

MONUMENTS

The title 'MONUMENTS' is rendered in a serif font with a textured, slightly weathered appearance. The letters are filled with a light, mottled color. Overlaid on top of the 'M' and 'O' is a large, solid black 'DC' in a bold, serif font, creating a visual pun on the acronym for the District of Columbia.

Patrick Ajavon

DC MONUMENTS

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CREATIVE BRIEF

Title : DC Monuments

Purpose:

It is a flash piece that relates Washington DC memorial monuments such as Abraham Lincoln, Martin Luther King, Franklin Delano Roosevelt and last George Washington.

This site will have three links which are “Welcome “ as a welcoming page followed with a sliding show, “Galleries” which will show more descriptive images about each one of them, and last “Credits” which will show credits informations as a sliding show. Images were taken from flickr.com and Gettyimages.

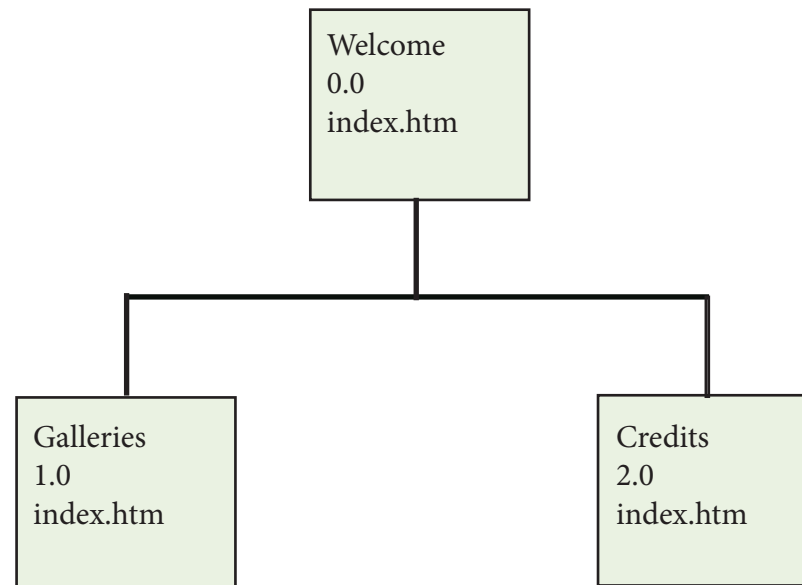
Perception Tone: Informative, memorial.

