



ART 331 – INFORMATION DESIGN  
PROJECT BOOK

# PROJECT 03: Informing America

Designer: *Wilson Christensen*  
4 weeks, ≈ 9-12 hrs per week

Visit the final web page:  
[wilsontakesphotos.com/html/2a-today.php](http://wilsontakesphotos.com/html/2a-today.php)

**WEEK 01:**

- 04** Introduction
- 05** Project Parameters
- 06** Fact-Sheets Research
- 07** Notes
- 08** Learning Summary

**WEEK 02:**

- 10** Sketch/Wireframe
- 11** Targets
- 12** Learning Summary

**WEEK 03:**

- 14** Shooting
- 15** Code
- 16** Photographs

**WEEK 04**

- 19** Graphs
- 20** Final Code
- 21** Final Website
- 23** Project Reflections

# WEEK 01

DEFINE/DISCOVER

- 04 **Introduction**  
Project introduction and details.
- 05 **Project Parameters**  
Select a task, Define your project's audience, identify other considerations.
- 06 **Fact-Sheets Research**  
Conduct thoughtful research. Search for all the data needed
- 07 **Notes**  
Jot down ideas and plans.
- 08 **Learning Summary**  
Consider and write about what you learned from all these steps.

**Overview**

The “Informing America Project” enlists designers to help combat the perpetuation of misinformation mainly in the U.S. The Gates Foundation U.S. Program launched the project with the goal of creating/curating well-designed pieces/projects to help Americans make more informed decisions on important local, national & international issues/topics/events so they can ultimately get involved on a local level in more productive ways.

Due to the visual nature of our society, the project will employ Information Designers from a diverse selection of Universities (including BYU-I). They will create informative design pieces in any medium or format that is appropriate to their objective, “Informing America”. Whatever is created should present the information in easy to understand and well-organized ways.

**Client**

Bill & Melinda Gates Foundation United States Program

**Audience**

People that live in the United States of America (please specify an audience within this general description)

**Project Details**

Choose a topic that has a fact sheet or combination of available fact sheets or data sources that will provide the basis for the information for this project. Topics can be a

disease, disorder, social issue, event etc. Your final design solution should either present both sides of your topic (if there are opposing views or sides) OR it should educate someone about your topic generally.

While informing America is your primary goal, this information is for naught if your audience does nothing with or about your topic. As such, you are required to have a clear call to action or specific options for taking action outlined in your project in some way. Calls to action could include donating to a cause, volunteering with an organization, writing a local congressperson etc.

**Content Requirements**

A clear definition or description of your topic.  
Who the topic effects (directly and indirectly)  
Where geographically your topic is most relevant or important.

A history of or context for your topic. (as relevant to your topic)

At least 5 different charts/graphs that use at least 3 different chart or graph types.

A diagram or visual comparison of some aspect of your topic. (For example: showing an image of 1,000yds = 10 football fields, or an anatomical drawing of parts of the body affected by bulimia, or a visual map showing specific places events took place, etc.)

A clear “call to action” (Specific ways people can use the information presented to take action.)

Like vote, volunteer, donate, spread the word, etc.

Sources for every factual claim made in your

piece. (Citations for each source). URL or Title of book/journal, author, and the page number.

**Timeline**

This project will last for the remainder of the semester. It is due on the day/time listed on this assignment.



**DESIGNER:**  
Wilson Christensen

**FROM:**  
United States, Tooele, Utah

**PROFESSION:**  
Web Design and Photography

*I agree to allow BYU-Idaho to use my project/work contained herein for educational purposes only. My work will NOT be used in “for profit” publications, nor will it be used in textbooks that are sold. The work will only be used within courses taught at BYU-Idaho to help illustrate concepts and principles taught in those courses and to improve the educational experience of other students.*

A handwritten signature in black ink, appearing to read 'Wilson Christensen', written over a horizontal line.

PLACE SIGNATURE HERE

### **TASK/SUBJECT**

Design a functional web-page with the goal to replace fear of guns with understanding. Bring to light the good side of guns and encourage safe use of them.

### **NEEDED MATERIALS**

- Fact sheet/research
- Web site hosting
- Original photography
- Firearms of different types.
- Paper targets and ammo.

### **ENVIRONMENTAL CONSIDERATIONS**

Web page will be for desktop only. Optimized for wide screen display. (1200px)

### **SPECIFIC CULTURAL CUES:**

Reading: Left to Right, top to bottom  
Measurements in U.S. standards. (Gallon, Mile, etc.)

