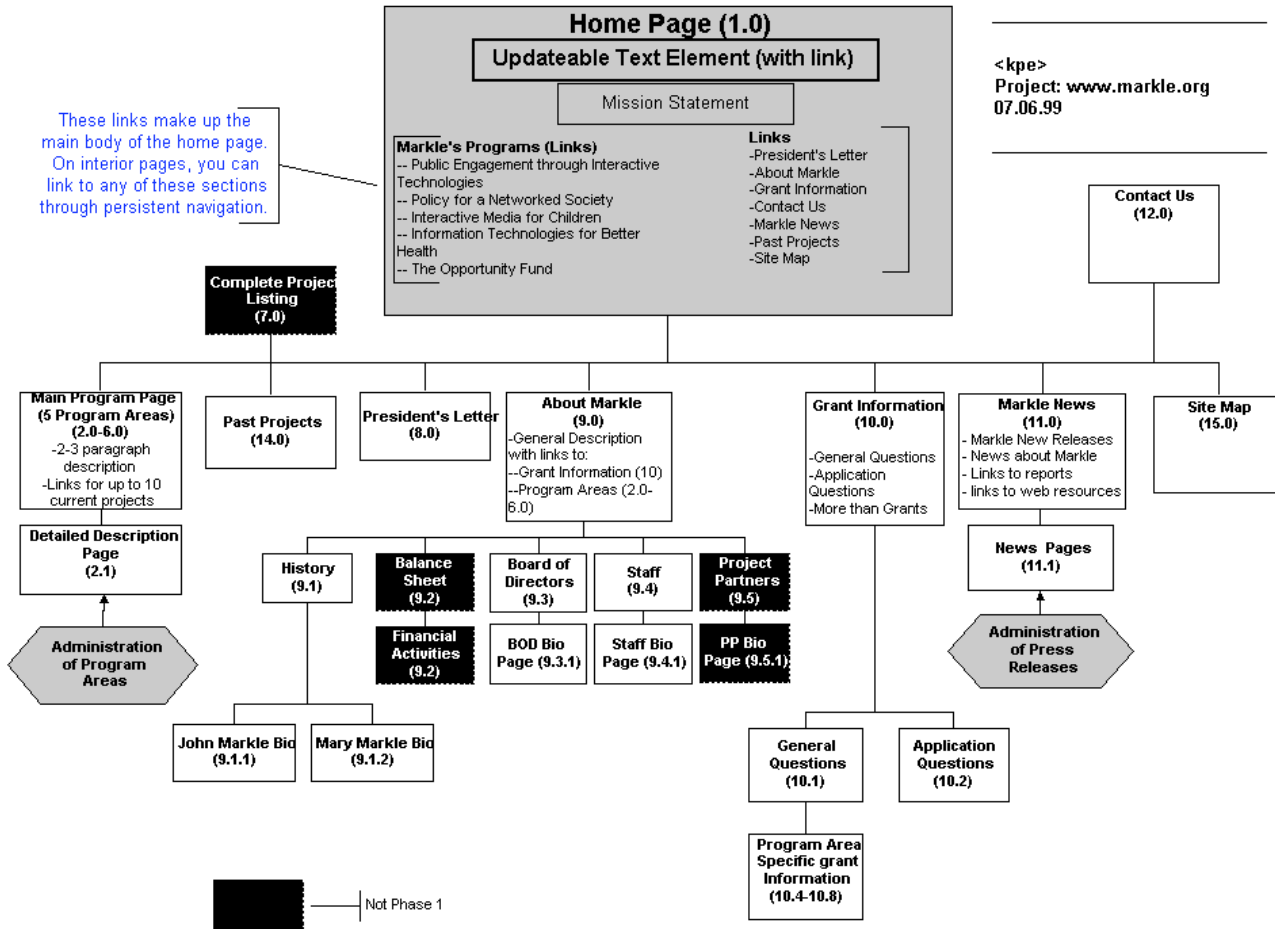


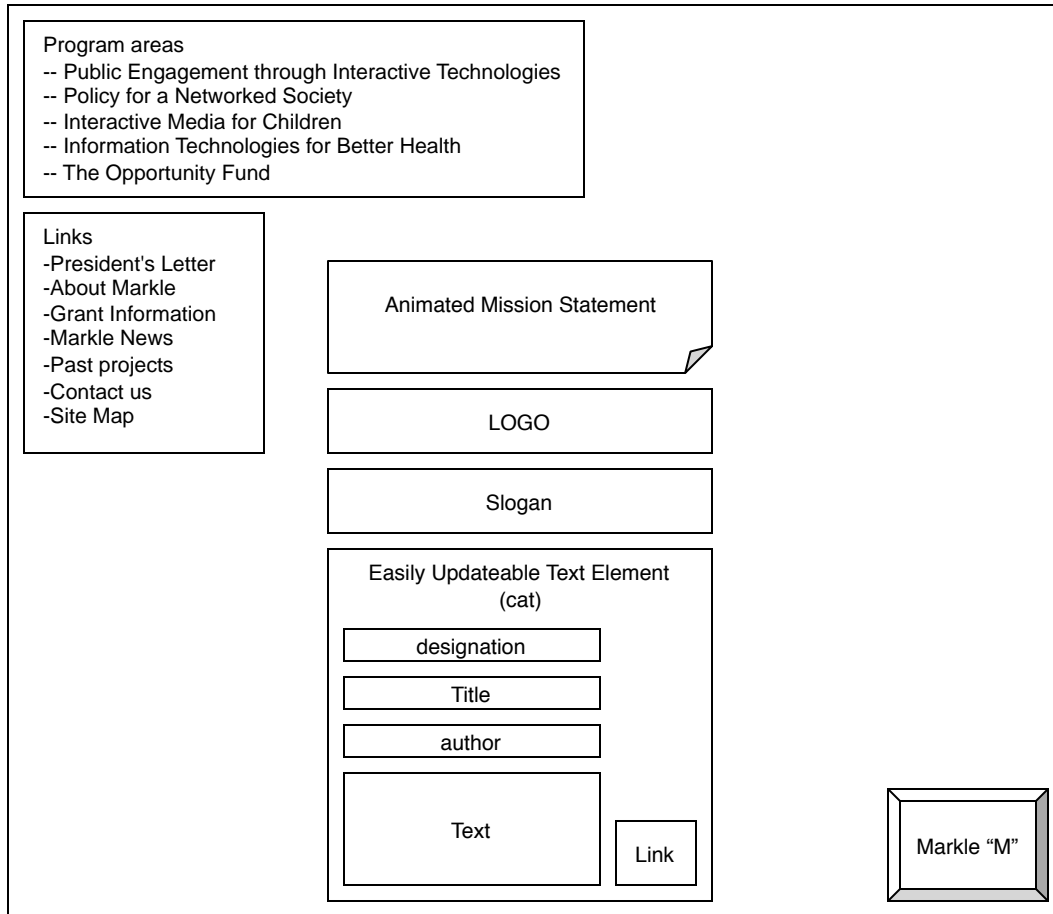
Markle

Site Map + Wireframes



<kpe>
Project: www.markle.org
07.06.99

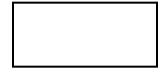
These links make up the main body of the home page. On interior pages, you can link to any of these sections through persistent navigation.



Markle Home Page (1.0)

Spec Section #

Page



Links:

Public Engagement through Interactive Technologies	2.0
Policy for a Networked Society	3.0
Interactive Media for Children	4.0
Information Technologies for Better Health	5.0
The Opportunity Fund	6.0
President's Letter	8.0
About Markle	9.0
Grant Information	10.0
Markle News	11.0
Past Projects	14.0
Contact Us	12.0
Site Map	15.0
Markle "M"	1.0

Buttons:

FUNCTIONALITY:

The home page defines the navigation for the site. Though the look of the navigational elements will be different throughout the site, the links will be the same.

