

Greenpeace.org

MetaSitio

SubSitios

Identidad
gráfica

Conclusión



MetaSitio

SubSitios

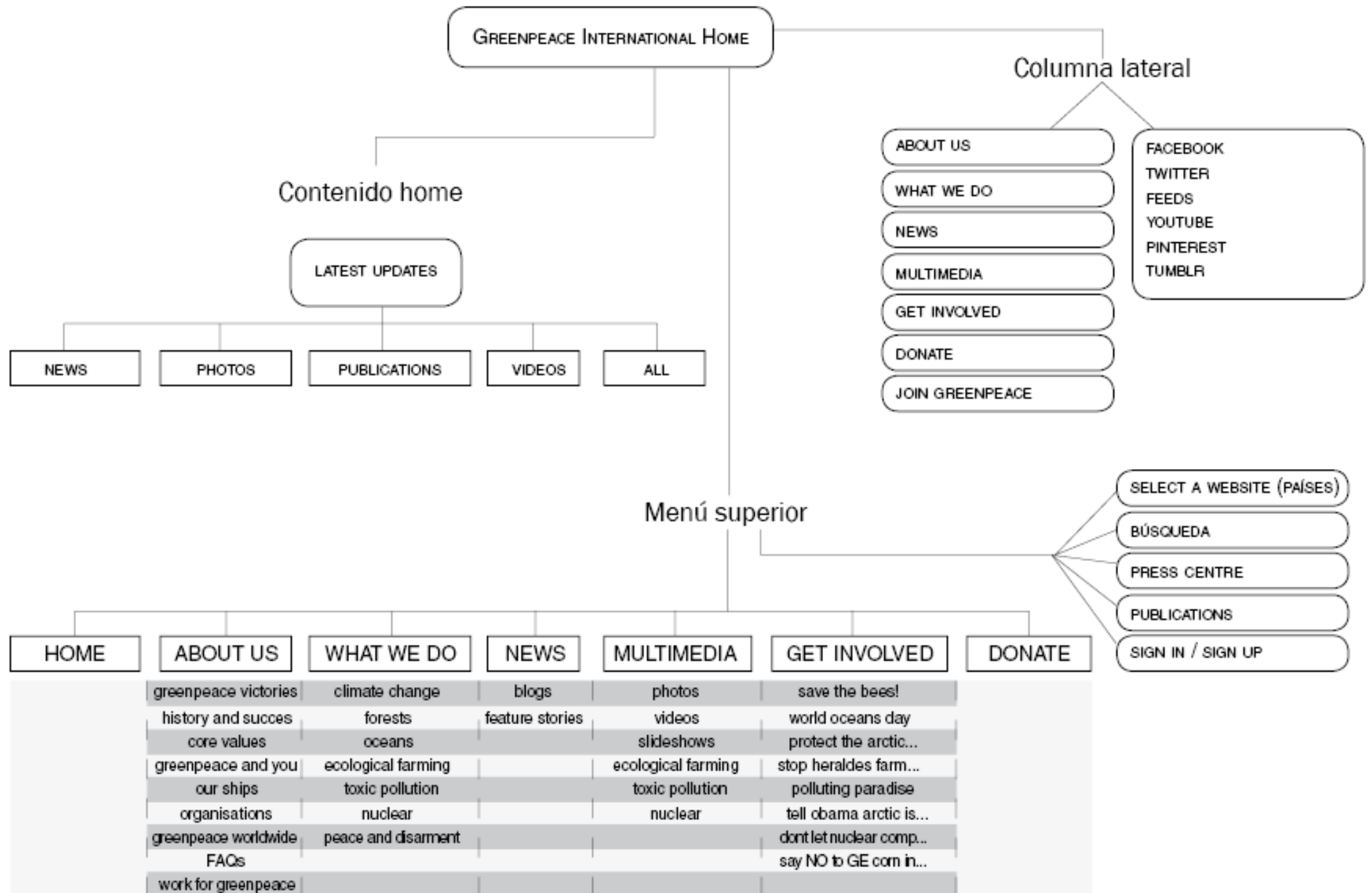
Identidad
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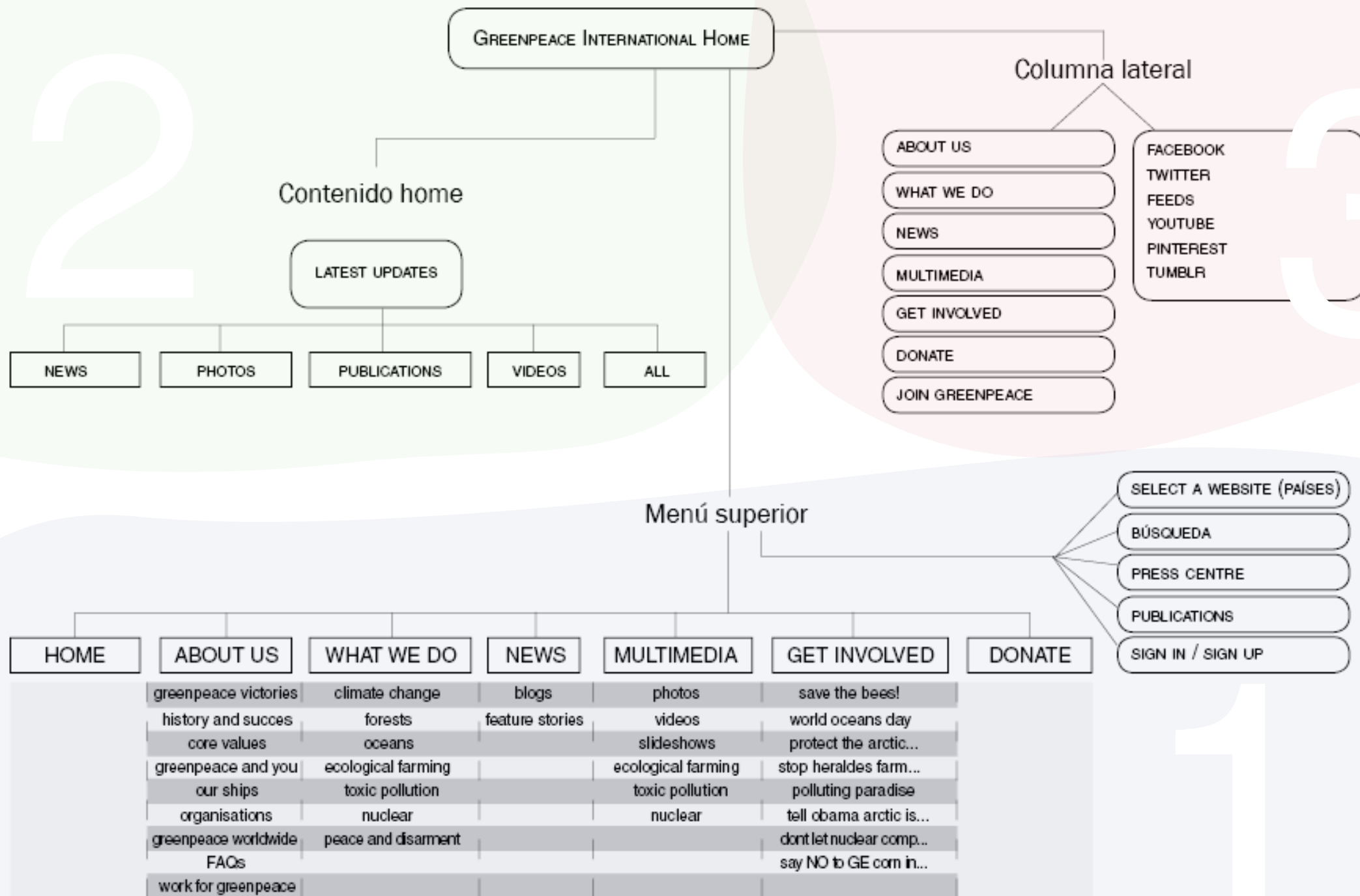