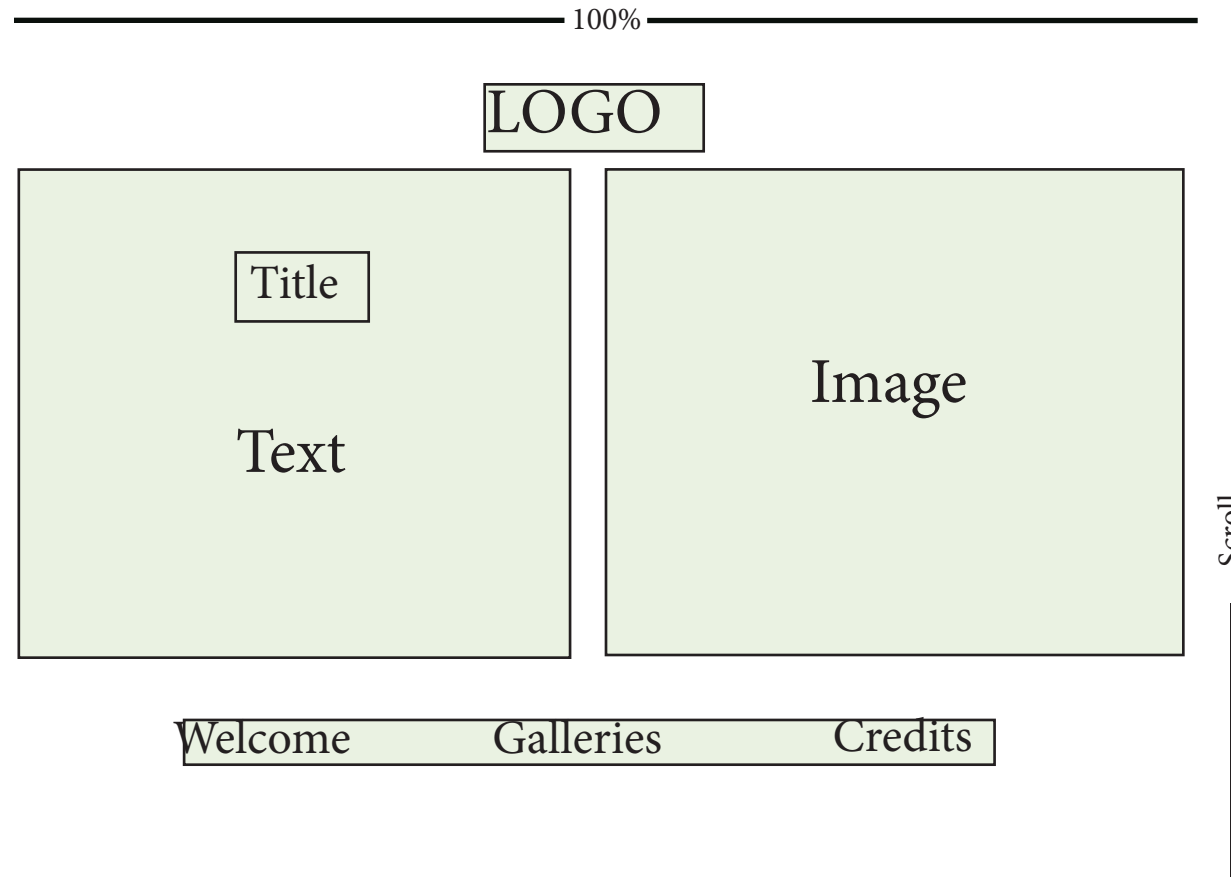
Audience: Primary Audience: People that like to discover DC historical events from 18 to 55 years old