The Mission statement will be animated to reveal the full statement through several frames.

The easily updateable text element is an area that will be administered through custom-built administration tools (CAT). Administrator will be able add a designation ("From Our President") a title and the text area. The link will have a consistent look with the destination URL to be administered through CAT.

EDITORIAL NOTES:

Slogan: Improving Life in the Information Age

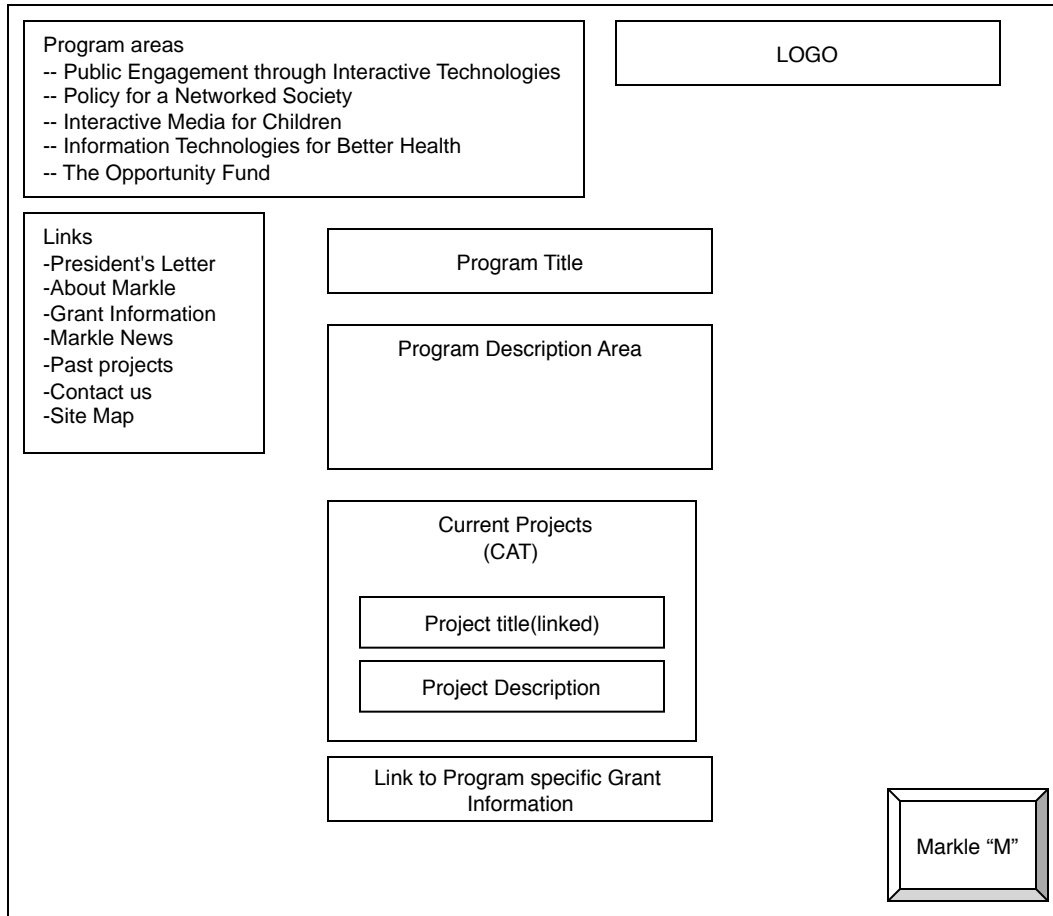
Mission Statement: Emerging communications media and information technology create unprecedented opportunity to improve people's lives. The Markle Foundation works to realize this potential and promotes the

development of communications industries that address public needs.



<kpe>

page map



Main Program Page (2.0-6.0)

Spec Section #

Page

Links:

Spec Section #	Page
Public Engagement through Interactive Technologies	2.0
Policy for a Networked Society	3.0
Interactive Media for Children	4.0
Information Technologies for Better Health	5.0
The Opportunity Fund	6.0
President's Letter	8.0
About Markle	9.0
Grant Information	10.0
Markle News	11.0
Past Projects	14.0
Contact Us	12.0
Site Map	15.0
Markle "M"	1.0
Project Title	2.1-6.1
Program specific Grant Information	10.4-10.8

Buttons:

FUNCTIONALITY:

The project list is updateable through CAT. This list will consist of up to 10 current projects. The list will consist of a project title which will serve as the link for the user to navigate to the Project Detailed description page and a 2-3 sentence description of the project. This list will be automatically altered when changes are made to project lists (additions, edits, etc...).

The Markle "M" will link to the home page.

There will be links to grant information relating to each specific Program area.



<kpe>

page map

Program areas -- Public Engagement through Interactive Technologies -- Policy for a Networked Society -- Interactive Media for Children -- Information Technologies for Better Health -- The Opportunity Fund	<div style="border: 1px solid black; padding: 5px; width: 100%;">LOGO</div>
Links -President's Letter -About Markle -Grant Information -Markle News -Past projects -Contact us -Site Map	<div style="text-align: center; border: 1px solid black; padding: 5px;">CAT</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px; text-align: center;">Project Title</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px; text-align: center;">Grant Amount</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px; text-align: center;">Project Director (name, title, organization/affiliation). Name to be an e-mail link if available.</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px; text-align: center;">Optional 2nd Project Director (name, title, organization/affiliation). Name to be an e-mail link if available.</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px; text-align: center;">Project URL if available (link)</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px; text-align: center;">Project Description</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px; text-align: center;">Press Release if available (link)</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px; text-align: center;">Report if available (link)</div>

Markle "M"

Project Detailed Description Page (2.1-6.1)

Spec Section #	Page	
Links:		
Public Engagement through Interactive Technologies	2.0	
Policy for a Networked Society	3.0	
Interactive Media for Children	4.0	
Information Technologies for Better Health	5.0	
The Opportunity Fund	6.0	
President's Letter	8.0	
About Markle	9.0	
Grant Information	10.0	
Markle News	11.0	
Past Projects	14.0	
Contact Us	12.0	
Site Map	15.0	
Markle "M"	1.0	
Program Area Name	2.0-6.0	
Project URL	outside link	
Press Release	11.1	
Report	11.1	