- Mapa de navegación
- Diagramación y estructura
- Elementos de navegación

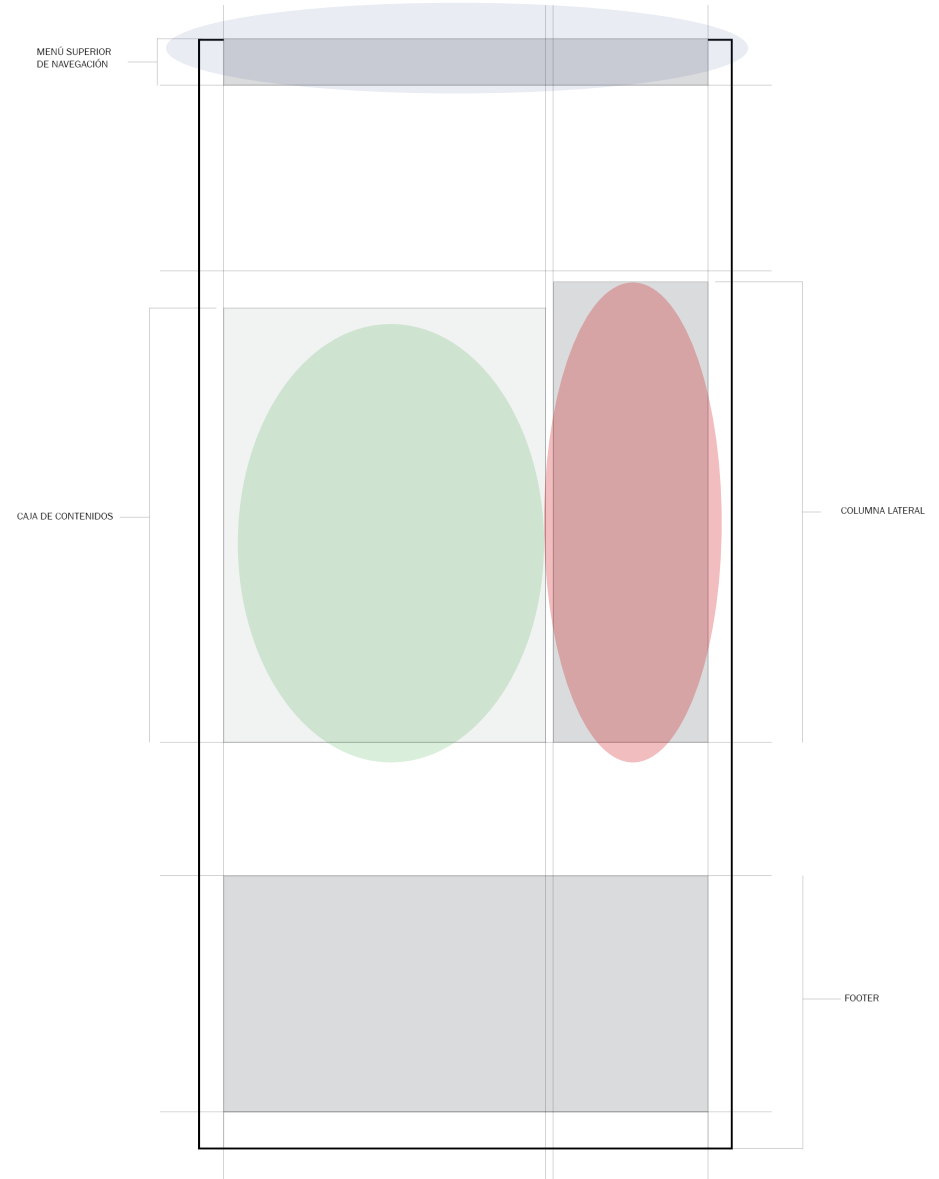
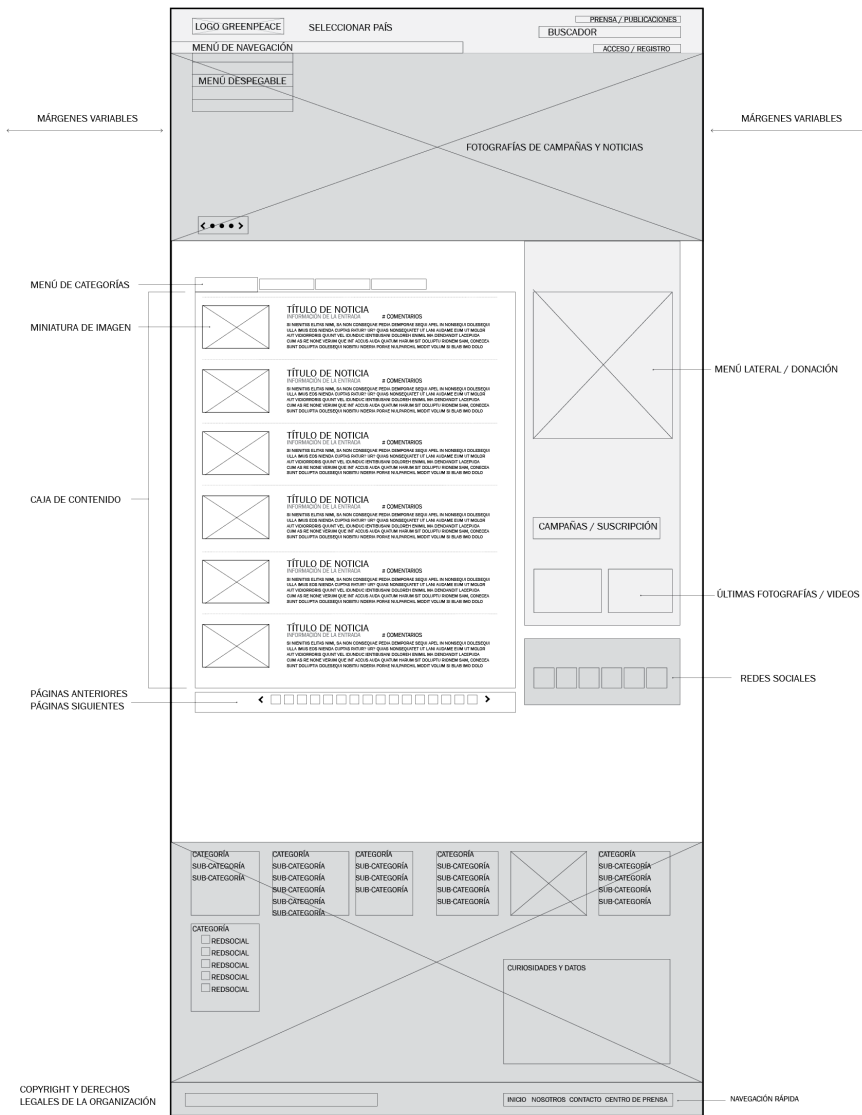
MetaSitio - Mapa de navegación



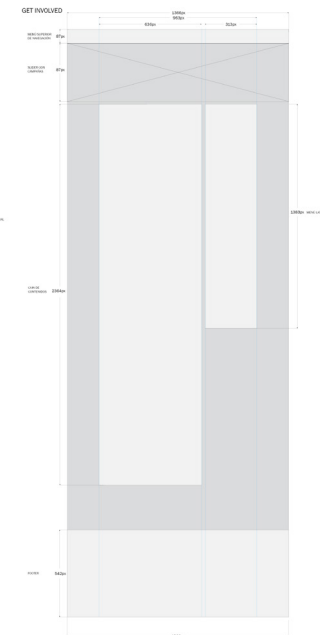
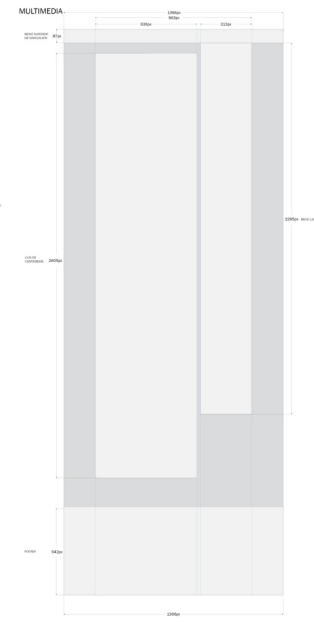
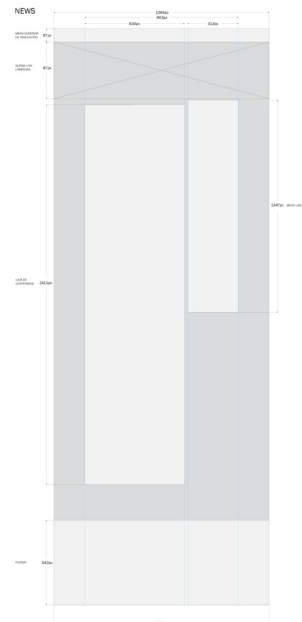
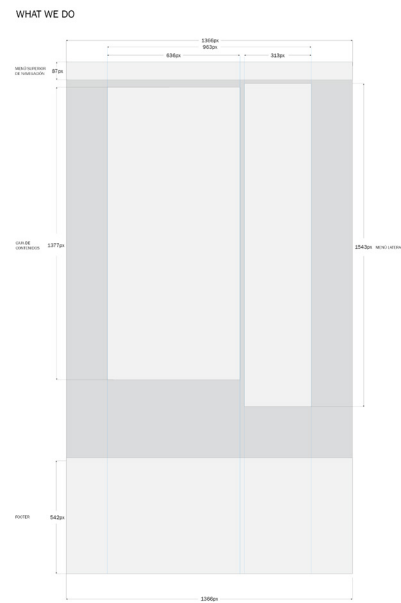
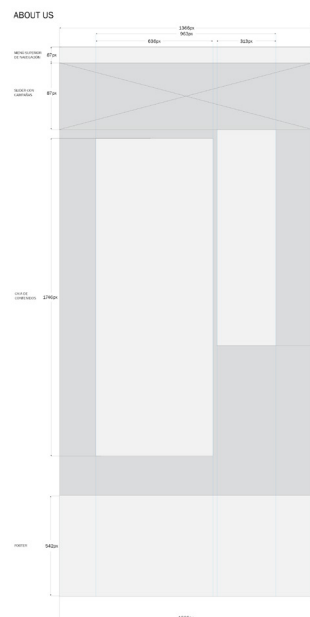
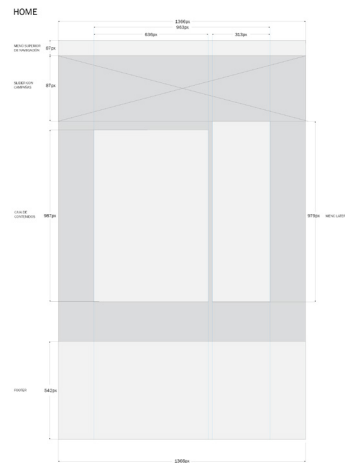
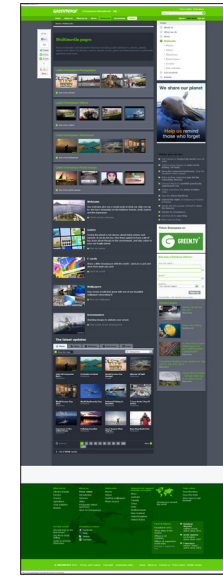
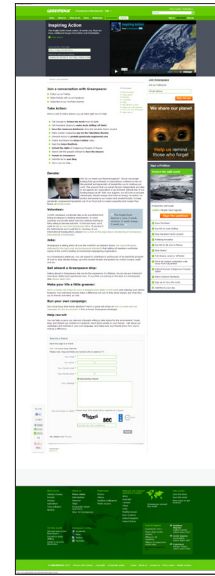
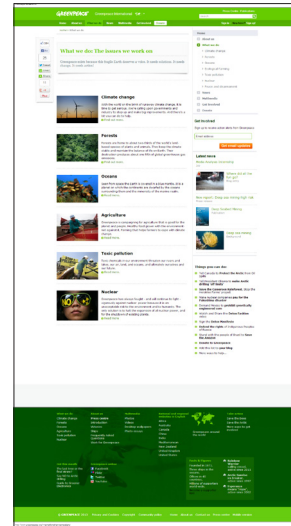
MetaSitio - Mapa de navegación



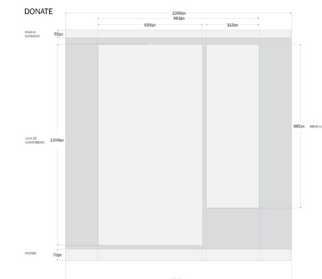
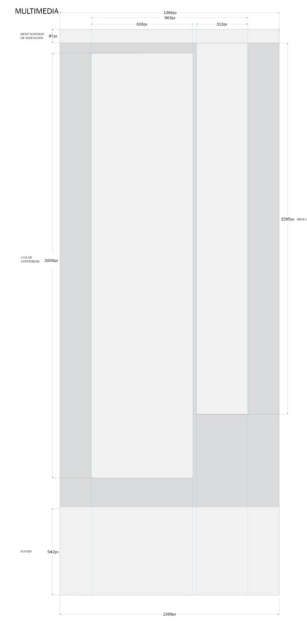
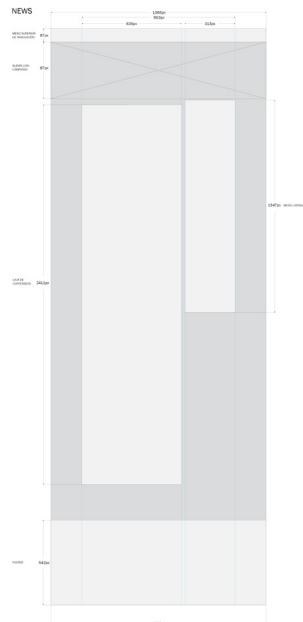
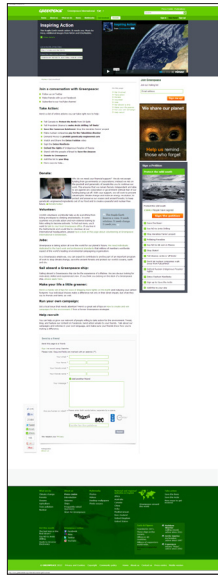
MetaSitio – Diagramación y estructura



MetaSitio - Diagramación y estructura

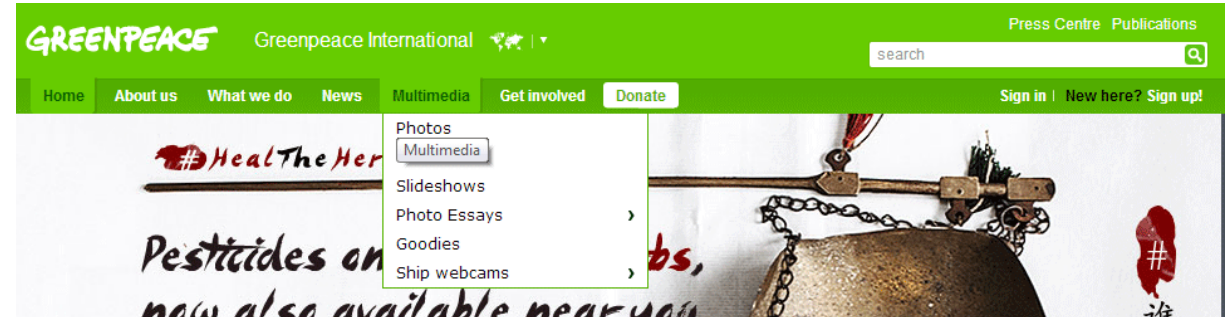
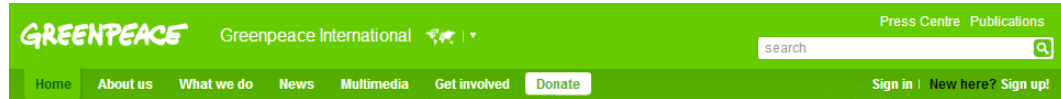


MetaSitio - Diagramación y estructura

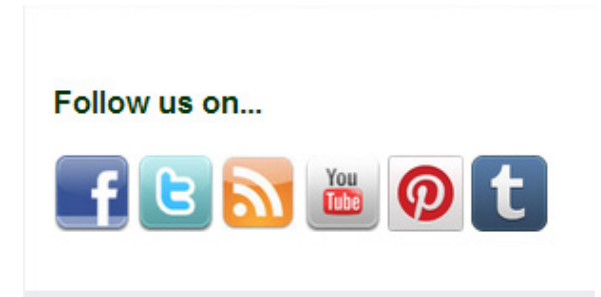
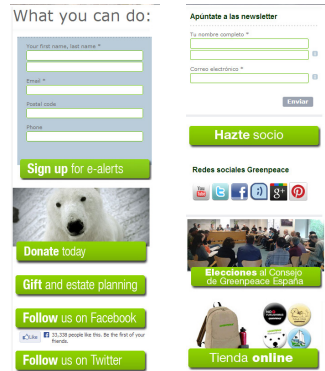


