

Ross Osborne
Case study
WWF Endangered Animals

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What is the World Wildlife Foundation

WWF is the worlds leading independent conservation organization whose objective is to “create a world where people and wildlife can thrive together”.

The resources that WWF has allows us to track which animals are nearing total extinction and in perilous danger of being permanently wiped from the face of the earth directly from the impacts of humans on earth being viewed as something to conquer and not something to protect and cherish.

The attraction

Nearly all webpages that I could find are very heavily text based and not as visually appealing as they could be, granted they all had great photography, the overall layout and how it was incorporated in the sites was lacking in visual appeal.

First impressions were that the competition is there and very professional, but lacking in proper visuals and often having an overload of information due to the richness of material in this matter.

In order to make my website appealing, I needed to use photography and video in a way that both makes my page stand out and also get the message across. Imagery is storytelling so I must display it on my page in a way that compliments the story that it holds.



Migratory Monarch Butterfly (Endangered, A2ab ver 3.1)

What is The IUCN Red List?

Established in 1964, **The International Union for Conservation of Nature's Red List of Threatened Species** has evolved to become the world's most comprehensive information source on the global conservation status of animal, fungi and plant species.

The IUCN Red List is a critical indicator of the health of the world's biodiversity. Far more than a list of species and their status, it is a powerful tool to inform and catalyze action for biodiversity conservation and policy change, critical to protecting the natural resources we need to survive. It provides information about range, population size, habitat and ecology, use and/or trade, threats, and conservation actions that will help inform necessary conservation decisions.

[Learn more about The IUCN Red List](#)

The IUCN Red List Categories and Criteria

The IUCN Red List Categories and Criteria are intended to be an easily and widely understood system for classifying species at high risk of global extinction. It divides species into nine categories: **Not Evaluated, Data Deficient, Least Concern, Near Threatened, Vulnerable, Endangered, Critically Endangered, Extinct in the Wild** and **Extinct**.



Data Deficient (DD)

A taxon is **Data Deficient (DD)** when there is inadequate information to make a direct, or indirect, assessment of its risk of extinction based on its distribution and/or population status. A taxon in this category may be well studied, and its biology well known, but appropriate data on abundance and/or distribution are lacking.

Species categorized as Data Deficient (DD)



Least Concern (LC)

A taxon is **Least Concern (LC)** when it has been evaluated against the Red List criteria and does not qualify for **Critically Endangered, Endangered, Vulnerable** or **Near Threatened**.

Species categorized as Least Concern (LC)



More than 42,100 species are threatened with extinction

That is still 28% of all assessed species.



10. Gorillas

[Gorillas](#) are fascinating creatures that share 98.3% of their DNA with humans! They are capable of feeling emotions like we do and even behave like us sometimes – did you know they can laugh? There are two species, the Eastern Gorilla and the Western Gorilla, and they both have two subspecies. Three out of four are Critically Endangered on the IUCN Red List of Threatened Species. The only one that isn't is the [Mountain Gorilla](#), a subspecies of the Eastern Gorilla, which is considered Endangered. At the time of writing (June 2020), there are only around 150 to 180 adult [Cross River Gorillas](#) left in the wild. Like many endangered animals, their decline is mostly due to poaching, habitat loss, disease, and human conflict. Gorillas are also slow to recover as they have a low reproductive rate, meaning females only give birth every four to six years. One female will breed three or four times in her lifetime. [Read More](#)



9. Rhinos

The name Rhinoceros comes from two Greek words: rhino and ceros, which when translated into English mean nose horn! It's a very fitting name, don't you think? Unfortunately, though, poaching for their

[Top 10 Most Endangered Animals](#)

[Top 10 Extinct Animals](#)

[Top 10 Fastest Animals](#)

[Top 10 Highest Jumpers](#)

[Top 10 Longest Living Animals](#)

[Top 10 Smallest Animals](#)

[Top 10 Smelliest Animals](#)

[Top 10 Strongest Animals](#)

[Top 10 Animals Endangered by Climate Change](#)

[Top 10 Unusual Sleeping Habits](#)

[Top 10 Hibernators](#)

[Top 10 Animals with the Most Unusual Mating Tactics](#)

[Top 10 Sun Loving Animals](#)

[Top 10 Most Poisonous Animals](#)

[Top 10 Laziest Animals](#)

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ACCEPT

Content Breakdown

The information on all the sites is virtually the same message, the structure is simple:

Because of _____ human impact, the _____ animal is suffering immense species losses and noow sits as critically endangered.

