

## Design Summary

The site's main goal is to give the general public a more balanced interpretation of Washita because Native American accounts are traditionally neglected. The authoritative Lithos Pro font is selected for the header because of its association in Southwestern and Western Native American signage. Georgia font is used for text content within the site because it is clean, easy to read, and adds a formality not present in Lithos Pro (Lithos Pro uses all caps). The navigation aims to be easy and clear and uses simple vocabulary and imagery to engage the visitor. The selected colors intend to give a Western historical feel. Different shades of brown convey the environment in Oklahoma where the Washita engagement occurred in late November. Brown also represents a dead landscape (death is a prominent theme in this historical period). Red is selected to bring attention to the navigation and also representative of bloodshed. The fourth color that is utilized sparingly throughout is a charcoal grey. It is integrated in certain areas to correspond and complement the black and white historical images placed throughout the site.

Black Kettle's image is placed on the home page to make a point about historical perspective. Typically, Custer is the most prominent figure associated with Washita. In traditional historical accounts it was considered his only "victory" over Native Americans. The placement of Black Kettle on the home page demonstrates that Native Americans are present to incorporate their part of history. The background of the layout includes a faded map of the Great Plains that centers the prominent contours of Oklahoma's state boundary. The placement of the map allows visitors to immediately understand the geographical context of a somewhat obscure historical event. The name "Oklahoma" was removed from the map because the state was not formed until well-after the incident at Washita and Natives at the time did not consider their land as a political entity of the United States. Because Oklahoma has very distinct and identifiable borders within the region, the context remains clear for the intended audience. The other state names are in place for modern geographical reference as well as historical accuracy because those territories and states were politically established at the time of Washita in 1868.

The second design page illustrates the initial page that appears under the "Key Figures" navigation. Images of four different people are visible with categories underneath. For somebody quickly browsing the site, they can take a look at the pictures and names and know who was involved. The positioning of the figures with the map layout is on purpose. Custer and Sheridan were figures who came from the east and were responsible for the attack on the Cheyenne village. By clicking on the figures, a more detailed account and biography will be visible. The layout and the navigation will remain consistent throughout the site. The design decisions hope to convey a Western historical feel but also hope to be visually compelling on every page. The text displays will never be overwhelming but there will be choices that allow access to more information if it is sought.

## Logo/Logotype



The logotype emphasizes the title of the project. It uses a Lithos Pro font that is often seen in signage throughout the southwestern United States. The color combination of browns and red were selected because of their connection to Western scenery and the autumn season. The Washita engagement happened at the end of November (brown) and involved death and brutality (red). The placement of a faded Oklahoma outline allows for immediate geographic context.

# Color Palette



Hex: e3d3b8    R: 227  
                  G: 211  
                  B: 184



Hex: b42714    R: 180  
                  G: 39  
                  B: 20



Hex: 603913    R: 96  
                  G: 57  
                  B: 19



Hex: 494949    R: 73  
                  G: 73  
                  B: 73

# WASHITA: A PROBLEM IN HISTORY & MEMORY

[Key Figures](#)

[History](#)

[National Memorial](#)

[Your Opinion](#)

## A Battlefield for Whom?



Washita

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Texas

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Key Figures

History

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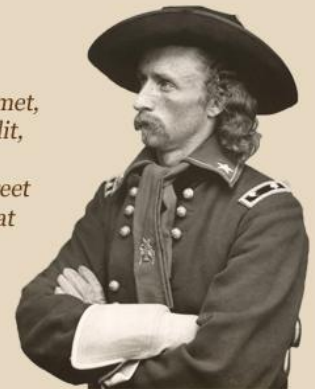
## Key Figures



Cheyenne People

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Washita



Custer

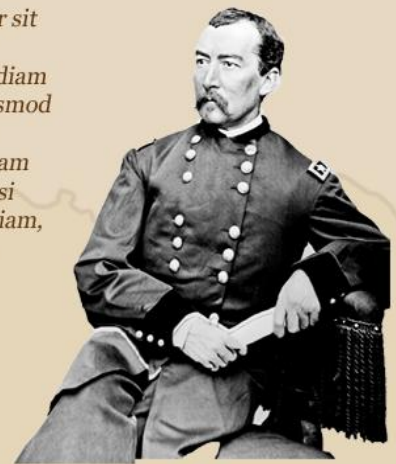
*“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.”*



Black Kettle

*“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.”*

Texas



Sheridan

*“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation hendrerit.”*