

**2013 – 2014 Smathers Libraries Mini Grant
APPLICATION COVER SHEET
Application due: Friday, May 17, 2013, 4:00PM**

Check here if this is your first grant application where you will be serving as a principal investigator (PI).

Principal Investigator (PI) Name: Colleen Seale

Department: Library West

Email: colleens@ufl.edu

Phone: 273-2619

Additional project applicants, please give name, email, and brief role for each:

Matt Loving, mattlovi@uflib.ufl.edu, will oversee the student intern and assist with various project activities.

Title of grant application project: NewspaperCat 2.0

Project abstract:

Created with 2009-10 Mini Grant funding, NewspaperCat, the Catalog of Digital Historical Newspapers (at: <http://ufdc.ufl.edu/hnccoll>), provides a searchable portal with links to over 2000 newspaper titles. Currently, searching is limited to title or geographic keyword. This application requests funding for the implementation of an interactive map feature as well as geo/temporal search functionalities (now in development). In addition to improving access, funds are requested to improve the breadth of the catalog by completing a project to add all Google Newspaper Project titles, other large newspaper portal content and an initial test harvest of Chronicling America's newspapers project.

Funds requested (Limit of \$5,000): \$4,998.60

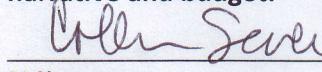
Describe how the 10% mandatory cost share will be met (be specific):

The 10% cost share will be met through Matt Loving's contribution to the project.

Please list the library resources/departments to be used in this project and the name of the person authorizing the intended use and date authorized. Each authorizing person must initial their approval and availability of resources for this project. If you need more room, continue on a separate page.

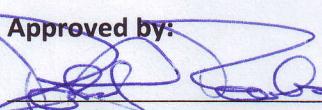
Resources Required for Project as applicable including cost share contributions	Authorizing Individual	Approving Initials	Date Authorized
Cataloging/Metadata (H. Young)	Betsy Simpson	BS	5-16-13
IT (M. Sullivan or S. Yellapantula)	Will Chaney		
Library West (M. Loving)	Jana Ronan	JR	5/16/13

I confirm receipt of approvals from all project team members to participate in this project as described in the narrative and budget:


PI Signature

5-16-13

Date

Approved by:

Dept. Chair Signature

5/16/13

Date

2013-2014 Smathers Libraries Mini Grant
NewspaperCat 2.0

A. Project Description

NewspaperCat, the Catalog of Digital Historical Newspapers, was originally created in 2009-2010 with mini grant funding from the George A. Smathers Libraries. The online catalog's searchable portal at: <http://ufdc.ufl.edu/hnccoll> serves as a finding aid linking researchers to over 2000 digital historical newspaper titles from North America and the Caribbean. All of these titles are now searchable in OneSearch and the Library Catalog (Mango) further improving local access to these important primary resources. Currently, the catalog provides the ability to search by newspaper title and by geographic keyword (city, county or state). This mini grant application requests funding for the implementation of an interactive map feature as well as geo/temporal search functionalities (now in development). In addition to improving access, funds are requested to improve the breadth of the catalog by completing a project to add all Google Newspaper Project titles, other large newspaper portal content and an initial test harvest of Chronicling America's newspapers project.

Newspapers are a rich source of local and regional primary information and the ability to locate these materials online is still an on-going problem for the researcher, historian and genealogist. The project team's long-term goal is to make NewspaperCat the one-stop catalog to locate freely available digital historical newspaper content. Over 130 Library Guides nationwide and over 50 websites and blogs, including the Library of Congress and the National Library of Australia, link to NewspaperCat. In addition, the resource recently won an American Library Association (RUSA/MARS) Emerging Technologies in Reference, Best Free Reference Websites award.

