Stage I Storyboard

My Web site is about Full Circle Swine, my roommate’s family’s swine “business.” They are expecting a litter in March, which they will sell, and I would love to market how they got started, what their mission is and include information on how to purchase hogs.

AUDIENCE

The target audience for this Web site is people wanting to purchase hogs, learn more about Full Circle Swine and inquire frequently asked questions.

CONTENT

Full Circle Swine Online will be designed using colors that are inviting and easy to read. The Web site will contain background information on the Luna family and Full Circle Swine, along with photos of the children showing in major and county shows. The navigation buttons will be easy to find and easy to navigate throughout the different layers of the Web site. Links will include contact information for the Luna family and background information on their family, photos of their hogs as well as the new litter, to be born in March and a link to inquire information about Full Circle Swine.

EFFECTIVENESS

The background image will stay constant from page to page, as to not confuse those looking on to think they have stumbled upon another site. The photos, images and other graphics will need to load quickly and have a common attraction. I want photos to pop off the page, but still be easy on the eyes.

COLOR, GRAPHICS & TEXT

Warm earth tones and uncluttered photos will be used to invite onlookers to continue exploring the Web site. Individual photos of each hog and the litter will be more Web friendly than a photo of 12 hogs at once. I will choose text that will also draw onlookers in, such as sans serif for larger lettering and serif for smaller, body text fonts.

TECHNOLOGIES

HTML code used for Web input will be generated in Notepad. For photos and graphics I will use Adobe Photoshop to accurately manage all edits. Use of the Internet for HTML color codes will also be used.

COMMUNICATION

I will place a contact icon at the bottom of the page which will navigate to my e-mail address. I will also place a contact icon to gain e-mail contact with the Luna family, as well as their phone number, address and possibly a direction map to their establishment.
photos of hogs

1234 FM 5678 Troy, Texas

PHOTOS OF THE BARN, THE LUNA’s & THE HOGS
Information on Full Circle Swine...

How we started selling, where the name originated from blah blah blah blah blah blah blah blah.....

Contact information for Ed & Peggy Luna. i.e. Address, Map’d directions to barn, phone #’s and e-mail....

Pictures of inside barn, etc.