### **CHOSEN AUDIENCE:**

General public, citizens of the United States. Specifically people who do not own guns and don't know much about them. Especially those who have fear of guns.

### **COMMENTS**

I have a passion for firearms, so I will be depending on my own knowledge and experience to support this project. Because I care so much about the subject, the content of this project is genuine and thorough.

I look forward to doing many things that I love in the making of this web page.

**RESEARCH:**

**<https://www.pewresearch.org/fact-tank/2019/10/22/facts-about-guns-in-united-states/>**

This link has data about how many people own guns in the united states.

**<https://worldpopulationreview.com/states/gun-ownership-by-state/>**

This link has data about which states have the highest to lowest gun ownership percentages.

**<https://www.heritage.org/firearms/report/fact-sheet-gun-violence>**

This link has data that identifies the problems faced with guns, and several examples of the good uses of guns

**<https://guncite.com/gcdgklec.html>**

This link shares studies done on how often guns are used in self-defense

**<https://gunowners.org/fs0101/>**

This link has data on how often a gun is used in self-defense without needing to be fired

**<https://www.cdc.gov/nchs/fastats/leading-causes-of-death.htm>**

This link lists the top causes of death

**<https://fivethirtyeight.com/features/gun-deaths/>**

This link has an amazing interactive visual categorizing all gun deaths.

**Google**

I used the search engine several times to be sure on terms and spellings of things.

**YouTube**

There are some people on YouTube I will feature as gun owners to learn more about.

**NOTES TAKEN DURING THE WEEK:**

Guns and people with guns are good, normal, not murderers. **Call to action:** Practice safety. Shoot a gun if you haven't. Consider buying a handgun and applying for a conceal carry permit if you feel responsible enough. Vote for laws that promote safety without limiting your rights.

**Problems:**

Politicians are pushing for laws that limit freedoms and rights of good citizens without making a difference in crime rates. Attacking AR15's. Ignorant people are voting for those laws

Stereotypes/misunderstandings of guns and owners.

**Important points:**

- \* Gun ownership percentage vs crimes committed.
- \* Gun deaths categories. (suicide)
- \* Self defense use estimate. (kleck, gertz, tough targets)
- \* Why 2nd amendment, important and still relevant.
- \* How guns work/types/look like/safety rules
- \* Who are gun owners/what do they do with them (youtube examples like demo ranch)

**Section heading ideas.**

- \* How guns are used.
- \* Rifles vs Handguns.
- \* Who are gun owners?
- \* Gun Safety
- \* Grouping
- \* What You Can Do

**Title ideas.**

Guns are Good  
We Don't Need Gun Control  
You Should own an AR15  
AR15 are Safer  
In Support of Gun Rights

**TO DO NEXT:**

Take photographs that I know that I'll need. Design targets to shoot. Make narrative more clear.

**Making a Narrative**

I really struggled coming up with a narrative. I got to the point that I wasn't really sure what the word even meant anymore. Members in my group were able to help me in class to come up with some ideas.

**Don't Get Offended**

Because this is a topic I care a lot about, I found myself getting frustrated when others couldn't understand where I was coming from. This is exactly why information needs to be communicated more clearly and visually today. Once we are able to reach understanding with each-other, there is much less room for getting upset over the little things. There are many examples of hatred between groups of people that disagree with each-other. I think it not being able to see the other person's point of view and reasoning that allows us to feel that hate. Effectively informing opposition will at least dissipate bitterness if not persuade to change the mind.

**LECTURE POINTS:**

“You cannot delegate understanding.” You need to know about what you are communicating if you want someone else to understand it. Don't just decorate it with visuals. Communicate ideas in the visuals without needing to read. Show and then tell.

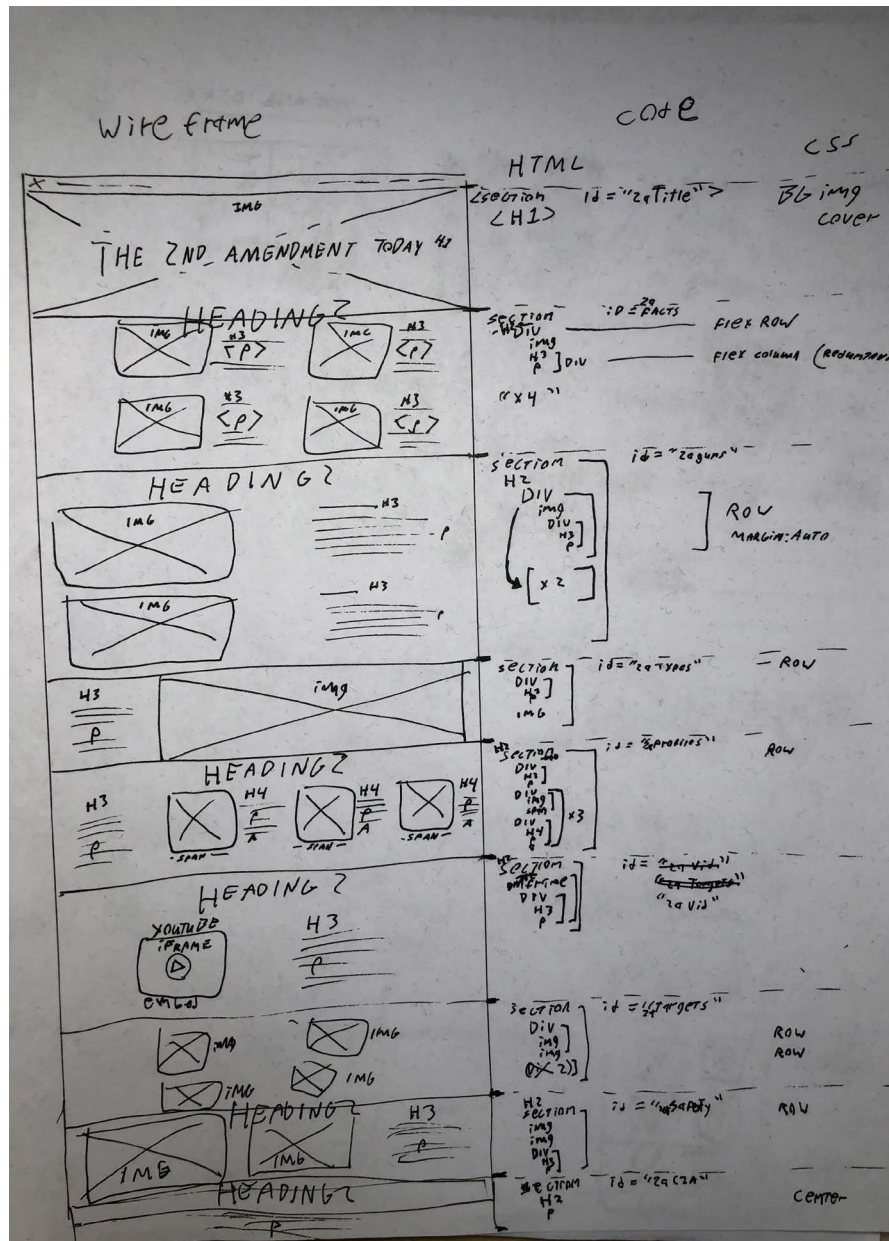
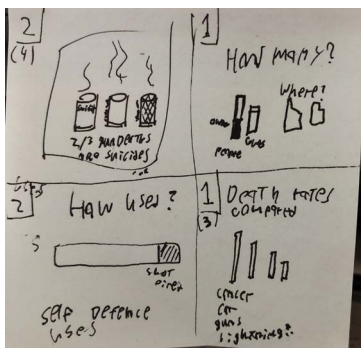
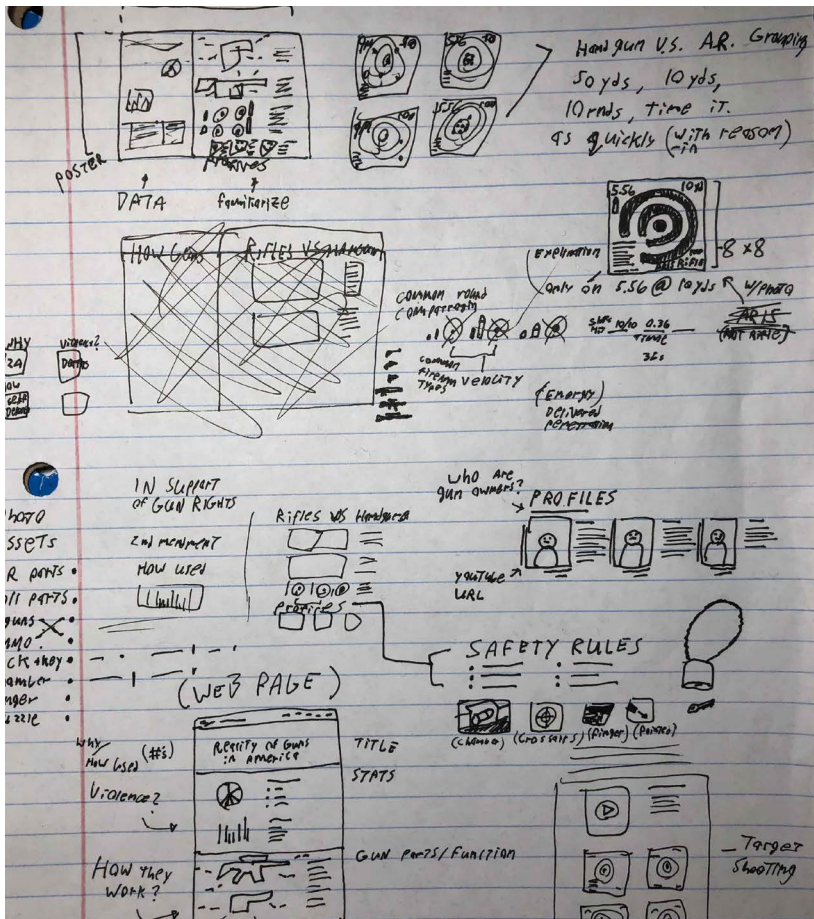


