Scholastic Kids Web Site Redesign 2008

User Experience Wireframes – v1.0
12/07/09

studiocom

728 x 90 Ad Unit
(364 x 45 @ 50 % ratio)

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SCHOLASTIC kids

① Teachers Parents Kids Shop

- Administrators - Librarians - Product Information

Scholastic At Home Scholastic Store
0 items 0 Items

Search [Scholastic.com ▼] [Find It]

② Home Games Interactive Storybooks Printables Video

③ ◄ ►

④ Flash Slide Show

< || >

⑤ Interchangeable Ad Unit / Video Player
300 x 250
(50% ratio = 150 x 125)

⑥ HTML

⑦ Image
Image HTML Content in Flash Wrapper
Image

⑥ HTML

⑧ Ad Unit
180 x 150
(50% ratio=90 x 75)

⑨ Newsletter
HTML or Flash TBD

⑩ Flash HTML with Animated Flash Icon

⑪

Annotations

Blocks of Information:
① Global Navigation
② Category Navigation (This section in Flash)
③ Character Navigation (This section in Flash)
④ Internal Tout (Flash Slide Show)
⑤ 300 X 250 Ad Unit (Flash or HTML)
⑥ Parent Tout (In HTML)
   Tweens Link (In HTML)
⑦ News Section (HTML Content In Flash Wrapper)
⑧ 180 x 150 Ad Unit
⑨ Newsletter
⑩ Internal Tout (HTML w/Animated Flash Icon)
⑪ Global Footer

(50% ratio)

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Search   Scholastic.com ▼   Find It

② Home   Games   Interactive Storybooks   Printables   Video

③ ◀ ▶

160 x 600
Ad Unit
*(80 x 300
@ 50% Ratio)*

④ Ad Unit
180 x 150
(50% ratio=90 x 75)

⑤ HTML   HTML

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- Administrators
- Librarians

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Scholastic At Home 0 items
Scholastic Store 0 Items

Search
Scholastic.com ▾
Find It

| Home | Games | Interactive Storybooks | Printables | Video |

◀ ▶

Featured Games & Contests

(Flash Slide Show)

< ‖ >

Interchangeable Ad Unit / Video Player
300 x 250
(60% ratio = 180 x 150)

Arcade Games

Quizzes & Polls

Watch & Make Funny Videos

Clubs to Join

Writing Games

Puzzle Games

NEW! **ALLIE FINKLE'S Geode Match-Up**
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ALLIE FINKLE'S Geode Match-Up
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NEW! **UNDERLAND CHRONICLES: Gnawers' Labyrinth**
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UNDERLAND CHRONICLES: Gnawers' Labyrinth
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ALLIE FINKLE'S Geode Match-Up
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ALLIE FINKLE'S Geode Match-Up
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ANDY GRIFFITHS Game
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ANDY GRIFFITHS Game
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The Battle of GA'HOOLE
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The Battle of GA'HOOLE
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NOTE: This section in HTML

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(364 x 45 @ 50 % ratio)

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SCHOLASTIC kids

Teachers | Parents | Kids | Shop

- Administrators
- Librarians
- Product Information

Scholastic At Home
☐ 0 items

Scholastic Store
☐ 0 Items

Search | Scholastic.com ▼ | Find It

Home | Games | Interactive Storybooks | Printables | Video

◄ ►

Featured Interactive Storybooks

(Flash Slide Show)

< || >

Interchangeable Ad Unit / Video Player
300 x 250
(60% ratio = 180 x 150)

