DOCUMENTARY CHANNEL®
Life. Camera. Action.

I. STRATEGY BRIEF
II. SITE TAXONOMY
III. CONTENT STRATEGY
IV. BEYOND LAUNCH (v.2)
V. DATA FIELDS & IMAGE SPECS

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For James Ackerman
President / CEO Documentary Channel

I. STRATEGY BRIEF

SITE GOALS
• We want to promote individual documentary titles.
• We want to drive awareness of the Channel.
• We want to be an active home-base for the community of documentary filmmakers and fans.
• We want to expand people's notions of what documentaries are and can be.

ONLINE SUCCESS
At its most basic, a successful website must be 1) easy to understand and 2) engaging.

1) 'Easy to understand' means distilling the content into the simplest 'shape' possible (from the user's perspective, not the business'). Users don't care about organization or navigational hierarchies. The interface must seem intuitive and encourage a natural flow from page to page. This means we must fight information overload. We stress a 'quality' content over 'quantity' of content.

2) 'Engaging' starts with communicating in plain yet energetic language. Every single word or phrase is an opportunity to project your distinct personality. Even though 'copy' is traditionally introduced at a later stage, we must craft a design strategy that allows enough space for words to flourish.

GLOBAL ARCHITECTURE
The most basic overall sectioning of the site would seem to be between 'TV CHANNEL' and 'MOVIES'. It sounds absurdly simple, but such broad strokes must be clearly laid out to users to describe the general scope of the site. The vast majority of user's tasks can be quickly assigned to one of these two categories: 'what's on tonight', 'I want to buy that on DVD', etc.

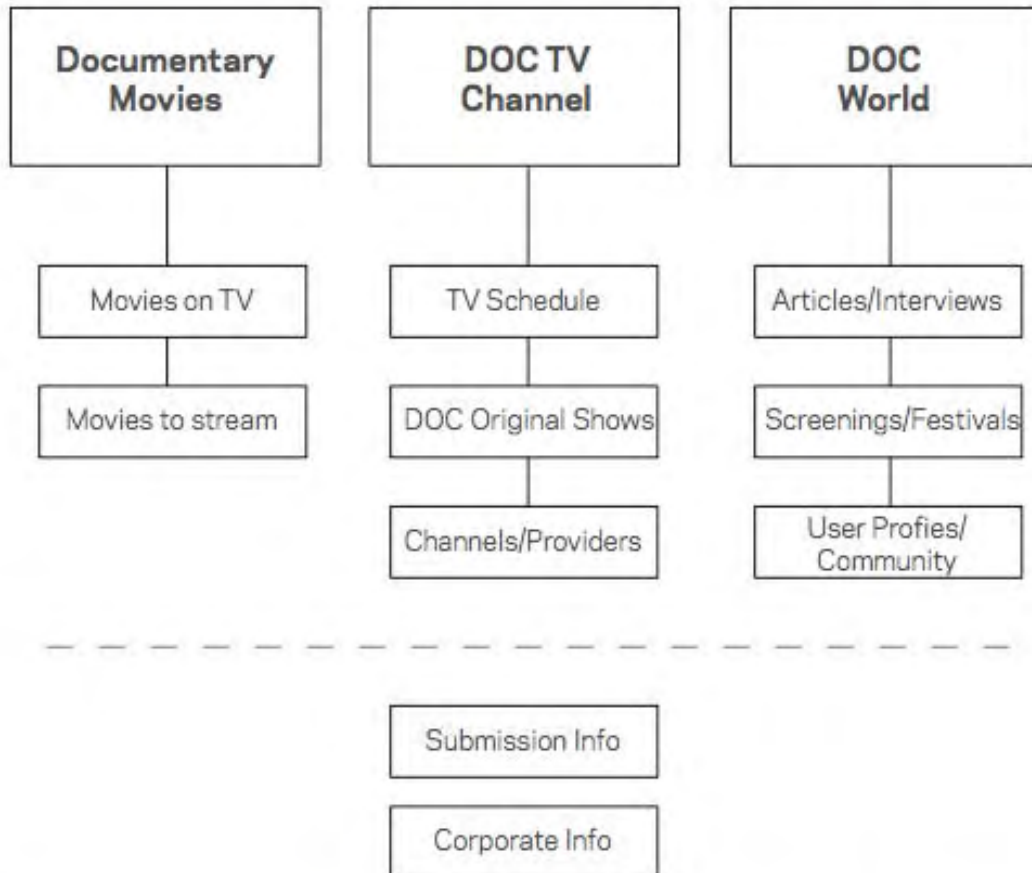A third top level category could be 'DOC WORLD,' which would act as a common thread thru the TV and MOVIES but also be its own arena where the community connects to each other and which extends the DOC mission into real-world interactions (news, screenings, interviews, petitions, protests, meet-ups, filmmaker 411, crew calls, etc.).

Importantly, these three simple categories expressly cover all of our GOALS.

DOCUMENTARY CHANNEL

IA - Content Organization

To keep things as simple for our users as possible, we categorize DOC's content as one of 3 groups: the MOVIES themselves, the TELEVISION CHANNEL, and PEOPLE (aka DOC WORLD). Content from each main group will be represented on every page to give easy access to DOC's various assets thru the content itself instead of relying on the navigation bar.

Documentary Movies	DOC TV Channel	DOC World
Movies on TV	TV Schedule	Articles/Interviews
Movies to stream	DOC Original Shows	Screenings/Festivals
	Channels/Providers	User Profies/ Community

Submission Info

Corporate Info

As much as possible, an item's related content will appear next to it. For example, a MOVIE will have upcoming showings on the SCHEDULE, comments from USERS who rated it, and other MOVIES we think our user would be interested in, and an ARTICLE about making movies on the cheap. This breadth of related (and tangentially-related) content encourages 'stickiness' and help shape a simple and comprehensible 'shape' in our user's mind of what DOC has to offer.

CONTENT ORGANIZATION
The SCREENING ROOM is a great concept and can act as the central component (like a piazza or multiplex) where most site activity takes place (synopses, watch, rate, buy, etc.). Having a consistent central 'homebase' gives the user a comforting sense of knowing where they are.

But the SCREENING ROOM doesn't just house individual MOVIES one at a time.

The SCREENING ROOM also identifies GROUPS of movies. Imagine a multiplex where in each 'theater' you can watch one of several movies instead of just one.

Movies are related to each other by SUBJECT, THEME, or TIMELINESS:

> by SUBJECT: The easiest first step is to group movies by their subject (music, history, politics, culture, etc.). However, we can energize these names with more descriptive and engaging language (*turn that MUSIC down!*' or '*whose story is HISTORY?*') that intrigues the user and encourage click-thru.

> by THEME: Here is where we show our EXPERTISE by being clever and inventive with our groupings: '*Great Cinematography'; 'Super-Controversial'; 'Filmed for less than $100'; 'Fascinating Lives', 'Milestones', 'Verite', etc.*. Their inventiveness gives us the opportunity to express a fun, engaging and memorable PERSONALITY.

> TIMELINESS: *New Releases, Special Deals, DOC Originals*; or seasonal groups: *Black History Month, Election Time, DA Pennebaker's birthday*, etc.

Importantly, every movie is part of multiple GROUPS.

This wide array of groupings shows off the EXPERTISE of the channel staff, and provides a distinctive and rewarding experience NOT REPRODUCIBLE by other movie sites. This reflects a main goal of any business- differentiate yourself from the competition.

By consistently surrounding movies with other movies, we contextualize the content, create unexpected juxtapositions, and maximize 'STICKINESS' (flow between pages).

This strategy also takes advantage of the ECLECTIC variety of movie subjects instead of trying to shoehorn them into conventional genre descriptions.

Additionally, GROUPS allow the user to hone in on the themes they are interested in and exert their own control. It almost becomes a game to guess which movies will appear under a certain group name.

DOCUMENTARY CHANNEL
IA/UX Strategy - 'Screening Rooms'

Since most documentary films are not very well-known, a 'discovery-based' experience is key to maximizing the visibility of the film library. We see this as an opportunity to show the DOC staff's expertise by creating 'screening rooms' - groups of movies sharing a subject, a theme, people, circumstance, etc. By having each film be part of at least 2 and up to 5 or 6 or 10 screening rooms, we create several ways to reach any given title, and give users a way to hone in on the things they like about a particular film and see other docs that share that particular attraction.

Documentary Film (ex. 'Nashville Blues')

Trailer

Broadcast Times

Info (crew, synopsis, etc.)