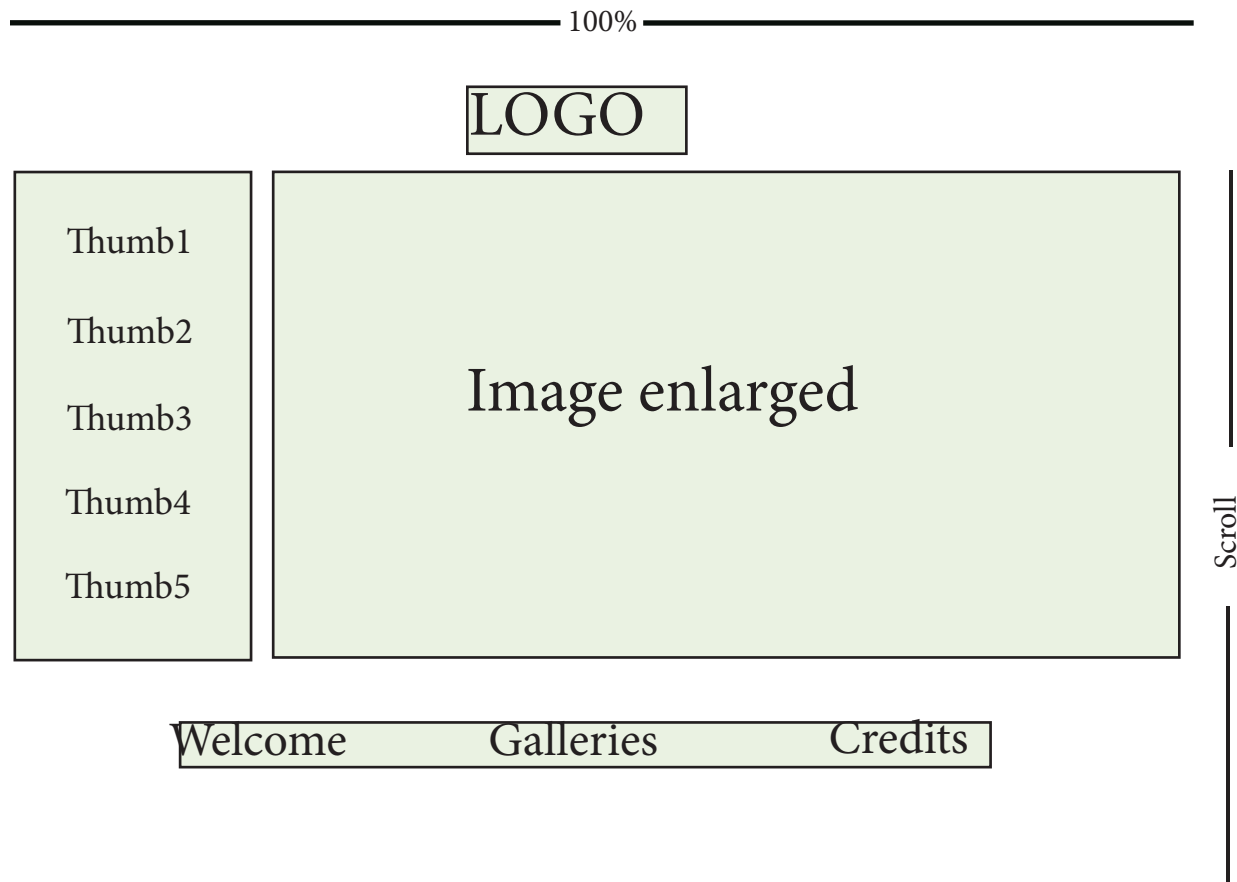
Secondary Audience: People that like to contemplate DC monuments, from 18 to 40 years old

