Creative Director: Jessica Chen
Designer: Evelyn Pae

Topic: Monarch Butterflies

Concept: The microsite will be a multi-page site. The different pages can be accessed using a navigation bar. On the home page, there will be a hero image. Overall, the design should have an organic, natural, and elegant aesthetic. Throughout the site, there should be graphics and images. There should be a variety of high-quality diagrams/photographs and more scrapbook-like decorative images. The color scheme should be a variety of muted greens, tans, browns, and accents of black and orange.

Overview:

- **Page 1: Homescreen**
  - This will serve as an introductory page divided into a few sections. It'll include what they are, their appearance (male vs female, wing structure, etc.), geographic location, quick facts, and why they are important

- **Page 2: Life Cycle**
  - This page should go into detail about the lifespan from egg, caterpillar, chrysalis, to butterfly. This page should be relatively image-dense
  - Depending on how long this page goes on for, migration can be added to the end of this page or to an entirely separate page. There should be information on how far they travel, maps showing the migration path, and threats during migration

- **Page 3: Conservation Efforts**
  - How individuals can help, what is currently endangering them, statistics on the Monarch butterfly population, and ongoing initiatives.

- **Page 4: Sources**
  - This could also be added to the footer of the relating page

References: