




ON TO 2050 Visual Assets and Web Design

June 19, 2018




Printed vs Online

- Accessible – designed to meet Level AA accessibility guidelines
- Interactive – highly visual and with features savvy web users expect
- Responsive – in the last year, 30% of visitors used mobile device



Steps

- Two channels – one for CMAP and one for ON TO 2050
- Upgraded website platform, stripped content to essential info
- Found the right partners to develop visual assets



Visual Assets

- Photography
- Architectural renderings
- Info and data graphics

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Photography

- 7 counties, summer and winter, strategic locations
- Ground and drone, including video
- Tagged and searchable

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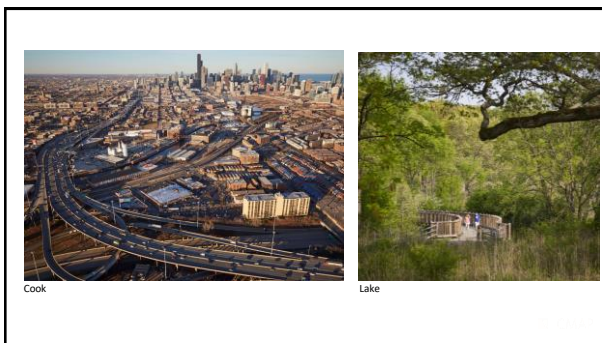


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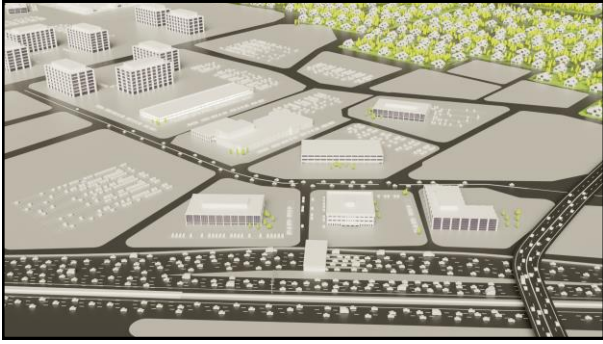


Architectural renderings

- Show how interventions might work in real settings
- See change over time

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Infographics

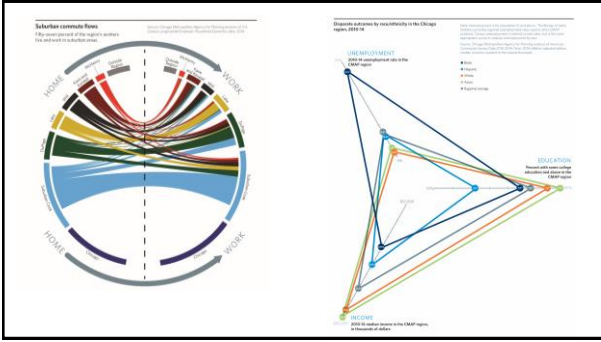
- Add clarity to complex concepts
- Interactivity that users expect

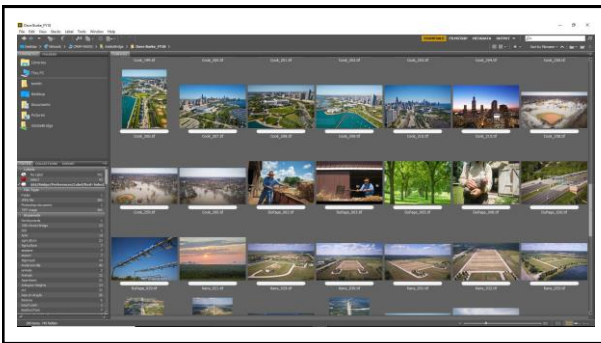
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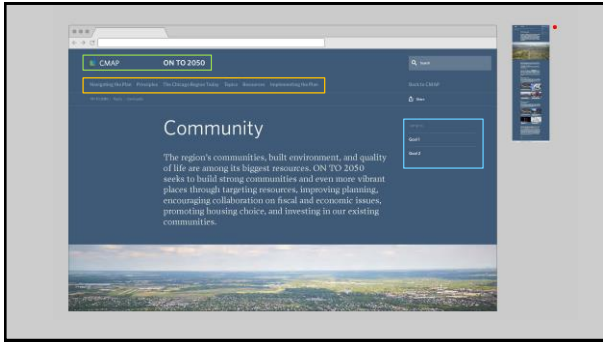


