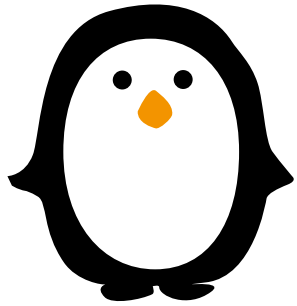




How Are penguins Being  
Affected By  
Global Warming.



By: Ambar Cova





# Index Page

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By: Ambar Cova



# Creative Brief

## Purpose:

The purpose to "How are penguins being affected by global warming" is to inform all viewers who are very fond of penguins and their conditions in Antarctica of what is really going on due to the Global Warming issues and causing extinction to these creatures along with polar bears as well.

## Introduction:

Penguins are known to be cute and funny looking but if something is not done for the harsh Global Warming conditions, these cute animals can slowly start disappearing in Antarctica. This website will demonstrate the status of the penguins. It will be an interactive site for the viewer to look through and it will be filled with animations in each page.

## Pages:

- Melting
- Lack of Food
- Pollution
- Overpopulation
- No Breeding
- Types
- How To Help

**Audience:** Students ages 12 and up.

**Tone:** Educational and warning.



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# Creative Brief - Interfaces

## Home: the introduction of the website

Animation: displays the home screen (displays seven buttons across the page and two at the bottom right corner. The title of the page is in the middle)

Text: Penguins are known to be cute and funny looking but if something is not done for the harsh Global Warming conditions, these cute animals can slowly start disappearing in Antarctica. This website will demonstrate the status of the penguins. It will be an interactive site for the viewer to look through and it will be filled with animations in each page.

## Melting: displays how penguins are losing their homes because of the ice melting in Antarctica.

Animation: Penguin family will be on an ice cube that will start to melt and they look scared. Their mailbox is floating in the water.

Text: Penguins are now faced to be homeless due to strong climate changes in their habitat, especially ice melting.

## Lack of Food: displays how penguins are not finding enough food to feed themselves and their baby penguins.

Animation: Penguin mom is left without food and keeps looking around and then a question mark (?) pops up and then she looks sad.

Text: Penguins are dying due to the decrease of krill (which is the most that penguins eat) caused by Global Warming and over fishing by people.

## Pollution: displays how penguins are dying because of the oil ships that damage the water.

Animation: Penguins are going to be dead with Xs on their eyes and in the back there will be ships with black smoke out of it. Also the water will be black.

Text: Penguins are also dying due to the transportation of ships that leaks oil into the water and makes it hard for the penguins to swim and eat.



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## Creative Brief - Interfaces Cont.

**Overpopulation:** displays the discomfort of penguins because of too many tourists.

Animation: Penguin dad gets mad, looks at the people and walks away.

Text: Penguins are having a hard time living and being comfortable around their home due to overpopulated tourism. They get uncomfortable and stressed out.

**No Breeding:** displays how penguins are not reproducing because of the climate, no room, etc.

Animation: Penguin mom is trying to hatch its baby egg but when the egg cracks nothing will appear but a question mark and the mom cries.

Text: It is getting harder and harder for penguins to breed due to the climate, lacking of food, of privacy, etc. It is taking them longer to hatch their eggs, and their babies are not making it past that stage.

**Types:** displays the different kinds of penguins affected by Global Warming

Animation: Four penguins will line up one by one coming from the right.

Text: The following penguins are some of the ones being affected worldwide by global warming: Gentoos, Chinstrap Adelies & Emperor.

**How To Help:** displays a list of ways to help out.

Animation: list of things will pop up and a penguin will be next to it looking happy.

Text:

- Donate money to WWF.
- Reduce energy in your homes. Switch to Green Energy.
- Recycle recycle recycle.
- Buy eco-friendly materials, gifts, etc.



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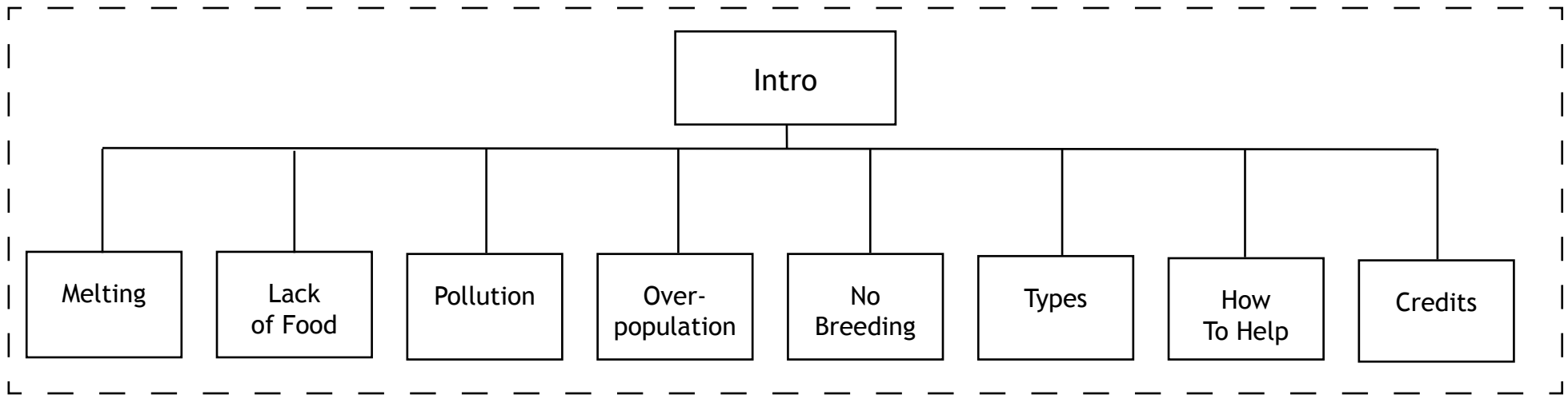
# Creative Brief - Interfaces Cont.