Descriptive Tags (ex. music; american stories; underdogs; on the cheap, etc.)
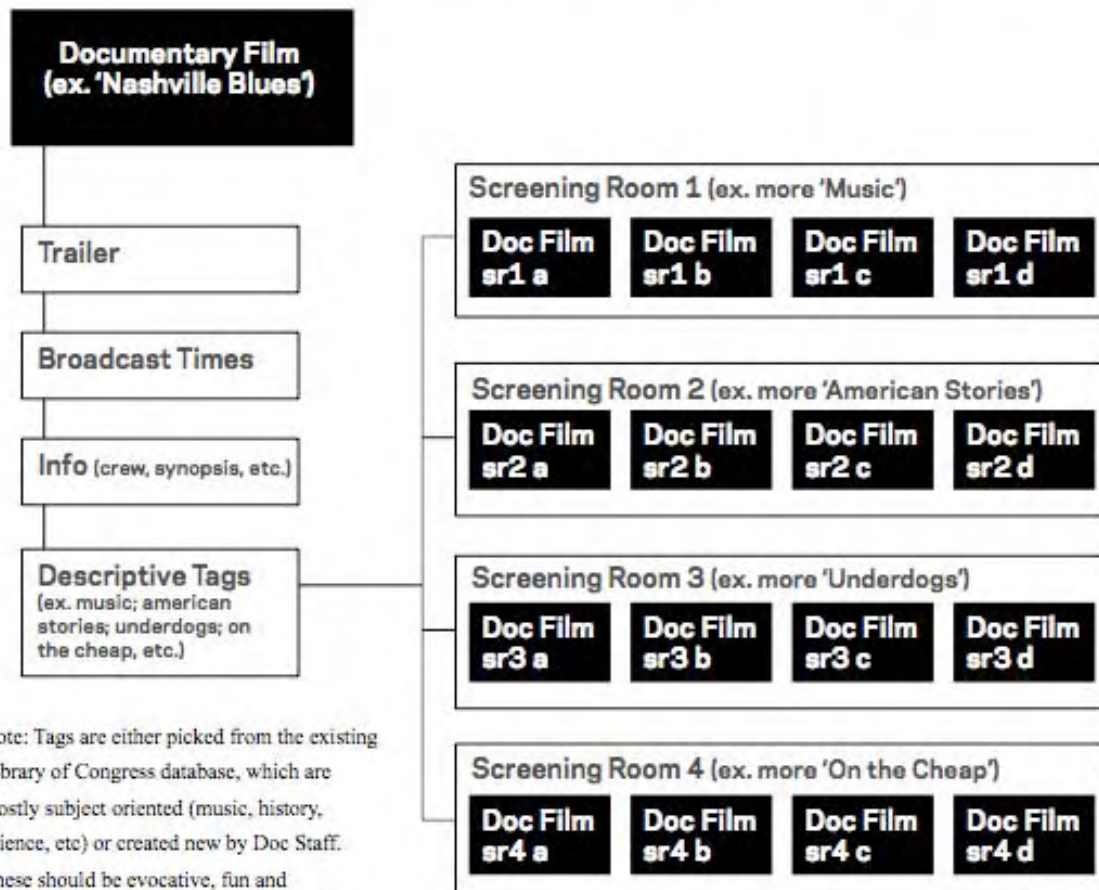
Note: Tags are either picked from the existing Library of Congress database, which are mostly subject oriented (music, history, science, etc) or created new by Doc Staff. These should be evocative, fun and insightful: 'Made for $500'; 'Underdogs' 'Great Cinematography' etc. This extra effort shows Doc's expertise and differentiates Doc from other places to download movies (iTunes, Amazon, etc.)

Screening Room 1 (ex. more 'Music')

| Doc Film sr1 a | Doc Film sr1 b | Doc Film sr1 c | Doc Film sr1 d |

Screening Room 2 (ex. more 'American Stories')

| Doc Film sr2 a | Doc Film sr2 b | Doc Film sr2 c | Doc Film sr2 d |

Screening Room 3 (ex. more 'Underdogs')

| Doc Film sr3 a | Doc Film sr3 b | Doc Film sr3 c | Doc Film sr3 d |

Screening Room 4 (ex. more 'On the Cheap')

| Doc Film sr4 a | Doc Film sr4 b | Doc Film sr4 c | Doc Film sr4 d |

NEXT STEPS
If this overall strategy seems promising, next steps should be to bring in the developer for input on the tagging system, and channel programming staff to get input on the subject and theme groupings. (The overall system must be able to scale well from the current library on up.)

CONCLUSION
The 'SCREENING ROOMS' organizational strategy can be an engine that drives the entire site. It thrives on the complex, genre-busting, intelligent nature of the documentaries themselves and rewards users with a clear yet dynamic experience that keeps the site content completely out front.

This strategy uses tools (juxtaposition, contextualization, communication) similar to those of the documentary filmmakers themselves. It's an organic manifestation of the content itself.

One consistent brand experience, different screens.

II. SITE TAXONOMY

Site Map

home page

main nav categories

ON TV	MOVIES	DOC WORLD	DOC STORE
• this week's hilights • full TV schedule • channels & providers	• new releases • show all movies • show screening rooms	• show all articles • activity board • filmmaker's alley • get involved	• new releases • deals & bargains • doc merchandise

secondary nav links

about doc	where to find doc	policies	partners	contact

content pages

screening rooms pages	movie item pages	news/articles pages

index / archive pages

full TV schedule	all MOVIES	all SCREENING ROOMS	all ARTICLES

III. CONTENT STRATEGY

This strategy does depend on cultivating a distinctive editorial voice. A dedicated web editor working closely with programming staff must have the freedom and ability to do more than simply cut-and-paste synopses of films. Intriguing ledes and the creative cross-grouping of old and new films is absolutely crucial to getting the most out of this strategy. The only limit in inventing groups is our imaginations.

A steady stream of news stories, interviews, staff articles, etc. is also necessary to draw in casual visitors and balance the movie content. (links to other sites are OK but creating a good chunk of our own content is surely better.)

Cooperation and support from filmmakers is also important. Ideally, we foster the 'community' by encouraging filmmakers to join and create profiles. However, something tangible must be provided by DOC in return (see next section- suffice to say a user must get something out of joining- be it support, answers, or the satisfaction of having seen more docs than the other guy). It's a gradual process.

VOICE
Every word is an opportunity to showcase PERSONALITY and EXPERTISE.
Match the underlying personality and attitude of DOC fans and users.
Different possibilities depending on tone of movie:
Aggressive - Activist - 'Give a shit, people!' so to speak
Direct Address - "What would you do if….?"

SCREENING ROOM CREATION
Screening Rooms are the vehicle that DOC shows personality and expertise.
There are three ways to create screening rooms:
By subject (using LOC tags)
Auto-generated (most popular; new additions)
Web-themes (shows our expertise- creatively grouping different docs)

Version 1 launch should include around 20-25 screening rooms, depending on current film titles.
Note: (parentheses) below indicates general theme, not what the actual name/phrase will be.
Name/phrase should be evocative, but still plain language and instantly understandable.

	Launch v.1	**v.2**
Auto-generated		
	(most popular - we can fake this at the beginning)	
	(new / updated screening rooms)	
Web themes:		
DOC Originals	(DOC Originals)	
special deals & bargains	(special deals and bargains)	

and don't miss…   (this month/week's highlights)

staff favorites   (staff picks - could put names on eventually)
classics & milestones   (classics & milestones)
award winners   (award winners)
american stories   (american stories)
controversial   (controversial)
against the odds   (inspirational)
seasonal/topical   ('in the news' - ex. Human rights month; sports (Olympics)
                                              (gorgeous cinematography)
                                              (subcultures)
                                              (verite)
                                              (michael moore vs. errol morris)
                                              (pennebaker vs. the maysles)
                                              (student made)
                                              (city stories)
                                              (microdocs (short form))
                                              (on the cheap)
                                              (building buzz)
                                              (quirkville USA)
                                              (rarities & out-of-print)
                                              etc. etc. etc.

By subject:
culture vultures   (art & culture)
whose story is history?   (history)
everything is politics   (politics & government)
turn that music down!   (music)
quantum thinkers   (science)
society   (social issues)
sporting green   (sports)
adventure addicts   (adventure/outdoors)
fascinating lives   (biographies)
questions of faith   (religion & spirituality)
citizens of the world   (international/world)
                                (business)
                                (war)
                                (nature)
                                (health & medicine)

doc DOCUMENTARY CHANNEL®
Personas Matrix

name	Garret	Brooke	Scott	Audrey	Leo
age	29	32	44	19	66
occupation	bookstore manager	filmmaker	high school teacher	full-time student part-time activist	retired
hobbies	film snob; knowing more than you	filmmaking	making furniture, his family	protesting; working at the coffeeshop	history buff; reading
gets Doc Channel?	yes	no	yes	no	no
online activity	24/7 posts comments	24/7 - except during production	daily- maybe when the kids get to sleep	several hours/ day - texting	maybe weekly- if led to from offline or emailed a link-
favorite sites / shows	digg; avclub; pitchfork; aintitcoolnews	bravo; ifc; imdb; sundance; bbc;	ESPN; Discovery; Sunday NYTimes;	Facebook, YouTube, flickr	Yahoo home page; History channel; Travel Channel
personality type	contrarian, know-it-all	super-focused	mellow but curious, general interest stories	genuine; a tad naive	you're all crazy
will appreciate	expertise; robust comments section	filmmaker resources and contacts (funding, gear, distribution, screenings. etc.)	stuff that's not too heavy	actual meet-ups online petitions; things are actually changing	staying the hell off my lawn!
fill out user profile?	yes	yes- if it helps her film get noticed	possibly, for push content (email newsletter, etc.)	probably (to participate in event things) or get points	will they steal my identity?

and keep in mind:

Cory - 11
got camcorder for Xmas
might dig a mentor

IV. BEYOND LAUNCH

USER PROFILES
User Name
Status (140 char max)
Bio
Links
Image (52x65)   (4x5; 8x10; 40 x 50) same as article

USER- CREATED SCREENING ROOMS
Users can create their own screening rooms (docs I've seen; docs I want to see; etc.)

Session Browsing history of last 5 movie titles you've clicked to.