# WEEK 02

DISCOVER/DESIGN

- 10 **Sketches/Wireframe**  
Sketch the page layout and write out the basic HTML structure
- 11 **Targets**  
Design custom targets with information. Shoot them.
- 12 **Learning Summary**  
Consider and write about what you learned from all these steps.

**SKETCHES AND WIREFRAME**

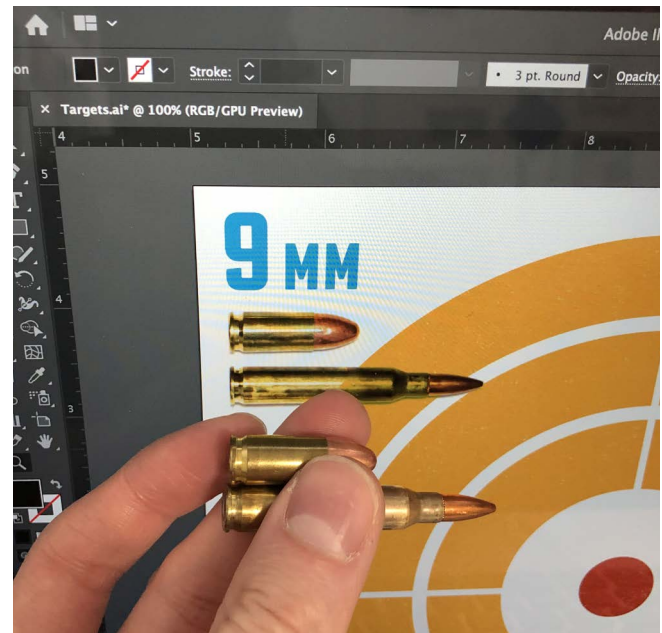


**ILLUSTRATOR TARGETS**



**GROUPING**  
These targets were shot by someone with moderate practice and training. Ten shots were fired at each target at a rapid, but reasonable pace. This simulates a self-defence event in very ideal conditions. Reliable shot placement is much more consistent on average using an AR-15 than it is any handgun.

**PHYSICAL ASPECT**  
I thought about doing a poster at first, and I would have these targets to the side of it. I thought it would be neat to see something in person that had been shot, especially since it is a design piece as well. Normally, shooting art would destroy it, but in this case it will add important information to it.





**Corona Virus Pandemic**

The Quarantine caused all in-person classes to be discontinued, and resumed online. This was a rough transition. I missed meeting in class with my group and having in-person conversations. There is something uncomfortable and awkward about meeting online.

The technology we have allowed us to continue without too much loss of momentum. There are not very many excuses to slow down for me. I Tried my best to stay on top of things.

**LECTURE POINTS:**

Impostor syndrome: we always think we are faking who we are. We don't see ourselves as very good or successful even when we are in the eyes of others.

Try to remember where you were in the past. You made a lot of failures to get where you are now. Past you would be impressed by the skills you have developed because of them.

# WEEK 03

DESIGN

14

## Shooting

Shoot the targets

15

## Code

Write the starting html and css

16

## Photographs

Take Photographs to be used in the final page.

