

Final Project – Design Document  
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0889170

## Overview/philosophy

The Medical Venturer (MedVent) program has focused on youth interested in exploring a career related to paramedicine. This program is built upon the traditional Scouts Canada program elements of leadership, community service, citizenship, personal development, and growth. It integrates development of knowledge that operations of an emergency medical system and the practical skills that paramedics and first responders use in their work.

The Peel Extreme Medical Ventures is a branch of this Canada-wide program. This website is for the purpose of bringing people into the Scouts Canada program. This is done by documenting the Ventures' experiences and what makes every day together an adventure. As well, Ventures teach Standard First Aid and other medical related classes. They use their website for people to sign up for their classes.

## Branding

Scouts Canada believes in tradition. The logo that is used on this website is a reflection of the badges used throughout Canada. This badge is designed specifically for the Peel Extreme Medical Ventures and is featured on their uniforms. For this reason, the logo may not be altered and the colour palette is based off those colours.

The fonts and line design are supposed to reflect a rugged lifestyle as the Ventures are a part of Scouts. Charcoal lines are used to achieve this, as is the font choice of Special Elite.

## Target audience

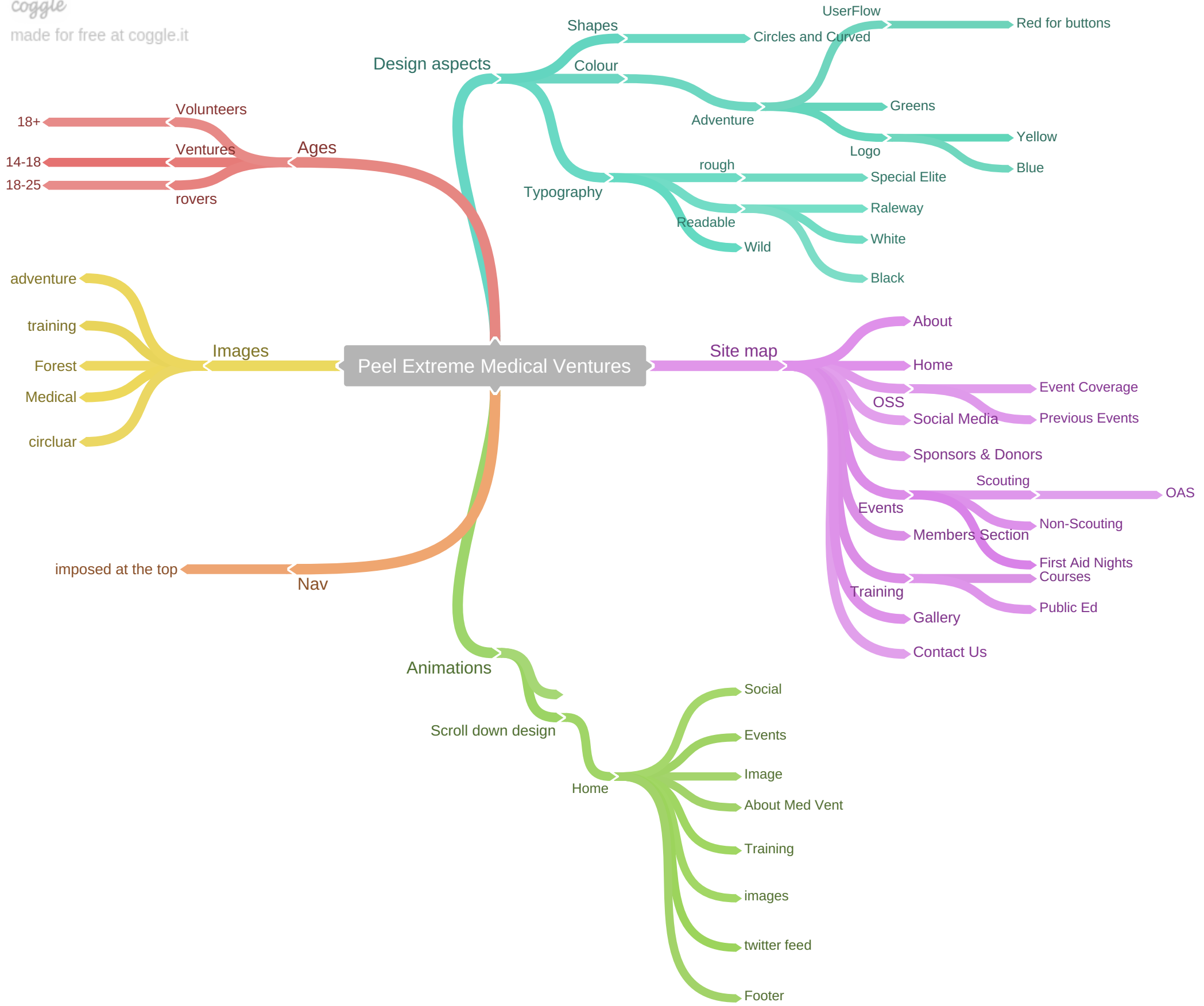
For this website, we are targeting youth 14-18-year-olds for their Medical Venturers ("MedVents") program, as well as 18-25-year-olds for the Medical Rovers program.

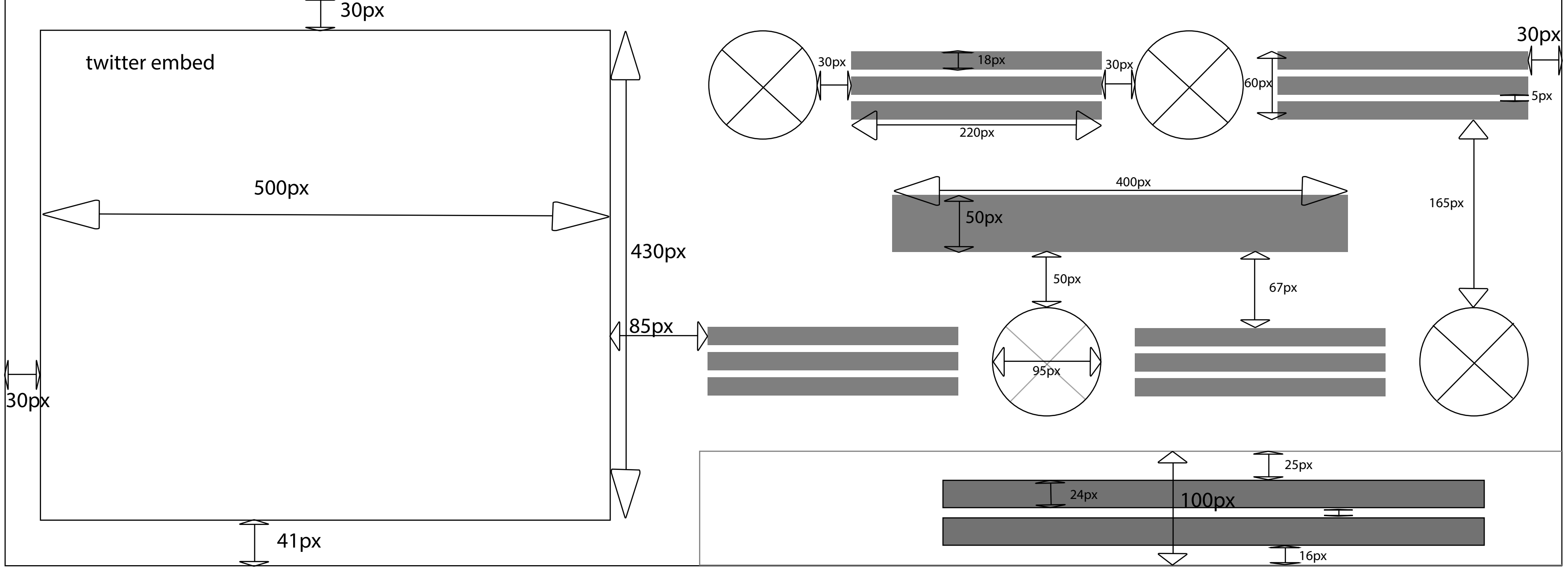
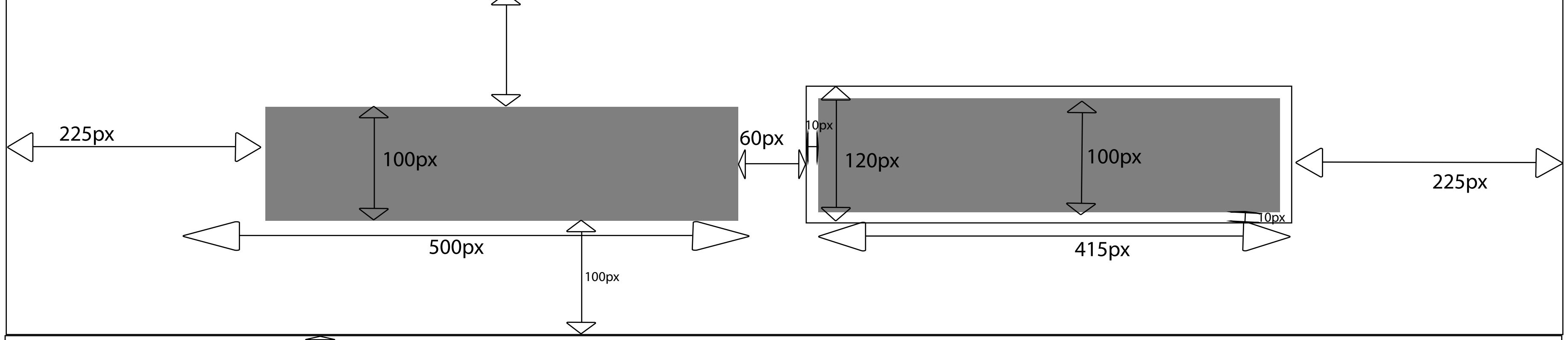
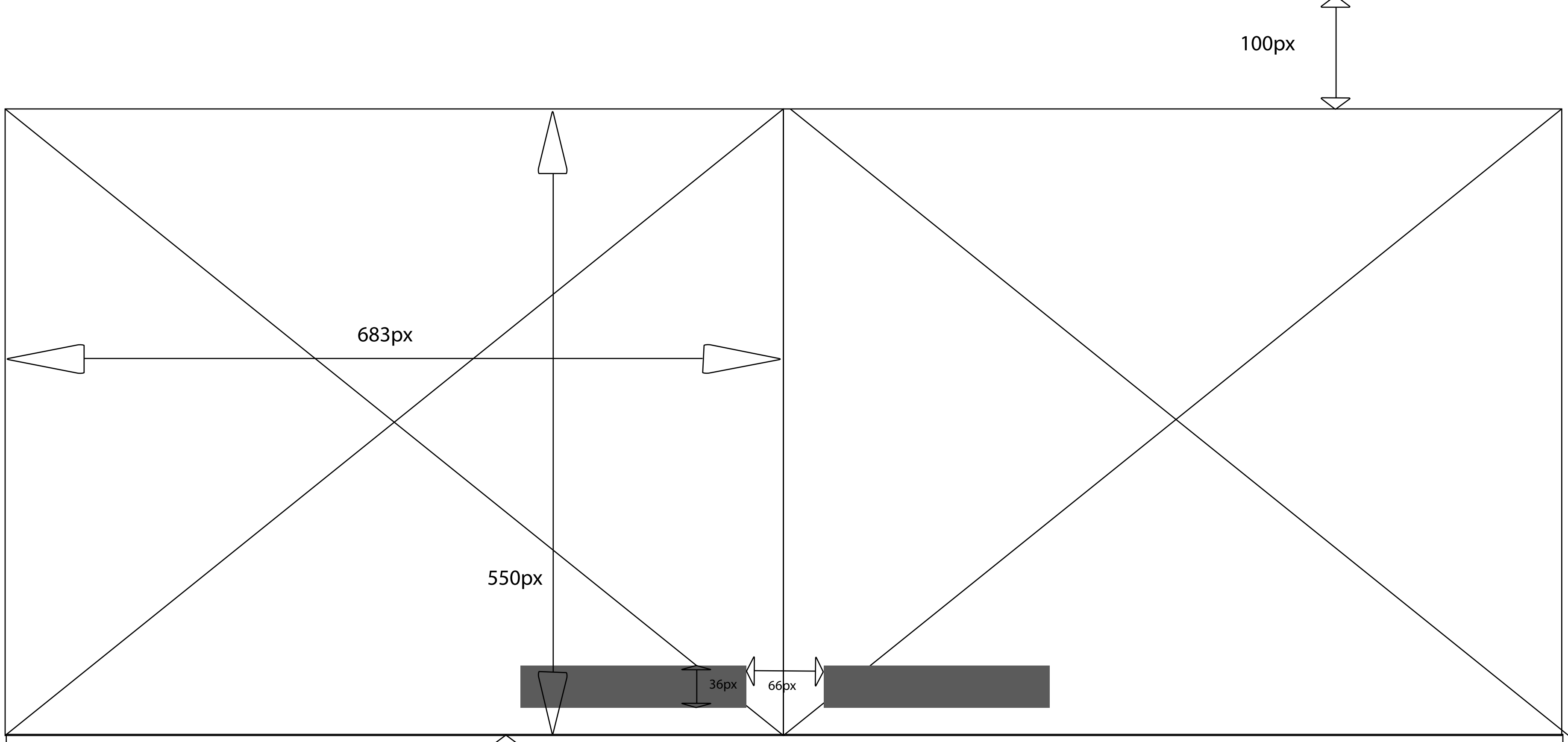
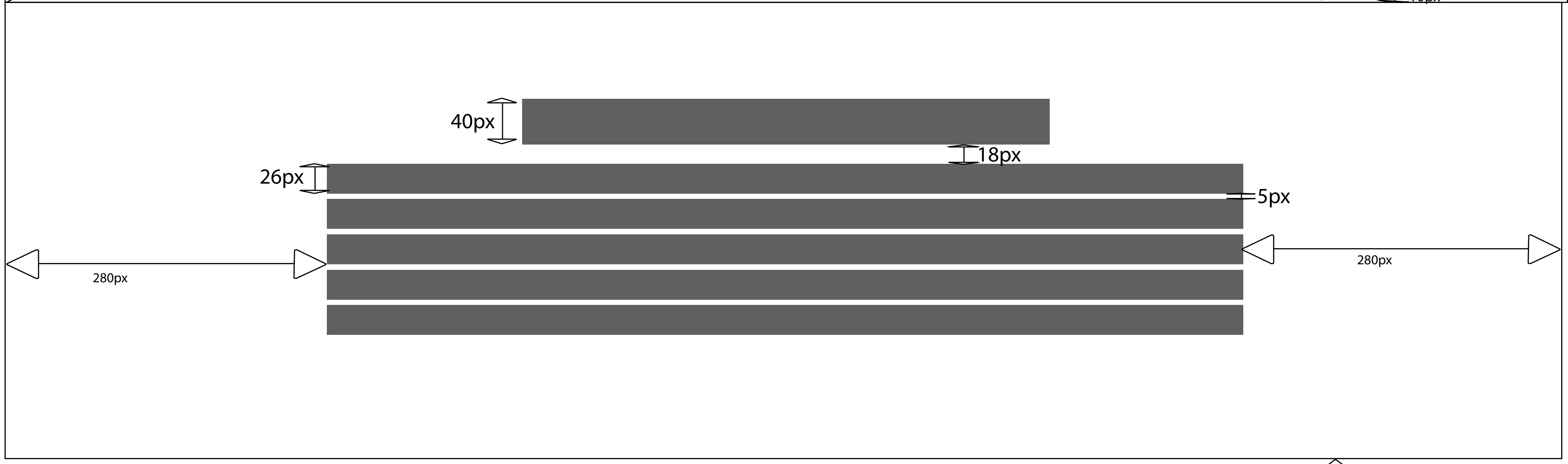
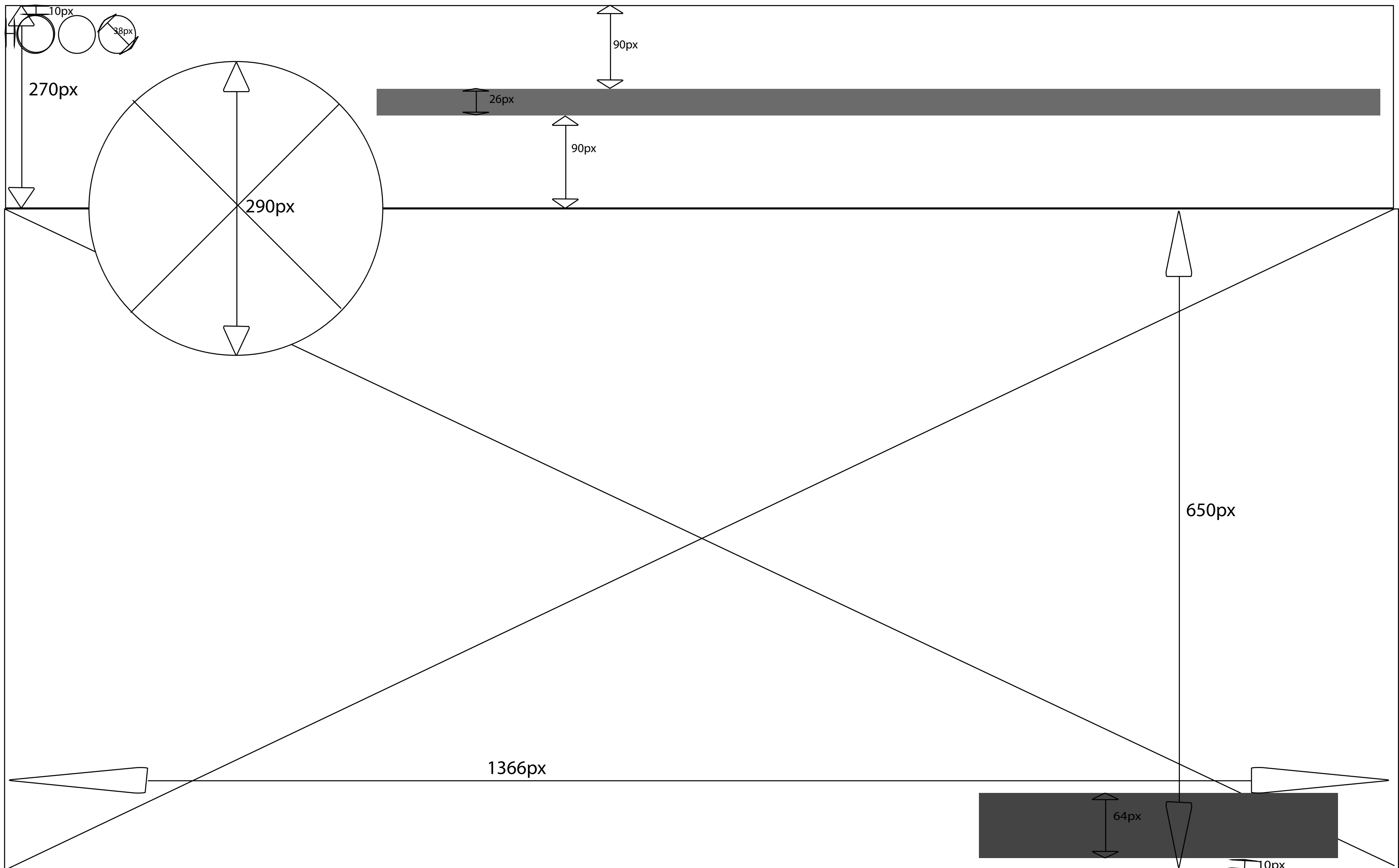
That being said, the website needs to be appealing to all ages as parents and medical professionals will be using this website. Thus the design needs to have some fun to it but for the most part look professional and clean.