All sites have included imagery of the specific animal being discussed. The story can be written in a more concise way and put more emphasis on the why, which is the most important reason for these sites is understanding why exactly these animals are disappearing.

Strategy Statement and Goals

My goals overall is to inform and educate on the situation of these four animals, sitting on the edge of total extinction. My strategy: Graphics, using graphical elements to keep the readers eye moving throughout the page, subtle motion graphics, powerful imagery and elegant typography. All while being laid out in a simple and easy to navigate style.

Moodboard

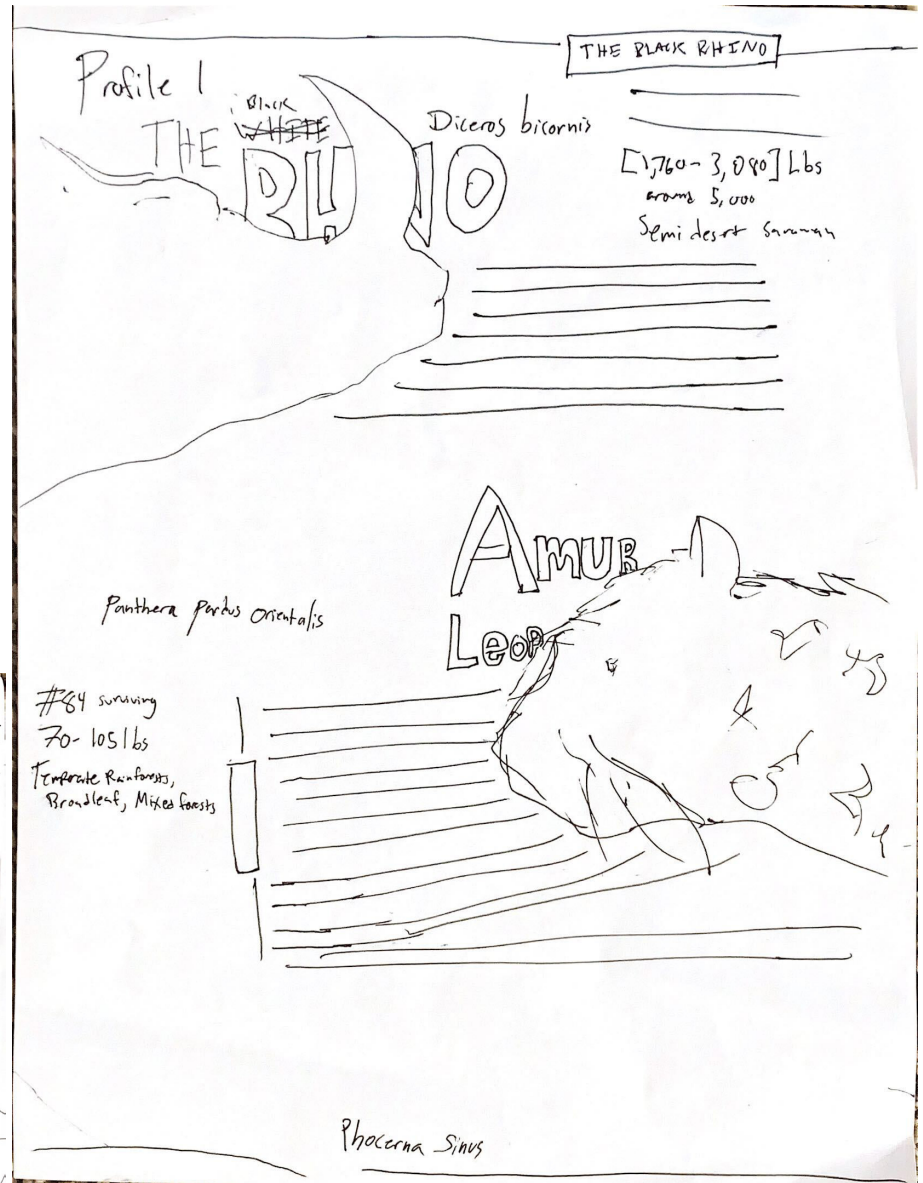
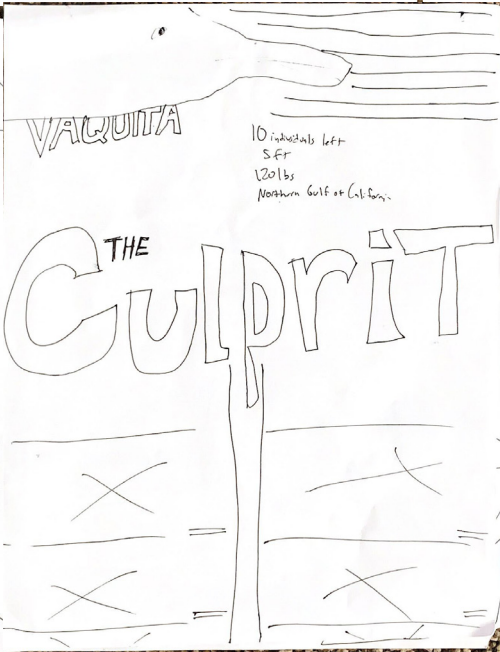
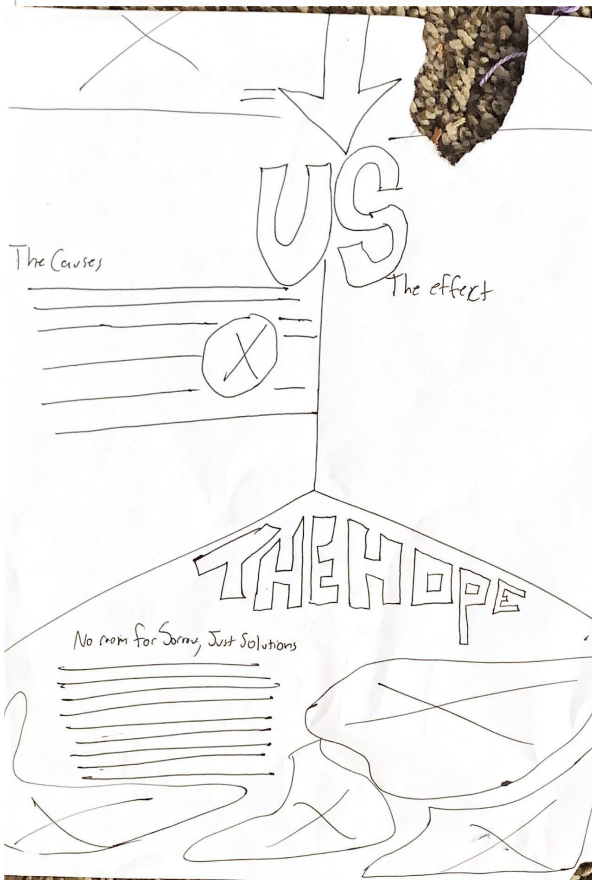
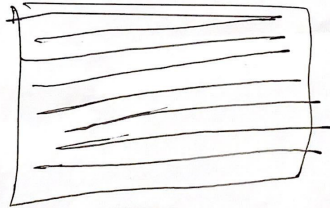


