



Our Purpose

I Heart Green is a **green community** that is utilizing the power of the internet to **increase public awareness** and activism on the world's most important environmental issues.

I Heart Green is a place where people can find out how to modify their busy lifestyles to help protect our environment one recycling bin at a time.

The main focus of the site is to **provide useful tips for everyday life and environmental news** to visitors. It is expected that it will be possible to have a direct and **positive effect** on the well being of each individual that views the site.

I Heart Green will utilize information submitted by users of the site who decide to create an account. Each account member will be able to successfully participate online through comments and submit photos, stories and videos.

Our Targeted Message

There is no doubt that the world is far from being perfectly eco-friendly, however by **promoting an environmentally conscious lifestyle** to visitors, I Heart Green is doing our part to influence others to be green and help our planet.

Love, learn, live **green**.

Our Communication Strategy

The I Heart Green website is buoyant, modern, reliable and an informative source for everyone willing to improve their quality of life. Through the content, accessibility and design of the website, I Heart Green will get across the message that **we care about our planet**, it's inhabitants and our **future**.

By brain-storming, gathering information and planning, I Heart Green will work to produce **alluring** and **charismatic** topics out of the typical tiresome issues that we've all grown to apathetic towards.

We Are Different

I Heart Green focuses on the **sustainable side of life** while keeping in mind that we live in a busy world. Always keeping the user in mind, we are not text heavy, we have high quality images, an inviting design, and a **sense of humor**.

Compared to other similar websites on the market, I Heart Green will actually allow users to **interact with each other** and share information by submitting stories, photos and videos to the site. The competitor websites that were evaluated do not have this type of interactivity.

We Will Succeed

Visitors will enjoy coming to the site because they will be able to learn about environmental news from around the world, create their own account, share information and tips and live a greener life.

The site will be visited because . . .

- of the **aesthetically pleasing interface** that is intuitive and maintainable

- natural elements** are integrated into the design to further enhance the environmentally green message

- vital information is **easy to find** and navigate to

- I Heart Green conveys the message that **green** is the way to go for a better future

Our Perception/Tone

Green.

Simply **green**. Responsible, environmentally conscious, earth friendly and better for the future with an optimistic outlook.

Our Audiences

The primary target audiences for the website are “**greenies**” or new comers to the green way of living and environmentalists between the ages of 18-25.

The secondary audience are **environmentalists** between the ages of 25-45 that care about the earth and want to do their part to help the planet anyway that they can, big or small.

Drupal

The anticipated technology used for the I Heart Green website is an open source content management system, Drupal, which is under consideration. Users of the iheartgreen.org website will be able to **login** and **logout** of the site, **rate** specific tips, photos, stories and videos and will be able to submit their own content and also email articles to spread the word.

Drupal is an open source content management system that allows users and website administrators to **blog**, participate in **forums**, **upload** and **download** files, and even customize user roles.

Drupal

Components that will be achieved through Drupal are:

Account Creation: for member log in and log out

RSS Feeds: to easily distribute a list of headlines, update notices, and content to users

Interactive Poll: users of the site will be able to rate specific images, stories, videos and tips by choosing to “heart” it, they will not have the option of giving it negative feedback as I Heart Green would like to promote positive outlooks on user submitted content.

Tip, Image & Video Uploads: once a visitor signs up for an account they will be able to upload

Search Capability: for easier navigation

Why did we choose those designs?

The design of the I Heart Green website incorporates natural elements such as **wood** and **grass** and is composed of **clean lines** and will be easy to navigate through.


By using colors found in **nature**: greens, blues, white and browns, throughout the website, they convey the message to our visitors that they need to appreciate our planet and do their part to save the environment and by including hints of **modern** design such as the background for the content, we touch on the lifestyles of today.

The main body font, Century Gothic was chosen for the look and readability purposes.

Comp 1 | Promotional Site



Name Password [LOGIN](#)
Not a member yet? [SIGN UP](#) Search




[green news](#) | [green gallery](#) | [green the world](#) | [global warming](#)

Green is the future, live it.


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We are a place where people can find out how to modify their busy lifestyles to help protect our environment one recycling bin at a time.

Featured Stories




Obama On Energy
[107] hearts




Hybrid Solar Lighting
[68] hearts



150 MPG SUV!
[93] hearts



Sustainable Clothing
[62] hearts



I LOVE THIS TOWN BUT THE TRAFFIC IS KILLING ME

Problems that traffic congestion increases the risk of cancer as well as heart and lung disease are outlined at New York.

Ad by Gooooooogle

Wednesday | March 12, 2008
Your Green News: Organically Grown

Is That Smell Coming From You?!?! [53] hearts [heart it](#) | [5] comments

Technically . . . YES it is! Ever notice a foul smell as your walking through the park? Do you always hold your breath when you're strolling from the metro stop on your way to work because you are passing the 'stinky' part of the street?

Well the Guangdong Advertising Co. Ltd. Agency in Beijing, China has also noticed the foul smells coming from their water and have decided to bring attention to the people of Beijing by creating an attention grabbing advertisement to promote environmental protection.



LINK | GDAD


Who knows how long this ad will fly over in China, but (no pun intended) it's nice to know that advertising agencies across the globe are trying to face environmental issues head on by shocking the public and making them aware of their impact on our planet. [more](#)

Tuesday | March 11, 2008
Your Green News: Organically Grown

Barrack Obama's Plan for a Clean Energy Future [53] hearts [heart it](#) | [5] comments

"Well, I don't believe that climate change is just an issue that's convenient to bring up during a campaign. I believe it's one of the greatest moral challenges of our genera-

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Navigation Map

