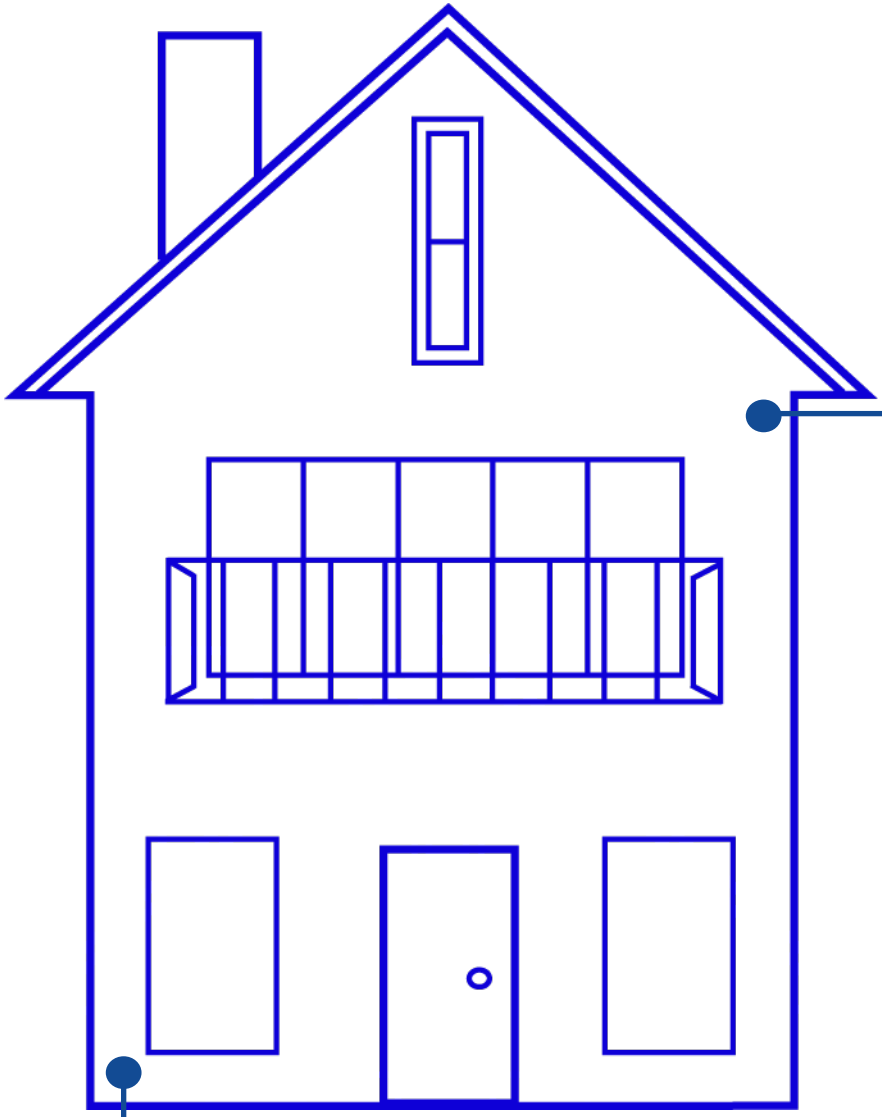

GOING GREEN AND SAVING GREEN

By Klara Schmitt

GOING GREEN

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SAVING GREEN

Creative Brief

Purpose

This project will be designed to provide a basic understanding of eco-friendly housing materials that help provide a healthier environment, use sustainable or recycled materials, and/or save energy. Each housing aspect covered will include a short explanation as to what it replaces and how it fits into the "green" housing scheme. The project will be designed as an overview of what key materials go into eco-friendly housing so as to provide the audience with some of the options, which they can then research further, if they are considering remodeling or building a home with energy-efficient or environmentally-friendly elements.

Creative Brief

Interfaces

I. Index:
"Do you know what makes a home "green?" Have you considered using eco-friendly or energy-efficient materials into your own home, or perhaps a future home?

By using the house on the left you can view a few green options for solar, windows, flooring, water, and interior."

II. Solar Panels:
"Solar energy is clean with virtually no pollution. It uses sunlight which is a renewable resource. Plus solar electricity is free (past the initial investment)."

III. Zero VOC Paints:
"Traditional paints contain solvents, which release VOCs (volatile organic compounds) into the air as the paint dries. Try to use Zero or low VOC paints instead. Look for paints with the 'Green Seal Standard,' which are certified to be less than 50 grams of colorants, biocides, and fungicides per litter."

IV. Light:
"Incandescent bulbs are quite similar to small heaters than give off a little bit of light. By using compact fluorescent light bulbs (CFLs), you'll save approximately $30 in electricity costs over each bulb's lifetime. CFLs produce 75% less heat than incandescent bulbs."

Creative Brief

Interfaces cont.

V. Flooring:
"Bamboo is considered a "green" option for flooring because it reaches maturity in 3 years as opposed to 120 years for oak, and is thus considered a renewable resource. In addition, laminated bamboo is much less toxic than your typical carpet."

VI. Strawboard Sub-flooring
"Strawboard is made from soybean and wheat straw, which reduces the amount of binder (adhesive) required for production. Strawboard is also more water resistant and contains no formaldehyde as opposed to plywood sub-flooring."

VII. Windows:
"The average home can loose 30% of its heating/cooling through windows. Low-E windows reflect 90% of long-waved heat energy, while admitting visible light."

VIII. Rainwater Collection:
"You can save water for gardening, car washing, or additional outdoor purposes by just setting up a rainwater collection system, which will catch water from your roof or other downward slopes."

Creative Brief

Interfaces cont.

IX. Gray-water Reuse:
"Gray water is waste-water that contains no human or organic waste or toxic chemicals and has the potential for reuse in outdoor irrigation or flushing toilets. With partial filtration, gray water can lessen the strain on waste-water treatment facilities and be stored and pumped to regions of the house."