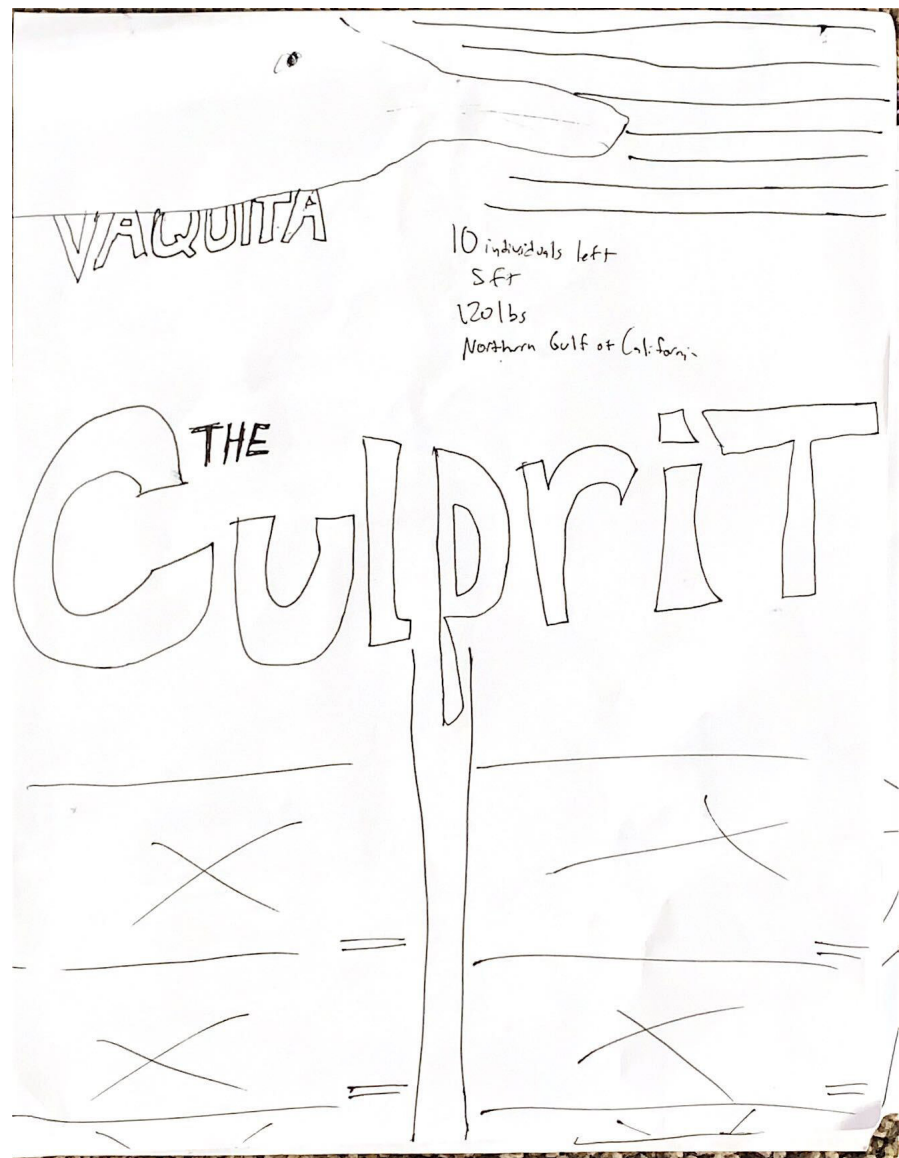
