Portland Classical Chinese Garden: Website Redesign

PCCG - 10688
Information Architecture v 2.0
DRAFT VERSION

February 18, 2008
ISITE Design, Inc.
www.isitedesign.com
Page Templates

What is a template?

Templates are reusable layouts that allow a website to be designed and built in a shorter timeframe and at a lower cost. Every page in the sitemap is assigned to one of the templates to the right.
Page Shell

**Page Shell Template**

A. Brand
Persistent PCCG brand and tag-line

B. Primary Navigation
High-level "buckets" that contain all feature-driven content

C. Right Channel Sub Navigation
Sub-pages that live within each "bucket" in the Primary Navigation

D. Call-Out Sections
These are used to highlight section-level information that may be in another area of the site. They are optional and can be displayed only when needed.

E. Footer
Standard footer with a link to donate

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The Portland Classical Chinese Garden is a non-profit organization NOT funded by tax dollars. In order to keep our Garden and its programs healthy and growing, we are dependent on donors, members and visitors. Support the Garden.
Primary Navigation

Page Shell Template

A. Dropdown Styles
Each nav element will have sub-navigation shown on hover. Sub-nav will be available across interior pages but this hover-style navigation helps the user quickly jump to different sections within the site.

The dropdown menu items reflect the pages on the site map (page 2).
The mission of the Portland Classical Chinese Garden is to cultivate an oasis of tranquil beauty and harmony to inspire, engage, and educate our global community in the appreciation of a richly authentic Chinese culture.

Explore the Gardens
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc blandit. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Vivamus urna. Quisque enim dui, fringilla eget, pharetra sit amet. Take A Virtual Tour »

Now at the Garden
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Coming Soon

Interested in using the garden for your private event? The Portland Classical Chinese Garden is Portland’s most unique event venue. More »

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The Portland Classical Chinese Garden is a non-profit organization NOT funded by tax dollars. In order to keep our Garden and its programs healthy and growing, we are dependent on donors, members and visitors. Support the Garden.

Created to nurture and inspire all who visit, this Garden is little changed from what might have greeted you during the Ming dynasty in China. It grew out of a friendship between Portland and Suzhou, a city renowned for its exquisite gardens.

The Five Elements
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Garden History

Living Collections

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Contact Us : Site Map
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History & Culture

3rd-Level Page Template

This is an example of a third-level page. It contains detailed reading material for the engaged user.

History & Culture


Virtual Tour

A. Flash Virtual Tour

Using the content found in the “Never Twice The Same” brochure, a flash tour showcases photos and quick bits of information about each area of PCCG.

Explore the gardens with our virtual tour.

To tour the garden select any of the colored symbols.

Celestial House of Permeating Fragrance

Scholars Study

The Scholar’s Study serves as a sanctuary for the master of the house. Here he writes poems, practices calligraphy and painting, listens to the rain drops on the banana leaves, and enjoys the fragrance of the winter blossoms in the courtyard.
Visiting

2nd-Level Page Template

A. Photography
Rotating images - create a strong visual impression that shows off the garden in all its glory

B. Right Channel Sub Navigation
Third-level “buckets” that falls within Visiting

C. Positioning Statement
A brief statement about the garden intended to engage the user

D. Group Tours
A call-out for the user to read about the tours offered. The link takes them to the Group Tours page.

E. Private Events
A call-out for the user to read about private events. The link takes them to the Private Events page.

F. Classes and Events
A call-out for the user to read about classes and events held at the garden. The link takes them to the Classes & Events page.

G. Callout Sections
These are used to highlight section-level information that may be in another area of the site. They are optional and can be displayed only when needed.

The Portland Classical Chinese Garden is an authentic Ming Dynasty style garden. Covered walkways, bridges, open colonnades, pavilions and a richly planted landscape, creating views that are never twice the same.

Use the Garden for your Next Wedding or Private Event

Group Tours
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Events and Classes
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Attention all Teachers!
Bringing in your class to learn more about Chinese culture and history? We have useful presentations as well as fun worksheets for the kids to fill out. More »

What’s Blooming?
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ADA Accessibility
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Membership

2nd-Level Page Template

A. Photography
Rotating images - create a strong visual impression that shows off the garden in all its glory

B. Right Channel Sub Navigation
Member levels tell details about the different memberships and Sponsors and Donations are cross links to their pages.

C. Positioning Statement
A brief statement about the garden intended to engage the user

D. Member Levels
A call-out for the user to read about the membership offered. The link takes them to the Membership Levels page.