**SHOOTING THE TARGETS**

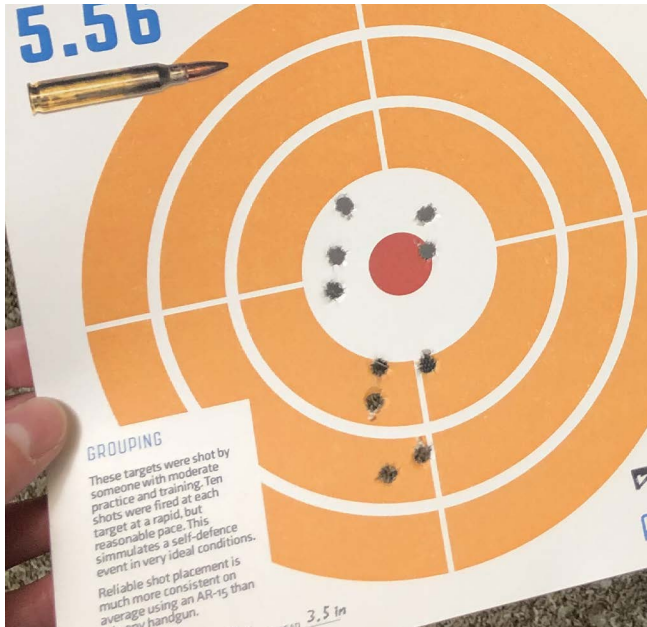


**VIDEO**

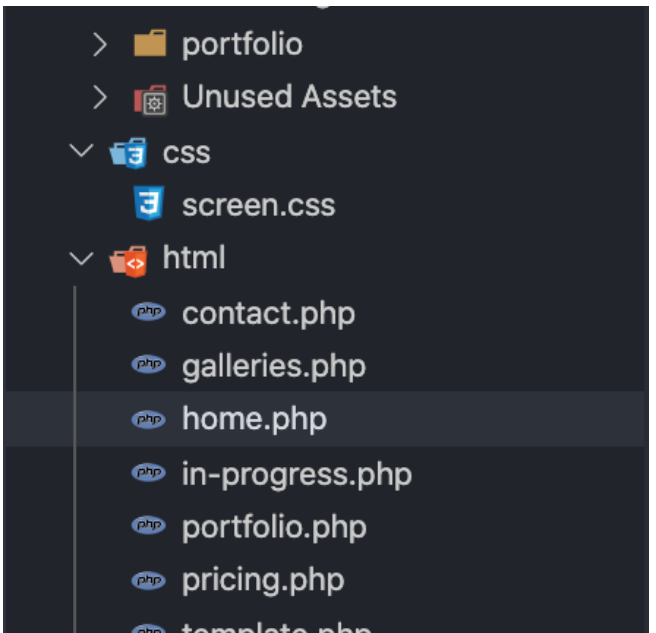
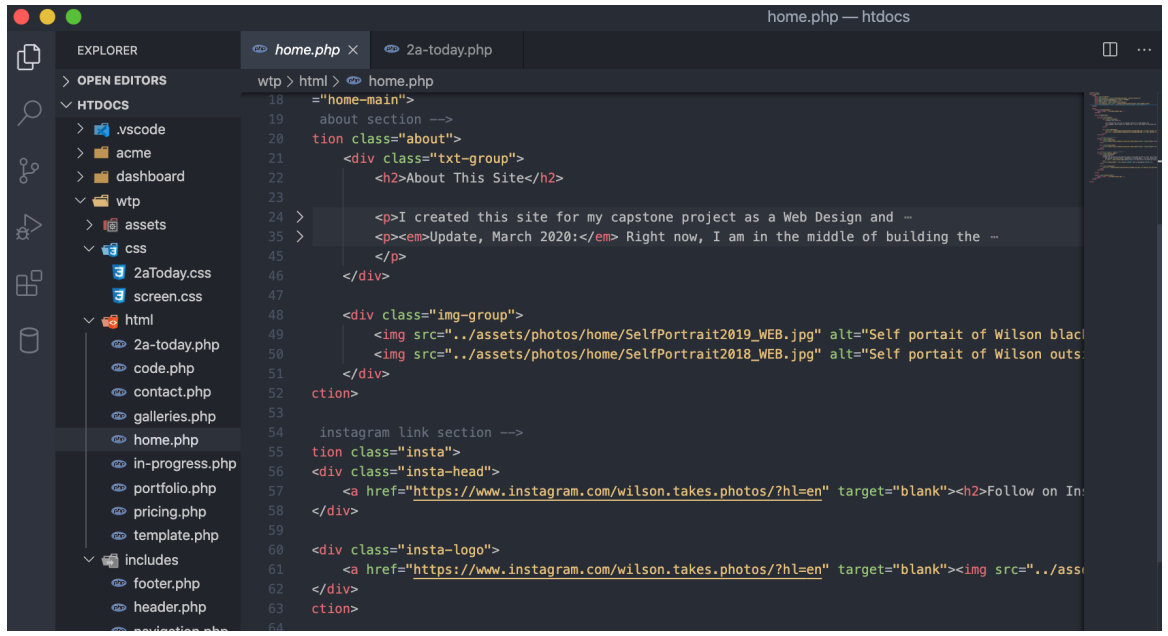
I recorded a video of me shooting the targets so that the audience could see there was no deception. I did not intentionally aim poorly to prove a point. I tried my hardest each time to keep a tight group on the center of the target. Even I was shocked at how hard this really was to accomplish with a handgun. I thought I would do much better than that to be honest.