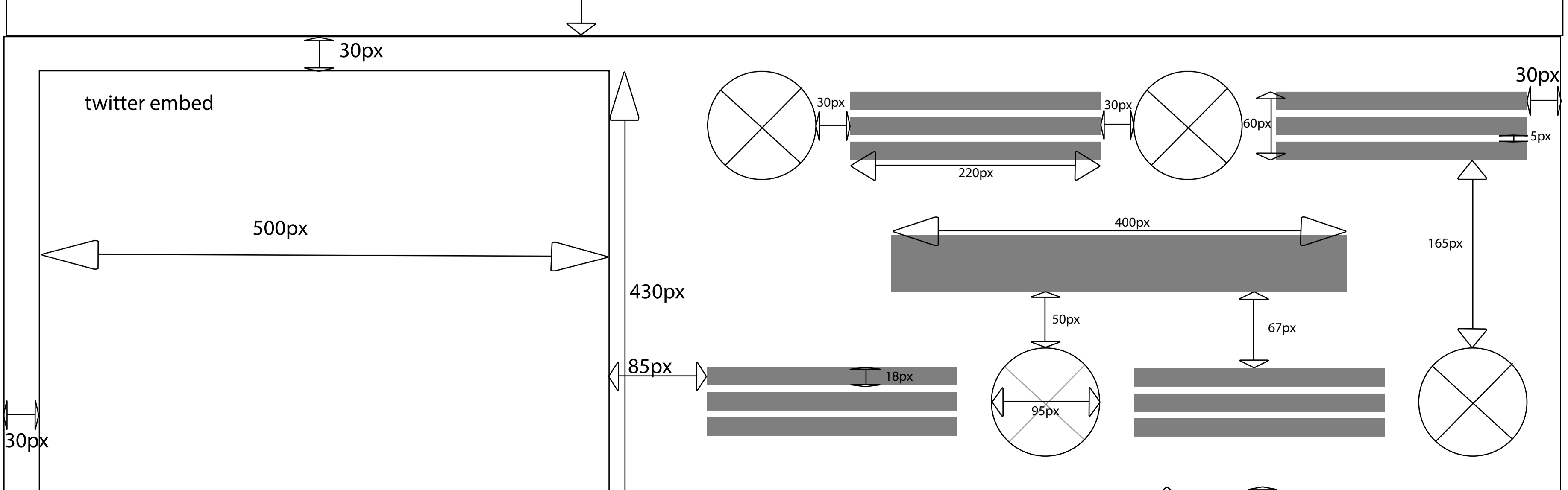
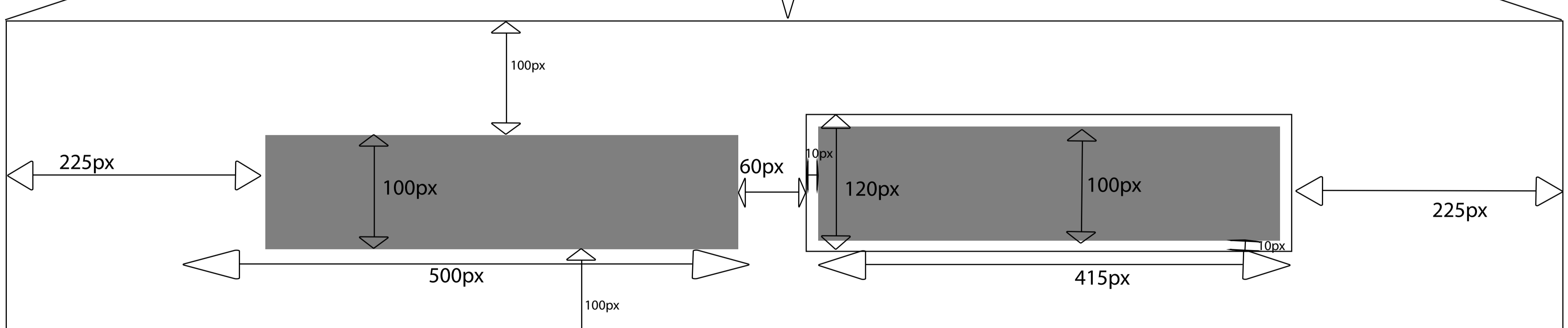
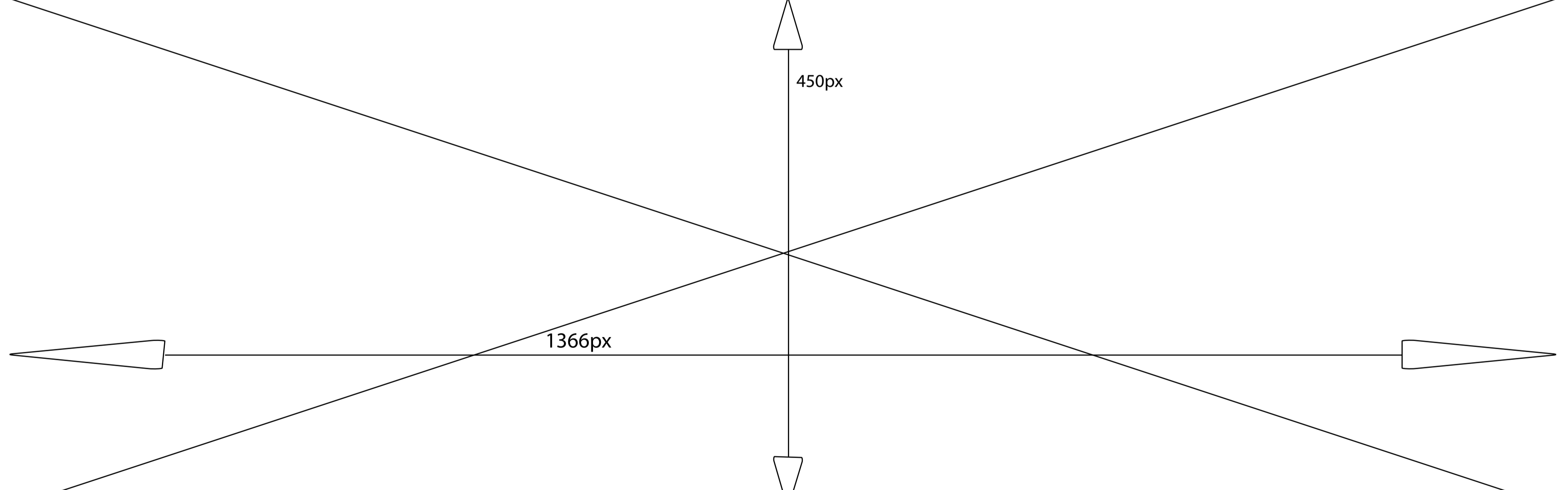
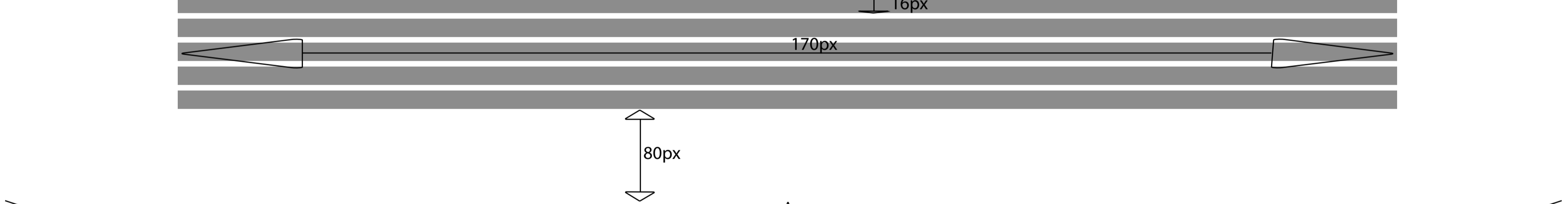
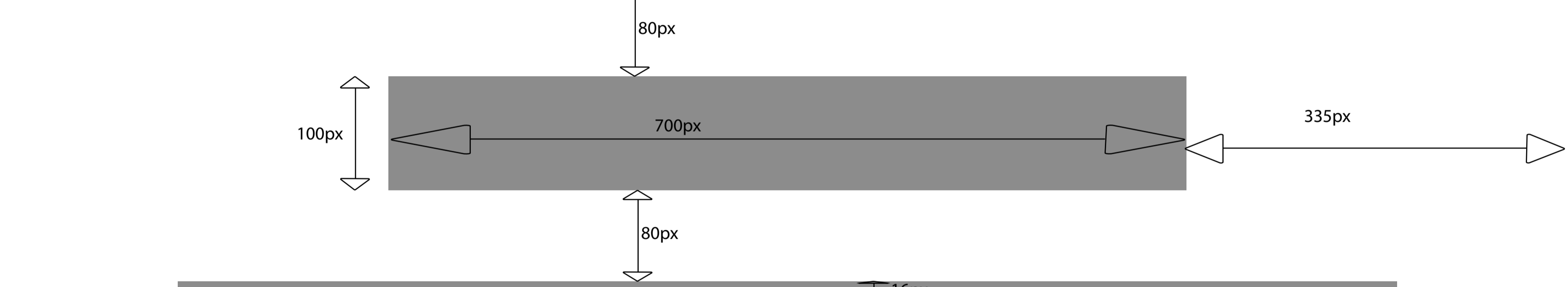
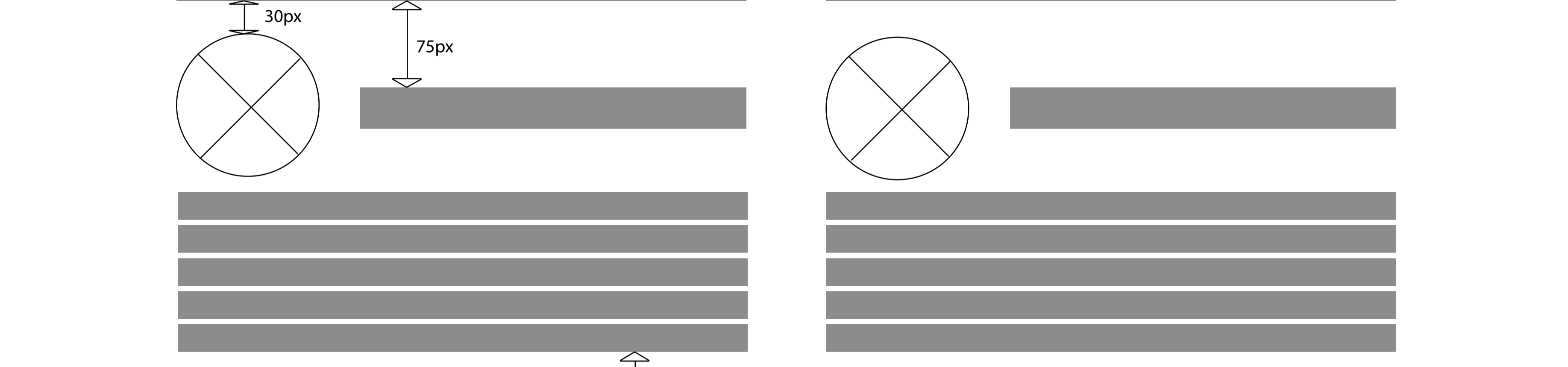
