Project: Soil Life Website Development

Outcome: In an ever polarizing world, Soil Life brings people together on common ground to re-envision food, agriculture, and our impact on the environment. Using storytelling and solutions-based messaging, we create digital media content that provides an accurate, yet accessible introduction to soil, as well as positive solutions to the many global challenges we face. Using interactive elements and a key attention to user experience and design, we will develop a website that highlights the interconnectedness of soil and life, as well as that of soil, plant, animal, human, and planetary health. While a multitude of soils-related content and educational resources exist, they tend to be locked up in very encyclopedic formats and scattered across the web disparately. Soils-related content has yet to be aggregated into a visually appealing, user-friendly hub that simultaneously inspires, engages, educates, and entertains. Students will build a website to serve as an online hub for all things soil, featuring "Netflix-style" scrollers that house both curated and original media content; an interactive "Get Involved" page that provides user-specific, actionable items; an animated wheel that shows the basic connections between healthy soils and healthy people; and an interactive element that uses nodes and networks to show the six degrees of separation between soils and everything we depend on in our everyday lives, from food to pharmaceuticals to clothing to construction materials to paints, pigments, musical instruments, and more.

Go to: https://issuu.com/soil.life/docs/visual_business_plan_soil_life_11_1 for more information.

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