



# 2009 | Corporate Timeline

## Our History

Timeline launch page

The screenshot shows the Target website's 'Our History' page. At the top left is the Target logo. To the right are links for 'Shop Target.com', 'Find a Store', and 'Contact Us'. Below these are navigation links for 'Our Company', 'Careers', 'Investors', and 'Pressroom'. A left-hand navigation menu includes: Overview, Our Mission, Community Outreach, Our Focus on Design, Our Stores, Diversity, Environment, Our History (selected), Awards + Recognition, Corporate Responsibility Report, and Partners Online. The main content area features a large 'Our History' banner with a collage of historical images and a 'Launch Timeline' button. Below this is the 'Target Interactive Timeline' section, which includes a 'Through the Years' timeline with a '2008 Innovation' event highlighted, a descriptive text block, and another 'Launch Timeline' button. The footer contains links for 'Terms & Conditions', 'California Privacy Rights', 'Our Privacy Policy', 'Team Member Services', and 'Visit Partners Online', along with a copyright notice for 2009 Target.com.

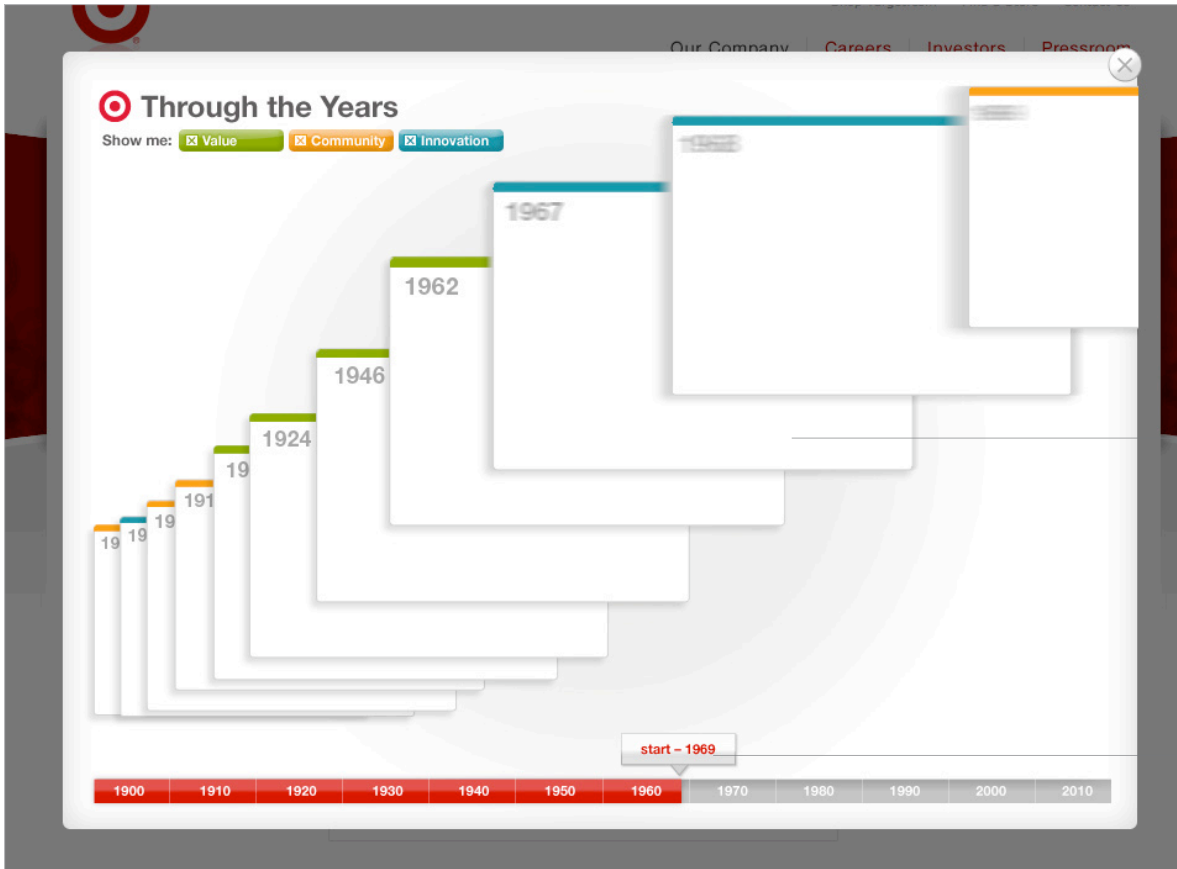
The new billboard will feature a series of historical images, highlighting value, community and innovation, in a collage-type format. The billboard launcher functions in the same way as Where We Work. The timeline can also be launched from the page body.