MetaSitio – Elementos de navegación

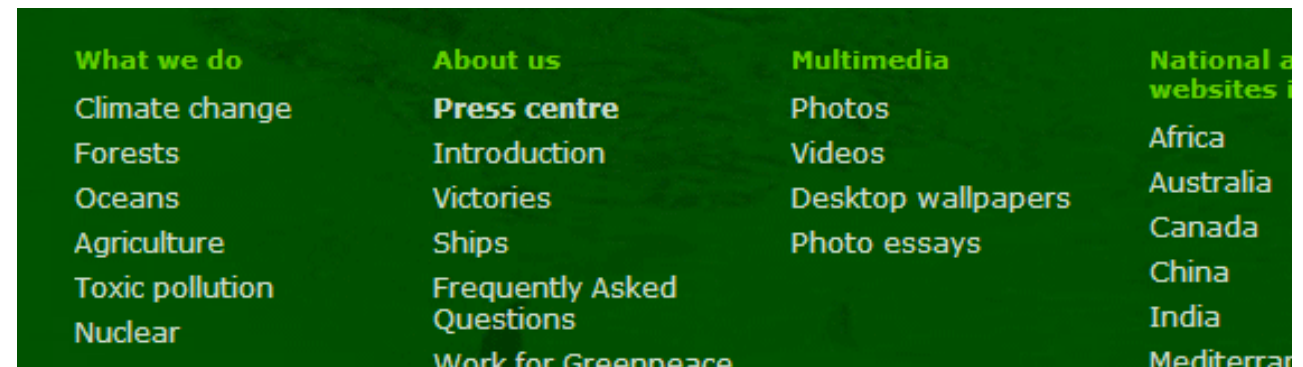
• Menú de navegación



• Columna lateral



• Footer



MetaSitio

SubSitios

Identidad
gráfica

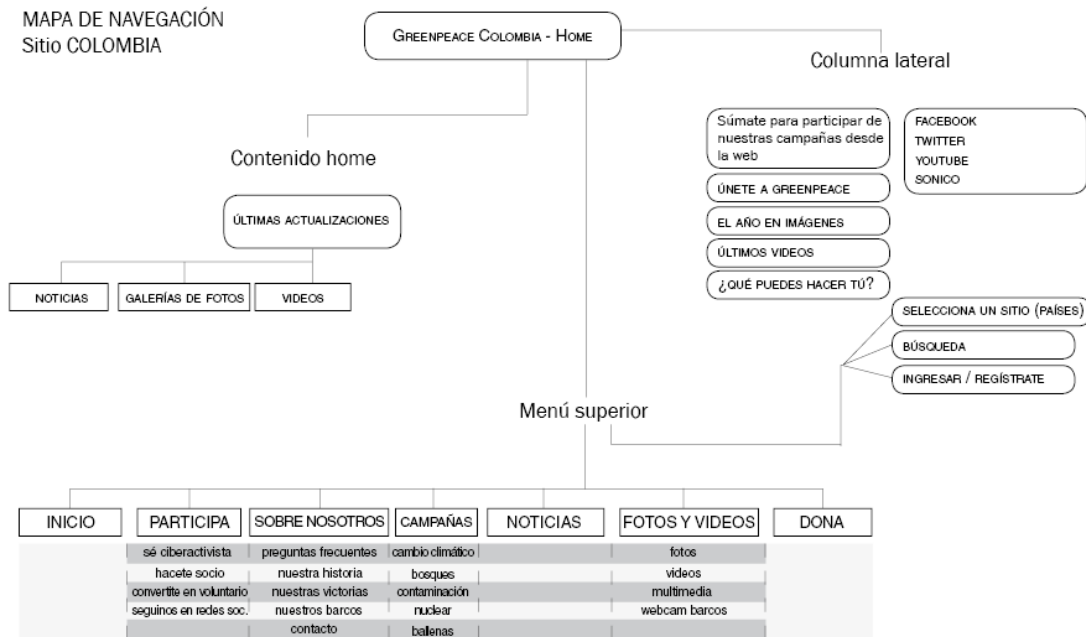
Conclusión



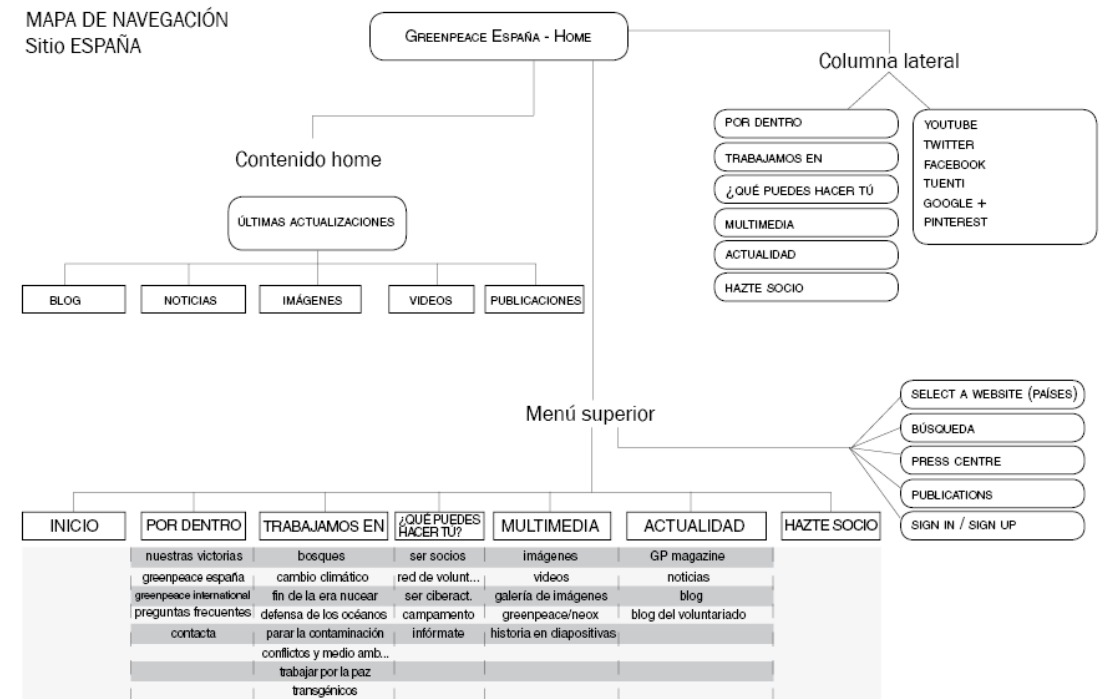
- Mapas de navegación
- Estructura y zonas editables
- Puntos de diferencia

