

### Maya Jones Project 3 proposal

For the final project I'm reusing my package design brand and product. The Brand is about providing food relief to food deserts in urban, rural and suburban areas, based on income and food accessibility. They sell paper grocery bags to grocery stores willing to participate, and the funds go to developing community gardens, providing food stalls, and in some cases home delivery. The brand is simple and earthy, with a straightforward mission.

For the website ive decided on a Single scroll page, with interactivity built in such as the slideshow/lightbox at the top, linked images to maps and websites, and an educational video on food deserts embedded in the page. I will try to make a drop down zip code bar for website users to select "their area" so it can link them to food relief in their area. While I'm not sure how to do this yet, I'm sure there is a JavaScript linking system to learn. The website provides an explanation of their intentions, how they meet their goals through selling their bags as well as other fundraising methods, how people can help the cause whether through donation or volunteering, and they explain with maps where areas needing relief are, where aid can be found, and again the search bar for people accessing the website to get help. The goal of the website is to raise awareness, gather funds, and help viewers to the website get the aid they need.