

Pro Bono Agreement Between
Parley Publishing
and
Students of Course MGD 242, “Web Architecture Open Source”
Pikes Peak Community College

THIS AGREEMENT made and entered into this 18th day of November in the year 2019 by and between Parley Publishing – PPCC Literary and Arts Journal hereinafter called Parley and Students of Course MGD 242, “Web Architecture”, hereinafter called The Students, witnesseth:

1. Work to be completed by The Students will include designing the following:
 - 1.1. Design of website using the Wordpress platform
2. In consideration of PARLEY’s obligations hereunder, The Students:
 - 2.1. Agree to complete the above components of the PARLEY Website, including plugins, sample pages, posts and Galleries.
 - 2.2. Will make changes to interim versions to the above components as may be required by PARLEY and will perform adequate testing of the final versions to ensure that they meet both PARLEY and industry quality standards. *The specific requirements are outlined in the attached document “Requirements”.*
 - 2.3. Warrant that they will obtain the rights to all materials utilized and included at their discretion.
 - 2.4. Warrants that they will provide PARLEY with acceptable documentation on all required rights and permissions for the materials used (per The Students’ discretion) on the above components.
 - 2.5. Agree to work with and consult with the PARLEY staff and other specialists, as PARLEY shall direct, provided such consultation does not obligate The Students beyond the scope of this agreement.
 - 2.6. Acknowledge that the work described herein is pro bono and grants to PARLEY its successors, and assigns exclusive rights to all new materials produced under this agreement, including graphics, video, and any authoring code or software developed for the exclusive use by PARLEY.
3. In consideration of The Students’ obligations hereunder, PARLEY:
 - 3.1. PARLEY shall not profit from student work without express consent from the Students and Instructor. PARLEY agrees to honor the student’s wishes towards the condition of publication. If any designs are chosen then there shall be an agreement between the student (on an individual basis) and PARLEY for compensation using the following options through a separate agreement:
 - 3.1.1. Monetary
 - 3.1.2. Instructional credit
 - 3.1.3. Combination of the two

- 3.2. Agrees to provide The Students access to the following media materials as requested by The Students:
 - 3.2.1. Existing graphic elements and resources that support the subject matter of the above components.
 - 3.2.2. Existing graphic and media elements that communicate PARLEY identity to include company logos, fonts, photos and audio.
- 3.3. Agrees to provide final content as required to complete each of the components by its scheduled due date as specified in the project schedule, unless otherwise negotiated with The Students.
- 3.4. Will meet to consult with The Students, and others as needed, to determine overall design and will provide complete and timely feedback to The Students as required.
- 3.5. Agrees to notify The Students of significant changes as far in advance as possible (a minimum of twenty-four (24) hours in advance), and will document requested changes made of The Students via e-mail.
- 3.6. Agrees that The Students will receive credit for their work on the above components.
- 3.7. Agrees that The Students may include samples of the finished product in their promotional materials, provided that the samples are used only to represent the quality of The Students' work, are free of other copyright protection, and in no way constitutes competition with PARLEY.
- 3.8. Understands that this agreement covers activities for the duration of Fall & Spring Semester 19/20, which extends from Nov 18, 2019 through May 8, 2020. The Students are not required to perform additional modifications or development to the site after May 8, 2020, except as mutually agreed to by PARLEY and The Students (See section 3.1).
4. All work under this agreement shall be subject to the following guidelines, constraints, and limits:


PARLEY understands and acknowledges that the work done under this agreement is pro-bono, accomplished for no exchange of funds between PARLEY and The Students unless any designs are used for monetary gain on the part of PARLEY which requires a separate agreement between the individual student and PARLEY.
5. This agreement shall be binding upon and inure to the benefit of the successors and assigns of The Students and the successors and assigns of PARLEY
6. Nothing contained in this agreement shall be deemed to constitute the relationship between PARLEY and The Students as that of partners of joint ventures, nor principal and agent, or employer and employee. PARLEY and The Students expressly agree their relationship is that of independent contractors.
7. Any modification of this Agreement or additional obligations assumed by either party in connection with this agreement shall be binding only if evidenced in writing signed by each party or an authorized representative of each party.

IN WITNESS WHEREOF, the parties hereto have executed this agreement the day and year first above written.

PARLEY

The Students

By_ 

By_ 

Sarah McHanon
PPCC Parley

Peter Strand
Instructor, MGD 242

Requirements

Your Organization's Purpose

1. **Mission Statement**

Parley is a literary and arts journal designed to showcase the creative and academic excellence of Pikes Peak Community College's student body. All works are created, edited, and designed by students. "Parley's goal is to give every PPCC student the opportunity to get their work published. It is our belief that creative literary and artistic works produced by students should be read and appreciated regardless of experience. Whether a student is an aspiring novelist, a learned poet, a novice photographer, or an artist-by-trade, there is an opportunity and a space for them in Parley."