**SCANNING**

I scanned the targets with the lid up and the lights off so that the bullet holes would appear black in the final image.



### TYPING CODE



### HOSTING

I already had hosting set up for my own website. I also have a method down for building and testing pages before publishing them.

```
<DIV CLASS="RIGHTSIDE">
<H3>CLEVER TITLE</H3>
<p>This is a section that I will eventually get to filling out. But the purpose of this right now is to fill content so I can begin styling before I have the final content ready.</p>
</div>
```

**STUDIO QUALITY**



*Photo after lightroom pass*



*Photo after lightroom pass*

**PHOTO-SHOOT DETAILS**

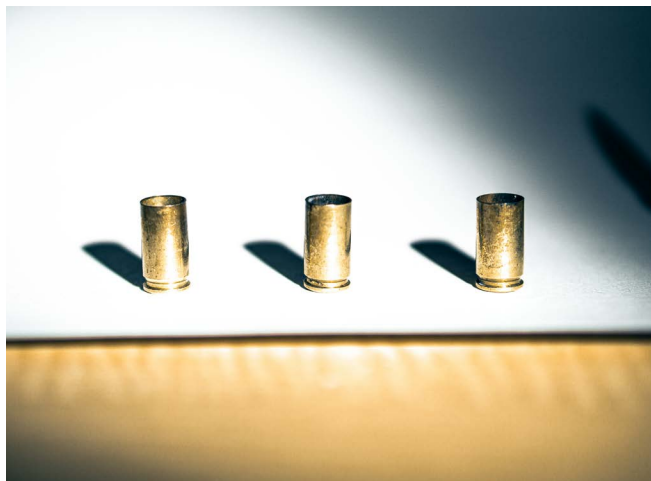
I used my bedroom as an improvised studio. A white paper was the background. I used an f1.8 50mm lens.

I used a high-lumen flashlight bounced off of the ceiling for even lighting,

I planned on fixing things up in photoshop if they were not perfectly aligned, but tried my best to get them where they should be anyway.



*Aligning parts on a poster paper*



*We can fix it in post*



**PHOTOSHOP TRICKS**



*Focus on the crosshairs*



*Focus on the scope ring*



*Photoshop Magic*



*Quarter used as scale reference*



*Quarter used as scale reference*

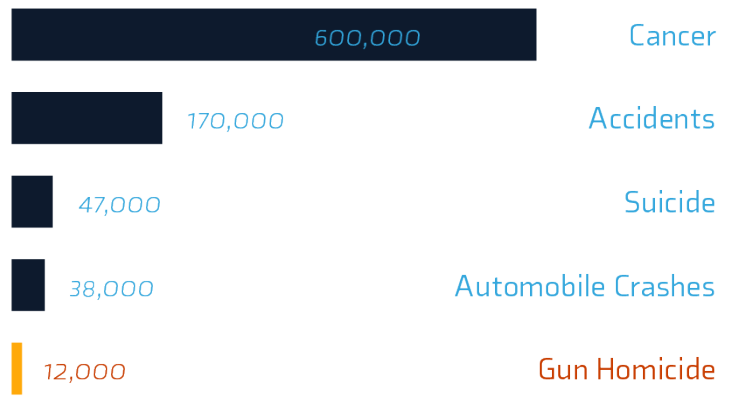
# WEEK 04

DESIGN/DELIVER

- 19 **Graphs**  
Finished the graphs
- 20 **Final Code**  
A screenshot of all of the code
- 21 **Final Website**  
The final website
- 23 **Project Reflections**  
Consider and write about what you learned from the entire project process including all readings/videos etc.