X. Credits
"Designed by: Klara Schmitt."

Creative Brief

GOING GREEN

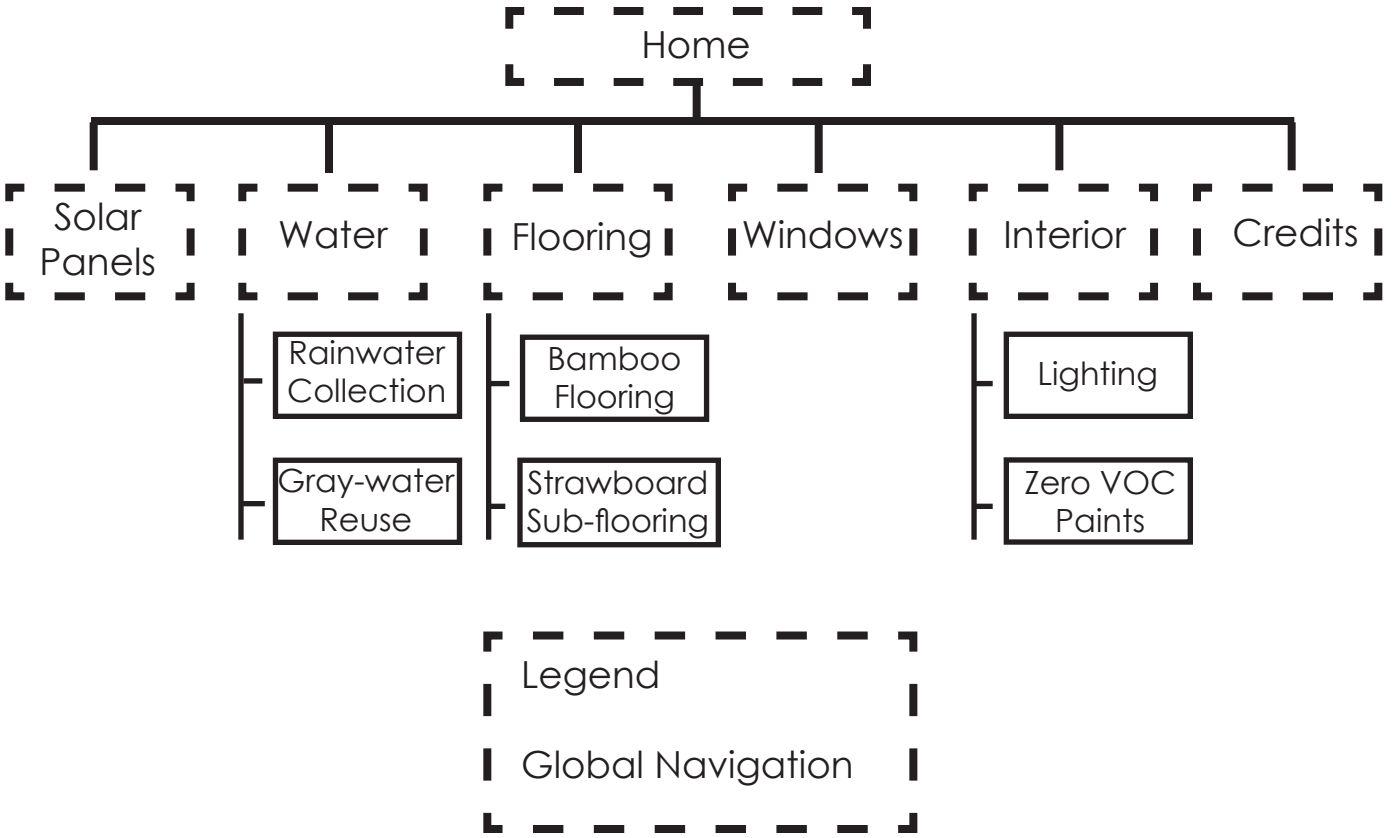
Audience

The primary target audience focuses on adults who do not know much about eco-friendly or energy-efficient housing materials, but are considering remodeling or building a home using such materials. A secondary target audience includes individuals who may not own a home, but might consider green housing options for the future.