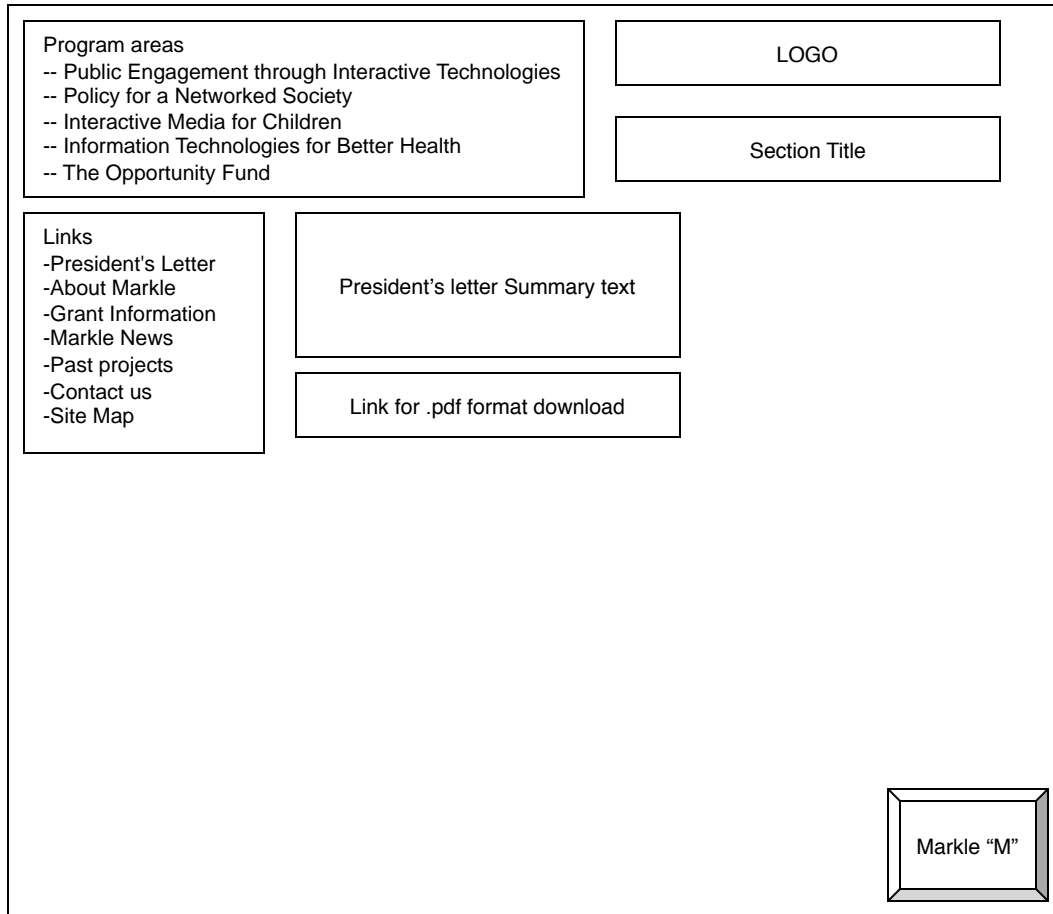
Buttons:

FUNCTIONALITY:

All content areas on the detailed project description page will be administered through CAT (Custom-built Administration Tools).
Each page will allow for up to 2 project directors to be listed.
Optional areas will only be visible if their "container" has content in it.
Report links and Press Release links will link to the appropriate page in the Markle News section. Reports and press releases will be input in one place through CAT. Changes to all relevant pages will need to happen from this one input action.
There will be space for up to 5 report links and 5 press release links.
Project URL's will link to an outside web page.
Editorial comments: "Grant amount" Should read "amount".
Project director titles will be input by administrator as a part of the form (I.e: Administrator will input "Project Director: John Smith").



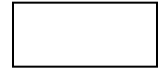
<kpe>
page map



President's Letter(8.0)

Spec Section #

Page



Links:

Public Engagement through Interactive Technologies	2.0
Policy for a Networked Society	3.0
Interactive Media for Children	4.0
Information Technologies for Better Health	5.0
The Opportunity Fund	6.0
President's Letter	8.0
About Markle	9.0
Grant Information	10.0
Markle News	11.0
Past Projects	14.0
Contact Us	12.0
Site Map	15.0
Markle "M"	1.0
Full text of letter	download

Buttons:

FUNCTIONALITY:

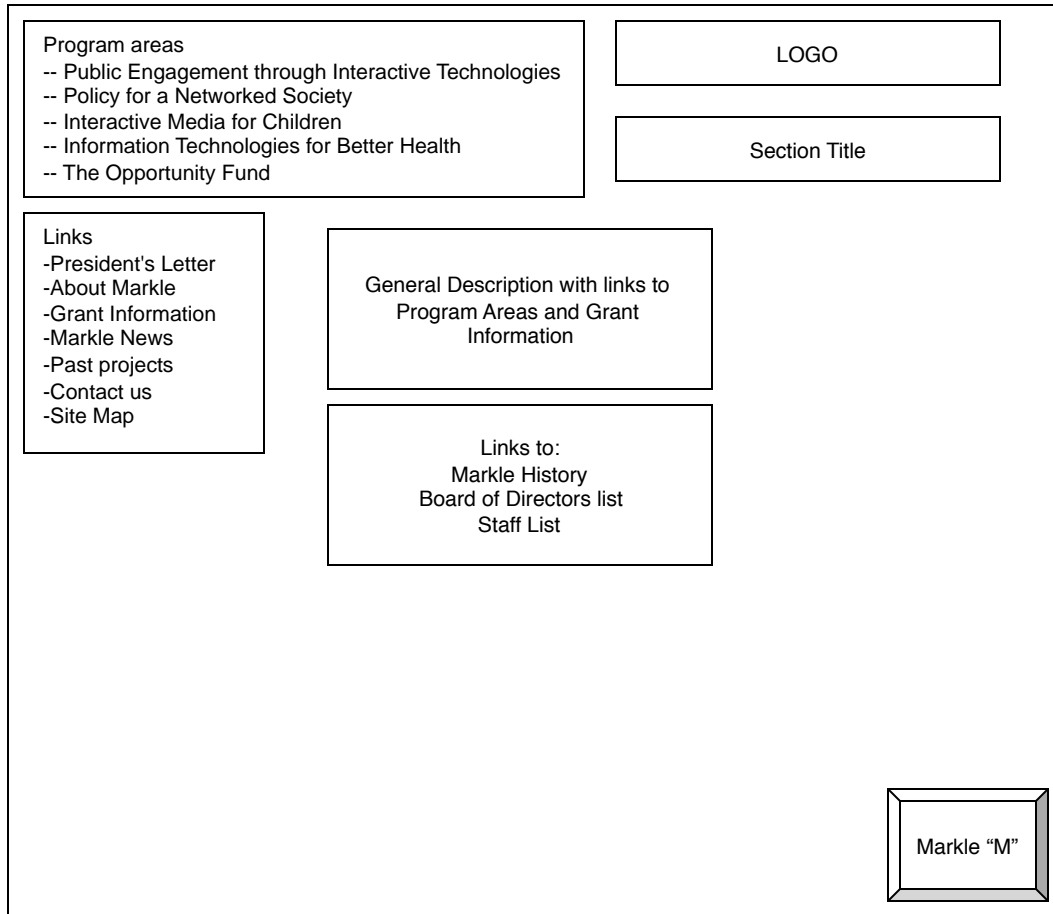
This page will contain short text describing the president's letter and encouraging users to download the full text version.

The full text version will be available in .pdf format through a link on the page.



<kpe>

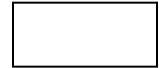
page map



About Markle (9.0)

Spec Section #

Page



Links:

Public Engagement through Interactive Technologies	2.0
Policy for a Networked Society	3.0
Interactive Media for Children	4.0
Information Technologies for Better Health	5.0
The Opportunity Fund	6.0
President's Letter	8.0
About Markle	9.0
Grant Information	10.0
Markle News	11.0
Past Projects	14.0
Contact Us	12.0
Site Map	15.0
Markle "M"	1.0
Board of Directors List	9.3
Staff List	9.4

Buttons:

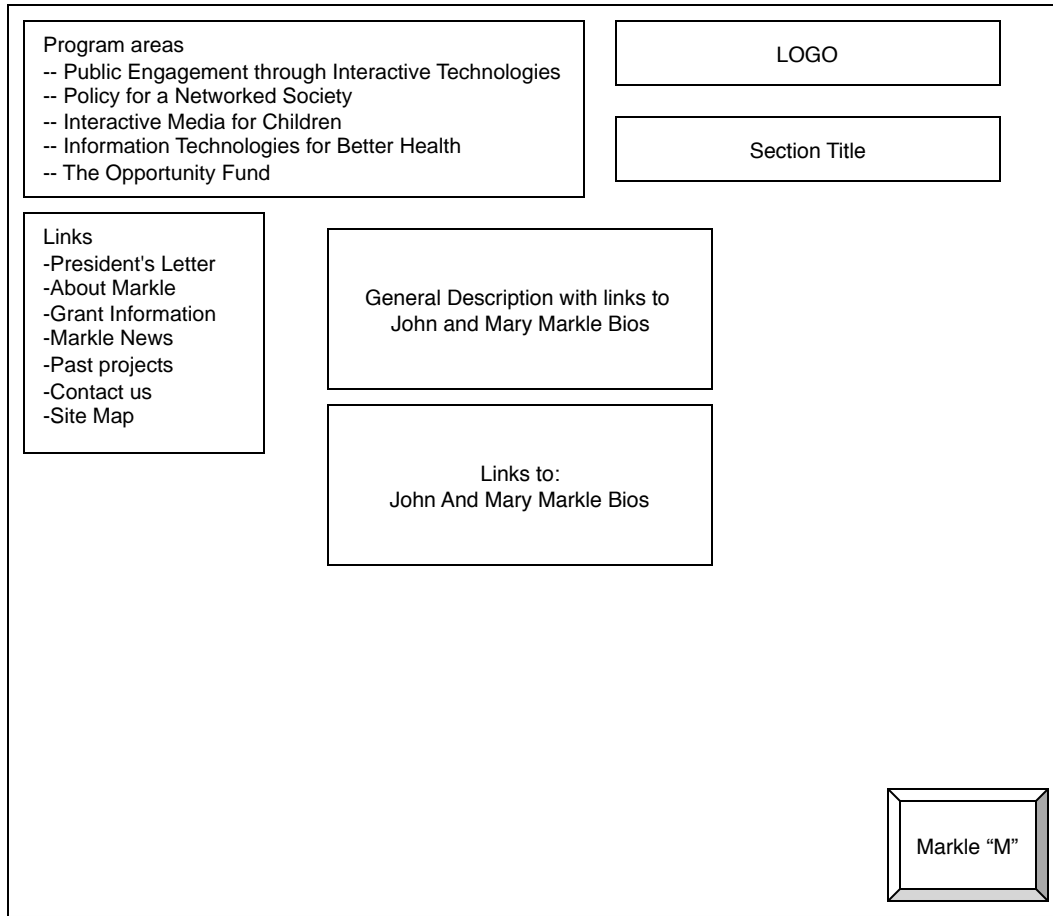
FUNCTIONALITY:

General description will contain basic information about the Markle Foundation. Within the text of the description will be links to the Program Areas and Grant Information. The other links on the page will be accessible through links separate from the general description.



<kpe>

page map



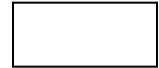
FUNCTIONALITY:

Page will contain static text with links to John and Mary Markle bios within and separate from the main text.

Markle History (9.1)

Spec Section #

Page



Links:

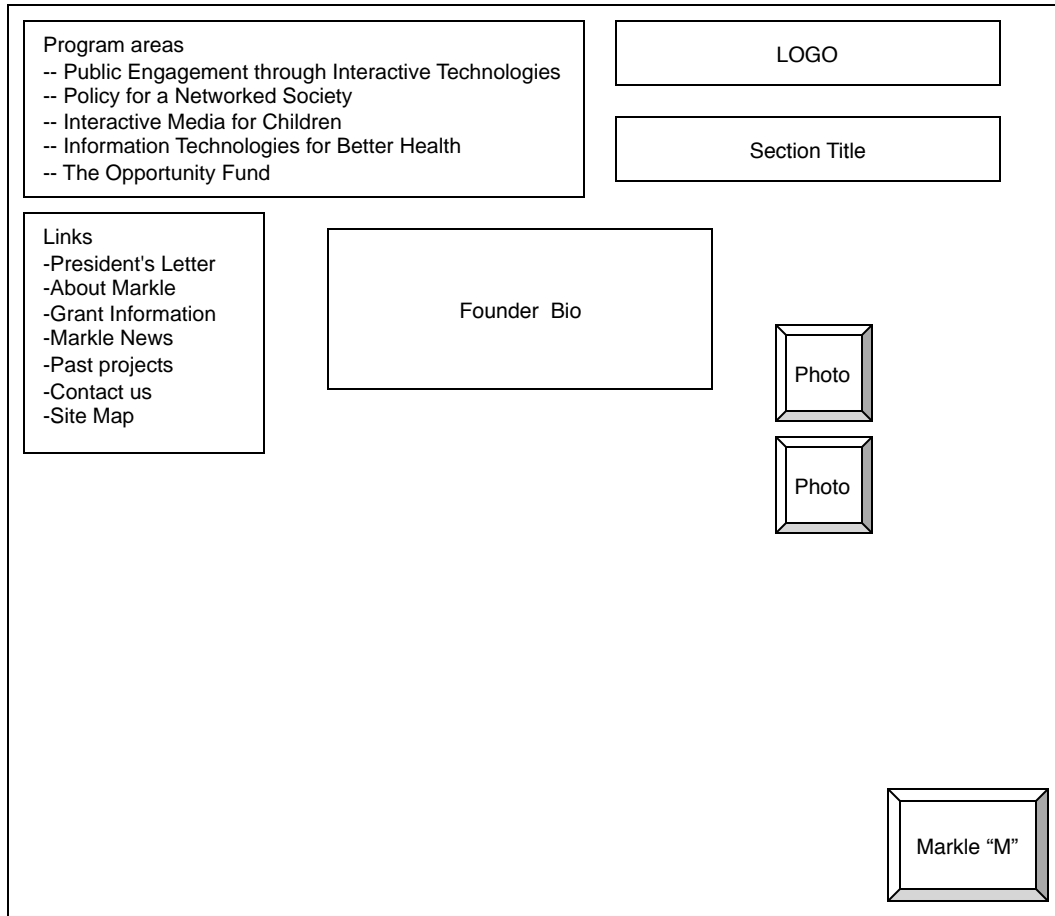
Public Engagement through Interactive Technologies	2.0
Policy for a Networked Society	3.0
Interactive Media for Children	4.0
Information Technologies for Better Health	5.0
The Opportunity Fund	6.0
President's Letter	8.0
About Markle	9.0
Grant Information	10.0
Markle News	11.0
Past Projects	14.0
Contact Us	12.0
Site Map	15.0
Markle "M"	1.0
John Markle Bio	9.1.1
Mary Markle Bio	9.1.2

Buttons:



<kpe>

page map



Founder Bio's (9.1.1, 9.1.2)

Spec Section #

Page



Links:

Public Engagement through Interactive Technologies	2.0
Policy for a Networked Society	3.0
Interactive Media for Children	4.0
Information Technologies for Better Health	5.0
The Opportunity Fund	6.0
President's Letter	8.0
About Markle	9.0
Grant Information	10.0
Markle News	11.0
Past Projects	14.0
Contact Us	12.0
Site Map	15.0
Markle "M"	1.0

Buttons:

FUNCTIONALITY:

Static page containing bio of the founder and photos.



