

Content Outline

Caroline Blazek

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Project Title: Types of Bears (Ursids)

https://en.wikipedia.org/wiki/List_of_ursids

My microsite will detail the family Ursidae, which contains all modern bear species. The site will be stylized with warm, natural colors and a vintage charm, to make these animals that many people find scary and dangerous feel more approachable. I want to emphasize the importance of conservation and protecting these species, as many bear species have gone extinct, and some are currently in a high level of danger. The pages in the directory, located on the home page, will detail the various subfamilies of bears, including basic information such as name, location, and diet, as well as fun facts and information regarding behavior to give each bear a unique, engaging personality.

Page 1 (Home Page): Overview and Introduction to the Family Ursidae

- Introduce the family tree of the Ursidae family
- Introduce the IUCN Conservation Status Guide, and explain why conservation of these species is important for the global ecosystem
- Directory for the pages of each subfamily
- Quick bear fun-facts section and debunking popular myths, recent news regarding conservation, and other relevant information

Page 2: The Subfamily Ailuropodinae

- Genus Ailuropoda (Panda Bears)
- Introductory Information:
 - Scientific name and subspecies
 - Range (geographical location)
 - Size and ecology (habitat, diet, appearance)
 - IUCN status and estimated population (population risk level)
- Bear Personality:

- More lighthearted, fun-fact information about the bears to emphasize memorable characteristics and give each species a distinguishable personality
- Photo Gallery

Page 3: The Subfamily Tremarctinae

- Genus Tremarctos (Short-Faced Bears)
- Introductory Information:
 - Scientific name and subspecies
 - Range (geographical location)
 - Size and ecology (habitat, diet, appearance)
 - IUCN status and estimated population (population risk level)
- Bear Personality:
 - More lighthearted, fun-fact information about the bears to emphasize memorable characteristics and give each species a distinguishable personality
- Photo Gallery

Page 4: The Subfamily Ursinae

- Genus Helarctos (Sun Bear)
- Genus Melursus (Sloth Bear)
- Genus Ursus (American Black Bear, Asian Black Bear, Brown Bear, Polar Bear)
- Introductory Information:
 - Scientific name and subspecies
 - Range (geographical location)
 - Size and ecology (habitat, diet, appearance)
 - IUCN status and estimated population (population risk level)
- Bear Personality:
 - More lighthearted, fun-fact information about the bears to emphasize memorable characteristics and give each species a distinguishable personality
- Photo Gallery

Page 5: References and Sources

- List of Ursids Wikipedia Page
- IUCN page for conservation information

- Recent conservation news and information from zoos, wildlife reservations, and other conservation groups