MOBILE VERSION
A mobile strategy takes into account what a user might need when 'on-the-go' and what content is best suited for the device. Therefore, a mobile site is NOT duplicating the big site onto a small screen. A small number of high-impact features is much better than a large site shrunk down. A good mobile site contains a more streamlined navigation and could include top-level links to:
• what's on now/tonight
• remind me notification system
• search

There could be a 'Microdocs' playlist to watch shorter-form (1-8 minutes) films while on line or waiting for the bus.

Also, special mobile-only features like 'Docs filmed near here' can alert users to films they may or may not know about that took place near their current location.

PHASE 2.0 SOCIAL TOOLS
The book 'FREE' by Chris Anderson, while not completely on track, does make a good case for treating the web as its own economy, with its own 'currency.' He posits that 'reputation' and 'attention' are said currency, and creating those should be the immediate goals of a web site (not direct dollars from sales or advertising). Then, through creative means, they can be converted into real-world dollars. In our case, it seems like the thing of value to strive for is fostering a strong DOC community of smart, passionate and socially active users. That becomes the valuable (and non-reproducible) asset which then is used to drive dollars. It is a 2-step process.

So if amassing 'attention' and 'reputation' is the immediate goal, then every pixel must attempt to cater explicitly to the smart, discriminating, passionate and difficult people that enjoy documentaries.

However, just laying out content is not enough. Most of these films are available many places. A user must get something tangible back in return for his/her participation. Looking at the disparate users projected in the PERSONAS MATRIX, here are some suggestions for creating a strong community across the spectrum of users:

Filmmakers: Doc Pro-user membership that provides analytics of who's clicking/watching their movies. Exposure, promotional opportunities, interviews, production notes.

Activists: Online petitions; protest actions; follow-ups on issues

Documentary fans: Screenings; meet-ups; DVD's; opportunity to meet each other, meet filmmakers; ways to show off their knowledge/collections

Future documentary filmmakers: Q&A; how-to's; articles, interviews, workshops, internships, ride-alongs

Casual users: push emails; giveaways

Only by first providing something in return can we turn our users into a community. Then that community becomes valuable and access to it can be leveraged into money-making opportunities.

V. DATA FIELD AND IMAGE SPECS

Content Formatting Analysis:

Various Ways to Promote a Movie

PURPOSE: Analyze various ways to promote a movie, using some combination of the assets typically provided by filmmaker/studio/distribution company. (Title; DVD Art; Description; Stills; Logotype, etc.) Which of these are better at engaging your user efficiently and effectively?

Take into account the character length of various titles (ADAPTATION vs. PIRATES OF THE CARIBBEAN: THE BLACK PEARL) and how each formatting strategy would works in serial- ie. multiple titles on the page. Do they work in grid form, as a vertical list, perhaps combinations?

good +
neutral ○
bad —

		spatially efficient	engaging information	ease of production	fits range of data
title text	ADAPTATION	+	— —	+	○
title text w/ grade/star rating	ADAPTATION B+	+	○	○	○
title text w/ short description	ADAPTATION This movie is really good. Directed by this guy who did that other movie.	+	+	—	○
title logotype;	Adaptation.	+	○	—	○
Logotype w/ description	Adaptation. This movie is really good. Directed by this guy who did that other movie.	○	+	○	○
vertical thumbnail (DVD Cover Art) alone; w/title below; on side	[DVD cover image]	—	—	+	—
	[DVD cover image] ADAPTATION	—	—	+	— —
	[DVD cover image] ADAPTATION This movie is really good. Directed by this guy who did that other movie.	—	+	○	—
horizontal still (4x3; 16x9) w/ title inside; add short description, actors/ director/ pedigree, etc.	Flower power. Adaptation.	○	+	—	+
	Flower power. Adaptation. ADAPTATION This movie is really good. Directed by this guy who did that other movie.	○	+	—	+

CONCLUSIONS: Using just text takes up the least real estate, but is not very engaging. Thumbnails, the most common, actually seems like the worst option, except for the ease of just resizing an existing DVD cover art. Horizontal promotes allow for the most potential messaging, and also will fit a variety of character lengths, at the cost of time and less promotes per page.

Do you privelage workflow or user engagement? Cna you contextually use different configurations in deifferent places?

HOME PAGE WIREFRAME

Browser window content (wireframe)

the documentary channel - life camera ac

http://www.documentarychannel.com · Google

LinkedIn · sf · UX / design · web services · writing / film · PShopDis · NewYork · FastCo · ESPN · AVClub · imdb · Digg

the documentary channel®
life. camera. action.

tv tonight   see full schedule   channel listings   dish Ch. 197
10:30pm NASHVEGAS BLUES: STACY MITCHART
8:00pm MANHATTEN, KANSAS
6:30pm MAGNIFICENT DESOLATION: WALKING ON THE MOON

about doc   where to find doc   submissions & policies   partners   contact us   quick search ▼   sign in ▼

ON TV
MOVIES
DOC WORLD
DOC STORE
see all movies
become a member

◄ ●● II ●●●● ►

doc world

SCREENING What is the next 11 pt / 15 pt 25 char per line x 4 article tease 80-100 char max plus type of it.

INTERVIEW with the grandson of designers and filmmakers Charles and Ray Eames.

FILMMAKER Nikki Gomes is starting research for a doc on the woman's bohemian clubs of the 1920's. Help?

FOLLOW UP: Article tease 11 pt / 15 pt 25 char per line x 4 article tease 80 char max plus type of it.

FILMMAKING: Five film distributors you need to know, plus the secret truth about sizzle reels & EPK's.

Q&A: Cory (age 12) asks "How do I get started making documentaries?" 3 experts answer his

MEET-UP: Minneapolis DOC people are having drinks at 3rd Street Tavern on Feb. 23rd. Come on by.

see more articles & events

in today's screening rooms   what are DOC screening rooms?

> new releases   ● ● ● ●

Screening room description describes some story lines but does not say any titles - (you see those on rollover). 12 pt / 17 pt 60 per line x 3.

latest trending searches:
politics 5 mins ago
inspiration 22 mins ago
religion 1 hr ago
history 4 hrs ago
controversy yesterday
celebrity 3 days ago

screening rooms: a-z just added most popular
> adventure addicts
> american stories
> award winners
> controversy!
> fascinating lives
> gorgeous cinematography

GO

> in the doc store   go to doc store

BUS 174
$15.99 S   Lede tease description review blurb lorem ipsum dolor sit amet, consec tetr adipiscing elit, sed diam nonumny nibhe consectetuer adipis.
watch video ▶

THE CLASH: WESTWAY TO THE WORLD
$12.99 S   Lede tease description review blurb i psum dolor sit amet, consec tetr adipiscing elit, sed diam nonumm.
watch video ▶

MANHATTEN, KANSAS
$15.99 S   Lede tease description review blurb lorem ipsum dolor sit amet, consec tetr adipiscing elit, sed diam nonummy nibhe
watch video ▶

the documentary channel top links

quick! take me to:
• today's top TV picks
• this month's featured MOVIES
• upcoming doc events
• gifts & doc merchandise

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Right-column annotations

HOME HEADER
• buffer
• large logo
• tv schedule
  - tv tonight (png)
  - time
  - movie title

HOME 2NDARY NAV LINKS

HOME BODY
• home promotes (6)
  -image
  -text
  -watch video
  -time
• controls
• rightside nav
  - pop-up links

DOC WORLD
• doc world heading (png)
• article item
  - article thumb
  - tease text
  - rollover
• ad/partner

TODAY'S SCREENING ROOMS
• title thumbs carousel (4)
  - sr name
  - 1 of 4
  - carrots
  - title thumbs
  - sr description
  - rollovers
• trending topics
• sr scroll box
• title thumbs module
  - store text block
      title thumbs
      title
      price
      buy button
      watch video
      tease text

HOME FOOTER
• top quick links
• still image (dynamic)
• copyright; privacy; links; etc.

Bottom notes

GROUPING IMAGES FOR UNIFIED LOOK

HORIZONTAL ASPECT RATIO FOR FILMS, VERTICAL PORTRAIT FOR PEOPLE

MOVIES, TV, PEOPLE MODULES

DISCOVERY-BASED - STAY ON PAGE WITH SCROLLS AND CAROUSELS AND ROLLOVERS

DARK TO LIGHT - MOVIE THEATER EXPERIENCE TO DIFFERENTIATE FILM FROM NEWS

HOME PAGE 'DEEP' MODULES

nav pop-ups

ON TV
- see full schedule
- this week's highlights
- doc originals
- channels & providers

MOVIES
- show all titles
- show new releases
- show all screening rooms
- advanced search

DOC WORLD
- see articles archive
- event calendar
- filmmaker's alley
- get involved

DOC STORE
- new releases
- deals & bargains
- doc channel merchandise
- gift finder
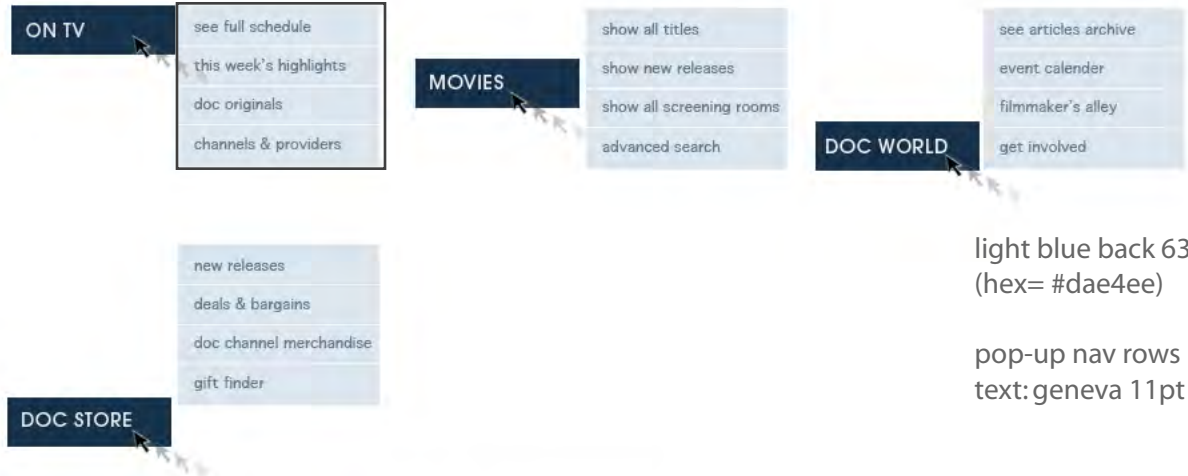
light blue back 633 x 218
(hex= #dae4ee)

pop-up nav rows 150 x 30
text: geneva 11pt #4d6575

main promote - 6 deep
auto-advances;
video capable

BUS 174
What would you do if an armed man took over the bus you were on? Rio de Janeiro 2002.