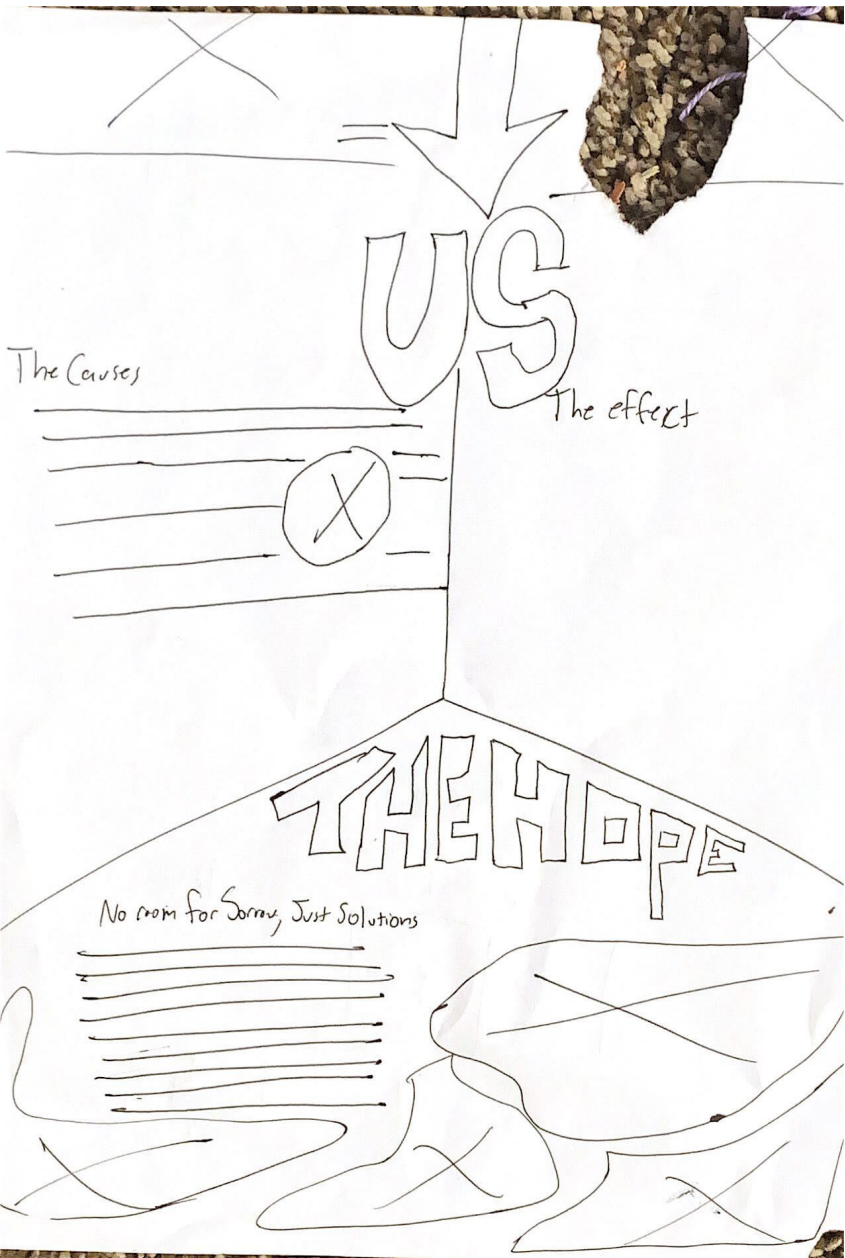
Moodboard