E. Member Profiles
Links to a page of testimonials.

F. Membership Benefits
Simple item list. Does not link to anything.

G. Callout Sections
These are used to highlight section-level information that may be in another area of the site. They are optional and can be displayed only when needed.

Seeking to create tranquility in the very heart of the city, Membership offers you endless wonder and the chance to discover a path of your own in a magical Garden which is never twice the same.

Julie Brown, member since 1985

Membership Levels
There are nine different ways you can become a member. Vestibulum ante ipsum primis in faucibus orci luctus et elit. Nunc ultrices posuere cubilia urna.

Membership Benefits.
• Daytime admission to the Garden
• Subscription to the Garden’s Newsletter
• 10% Discount at the Gift Shop and Tea House
• Invitations to Special Members Only Events
• A discount of up to 20% on garden classes and programs

Interested in higher levels of membership, corporate giving, or purchasing gift memberships for special occasions? Please email us or call 503/228-8131 x 1003 for more information.

Don’t forget that if you purchase a membership the same day you visit the Garden, your membership price will be reduced by your ticket admission! Ask for details on your next visit.

Become a Sponsor
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

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Gift Shop

2nd-Level Page Template

A. Photography
Rotating images - create a strong visual impression that shows off the garden in all its glory

B. Right Channel Sub Navigation
Second-level “buckets” that falls within Gift Shop

C. Positioning Statement
A brief statement about the garden intended to engage the user.

D. Jewelry
A call-out for the user to see a featured piece of jewelry. The link takes them to the Jewelry page.

E. Books and Media
A call-out for the user to read about a featured book. The link takes them to the Books & Media page.

F. Home and Garden
A call-out for the user to read about a featured Home & Garden item. The link takes them to the Home and Garden page.

G. Hours and Shipping Info
This information would be standard on all gift shop pages.

The Portland Classical Chinese Garden is pleased to offer its many patrons a seasonal selection of fine gifts and home decor. The gift shop can be accessed without entering the Garden and is located on the corner of NW Third & Everett.

Stone Truth Bracelet
This striking bracelet is made with an assortment of assembled beads including yellow turquoise, Chinese carved jade, bone, sterling silver and brass. $34.95

Listen to the Fragrance
Listen to the Fragrance will engage readers in the poetic conversation deeply embedded within the landscape of classical Chinese gardens. $14.95

Garden Dragon
This is a three piece dragon for the garden, complete with stakes. Durable enough to withstand our Northwest winters; a whimsical addition to any garden. $94.95

Never twice the same
The Five Elements

3rd-Level Page Template

This is an example of a third level gift shop page. It contains items available in the gift shop.

* If you plan on adding many items to the site, then perhaps pagination is needed. But if you plan on keeping it to such a minimal number of items, I think the user would appreciate not having to jump between pages. Simple vertical scrolling may be the best option.

Books & Media

Listen To The Fragrance
The Portland Classical Chinese Garden, Lan Su Yuan, grew out of a friendship between the sister cities of Portland, Oregon and Suzhou, a Chinese city renowned for its ancient gardens. Lan Su Yuan - poetically named the Garden of Awakening Orchids - is a microcosm of nature’s splendors contained in an urban setting. Created to nurture and inspire all who visit, this classical garden is little changed from what might have greeted visitors during China’s Ming dynasty.

In Chinese tradition, garden landscape without poetry is not complete, and Lan Su Yuan is graced with a wealth of poetic inscriptions. In Listen to the Fragrance, Professor Charles Wu provides translation and insightful commentary, guiding us on a literary tour of the garden and revealing hidden meaning among its flowers, moving water, Lake Tai rocks, and elegant architecture. With stories and legends from ancient dynasties and images of scenic wonders from China’s vast history, the inscriptions deepen our appreciation of Lan Su Yuan’s beauty. The rich canon of classical Chinese poetry enhances the garden as a new setting for China’s enduring culture.

Listen to the Fragrance will engage readers in the poetic conversation deeply embedded within the landscape of classical Chinese gardens.

$14.95  -  Garden members enjoy a 10% discount on all regular priced merchandise. Stop by and check us out!

The Garden Plants of China by Peter Valder
This book is an essential reference for everyone who grows or is given pleasure by the garden plants of China, for those who like to read about them or admire their depictions in Chinese paintings. The book tells the story of plant selection and gardening in China.