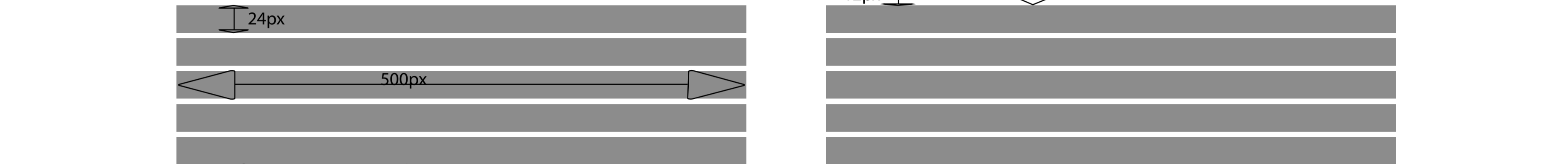
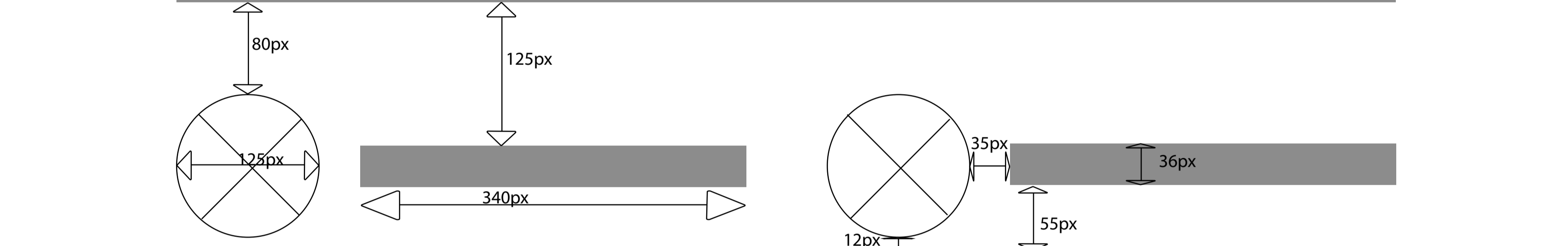
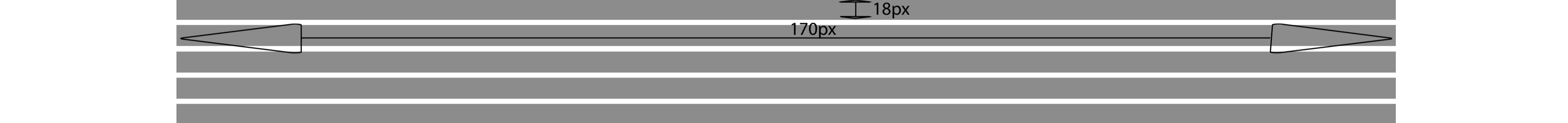
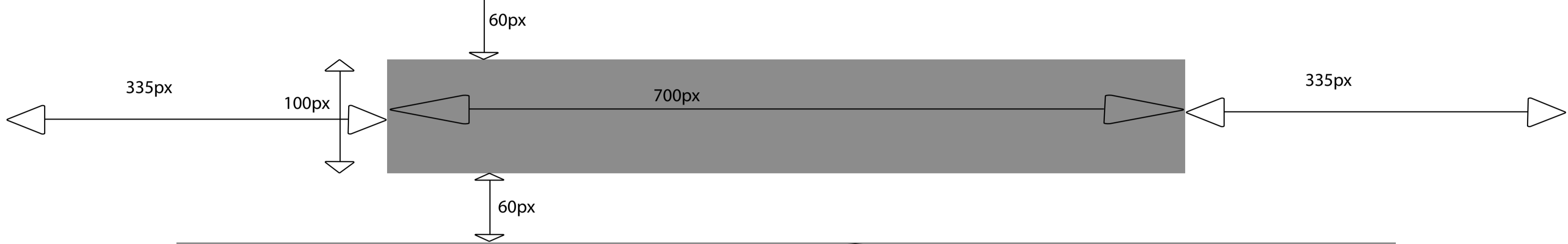
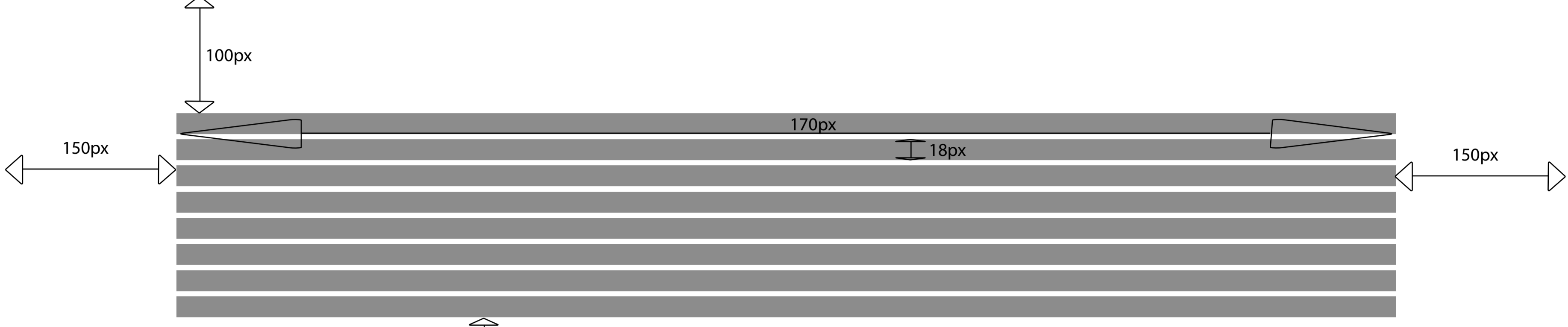
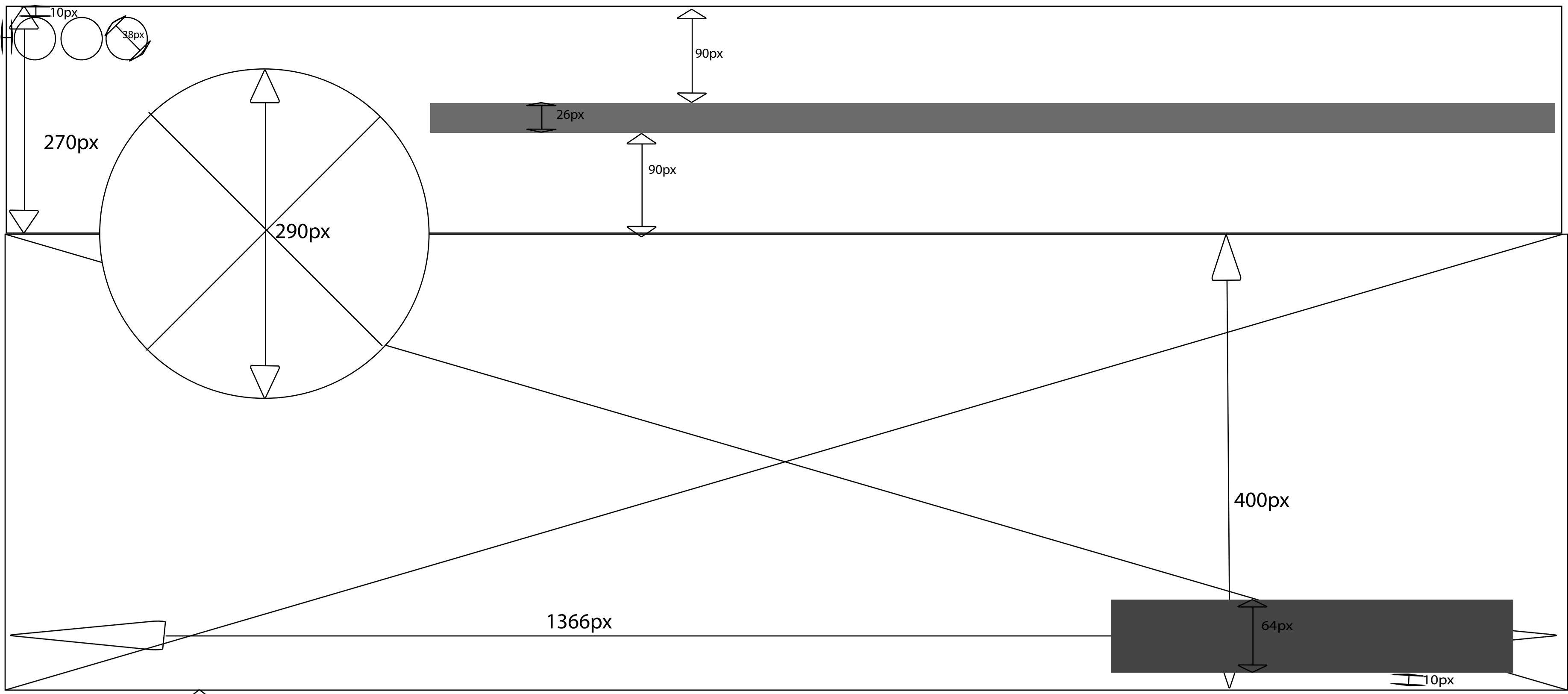
## User experience

