

T · H · E
OHIO
STATE
UNIVERSITY

CREW
CLUB
PROTOTYPE

DEVELOPED BY
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project proposal



proposal

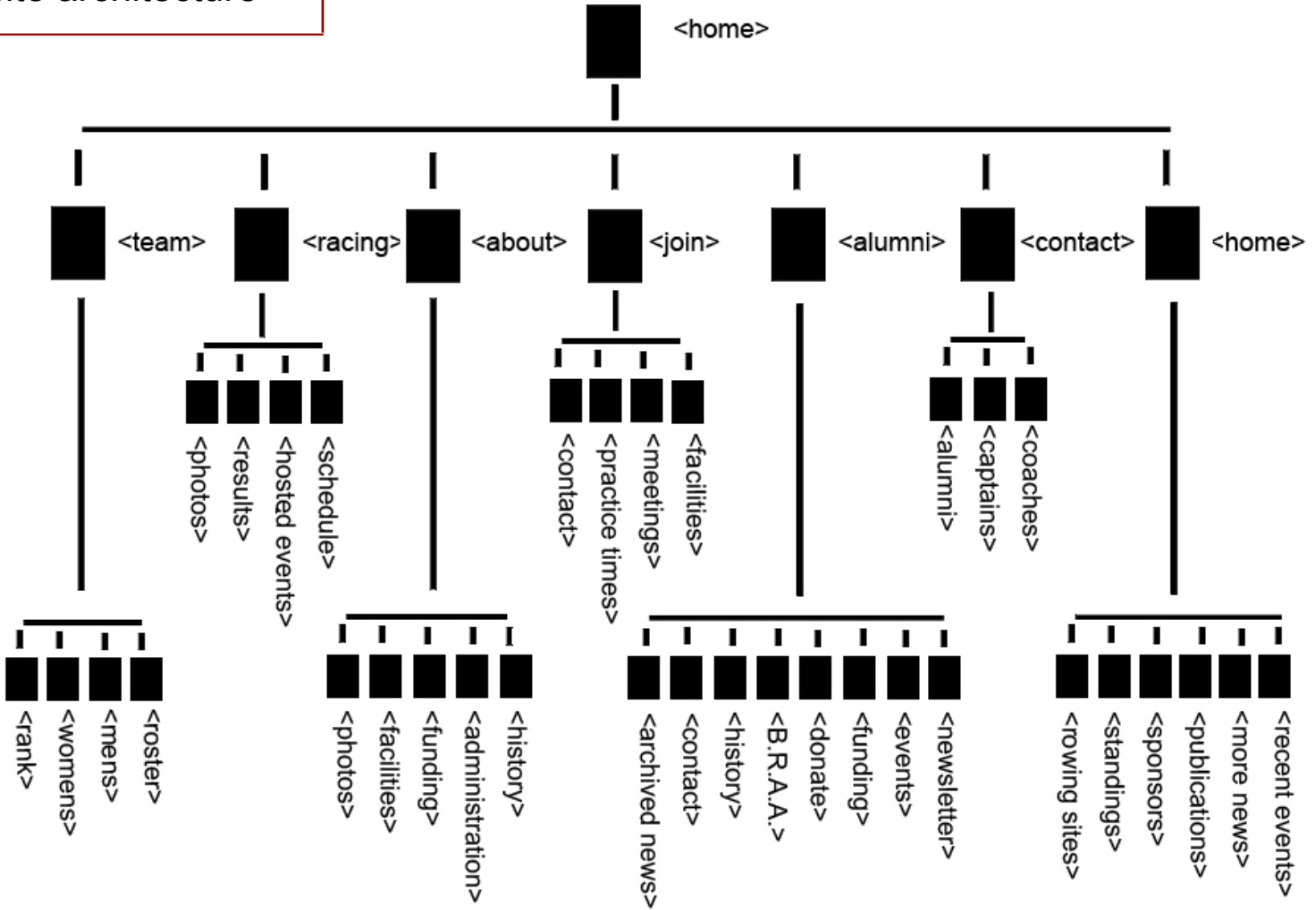


<part two>



site architecture

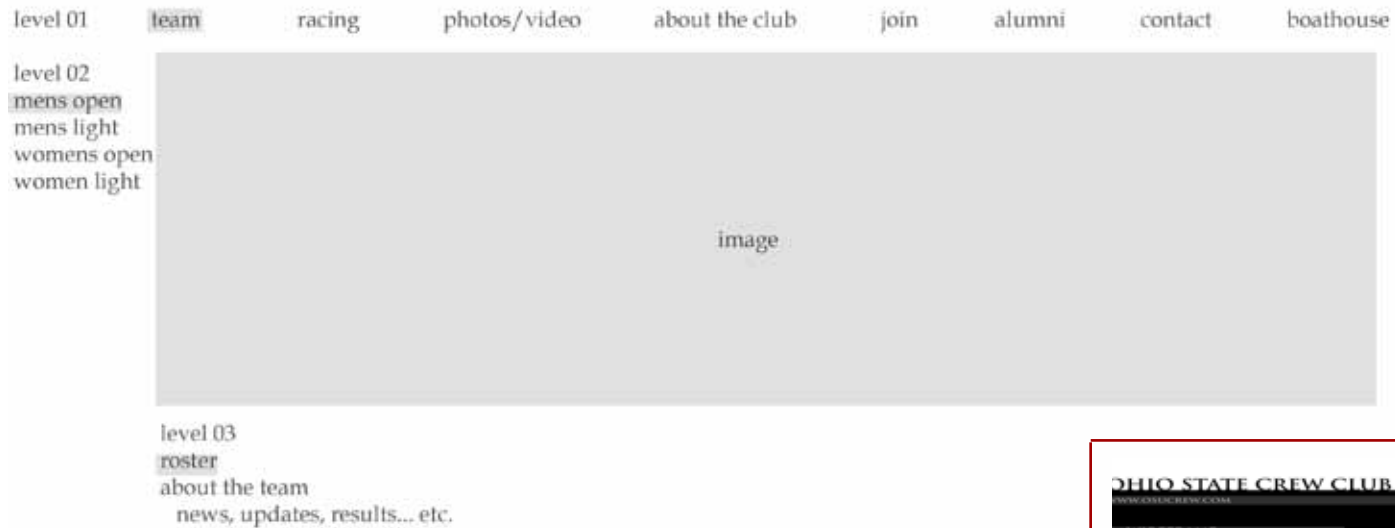
site architecture



