Audience
The target audience for this Web site is equine veterinarians and trainers involved in the horse racing industry.

Content
This Web site will provide information on what Equine Influenza Virus is, research that has been done, treatments for the virus and the impact it has had on the horse racing industry. I will provide a link on the Research page to my Research Brief on this subject that I made for AGCJ 404. I will provide pictures to go with the information so the viewer can read as well as see what is being discussed.

Design
The Web site will have a simple, yet professional design. The same layout will be used to make it easier to navigate and so it will have a uniformed look. Each page will have the links to the other pages in the same spot, at the top, so it will make navigating the Web site easier. All the images used will not be too large so no scrolling will be required and the pages can load quicker.

Color, Graphics and Text
The color used throughout the Web site will be dark green. I want the pages to have a uniformed and professional look, so the same color green will be used on all of them. The text color will be white, because it will show up well on the green to make it easy for a viewer to read. The font will be sans serif. The text will be the same font and size on every page. The header and the body text will be different from one another, but the header and body text will each remain the same, so it will be easier to read and have a professional look. Any graphics will be edited in Adobe Photoshop, so they will look professional and keep it simple. Any graphics that are too large will be cropped and reduced in size so no scrolling will be required. I will not use confusing or intricate graphics, because I do not want to scare a viewer from the page; I want to keep it simple.

Computer Technologies
I will use Notepad to write the html code. Adobe Illustrator, Photoshop and InDesign will be used for graphics, logo, text and editing photographs.

Interaction/Communication
Every page will be able to link to every other page, including a link to the main page. A link to my email address will be at the bottom of each page so I can easily be contacted, with a letter icon so it can be identified with little trouble.
EIV and Horse Racing

Purpose of Web site

Inform about the virus and the impact it has on the racing industry

Blah, blah, blah

Horse racing photo

Horse racing photo

My email address

with image of envelope as source to click on
**What is EIV?**

Information on what EIV stands for, basic information on the virus.

Make it concise

Blah, blah, blah

<table>
<thead>
<tr>
<th>Home</th>
<th>What is EIV?</th>
<th>Research</th>
<th>Treatments</th>
<th>Impact on Horse Racing Industry</th>
<th>AGCJ 407</th>
</tr>
</thead>
</table>

**Image of stabled horses at a racetrack**

**Image of horses in trailer**

My email address with image of envelope as source to click on
Brief overview of recent research

Blah, blah, blah

Image with link to AGCJ 404 Research Brief

Image of laboratory work

My email address with image of envelope as source to click on