

## Project Definition

This is a project about cats. I will make a informative web site about cats around the campus(university).

## Criteria of Success

At the end of this semester, i will finish my interface design, sketches. Also my promotional elements such as; posters, flyers etc..

The criteria to judge this project is based on the overall concept and how it works, the design of web site, the promotional elements and the awareness of the people.

## Target Audience/User

all the people living in the university campus and also who are interested in graphic/interactive design.

## Detailed Project Description

This project is about animals, cats and creating awareness around campus so people may be notice that we are living together. It will web site design and the web site will be promoted with a campaign by posters all around the universities public places' walls, flyers. I will make cathouses and donation campaign. My playground is campus.

## Scope of the Project

*what will be covered*

- How can i attract peoples attention about cats
- Research about project
- coding
- Web site design
- Promotional elements

*what will not be covered*

- 3d environment
- boring long scientific text about cats

## Objectives & Goals

*Objectives*

to catch people's attention with the awareness about the animals and how people behave them  
to create an interactive website about cats with illustrations, simple info graphics, for everyone.  
to create awareness about animals especially cats  
design a remarkable website that will provide an attractive area even to the people who are not interested with animals

*Goal*

figuring out a way to implement this idea.  
to create a functional and visually attractive website which can be used by university members.  
To explain the importance of animals and their right to live in campus with us.

## Difficulties & Risks

The most significant risk would be not being able to fully design the website as I wished If this will be happen i might be change the medium.

*phases of the project*

- research around the campus and specify the cat population
- identify them
- designing the interface
- starting to illustrate
- learn how to code
- make promotional elements
- make a web site
- organize donation campaign
- finalize the project

## Required Know-How and Resources

- HTML 5, jQuery
- Responsive web design
- Help of a professional web designer

## Background Information

While I was thinking about my graduation project, I was realized that I am so obsessed with animals especially with cats. Since I was a child, I was always taking care about cats. I didn't remember any day without animal etc. Actually my dream job was being a veterinarian. So it is bringing me today.

While I was walking around the campus, I realized an information or announcement about the cats and said that "do not allow the cats enter inside the buildings, if you see any cat, bring them out and if someone complain about them, it affect all the cats" like a threat. After that I start to think about the solution, what can I do? And how can I make understandable that we can live together. Because people always occupy their natural environment, they are throwing them away like garbage. Also people have no respect animal rights. In this perspective, it is an also civil involvement project or we can call activist project. But at the end, my biggest concern is to inform people about the cats.

In this project I want to create an interactive website. I thought that since I want to inform people and creating awareness, I can create really great info graphics about cats. Also I want to make posters so I can hang them around, some flyers etc..

First thing that I want to make is; taking a picture of cats. Secondly; I will gather information about their gender, age, specialty, species, characteristics etc.. Than I want to give some basic information about cats; how are people approaching them. Because sometimes cats seems quite complex and people always complain about their attitude. Also I want to give interesting information about them. For example, I can talk about the difference perception level between people and cats, after that healing affect of them. Beside that I want to make some projects about them. Such as; cat house, donation campaign for their food and health care.

I have really big challenges about the web site because I have really limited information about coding and the programs. Also working with cats, it is not so easy. I know because I also have a cat. Another one is while i am going to create cat houses and stuff maybe university may cause some problems about permission, beside that i have some concerns about people (students) who might disturb the cats.

I will gain a satisfaction that someone might be care about animals and this website may be a huge footstep for this awareness. Also i can make real my dream while doing this web site.

## Bibliography and References

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