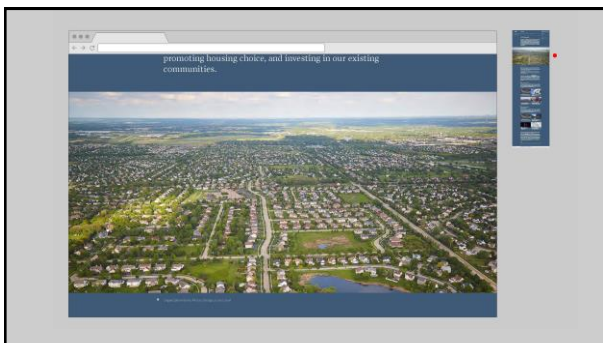


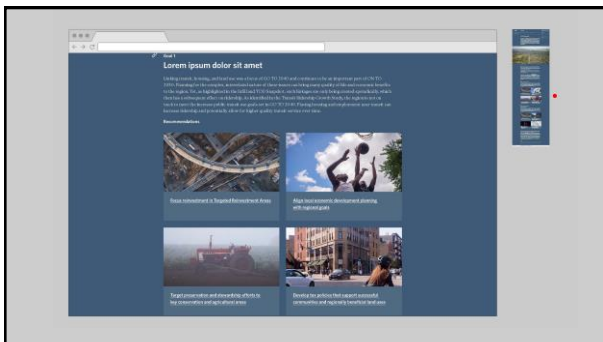
Web content

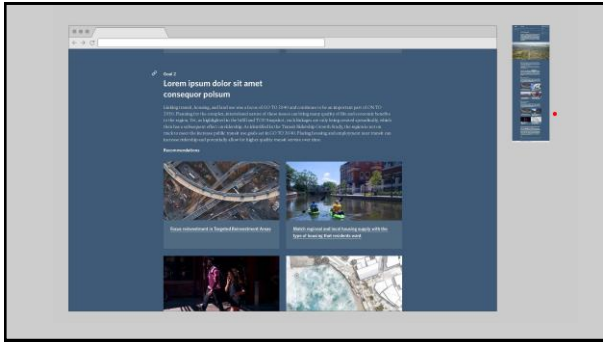
- Chapter landing page
- Recommendation page
- Local strategy maps
- Profiles
- Glossary
- Endnotes

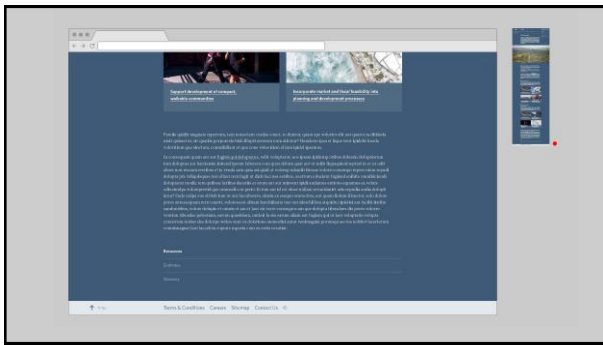
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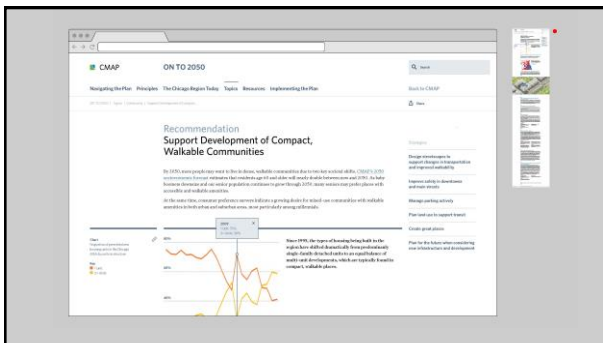


















Design streetscapes to support changes in transportation and improved walkability

