

LOST BOYS



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## INTRODUCTION

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*Lost Boys* was created for a social video gaming group I run in my spare time. It highlights the members and events of the massive multiplayer online role-playing game (MMORPG), Final Fantasy XI.

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## OBJECTIVES

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The site serves to act as an information and member portal for the group, highlighting events and explaining the purpose of the group. It also acts as propaganda for prospective new members.

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## TARGET AUDIENCE

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The site is meant to attract members of the social group to obtain information about recent events and fellow members, as well as to offer information to players of the game who might be interested in joining a friendly, social 'linkshell', or in-game chat network.

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## TECHNOLOGY

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The main structure of the site utilizes HTML and CSS for its construction. JavaScript is used for the large message board button on the left-hand navigation to highlight the message boards that are updated far more often than the site itself. The members list and village map were both created in Adobe Flash for further user interaction. All photos and designs were manipulated in Adobe Photoshop.

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## LAYOUT AND DESIGN

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The site itself is rather large, covering everything from news, to information about how the game works, to how to role-play one's character. In order to fit each subsection link into the main navigation, a vertical navigation seemed like the best design for the use of space. The navigation is also divided into four separate sections that highlight different audiences and reasons for visiting the site. That way, visitors can go right to what they're looking for without having to wade through all of the links.

Deeper within the site, some sections are divided further, with navigation located at the top of the page, so that the content does not get too heavy or require too much



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scrolling down the length of the page.

The overall design is in keeping with the fantastical nature of the game, but it also plays off of the name of the group - The Lost Boys - using colors, images, and textures to remind one of tree houses and youthful fantasy.

## COLORS AND TYPE

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Again, the colors of the site are meant to invoke a 'secret tree house' feel, with leafy greens and warm wooden glows.

For headings and call-outs, a fantasy serif font was used to imitate wood carving or calligraphy. The body text is 12px Verdana, chosen for its readability and soft edges.

## SITE STATISTICS

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Currently, the group averages around thirty members spread around the United States, with one member in the United Kingdom. As the leader of the group, I update the website, though lately, because of school and work, I have only been able to update the site once every three months or so.

This is a new version of the site, completed in December of 2007. Since then, it has logged roughly 2,000 page views. The site is visited roughly 25 times a day, with most of our users accessing via the Firefox browser. Almost all of our traffic is generated through Google searches, though we do get quite a lot of word-of-mouth traffic. The most viewed pages include the events page, the 'cause' page - which describes what we are about, and our online application.



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## SITE MAP

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### Linkshell News

- Captain's Log
- Events: An explanation of events.
  - Upcoming Events
  - Static Parties
  - Monthly Events
  - FFXI Events
  - Calendar
- Accomplishments

### About Lost Boys

- Members
- Our Cause
  - Who We Are
  - Lost Boys Charter
  - Colors and Sigil
- The Story
- Haven
  - The Island
  - The Village

### Joining Us

- Rules
- RP Etiquette
  - Cardinal Rules
  - Using the Message Board
  - Using the Linkshell
  - Appropriate Timing
  - Grammer, etc.
- Character Creation
  - Character Names
  - Creating a History
  - Points to Note
  - Vana'diel Resources
- Application
  - Application Form
    - Application Submission Verification

### Resources

- FAQs



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- [Site Map](#)
  - [Contact Us](#)
    - [Email Submission Verification](#)
  - [Privacy Policy](#)
    - [Your Privacy](#)
    - [Square Enix Copyrights](#)
    - [LostBoysLS.com](#)



## ORIGINAL SITE DESIGN

**LOST BOYS**  
A LEVIATHAN LINKSHELL

YOU'RE ONLY LOST WHEN YOU'RE ALONE

.. NEWS ..

Welcome to the home of the Lost Boys, the premier roleplaying linkshell of Leviathan. The Lost Boys are a group of adventurers who have banded together under the code of helping those weaker than themselves and striving to revive justice and honor in a world corrupted by greed and powermongering.

Many of the Lost Boys are orphans, without a real family to return home to at the end of a long campaign, and find solace in their fellow adventurers as the brothers and sisters they need to support them during the darkest of hours.

The Lost Boys make their home in Haven, a safehold located on a small island in the Kutzotz region. A hidden sanctuary, accessible only to members of the linkshell, Haven is a gathering place for these adventurers, and is the base of operations for their ongoing campaign against the pirates of Vana'diel.

**LATEST NEWS**

4.12.07 - Have begun to separate members by linkshell positions and type of job. Added new members and updated departed Lost Boys.

3.1.07 - New member applications are back up. I know the website hasn't been updated in awhile. I updated a few quick things, but as I've posted on the forums, life is a bit crazy right now. Please remember that the best communication to members of the linkshell is through the forums.

9.14.06 - We all know I've been busy with school, so I apologize for no updates until now. I've reduced the complexity of the members page for now, for easier upkeep. Most of our information, including bios and calendar events will now be kept on the forum. You will also notice that I have suspended applications for the time being. Apologies to everyone for the reductions and all, but Keir's player, ie. Me just can't keep up as well with both the full time job and school. Bear with me!

4.01.06 - Okay, it's been awhile. I'm really sorry I haven't updated before this. I've just

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## SITE REDESIGN

Home FAQs • Site Map • Contact Us

# LOST BOYS

A LEVIATHAN RP LINKSHELL

\* YOU'RE ONLY LOST WHEN YOU'RE ALONE... \*

MESSAGE BOARD ▶

LINKSHELL NEWS

- ◆ Captain's Log
- ◆ Events
- ◆ Accomplishments

ABOUT LOST BOYS

- ◆ Members
- ◆ Our Cause
- ◆ The Story
- ◆ Haven

JOINING US

- ◆ Rules
- ◆ RP Etiquette
- ◆ Character Creation
- ◆ Application

RESOURCES

- ◆ FAQs
- ◆ Site Map
- ◆ Contact Us
- ◆ Privacy Policy



THE LOST BOYS  
YOU'RE ONLY LOST WHEN YOU'RE ALONE

Welcome to The Lost Boys, a Final Fantasy XI role-play linkshell on Leviathan Server. We are currently accepting members, but we only accept players 18 and up. If you would like to join us, please take a look at our [Rules](#) and [Application](#).

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