<kpe>

page map

<p>Program areas</p> <ul style="list-style-type: none"> -- Public Engagement through Interactive Technologies -- Policy for a Networked Society -- Interactive Media for Children -- Information Technologies for Better Health -- The Opportunity Fund 	LOGO
<p>Links</p> <ul style="list-style-type: none"> -President's Letter -About Markle -Grant Information -Markle News -Past projects -Contact us -Site Map 	Section Title
	Name (link) Title Affiliation
	Name (link) Title Affiliation
	Name (link) Title Affiliation
	Name (link) Title Affiliation
	Name (link) Title Affiliation
	Name (link) Title Affiliation
	Markle "M"

Board and staff lists (9.3, 9.4)

Spec Section #

Page

Links:

Public Engagement through Interactive Technologies	2.0
Policy for a Networked Society	3.0
Interactive Media for Children	4.0
Information Technologies for Better Health	5.0
The Opportunity Fund	6.0
President's Letter	8.0
About Markle	9.0
Grant Information	10.0
Markle News	11.0
Past Projects	14.0
Contact Us	12.0
Site Map	15.0
Markle "M"	1.0
Name	9.3.1, 9.4.1

Buttons:

FUNCTIONALITY:

Static page containing a list of names along with titles and affiliations (if applicable). The name will be a link to the individual's Bio.



<kpe>
page map

Program areas

- Public Engagement through Interactive Technologies
- Policy for a Networked Society
- Interactive Media for Children
- Information Technologies for Better Health
- The Opportunity Fund

LOGO

Links

- President's Letter
- About Markle
- Grant Information
- Markle News
- Past projects
- Contact us
- Site Map

Section Title

Name (e-mail link)

Bio

Photo

Markle "M"

Board and staff Bio (9.3.1, 9.4.1)

Spec Section #

Page

Links:

Public Engagement through Interactive Technologies	2.0
Policy for a Networked Society	3.0
Interactive Media for Children	4.0
Information Technologies for Better Health	5.0
The Opportunity Fund	6.0
President's Letter	8.0
About Markle	9.0
Grant Information	10.0
Markle News	11.0
Past Projects	14.0
Contact Us	12.0
Site Map	15.0
Markle "M"	1.0
E-mail link	Mailto

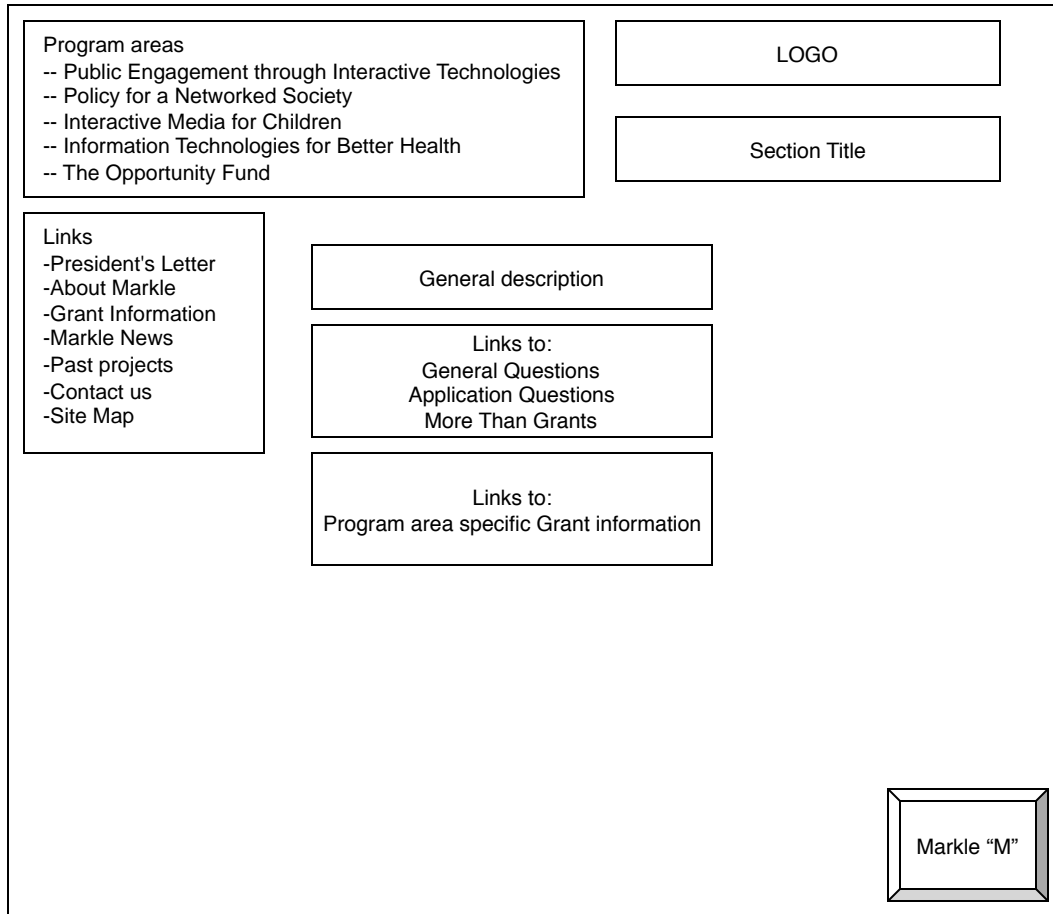
Buttons:

FUNCTIONALITY:

Static page containing a list of names along with titles and affiliations (if applicable). The name will be a link to the individual's Bio.



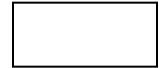
<kpe>
page map



Grant Information (10.0)

Spec Section #

Page



Links:

Public Engagement through Interactive Technologies	2.0
Policy for a Networked Society	3.0
Interactive Media for Children	4.0
Information Technologies for Better Health	5.0
The Opportunity Fund	6.0
President's Letter	8.0
About Markle	9.0
Grant Information	10.0
Markle News	11.0
Past Projects	14.0
Contact Us	12.0
Site Map	15.0
Markle "M"	1.0
General Questions	10.1
Application Questions	10.2
More Than Grants	10.3
Program area specific Grant Information	
10.4-10.8	

Buttons:

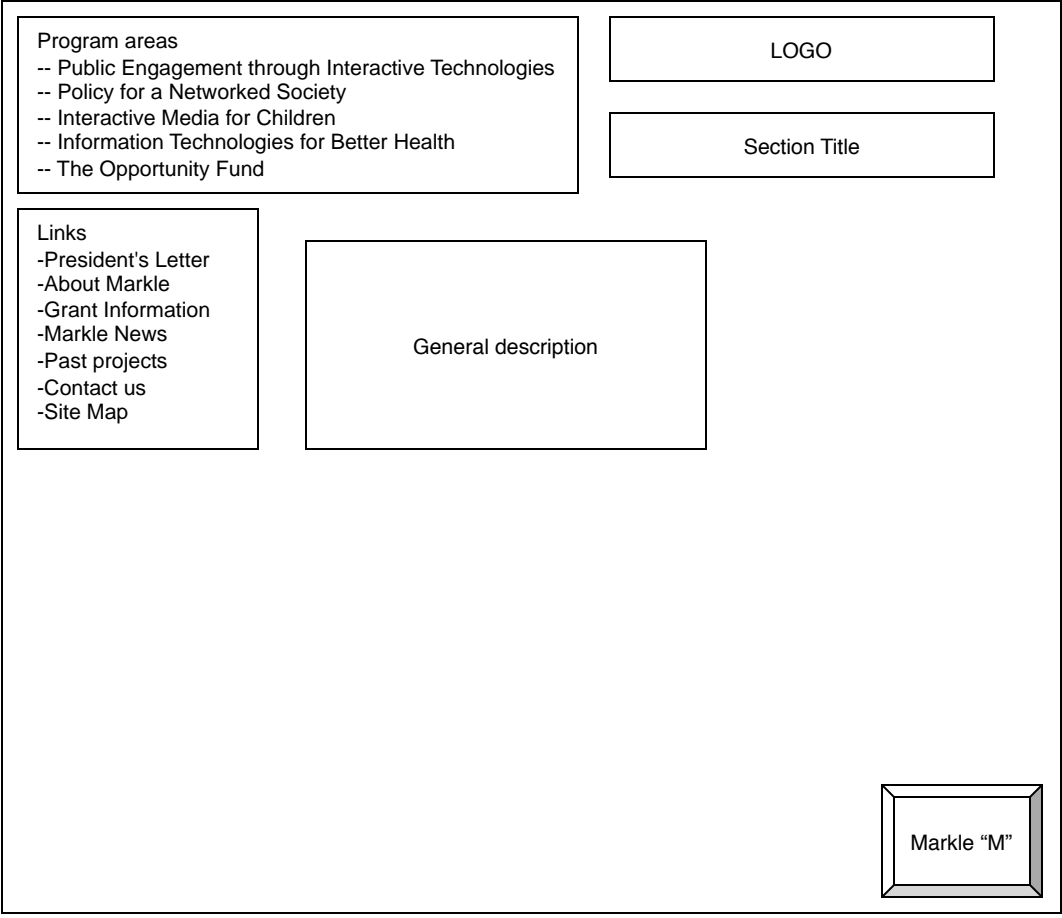
FUNCTIONALITY:

Static page offering some introductory information on grantseeking as well as links to the subsections of the grant information section.



<kpe>

page map



Grant Information sub-pages (10.1-10.8)

Spec Section #	Page
Links:	
Public Engagement through Interactive Technologies	2.0
Policy for a Networked Society	3.0
Interactive Media for Children	4.0
Information Technologies for Better Health	5.0
The Opportunity Fund	6.0
President's Letter	8.0
About Markle	9.0
Grant Information	10.0
Markle News	11.0
Past Projects	14.0
Contact Us	12.0
Site Map	15.0
Markle "M"	1.0

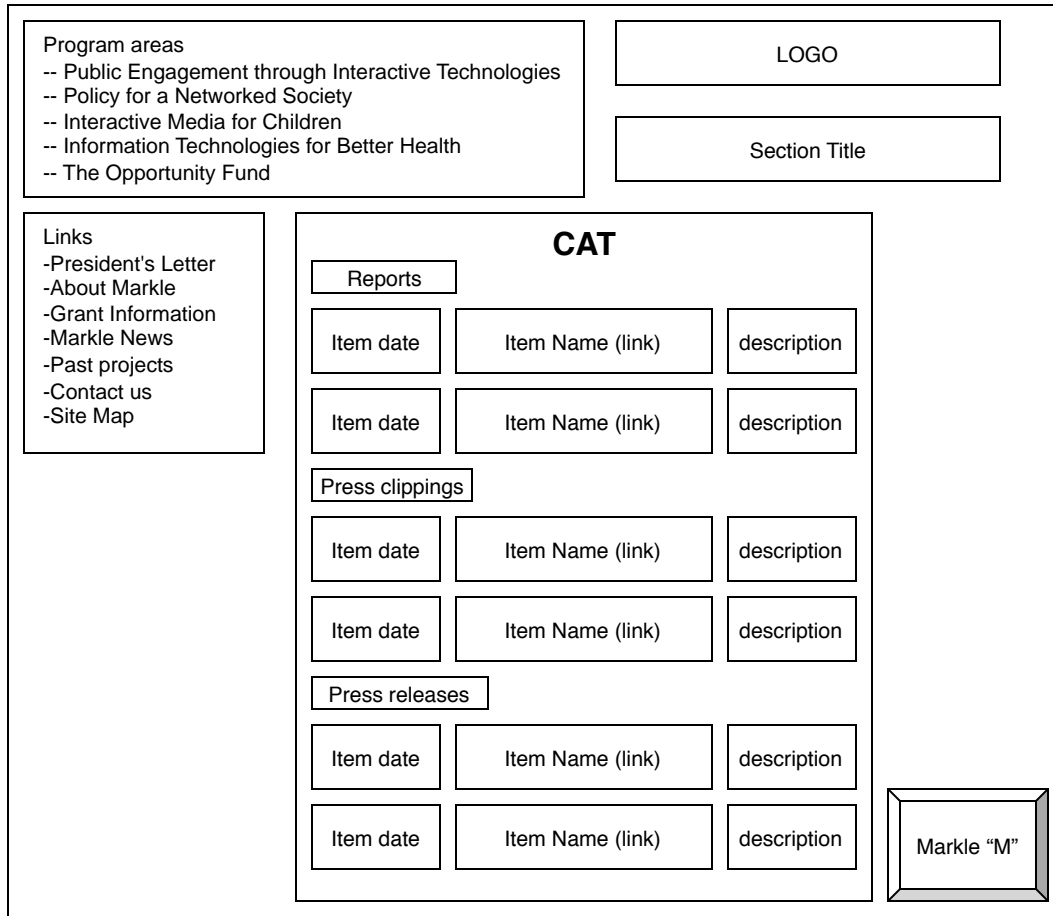
Buttons:

FUNCTIONALITY:

Static page offering information to grantseekers.



<kpe>
page map



Markle News (11.0)

Spec Section #

Page



Links:

Public Engagement through Interactive Technologies	2.0
Policy for a Networked Society	3.0
Interactive Media for Children	4.0
Information Technologies for Better Health	5.0
The Opportunity Fund	6.0
President's Letter	8.0
About Markle	9.0
Grant Information	10.0
Markle News	11.0
Past Projects	14.0
Contact Us	12.0
Site Map	15.0
Markle "M"	1.0
Item Name	11.1, outside link

Buttons:

FUNCTIONALITY:

Markle press contains: press releases, links to news items about the foundation and it's projects, and links to reports as a result of projects. Any items relating to a specific project will link from both the project page and the Markle News page.

Users will be presented with a list of items. Names will serve as links.

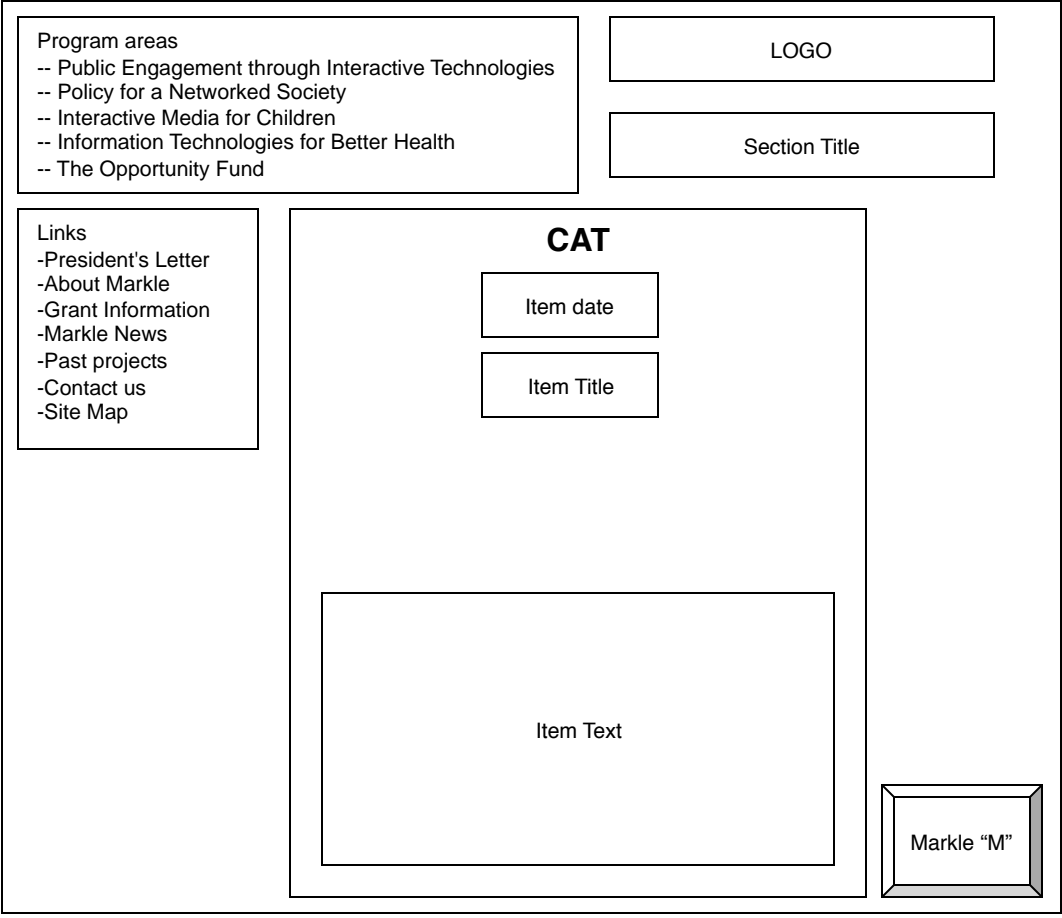
All items on this page will be administered through CAT.