**VISUALIZING DATA**

**COMPARING CAUSES OF DEATH**  
*Per-Year in the U.S.*

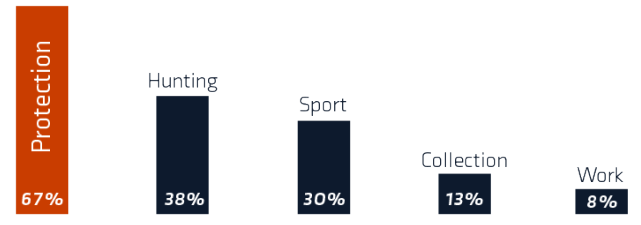


**SELF-DEFENSE USE**

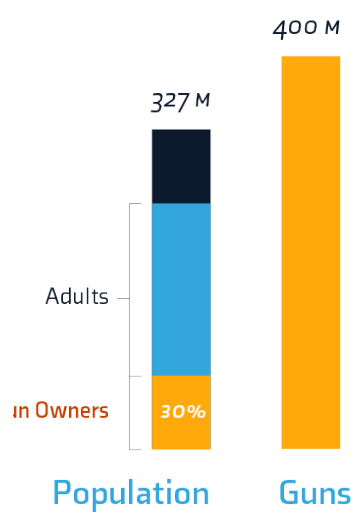
**Defensive Gun Uses per year** estimated 1-2 MILLION



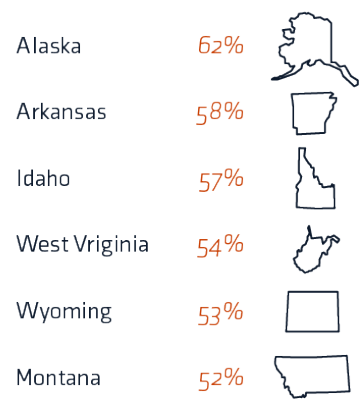
Over 92% of the time, the victim does not shoot their attacker. Simply brandishing a firearm is enough to deter criminals.



**Reasons Claimed for Owning Guns**



**Top States**



**66% of deaths by firearm are suicides**





### FINAL PAGE



**INTRODUCTION**  
The purpose of this page is to provide important current information about the use of firearms in the United States. The goal is to provide you with a clear perspective and understanding to help you make the best decisions about gun ownership, safety, and voting in laws.

**THE SECOND AMENDMENT**  
"A well regulated militia being necessary to the security of a free state, the right of the people to keep and bear arms shall not be infringed." The main reason United States citizens have this right is to own firearms is to secure freedom. Being armed protects us from tyranny taking over whether that is our own government becoming corrupt, or an outside nation attempting to take over. It also protects our individual freedoms. We have the ability to defend ourselves from criminals that would attempt to take our property or lives. The Second Amendment was made a long time ago; how do Americans embrace it today?



**DIMON TYPES OF FIREARMS**  
Each different kind of gun/caliber serves a specific purpose. Handguns are perfect self-defense weapons to take with you because of their compact size, they are lightweight and maneuverable. Shotguns and rifles are great for home-defense and longer range shooting, or against multiple targets/threats. Some guns are retro or old fashioned, some guns are futuristic and tactical. Sometimes you want something that looks cool or shoots a big powerful round, just because it feels so dang American.



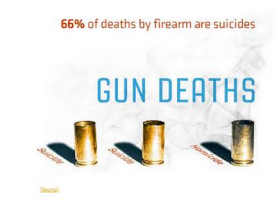
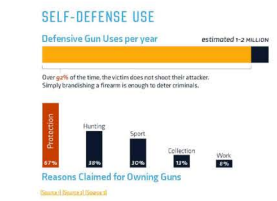
**MEET THEM**  
Here are examples of three different types of gun lovers. There are many stereotypes about who gun owners are, but the majority are just the good citizens you interact with every day. Have a conversation with someone you know, who owns guns. Ask them how why firearms are important to them.

**AMY SWEAER**  
Swearer's job is to publish in-depth research papers on current political issues in America. She represents the voice of people who support gun rights. Here's a link where she defends our right to own semi-automatic rifles with her research.

**MATT GARDNER**  
Matt is a veterinarian, a family man, and a firearm enthusiast. He has nearly 6 million subscribers. On that channel he can be seen handling his guns. This is a great example of firearms used as a hobby passion and just a great time. Matt has a great positive energy about him that leaves you smiling.