▶ watch a clip

Premieres **10:30** pm ET
WEDNESDAY NOV 29

dark blue back 633 x 218
(hex= #213150)
nav rows 127 x 34
hex=#000935
nav block 157 x 204
content promote 490 x 180

'title' thumbnails module-
carrots change screening
room (4 deep)
rollovers on each
thumbnail for short
description of movie

> screening room 1 (of 4)   • • • •

MOVIE TITLE IN ALL CAPS tease 80 char max gives enough for user guess and click to see if they're right80. Or if there's no tease, short description goes here (200 character maximum.)
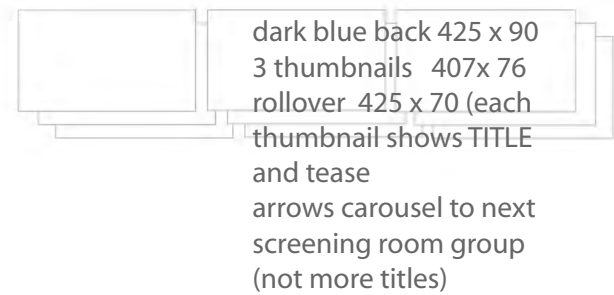
dark blue back 425 x 90
3 thumbnails 407x 76
rollover 425 x 70 (each
thumbnail shows TITLE
and tease
arrows carousel to next
screening room group
(not more titles)

article tease - rollover for
short description

INTERVIEW (type of article in all caps). Article short description replaces tease on rollover...
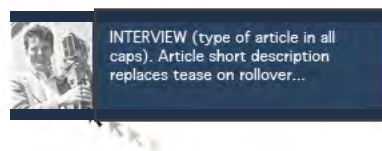
Article rollover 232 x 82
text 13 pt / 17 pt white

DIAGRAM

tv
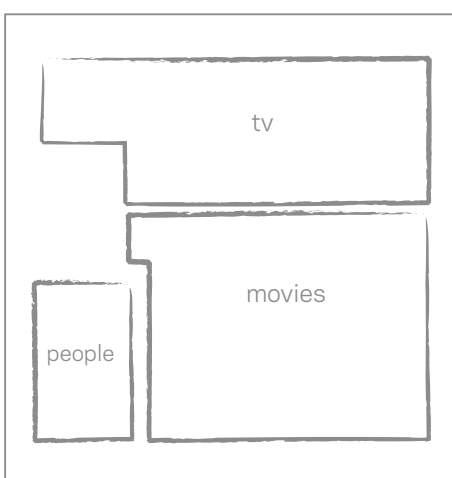
movies

people

CLARITY & SIMPLICITY:
the three main sections (TV, MOVIES, & PEOPLE) are clearly defined and identified;
images are grouped into unified blocks for visual cohesiveness

ENGAGING:
'rollover reveals' that entice and reward;
the right amount of information at the right time:

ON TV PAGE WIREFRAME

Browser chrome:
- the documentary channel - life, camera, action
- http://www.documentarychannel.com/
- _2 LinkedIn sf ▾ UX / design ▾ web services ▾ writing/film ▾ PShopDis NewYork Salon Wired FastCo ESPN Digg

the documentary channel

about doc   where to see us   submission policies   partners   contact

ON TV   MOVIES   DOC WORLD   DOC STORE   quick search ▾   sign in ▾

> quantum thursdays
> friday firsts
> doc originals
> american stories
see all doc titles

> highlights for this month on DOC

MONDAY 12:30PM   **DOC TALK: NATHANIEL KAHN**
2008 ★ ★ ★ ▶ watch video
Lede tease description review blurb lorem ipsum dolor sit amet, consec tetr adipiscing elit, sed diam nonummy nibh euismod tinciduntut laoreet dolore

WEDNESDAY 12:30PM   **MANHATTEN, KANSAS**
2008 ★ ★ ★ ★ ▶ watch video
Lede tease description review blurb lorem ipsum dolor sit amet, consec tetr adipiscing elit, sed diam nonummy nibh euismod tinciduntut laoreet dolore

SATURDAY 9:30PM   **CHANCES: THE WOMEN OF MAGDALENE**
2008 ★ ★ ★ ▶ watch video
Lede tease description review blurb lorem ipsum dolor sit amet, consec tetr adipiscing elit, sed diam nonummy nibh euismod tinciduntut laoreet dolore

> doc originals   show entire screening room

Screening room tease. Describes theme but doesn't say titles. 12 pt / 17 pt 2 lines 75-100 char. total

> human rights month   show entire screening room

Screening room tease. Describes theme but doesn't say titles. 12 pt / 17 pt 2 lines 75-100 char. total

> classics & milestones   show entire screening room

Screening room tease. Describes theme but doesn't say titles. 12 pt / 17 pt 2 lines 75-100 char. total

> look through more great screening rooms

> turn that music down!
It's awards season, so may we present our prize-winning documentaries for your consideration. 11 / 14pt

> gorgeous cinematography
Need to round out your collection? We raided the bins and knocked off the dust and came up with some incredible finds.

tv schedule   ◄ January 2010 ►

Thursday
January 14th, 2010

Su Mo Tu We Th Fr Sa
                  1   2
3   4   5   6   7   8   9
10 11 12 13 14 15 16
17 18 19 20 21 22 23
24 25 26 27 28 29 30
31

Check for channel listings or if DOC is in your area

Looking for something in particular?

12:30 pm   BUILT FOR THE PEOPLE: THE STORY OF THE TVA
2008 ★ ★ ★   82 min.
Lede tease description review blurb lorem ipsum dolor sit amet, consec tetr adipiscing elit, sed diam nonummy nibh euismod tinciduntut laoreet dolore.

2:00 pm   THE CLASH: WESTWAY THE WORLD
2008   directed by Johanna Gomes-Ruiz

3:00 pm   AMERICAN HARDCORE
2008   directed by Johanna Gomes-Ruiz

5:15 pm   WE JAM ECONO: THE MINUTEMEN
2008   directed by Johanna Gomes-Ruiz

7:30 pm   LOREM IPSUM DOLOR SIT AMET
2008   directed by Johanna Gomes-Ruiz

9:00 pm   INSTRUMENT
2008   directed by Johanna Gomes-Ruiz

10:15 pm   THE CLASH: WESTWAY THE WORLD
2008   directed by Johanna Gomes-Ruiz

11:30 pm
2008   directed by Johanna Gomes-Ruiz

show full schedule grid

M T W **Thursday** F Sa Su

AD/Partner SPACE

more from **doc world**   and **movies**

events   news & views   filmmaker's alley   just added   most popular   trending topics

INTERVIEW with the grandson of designers and filmmakers Charles and Ray Eames...

Filmmaker Nikki Gomes is starting research for a doc on the woman's bohemian clubs of the 1920's. Want

FOLLOW UP: Sign the online petition on Net Neutrality- as argued for in Lawrence Lessig's 'INFORMATION FOR FREE.'