Listing Hierarchy:

- Reports
 - date (in descending chronological order)
- Press clippings
 - date (in descending chronological order)
- Press releases
 - date (in descending chronological order)



<kpe>
page map



FUNCTIONALITY:

Users will get to this page from the Markle news top level page or, if the item is related to a project, from the project detailed description page. This page will contain the text of either a press release or report.

Markle News pages (11.1)

Spec Section #	Page
Links:	
Public Engagement through Interactive Technologies	2.0
Policy for a Networked Society	3.0
Interactive Media for Children	4.0
Information Technologies for Better Health	5.0
The Opportunity Fund	6.0
President's Letter	8.0
About Markle	9.0
Grant Information	10.0
Markle News	11.0
Past Projects	14.0
Contact Us	12.0
Site Map	15.0
Markle "M"	1.0

Buttons:



<kpe>
page map

Program areas

- Public Engagement through Interactive Technologies
- Policy for a Networked Society
- Interactive Media for Children
- Information Technologies for Better Health
- The Opportunity Fund

LOGO

Section Title

Links

- President's Letter
- About Markle
- Grant Information
- Markle News
- Past projects
- Contact us
- Site Map

E-mail form

We often find that a phone conversation is a more effective way to answer questions. Please include your daytime phone number if you have questions about your application or program guidelines.

Would you like to join The Markle Foundation's electronic mailing list?

Yes
 No

Markle "M"

Contact Us (12.0) Revised and current

Spec Section #	Page
Links:	
Public Engagement through Interactive Technologies	2.0
Policy for a Networked Society	3.0
Interactive Media for Children	4.0
Information Technologies for Better Health	5.0
The Opportunity Fund	6.0
President's Letter	8.0
About Markle	9.0
Grant Information	10.0
Markle News	11.0
Past Projects	14.0
Contact Us	12.0
Site Map	15.0
Markle "M"	1.0

Buttons:	Page
Submit	12.1

FUNCTIONALITY:

Users will be invited to get in touch with the Markle Foundation by filling out the form and submitting queries. The form is identical in data to that which currently exists on the Markle site. The form will use the current script to administer the Query.

Once the user hits the "submit" button, the script checks for a valid e-mail address and valid phone number. If either of these are not true (not valid e-mail address or phone number), the user is brought to the return page which will contain a message stating the problem. The user will have to hit the browser "back" button in order to return to the form and correct the problem. If the fields are filled in correctly, the user is brought to a return page with a thank you message.



<kpe>
page map

<p>Program areas</p> <ul style="list-style-type: none"> -- Public Engagement through Interactive Technologies -- Policy for a Networked Society -- Interactive Media for Children -- Information Technologies for Better Health -- The Opportunity Fund 	<p>LOGO</p>								
<p>Links</p> <ul style="list-style-type: none"> -President's Letter -About Markle -Grant Information -Markle News -Past projects -Contact us -Site Map 	<p style="text-align: center;">E-mail form</p> <table border="1"> <tr> <td>First Name</td> <td>Last Name</td> </tr> <tr> <td>e-mail address *</td> <td>daytime Phone #</td> </tr> <tr> <td colspan="2"> <p>Message text</p> </td> </tr> <tr> <td colspan="2" style="text-align: right;"> <input type="submit" value="Submit"/> </td> </tr> </table>	First Name	Last Name	e-mail address *	daytime Phone #	<p>Message text</p>		<input type="submit" value="Submit"/>	
First Name	Last Name								
e-mail address *	daytime Phone #								
<p>Message text</p>									
<input type="submit" value="Submit"/>									
<p style="text-align: center;">Newsletter Sign Up</p> <p>To join Markle's electronic mailing list, or to update your preferences about what you would like to receive, please select the following topic(s) and fill in your name and email address below.</p> <p>Use your <Ctl> or <Shift> keys to select more than one.</p> <table border="1"> <tr> <td>Media and Political Participation, Experiments in Electronic Democracy, Markle, Presidential Election Watch, Social Impacts of the Internet, Educational Uses of New Media, Communications Policy, Universal E-Mail, Markle Foundation News</td> </tr> </table> <table border="1"> <tr> <td>First Name</td> <td>Last Name</td> <td>e-mail address *</td> </tr> </table> <p> <input checked="" type="radio"/> add / update me to the mailing list(s) <input type="radio"/> remove me from the mailing list(s) </p> <div style="border: 1px solid black; padding: 5px; width: fit-content; margin-left: auto;"> <p>Markle "M"</p> </div>		Media and Political Participation, Experiments in Electronic Democracy, Markle, Presidential Election Watch, Social Impacts of the Internet, Educational Uses of New Media, Communications Policy, Universal E-Mail, Markle Foundation News	First Name	Last Name	e-mail address *				
Media and Political Participation, Experiments in Electronic Democracy, Markle, Presidential Election Watch, Social Impacts of the Internet, Educational Uses of New Media, Communications Policy, Universal E-Mail, Markle Foundation News									
First Name	Last Name	e-mail address *							

Contact Us (12.0)OLD - IGNORE

Spec Section #	Page
Links:	
Public Engagement through Interactive Technologies	2.0
Policy for a Networked Society	3.0
Interactive Media for Children	4.0
Information Technologies for Better Health	5.0
The Opportunity Fund	6.0
President's Letter	8.0
About Markle	9.0
Grant Information	10.0
Markle News	11.0
Past Projects	14.0
Contact Us	12.0
Site Map	15.0
Markle "M"	1.0