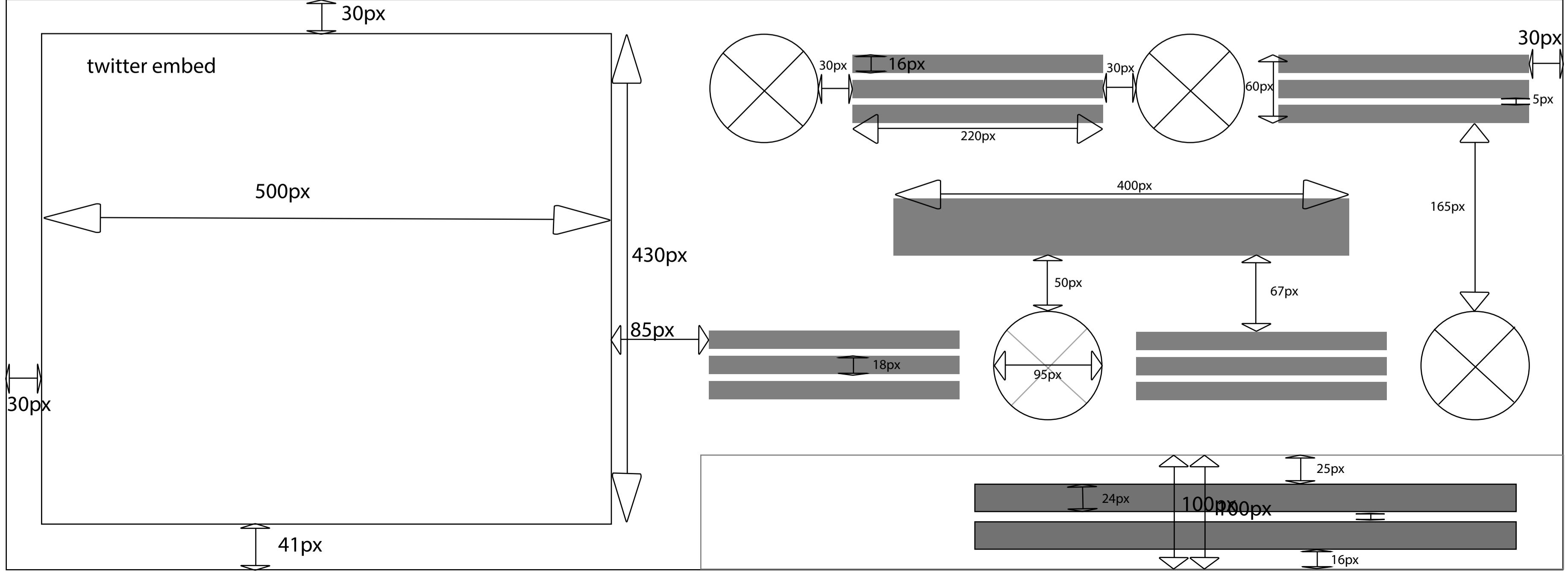
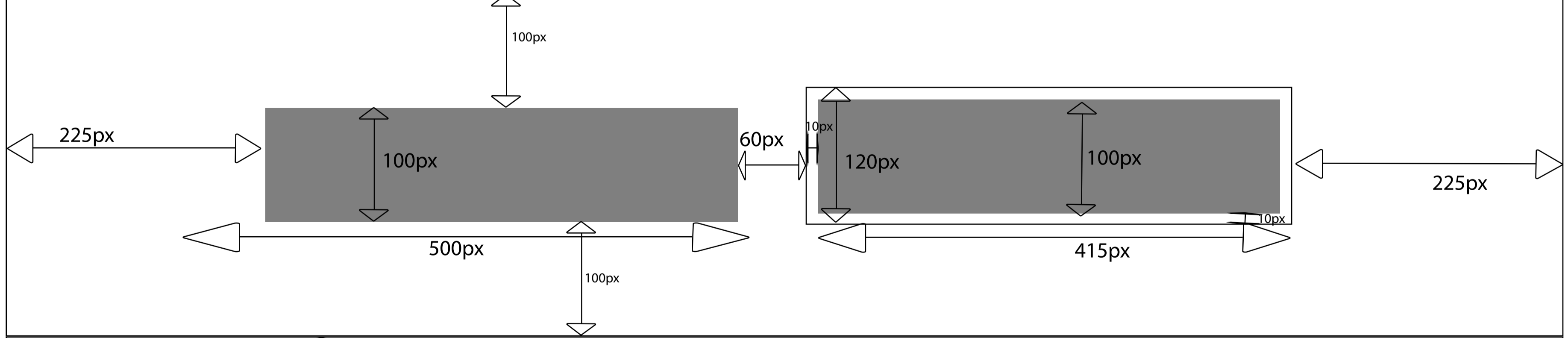
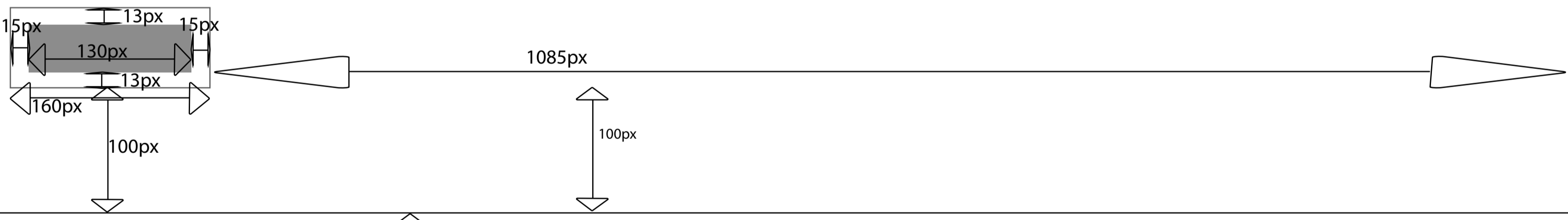
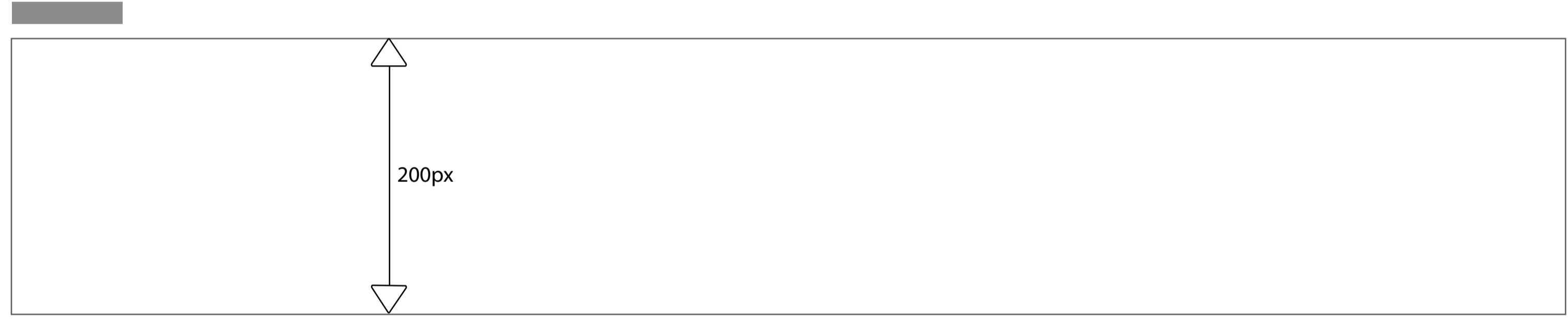
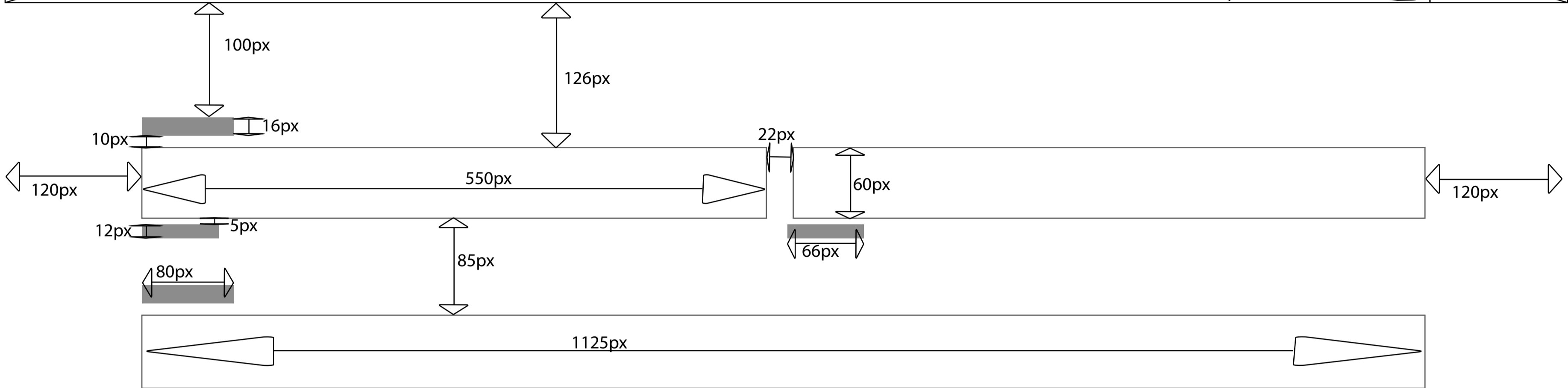
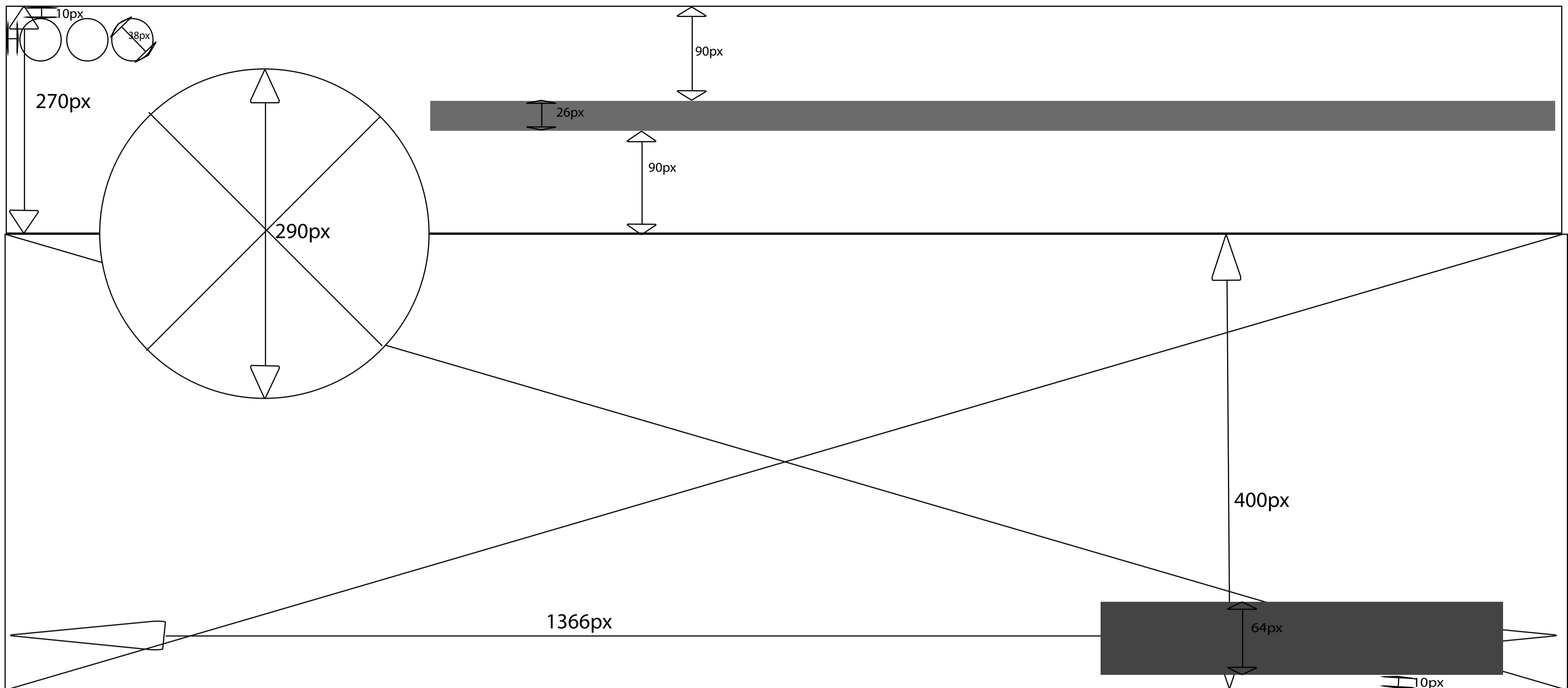
The user should be able to reach all areas of the website clearly and easily. As the goal of this website is to gain volunteers there is an importance placed shown to the user but having a red button to sign up clearly displayed on each page. This contrasts the blue and yellow tones of the page without conflicting with the theme of the design.

