

**Creative Director: Me**

**Designer: Arushee**

**Project Title: KONY2012**

1. The general information will cover "where the movement is now".
2. We decided on multiple pages because there was too much information to cover in one.
3. One of the pages (and the general theme of the site) will be focused on 'Statistics' to touch on how quickly the KONY2012 movement took off - potentially very visual.
4. The landing page will either have the option to watch a video or enter the site.
5. The colors and font will be consistent with the original KONY2012 media.