Wire frames are a necessity when building a web site. Without wire frames it would be impossible to build a foundation for your architecture.

wire frames

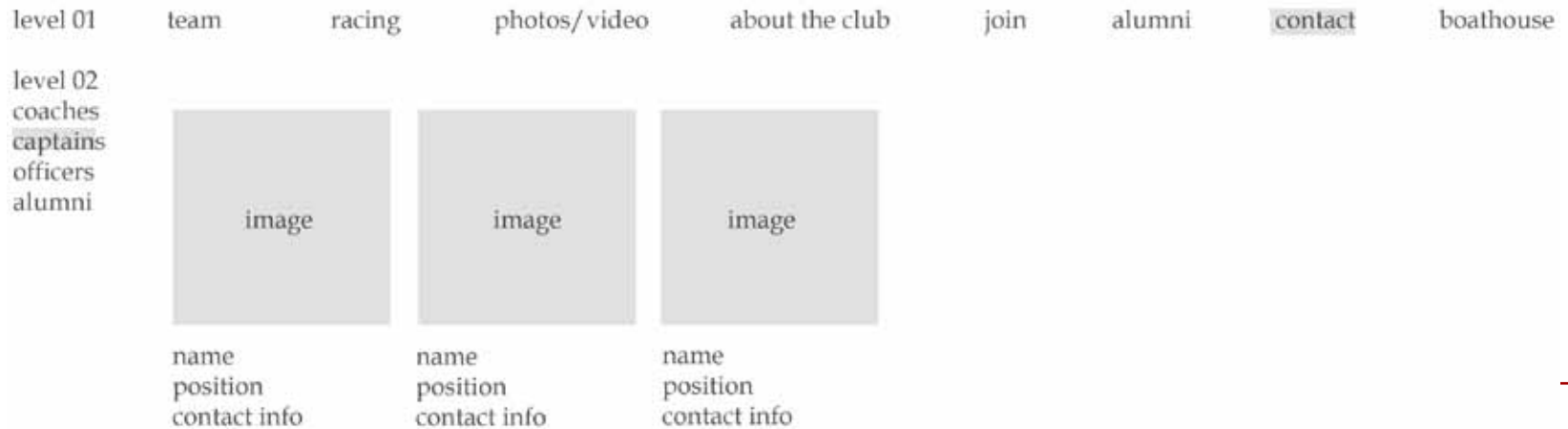
team



Wire frames also give the client a realistic image of exactly what the finished web page will look like. The wire frame outlines what the graphics and text will embody.

