

Level-3-mockups-final-README

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Level 3 is the content page, which will contain critical essays and similar materials. This is the documentation for the five mockups of Level 3.

The mockups illustrate the page as a whole ([Level-3-mockup-combined.png](#)) as it will appear when users first land on it ([Level-3-mockup-part1-final.png](#)), as they scroll down through the page ([Level-3-mockup-part2-final.png](#) and [Level-3-mockup-part2.5-final.png](#)), and when they reach the end of the page ([Level-3-mockup-part3-final.png](#)).

The mockups were developed in close collaboration with Angela Aliff, Megan Ward, and Ashanka Kumari. The text below describes these mockups in sequence and for each mockup runs from the top of the mockup to the bottom.

[Level-3-mockup-combined.png](#)

This mockup is provided simply for illustrative purposes. The mockup shows, from a distance, the three parts of level 3 (see below) integrated into a whole.

[Level-3-mockup-part1-final.png](#)

1) Title, subtitle, colored buttons, home/email/Twitter/Wordpress buttons, search bar

All these items function and are laid out exactly the same as they were on level 2, so please refer to the documentation for level 2 for these items.

2) Colored banner

The color of this banner corresponds to the color of a given section (and to the relevant section button directly above – in this mockup, “Life and Times”) and so is meant to orient users as to their location in the site. In other words, the color of this banner will change depending on the section that the users select.

The idea for this banner was inspired by the content pages of *The New York Times* (nytimes.com). The banner contains a series of small images and titles (the titles are in Calibri caps). Each of these images/titles corresponds to one subsection of a given section. So, for instance, if the “Life & Times” section contains essays such as “Livingstone in the Digital Age,” “Fever in the Tropics,” “The Publication of *Missionary Travels*,” and “Victorian Medicine and Science,” those essays and corresponding images will appear here, as in the mockup. Clicking on an image or the title will take users to the given essay.

This banner is meant to scroll horizontally. If there are more subsections in a given section than can be shown in the banner at once (and this will almost always be the case with our site), users have the option of putting their mouse to the left or to the right, clicking on small arrows that appear when they reach the leftmost or rightmost edge of the banner, and seeing more of these sections appear in a scrolling fashion. See the analogous functionality in *The New York Times* site.

3) Essay Title, Byline/Date, Overview, and Main Text

All these items are in Calibri. Note that the title is in the largest font size and that a thin horizontal line appears below the title. The title and horizontal line are centered on the page.

Below the title are two lines for the byline and date, respectively. Note that the font size of these two lines is larger than the font size of overview section directly below, but smaller than the font size of the main text. The byline and date are centered on the page.

Next is the overview section. Note that the font size for the overview section is the smallest of the four font sizes here. The overview section is left justified.

Finally, the main text appears next. Note that the font size of the main text is smaller than the title, but larger than the byline and date and overview sections. The main text is left justified.

4) Arrows at the sides of the center of the page

By clicking on these arrows, the user is taken to the previous or next subsections in the given section.

[Level-3-mockup-part2-final.png](#)

1) New banner

As the user scrolls down the level 3 page, the header and the scrolling banner disappear and are replaced by the new banner shown here, which has a shorter height and simpler layout. See the analogous functionality of the banners in *The New York Times* site. Note that a thin gray line runs the width of the screen below the new banner.

Far left end of the new banner

Clicking on the three-line icon on the far left end of the new banner opens up a menu on the left side of the web page. This menu is described in the next section.

Clicking on the LO logo against a gray background on the far left end of the new banner takes the user to the home page of the site (level 1).

Center of the new banner

Clicking on “Livingstone Online” text against a gray background at the center of the new banner takes the user to the home page of the site (level 1).

Clicking on the “Life & Times” text against a colored background at the center of the new banner takes the user to the main section page (level 2) for the given section. This text and the colored background will change depending on where users are in the site.

The subsection title at the center of the new banner, which is meant to replace the larger subsection title that disappears as the user scrolls down the page (see the mockup and discussion for level 3 part 1, above) is not clickable.

Far right end of the new banner

The search bar at the far right end of the new banner is consistent in its appearance and functionality from level 2 and from level 3 part 1 and so is not described here.

2) Main text

The main text in this mockup is exactly the same as the main text in the previous part and so is not described here.

3) Image and caption

We plan to use images of varying widths in the site. We believe that the images will usually be either a) the same width as the main text or b) wider and, indeed, of a width in some cases that reaches to the edges of the web page. As a result we need to be able to embed images, as in the example here, that are wider than the main text.

The caption will always appear below the image and be left justified. We will always manually input the caption text. The caption font (also Calibri) is smaller than the main text and is gray rather than black like the main text.

3) Arrows at the sides of the center of the page

By clicking on these arrows, the user is taken to the previous or next subsections/essay in the given section.

[Level-3-mockup-part2.5-final.png](#)

This mockup is exactly the same as the previous mockup (excepting the dropdown menu at the far left of the image) and, indeed, represents the same portion of the level 3 page as the previous mockup. As a result, only the menu and its contents are described here.

1) Menu

This menu appears when the user clicks on the three-line icon seen at the far left end of the new banner in the previous mockup. The menu is inspired by an analogous menu that appears in the content pages of *The New York Times* site. If the user goes back to scrolling down the main text of the page, the menu would disappear.

2) Contents of the menu

Going from top to bottom, the menu contains:

- a) the word "Sections" in gray font which is not clickable;
 - b) the six colored section buttons that appear in the main header on level 2 and when one first lands on level 3. Here, however, the buttons are stacked vertically rather than spread out horizontally. Also, note that although the mockup doesn't demonstrate this, all the buttons should be of the same width; and
 - c) the home/email/Twitter/Wordpress icons that appear in the main header on level 2 and when one first lands on level 3. Here, however, the icons are stacked vertically rather than spread out horizontally. These icons function in exactly the same way that they did on level 2 and when one first lands on level 3.
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The banner, the main text, and the arrows at the sides of the center of the page seen in this mockup are exactly the same as the items seen in the level 3 part 2 mockup and so are not described here.

1) The “share” section

This section of the page follows directly at the end of the main text. Note that it is separated from the main text by a gray line that is not quite the width of the main text.

At either end of the “share” section, there appear small arrows. These arrows take users to the previous or next subsections of the given section.

The LO icon on the towards the left end of the “share” section takes users to the site’s home page (level 1).

The vertical gray line as well as the word “Share:” that appear just to the right of the LO icon are not clickable.

The five icons that stretch from the center of the “share” section to the right end allow users to, successively:

- a) Tweet the given site page via their own Twitter account
- b) Share the given site page via their own Facebook page
- c) Email the page URL to someone via their own email account (or would it be through some embedded site functionality?)
- d) Open an auto-generated PDF version of the page (that could then also be downloaded onto the user’s computer)
- e) Open a new window that shows an auto-generated text-only version of the given page and that has a button that would allow the user to print this page.