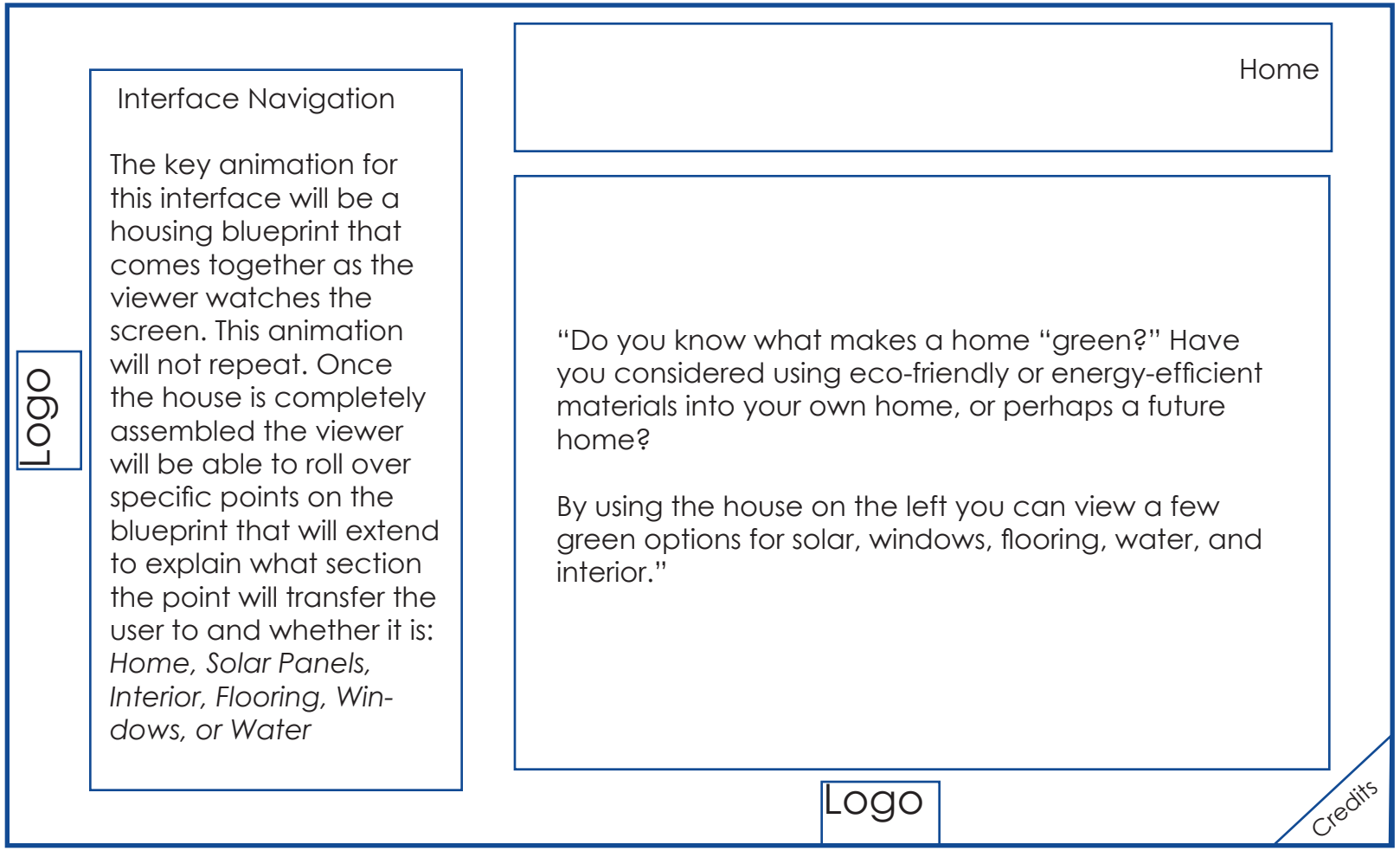
Perception-tone

Friendly, architectural

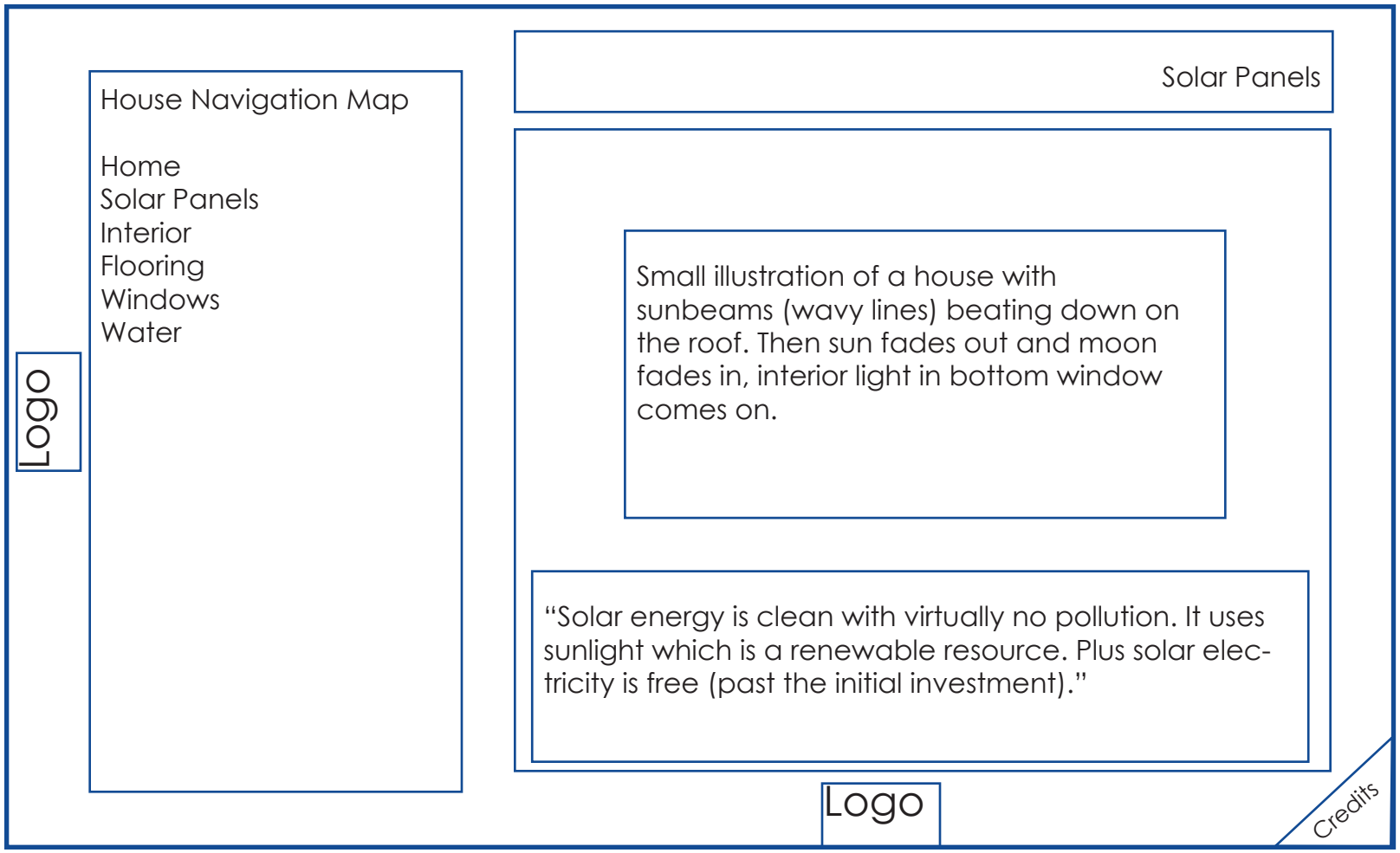
Navigation Map



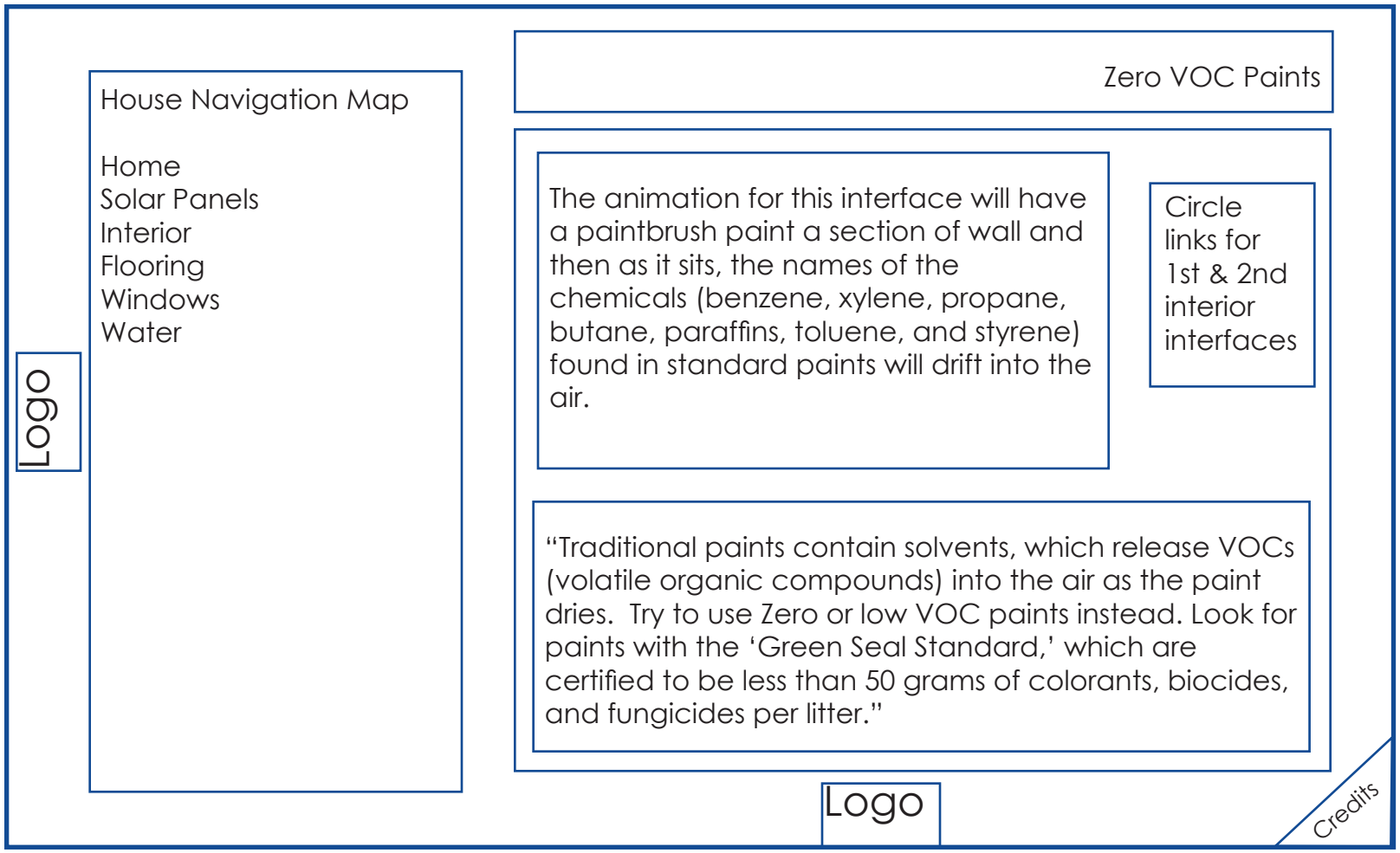
Wireframes - Home



