Stage I Storyboard

Audience

The audience for my Web site are people interested in dairy judging, specifically FFA or 4-H participants looking to improve their judging abilities and FFA or 4-H instructors searching for materials to help teach their students. My Web site is meant to be a learning tool and a learning experience for visitors.

Content

My site will contain learning tools to assist new dairy judgers. It will include a list of terminology, or the terms used when evaluating dairy cattle and giving oral reasons, and a breakdown of the dairy judging scorecard, which is the universal guide to evaluating dairy cattle. This will serve as critical content. The site will also include a list of links to other resources and to the AGCJ 407 site as complementary content, as well as graphic illustrations to make the critical content’s message clearer. Contact information will be at the bottom of each page. Supplementary content will be graphics and visual elements that tie the site together and make it more appealing overall.

Design

The design of the site will be simple, but effective. It will use the same color scheme throughout to maintain consistency. Each page will include links to every other page in the site, making the navigation simple for the viewer. The design will incorporate space and a table format to make it clear-cut and easy to read, as well as loading faster.

Colors, Graphics and Text

The colors used on the site will be subtle and have enough contrast to make each stand out on its own. They will also maintain consistency throughout the site.

I will use photos to supplement the site and provide graphics or photos to detail the meaning of the text. I will provide examples of “good” and “bad” traits of dairy cows through graphics.

The text will also maintain consistency by being in the same font family. I will use larger font to denote subheads or categories.

Computer Technologies

I will use Notepad to construct the site, and Photoshop and InDesign to construct any graphics or visual elements I need.

Interaction/Communication

Contact information will be listed at the bottom of
Dairy Judging 101
Scorecard

Contact Us: moo-moo@hotmail.com or 070 123 4567