

Design and Functionality Specification

HEAL & Social Ink – Version 2

This *Design and Functionality Specification* sets forth a blueprint for the new HEAL website. With our *design spec* in hand, we will have a written reference to mark final design agreement and begin the project’s coding and development stage.

This document references the visual mockups and functional discussion points we have workshopped to date. We break down the spec as follows, annotating our visual and functional components: **User Interface and Front-end Functionality, Typography, Other Visual Assets, and Information Architecture (IA).**

Lastly, we ask that you sign the last page of this document. This will officially mark our Final Design Agreement and move us forward to the coding and development phase. Please review with care, and let us know if you have any questions. This is the time to make any adjustments to make sure we are all on the same page. We’re looking forward to building a great site together!

User Interface and Front-end Functionality

Templates

Please note, Header and Footer (detailed below) will be visible on all pages.

We strongly encourage you to open the mockups for each template below as you review!

Homepage

<http://mockups.social-ink.net/heal/round-04/heal-round-04-home>

Hero Image / Slideshow

One or multiple images can be featured; if more than one image, arrows will appear to left and right and ‘slides’ will advance upon user interaction or after a short amount of time. Caption(s) below image(s) will correspond to each individual image.

Mission Statement / Welcome Phrasing

Copy of your choice to welcome users to the site in a teal-background box.

HEAL Circle

A graphic introduction into your four core services. The circle's colored edges (and the descriptions to the right) will link to the Pages for Health, Education, Advocacy, and Linkages.

Committee Updates

A 'tab' style interface where each circle will do a 'live' reload of updates related to a particular committee, showing as many as five recent updates, ordered chronologically.

(See header and footer description, below)

Modular Page Builder / Terminal Hub

<http://mockups.social-ink.net/heal/round-04/heal-round-04-terminal-hub>

We have designed a flexible system for page creation that we call "page builder modules."

With this system, each Page will be equipped with a flexible system will allow you to assemble dynamic, deeply linked sections by using formats for repeatable 'blocks' of content, links, graphics, and media.

In our mockups, we illustrate example ways to use these components to dynamically build pages. We describe these page builder modules here:

Hero Image / Slideshow

High resolution image(s) that span "full bleed" to the edges of the browser. includes optional header above image and caption below image.

Rich Text / Main Content Area

Flexible space for basic text input, using a WYSIWYG (What You See Is What You Get) editor in the CMS. Capabilities include basic text formatting (bold, italic, unordered lists, ordered lists, block quotes, adding a link to selected text, text alignment, pre-formatted headers and sub-header (header 1 through header 6). Users may manually insert images or embedded media. Images will be inline with the column of content.

Related Content Grid

A quick grid-builder to send users to other posts on the site, featuring the grid-size image, post title and excerpt. Each grid item will link to the full view of the item.

Related Content List

A quick list-builder to send users to other posts on the site, featuring the list-size image, the title of the post, and a short amount of contact.

List View / Archive / Search Results

<http://mockups.social-ink.net/heal/round-04/heal-round-04-list>

The results / list view will be used for automatic display of collections of different post types and taxonomy groups, such as news, as well as keyword search results, sorted by date, with most recent on top.

This list view will display ten items at a time, with links to older items below the list.

Global Components

Header

- **Logo** Will link to homepage;
- **Tagline** beside logo;
- **Main navigation** featuring dropdown for sub-navigation;
- **Social Media Icons** will link out to your Social Media channels (Facebook, Twitter, LinkedIn);
- **Keyword Search** will open up search box for keyword search

Footer

- **Email Signup**, per mockup;
- **Donation Appeal** with editable copy;
- **Footer menu** using the same navigation as the header but with all dropdown items displayed as a mini 'sitemap';
- **Copyright and Logistical Navigation**;
- **Social Media and Action Buttons**;
- **Site Credits**

Multimedia

Video and audio to be handled via 3rd party such as youtube and seamlessly included on the site via embedded iframe.

Typography

Primary Font

Raleway

Font Licensing

Raleway can be licensed from Google Fonts at no additional charge.

Other Visual Assets

Icons

We have included a standard icon set with icons for usage per the design mockups. This set is drawn from a combination of custom illustration and license-free icons available for use. Custom icons not found in this set require additional labor and will be subject to hourly billing.

Image Dimensions and Proportions

Top Page Hero / Slideshow Image

(1240px by 400px) 3:1 Proportion Manually cropped by administrator before upload.

Thumbnail Image (list thumbnail, grid thumbnail, user card thumbnail, 'how can we help' thumbnail)

(300px by 300px)

Automatically resized if larger size exists.

Large Image

Resized to 960 pixels wide

Automatically resized if larger size exists.

Medium Image

Resized to 640 pixels wide

Automatically resized if larger size exists.

Information Architecture

We will set up your new CMS to accommodate the following *ContentTypes*

- Basic Overview Pages
- News and Update Posts
- Publications and Reports
- People

- Resources and Tools

Within these Content Types, we will set up several specific fields. Fields are optional and will not show if left blank.

- Publication PDF
- Publication Author
- Publication Date
- Person First Name
- Person Last Name
- Person Email
- Person Website
- Person Twitter
- Person Facebook
- Resource/Tool PDF
- Resource/Tool external URL

You can also subdivide or globally categorize individual items, either for internal organization or public display, across the following category groupings:

- News Category
- Publication Type
- Service Type
- Committee
- Resource / Tool Type
- Person Role (eg Staff, Board, etc.)

Client's signature below authorizes the above design and functionality specification.
Changes, modifications, or additions to this specification may be subject to additional hourly
billing or project fee, to be agreed upon at time of request.

Date

Client Signature

Client Name (Please Print)

Client Title