Wireframes - Solar Panels

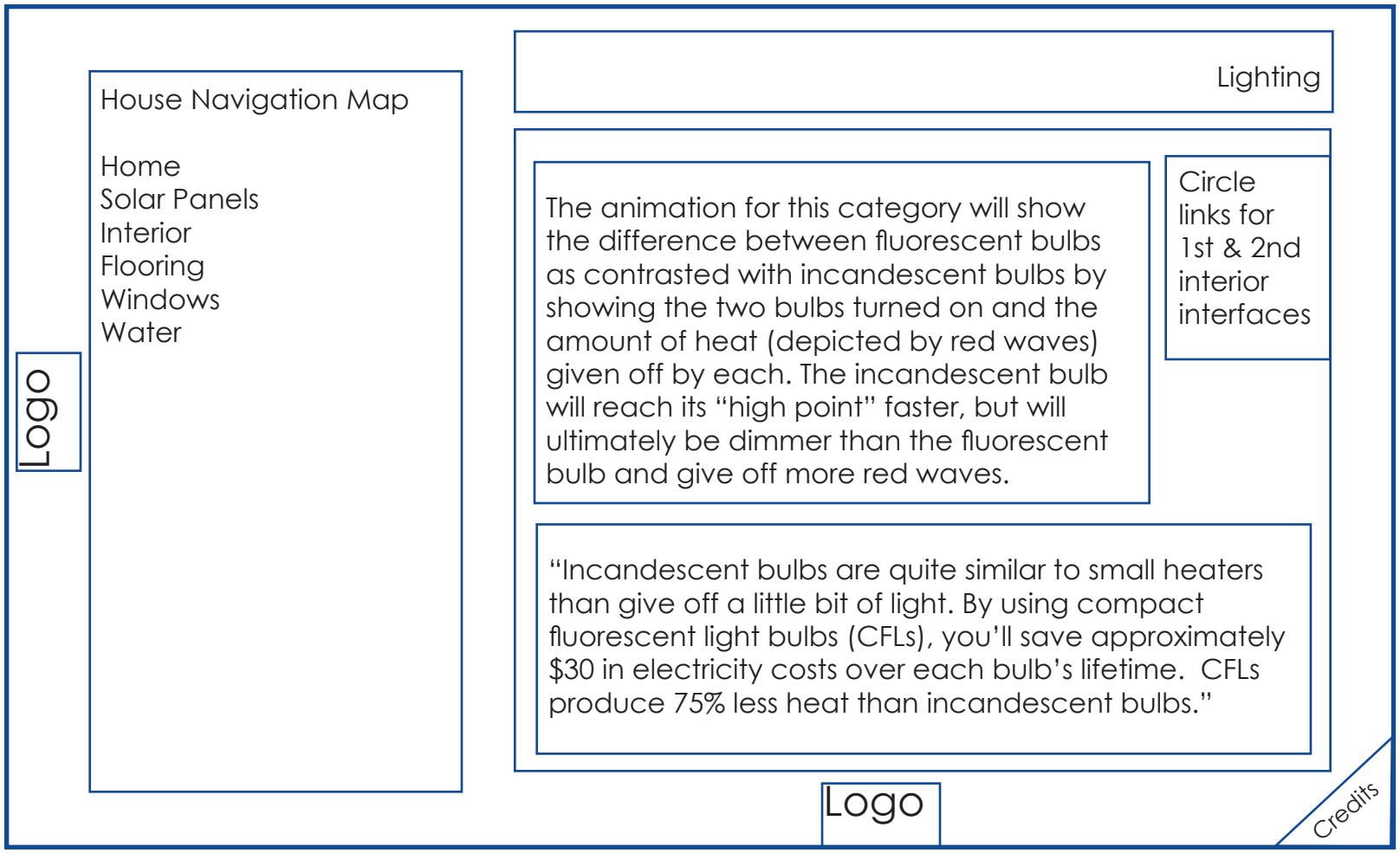


Wireframes - Paints



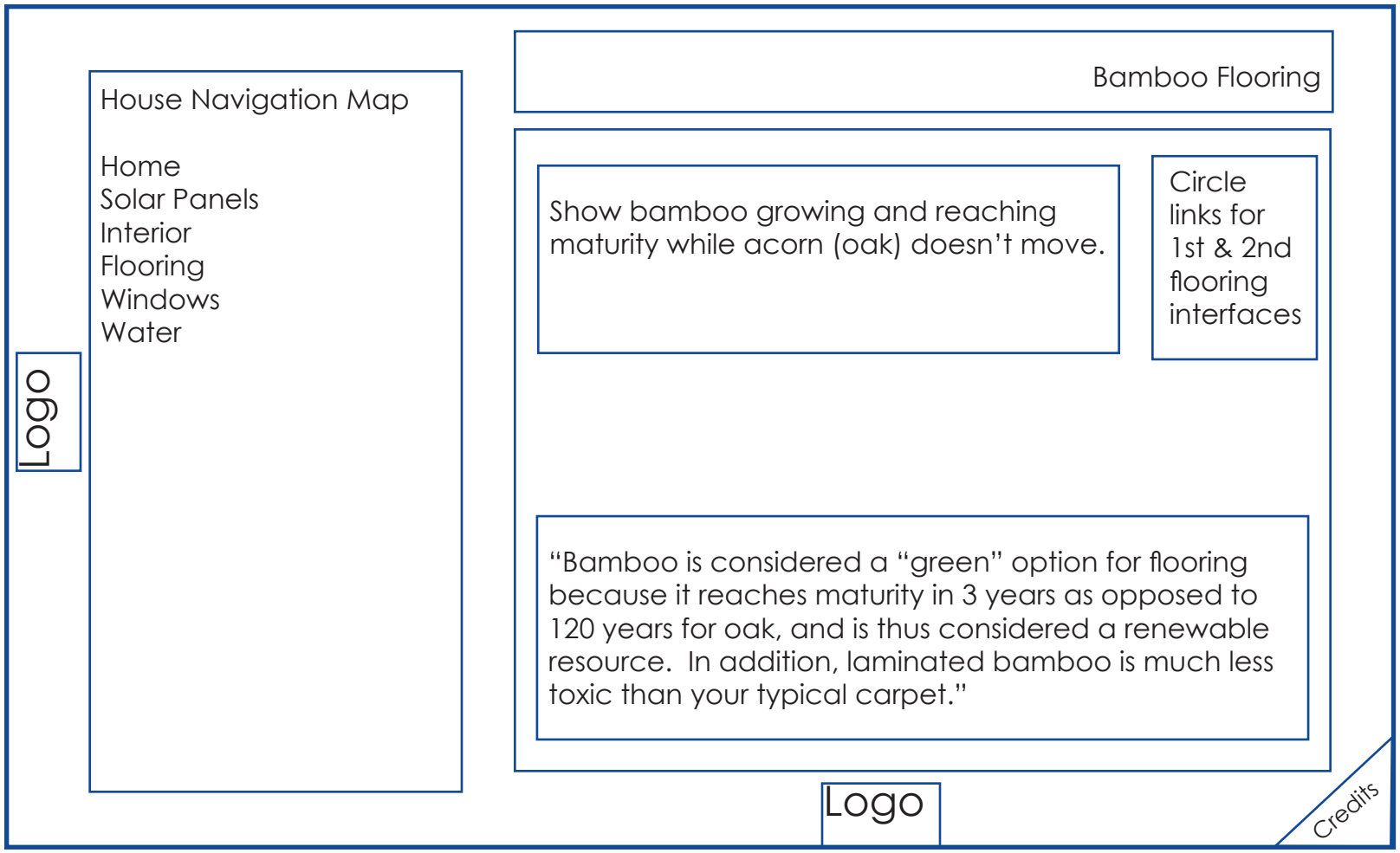
GOING GREEN

Wireframes - Lighting

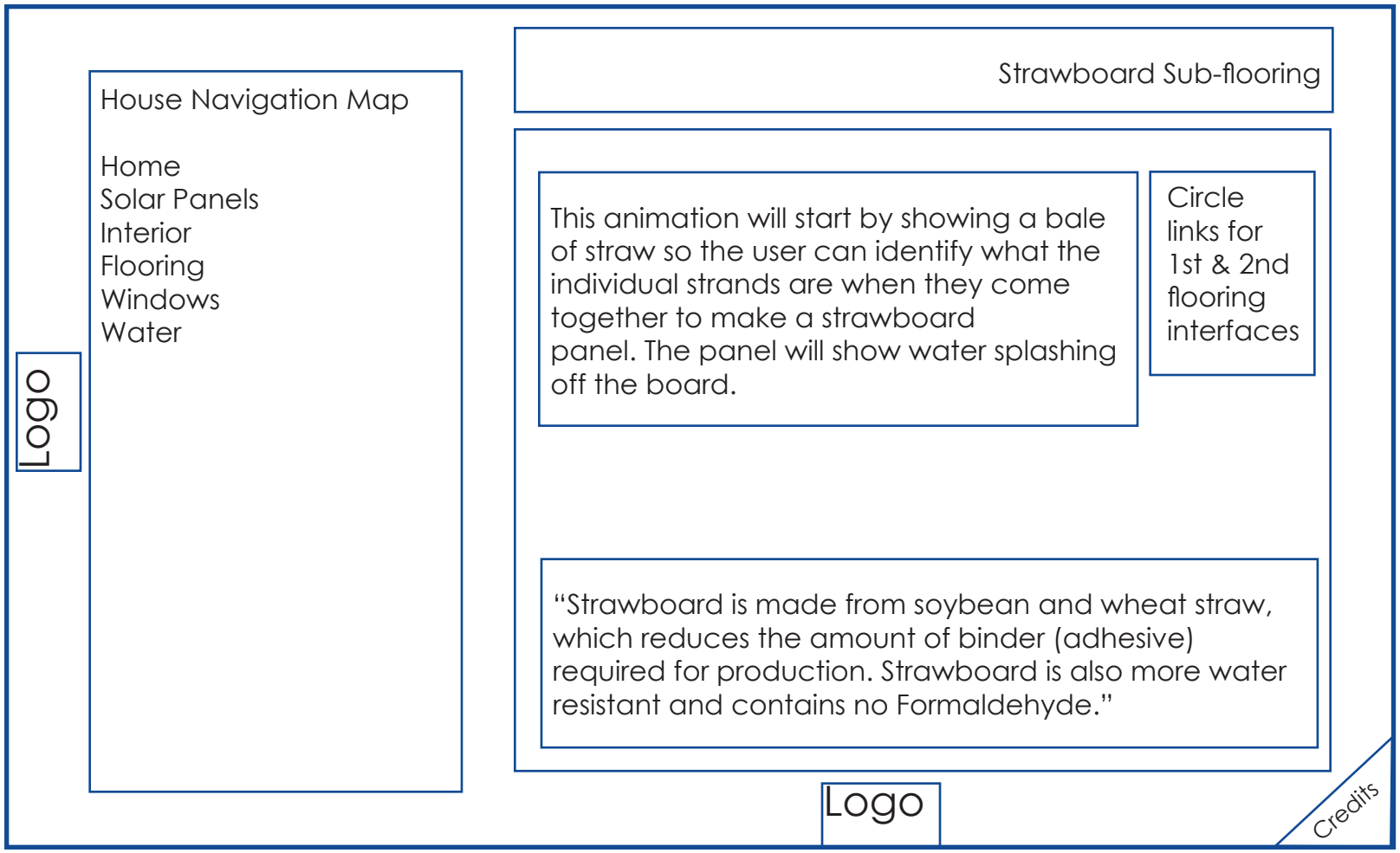