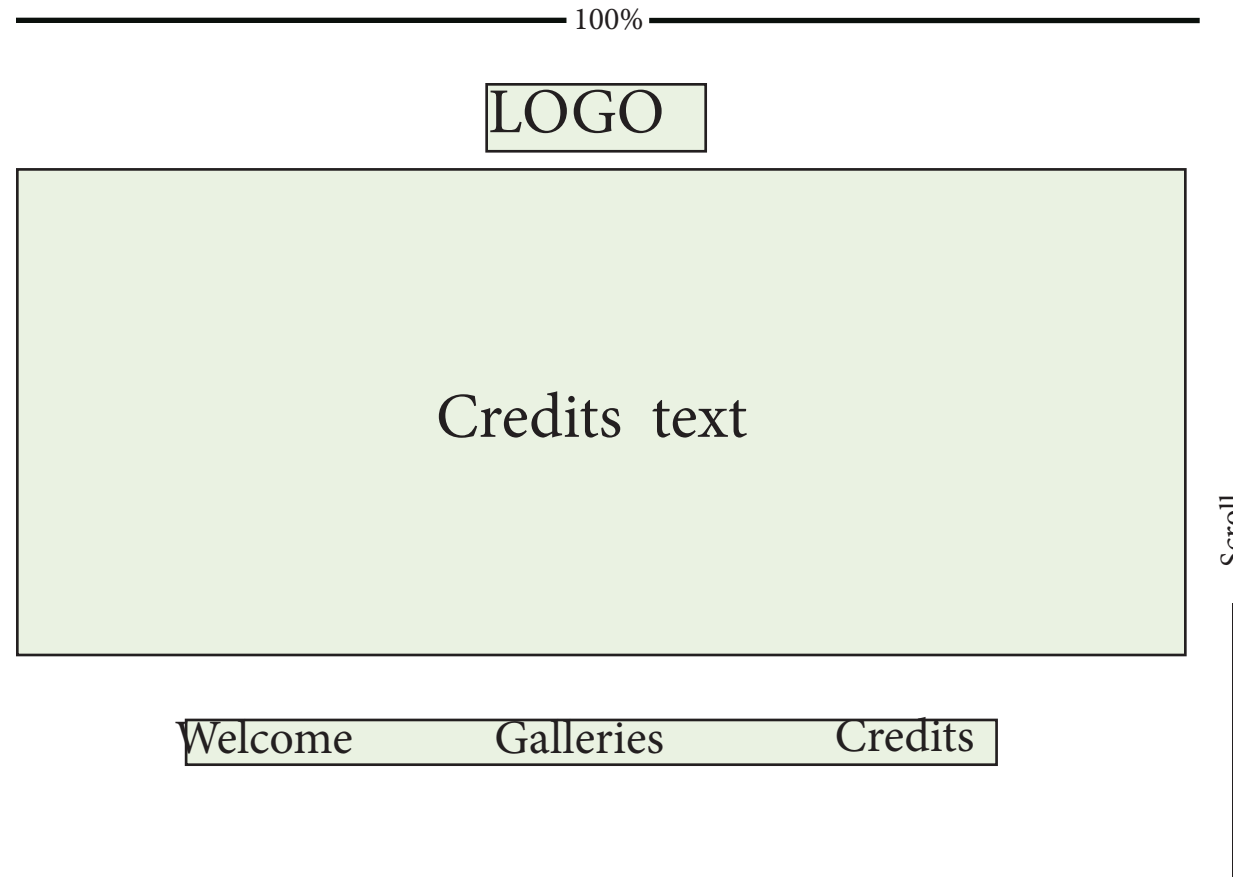


NAVIGATION MAP









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COMPS

DC
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Abraham Lincoln: "A very moving Tribute"

Abraham Lincoln was the 16th president of the United States, the one who guides his country through the most terrific war experience in the history of America. He had a great Character and Leadership that made him so famous. Born on Feb. 12, 1809, he died on April 15, 1865. His greatest achievements was saving the Union during the Civil War and ending Slavery in America.

Welcome Galleries Credits

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COMPS

The screenshot shows a website with a background image of the US Capitol building and the Lincoln Memorial. The title 'DC MONUMENTS' is at the top. A central dark grey box contains the following text:

<http://www.flickr.com/photos/wallyg/136353140/in/photostream/> By wallyg ,
This photo was taken on August 16, 2001
in Monumental Core, Washington, DC, US.
DC: Franklin Delano Roosevelt Memorial

<http://www.flickr.com/photos/27724287@N08/6077646747/lightbox/>
By bra_rabbit_13 This photo was taken
on September 19, 2011 in Monumental Core,
Washington, DC, US, Martin Luther
King Jr National Memorial

<http://www.flickr.com/photos/lfcastro/6115634073/lut3> By Luiz Felipe Castro
This photo was taken on September 2, 2011
in Monumental Core, Washington, DC, US,
using a Canon EOS Digital Rebel XSi.
Martin Luther King, Jr. National Memorial

Emancipation Memorial
<http://www.flickr.com/photos/kimberlyfaye/3515671749/> By kimberlyfaye , May 9, 2009
in Capitol Hill, WDC, US,

At the bottom of the page are three navigation buttons: 'Welcome', 'Galleries', and 'Credits'.



STYLES

Fonts Name:

Verdana, regular; arial san serif, regular; size headers : 14px; 16px; 18px; menu: 12px Body text: 12px; 14px;

Colors scheme:

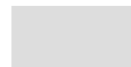
Dark green: #393e38

Light gray: #ddd

Colors palette:



Dark green: #393e38



Low gray: #ddd

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<http://www.flickr.com/photos/jrgcastro/3048450081/in/photostream/> By jrgcastro
This photo was taken on November 8, 2008.

<http://www.flickr.com/photos/jrgcastro/3049290350/in/photostream/> By jrgcastro
This photo was taken on September 26, 2008.