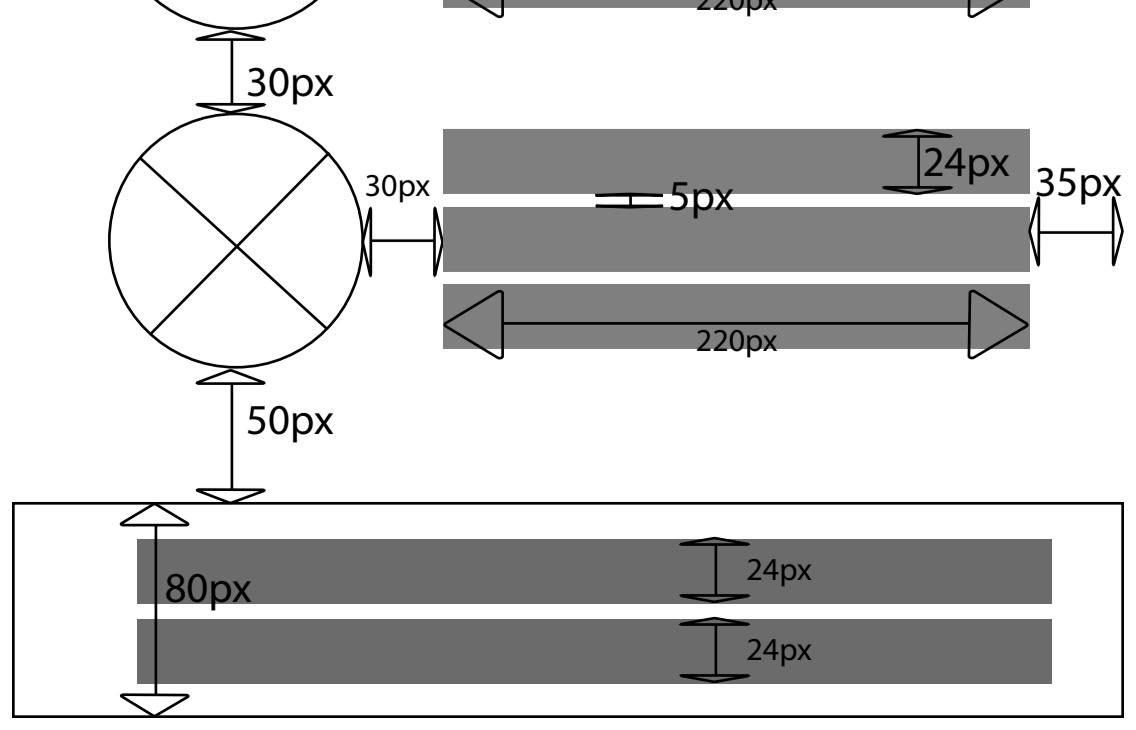
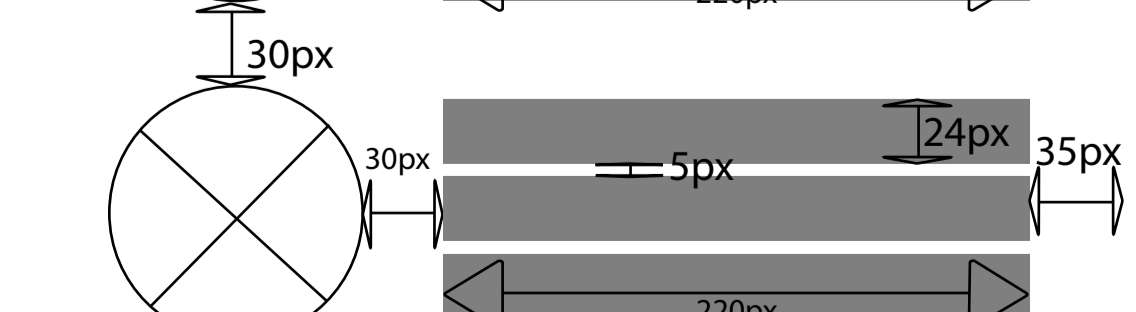
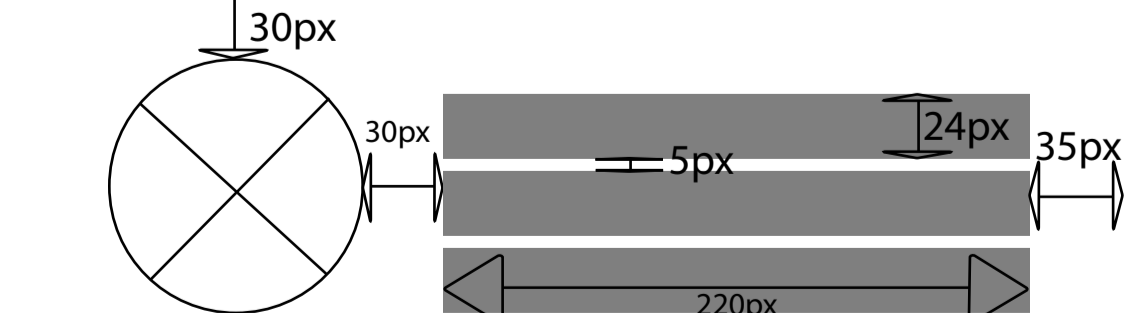
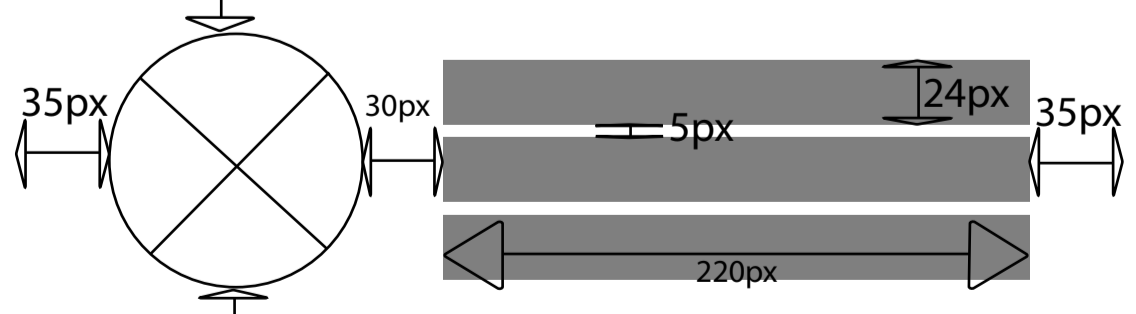
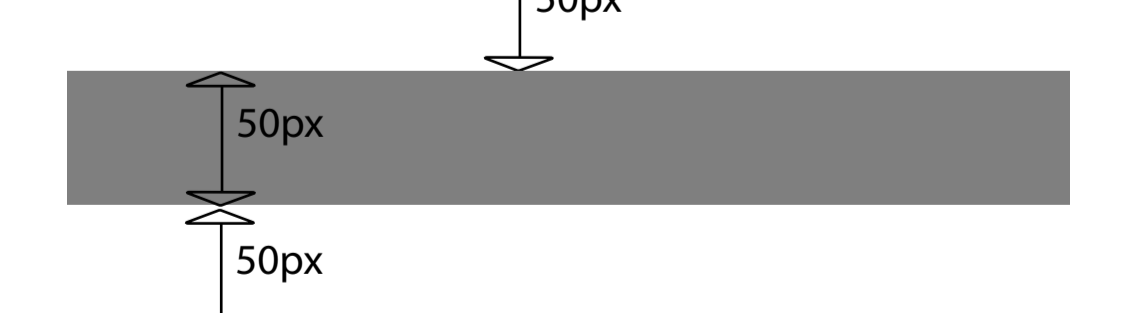
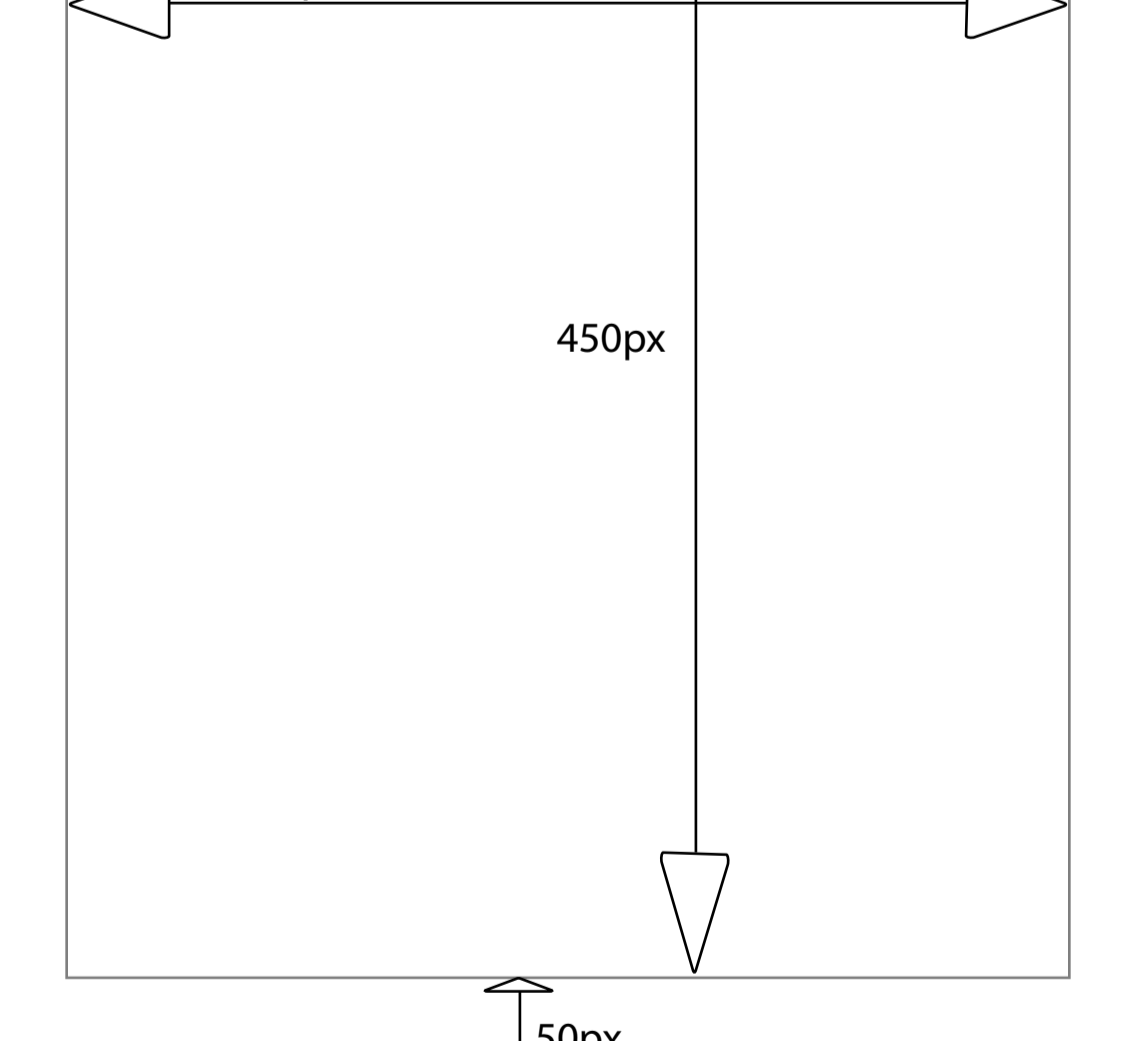
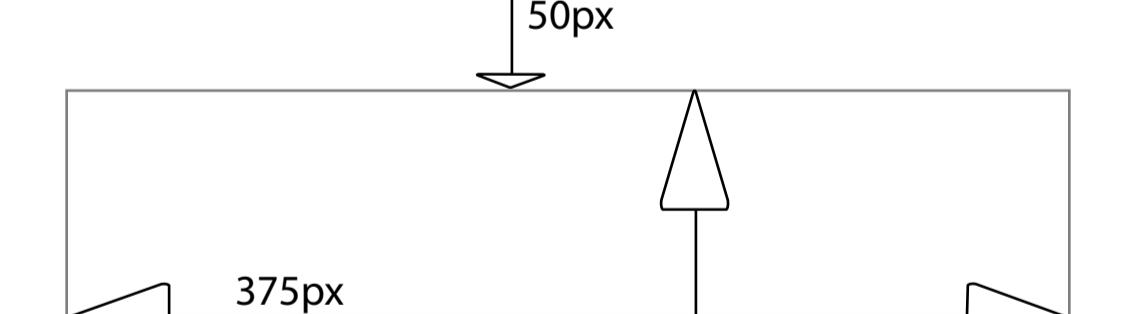
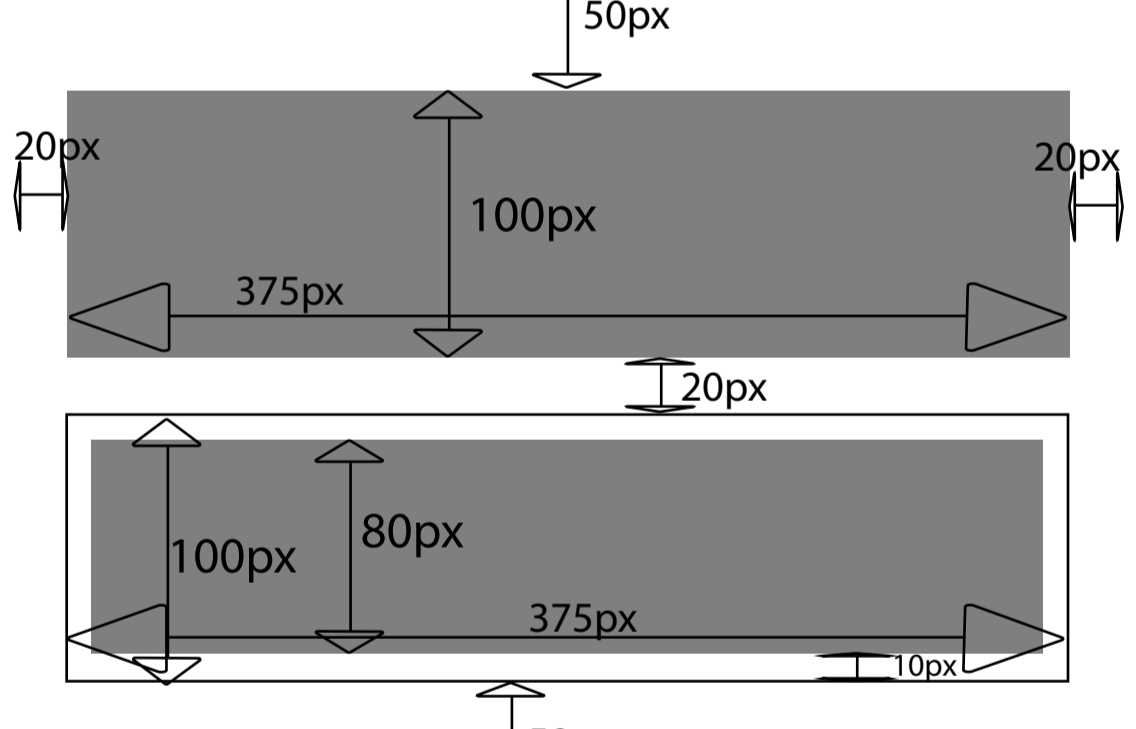
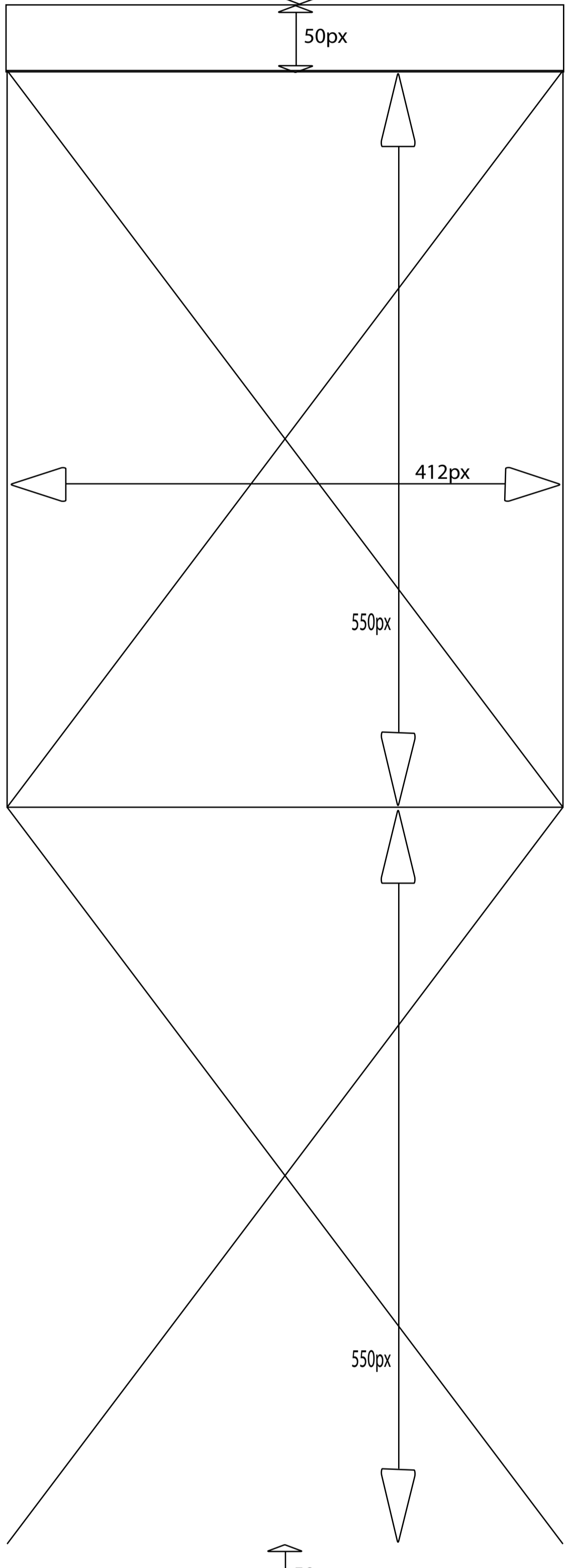
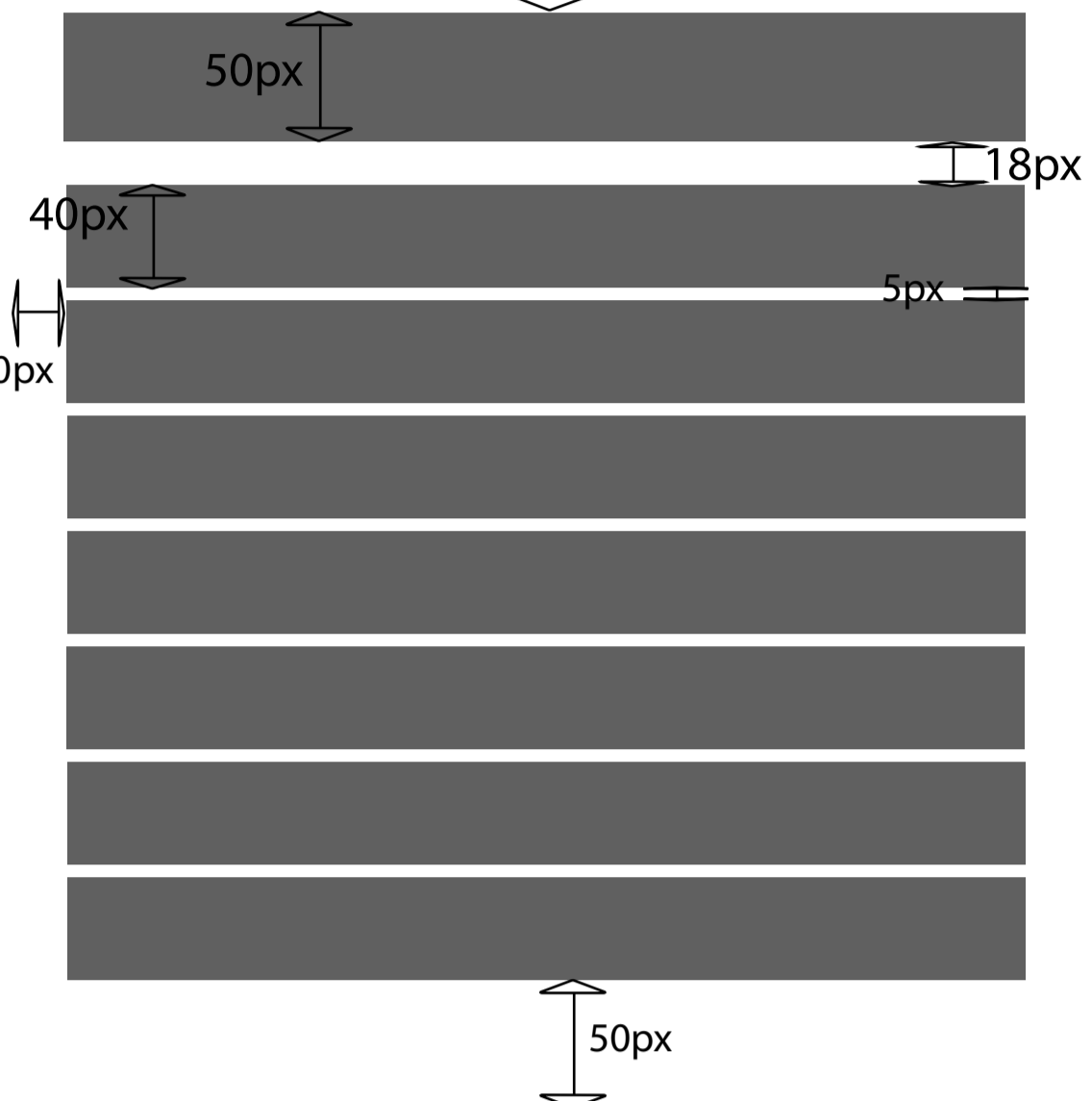