SAVING GREEN

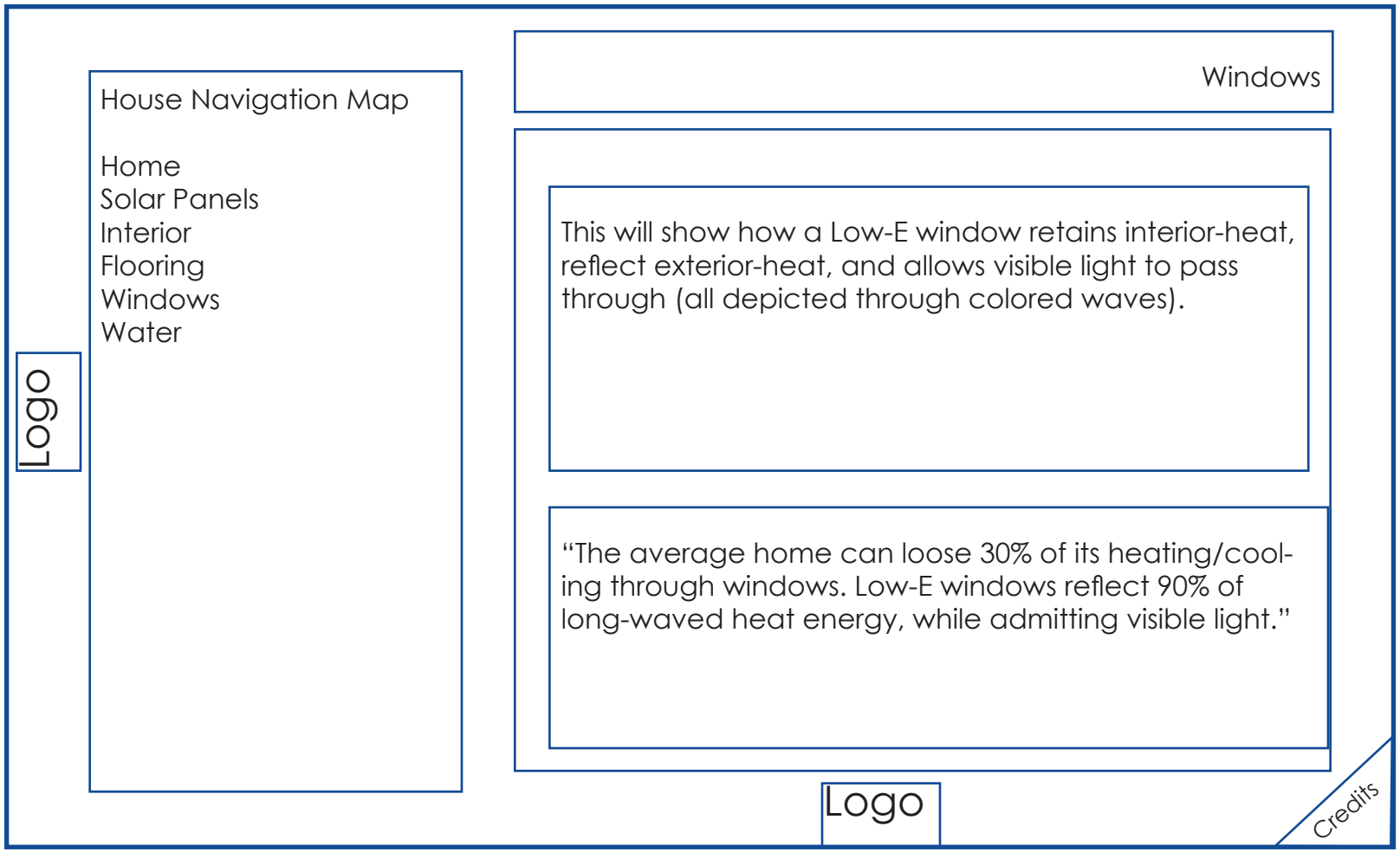
Wireframes - Flooring



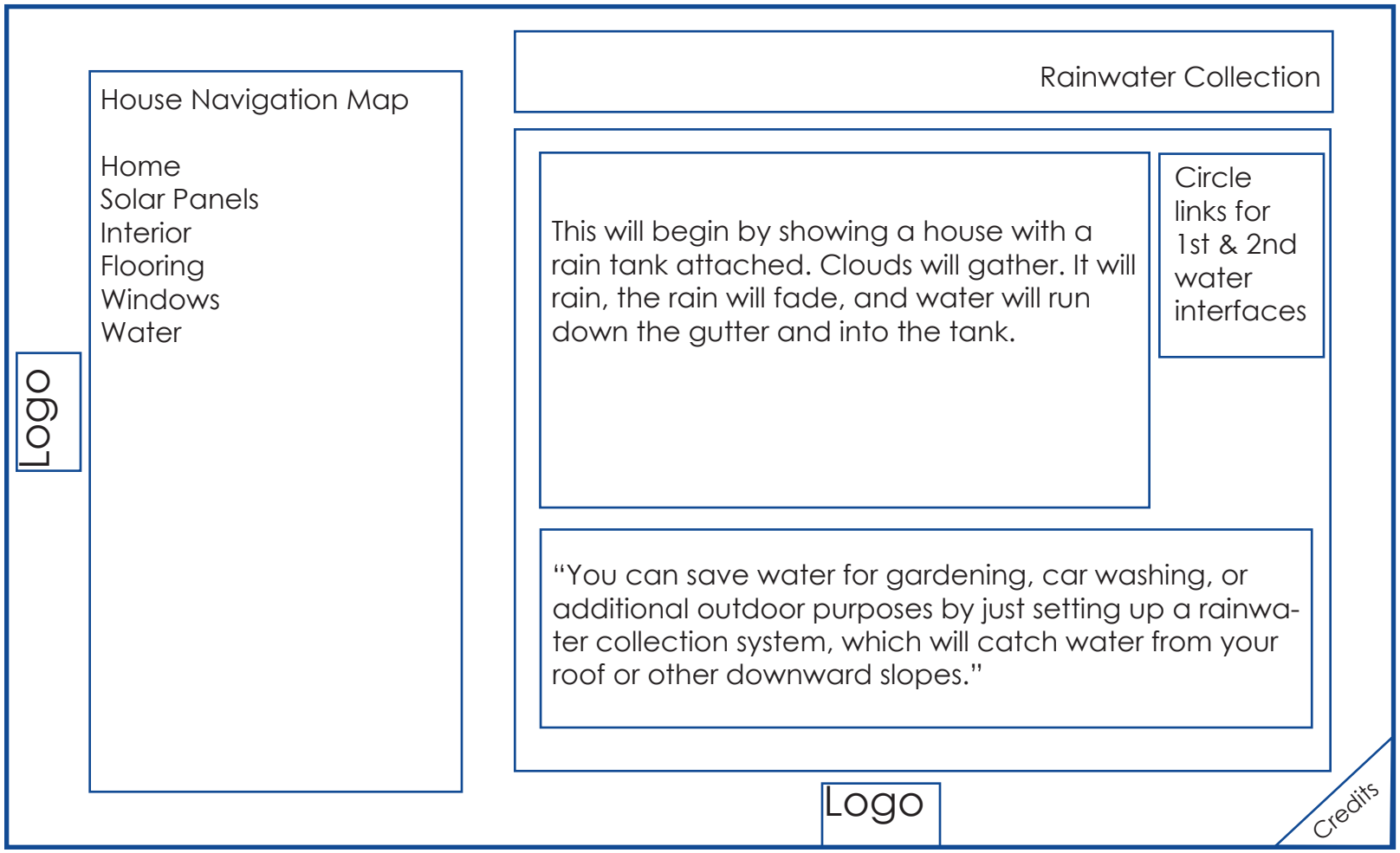
Wireframes - Sub-flooring



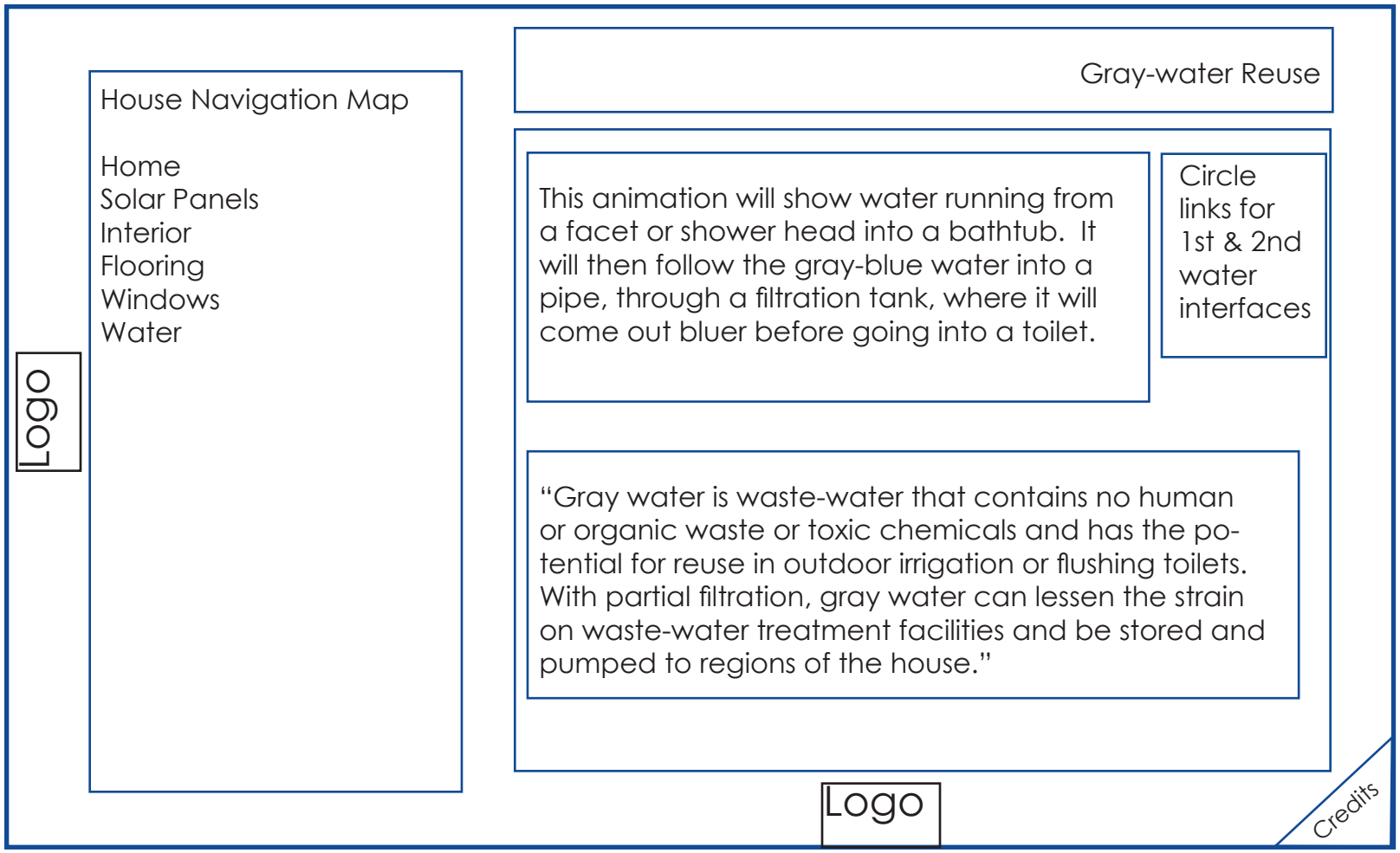