wire frames

contact



OHIO STATE CREW CLUB

WWW.OSUCREW.COM

3 SITE MAP OF MODIFICATIONS

NAVIGATION

level 01	team	racing	photos/video	about the club	join	alumni	contact	boathouse
level 02	mens open mens light womens open womens light	schedule hosted events	timeline	history administration fundraising facilities	contact meetings facilities	news events donate	coaches captains officers alumni	log in what is the boathouse?
level 03	roster			[fundraising] Rent-a-Rower Kroger Dollars Row for Dimes Ohio Cup				



The Site Map of Modifications is what will build the structure of the website. These are blueprints from which you will build your interface from the ground up.



The Ohio State Crew Club > Site Architecture > Site Map of Modifications

3

site map

The site map gives us a detailed outlook of the overlay of the web site. It is a key element to the site's architecture and is quite similar.

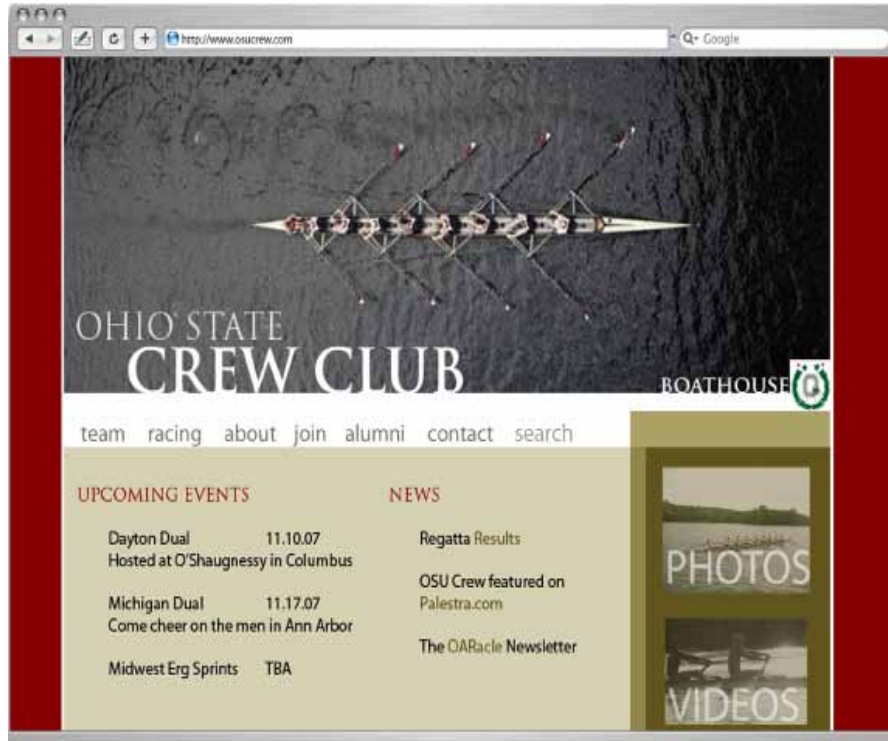
<part three>

concept



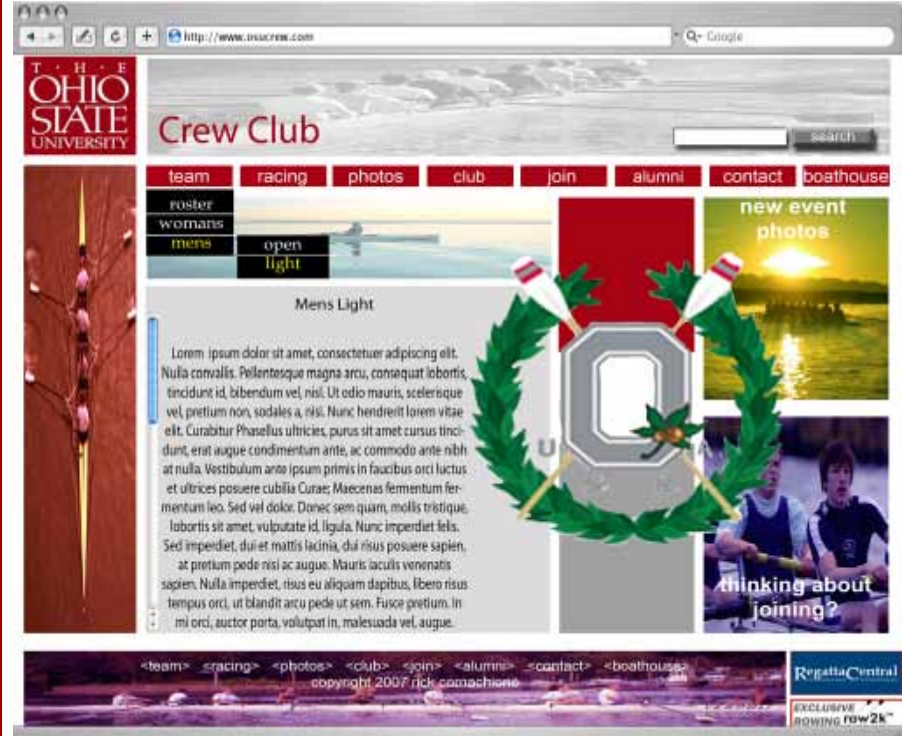
concepts

concept 1



basis for prototype

concept 2



concept 1

colors



fonts

TRAJAN PRO
TRAJAN PRO

MYRIAD PRO
myriad pro

TRAJAN PRO
TRAJAN PRO

MYRIAD PRO
myriad pro

OSU CREW CLUB

OSU Crew Club

OSU CREW CLUB

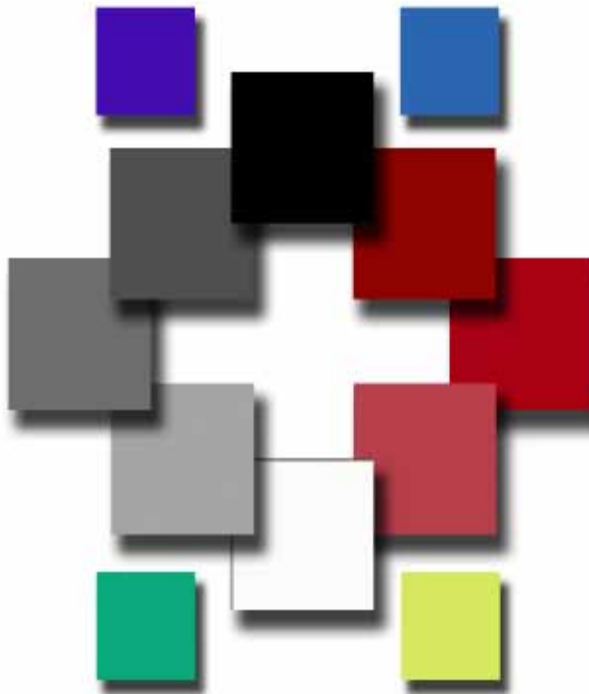
OSU Crew Club

imagery



concept 2

colors



fonts

ARIAL ARIAL ARIAL
arial arial arial

ARIAL ARIAL ARIAL
arial arial arial

MYRIAD PRO MYRIAD PRO
myriad pro myriad pro

MYRIAD PRO MYRIAD PRO
myriad pro myriad pro

imagery





goals

The goals for the prototype will primarily consist of cleaning up the visual appearance of the web site while making the navigation and interface more effective. This will include enhanced contrast of the text and background color.

current website

The Ohio State Crew is a highly competitive, coed rowing club that represents the university in the sport of collegiate rowing. Since it's founding in 1978, the team has taught men and women from the university to compete at the highest levels of competition. This drive has resulted in several OSU crew alumni representing the United States on the U.S. National and Olympic teams. A former member recently earned several gold World Championship medals in the U.S. men's eight and a gold medal in the 2004 Olympic Games. The Ohio State Crew Club is completely self-funded. The organization depends upon the drive of its members and the generosity of friends and alumni to make rowing possible. The love of rowing and the desire to be better than just average compel the men and women of this organization to work and train harder than many students ever realize.

prototype

PAYING TO ROW

The Ohio State Crew Club is a self-funded team. Each member pays a certain amount (dues) to cover a wide array of costs. Dues pay for Coaching, Equipment (all boats, oars, etc.) Race fees (travel costs and hotel), Apparel, Events, and our facilities.

