

PRIMARY CONTENT / GOALS

- Seasons and rules (currently PDF, would be HTML)
- Meeting notices and public commenting
- Buying licenses
- Species catalog
- Native wildlife
- News, updates, announcements
- Region-specific information
- Education

From RFP:

- Modern, navigable, efficient, and enhance the user experience.
- Search
- user-friendly to a wide range of visitors
- seasons and rules data, optimized for web/mobile
- jobs
- anticipated integrations:
 - hunt and fish planners
 - fish stocking DB
 - game and fish records
 - harvest stats and odds
 - private properties db
 - health reporting
 - boating access sites
 - chronic wasting disease data
 - species catalogue
 - fisheries reporting
 - roadkill salvage
 - news
 - technical reports
 - digital maps
 - events
 - wildlife sighting reporting via webform
- Design remarks:
 - legible fonts and readable text
 - color contrast
 - visual hierarchy
 - feedback
 - accessibility, keyboard nav
 - google fonts
 - 2 fonts preferred (max)
 - limited colors, avoid unnecessary tints or shades associated with display energy usage (design with mobile device and battery savings in mind)
 - minimize animation complexity
 - CTAs
 - clear nav structure
 - strong form design
- Page components desired:
 - text
 - media
 - galleries
 - layouts and backgrounds
 - accordions
 - tabs
 - carousels/sliders
 - featured, block quotes
 - data visualization elements
 - social media sharing widgets

****NOTE: This is not a ‘department of conservation’ - they are focused on hunting and fishing specifically. No non-game recreation (no parks, boating, or other forms of wildlife enjoyment). Wildlife information is focused on game species.****

DESIGN INSPO



VINTAGE HUNTING/FISHING-INSPIRED WALLPAPER



banner from their current site.

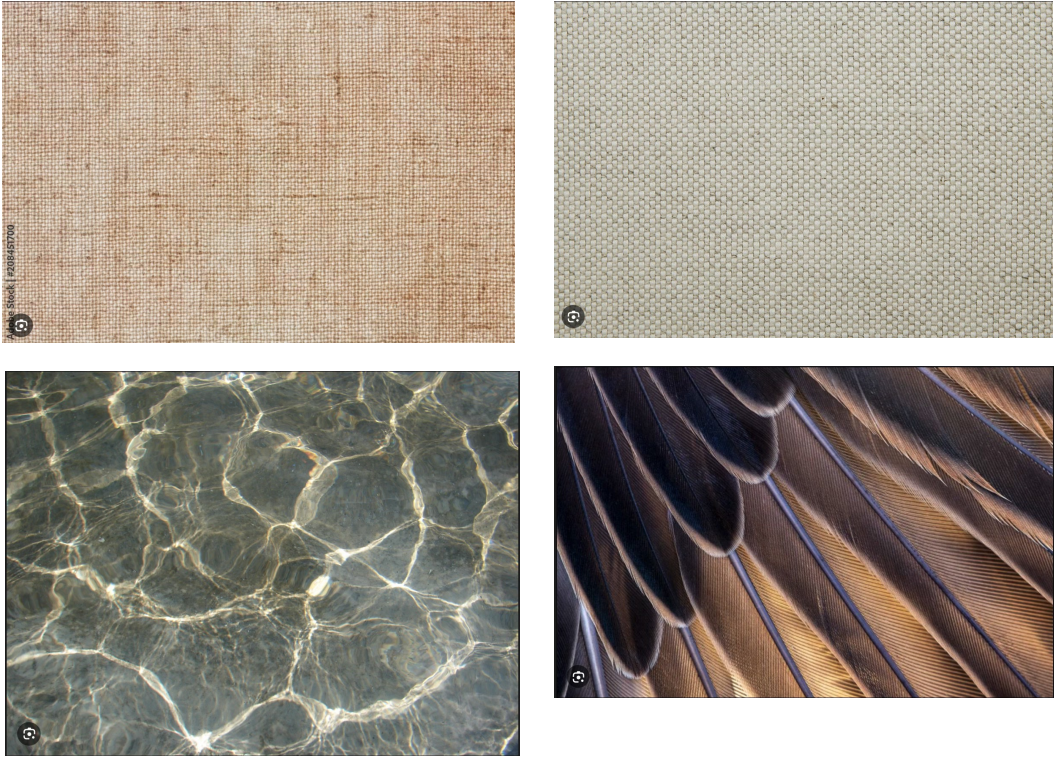
SOLID COLOR OVERLAYS ON NATURE IMAGERY



banner from their current site.

TEXTURES

- Netting
- Canvas
- Linen
- Feathers, overlapping
- Burlap
- Water/waves
- Scales



TAGLINES

- Wild by design.
- Where hunters and habitat thrive.
- The wild is calling.
- Fish and hunt like you mean it.
- Guiding generations outdoors.
- Preserving game, passing it on.