Redesigning Dr. Doom

Web site design project for:

Dr. Doom and the Dancing Dumpkins

Purpose: To portray the work of Ralph Taylor and the organization he created to promote nuclear disarmament over the last 20 years. The site will also highlight the continuing struggle of a small but mobile group in its humanitarian efforts.

Although directly targeted toward peace activists and historians of the late 20th century as well as those who enjoy arcane Americana, this Web site would seek to inform a new, younger audience about the issues relating to nuclear weaponry. The addition of flash, a blog, and a wiki focusing on peace issues could serve to attract and inform this younger potential audience.

The abundance of text will to some degree be balanced by photographs from peace marches in the United States and the (then) Soviet Union as well as from protests at various sites including Nevada and presidential events including nominating conventions up to 2004 in New York City when local, state, and federal authorities destroyed the primary Dr. Doom icon, the Dr. Doom Bus, a converted school bus replete with missiles, messages, and a sound stage.
Some flash (say dancing skeletons, i.e. the dumpkins) needs to be included to make the Web site more dynamic. In addition some video clips and certainly a few audio clips would add to the site’s appeal.

Images and logos from the Dr. Doom project will be featured.

Clips from news stories in local, regional, and national newspapers and magazines will round out the pages.

Links to other nuclear disarmament and peace movement Web sites will be embedded in the text or images on the pages. Get authorizations for links as well as agreements to allow use of summaries and artwork.
Starting Point

When Helen Caldicott spoke at "The Spirit of Health" conference on the Hawaiian Island of Maui in 1983 her impassioned warnings about the dangers of nuclear war shook Ralph Taylor, a retired architect, to his very core. Her words ignited a fervor in Taylor that would lead him to create Dr. Doom and the Dancing Dumpkins Inc. Deep concern for the world's future prompted Taylor and his associates to march, protest, inform, share, and carry Caldicott's warnings from the U.S. government's Nevada Test Site to Republican National Conventions and into the heart of what was then the Soviet Union.

Taylor's signature creation—the Dr. Doom Doomsday Machine or, as it's more frequently called, the "Dr. Doom Bus"—stirred controversy and affectionate consternation across America until it found an ignoble end on the streets of New York in 2004. On this website you can find Dr. Doom's story in words and pictures. Here you can read his own words.

<table>
<thead>
<tr>
<th>DR DOOM'S WORDS</th>
<th>DR DOOM'S FUTURE</th>
</tr>
</thead>
<tbody>
<tr>
<td>DR DOOM BUS</td>
<td>DR DOOM SCRAPBOOK</td>
</tr>
<tr>
<td>DR DOOM ON THE MARCH</td>
<td>SUPPORT DR DOOM</td>
</tr>
<tr>
<td>NO NUKES MOVEMENTS</td>
<td>DR DOOM HISTORY</td>
</tr>
</tbody>
</table>

Changes will include:
Too much “Doom”! Change the headings and simplify them. On subsequent pages the nav boxes become nav bars on the left and will need one or two short word headings.

Too much detail! Shorten it up and make it specific!

Improve the typeface selection to make it consistent with logo or Web site.
New Access Page:

Learn what one person can do to battle the scourge of nuclear weapons!

This page should open quickly regardless of bandwidth. For those with faster computers and access, the Web site will offer more features (flash, interactive) for a more dynamic feel but the dial-up folks will still be able to access a reasonable quality of information quickly.

Subsequent pages:
Wireframe sketch
Visio design
Visio page layout.
First sketch:

Dr. Doom redesign sketch

- Access Page
- Dial-up
- High speed
- Commerce

- Limited color
- B/W
- Fully compliant accessibility

- Basic pages
- Mobile

- Lots of color
- Flash
- Dancing clumps
- (from logo)
- Blog
- Wiki

- Authorized links to other peace movements around the world

- Find simple
- But creative
- Interactivity

- Each page
  - Has hot spot
  - Return to access page

- As accessible as possible
  - With Flash
  - Full descriptions of all images & logos
Dr. Doom advertised its coming “road show” in the early years.

President Ronald Reagan frequently found himself a target of Dr. Doom and his crew’s disarmament and peace campaign. Reagan’s “Star Wars” space-based weapons program is the target of this giant poster cartoon displayed at the Nevada test site.