SubSitios - Mapas de Navegación

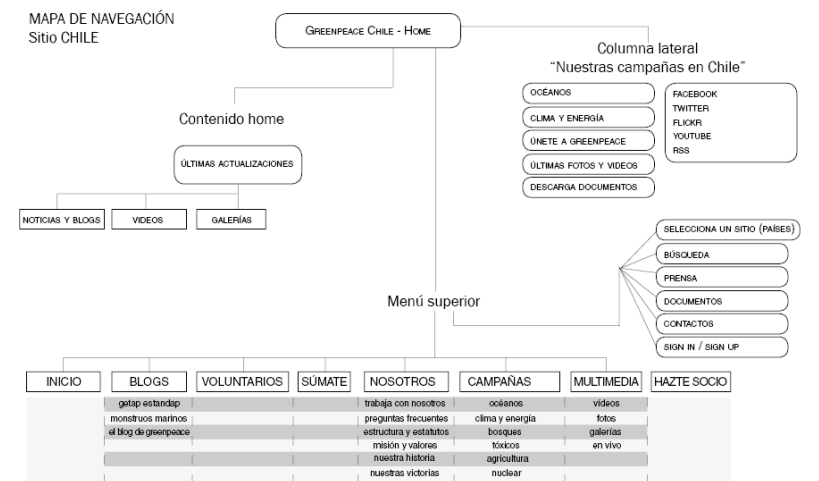
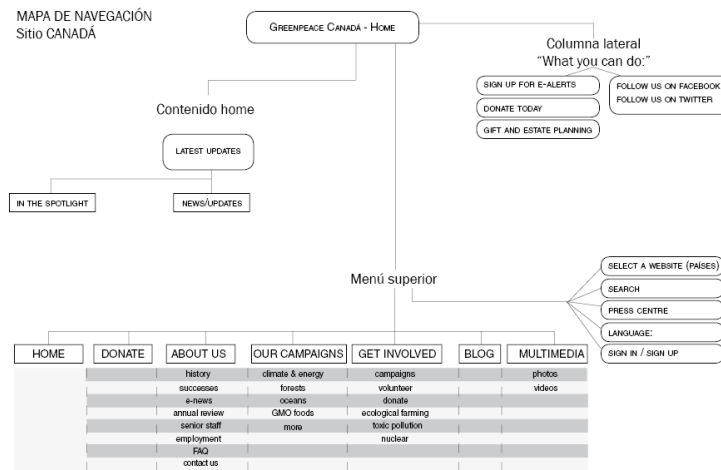
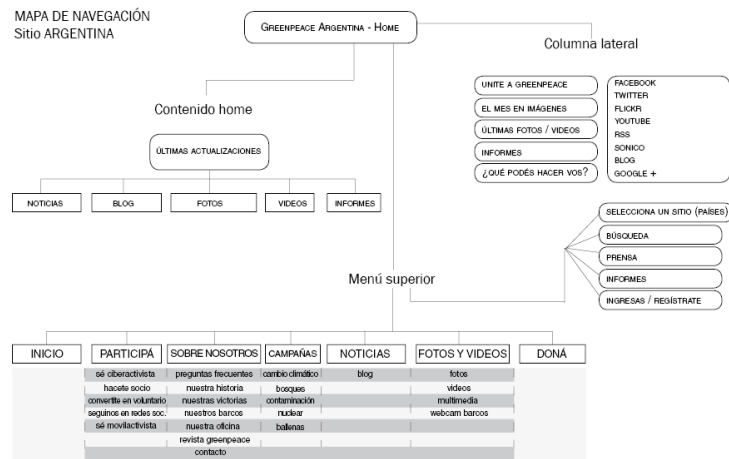
MAPA DE NAVEGACIÓN
Sitio COLOMBIA



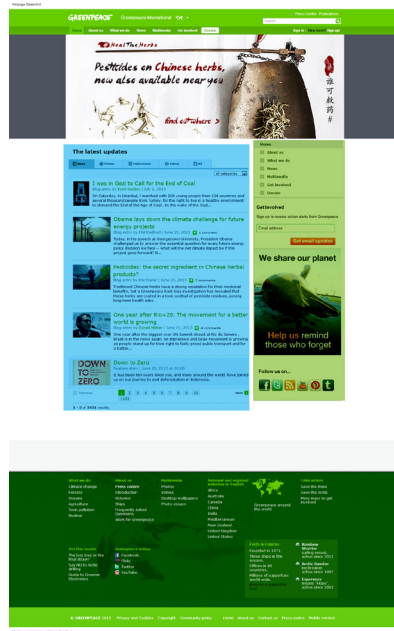
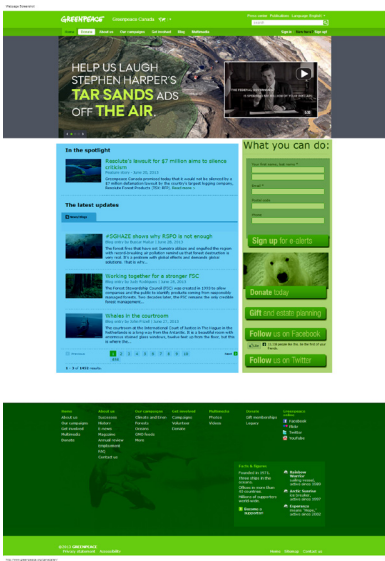
MAPA DE NAVEGACIÓN
Sitio ESPAÑA



SubSitios - Mapas de Navegación



SubSitios - Zona editables



SubSitios - Zona editables

The screenshot shows the Greenpeace International website. The main article is titled "The lengths illegal wood will travel" and discusses the illegal logging of wood in the Congo Basin. The page layout includes a header with the Greenpeace logo and navigation links, a main content area with text and images, and a sidebar with social media links and a "Get Involved" section. The footer contains copyright information and a navigation menu.

• International

The screenshot shows the Greenpeace Canada website. The main article is titled "Lac-Mégantic train disaster - Harper government ignoring warnings on oil transport" and discusses the oil tanker train disaster in Lac-Mégantic, Canada. The page layout includes a header with the Greenpeace logo and navigation links, a main content area with text and a video player, and a sidebar with social media links and a "Get Involved" section. The footer contains copyright information and a navigation menu.