NASHVEGAS BLUES: STACY MITCHART
MANHATTEN, KANSAS
MAGNIFICENT DESOLATION: WALKING ON THE MOON

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---

Right column callouts

CONTENT HEADER
- buffer
- logo
- header image (dynamic)
- nav links

BODY
- content promotes (4)
  - image
  - text
  - watch video
  - time
- rightside nav

- tv highlight block
  - day & time
  - year / stars / watch video

- face thumbs carousel
  - sr name
  - carrots
  - title thumbs
  - sr description
  - rollovers

- screening room carousel
  - sr thumb
  - carrots
  - sr tease

TV SCHEDULE
- calender
- date
- highlighted listing
- listings
- full page link

ad / partners

CONTENT FOOTER
- doc world (3 tabs)
  - events
  - news & views
  - filmmaker's alley
- 'and movies' (3 tabs)
  - just added
  - most popular
  - trending topics

ON TV PAGE 'DEEP' MODULES

gray back
hex=#

nav bar pop-up links and drop-down search/sign in

content promote (4 deep) auto-advances

blue back 581 x 169
promote   417 x 153
nav space 157 x 153
nav hilight 147 x 26

'face' thumbnails modules - carousels more titles in same screening room - rollovers on each thumbnail for short description of movie

blue back 385 x 90
3 thumbnails   335 x 70
rollover 385 x 70 (each movie shows TITLE and tease)
arrows carousel movies (3 at a time)

screening rooms selector module (4-5 deep)
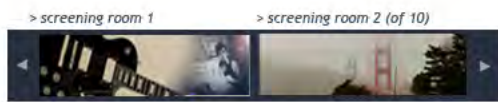
blue back 371 x 54
2 images   320 x 46
arrows to carousel images (2 at a time)

footers (each side 3 deep)

DIAGRAM
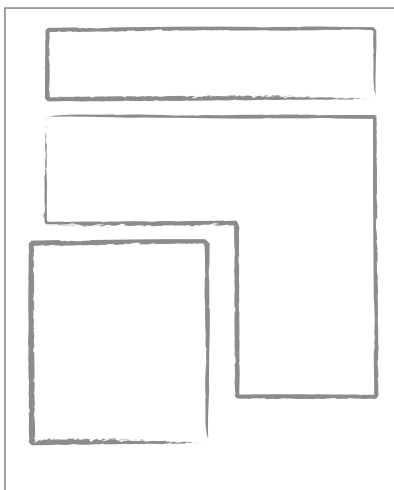
CLARITY & SIMPLICITY:
like the home page, a main promote (5 deep auto-scroll) immediately indicates 'media site.' The movie promotes here are complemented by a tv schedule module. We can see if the TV page and the MOVIE page should stay similar or should be differentiated more.

ENGAGING:
'rollover reveals' entice and reward;
intriguing ledes and multiple photos encourage clicks.

MOVIE ITEM PAGES WIREFRAME

http://www.documentarychannel.com/

Google

_2 LinkedIn sf ▾ UX / design ▾ web services ▾ writing/film ▾ PShopDis NewYorl FastCo ESPN AVClub imdb Digg

the documentary channel® doc

about doc   where to see us   submission policies   partners   contact

ON TV   MOVIES   DOC WORLD   DOC STORE   quick search ▾   sign in ▾

BUILT FOR THE PEOPLE: STORIES OF THE TVA

watch video ▶

buy the dvd $

next on tv: ☑

2008 ★ ★ ★   97 minutes

Synopsis first 150 lorem ipsum dolor sit amet, consec tetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore erat volutpat. lorem ipsum dolor sit amet, consec....

"Review blurb pull-quote lorem ipsum dolor."
FX Feeney, Los Angeles Times

show more
> new releases ▶

spread the word

SEEN IT? rate it: ★ ★ ★ ★ ★

+ add to my watchlist   f   t   🔵   embed/trailer   ✉ email link   🔖

sign me up to get more out of DOC

Directed by Jordan Consuela

Director of Photography Lazlo Holyfeld

Produced by Disinformation Films

...more

BUILT FOR THE PEOPLE: STORIES OF THE TVA
is also featured in

> new releases

Stories of nice group description, Doesn't say any titles, but gives enough for user to guess and click to see if they're

> american stories

Stories of nice group description, Doesn't say any titles, but gives enough for user to guess and click to see if they're

explore more docs and screening rooms

> turn that music down!

In honor of the LDC launch, we've put together a set of science docs that'll split you into 11 dimensions.

> gorgeous cinematography

From 10,000 feet in the air to a mile deep in the sea and all points between, these docs find extraordinary beauty in our natural and built worlds.

or browse all of doc's screening rooms

a-z   recent additions   most popular   see all movies

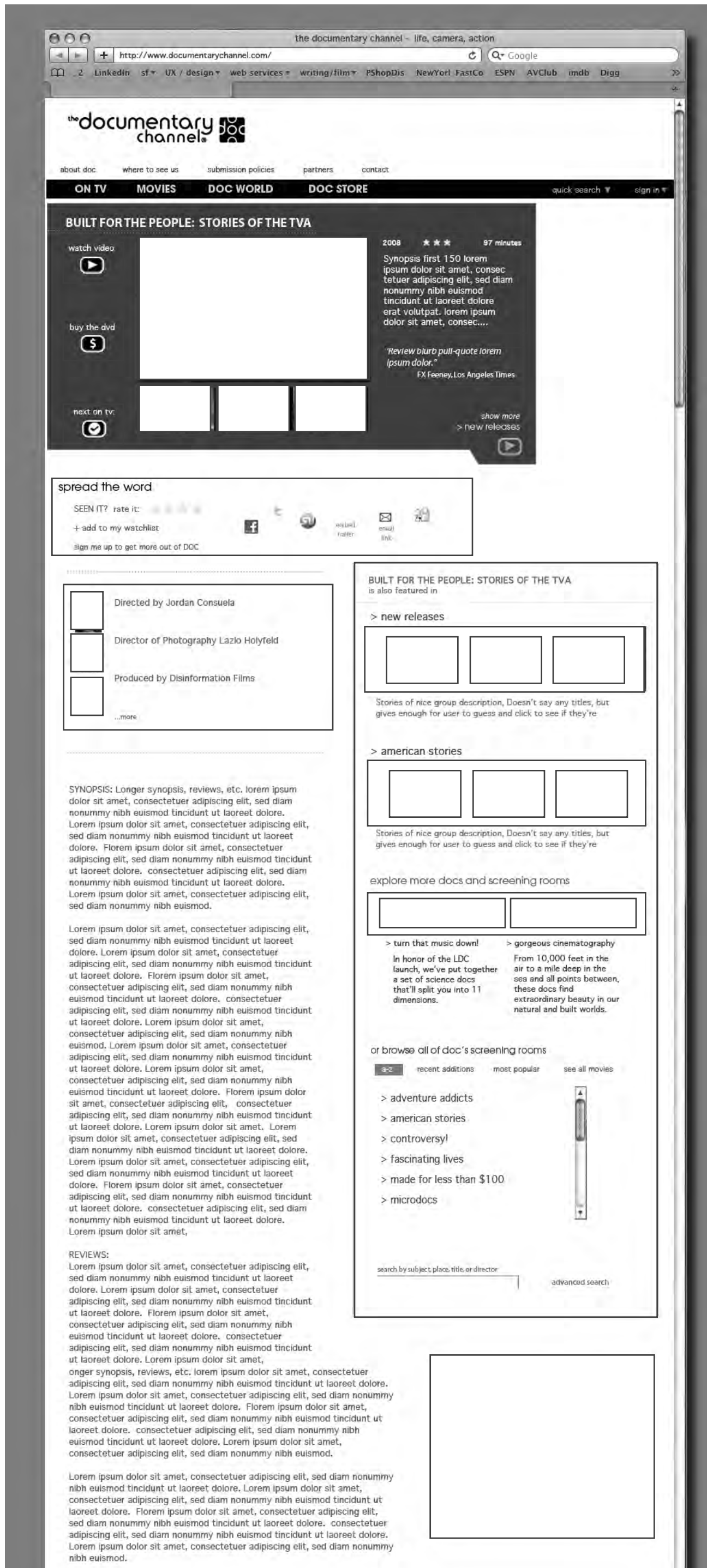> adventure addicts

> american stories

> controversy!

> fascinating lives

> made for less than $100

> microdocs

search by subject, place, title, or director   advanced search

SYNOPSIS: Longer synopsis, reviews, etc. lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. Florem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. Florem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. Florem ipsum dolor sit amet, consectetuer adipiscing elit, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. Florem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. Lorem ipsum dolor sit amet,

REVIEWS:
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. Florem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. Lorem ipsum dolor sit amet, onger synopsis, reviews, etc. lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. Florem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. Florem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod.

NOTE: only div modules not on previous pages are called out.

BODY
• movie item panel
- 'watch video' button
- 'buy dvd' button
- next time on tv rollover
- large movie image
- photo still thumbs
- year / rating / length
- description
- pull quote
- 'more from this sr' button

• share bar
- email
- embed
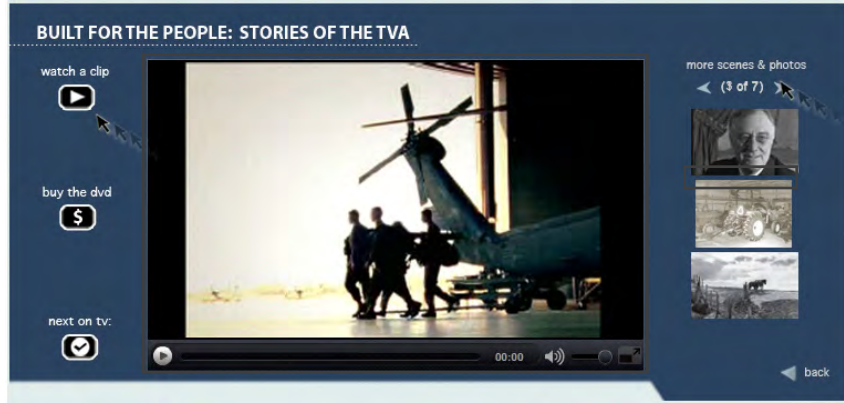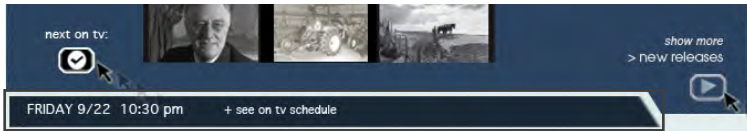- social bugs (f, tw, digg, etc.)

