



Soil-Net.com Design Concepts

Version 7.0

Contents

Design Outline	page 2
Character Poses	page 3 and 4
Layout Sketches	page 5 and 6

Design Strategy

Overall: Common graphical thread will be that of the soil 'splat'. The graphic will become less overbearing as key stages progress.

Characterisation will be evident throughout KS1,2 & 3 and phased out by KS4.

INTRO PAGE

- Gateway to soil-net.com
- Animated Flash movie – scene above soil leading you into the soil at the choice of desired key stage.
- Graphical and text representation of the four key stages, with each button representing the specific key stages graphical design.

KEY STAGE 1

- Stand-alone Flash site
- Layers of flat imagery with bold shapes, block colours and minimal text.
- fit into the overall graphical scheme but will be the most distinctively different due to the aimed audience.
- Interactive movies featuring characters as a learning device.
- 3D vector style characters for time effective production.

KEY STAGE 2

- A leap from key stage 1 into textured imagery.
- Large top banner (1024x200) will indicate the graphical feel with interactive elements which will include
- Main body of site white background.

KEY STAGE 3

- Top banner (1024x150) featuring less
- Minimal use of characters to help phasing out.
- White background.

KEY STAGE 4

- Serious feel for the KS4 resource.
- Top banner less prominent and less animated.
- White background.



fig. 1



fig. 2



fig. 3

Character Design-Poses
Badger in various poses for teacher worksheets.

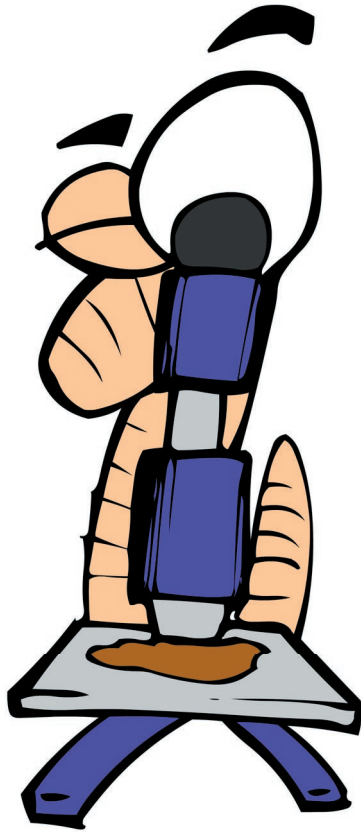


fig. 1

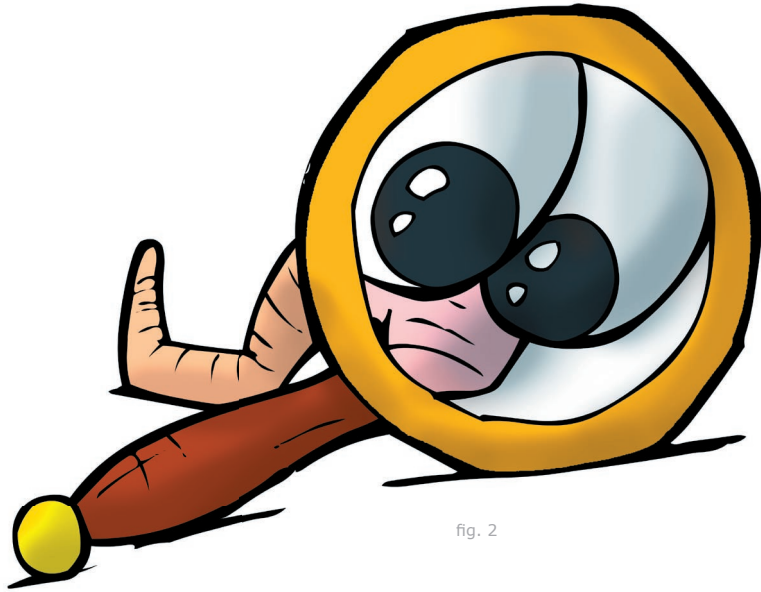


fig. 2

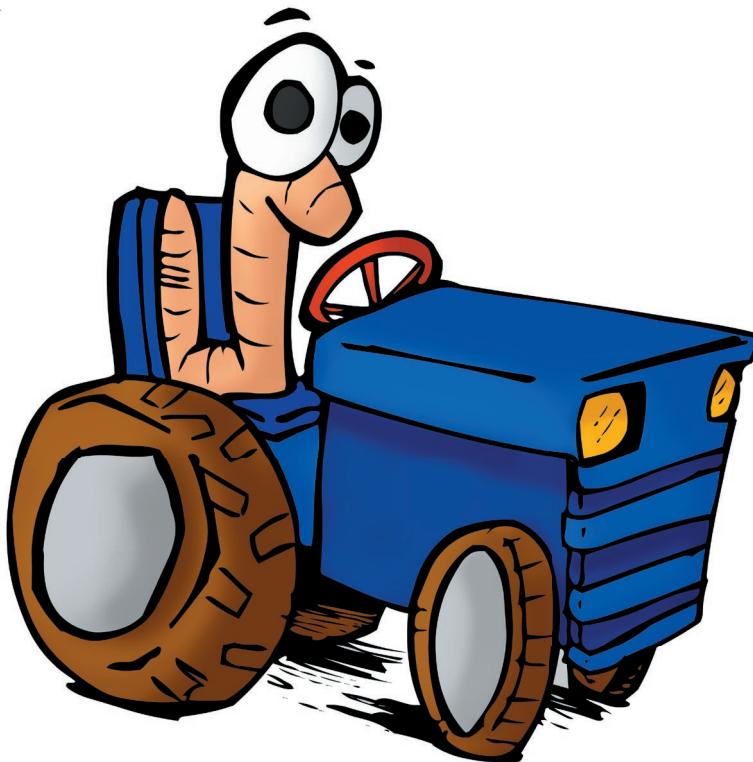


fig. 3

Character Design-Poses
Wiggles in various poses.



fig. 1

3D Character Designs
Part of Key Stage 2 and 3's more textural design.



fig. 1



fig. 2



fig. 3

Soil Horizon Logo Development
Various looks of the helpful Mole character. Note the oversize comical spectacles.