B. Project Importance

NewspaperCat is an online resource that addresses the needs of both local students and researchers as well a global need for improved online access to historical newspaper content. Given the exponential rate at which digital collections have been surfacing, increasingly researchers face the problem of accessing data across multiple disparate web portals of resources that remain institutionally isolated and essentially hidden from popular search engines such as Google. Many researchers of newspaper content often lack a corresponding publication title and a typical search may be limited to geographic regions, states and town names where newspapers may have been published. For these researchers, the addition of search functionality related to geographical places with a mapping feature and date searching feature will greatly improve access to relevant newspaper content. A clickable interactive map of North America also will improve access for the novice researcher. Each "state/territory" will be clickable, relating those outlined areas to already existing search results, (e.g. Alabama= <http://ufdc.ufl.edu/hnccoll/results/?t=alabama,,&f=ZZ,+TI,+AU,+TO>).

In the months following its initial launch, NewspaperCat usage has grown from 145 unique visits (2010) to 49,083 a year later in 2011 leading up to 90,000 total visits by 2013. On campus, Professor Steven Nolls who has used NewspaperCat in the context of his classes, states that the resource gives students a jump start on locating vital primary resources: "This gives them opportunities for research in primary sources in ways they could previously only do by traveling [...] It is especially useful for teaching in the history practicum class, which deals with how to access and use primary sources" (Please see Appendix A). Shelley Arlen, American and British History Selector and former Chair of Library West, has been a strong supporter of the resource and its use to help students better access and understand primary resources: "As you know, there is increasing use of newspapers as primary sources in research and education assignments as well as in the exploding field of genealogy pursued by ordinary citizens" (Please see Appendix A).

Although the resource has grown and garnered success, the number of digital newspaper titles available from various newspaper digitization project portals also has continued to grow, requiring new strategies for project sustainability. Funding from this mini grant will support the completion of further integrating new portal content. One such project, the Google Newspaper Archive, ceased ongoing support in 2011. The NewspaperCat Project Team was able to initiate a project to integrate this abandoned source of newspaper content which when complete will add approximately 1,300 newspaper titles. Other activities to sustain the project during the mini grant period will include an initial test harvest of Chronicling America's digital newspapers project.

C. Similar Projects

The Project Team and its graduate interns have scoured various newspaper sites on the Web and NewspaperCat appears to be the only freely-available, searchable finding aid of its kind. This database of databases concept differs from other newspaper digitization projects and databases, such as LC's Chronicling America, in that its primary function is to improve access to all freely available digital historical newspaper content. The database uses already existing metadata to catalog and direct users to digital content, openly accessible on the web. The project involves no digitization and does not store full-text content. Chronicling America is a website that provides access to an online directory of historic, national newspapers and their holdings (mostly microfilm) as well as select digitized newspaper runs for those projects funded by NEH's National Digital Newspaper Project. Many of Chronicling America's newspaper titles are accessible through NewspaperCat which also is a suggested site of the Library Congress as well as other online newspaper resources and libguides. Another similar online resource, NewsBank/Access World News, is a commercial database service, providing online newspaper access. This resource provides a spatial-temporal search feature, allowing researchers to narrow results through a mapping tool. The Project Team identified this commercial innovation as a useful enhancement for implementation during this mini grant project.

Other online projects similar to NewspaperCat but dealing with other genres of digitized resources include Harvard's union catalog of visual resources (VIA); the Catalogue of Digitized Medieval Manuscripts; Europeana; and OCLC's Catalog of Art Museum Images Online (CAMIO).

D. Resources Needed:

Personnel:

W. Young, Cataloging and Metadata Department will assist with the creation of .dat files from batch loads downloaded from OCLC Connexion.

A Project Team member will assist with .dat file uploads to SobekCM.

Student intern(s) will be hired to complete the full integration of the Google newspaper project titles and other large newspaper projects. This will consist of working with SobekCM's admin module to edit uploaded record metadata and integrate geographical coordinates, links to full-text facsimiles and title publication dates. Supplementary record maintenance and data grooming also will be part of this process.

M. Sullivan, IT Department, will implement existing geo/temporal search functionalities and initiate the test harvest of the Chronicling America digital newspapers project. This will include: reporting on the OAI-PMH pulls, testing the pulled data, and training on the new geo/temporal interface.