2. **Vision Statement**

PPCC's one-stop-shop for creative and academic excellence. To provide a mixed-media experience for PPCC students, faculty, staff and community. Parley Publishing is a creative art as well as an academic publication that features the works of PPCC students, so it is both formal and relaxed, a blend of posh accessibility that isn't too artsy or highbrow. Parley Publishing is contemporary, bold, and stylish, but not cluttered, stodgy or outdated. Think: striking yet simple. The site needs to have as few distractors as possible, and really allow site visitors to focus on the content first and information second.

3. **What is the primary purpose of the site**

A combination of intriguing students to submit work and enticing the viewer to browse works in

the site. To achieve this, they would like a middle ground between visual and written. On the home page they would like most recent features entice interest with visual content first and technical information second. When people visit the site, it is desirable to be able to effortlessly engage with the material presented, this includes reading poems and lengthy prose pieces, as well as viewing art, video and photography. The site needs to have as few distractors as possible, and really allow site visitors to focus on the content first and information second

Corporate Identity (if different from the existing website)

4. **Do you currently have a corporate logo?**

There is an old logo Paragraph Symbol which will be provided, but open to re-design.

If “Yes”, please provide either a URL or a digital copy if possible. If all you have is a paper copy, please provide it, along with any specification (color, typeface, etc) you have.

They want a simple logo that is representative of community literature and art with a simple sans serif font.

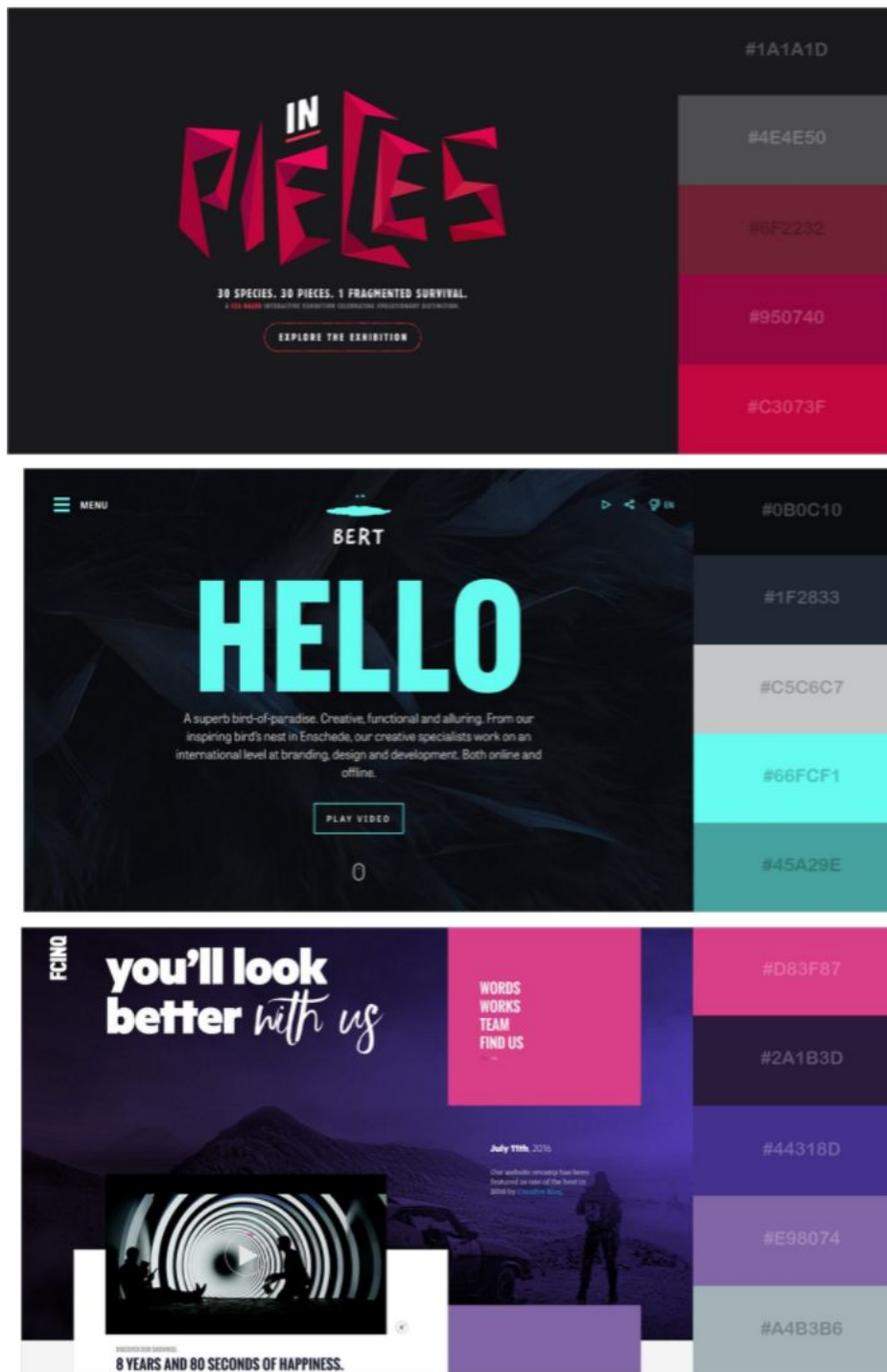


5. **What is your corporate color scheme?**

Open color palette. Must follow [Universal Design](#)

Parley Publishing is contemporary, bold, and stylish, but not cluttered, stodgy or outdated.