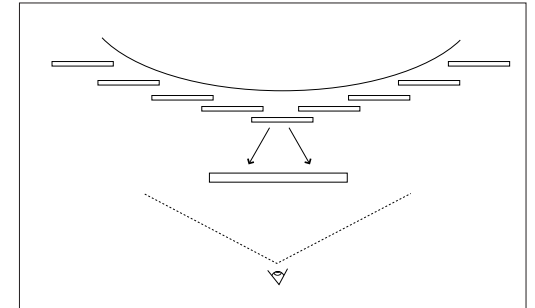
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## Flash Timeline Design: Half-Carousel Layout

Timeline Opening Animation



Top-down View (Featured card in front)



### CARD ANIMATION

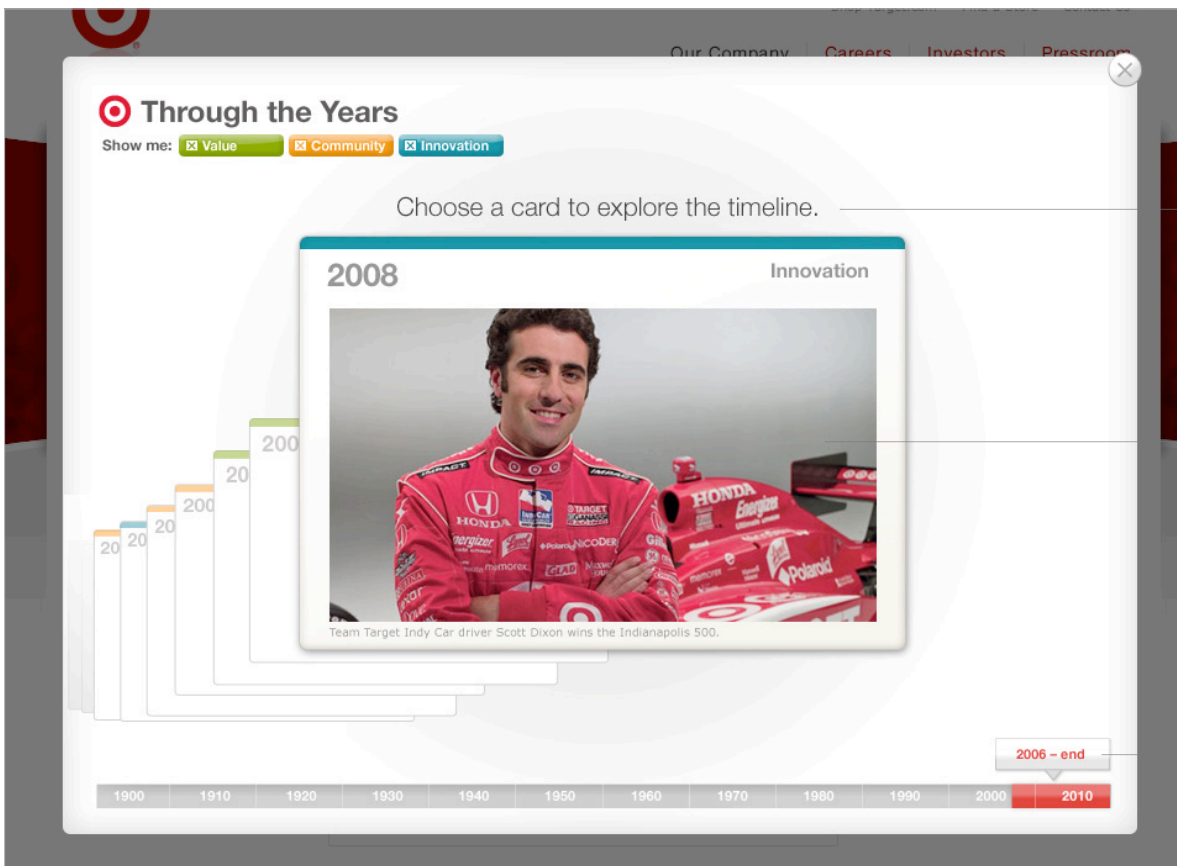
- Cards fly onto the screen as they load.

### LOADING INDICATION

- As cards load, the red bar scales to indicate which years are being displayed.
- The year callout displays the exact date range that has loaded.

During the opening animation, the timeline cards fly in from the upper right, swoop down and form a stack in the lower left.

End of Animation



Users are encouraged to interact with the cards.

### CARD ANIMATION ENDS

- The last card to animate in (the most recent) becomes the featured card

Year callout and red bar indicate the visible cards' date range.

When the animation is complete, the most recent card is featured. Instructions will appear until the user interacts with the timeline.



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## Flash Timeline Design

Middle Cards



### OTHER VISIBLE CARDS

- Twelve small cards are visible for quick skimming
- Navigating to next or previous card causes them to shuffle and land in these same positions
- Gray cards represent more content available beyond the visible range

### FEATURED CARD



The Featured Card is always in the middle of the card layout. The red time span identifies the date range represented by the thirteen visible cards.