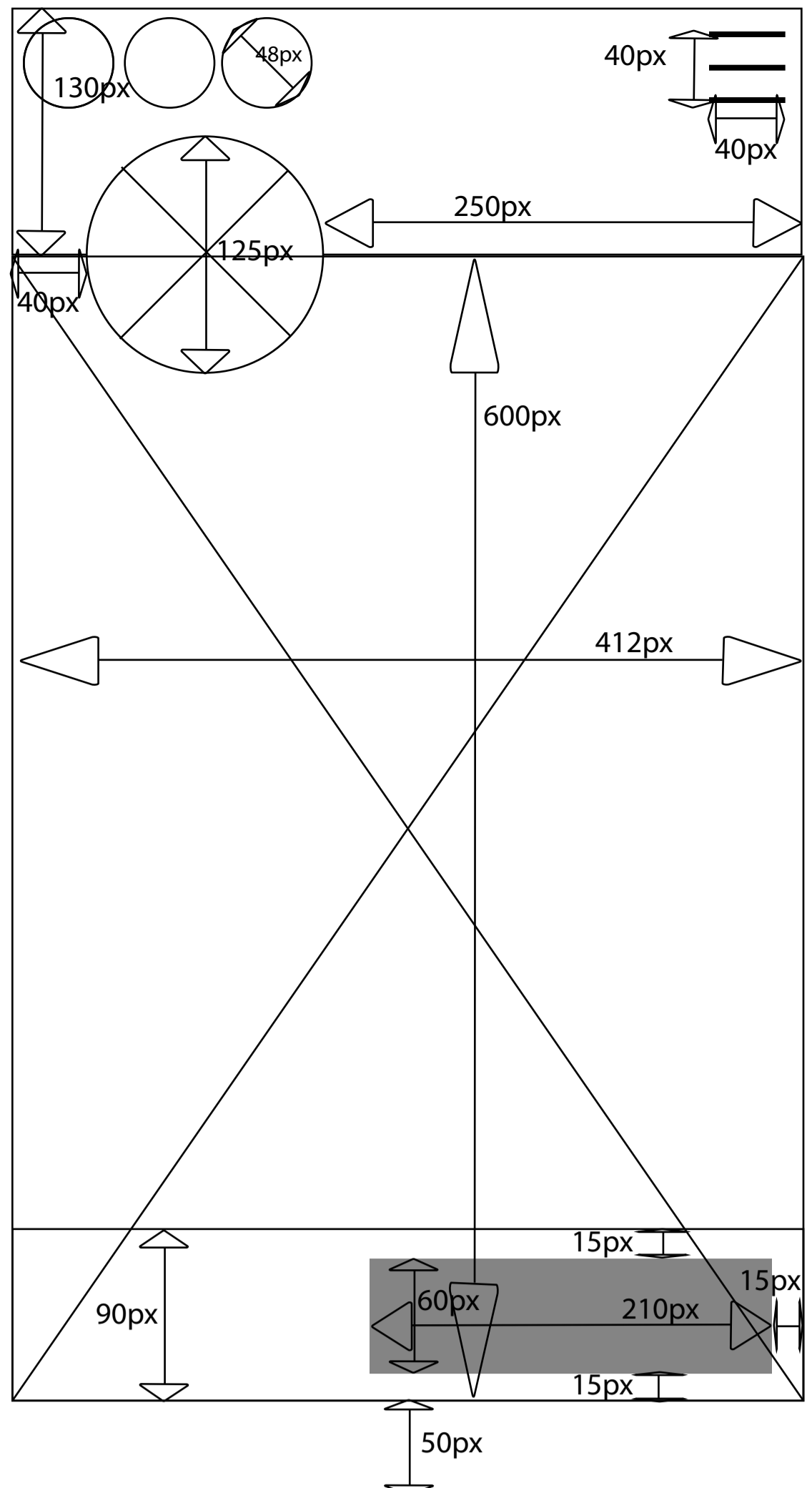
The design is based on the scrolling pattern of users. The most important information is at the top of the page and as the user scrolls down additional information will appear. White space is used to keep this website from looking too cluttered. The user will find links to social media on the top of each page to drive new followers on social media.