Sketches and Wireframes

CRITICAL CONDITION



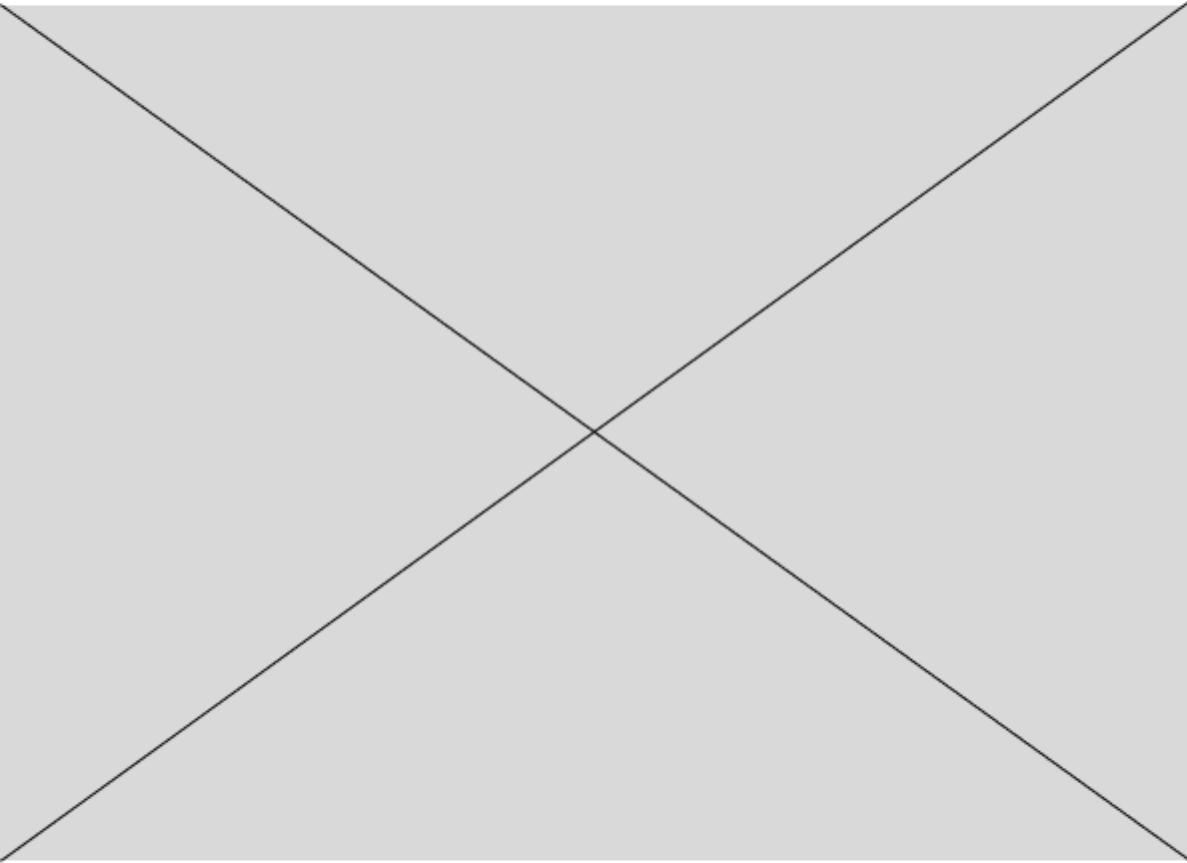


Design Comps



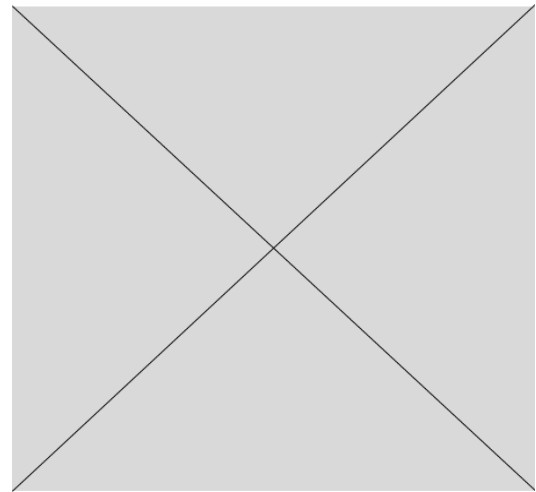
The **RED** list

The worlds species on the critically endangered list



The **RED** list

The worlds species on the critically endangered list



The image shows a laptop screen with a web browser window. The background of the browser is a photograph of a forest fire, with bright orange and yellow flames consuming the ground and lower branches of trees. The sky is a hazy orange. Overlaid on this background is a web browser interface. At the top, there are six small white circles with black 'X' marks, arranged in a horizontal line. Below these, the word 'Critical' is written in a large, bold, black sans-serif font. To the left of the word 'Condition', which is also in a large, bold, black sans-serif font, is a small white square with a black 'X' mark. To the right of the word 'Condition', there is a small white rectangular box containing the text 'Worldwide, species are burning away as entire populations collapse' in a small, black, sans-serif font.

Critical Condition

Worldwide,
species are
burning away as
entire populations
collapse

Critical Condition



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As the world population increases, so do the resources needed to sustain and carry such a large number of humans and to follow waste from 8 billion people. Many of these resources being found in the homes of our many neighboring environments, deforestation scars the landscapes for logs and to make place for crops, global warming acts as a catalyst towards already devastating natural disasters, Fires burn hotter and further as countries shrivel up into fuel, hurricanes and typhoons are more frequent and rampant. Animal extinction occurs when a species completely disappears from the Earth. This can happen for a variety of reasons, including habitat loss, climate change, pollution, overhunting, and disease. When a species becomes critically endangered, it means that its population has declined to the point where it is at a high risk of extinction.



Mobile version, Figma wouldn't load
iphone template.

Case study: my overall decision making was made solely on what I believed to be the most efficient and visually appealing way to display the WWF's message and direness of the situation regarding animal extinction in these specific four animals. throughout my coding journey this quarter my peers provided lots of beneficial feedback that helped me to better bring the message to the front of what i was displaying and focus less of the graphics being flashy and cool and more on what they are trying to communicate.

Thank you,