Clifford

Alice in Wonderland

Emily Elizabeth Goes to School
Read in English
Read in Spanish

Concentration
Read in English
Read in Spanish

Here, Clifford
Read in English
Read in Spanish

Make a Word
Read in English
Read in Spanish

Clifford's Big Dig
Read in English
Read in Spanish

Letter Match
Read in English
Read in Spanish

Where is Emily
Read in English
Read in Spanish

Sound Match
Read in English
Read in Spanish

NOTE: This section in HTML

Annotations

Links to current interactive storybooks, we will grow this section for phase 2 of the site (Examples, Clifford, Interactive Storybooks and Alice in Wonderland)
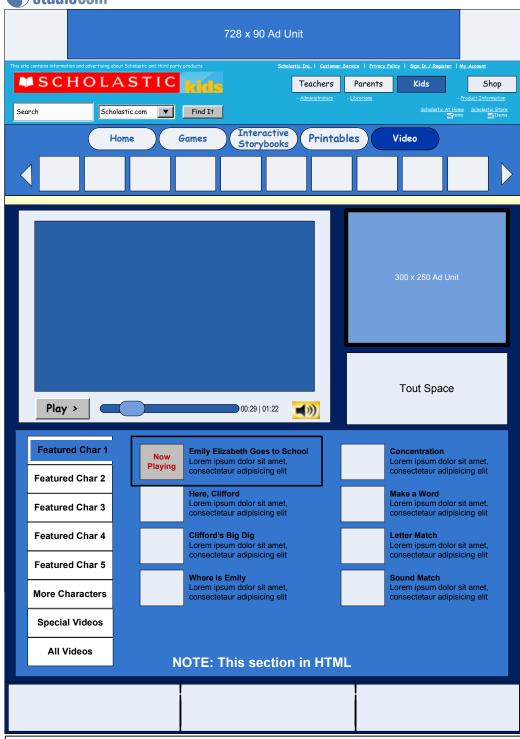
studiocom

Annotations

Offer index of Printables from a mix of Brands and Non-Branded. We will grow this section as we create content for phase 2 of the site.

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728 x 90 Ad Unit
(364 x 45 @ 50 % ratio)

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| Teachers | Parents | Kids | | Shop |

- Administrators   - Librarians   - Product Information

Scholastic At Home 0 items   Scholastic Store 0 Items

Search   [Scholastic.com ▼]   [Find It]

| Home | Games | Interactive Storybooks | **Printables** | Video |

◄   □ □ □ □ □ □ □ □ □ □   ►

Featured Printables
(Flash Slide Show)

< || >

Interchangeable Ad Unit / Video Player
300 x 250
(60% ratio = 180 x 150)

Featured Char 1

Featured Char 2

Featured Char 3

Featured Char 4

Featured Char 5

More Characters

Special Printables

All Printables

Welcome to Clifford the Big Red Dog's Printable Pages

→ **More**

NOTE: This section in HTML

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728 x 90 Ad Unit

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Teachers | Parents | Kids | Shop

- Administrators | - Librarians | - Product Information

Search | Scholastic.com | Find It

Scholastic At Home ⛺Items | Scholastic Store ⛺Items

| Home | Games | Interactive Storybooks | Printables | Video |

◀ ▶

Play >   00:29 | 01:22   🔊

300 x 250 Ad Unit

Tout Space

Featured Char 1

Featured Char 2

Featured Char 3

Featured Char 4

Featured Char 5

More Characters

Special Videos

All Videos

Now Playing

Emily Elizabeth Goes to School
Lorem ipsum dolor sit amet, consectetaur adipisicing elit

Here, Clifford
Lorem ipsum dolor sit amet, consectetaur adipisicing elit

Clifford's Big Dig
Lorem ipsum dolor sit amet, consectetaur adipisicing elit

Where is Emily
Lorem ipsum dolor sit amet, consectetaur adipisicing elit

Concentration
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Make a Word
Lorem ipsum dolor sit amet, consectetaur adipisicing elit

Letter Match
Lorem ipsum dolor sit amet, consectetaur adipisicing elit

Sound Match
Lorem ipsum dolor sit amet, consectetaur adipisicing elit

NOTE: This section in HTML

Annotations

Showcase video and possibly some audio clips from our TV shows. Page should house a simple player. (Studiocom was looking into player options that we could reskin.)

See agkidzone video player as an example
http://www.agkidzone.com/videos.action

Pre - roll could be served in the player.