• crew

• synopsis

• reviews , notes, etc

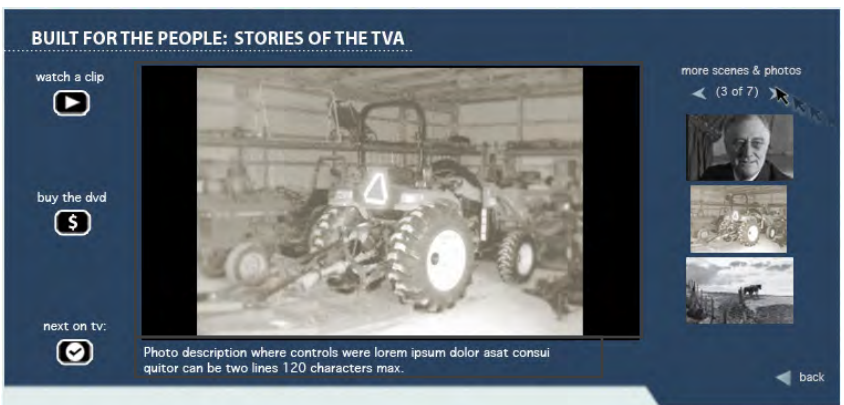# MOVIE ITEM PAGES 'DEEP' MODULES

'watch video' panel

BUILT FOR THE PEOPLE: STORIES OF THE TVA

watch a clip

buy the dvd

next on tv:

more scenes & photos
◄ (3 of 7) ►

back

'next on tv' rollover

next on tv:

show more
> new releases

FRIDAY 9/22 10:30 pm   + see on tv schedule

'more' titles in current screening room (pop-up or click?)

BUILT FOR THE PEOPLE: STORIES OF THE TVA

watch a clip

buy the dvd

next on tv:

2008 ★★★ 97 minutes
Synopsis first 150 lorem ipsum dolor sit amet, consec tetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore erat volutpat. lorem ipsum dolor sit amet, consec....

"Review blurb pull-quote lorem ipsum dolor."
FX Feeney, Los Angeles Times

show more
> new releases

CHANCES: THE WOMEN OF MAGDALENE

see them all

gallery panel (same as 'watch video,' photo caption replaces controls)

BUILT FOR THE PEOPLE: STORIES OF THE TVA

watch a clip

buy the dvd

next on tv:

more scenes & photos
◄ (3 of 7) ►

Photo description where controls were lorem ipsum dolor asat consui quitor can be two lines 120 characters max.

back

DIAGRAM
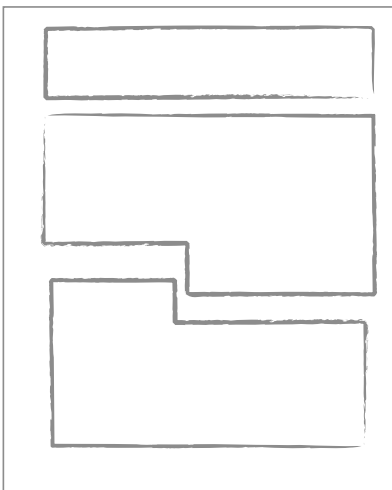
CLARITY & SIMPLICITY:

here the 'screening room' becomes the dominant feature. It's the site's 'home base' containing the video player, photo gallery, and quick access to a title's related groupings. The 'people' are clearly represented in the 'spread the word' bar, and the imagery in top header ties to on-air TV channel promos

ENGAGING:

'rollover reveals' entice and reward; intriguing ledes and multiple photos encourage clicks.

SCREENING ROOM PAGES WIREFRAME
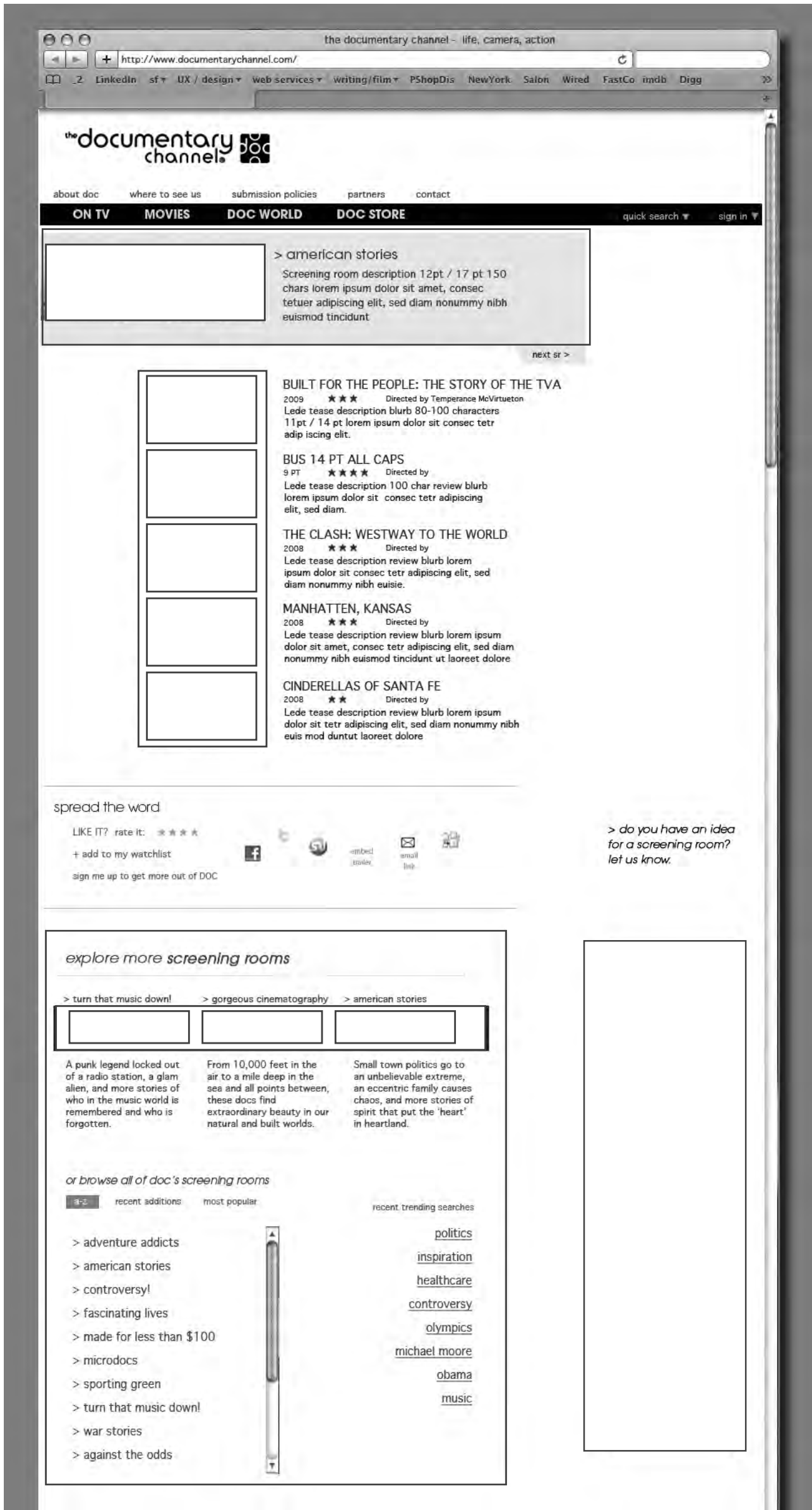
NOTE: only div modules not on previous pages are called out.

BODY
- screening room panel
  - sr large image
  - sr name
  - sr description
  - 'more srs' button / pop-up

- movie item block
  - title thumb
  - title
  - year / stars / directed by
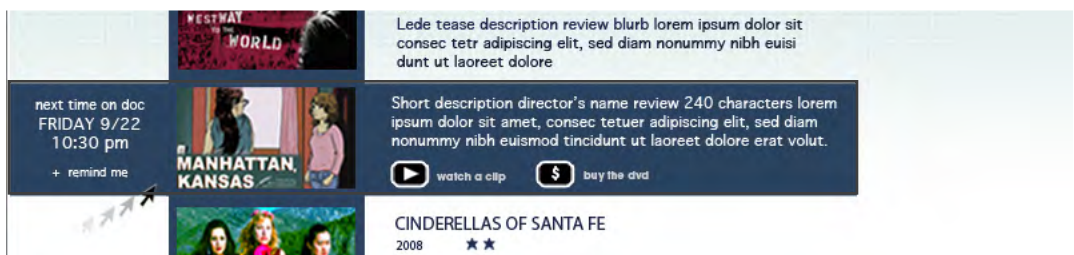 - tease
  - rollover

- triple sr carousel

- skyscraper ad / partner space

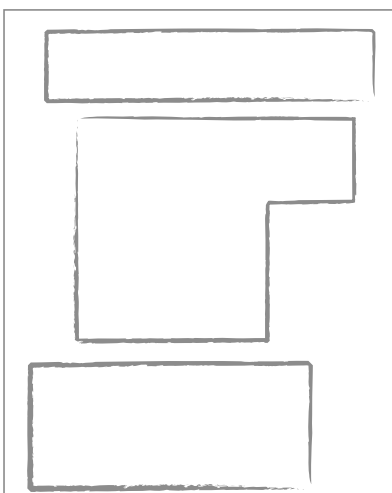# SCREENING ROOM PAGES 'DEEP' MODULES

more sceening rooms
(click to pop-up)

> american stories

Screening room description s lorem ipsum dolor sit amet, consec tetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt.

go to next > screening room

> turn that music down!
> everything is politics
> gorgeous cinematography
see all screening rooms

---

title rollover

Lede tease description review blurb lorem ipsum dolor sit consec tetr adipiscing elit, sed diam nonummy nibh euisi dunt ut laoreet dolore

next time on doc
FRIDAY 9/22
10:30 pm

+ remind me

MANHATTAN, KANSAS

Short description director's name review 240 characters lorem ipsum dolor sit amet, consec tetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore erat volut.

