

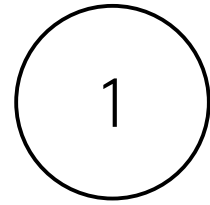
GUT BUDDIES

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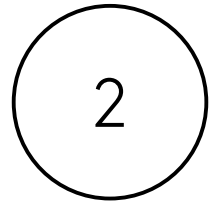
Gut Buddies is the campaign that I have developed to spread awareness about the Gut-Brain connection. This connection describes how the health of the human microbiome in the stomach has a direct relationship with mental health.



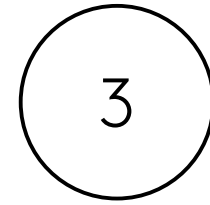
This relationship has the greatest effect in young children, so it's important to reach new parents so that they may use this knowledge in their everyday lives in raising their children.



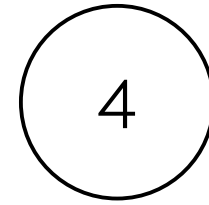
RESEARCH



IDEATION



EXPLORATION



EXECUTION

1

RESEARCH

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IDEATION

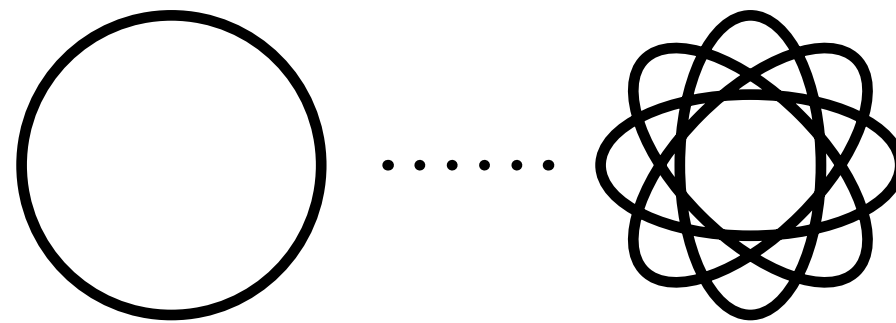
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EXPLORATION

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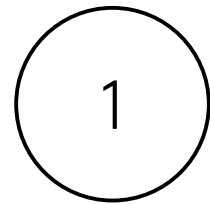
EXECUTION

Research and consideration of target audience was important in the design of this website. The thesis topic and campaign has always be geared towards parents of young children as well as there children.

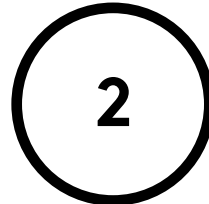


With this target viewer base in mind, I decided that I needed to make a site that was both simple and sophisticated.

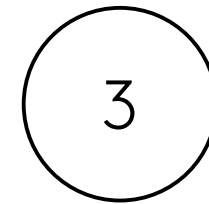
The over all goal of the Gut Buddy website would be to turn a complex topic into something that busy parents could learn about quickly, and something kids and their parents would find visually appealing.



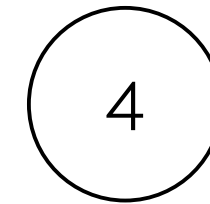
RESEARCH



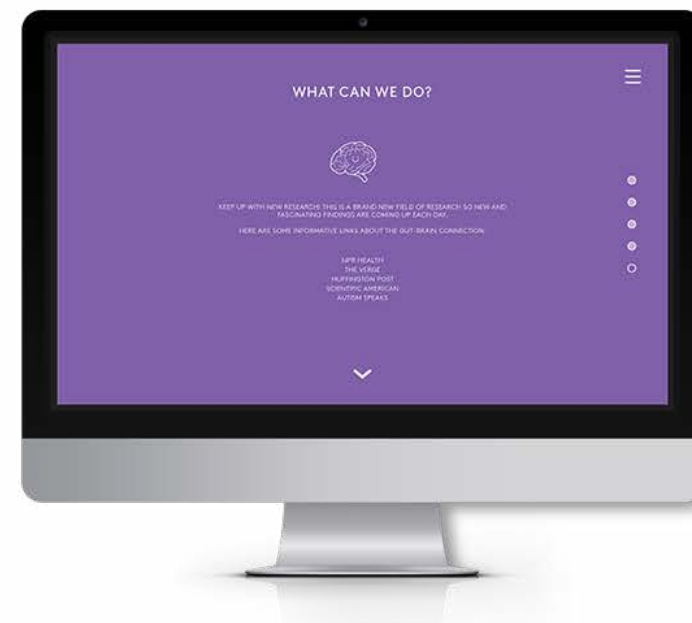
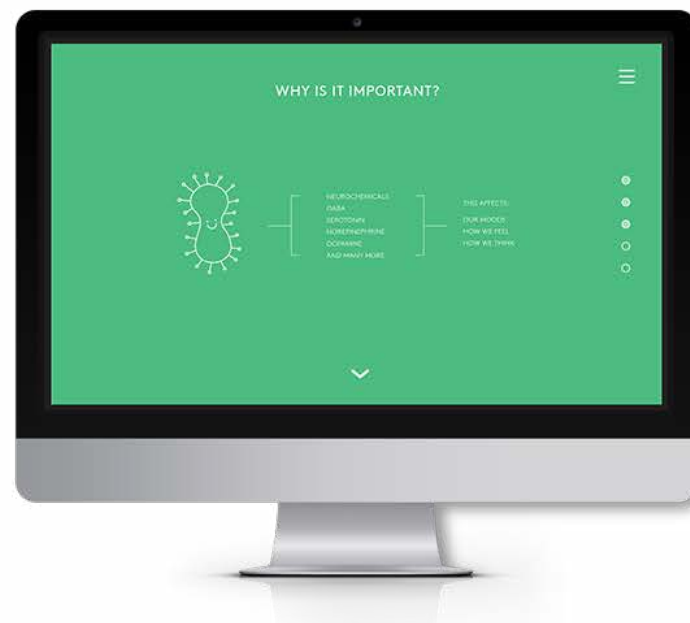
IDEATION

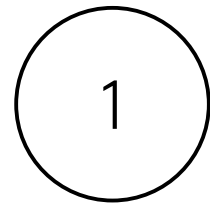


EXPLORATION

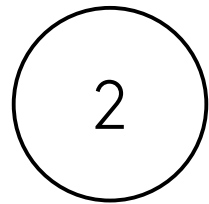


EXECUTION

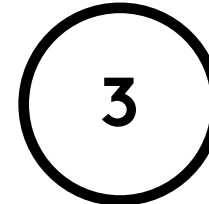




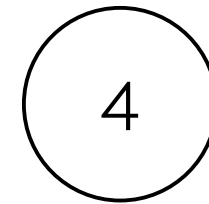
RESEARCH



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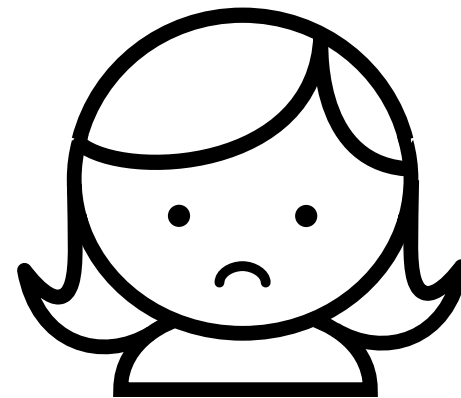


EXPLORATION



EXECUTION

During the process of coding this site, I went through a lot of different plug-ins to try and achieve the effect that I wanted. It was actually pretty difficult to find a plug-in that worked really well.



It got a little frustrating.

Some of the plug-ins that I looked at were:

scrollNav.js

panelSnap.js

(side note: I really enjoyed this plug-in as I thought it was really fluid compared to some experiences with scrolljacking)

scrolldeck.js

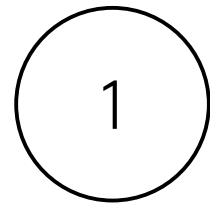
scrollorama.js

onepage-scroll.js

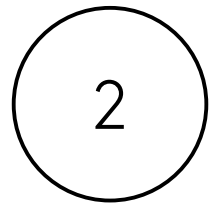
Until finally I arrived at a great plug-in called:

FULL-PAGE.JS

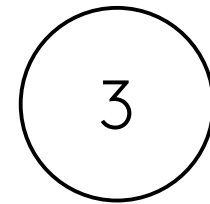
Seriously, it's pretty great.
It has fluid transitions, built-in navigation, and general radness.
I should have switched to this way earlier.



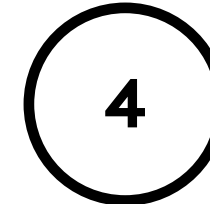
RESEARCH



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EXPLORATION



EXECUTION