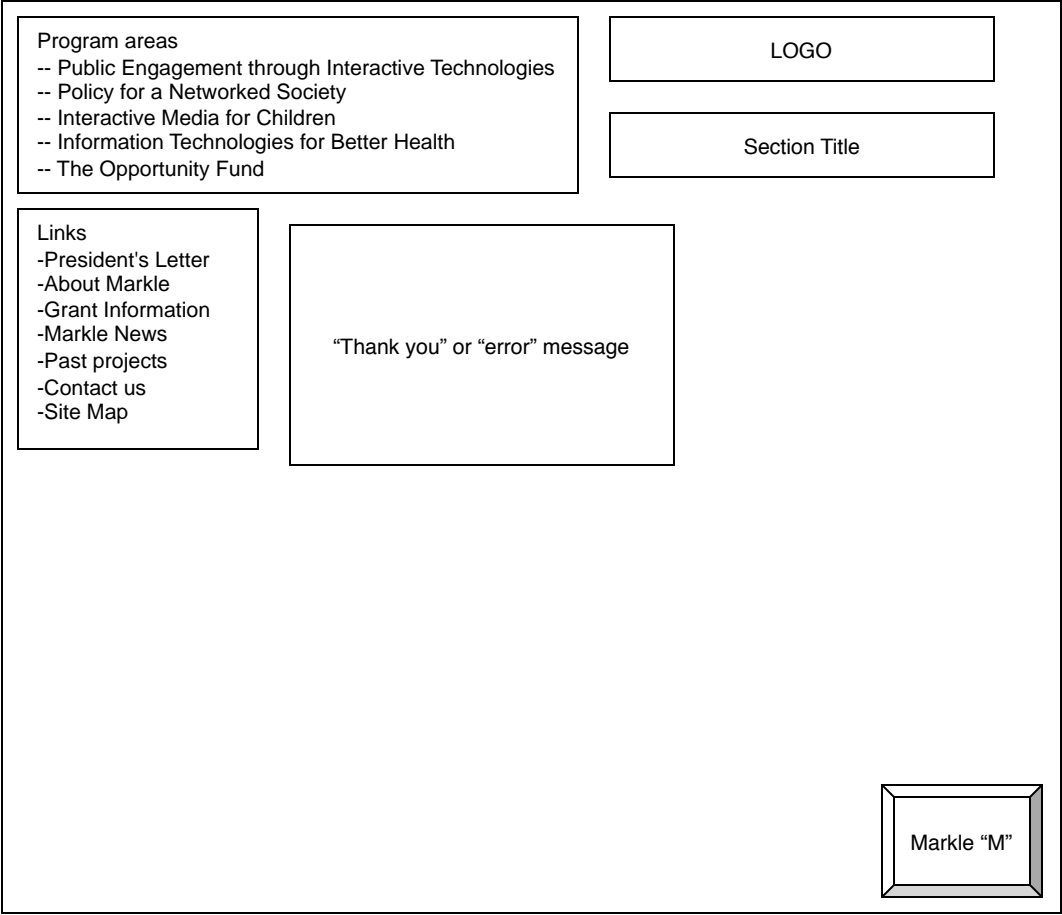
Buttons:	
Submit	12.1

FUNCTIONALITY:

Users will be invited to get in touch with the Markle Foundation by filling out the form and submitting queries. The form is a identical in data to that which currently exists on the Markle site. The form will use the current script to administer the Query.

Once the user hits the "submit" button, the script checks for a valid e-mail address and valid phone number. If either of these are not true (not valid e-mail address or phone number), the user is brought to the return page which will contain a message stating the problem. The user will have to hit the browser "back" button in order to return to the form and correct the problem. If the fields are filled in correctly, the user is brought to a return page with a thank you message.





Contact Us return page (12.1)

Spec Section #	Page
Links:	
Public Engagement through Interactive Technologies	2.0
Policy for a Networked Society	3.0
Interactive Media for Children	4.0
Information Technologies for Better Health	5.0
The Opportunity Fund	6.0
President's Letter	8.0
About Markle	9.0
Grant Information	10.0
Markle News	11.0
Past Projects	14.0
Contact Us	12.0
Site Map	15.0
Markle "M"	1.0

Buttons:

FUNCTIONALITY:

Depending on how the "contact us" form was completed, the user will be greeted with either a "thank you" or error message. The error message will prod users to hit the "back" button on their browsers and correct the field that was filled in incorrectly. If the form was filled in correctly, user will be thanked and asked to keep navigating the site.



<kpe>
page map

Program areas

- Public Engagement through Interactive Technologies
- Policy for a Networked Society
- Interactive Media for Children
- Information Technologies for Better Health
- The Opportunity Fund

LOGO

Links

- President's Letter
- About Markle
- Grant Information
- Markle News
- Past projects
- Contact us
- Site Map

Section Title

Project name (link)

Project Description

Project name (link)

Project Description

Project name (link)

Project Description

Project name (link)

Project Description

Project name (link)

Project Description

Markle "M"

Past Projects (14.0)

Spec Section #	Page	
Links:		
Public Engagement through Interactive Technologies	2.0	
Policy for a Networked Society	3.0	
Interactive Media for Children	4.0	
Information Technologies for Better Health	5.0	
The Opportunity Fund	6.0	
President's Letter	8.0	
About Markle	9.0	
Grant Information	10.0	
Markle News	11.0	
Past Projects	14.0	
Contact Us	12.0	
Site Map	15.0	
Markle "M"	1.0	
Project name		outside link

Buttons:

FUNCTIONALITY:

This page will contain a list of past projects. Projects will be listed by name and contain a 2-3sentence description of the project. Project names will link to the project web site, if applicable.



<kpe>
page map

Program areas

- Public Engagement through Interactive Technologies
- Policy for a Networked Society
- Interactive Media for Children
- Information Technologies for Better Health
- The Opportunity Fund

LOGO

Links

- President's Letter
- About Markle
- Grant Information
- Markle News
- Past projects
- Contact us
- Site Map

Site map (all items will link to their appropriate sections)

Markle "M"

Site Map (15.0)

Spec Section #	Page
Links:	
Public Engagement through Interactive Technologies	2.0
Policy for a Networked Society	3.0
Interactive Media for Children	4.0
Information Technologies for Better Health	5.0
The Opportunity Fund	6.0
President's Letter	8.0
About Markle	9.0
Grant Information	10.0
Markle News	11.0
Past Projects	14.0
Contact Us	12.0
Site Map	15.0
Markle "M"	1.0

Buttons:

FUNCTIONALITY:



<kpe>
page map

Markle

Home Page

[PRESIDENT'S LETTER](#) [ABOUT MARKLE](#) [GRANT INFORMATION](#) [PAST PROJECTS](#) [MARKLE NEWS](#) [SITE MAP](#) [CONTACT US](#)

PROGRAM AREAS ■ ■ ■

- Public Engagement Through Interactive Technologies
- Policy for a Networked Society
- Interactive Media for Children
- Information Technologies for Better Health
- The Opportunity Fund

MARKLE FOUNDATION
Improving Life in the Information Age

■ ■ ■ FROM OUR PRESIDENT

Understanding Our Children's New Media World
By Zoë Baird

The shooting had barely stopped at Columbine High School when the debate began. Littleton was about guns, or it wasn't. It was about violence in movies and on television, or it wasn't. It was about the push-button carnage of interactive video games, or it wasn't. [MORE>](#)



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Interactive Media for Children

This program works to gain in-depth knowledge about nature of interactive media, and promotes the use of that knowledge in the creation of beneficial children's products.

It's no secret that today's children are growing up in a media-saturated environment. Television still dominates their waking hours, but hand-held video games, computer games and programs, and even interactive stuffed animals, are competing heavily for our children's time. Many are on the Internet before they enter school. And parents face tough challenges. What products and experiences are appropriate for kids? Which ones will help them build positive skills? Which ones should be avoided, in what way, and at what ages?

Markle's Interactive Media for Children program is leading a comprehensive research effort into the cognitive, emotional, physical and developmental needs of children and the potential of interactive technologies to meet them. We are also working with the key content producers and companies to integrate this knowledge into innovative games, toys and programs.

In addition, the program studies parents' evolving needs and concerns relative to the new media environment, and aims to create tools that they can use to make informed, responsible decisions for their children.

CURRENT PROJECTS

Thirteen/WNET: "New York Learning Adventures in Citizenship" - A curricular Web project that will run concurrently with the upcoming PBS series "New York".

The University of Texas at Austin - Creation of a research agenda to study the impact of interactive media on children.