Credits: Designed and created by Ambar Cova  
ayc312@stu.aii.edu

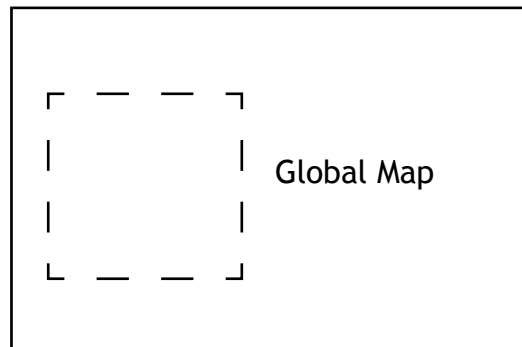


By: Ambar Cova

# Navigation Map



## Legend



# Wireframes - Intro

784 px

441 px

## Text:

Penguins are known to be cute and funny looking but if something is not done for the harsh Global Warming conditions, these cute animals can slowly start disappearing in Antartica. This website will demonstrate the status of the penguins. It will be an interactive site for the viewer to look through and it will be filled with animations in each page.

Logo

## Animation:

Text animation will come from the left to right.



By: Ambar Cova

# Wireframes - Melting

784 px

441 px

## Text:

Penguins are now faced to be homeless due to strong climate changes in their habitat.

## Animation:

Penguin family will be on an ice cube that will start to melt and they look scared. Their mailbox is floating in the water.



By: Ambar Cova

# Wireframes - Lack of Food

784 px

441 px

## Text:

Penguins are dying due to the decrease of krill (which is the most that penguins eat) caused by Global Warming and over fishing by people.

## Animation:

Penguin mom is left without food and keeps looking around while a bubble is above her head indicating that she is thinking of krill and then question mark (?) pop up.



By: Ambar Cova

# Wireframes - Pollution

784 px

441 px

## Text:

Penguins are also dying due to the transportation of ships that leaks oil into the water and makes it hard for the penguins to swim and eat.

## Animation:

Penguins are going to be dead with Xs on their eyes and in the back there will be a ship with black oil leaking out of it. Also the water will be black.



By: Ambar Cova

# Wireframes - Overpopulation

784 px

441 px

## Text:

Penguins are having a hard time living and being comfortable around their home due to overpopulated tourism. They get uncomfortable and stressed out.

## Animation:

There will be three people waving at the penguin and taking pictures. The Penguin dad gets mad, looks at the people and walks away to his home.



By: Ambar Cova

# Wireframes - No Breeding

784 px

441 px

## Text:

It is getting harder and harder for penguins to breed due to the climate, lacking of food, of privacy, etc. It is taking them longer to hatch their eggs, and their babies are not making it past that stage.

## Animation:

Penguin mom is waiting on her baby egg but nothing will appear but a question mark and the mom gets angry.



By: Ambar Cova

# Wireframes - Types

784 px

441 px

## Text:

The following penguins are some of the ones being affected worldwide by global warming: Gentoos, Chinstrap Adelies & Emperor.

## Animation:

The four penguins will show up one by one coming from the right.



By: Ambar Cova

# Wireframes - How To Help

784 px

441 px

## Text:

- Donate money to WWF.
- Reduce energy in your homes. Switch to Green Energy.
- Recycle recycle recycle.
- Buy eco-friendly materials, gifts, etc.

## Animation:

A penguin will have a speech bubble where the text will come from the back to the front zooming in.



By: Ambar Cova

# Wireframes - Credits

784 px

441 px

## Text:

Designed and created by  
Ambar Cova  
ayc312@stu.aii.edu

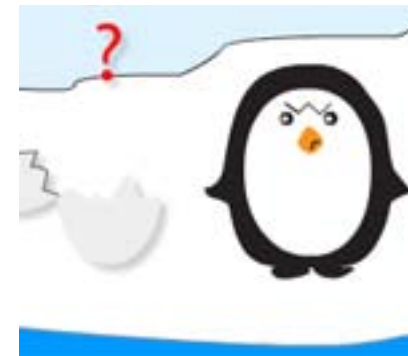
## Animation:

The text will be jumping from left to right. Also there will be a penguin that will have a smile on its face and a speech bubble with my e-mail on it.



By: Ambar Cova

# Storyboard





# Styles

## Colors:



Black  
#000000



Burnt Umber  
#962626



Tree Poppy  
#F7941D



Gallery  
#EEEEEE



Azure Radiance  
#0099FF



White  
#FFFFFF



Monza  
#CE0819



Hawkes Blue  
#DDF2FD

## Fonts:

Font-family(s): ... Boopee  
... Trebuchet MS

Font size(s): ..... 11 px  
..... 12 px  
..... 14 px  
..... 16 px  
..... 18 px  
..... 30 px  
..... 60 px



By: Ambar Cova