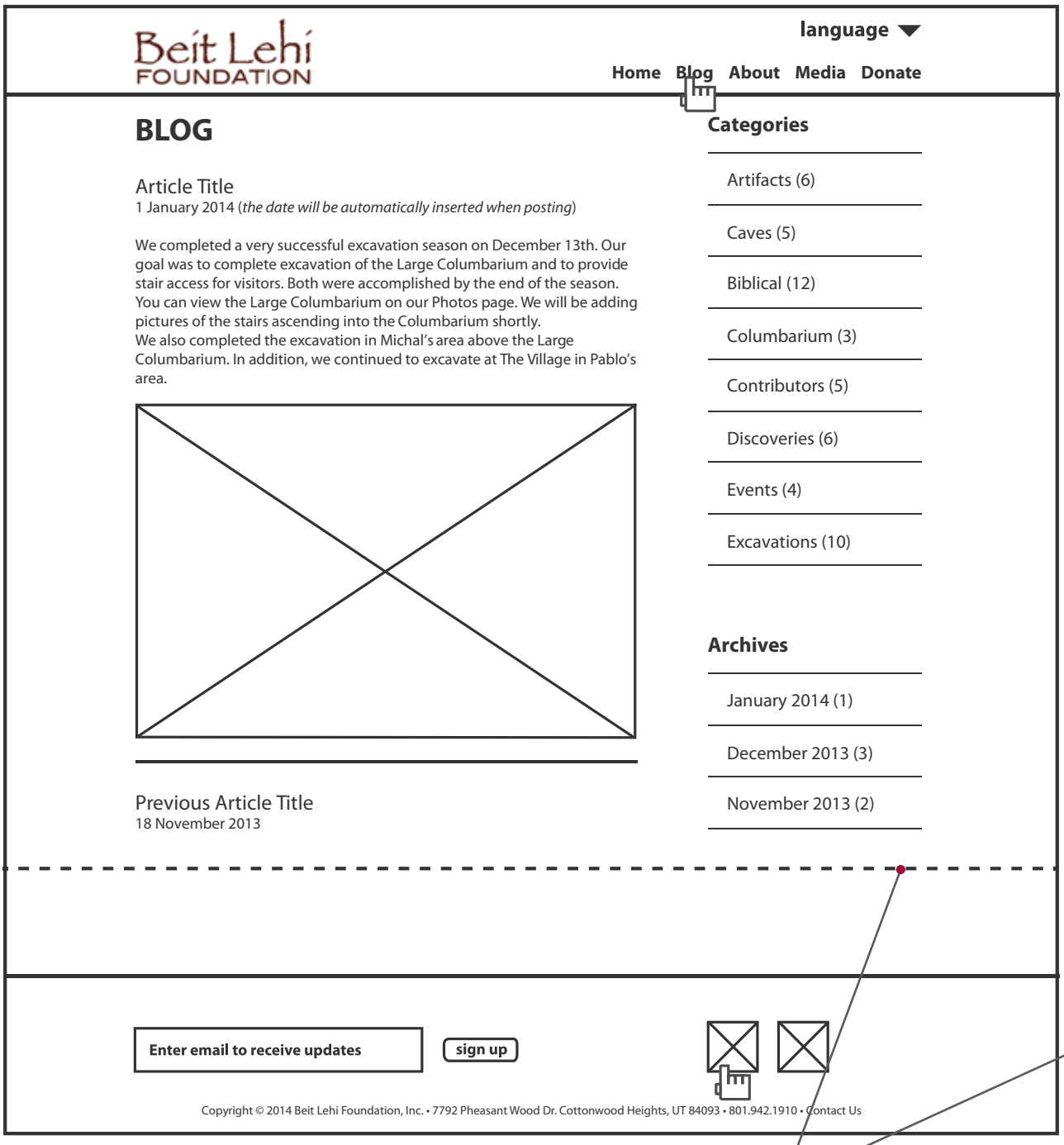
Seeing as all of the pages, except for the home page, have the same layout, it's been decided to not provide wireframes for all pages. The wireframes provided should be enough to effectively build pages in the future if necessary.

Desktop Version Wireframes - Home Page



Secondary Calls to Action
Testimonials
Social Links
Email Signup Form
Footer
by Dr. S. Michael Wilcox
Make a Donation!
Please make a donation to support the education and excavation efforts of the foundation. As a thank you, you'll receive the Beit Lehi Digital Site Guide!
Donate!
2014 Beit Lehi Excavation Dates
• March 15 - 22
• April 21 - 30
• May 3 - 10
• May 15 - 22
• June 21 - 30
• July 3 - 10
Virtual Tour
Sample what it's like to explore the site of Beit Lehi via interactive virtual environments!
Take Virtual Tour!
It was absolutely wonderful! It was really neat to see all the work going on. One of my favorite sites on our whole tour.
-Rachel, Sandy UT
Enter email to receive updates
Sign up!