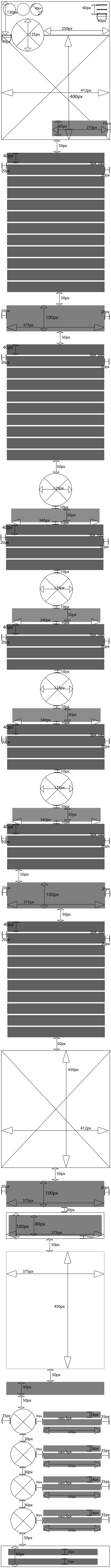


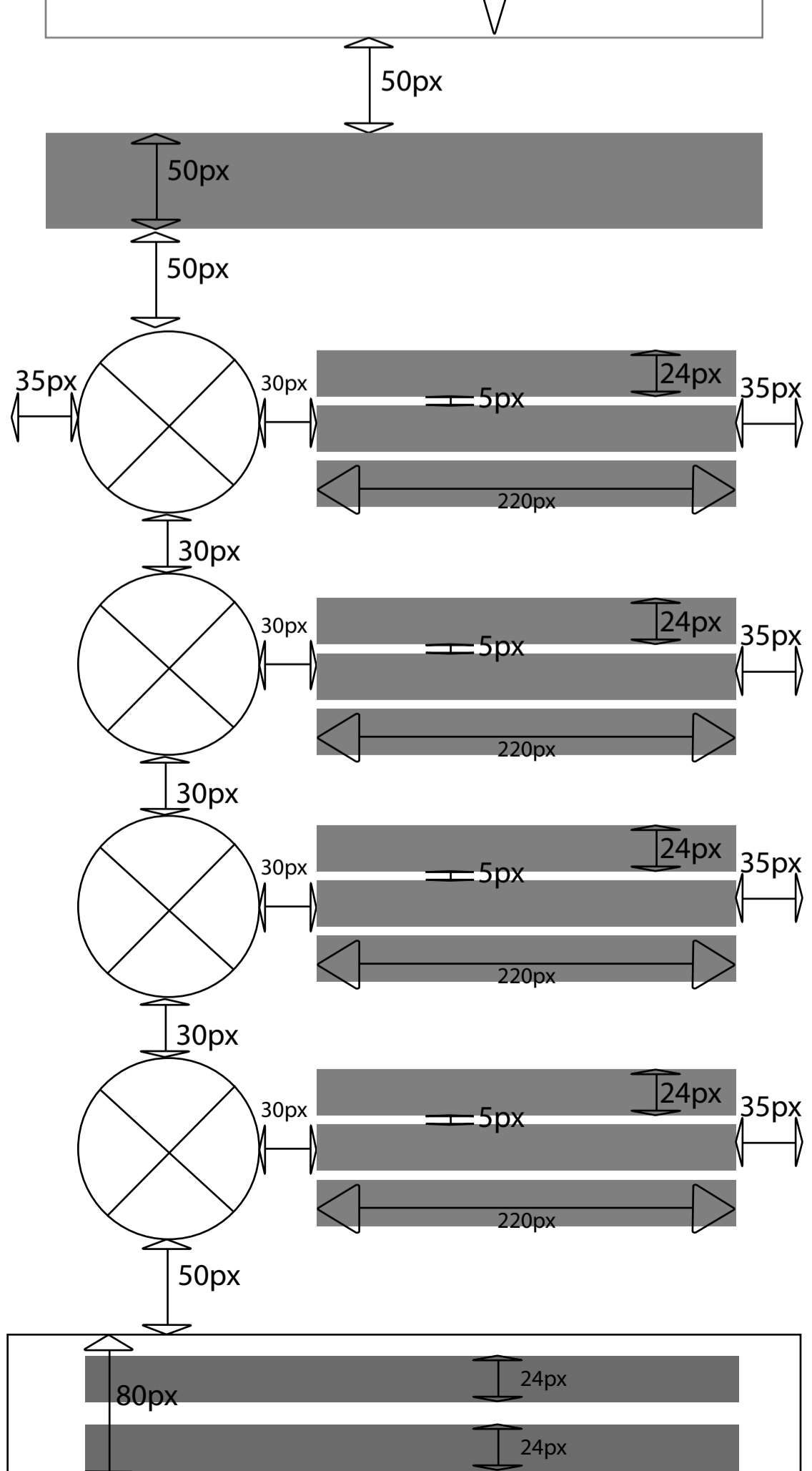
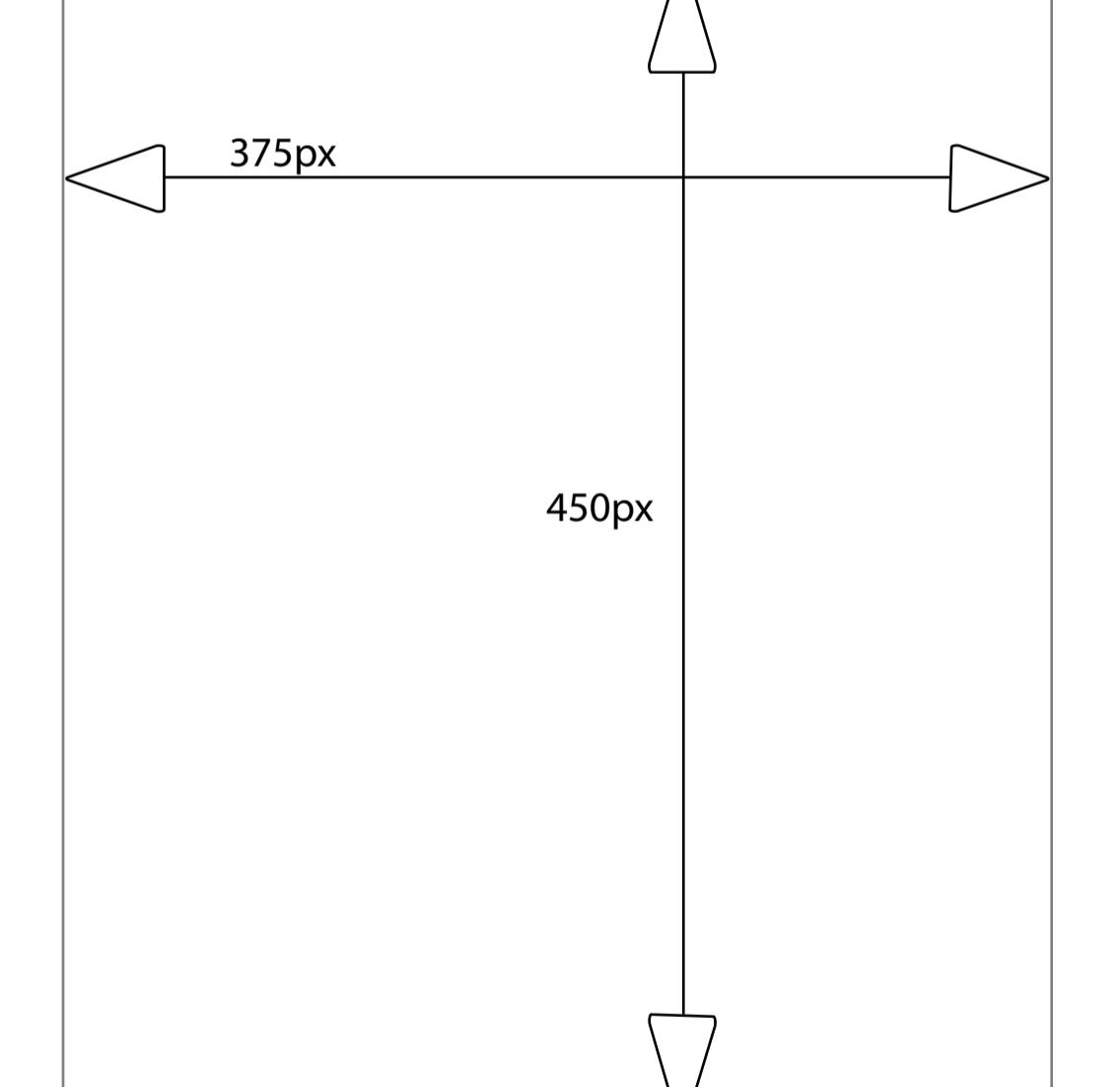
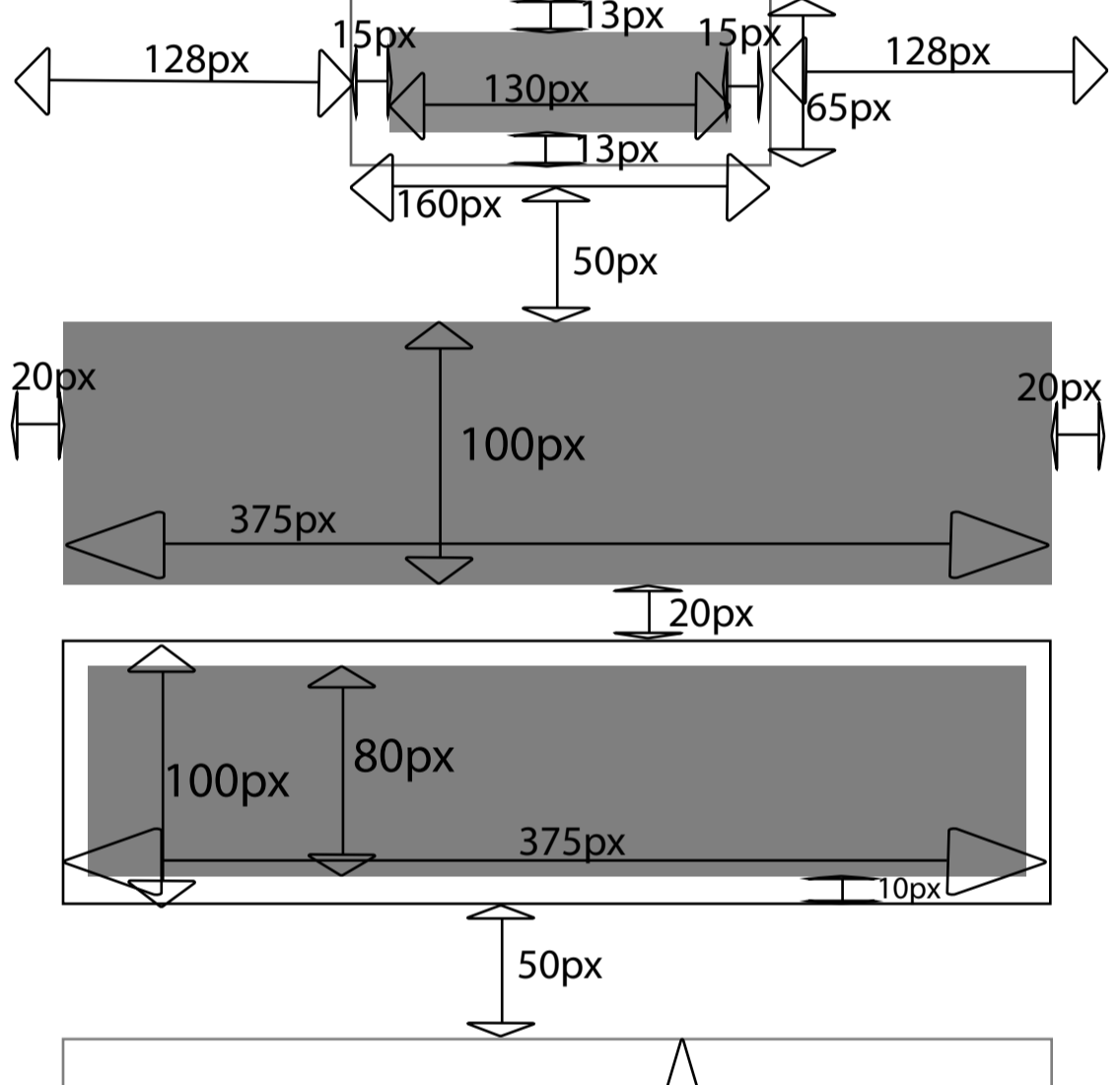
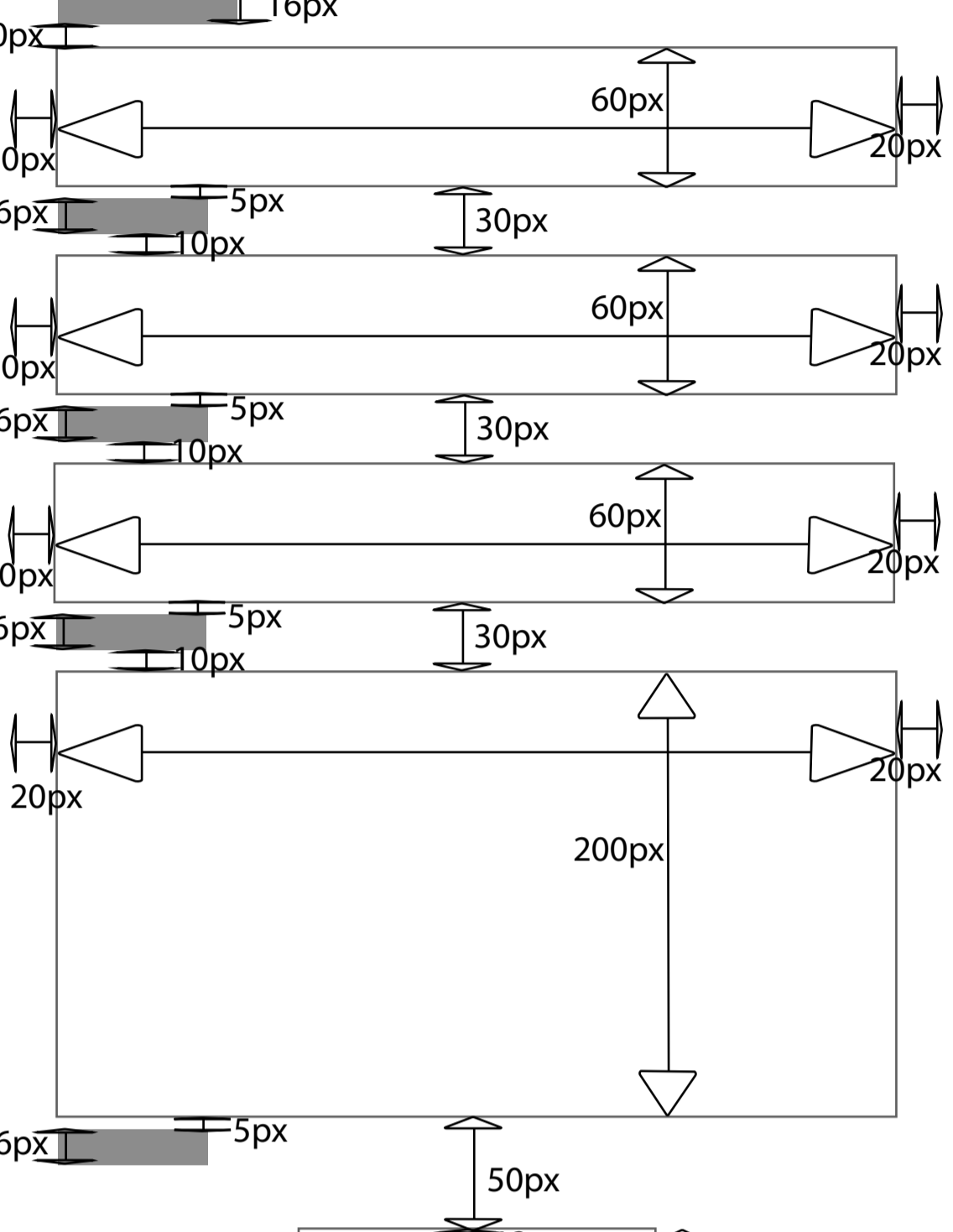
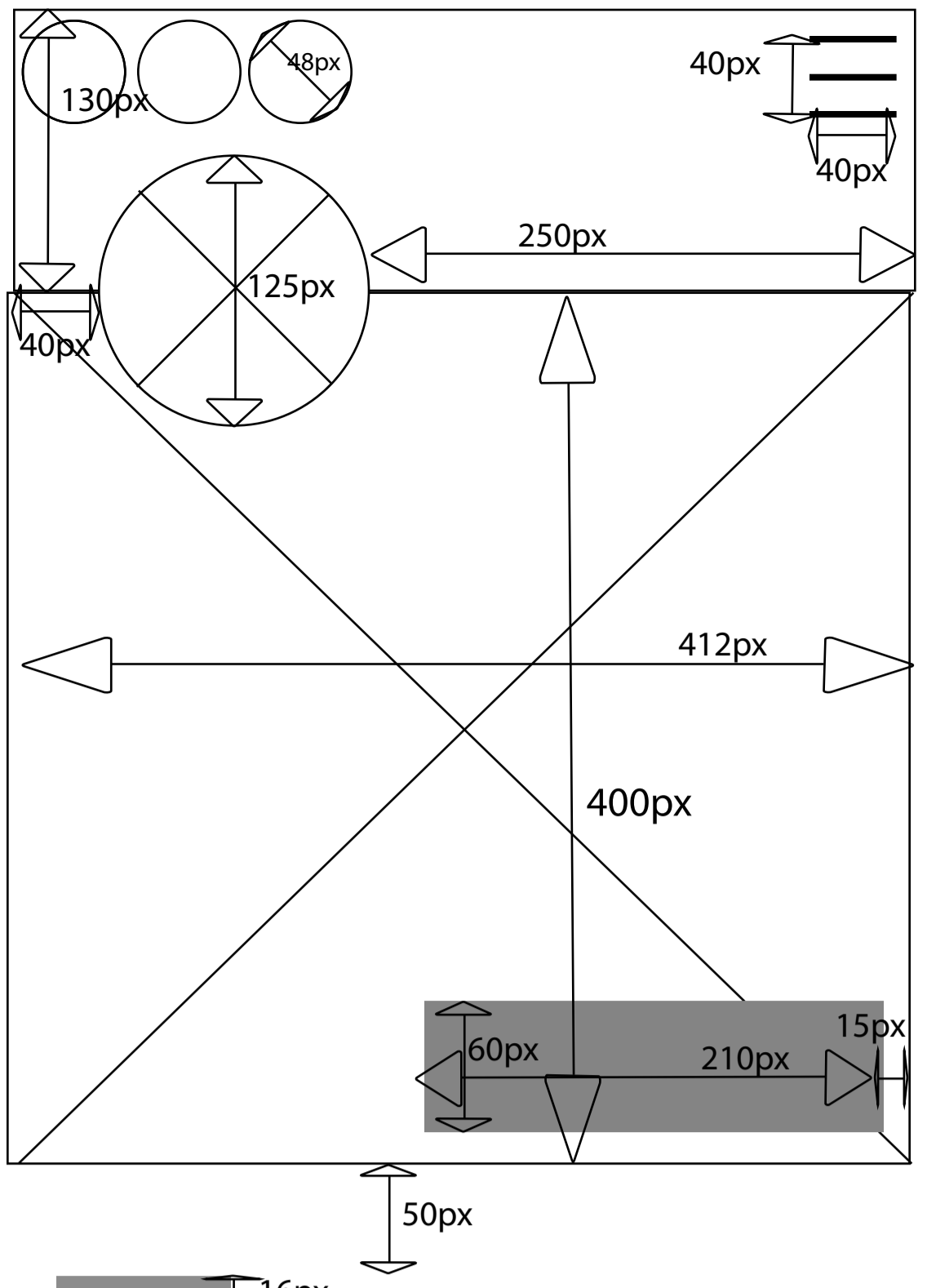
