• Canadá

The screenshot shows the Greenpeace Chile website. The main article is titled "Greenpeace exige a Superintendencia aclarar irrisoria sanción a Pascua Lama" and discusses the environmental impact of the Pascua Lama project in Chile. The page layout includes a header with the Greenpeace logo and navigation links, a main content area with text and images, and a sidebar with social media links and a "Get Involved" section. The footer contains copyright information and a navigation menu.

• Chile

MetaSitio

SubSitios

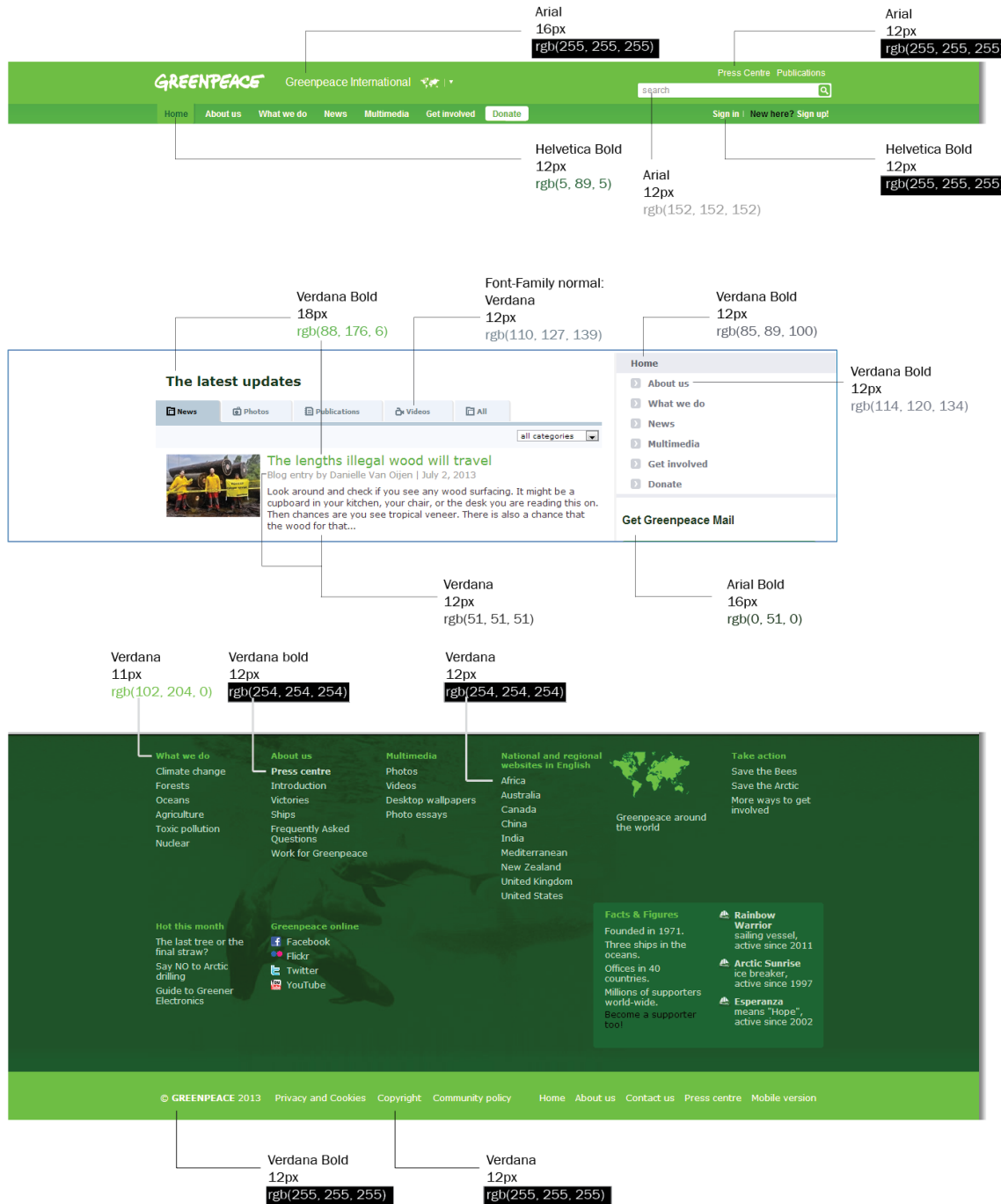
Identidad
gráfica

Conclusión



- Tipografía
- Paleta cromática
- Logo
- Elementos de interacción

SubSitos - Tipografia

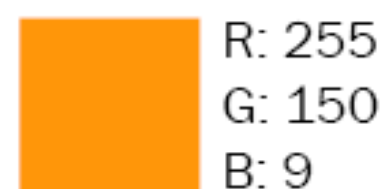
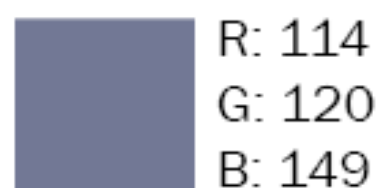
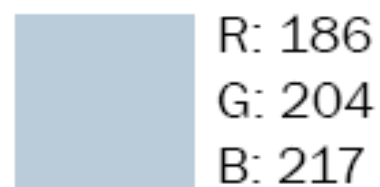
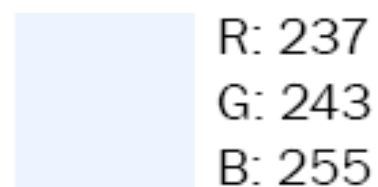
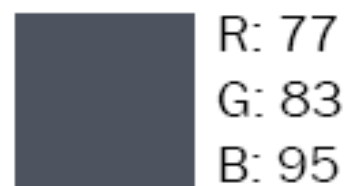
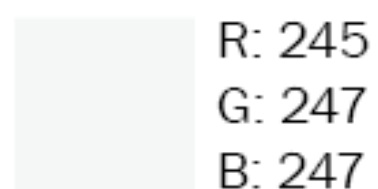
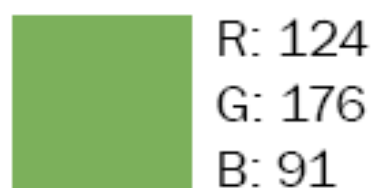
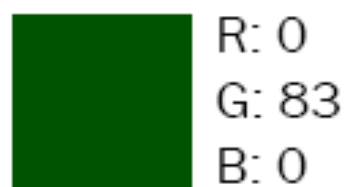
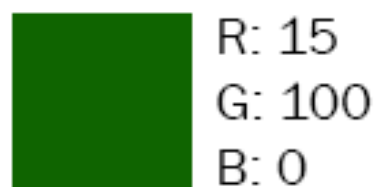
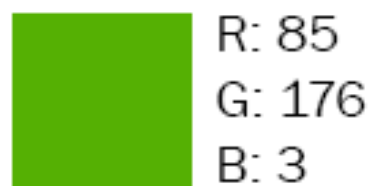
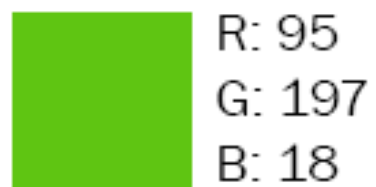
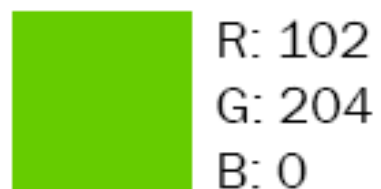


