

**MAD2053 WEB DESIGN NOV 2015/2016**  
**WEB DESIGN FINAL PROJECT - MICROSITE PLAN &  
PROPOSAL**

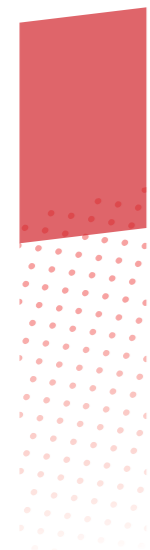
**LITER OF LIGHT (MALAYSIA)**

**AMMAR BIN MOHAMAD MARITI 1081108087**  
**MUHAMMAD RAZIF BIN ABU 1121118534**  
**MUHAMMAD IRFAN BIN KAMAL 1091102418**

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# INTRODUCTION

## CAMPAIGN INFO

The Liter of Light began in the Philippines with one bottle light. Eventually, the movement grew to brighten up 28,000 homes and the lives of 70,000 people in Metro Manila alone. Now Liter of Light is present in India, Indonesia, and even as far away as Switzerland. Now, Liter of Light wants to expand this great effort to Malaysia and brighten the homes of the less fortunate.

Thanks to Alfred Moser and a group of MIT students, you get a 55-watt solar bulb that refracts sunlight by just modifying a standard roofing piece and a bottle. It's powerful enough to light up a home but more than that it's environmentally friendly, inexpensive, and easy to make.

## TARGET AUDIENCE

We are mainly targetting on internet savvy Malaysian youngsters aged 17 - 25 that spends a lot of their time on the internet and social media. Since the microsite is a separate website from the main Liter of Light website, it would be spread through word of mouth and shared through social media such as Facebook, Twitter, Pinterest, Instagram and others.

Youngsters are targeted due to their available time and energy for volunteer work. They are also very good at promoting the microsite virally.



# ORGANISATION INVOLVED

# GANTT CHART



at Burning Man in August/September 2013 and will provide clean energy for the temple. This will be followed up by workshops/talks to be given by Illac Diaz following Burning Man.

Based in the Philippines, My Shelter Foundation, was founded by Mr Illac Diaz and its project 'Liter of Light' uses recycled plastic bottles as solar light bulbs. The project provides energy to poor families in the Philippines and enables them to be 'green' as the technology is very simple and sustainable and the light is free. David de Rothschild opened the first Solar Pavilion in the Philippines at the Rizal Park in Manila in April 2013.

The lighting packs made possible through a StFF grant will be handed on to volunteers who will take them off around the world and install them where they're needed most.

A Sculpt the Future Foundation donation has been made to the charity's Global Lighting Project, which was launched

| Task Name                 | Week     | 5      | 6      | 7      | 8     | 9      | 10     | 11     | 12     | Break | 13     | 14     |
|---------------------------|----------|--------|--------|--------|-------|--------|--------|--------|--------|-------|--------|--------|
| Date                      |          | 13 Dec | 20 Dec | 27 Dec | 3 Jan | 10 Jan | 17 Jan | 24 Jan | 31 Jan | 8 Feb | 14 Feb | 21 Feb |
| Research                  | 2        | █      | █      |        |       |        |        |        |        |       |        |        |
| Project Details           | 1        | █      |        |        |       |        |        |        |        |       |        |        |
| Target Audience           | 1        | █      |        |        |       |        |        |        |        |       |        |        |
| Company Background        | 2        | █      |        |        |       |        |        |        |        |       |        |        |
| <b>Preliminary Design</b> | <b>6</b> |        | █      | █      | █     | █      | █      | █      | █      |       |        |        |
| Ideation & Concept Board  | 1        |        | █      |        |       |        |        |        |        |       |        |        |
| Sketches                  | 2        |        | █      |        |       |        |        |        |        |       |        |        |
| Wireframing               | 2        |        |        | █      |       |        |        |        |        |       |        |        |
| Consultation              | 1        |        |        |        | █     |        |        |        |        |       |        |        |
| Revision                  | 1        |        |        |        |       | █      |        |        |        |       |        |        |
| Consultation              | 1        |        |        |        |       |        | █      |        |        |       |        |        |
| <b>Development</b>        | <b>5</b> |        |        |        |       |        |        | █      | █      | █     | █      | █      |
| User interface            | 4        |        |        |        |       |        |        | █      | █      | █     | █      |        |
| Coding                    | 4        |        |        |        |       |        |        | █      | █      | █     | █      |        |
| Consultation              | 1        |        |        |        |       |        |        |        | █      |       |        |        |
| Presentation              | 1        |        |        |        |       |        |        |        |        |       | █      |        |

