

CREATIVE BRIEF

PROJECT: Azalea Path Arboretum & Botanical Gardens Website

OVERVIEW: Azalea Path Arboretum & Botanical Gardens, a nonprofit and privately owned facility, is nestled on the Gibson/Pike County border in Southwestern Indiana. What began with 15 acres and a few azaleas and perennials in 1979 has grown to include over 60 acres and more than 3,000 azaleas plus a large variety of unusual plants and native Indiana trees. Two spring-fed lakes, a waterfall, a koi pond and several unique sculptures complement the beautifully landscaped trails, which wind throughout the grounds. The facility is now one of the largest collections of azaleas in the Midwest. The Azalea Path hosts 37 out of the 38 hybrids of Schroeder Azaleas plus the complete collection of Buddy Lee's Encore Azaleas. In 2011, the Azalea Path was honored to host the national convention of the Azalea Society of America. The facility also features many wood carved trees that were damaged in a windstorm in 2004. There are also three miles of walking and hiking trails.

The Azalea Path is also in the process of developing a banquet and reception area called Ambrosia Falls. This facility offers an indoor air-conditioned banquet hall, kitchen and restrooms, along with an expansive outdoor covered porch and bar areas cooled by numerous ceiling fans. This facility overlooks one of the large lakes. It has already been used for a many bridal showers and wedding receptions.

TACTIC: Design and construct a new website for the facility to replace the existing website at azaleapatharboretum.org.

TARGET AUDIENCE: Primarily adult women who are interested in flowers and gardening, but would also include males with similar interests. Also, families who are planning bridal showers and wedding receptions should be included.

STRATEGY: Design a new concept for a website that accurately represents what the Azalea Path has to offer, including its facilities, varieties of flowers and plants, its locations and setting, along with the overall beauty of the property. The design must be a noticeable improvement of the existing site in the areas of visual interest and appeal, as well its functionality. An appropriate color scheme and a visually striking header design should be used. The navigation should be clear and understandable from the aspect of how to navigate the site and to understand the scope of the site. All pages within the site must be visually unified by having a consistent look. Each page should also demonstrated a unity with the design.

One design concept will be developed in Photoshop, then constructed using Dreamweaver to make a complete and functional layout of how the website would look and how it would function. The final functioning site must include at least four pages of the site – a home page, a testimonials page, a directions and hours page, and a contact and feedback page. The design will be a fixed width site.

All pages in the site must clearly indicate to the viewer what page they are on. This should include indications on the pages themselves, as well unique and descriptive titles for each page in the title bar.

SEO should also be considered and demonstrated in the design by thinking above the fold and the utilization of alternated tags for images and links. The proper use of descriptive tags, such as headings, and type-based navigations should also be used.

Proper use of HTML and CSS must be demonstrated in the construction of the site, such as the setup of the site folder and default images folder, the use of external style sheets and a template page. The home page file must also be properly named.

REQUIREMENTS: A complete layout of at least one page in the site at a larger size and resolution for printing purposes must be turned in. This will work for showing the client the concept before production starts, as well as for use in the portfolio. This layout should be the basis for the finished functioning site. The completed site folder must also be turned in for the second part of the project.

Half of the grade will be assessed on the creative concept and design qualities of the design based on the original layout. The other half of the grade will be assessed on the production quality and process of the functioning web pages.