**JERRY MUCKLE**  
Jerry Muckle, holding several world records, is considered the greatest shooter of all time by many. He has made shooting his career. See this video to learn more. Many people like Muckle have taken their passion for guns and made it a living from the sport, including his daughter.

### FIREARM STATISTICS



### AR-15 VS PISTOL SHOT-ACCURACY



**TARGET SHOOTING**  
This demonstration compares using a handgun and AR-15 at 10 and 50 yards at an 8-inch paper target. That would be half of a football field for so, and two yard-lines for 10 to help you visualize how far away that is. The AR-15 platform was designed to make it easy to handle and fire. It enables adding attachments which help to stabilize and aim. The AR-15 takes much less practice to master, which makes it more efficient and safer for the average American.

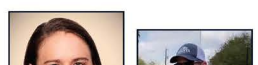
You can see in this video that I try my best to hit the center of the target and be consistent with my technique and effort. My Glock 19 is customized with fiber optic sights, and an after-market trigger kit. My rifle is fitted with a 3x optic, foregrip, adjustable butt stock, and sling. I scanned the targets and added them below.



### COMPARING GUN TYPES



### WHO ARE GUN OWNERS?



### SAFETY RULES



**IMPORTANT TO KNOW**  
It is crucial that anyone coming in contact with a gun knows these safety rules.



**FINAL PAGE**

**SAFETY RULES**

-  **#1** ALWAYS TREAT EVERY FIREARM AS IF IT IS LOADED.
-  **#2** NEVER LET THE MUZZLE POINT TOWARD ANYTHING YOU ARE NOT WILLING TO DESTROY
-  **#3** KEEP YOUR FINGER OFF THE TRIGGER UNTIL YOUR SIGHTS ARE ON TARGET.
-  **#4** BE SURE OF YOUR TARGET AND WHAT IS BEYOND IT.

**IMPORTANT TO KNOW**

It is crucial that anyone coming in contact with a gun knows these safety rules. Negligence with firearms can cause accidental injury or death. Strictly following these rules will prevent tragedy. Store your firearms safely, especially with children in the home. Store ammunition separately from guns and use chamber locks to prevent using them if found. Teach the safety rules to your children, and to anyone new to shooting before they can be involved with your firearms. **You are responsible for any preventable misuse of a gun you own.**



**EXERCISE YOUR RIGHTS**

If you have never shot a gun before, find an experienced friend to take you. Learn what it feels like to handle a firearm. If you feel responsible and comfortable enough to own one, buy one, and consider getting a concealed carry permit for your state when you're ready. Practice the rules of safe firearm handling, and share your new knowledge about guns with others to help replace fears with understanding and respect. Vote against laws that restrict our Second Amendment rights.

© 2018 - April, 2020 | Wilson Christensen | All rights reserved.



[wilsontakesphotos.com/html/2a-today.php](http://wilsontakesphotos.com/html/2a-today.php)

Not all elements are responsive, best at wide browser width, (1200px)

**Success**

I am really proud of the final product. I'm happy that things are working (mostly) without any errors. I am trying to get the site to work on Safari still, but it looks perfect on Chrome. I like how all my graphics and photos turned out and the fact that I was able to get things on the page where I wanted them to be was nice.

**What Was Learned**

Trials that you run into while working on projects is the only way to learn how to overcome them. Roadblocks and problems will be way easier to solve when you have already been working with them for a while.

**What to Improve**

Stop waiting till last minute to get things done. It's almost 6AM now. I haven't slept this is due at 8:15AM.

There are many things I can improve after receiving critique on the assignment. A lot of work still needs to be done on my graphs for the statistics and facts. It took too long for users to understand what the data meant. The fourth graph has a bit of a dark vibe too it. It won't be received well by people affected by suicide. It also does not match the style of the other three.

Section labels for the gun parts need to stand out more. It is not clear what exactly they refer to.

A responsive mobile version would be great; but other than that the code is pretty sound. I solved the bug that broke the page on Safari.

**LECTURE POINTS:**

Keep things simple, but significant. The more you are creative, the more creative you will be. Creativity grows by doing it. You need to make mistakes in order to get good, so don't be afraid to make bad work.

Employers are looking for creativity, dependability, and skill. Focus on improving these attributes the most. Make sure your design is based on concepts. Tell a story with it.

Part of dependability is being on time and participating. Just show up early to things and it won't go unnoticed.