<http://www.flickr.com/photos/58353992@N00/1392483099/> By dan.gardner82
This photo was taken on December 7, 2004 using a POLAROID PDC 3080.

<http://www.gettyimages.com/detail/91135712/Flickr> Title: Lincoln Memorial Regal
Caption: The statue of Abraham Lincoln at the Lincoln Memorial in Washington,
D.C. Photographer: Ryan McGinnis Collection: Flickr
Credit: Ryan McGinnis Copyright: © 2006 Ryan McGinnis

<http://www.flickr.com/photos/wallyg/3643299423/in/photostream/> linc6 By wal-
lyg This photo was taken on June 6, 2009 in Northwest Rectangle, Washington,
DC, US, using a Canon PowerShot SD1100 IS. Washington DC: Lincoln Memorial

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<http://www.gettyimages.com/detail/87323219/Image-Source> Title: Lincoln memorial statue Photographer: Image Source

<http://www.flickr.com/photos/peachygreen/4605311484/> linc2 By peachygreen
This photo was taken on April 24, 2010 using a Nikon D60.

<http://www.flickr.com/photos/timomcd/3477908491/> By timomcd This photo was taken on April 23, 2009 using a Canon EOS Digital Rebel XTi. Lincoln Monument
The Lincoln Monument in Washington DC.

<http://www.flickr.com/photos/frederickanderson/3694149395/> Lincoln Monument
Lincoln Monument By andersonae86 This photo was taken on April 17, 2009 using a Nikon D200.

<http://www.flickr.com/photos/edsel12/3413443158/> By edsel12 This photo was taken on April 4, 2009 using a Nikon D700. Lincoln Monument

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<http://www.flickr.com/photos/wallyg/3644115854/> By wallyg This photo was taken on June 6, 2009 in Northwest Rectangle, Washington, DC, US, using a Canon PowerShot SD1100 IS.

Washington DC: Lincoln Memorial

The Lincoln Memorial, located on the National Mall, is a United States Presidential memorial honoring the 16th President of the United States, Abraham Lincoln. Dedicated on May 30, 1922, the peripteral structure was designed by Henry Bacon, and houses Daniel Chester French's monumental seated statue of sculpture of Lincoln.

<http://www.flickr.com/photos/wallyg/3644116036/in/photostream/> By wallyg This photo was taken on June 6, 2009 in Northwest Rectangle, Washington, DC, US, using a Canon PowerShot SD1100 IS.

Washington DC: Lincoln Memorial

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<http://www.flickr.com/photos/casaverdesol/116617860/> By JoelDeluxe This photo was taken on March 22, 2006. Lincoln Monument linc8

“Lincoln ponders the weight of being the 1 millionth photo!” - (BIG Thanks to the Flickr Group 1 Million photos for promoting the photo of Abe Lincoln National Monument to the top of my favorites explore list! and to VM1757 for the quote!)

<http://www.flickr.com/photos/gvsaxboy/4397177553/> By gvSAXBOY This photo was taken on February 22, 2010 using a Panasonic DMC-FZ28. Lincoln Monument - Washington DC

<http://www.flickr.com/photos/edsel12/3413392696/in/photostream/> By edsel12 This photo was taken on April 4, 2009 using a Nikon D700.

<http://www.flickr.com/photos/edsel12/3355125134/in/photostream/> By edsel12 This photo was taken on March 14, 2009 using a Canon PowerShot S2 IS. George Washington and Family gwash

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<http://www.flickr.com/photos/edsel12/3354307633/in/photostream/> By edsel12
This photo was taken on March 14, 2009 using a Canon PowerShot S2 IS. George Washington

<http://www.flickr.com/photos/9905420@N05/1579648759/in/photostream/> By bri-anp8592 Washington Monument Statue/ This statue is inside the monument in the waiting area for the elevator. This photo was taken on October 6, 2007 using a Sony DSC-S60.