Think: striking yet simple. These color palettes best showcase those qualities.



6. **Do you have a phrase or motto that describes your identity or purpose? If so, what is it?**
 She did not provide a catchphrase in the initial meeting but said that she would try to start thinking about what she might like. In a secondary message that she sent to us she has provided two different catchphrases

7. **Do you have digital marketing materials?**

All content on the existing web site is available. Also:

1. [Design Brief](#)
2. [Full resolution Website files](#)
3. [2019 Published pieces](#)
4. [Existing site](#)

8. **How do you currently communicate with your customers or constituents, in order to build a stronger relationship with them (increased sales, donations, participation, lead, etc.)?**

They communicate with submitters but not as well as they would like, they would like to be able to send automatic emails to confirm their submissions and better contact methods. A newsletter and calendar of events is a possibility. Also, Contests, The Parley Journal itself, SSJ, PPCC Slideshow TVs

9. **How will content be provided?**

Submission will be open to all students for review by our editors.

Your Customers/ Constituents

Although we obviously are designing a Web site for your organization, we must appeal to the users of the site in all aspects of design and functionality. It is critically important for us to understand who is or will be buying your products or using your services or supporting your cause.

10. **Primary Audience Demographics**

Students high school age to older students or instructors and potential clients/employers who are older so from ages 16+. Business owners, students, instructors and general community. Must be 508 compliant including all images with alt text information

1. **User Characterizations**

Students of All Ages Highs school to College including veterans who are students as well as anyone on social would like more of a social media presence.

2. **Age Range**

16+ Open range that does not preclude any demographic

3. **Gender**

All

4. **Annual income range**

Full range

5. **Highest Education level**

Accessible to everyone.

11. **User Technology usage**

1. **How computer- and Web- savvy are your primary and secondary/tertiary users?**

Some may be very used to web and some may not. It is very wide-spread demographic. This includes mobile devices, desktop and other platforms

2. **How do you want users to be able to access your Web site? (Check all that apply)**

Most will access the Web site via a desktop computer. Mobile and tablet will probably come secondary to an actual computer. By word of mouth. The user's the client is looking for all work within the academic and arts community. and through PPCC and Social Media

3. **Is there a corporate standard browser your users are required to use? (This primarily applies to intranet applications)**

All browsers

4. **Is there a corporate standard computer type/ operating system your users are required to use? (This primarily applies to intranet applications)**

No, they want to accessible to as many people as possible.

Requirements

What is the main call to action on your site

Submissions Subscriptions Highlight Student Work

What is the ways to achieve this action?

Submission form that is easily accessible. It must contain all elements of the [original form](#) but can have more fields.

What are secondary actions on your site?

An online exhibit of Student features and Gallery of works that include literature, artwork, video and other visual media

What is the ways to achieve this action?

A lot of what is posted on the site will be text, from poetry to short stories and plays, so it's important that visitors can read blog posts with ease. Front page to have student work featured front and center, along with plenty of visuals.. Make sure the submit button stands out. An email list to sign up for information when the magazine comes out. Horizontal rules between entries to help delineate entries. Media pages that focus on rich media entries like video or animation. There needs to be more visual properties accompanying the blog posts that involve text, and a horizontal layout for the blog posts would help organize and create distinctions between author's works. Also, the visitor should be able to access content with only two (2) clicks.

Is there a wish-list for future functionality?

Donations

Simple e-commerce of items such as t-shirts, mugs

Order form for copies
Newsletter

What are you selling
NA

Shipping or delivery requirements
NA

How many products are you going to sell
NA

What are some websites that you want to emulate?
<https://granta.com/>
<https://tinhouse.com/>
<https://www.tumblr.com/> – “tumblerize” but really want a Media feed of different work delivered in a similar fashion to a social media platforms’s feeds

Is there other functionality you might want?
Social Media Feed

Faculty Tab Menu to showcase faculty works

Media Tab

Email List

Blog

- Event calendar
 - Releases
 - Deadlines
 - Events
 - Other artistic happenings through the college

Archives

Submissions

History (About)

Searchable Database of works

Lightbox for Images

Horizontal Viewing (Multi Columns) & Rules to break up the page

Mobile Functionality

Sans Serif Fonts

Black Text

Use of Notions of Universal Design

Rotating Homepage (Different Views) for Hero Imagery

Continuous Scrolling (Posts continue to load as you scroll down the page)

Subscriptions via email

508 Compliance (ALT Tags)

Each Menu Bar Category should open to view each individual categories options (i.e. – Literary opens to a page where you can preview the Fiction, Nonfiction, Faculty, & Poetry sections)