



 **FiveThirtyEight**

# FiveThirtyEight Display

Last revised 08.30.2016

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**Main Contact:** Nate Silver

**Front End Designer:** Morgan Evans

Tagboard

Redmond, WA

## Overview

ESPN has contacted Tagboard about adding a new show to its lineup in November 2016 in lieu of the Presidential election. The show will be under the FiveThirtyEight (538) network. 538, founded in 2007 by analyst Nate Silver, is a website that focuses on opinion poll analysis, politics, economics and sports blogging. Mr. Silver would like a custom display for his show to reference polling data across the USA between the Republican, Democratic and Independent presidential nominees. The hard deadline of the display is October 1, 2016.

## Goals

1. Build a custom display that:
  - a. Shows to-date poll data across the United States between the Republican, Democratic and Independent presidential nominees.
  - b. Pulls the most current social media posts, primarily from Twitter and Facebook, as Mr. Silver discusses the significance of poll changes.
  - c. Integrates an interactive element to the show, in which the audience “votes” via social media with the following hashtags: #538Democrat, #538Republican and #538Independent.
2. Create an extension of the display on the [official 538 presidential election webpage](#).

## Assumptions

1. The backend server for the website is already set up to properly show the display and execute the provided code.
2. The necessary technology for the show will already be in place, and all I need to provide is the finalized designs and code.

## Specifications

### Branding

The display will follow the current FiveThirtyEight brand and style.

- Colors (in hierarchical order)
  - Orange - `rgb(255,102,45); #ff662d`
  - Black 1 - `rgb(6,3,1); #060301`
  - Dark Gray - `rgb(53,53,93); #35355d`
  - Light Gray - `rgb(136,138,141); #888a8d`
  - Black 2 - `rgb(34,34,34); #222222`
- Type
  - Refer to Google Fonts
- Graphical Assets
  - Logo 1
  - Logo 2

### Dimensions

The display should be responsive and adjust for multiple screen sizes, resolutions, positioning, viewing distances, content layouts, speeds and animation styles.

- Television display
  - Standard 16:9 title safe area screen
- Website
  - Max 1440px width
  - Flexible and responsive height
- Mobile Site
  - Android and iOS friendly
  - Responsive to different browsers

FiveThirtyEight Display  
Project Proposal

## Proposed timeline

<b>Week 1 (8/22-9/2)</b>	<b>Week 2 (9/5-9/9)</b>	<b>Week 3 (9/12-9/16)</b>	<b>Week 4 (9/19-9/23)</b>	<b>Week 5 (9/26-9/30)</b>
1. Connect with Mr. Silver	1. Design 1st iteration of mockups	1. Finish 2nd iteration mockups	1. Complete all initial styling development (HTML/CSS)	1. Finish development process
2. Ask initial & follow-up questions	2. Present mockups to Mr. Silver and team	2. Present mockups to Mr. Silver and team	2. Present display styling to Mr. Silver and team	2. Receive approval on development and final product
3. Create & get project proposal approved	3. Receive and prioritize mockup feedback	3. Receive mockup feedback and make necessary changes	3. Get approval on display styling	3. Compile all work (project proposal, designs, final code, etc.)
4. Receive starter code	4. Begin 2nd iteration mockups	4. Iterate on mockups until they're approved	4. Begin developing the interactions (JavaScript, jQuery, etc.)	4. Present and hand over the final product to the client

## Milestones

1. Project proposal approved  
Date: 8/30/16
2. Prototyping begins  
Date: 8/31/16
3. Prototyping completed  
Date: 7/5/16
4. Front end development process begins  
Date: 7/6/16
5. Front end development process completed  
Date: 7/7/16
6. FiveThirtyEight display finalized and handed over to the team  
Date: 7/7/16