# CONCEPT BOARD

## Colour Scheme

Backgrounds and highlighted sections

Most backgrounds and section backgrounds

Some section, text area

Things to highlight and buttons, accents, links

#247BA0 #70C1B3 #B2D8BF #F3FFBD #FF1654

Message

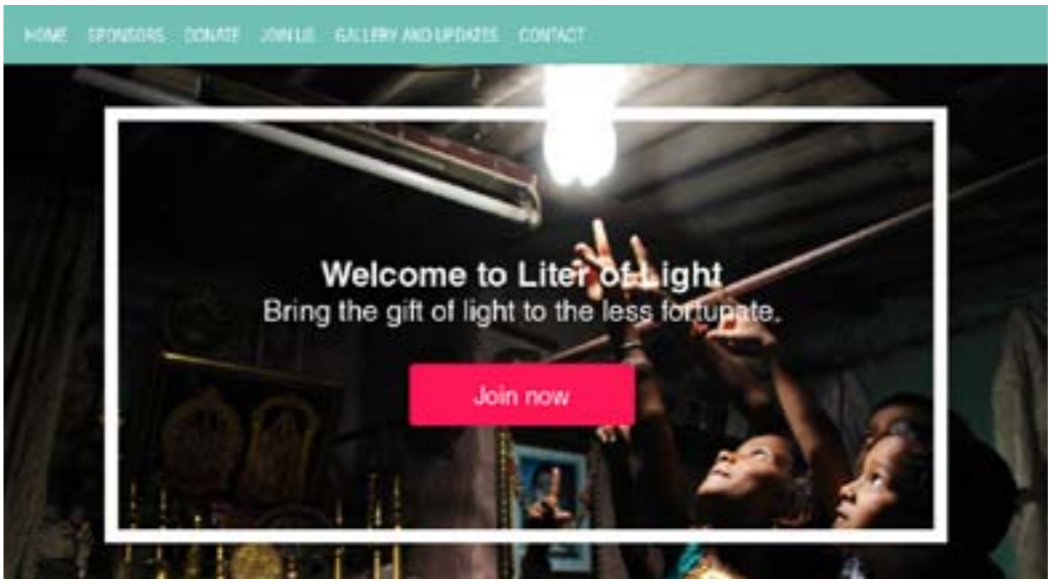
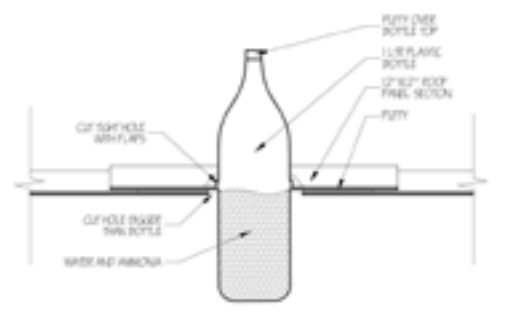
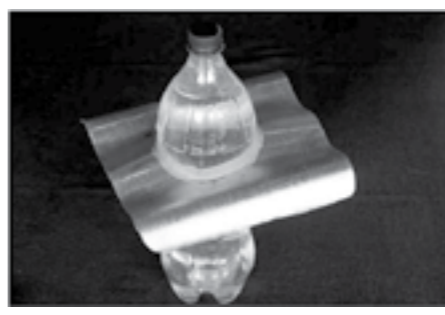
Donate via PayPal or contact us.

## Elements

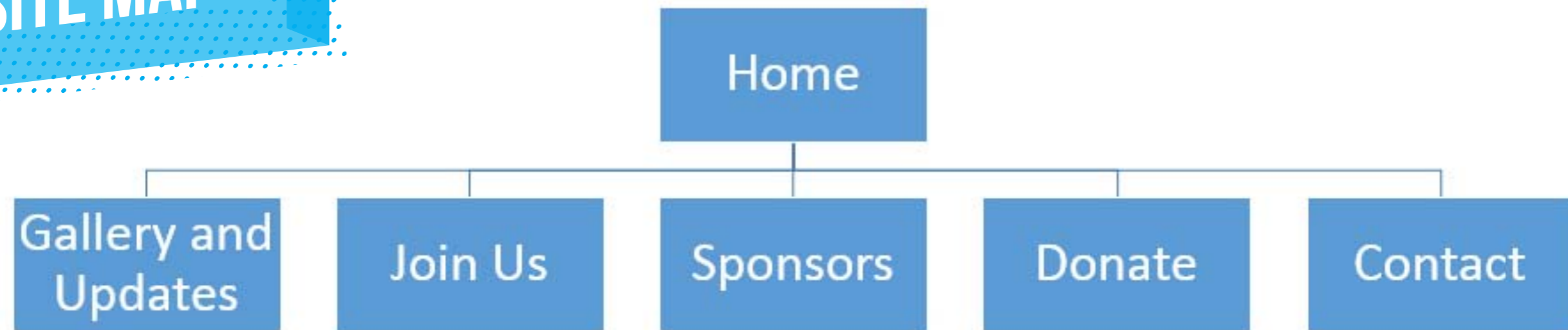
## Inspiration



Different sections different colours, large legible text, soft colours



# SITE MAP



## HOME

url: [literoflight.com](http://literoflight.com)

This page welcomes visitors and lets them skim through to get a general idea on what Liter of Light is. It has several general information that will be elaborated better in the subpages.

## GALLERY AND UPDATES

url: [literoflight.com/updates](http://literoflight.com/updates)

This page shows the pictures of recent events and activities. It also has press releases and blog posts about the organisation which includes recent activities and also upcoming events. Basically anything that needs to be shared with the public is shown in this page.

## JOIN US

url: [literoflight.com/join\\_us](http://literoflight.com/join_us)

Visitors that are interested to join the organisation may do so here by filling up a form. Aside from that, there's also some small information about Liter of Light and the key members.

## SPONSORS

url: [literoflight.com/sponsors](http://literoflight.com/sponsors)

For corporate companies that wishes to support the organisation, representatives may sign up as sponsors and partners.

## DONATE

url: [literoflight.com/donate](http://literoflight.com/donate)

If a visitor or corporate companies wish to support the organisation but not at the expense of their time and schedule, they also may extend monetary support through this Donate page..

## CONTACT

url: [literoflight.com/contact](http://literoflight.com/contact)

Visitors may contact the organisation through the Contact page for more information and also any inquiries.

# WIREFRAMES AND MOCKUPS