Click on the links below to read about each of the fundraising opportunities.

<part four>



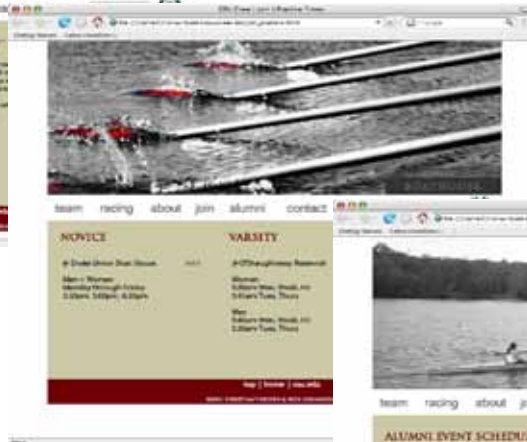
final prototype



<home>



<join>



<practice>



<alumni>

screen shots



image boards



The image boards provide the client with an idea of the final art work that will be displayed for each individual page. This is vital considering the types of photos, graphics and art-work will apply a certain feel and mood to the web site.



team racing about join alumni CONTACT home <rollovers



<navigation



<layout



<search engine



features

For our prototype we will be combining various features from both initial concepts. This will allow us to integrate the best of both worlds into one superior web site.

refined inter activity

old site



The inter activity has been improved and simplified so that its navigation will be easy to operate by any user.

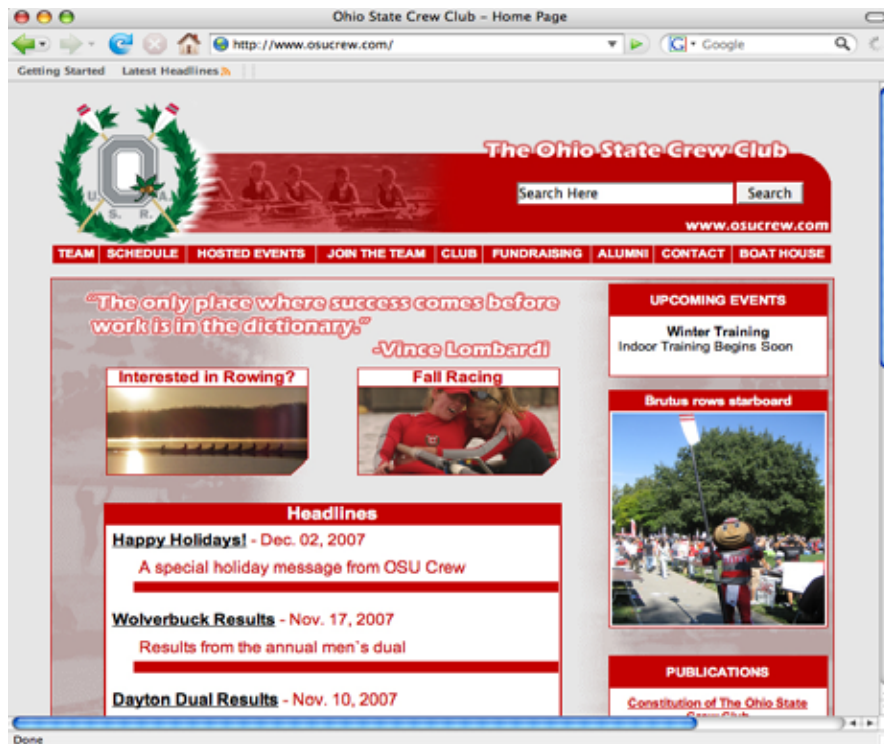
vs.

new site



prototype

current web site



redesigned web site