Desktop Version Wireframes - Content Pages



Assumed fold of the screen. In actuality happens much earlier.

Sidebar: May be used for extra links and for ads and notifications.

Beit Lehi FOUNDATION

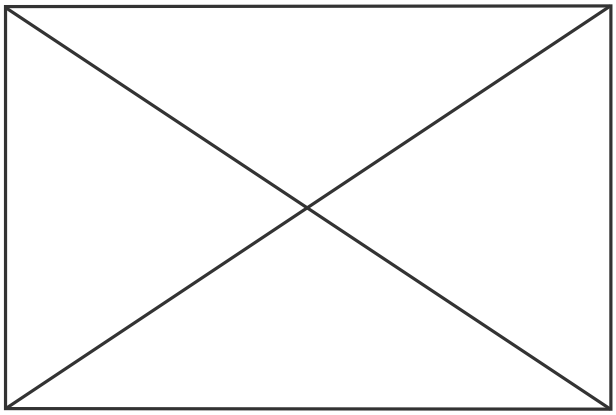
language

Home Blog About Media Donate

HISTORY

In 1961 Israeli soldiers unearthed a cave that had inscriptions and drawings including the oldest known Hebrew writing of the word "Jerusalem" dated to approximately 600 B.C. by Dr. Frank Cross Moore, Jr. of Harvard University.

> "I am Jehovah thy Lord. I will accept the cities of Judah and I will redeem Jerusalem."



> "Absolve us oh merciful God. Absolve us oh Jehovah."

The drawings depicted men who appeared to be fleeing and two ships.

While investigating the cave, Dr. Joseph Ginat of The University of Haifa met a Bedouin who told him about the remains of an ancient oak tree about 1/4

More About the Foundation

- About
- History
- Archaeology Team
- Digital Guide

Enter email to receive updates

sign up

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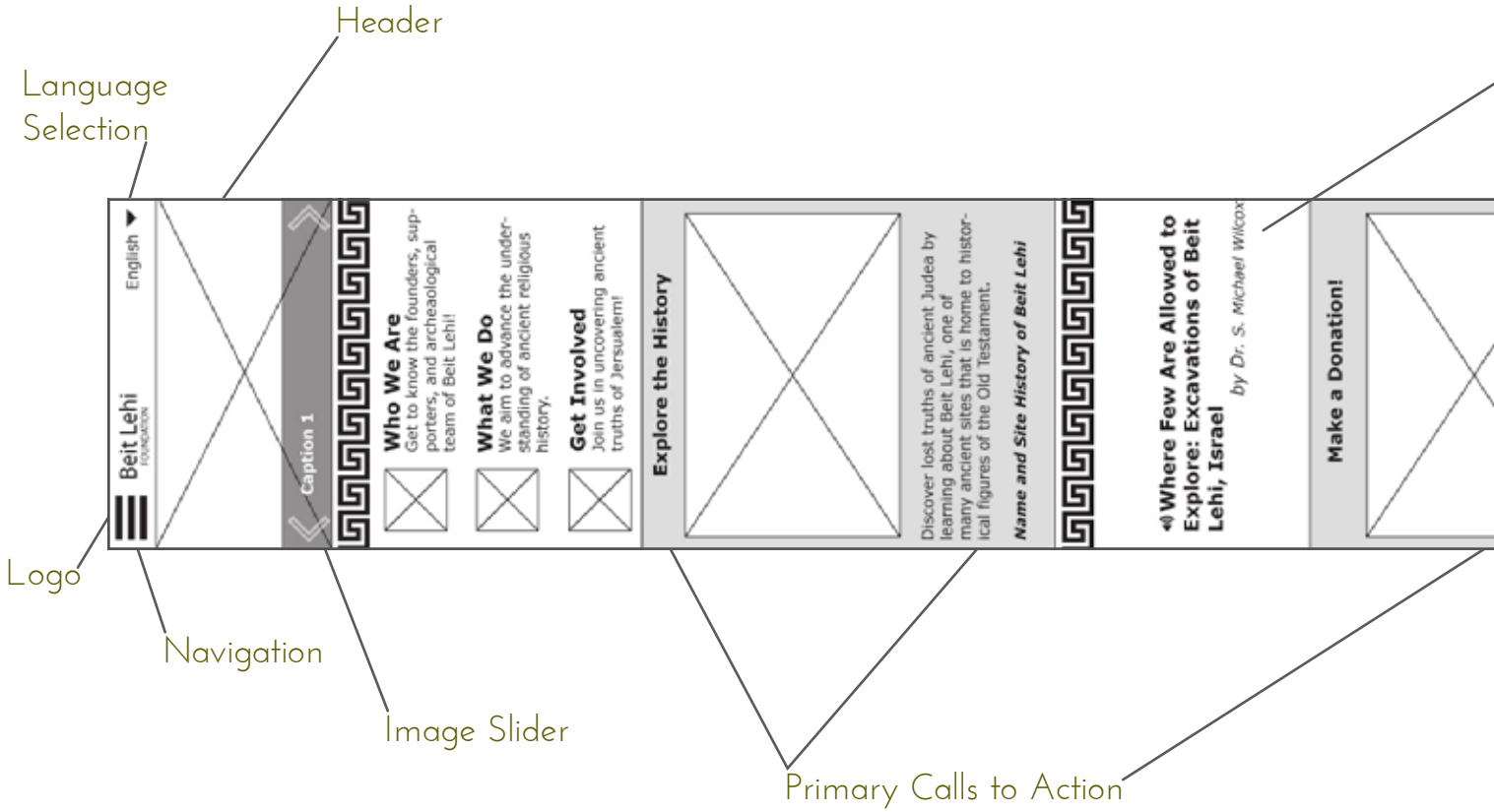
Mobile Version Wireframes - Home Page