Improve safety in downtowns and main streets

Manage parking actively

Manage parking actively

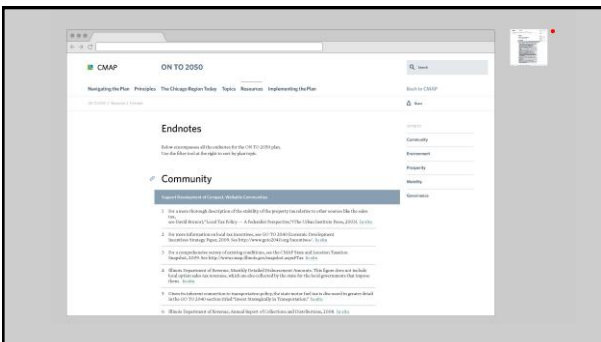
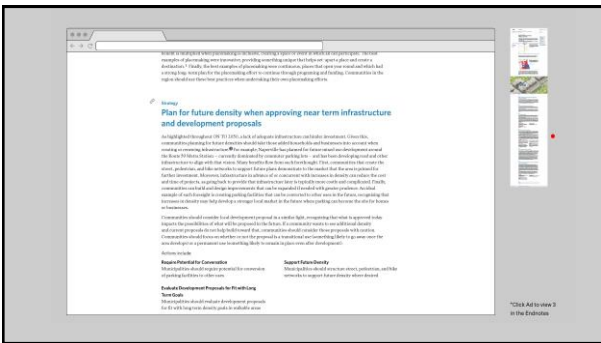
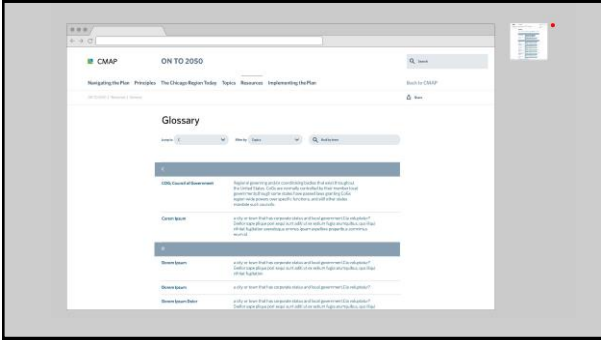
Plan for transit-supportive land uses

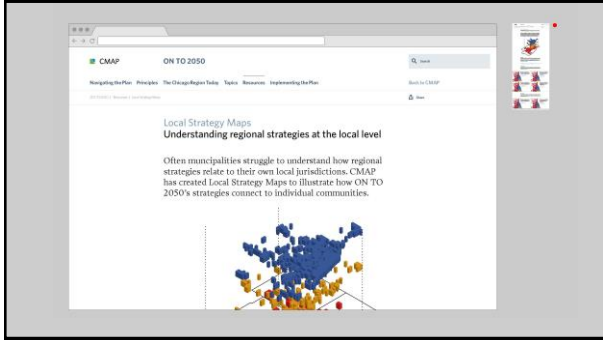
Action Items

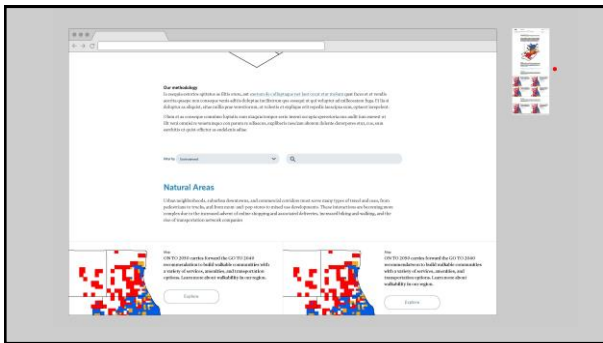
Strategy Outcome

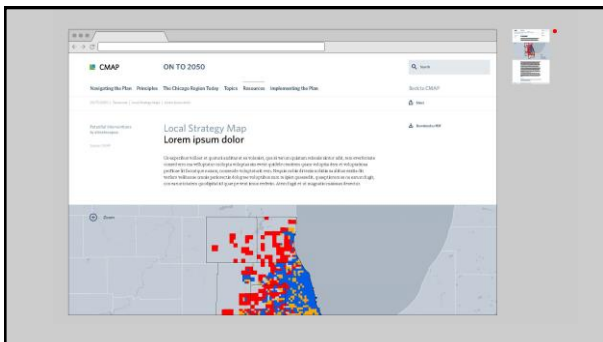
Local initiatives collectively shape our progress toward regional goals. Learn more about CMAP's work with local planning initiatives.