Wireframes - Windows



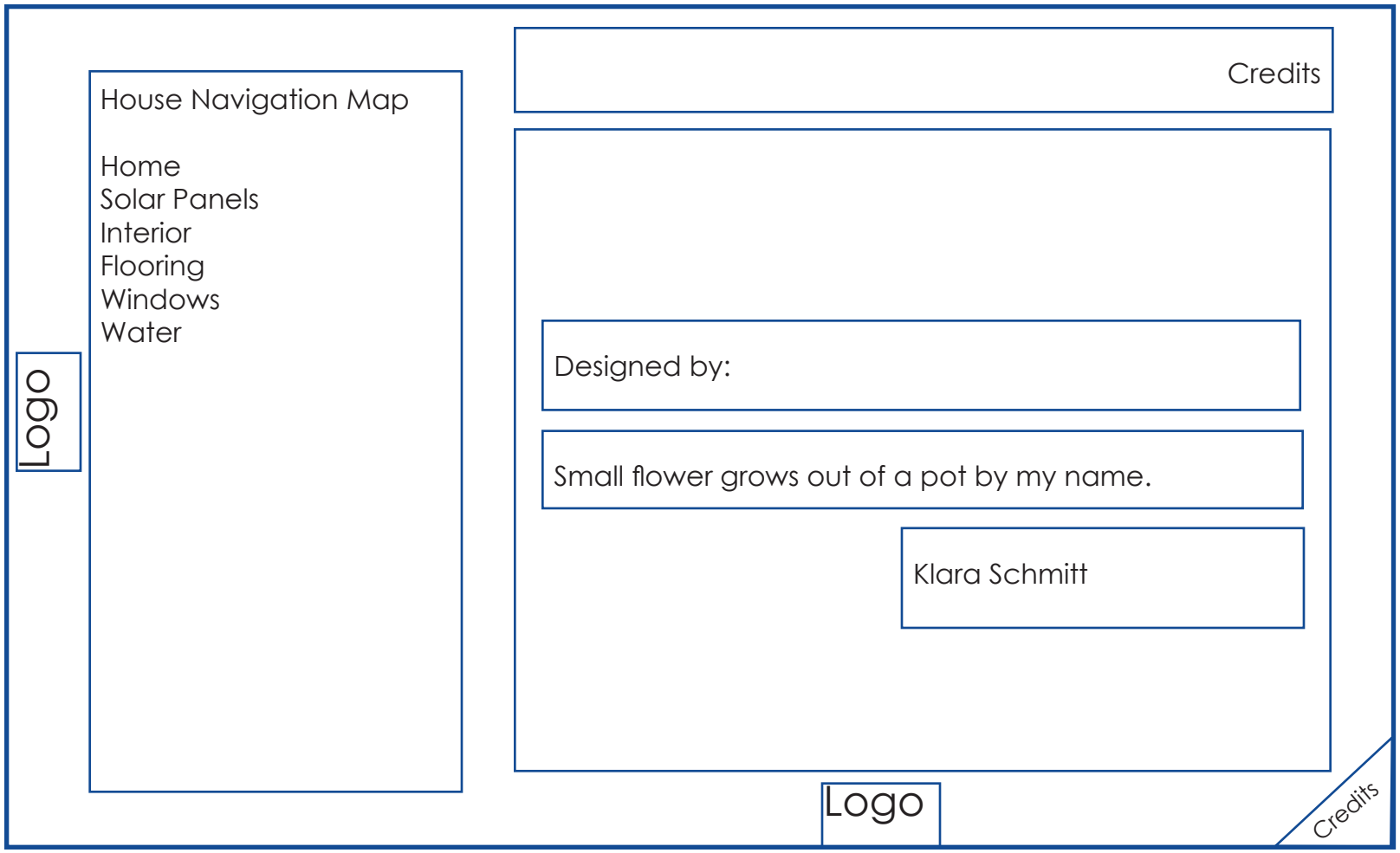
Wireframes - Rainwater Collection



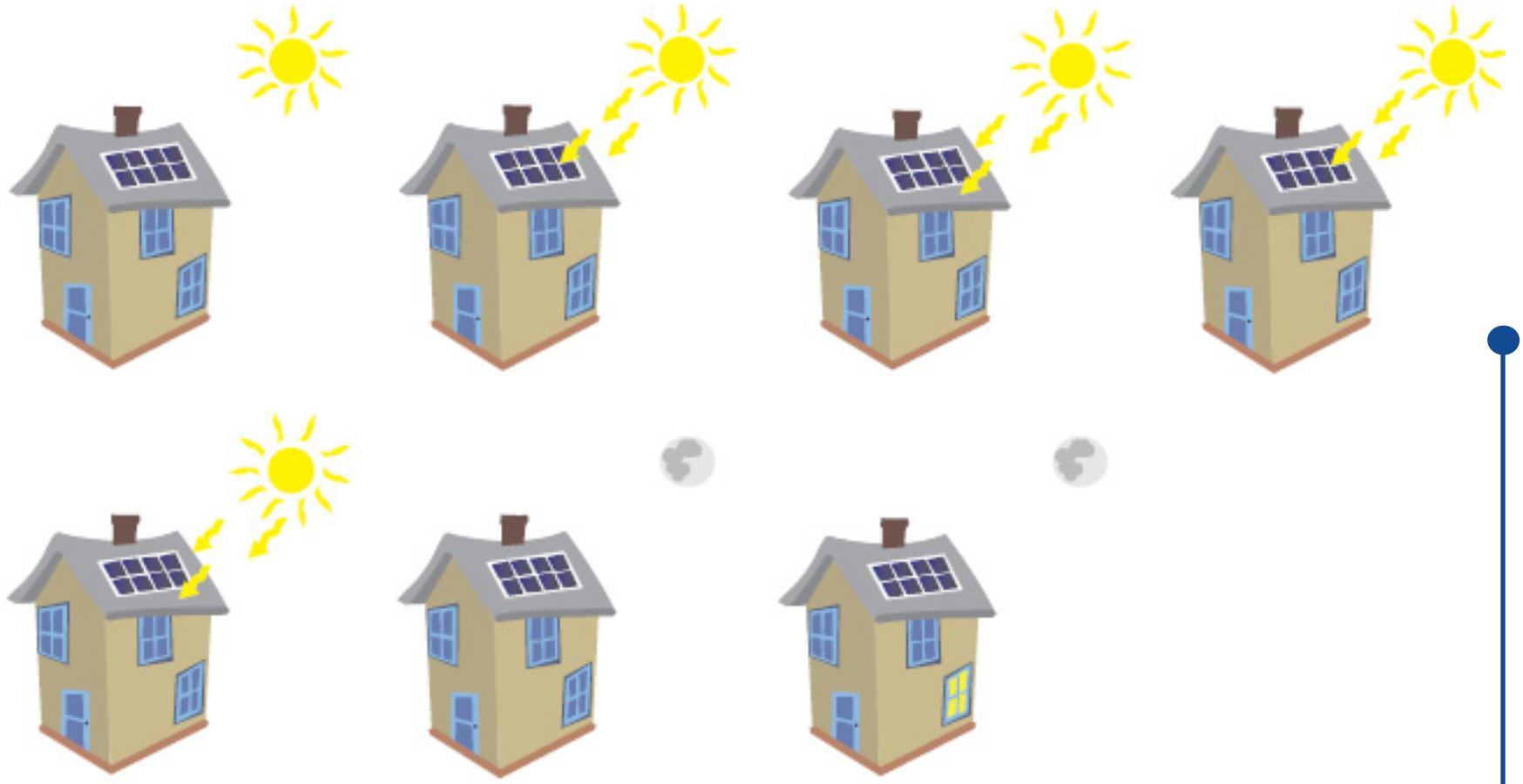
Wireframes - Gray-water Reuse



Wireframes - Credits



Storyboard



Styles

Colors - Main Interface

Black #000000	Brick Red #990000	Ocean Blue #3486E8	Royal Blue #0900D3
White #ffffff	Dark Green #006600	Navy Blue #154B95	

Fonts

Logo -- Vrinda, 30pt

Credits Page -- Vrinda, 20pt

Headers -- Verdana, 18pt

Rollovers -- Verdana, 16pt

Introduction -- Verdana, 14pt

Body Text -- Verdana, 12pt

Credits Link, Navigation Help -- Verdana, 11pt