Verdana Bold 18px
Verdana Bold 12px
Verdana 12px
Verdana 11px

ARIAL 16px
ARIAL Bold 16px
ARIAL 12px

Helvetica Bold 12px

SubSitios - Paleta cromática



GREENPEACE


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 Like 2.7k  Tweet 641

Español

SALVÁ EL ÁRTICO

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 Share

 Tweet



GREENPEACE

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SHARE



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GREENPEACE

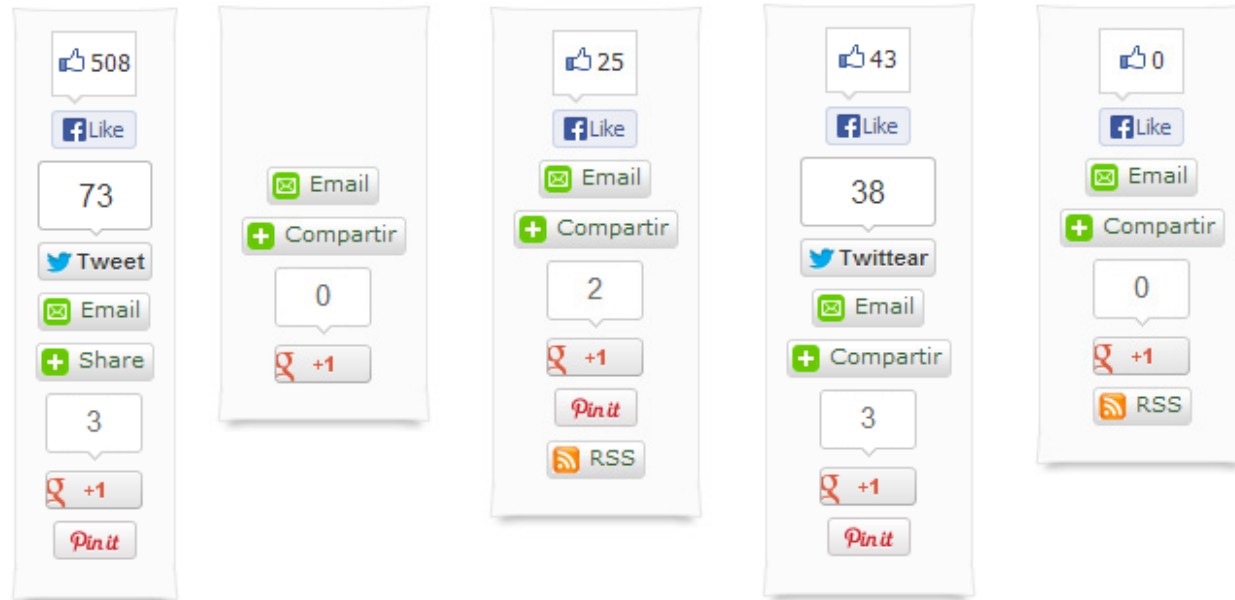
SHARE



SubSitios - Elementos de interacción



SubSitios - Elementos de interacción



Follow us on Facebook

Like 33,763 people like this. Be the first of your friends.

Follow us on Twitter

MetaSitio

SubSitios

Identidad
gráfica

Conclusión



• Positivo

• Negativo

- Fuerte identidad gráfica
- Sensación general de permanecer siempre en el sitio
- La organización no se aleja de la identidad a pesar del país de navegación

- Sensación de que sólo cambian los idiomas y no el contenido
- Ritmo monótono
- La poca variación no permite tener muchos puntos memorables
- Grilla rígida no permite romper con lo establecido en algunas campañas
- El ejemplo se observa al entrar a campañas, enlaces externos al sitio.

Webpage Screenshot

The screenshot shows the Greenpeace Chile website. At the top, there is a green navigation bar with the Greenpeace logo, 'Greenpeace Chile', and links for 'Prensa', 'Documentos', and 'Contacto'. Below this is a search bar and a secondary navigation bar with links for 'Inicio', 'Blogs', 'Voluntarios', 'Súmate', 'Nosotros', 'Campañas', 'Multimedia', and 'Hazte Socio'. The main content area features a large video player for 'EL CARBON MATA.ci' with a play button. Below the video are social media sharing options for Facebook and Twitter. To the right of the video is a sidebar with a '¡RECIBE ALERTAS!' section, encouraging users to stay informed about news and opinions, with a '¡UNETE!' button. Below this is a section for 'Las últimas actualizaciones' (Latest updates) with a filter for 'Todo'. The updates list several news items, including 'Greenpeace rechaza aprobación por secretaria de Central Termoeléctrica Punta Alcalde', 'Greenpeace solicita al Ministerio de Medio Ambiente no revertir rechazo de punta Alcalde', 'Greenpeace califica como una "tremenda victoria para el país" la paralización del...', and 'Greenpeace presenta la gran final de Condorazo Ambiental 2012'. At the bottom, there is a footer with the Greenpeace logo, copyright information, and links for 'Inicio', 'Nosotros', 'Contacto', and 'Centro de Prensa'. The URL 'http://www.greenpeace.org/chile/es/que-hacemos/clima-y-energia/no-al-carbon/' is visible at the very bottom.

Greenpeace.org

Idar González
IV Diseño gráfico
Taller de construcción 2013