A local Web Design specialist will be hired to create an interactive map as the new landing page. A Statement of Work is attached in Appendix B.

Co-PI, M. Loving, will supervise the student intern(s) and both the PI and Co-PI will oversee the grant activities and publicize and promote NewspaperCat's new content and features through professional organizations, listservs, announcements and further publication and presentation at ALA/academic conferences/etc. In addition, the PI and Co-PI will conduct a user survey to identify types of users, purpose for using the finding aid and overall user satisfaction.

Equipment, Supplies, etc.:

No equipment, supplies, travel, space, or training will be needed. There will be no direct impact on other library departments.

E. Project Timeline

Date	Activity	Responsible Party
July - December	Completion of Google Newspaper Archive integration project. Creation of .dat files from batch loads downloaded from OCLC Connexion and upload .dat files to SobekCM.	Student Intern, Hank Young, Project Team member
July-December	Redesign the resource's landing page with an interactive map feature.	Local Web Designer
July - June	Oversee grant activities. Publicize and promote new services through professional organizations' listservs and announcements and through presentation at ALA and other professional organizations and through publications. Conduct survey to measure user satisfaction.	Colleen Seale Matt Loving
January - June	Implement geo/temporal search functionalities (now in development). Conduct an initial test harvest of Chronicling America's digital newspapers project. This will include: reporting on the OAI-PMH pulls, testing the pulled data, and training on the new geo/temporal interface.	Mark Sullivan

F. Collection Specific Projects:

N/A

G. Measuring Project Success:

An electronic survey will be used to measure the grant's success following the completion of the stated objectives and activities. This survey will measure user satisfaction incorporating open-ended questions to determine the success of the implementation of geographical search features and improved breadth of content. An additional indicator of success will be the increased use of NewspaperCat demonstrated through a 5-10% increase in user visits measured by SobekCM's internal usage statistics and other administrative measures.

H. Project Team Dissemination:

The PI and Co-PI will publicize and promote NewspaperCat 2.0 through professional organizations' listservs, press releases, etc. The PI and Co-PI also hope to expand usage through presentation at conferences and professional meetings and through publications.

I. Long-term Financial Implications:

Over the long term, the Libraries will continue to host the database. With the implementation of the proposed activities, staff time devoted to updating and maintenance will be greatly minimized.

J. Plan for Equipment/Supplies Purchased:

N/A

BUDGET NARRATIVE

K. Calculation of expenses:

Student intern(s) will be hired to complete the full integration of the Google newspaper project titles and other large newspaper projects. This will consist of working with SobekCM's admin module to edit record metadata and integrate geographical coordinates, links to full-text facsimiles and title publication dates. Supplementary record maintenance and data grooming also will be part of this process. Estimations of their work efforts and hours are based on a strong history of student contributions to the project, in particular FSU's MLS graduate student interns.

Consultant, A. Kirby, will create a clickable interactive map of North America. Each state/territory will be clickable, serving end users with search results for each state/territory. This work also will include a redesign of the landing page with a new header/banner and new website skin/theme which will be compatible with most widely used browsers. In addition, Mr. Kirby will assist with the development of a survey instrument. Mr. Kirby met with the project team and later prepared a detailed estimate based on the team's requirements.

L. Justification of expenses:

The integration of the Google Newspaper Project was started with Library West Departmental funding approximately two years ago. Mini grant funding will allow this effort to be completed with the assistance of the student intern(s). Other newspaper digitization projects also have come online and it is planned to add as many of those newspapers as possible.

Although we have many skilled web designers on staff, both the time and skill set needed to create an interactive map and redesigned landing page can only be acquired through an outside consultant. A statement of work was requested to establish a budget estimate and is attached with this application. The budget estimate was calculated at \$1,350.00. An extra \$150.00 was added to the budget for work on a survey instrument to assess the project's success. Please see Appendix B.

M. Explanation of the PI's role:

C. Seale, Principal Investigator, will oversee the management of the activities listed in the timeline and ensure the objectives of the grant will be met. The PI also will assist with the promotion and advertising of NewspaperCat 2.0 through a series of announcements distributed broadly through Facebook, Wikipedia and listservs.