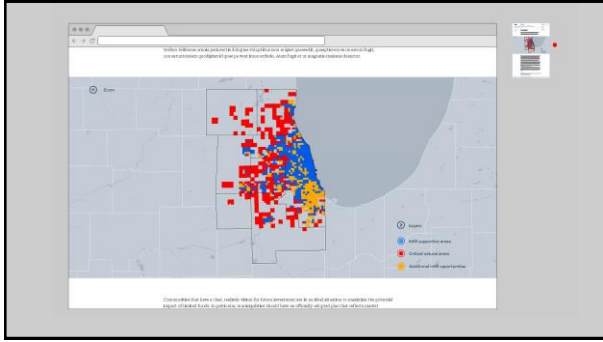
Click Ad to learn more in Gallery

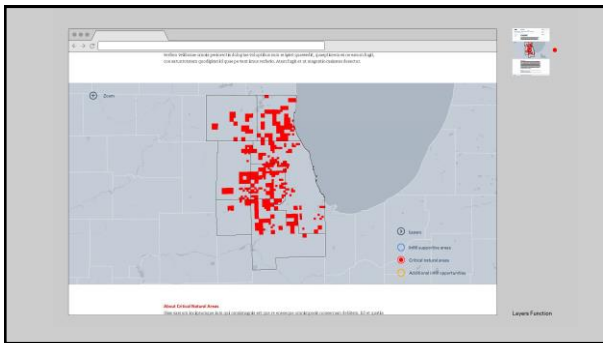


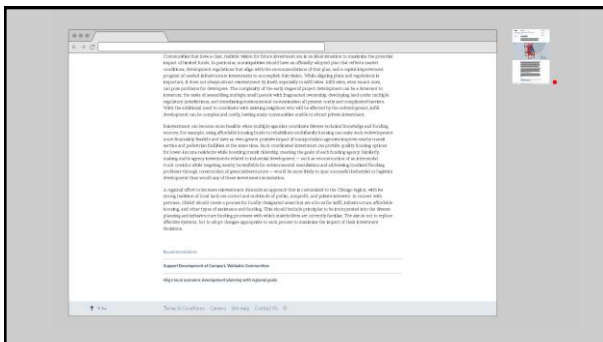


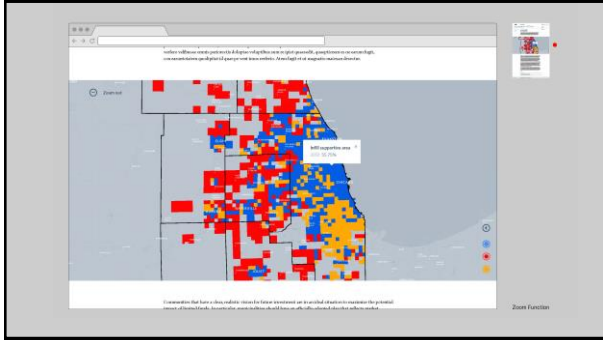


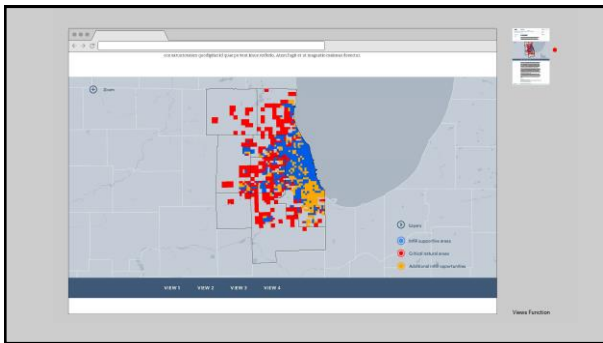












CMAP ON TO 2050

Managing the Plan Principles The Chicago Region Today Topics Resources Implementing the Plan