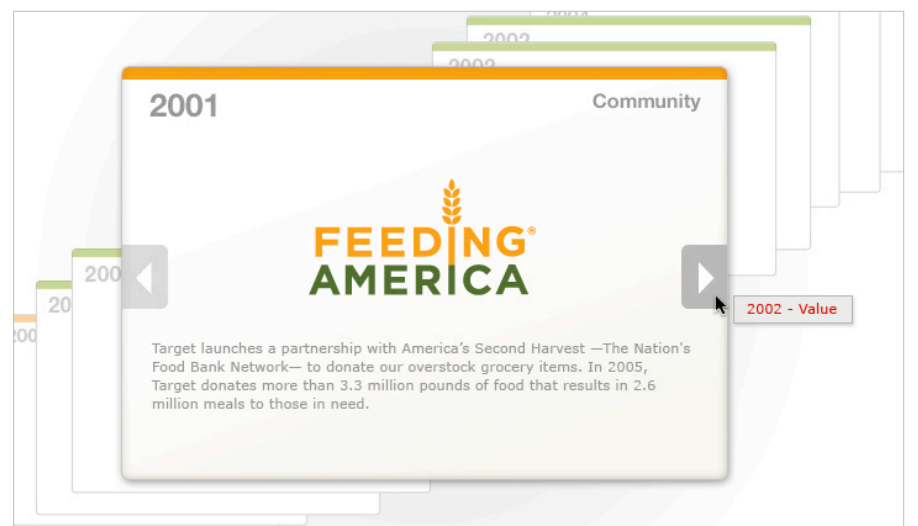
Rolling over the red time span reveals instructions. Users can click and drag the date range or the tooltip to navigate through time.



Rolling over the featured card reveals next/previous navigation.



Rolling over the left arrow gives users the date and category of the previous card.



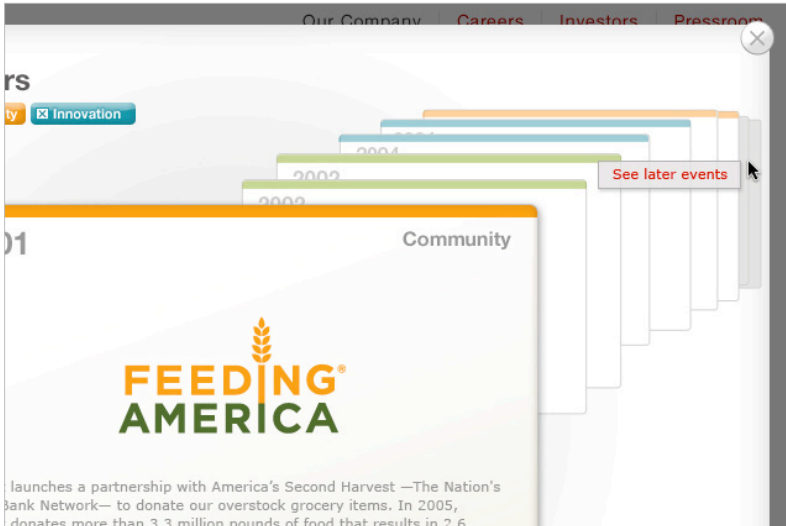
Rolling over the right arrow gives users the date and category of the next card.



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## Flash Timeline Design

### Navigating Beyond the Visible Cards



Rolling over the upper gray cards reveals a tooltip. Clicking the upper gray cards moves to the next latest thirteen cards.



Rolling over the lower gray cards reveals a tooltip. Clicking the lower gray cards moves to the next earliest thirteen cards.

### Previewing Other Visible Cards



Rolling over visible cards in the background causes them to slide up a little bit, become darker, and display a small thumbnail preview.



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## Card Types

Card Examples (Cards are 490 px wide x 334 px tall)

**2001** Community

**Subhead lorem ipsum dolor sit amet**




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Horizontal image and text

- maximum subhead word count: 6-8 words
- maximum body word count: 40 words
- photo dimensions: 444 px wide x 159 px tall

**2008** Innovation




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Full image with caption

- maximum caption word count: 15 words
- photo dimensions: 443 px wide x 254 px tall

**1902** Community



**Subhead lorem ipsum dolor sit amet**


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Vertical image and text

- maximum subhead word count: 6-8 words
- maximum body word count: 60 words
- photo dimensions: 223 px wide x 254 px tall

**1950** Value




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Video with caption - 3:4 proportion (future enhancement)

- maximum caption word count: 15 words
- video player dimensions: 291 px wide x 254 px tall

**2008** Innovation



**Subhead lorem ipsum dolor sit amet**

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Proin faucibus, libero sed iaculis dictum, metus eros malesuada mauris, sed sollicitudin mi sapien tincidunt velit. Sed ac dui lectus, quis euismod mauris. Vestibulum convallis mi ut tellus ultricies ut sollicitudin est tempus. Aliquam erat volutpat. Proin tempus auctor odio, eget.

Thumbnail image with caption

- maximum subhead word count: 6 words
- maximum body word count: 100 words
- photo dimensions: 108 px wide x 108 px tall