N. Explanation of the contributed cost share:

M. Loving, Co-PI will supervise the student intern, help oversee grant activities and publicize and promote new services through professional organizations, listservs, announcements and further publication and presentation at ALA/academic conferences/etc. He also will assist with the NewspaperCat survey to identify types of users, purpose for using the website and user satisfaction.

M. Sullivan, IT Department, will implement existing geo/temporal search functionalities and initiate a test harvest of the Chronicling America digital newspapers project. This will include: reporting on the OAI-PMH pulls, testing the pulled data, and training on the new geo/temporal interface. His contribution is estimated at 20 hours and is detailed in the project budget.

W. Young, Cataloging and Metadata Department will assist with the creation of .dat files from batch loads downloaded from OCLC Connexion. His contribution is estimated at 10 hours or less and is not detailed in the project budget.

A Project Team member will assist with .dat file uploads to SobekCM. The contribution is estimated at 10 hours or less and is not detailed in the project budget.

Mini Grant Budget Form 2013-2014**1. Salaries and Wages (no fringe benefits required)**

Name of Person	Salary times % of effort	Grant Funds	Cost Share	Total
Student OPS	\$10/hr X 20/hrs/PP X 17/PP	\$3,499.00	\$0.00	\$3,499.00
Colleen Seale	\$67,393.00 X 5%	\$0.00	\$4,151.00	\$4,151.00
Matt Loving	\$57,876.00 X1%	\$0.00	\$713.00	\$713.00
Mark SulliVan	\$69,671 X 1%	\$0.00	\$904.00	\$904.00
		\$0.00	\$0.00	\$0.00
SUBTOTAL		\$3,499.00	\$5,768.00	\$9,267.00

2. Equipment

Item	Quantity times Cost	Grant Funds	Cost Share	Total
		\$0.00	\$0.00	\$0.00
		\$0.00	\$0.00	\$0.00
		\$0.00	\$0.00	\$0.00
		\$0.00	\$0.00	\$0.00
		\$0.00	\$0.00	\$0.00
		\$0.00	\$0.00	\$0.00
SUBTOTAL		\$0.00	\$0.00	\$0.00

3. Supplies

Item	Quantity times Cost	Grant Funds	Cost Share	Total
		\$0.00	\$0.00	\$0.00
		\$0.00	\$0.00	\$0.00
		\$0.00	\$0.00	\$0.00
		\$0.00	\$0.00	\$0.00
		\$0.00	\$0.00	\$0.00
		\$0.00	\$0.00	\$0.00
SUBTOTAL		\$0.00	\$0.00	\$0.00

4. Travel

From/To	# of people/# of days	Grant Funds	Cost Share	Total
		\$0.00	\$0.00	\$0.00
		\$0.00	\$0.00	\$0.00
		\$0.00	\$0.00	\$0.00
		\$0.00	\$0.00	\$0.00
		\$0.00	\$0.00	\$0.00
SUBTOTAL		\$0.00	\$0.00	\$0.00

5. Other (Vendor costs, etc. Provide detail in Budget Narrative section.)

Item	Quantity times cost	Grant Funds	Cost Share	Total
Al Kirby, Consultant fee	Web services	\$1,500.00	\$0.00	\$1,500.00
		\$0.00	\$0.00	\$0.00
		\$0.00	\$0.00	\$0.00
		\$0.00	\$0.00	\$0.00
		\$0.00	\$0.00	\$0.00
SUBTOTAL		\$1,500.00	\$0.00	\$1,500.00

Total Direct Costs (add subtotals of items 1-5)	Grant Funds	Cost Share	Total
	\$4,999.00	\$5,768.00	\$10,767.00

Appendix A

From: Chaney,Willie L
Sent: Friday, May 17, 2013 5:51 PM
To: Seale,Colleen W; Sullivan, Mark V
Cc: Loving,Matthew W
Subject: RE: It Assistance

Colleen

I am out of town attending a funeral. Please use this enslaved as my approval for Marks time on the grant. We will workout the training issue next week, I'll be back Tuesday.