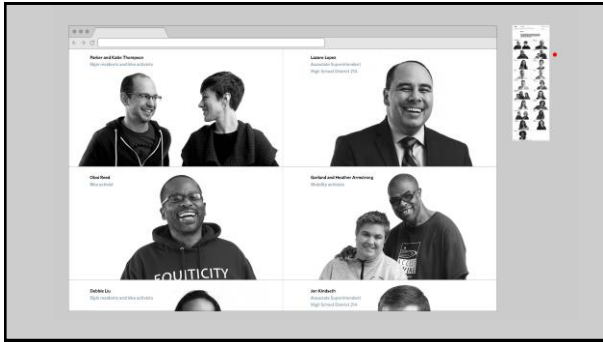
Profiles

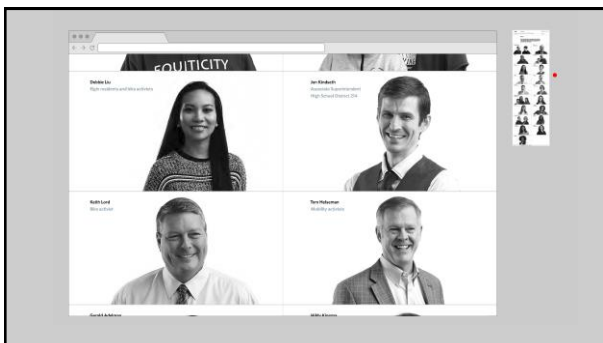
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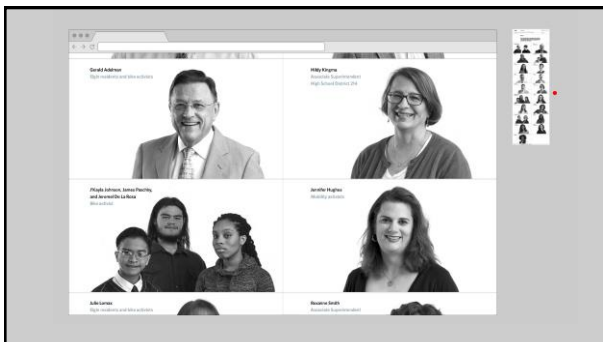
Nolan and Katelyn Thompson

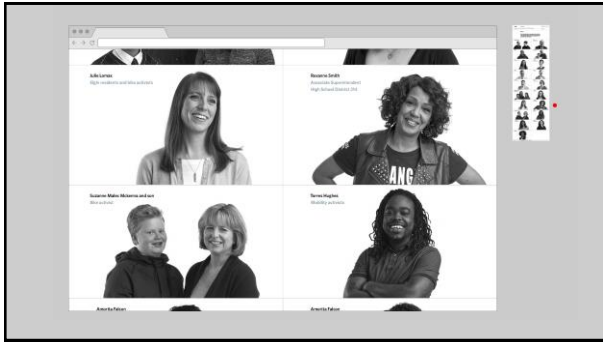
Loren's Lopez

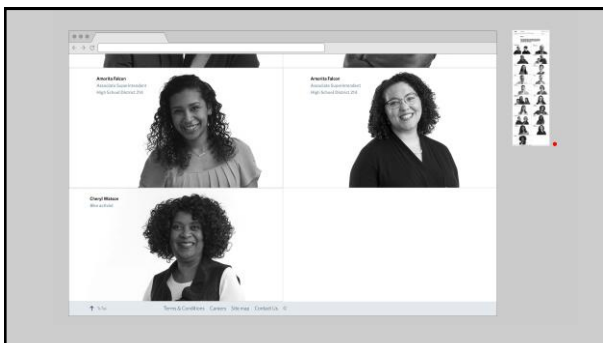
Zoom Function

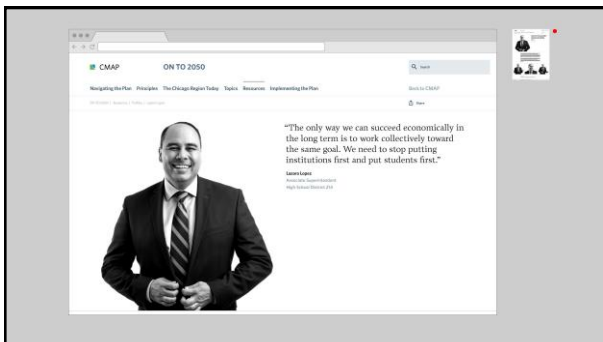












Draft vs Final Plan

- The draft for public comment will be published online, but will not feature these graphics or interactivity
- Development for final plan will be complete by end of June
- Communications materials in October will also include long and short printed versions of the plan

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www.cmap.illinois.gov/onto2050

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