<http://www.flickr.com/photos/gvsaxboy/4397221407/> By gvSAXBOY \ This photo was taken on February 23, 2010 using a Panasonic DMC-FZ28. George Washington Statue <http://www.flickr.com/photos/roy/463389/> By RoyJr / This photo was taken on September 16, 2004. George Washington Monument / Washington Circle, Washington, DC

<http://www.flickr.com/photos/wiphey/15403700/in/photostream/> By kpishdadi /
This photo was taken on May 23, 2005. Roosevelt Monument
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<http://www.flickr.com/photos/reston2020/5743774618/> By Reston2020 / This photo was taken on May 8, 2011 using a Panasonic DMC-FH20. The Food Line Sculpture, Looking Toward Tidal Basin, Franklin Delano Roosevelt Memorial, Washington DC

<http://www.flickr.com/photos/reston2020/5743224859/in/photostream/> By Reston2020 This photo was taken on May 8, 2011 using a Panasonic DMC-FH20. Franklin Delano Roosevelt Memorial, Washington DC

<http://www.flickr.com/photos/reston2020/5743775630/in/photostream/> DC del / By Reston2020 / This photo was taken on May 8, 2011 in Northwest Rectangle, Washington, DC, US, using a Panasonic DMC-FH20. Food Line Sculpture, Roosevelt Memorial, Washington DC

<http://www.flickr.com/photos/glynlowe/5960085270/del4/> The Franklin Delano Roosevelt Memorial - Washington DC By Glyn Lowe Photos / This photo was taken on August 30, 2010 in Monumental Core, Washington, DC, US.

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<http://www.flickr.com/photos/wallyg/136353140/in/photostream/> By wallyg , This photo was taken on August 16, 2001 in Monumental Core, Washington, DC, US.
DC: Franklin Delano Roosevelt Memorial

<http://www.flickr.com/photos/wallyg/136353293/in/photostream/> Washington DC: FDR Memorial - 4th Term - Eleanor Roosevelt By wallyg This photo was taken on August 16, 2001 in Monumental Core, Washington, DC, US.

<http://www.flickr.com/photos/timnichols1956/6195869928/> By timnichols1956 This photo was taken on September 29, 2011 using a Canon EOS REBEL T2i.
From the Martin Luther King, Jr. Monument

<http://www.flickr.com/photos/27724287@N08/6077646747/lightbox/> By bra_rabbit_13 This photo was taken on September 19, 2011 in Monumental Core, Washington, DC, US, using a Nikon D40. Martin Luther King Jr National Memorial
Martin Luther King Jr Memorial Washington DC

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<http://www.flickr.com/photos/trivergemedia/6074605115/in/photostream/> By Don Baxter/Media Images International / This photo was taken on August 23, 2011.
King Memorial in Washington

<http://www.flickr.com/photos/cevanskirk/6191581009/> mar3 vBy C. Evans This photo was taken on September 16, 2011 using an Olympus E-620. Martin Luther King, Jr. Memorial

<http://www.flickr.com/photos/lfcastro/6115634073/> lut3 By Luiz Felipe Castro This photo was taken on September 2, 2011 in Monumental Core, Washington, DC, US, using a Canon EOS Digital Rebel XSi. Martin Luther King, Jr. National Memorial

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<http://www.flickr.com/photos/joeruny/6113271352/> By JosephLeonardo This photo was taken on September 3, 2011 using an Olympus E-P1. MLK

<http://www.flickr.com/photos/kimberlyfaye/3515671749/> By kimberlyfaye This photo was taken on May 9, 2009 in Capitol Hill, Washington, DC, US, using a Nikon D40. Emancipation Memorial
Emancipation Memorial
Lincoln Park
East Capitol Street & 12th Street, NE
Washington, DC

<http://www.flickr.com/photos/46437992@N05/4484728698/> By HongKong Huey This photo was taken on April 2, 2010 using an Olympus u1050SW,S1050SW. ma Washington DC's New Martin Luther King Jr Monument and the mold