Will

Connected by DROID on Verizon Wireless

Seale,Colleen W

From: Arlen,Shelley
Sent: Friday, April 26, 2013 10:59 AM
To: Seale,Colleen W
Subject: minigrant application

April 25, 2013

To the Smathers Libraries Grant Committee:

I am writing in strong support for the mini grant application of Colleen Seale and Matthew Loving to continue the integration of additional digitized newspapers into their acclaimed database NewspaperCat; the grant would also fund improvements and updates that will increase access and enhance user experience. I was Chair of Library West when Colleen and Matthew were brainstorming ideas to create an online guide to fulltext newspaper websites ignored by the major database vendors. When they applied for a mini grant to create NewspaperCat, I signed off on their application, understanding the need for increased access to digital newspaper archives. Since the creation of NewspaperCat, libraries nationwide have identified it as a major resource for their clientele. In addition, the American Library Association (RUSA/MARS) has recognized the importance and significance of the database in bestowing an award to NewspaperCat as a Best Free Reference Website.

As you know, there is increasing use of newspapers as primary sources in research and educational assignments as well as in the exploding field of genealogy pursued by ordinary citizens. Creating such a database and extending access to hundreds of online national newspapers is one of the finest ways librarians can make a difference in meeting the information needs of all people. NewspaperCat is a major resource in the lifelong learning so important to an informed citizenry and to people worldwide.

I sincerely hope that NewspaperCat will be granted additional library support for its continued maintenance and growth.

Sincerely,

Shelley

Shelley Arlen
Associate Librarian
U.S. and British History Librarian
Humanities & Social Sciences Library West
Box 117022
University of Florida
Gainesville, FL 32611-7022

352-273-2633
fax: 352-392-8118
shelarl@uflib.ufl.edu

Seale,Colleen W

To: Loving,Matthew W (matlovi@uflib.ufl.edu)
Subject: RE: NewspaperCat 2.0 -- www.newspapercat.org

Matt-

As a member of the UF history department, I fully support your application for a mini-grant for the Newspaper Cat project. It will certainly allow for better access to newspapers for our students. This is give them opportunities for research in primary sources in ways they could preciously only do by traveling. This is a grant that will really give a significant return for the money invested in the project. It is especially useful for teaching in the history practicum class, which deals with how to access and use primary sources. Thanks for continuing to work with the history department through initiatives like this.

I highly recommend that this grant be funded in full.

Best-
Steve

Steven Noll
Department of History
University of Florida
025 Keene-Flint Hall
PO Box 117320
Gainesville, FL 32611
352-273-3380
nolls@ufl.edu

Seale,Colleen W

From: Ortiz,Paul
Sent: Wednesday, May 15, 2013 4:26 PM
To: Loving,Matthew W
Cc: Seale,Colleen W
Subject: RE: NewspaperCat 2.0 -- www.newspapercat.org

Dear Matt,

I am writing in strong support of your application for the NewspaperCat grant proposal. As director of the Samuel Proctor Oral History Program and an associate professor of history at the University of Florida I can tell you that our faculty, students, and staff increasingly rely on newspapers from various time periods, geographical regions, and topical themes to complete research projects of all types. This grant, and its expected outcome, will particularly help graduate students in history, political science, sociology, and other fields in their PhD research. In addition, my senior history seminar students in African American and Latino history will benefit from this initiative which will greatly enrich the University of Florida's holdings in primary source material. Thank you for your work on behalf of our university research community. I remain,

Sincerely Yours,

Dr. Paul Ortiz, Director,
Samuel Proctor Oral History Program,
Associate Professor of History,
Affiliated Faculty, Latin American Studies
African American Studies &
Women's Studies
University of Florida
Pugh Hall, Box 115215
Gainesville, FL 32611

Hear History Come Alive:
<http://www.history.ufl.edu/oral/>

From: Loving,Matthew W
Sent: Tuesday, May 14, 2013 1:44 PM
To: Ortiz,Paul
Cc: Seale,Colleen W
Subject: FW: NewspaperCat 2.0 -- www.newspapercat.org

Paul-

Thank you for supporting the 2010 NewspaperCat grant proposal. We plan to apply for a second grant to add a geo/map search and improve the look and usability of the resource. If you would like to give us another boost, our deadline for turning things in will be this Friday.