▶ watch a clip $ buy the dvd

CINDERELLAS OF SANTA FE
2008   ★ ★

DIAGRAM

CLARITY & SIMPLICITY:
A chosen screening room group displays all of its titles in the medium tone. Other screening rooms are immediately below in the lighter shaded module.

ENGAGING:
'rollover reveals' entice and reward;
intriguing ledes and multiple photos encourage clicks.

DOC WORLD WIREFRAME
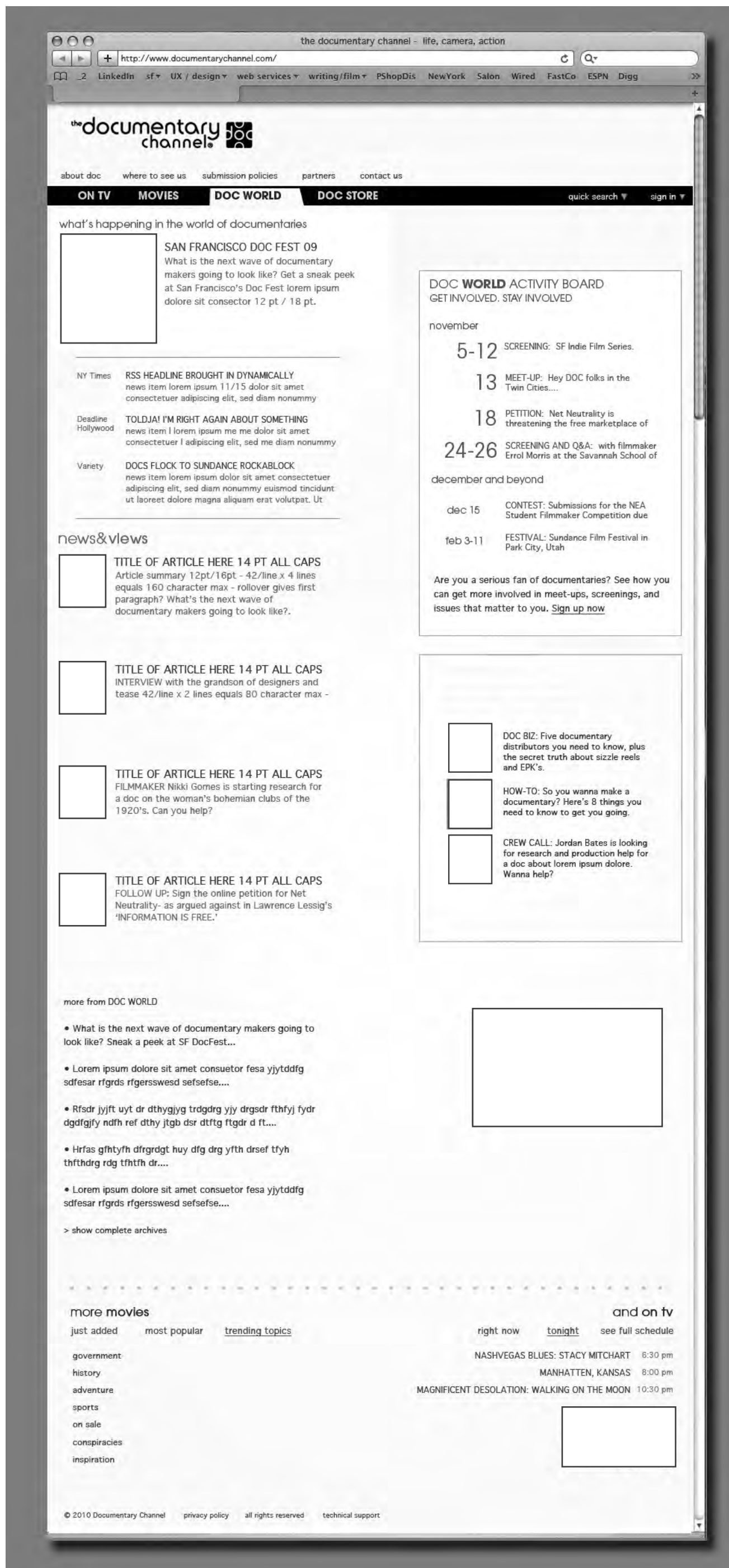
NOTE: only div modules not on previous pages are called out.

BODY
- •featured article promote

- • RSS feeds (3)
  - source
  - headline
  - tease (or first 100 chars.)
- • news & views
  - dw article module
    - article thumb
    - title / headline
    - summary
    - rollover (first 200 chars.)

  - article headlines (5)

ACTIVITY BOARD
- • date
- • event listing

FILMMAKER'S ALLEY
- • fm article
- • controls
- • membership link

Within the browser wireframe:

the documentary channel - life, camera, action

http://www.documentarychannel.com/

_2   LinkedIn   sf▾   UX / design▾   web services ▾   writing/film ▾   PShopDis   NewYork   Salon   Wired   FastCo   ESPN   Digg

the documentary channel.

about doc   where to see us   submission policies   partners   contact us

ON TV   MOVIES   DOC WORLD   DOC STORE   quick search ▾   sign in ▾

what's happening in the world of documentaries

SAN FRANCISCO DOC FEST 09
What is the next wave of documentary makers going to look like? Get a sneak peek at San Francisco's Doc Fest lorem ipsum dolore sit consector 12 pt / 18 pt.

NY Times   **RSS HEADLINE BROUGHT IN DYNAMICALLY**
news item lorem ipsum 11/15 dolor sit amet consectetuer adipiscing elit, sed diam nonummy

Deadline Hollywood   **TOLDJA! I'M RIGHT AGAIN ABOUT SOMETHING**
news item I lorem ipsum me me dolor sit amet consectetuer I adipiscing elit, sed me diam nonummy

Variety   **DOCS FLOCK TO SUNDANCE ROCKABLOCK**
news item lorem ipsum dolor sit amet consectetuer adipiscing elit, sed diam nonummy euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut

news&views

TITLE OF ARTICLE HERE 14 PT ALL CAPS
Article summary 12pt/16pt - 42/line x 4 lines equals 160 character max - rollover gives first paragraph? What's the next wave of documentary makers going to look like?.

TITLE OF ARTICLE HERE 14 PT ALL CAPS
INTERVIEW with the grandson of designers and tease 42/line x 2 lines equals 80 character max -

TITLE OF ARTICLE HERE 14 PT ALL CAPS
FILMMAKER Nikki Gomes is starting research for a doc on the woman's bohemian clubs of the 1920's. Can you help?

TITLE OF ARTICLE HERE 14 PT ALL CAPS
FOLLOW UP: Sign the online petition for Net Neutrality- as argued against in Lawrence Lessig's 'INFORMATION IS FREE.'

DOC WORLD ACTIVITY BOARD
GET INVOLVED. STAY INVOLVED

november

5-12   SCREENING: SF Indie Film Series.

13   MEET-UP: Hey DOC folks in the Twin Cities....

18   PETITION: Net Neutrality is threatening the free marketplace of

24-26   SCREENING AND Q&A: with filmmaker Errol Morris at the Savannah School of

december and beyond

dec 15   CONTEST: Submissions for the NEA Student Filmmaker Competition due

feb 3-11   FESTIVAL: Sundance Film Festival in Park City, Utah

Are you a serious fan of documentaries? See how you can get more involved in meet-ups, screenings, and issues that matter to you. Sign up now

DOC BIZ: Five documentary distributors you need to know, plus the secret truth about sizzle reels and EPK's.

HOW-TO: So you wanna make a documentary? Here's 8 things you need to know to get you going.

CREW CALL: Jordan Bates is looking for research and production help for a doc about lorem ipsum dolore. Wanna help?

more from DOC WORLD

• What is the next wave of documentary makers going to look like? Sneak a peek at SF DocFest...

• Lorem ipsum dolore sit amet consuetor fesa yjytddfg sdfesar rfgrds rfgersswesd sefsefse....

• Rfsdr jyjft uyt dr dthygjyg trdgdrg yjy drgsdr fthfyj fydr dgdfgjfy ndfh ref dthy jtgb dsr dtftg ftgdr d ft....

• Hrfas gfhtyfh dfrgrdgt huy dfg drg yfth drsef tfyh thfthdrg rdg tfhtfh dr....

• Lorem ipsum dolore sit amet consuetor fesa yjytddfg sdfesar rfgrds rfgersswesd sefsefse....

> show complete archives

more movies   **and on tv**

just added   most popular   trending topics   right now   tonight   see full schedule

government   NASHVEGAS BLUES: STACY MITCHART   6:30 pm
history   MANHATTEN, KANSAS   8:00 pm
adventure   MAGNIFICENT DESOLATION: WALKING ON THE MOON   10:30 pm
sports
on sale
conspiracies
inspiration

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HOME page
Featured Promotes (movie titles; tv shows; partners; doc news; interview; etc.)
Featured Doc World blurbs
Featured Screening Rooms
Partner / Ad space
Side nav: 'ON TV' 'MOVIES' 'DOC WORLD' 'DOC STORE' 'search' 'sign in'
See all movies?