# Venture On

## Extreme?

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# Volunteer



Events



Training

# Join Us

# Sign Up

### Tweets by @PeelMedvents

**Peel Region Medvents @PeelMedvents**  
Happy emergency telecommunications week to all the call takers and dispatchers who work hard each and every day at their desk.



Embed

View on Twitter



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## Past Events

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## About Us

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# Scouts

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### Adventure

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### Medical

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### Friendship

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### Leadership

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# Skills

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## Our Team

# Join Us

# Sign Up

### Tweets by @PeelMedvents

**Peel Region Medvents** @PeelMedvents  
Happy emergency telecommunications week to all the call takers and dispatchers who work hard each and everytike the sit at their desk.



Embed

View on Twitter



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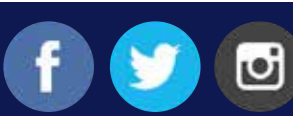
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Contact Us

Name

First

Last

E-mail

Reason for contacting us:

Submit

Join Us

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Tweets by @PeelMedvents



Peel Region Medvents @PeelMedvents

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## Past Events

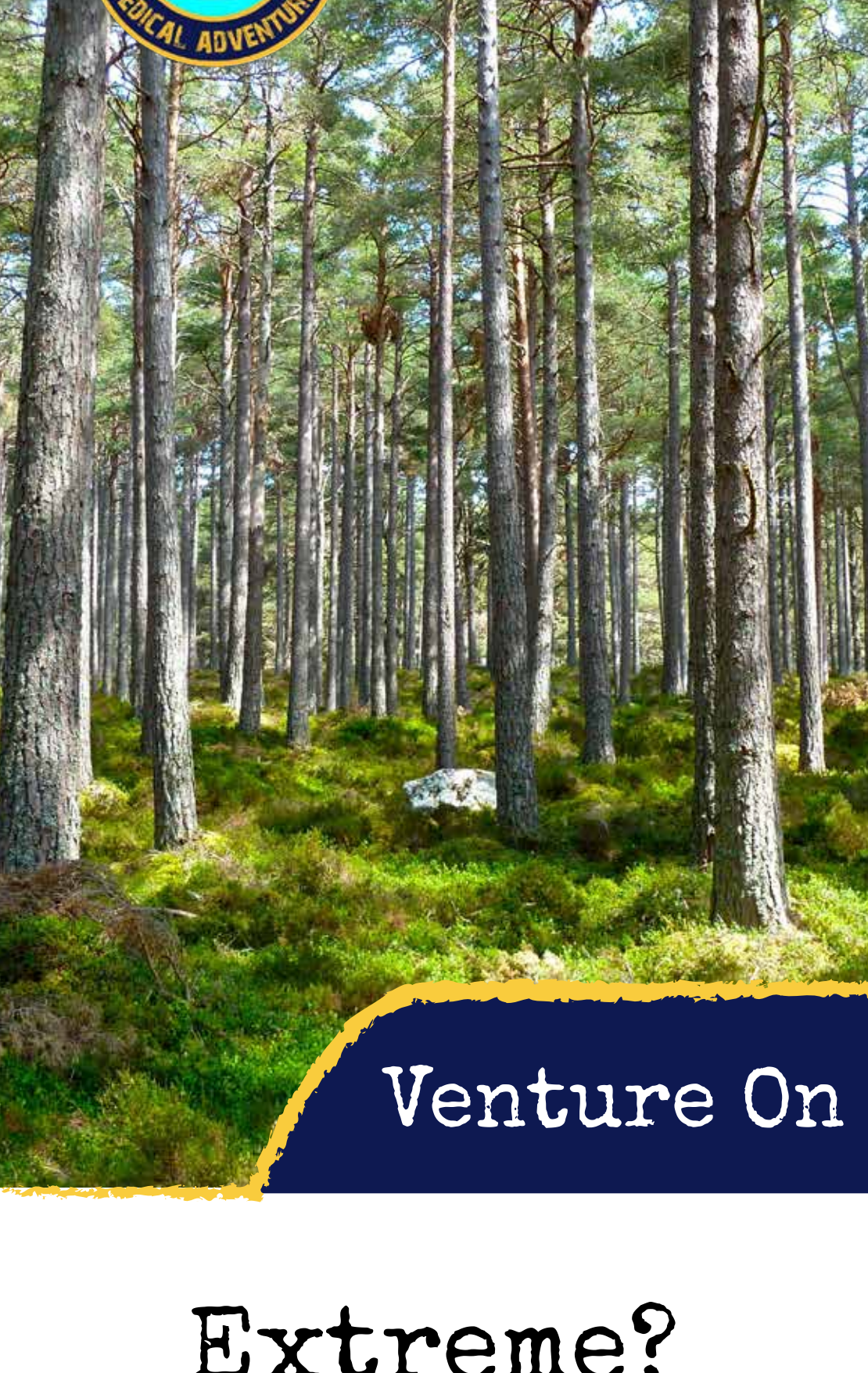
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# Venture On

## Extreme?

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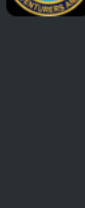
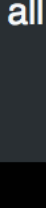
### Events Training




# Join Us

## Sign Up

Tweets by @PeelMedvents

 **Peel Region Medvents** @PeelMedvents 

Happy emergency telecommunications week to all the call takers and dispatchers who work hard each and everylike the sit at their desk.



11 Apr

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## Past Events



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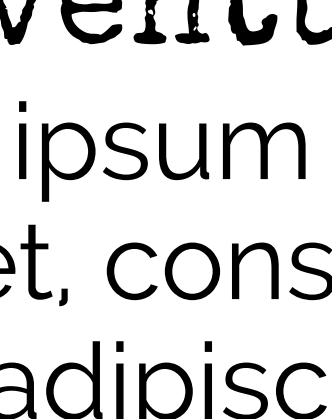


## About Us

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# Scouts

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## Adventure

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## Friendship

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## Medical

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## Leadership

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# Skills

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# Join Us

Sign Up

Tweets by @PeelMedvents

**Peel Region Medvents** @PeelMedvents  
 Happy emergency telecommunications week to all the call takers and dispatchers who work hard each and everytike the sit at their desk.

911 DISPATCHERS  
 The most important people you will never see

11 Apr

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## Past Events

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Contact Us

Name

First

Last

E-mail

Reason for contacting us:

Submit

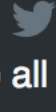
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Peel Region Medvents @PeelMedvents



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Past Events



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Volunteer



Events

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Volunteer



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# Volunteer



# Nav Bar Stuck to top

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**Peel Region Medvents @PeelMedvents**  
Happy emergency telecommunications week to all the call takers and dispatchers who work hard each and everytike the sit at their desk.

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# Past Events

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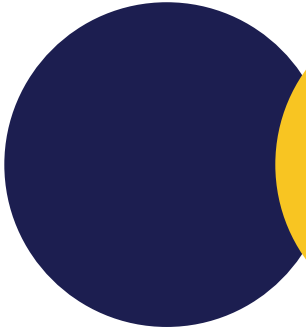
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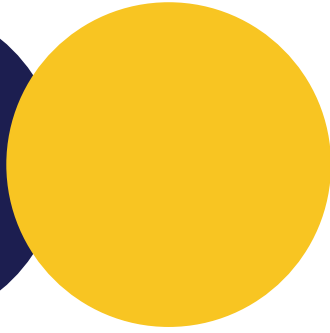


# Colours!

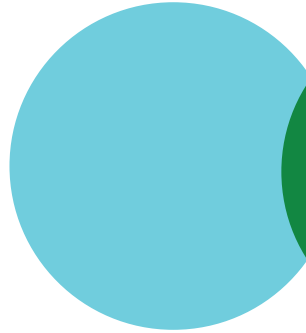
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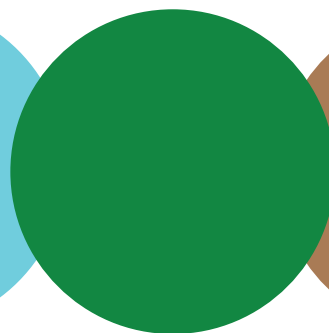
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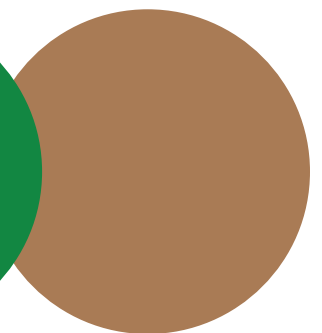
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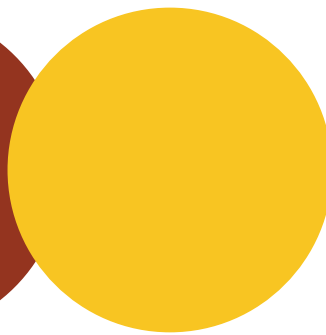


A97B55

## Look at Me! Colours

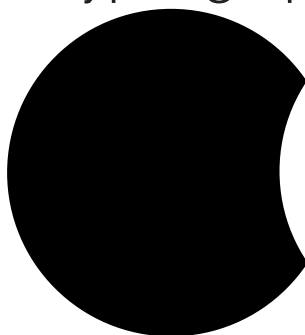


94341F



F8C522

## Typeography Colours



000000

FFFFFF



# Typography!

Display

San Serif

<style>

@import url('https://fonts.googleapis.com/css?family=

Special Elite

Raleway

Raleway:400,600|Special+Elite');

</style>

Heading

Little-Mobile-20px

Little-Mobile-50px

Mid-60px

Mid-78px

Big-100px

Subheadings

Little-30px

Middle-36px

Large-40px

Body

Small - 12px

Small - 14px

Mid - 16px

Mid - 18px

Large - 24px

Large - 26px

Really Big - 40px

Huge - 45px





# Line & Shape!

Use Curved Paths

Not this Horror

Curve Outward



Thumbnails are circular

Sign Up

Buttons are Square

# Social!



## Yes



## Dark Theme

## Don't Do It



## Light Theme



# Logo!

Yes



The logo cannot be changed as it is a badge on the uniform.

Do not turn or re-colour