Below is Steve Noll's message of support. Both letters and email messages are acceptable and Colleen Seale and I appreciate your continued support of this project which we hope will improve access to important primary resources for students and researchers.

Agent: UF - Colleen S

Department Name: University of Florida Libraries, George A Smathers Libraries

-----Original Message-----

From: Taylor,Laurie Nancy Francesca (laurien@ufl.edu)
Sent: Jul 23, 2012 5:04:02 PM
Subject: RE: NewspaperCat is a MARS Best Free Reference Web Sites of 2012 winner! [UFDC Submission]

Dear Donna Scanlon:

Thank you so much for your message! This is great news and we'll be sending this out to help promote this great resource even further!

Best,
Laurie N. Taylor, Ph.D.
Digital Humanities Librarian
200D Smathers Library
352.273.2902
<http://ufdc.ufl.edu>

-----Original Message-----

From: dscanlon@loc.gov [mailto:dscanlon@loc.gov]
Sent: Thursday, July 19, 2012 6:23 PM
To: IS6212_22901@is.instantservice.com; UFDC
Subject: NewspaperCat is a MARS Best Free Reference Web Sites of 2012 winner! [UFDC Submission]

Greetings,

We are pleased to announce that the NewspaperCat web site (<http://ufdc.ufl.edu/hnccoll>) has been selected as one of the MARS Best Free Reference Web Sites of 2012. MARS is the "MARS: Emerging Technologies in Reference" section of the Reference and User Services Association of the American Library Association (ALA).

Voted for by member librarians from around the United States, your site is one of 26 web pages to be recognized by MARS this year as an outstanding site for reference information and is included in the list of MARS Best of Free Reference Web Sites of 2012 (<http://www.ala.org/rusa/sections/mars/marspubs/marsbestfreewebsites/marsbestref2012>)

Congratulations and thank you for providing quality information!

Donna Scanlon and Erica Swenson Danowitz, Co-Chairs MARS Best Free Reference Web

Sites Committee 2011-2012

The following information is collected to allow us better serve your needs.

PERSONAL INFORMATION

Name: Donna Scanlon

Email: dscanlon@loc.gov

SUBMISSION INFORMATION

Date: 7/19/2012 6:23:28 PM

IP Address: 140.147.236.195

Host Name: 140.147.236.195

Browser: Chrome

Browser Platform: WinXP

Browser Version: 20.0

Browser Language: en-US, en;q=0.8

UFDC HISTORY

Last Mode: <http://ufdc.ufl.edu/hnccoll>

URL: <http://ufdc.ufl.edu/contact/hnccoll>



Statement of Work & Estimate

www.omtc.biz

email: al.kirby@gmail.com

phone: (352) 213-9498

Project: Newspapercat.org Redesign (theme) and Interactive Map

The purpose of this document is to explain in detail the aesthetic and functional requirements of the Client's Project and the estimated cost of work for Al Kirby to develop said features. This document is a draft, for working purposes only, until both ProRanK Studios and the Client agree upon an executable project plan. The goal of this document is to avoid "Scope Creep," the phenomenon of requirements changing as a project progresses. Doing so provides a double benefit of keeping final costs as close to the estimate as possible and a site launch on or ahead of schedule.

Project Overview:

Full redesign of the site theme/skin including a clickable interactive map of North America. Each "state/territory" will be clickable, serving end users with "search results (link to existing search results for each clickable area)" for each state/territory.

Purpose:

1. The **Catalog of Digital Historical Newspapers (NewspaperCat)** is a tool that facilitates the discovery of online digitized historical newspaper content from newspapers published in the United States and the Caribbean.
 - a. Searchable (keywords)
 - b. Implementation of interactive map
2. Redesign for aesthetics.