ON TV front page
Featured promotes (tv time on side nav (highlighted but not clickable)
TV Schedule

MOVIES front page
Featured promotes (screening room on side nav - pop up other titles)
Screening Rooms

DOC WORLD front page
Articles, interviews, news bites
RSS feeds
'Calender' Events, screenings, petitions, upcoming festivals, contests

DOC STORE front page
Featured Title
Doc Selector

NAV LINKS
ON TV   main page;   show schedule;   listings & availability
MOVIES: main page;   new releases;   show all titles;   show all screening rooms;
DOC WORLD: front page;   filmmaker's alley;   events & alerts;   get involved
DOC STORE: storefront;   just added;   special deals;   DOC merchandise

SECONDARY LINKS
About doc
Where to find doc (channels; providers; enter zip)
Submissions & Policies
Partners
Contact us

SIGN IN / SIGN UP slide down box

TEMPLATES:
MOVIE ITEM pages

SCREENING ROOM pages

NEWS / ARTICLE pages

SEARCH RESULTS

'SHOW ALL' INDEX PAGES
SHOW FULL TV SCHEDULE page

SHOW DOC WORLD ARCHIVE page (bloggish bites of news ; filmmaker's alley ; events ; articles/interviews)

SHOW ALL SCREENING ROOMS full listing page

SHOW ALL MOVIES listing page

Checkout Sequence

MOVIES
- Movie Title (always appears ALL CAPS)
- Year of Release (xxxx)
- Length (mins.)
- Star Rating (1,2,3,4)
- Director's Name
- Tease Line (80-100 character max) generated in house
- Short Description '3 liner' (180-210 character max) subject, director's name
- Synopsis
- Producers
- Distributor
- Director of Photography
- Crew 1,2,3,4,5…
- Primary Screening Room
- Other Screening Rooms (2,3,4,5…)
- Price
- Discount
- Available to view now (streaming)

- Title Image - (360 x 180) with title
- Title Thumb - (134 x 76 px - 28%) with title and 6 pixels spacing
- Face Thumb - (110 x 62 px (23%)) & (80x45 px) no title   (16x9; 96x54; 112x63; 128x72)

- Trailer (480x270) + 30 pixels underneath for controls
- Additional scenes, clips 1,2,3….
- Photos (1,2,3,4,5…) Thumbnail 60 pixels high; photo 245 pixels high
- Related Production Notes,
- Reviews
- Related Articles, etc.

NAMING CONVENTIONS
At this point it may be useful to start the discussion of naming conventions:

The titles of documentary films can be notoriously long, but some combination of text (first 10 characters), and id number (5 digits?) can make sense to both man and machine. (A filter can sort by the numbers)

For images, I find using a distinguishing pixel dimension (horizontal or vertical) a good way to specify thumbnails (and acts as a check for image sizing).

SCREENING ROOMS
• Screening Room name (always appears in lower case with > before it)
• SR Tease Line - (75-100 char. max) - describe theme evocatively- no movie titles or plots -
• SR Description (150 character max) couple of plots, but still no titles
• Tags - pulled from LOC (dropdowns for LOC, Doc Web tags)
• SR Thumbnail - (160 x 45 px)
• SR large image - (260 x 73 px) color hued

There are 3 ways to generate Screening Rooms: by Subject; by Theme; Dynamically-generated
By Subject- uses LOC keywords under the hood; we give the group fun/provocative names
(biography = fascinating lives; modern art = you call that art?

By Theme- Doc's own tagsets- (micro docs, made for less than $100; gorgeous cinematography, classics & milestones; pennebaker vs. the maysles; controversial)
Dynamic - most popular, recently viewed; new releases; just added

***each screening room must prioritize 3 titles when viewed in a partial display module

ARTICLES
• Article Title
• Source
• Date
• Article Type ('News', 'Event', 'Follow-up', 'Filmmaker', 'Interview,' 'Alert,' etc.)
• Tease Line (80 char.) evocative - maybe as a question
• Short Description (120-140 char.) more specific - why should I read this article
• Article Page Headline (different than title?)
• Intro / Summary (200 char)
• Body text
• Pull Quote
• Thumbnail Image - (50 x 75 px)
• Large Page Image - (140 x 210 px)
• Body Images - variable width x 140 high

Note: The article thumbnail size will also be used for User Profile Pics and Avatars (phase 2)

EVENTS
For the calendar board on DOC WORLD

MAIN PROMOTES (HOME PAGE / CATEGORY FRONT PAGES)
HOME page main promote - (494 x 173 px) with the rightside 150 pixels clear for overlaid text
(Any movie, show, screening room, article to be promoted in main promote has a special image
created)

ON TV; MOVIES; AND DOC STORE also have main promotes, but are slightly smaller than
that on the HOME page. (437 x 153 px) with the rightside 125 px clear for overlaid text

Promotes can be for:
Individual movies
TV shows (TV premier; DOC originals;
Screening Rooms (new releases; topical/seasonal group; etc.)
Articles (interviews; festival reports; How to sell your DOC; etc)
DOC Channel promotions (DOC now on DirectTV; contact your cable provider; etc.)
DOC website promotions (sign up; new twitter feed, etc.)

INTERACTIVE MECHANISMS
You may note the that some text fields work in tandem with each other. There is a 'tease' field
that is generally (80 characters- one or two lines), and then a corresponding 'short description'
field which is slightly longer (3 or 4 lines- 175 characters). These are part of a strategy we're
calling 'rollover reveal,' where   This strategy accomplishes a few goals. One- it promotes white
space in the design, which not only prevents visual overload but also becomes a 'clue' to the
savvy user that a deeper layer of info awaits; It also rewards the users with more info when

needed (without the full commitment of a click thru). This becomes a consistent and unifiying mechanism across the entire site. The creative use of the 'tease/description' rollover is also an opportunity to express a memorable and engaging personality for DOC - every word should be an opportunity and should not be taken for granted. The web has its own 'language' - cutting and pasting movie synopses does not distinguish us from our competitors. Taken as a whole, this strategy embraces a 'quality over quantity' ethos where anything that goes on the site deserves the attention and effort on our end if we expect any attention and effort from our users.

Note: the rollover should have a delay (1000 milliseconds) so the info only pops up when the cursor is 'parked' over an item. We can experiment with the timing as we test the site.

IMAGE FORMATTING & TEXT STYLES
It can be seen that the images above have been formatted into 3 types:
Movies/ TV show images are all horizontally-oriented at a 16x9 aspect ratio (widescreen)
Article and People images are vertically-oriented at a 8x10 aspect ration (portrait)
Screening Room images are panoramic strips at a 32x9 aspect ratio (double 16x9)

Text styles are similarly 'coded' across the site:
MOVIE TITLES are always in ALL CAPS
screening rooms are always *all lower case oblique* and preceded by a >

For the most part, a rollover text box (article description over a tease, for example) will have a larger text size than the text it goes over to make it stand out more from its surroundings. For example, from 11 pt with 15 pt leading becomes 14 pt with 18 or 20 pt leading to make the rollover pop.

Monochromatic Color palette and CSS
Certain text fields and backgrounds are 'color-toned' to match the channel's programming design. To easily switch from a 'bluish' to a 'reddish' site, the CSS should be named and grouped in a way that a master div class can be changed to change all hued fonts or background colors at once.

div.tone (
color:#213150;
)

then div.tone_headline and div.tone_movietitle and any other tone_… div will grab their color from the top div and all can change with one line of code.

Likewise, background colors or gradient pngs should be named in a way that changing code or an image will cascade thru the site design.

div.bg {
background-color:#686868;
}

Then div.bg_thumbstrip or div.bg_rolloverstrip then change automatically as well.

CSS STYLES
TEXT

Make a master text style called 'tone' that gives the dark blue text color. Then later when the site changes colors, we just change the 'tone' hex and all colored text changes.

Tone.   Textcolor= #47536f

For example:
tone.movietitle: Geneva 14pt ALL CAPS (tone)
tone.screeningroomname: (or pngs? ITC 14 book) (tone)
tone.movieteasetext - dark blue (tone)
tone.articletitle - 15pt Geneva ALL CAPS

Rollovertext - white (the rule is 1 or 2 pts larger than the body text it overlays)
articlesummary - grey Geneva 13pt
articletease - grey Geneva 11pt
articlerollover - white Geneva 13 pt

HEX COLORS
Light blue bgcolor=#dae4ee
Dark blue   bgcolor=#213150 (bit lighter- 2c435f)
Promote link blue=#000834

Gray text =#7d7d7e
Medium Blue Text =#3e537e
darker blue=#47536f
White Text

'PRIORITIZED DISPLAY' data variables
In some data sets, there are a few extra variables needed to dynamically populate certain display modules.

***Each SCREENING ROOM must designate three (3) movies for displays on the HOME page or various front pages.

***Each MOVIE must have one of its screening rooms designated as its PRIMARY screening room.

All other objects are positioned manually thru the drop-down menus on the web publishing pages, or dynamically (alphabetical, 'popularity,' or by date).

Ex. Footers are populated once, then drawn from on all the pages.
'Featured Screening Rooms' can be chosen once (home page) and drawn from for other pages (movies front page; movie item pages for example)
Calendar events fro the current month are sorted by date (all appear). The lower 'upcoming' slots could be manually loaded to highlight something special (Academy Awards; festival deadline, etc.).