Secondary Calls to Action

Testimonials

Social Links

Email Signup Form

Footer

Mobile Version Wireframes - Content Pages

Assumed fold of the screen. In actuality happens much earlier.

language

BLOG

Article Title
1 January 2014
(the date will be automatically inserted when posting)

We completed a very successful excavation season on December 13th. Our goal was to complete excavation of the Large Columbarium and to provide stair access for visitors. Both were accomplished by the end of the season.

You can view the Large Columbarium on our Photos page. We will be adding pictures of the stairs ascending into the Columbarium shortly.

We also completed the excavation in Michal's area above the Large Columbarium. In addition, we continued to excavate at The Village in Pablo's area.

Previous Article Title
18 November 2013

language

HISTORY

In 1961 Israeli soldiers unearthed a cave that had inscriptions and drawings including the oldest known Hebrew writing of the word "Jerusalem" dated to approximately 600 B.C. by Dr. Frank Cross Moore, Jr. of Harvard University.

"I am Jehovah thy Lord. I will accept the cities of Judah and I will redeem Jerusalem."

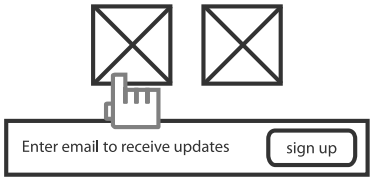
"Absolve us oh merciful God. Absolve us oh Jehovah."

The drawings depicted men who appeared to be fleeing and two ships.

While investigating the cave, Dr. Joseph Ginat of The University of Haifa met a Bedouin who told him about the remains of an ancient oak

More About the Foundation

- About
- History
- Archaeology Team
- Digital Guide



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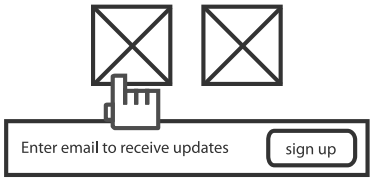
Categories

- Artifacts (6)
- Caves (5)
- Biblical (12)
- Columbarium (3)
- Contributors (5)
- Discoveries (6)
- Events (4)
- Excavations (10)

Archives

- January 2014 (1)
- December 2013 (3)
- November 2013 (2)



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Content Transfer & Sign Off Sheet

The last pages of this document are provided to ensure proper content transfer, hosting links and passwords and all other appropriate access details.

Digital Guide Files Hosting Site & Logins:

Website Hosting Site & Logins:

Digital Photos, Videos & All Other Files Location:

I, the Client, agree and testify that I understand that all parts of these interactive projects have been done as part of an educational process. I recognize efforts and time put in these projects, and will deal professionally and patiently with any flaws and imperfections within the final products. I also recognize that the student team had limited time to implement all projects and documentation, and if any changes or adjustments need to be done I will give anyone responsible for said changes ample timing to implement all fixes.

DATE:_____

SIGNATURE:_____

(please print your first and last names, then sign)