Goals:

1. Produce project scope document (*this document*).
2. Design the new site
3. Produce the site
4. Design/produce the clickable interactive map
5. Test/debug/deliver

Development

****NOTE:** This is intended to be an exhaustive list of features and functionality that are to be created/updated under the estimated amount of work quoted below. If anything is missing, please contact al.kirby@gmail.com as features beyond this list will **not** be included in the price once the estimate has been accepted and the project has started.

General Requirements for Functionality:

Options for interactive map:

- Google Maps API for the interactive map (challenging)
 - Panning, zooming, hover
 - Static Map (image map) (easiest dev solution)
 - NO panning, zooming, hover
 - 3rd party “widget” such as [Stately](#)
-

Aesthetics & Production:

NOTE: All content (existing and/or additional), photos (high resolution), corporate colors (if any), text-based material (corporate description, any other verbiage said client wants in the site) must be provided to A.K. by said client for consideration in design as soon as possible after estimate is finalized and accepted.

Aesthetics (Graphics Editor):

- Create and design the new website theme/skin
- Design a new “header/banner” image (brand)
- Create and design the interactive map graphic and supporting graphics.

Site Map:

- Homepage
 - Results page(s) for each “state/territory”
-

General Requirements for Production:

1. Client and Al Kirby come to a final agreement on this document
 - a. Client pays half of total cost up front
2. Content and Data
3. Existing artwork/photos/branding if any

Deliverables:

- Homepage
- “Results” page(s) (what end users will see once a state/territory is clicked)
- Generic template

NOTE: This scope document only includes work done for the homepage, one inner page, and one generic page. It's the clients responsibility to implement the new design into their existing framework.

Browser Support (most widely used browsers):

- Windows - IE8+, Firefox, Chrome
- Mac - Safari, Firefox, Chrome

Production Process:

1. Gather Requirements and Content - A.K. collaborates with Client for design and feature requirements, initial content and site architecture, and estimation of cost.
2. Client and A.K. agree upon work estimate and project begins.
3. Page Layout - Designer wireframes the template(s).
4. Design - Designer creates new graphics and applies them to a web site design.
5. Client approves design compositions (images of what the site will look like).
6. Markup - Designer creates HTML, CSS (start building the site).
7. Application scripting - bring map functionality to life.
8. Staging/Testing - Quality control, Functionality testing, client-approval of finished product in staging area of live server.
9. Release - launch and allow public access to the website.

Expenses**: As general rules:

- *Design/Build/Testing costs are based on a \$45 hourly consulting rate*

****These time and cost estimates are non-committal until all parties agree on feature set and price to be paid for work performed to produce the feature set.**

Phase	Description	Estimated Hours
Site Architecture	Create a Site Map dependent on required features	N/A
Page Layout	Wireframe homepage w/ interactive map, and internal pages (generic template).	5 hours
Design	Graphic and artistic aesthetics (Photoshop). Site skin and header/banner image	10 hours
Build	Produce the approved design for the web, and implement the interactive map	15 hours
Staging/Testing	Quality control, functionality, and cross browser stability	N/A

TOTAL Design/Build/Testing Hours ~ 30 @ \$45/hour

TOTAL Estimated Cost of Map Development and Launch: \$1,350.00

Project Timeline:

Milestone	Timeline
Refine requirements and sign off on SOW	Down payment Received
Design implementation demonstration; Client feedback	1 week (design process)
Build the site, map, and internal pages	2 weeks
Go-Live Launch Date	~ 3 weeks

**Al Kirby respectfully requests a down payment of 1/2 the estimated cost of any project prior to beginning implementation of the proposed design.

Special Note:

We are a web design firm that specializes in producing websites and online applications. We are not a marketing or SEO firm. We produce semantic valid code and implement tools that allow your website to function for years to come. We're more than happy to provide consulting related to social media functionality within your website, but we cannot provide marketing strategies and/or workflow processes.