What type of audience is being targeted with this site?
The target audience for my website is current Rough Rider club members and sponsors who can visit this website for up-to-date information, and also prospective club members that want to know more about what the club entails.

What content (Critical, Complementary, Supplementary) is needed in this site?
This site will include Complementary material because all photos will correspond to the activity on that page, and each page will contain unique information but will incorporate all aspects of the Rough Riders club.

How will you make your web site design effective (loads quickly, attractive, slickness)?
This website will contain basically the same layout as the first one, (text within the tan-colored block, green background) to maintain uniformity throughout the site. I will include a flash introduction that will grab the viewer’s attention, and will also incorporate rollover elements on the buttons and links to make them stand out and appear enhanced.

What color, graphics and text work best to attract unique visits and retain repeat visits?
I plan to use the same green-pattered background because is similar to the traditional universal dark green 4-H color, but is unique to my site. Also, the tan-colored text box compliments the green background, and the black text is easily visible against that color. The photos and graphics I incorporate will pertain to each page’s content and serve as entertainment when viewing, but will not be too elaborate so that the site loads easily on any browser.

How does writing for the web site differ from traditional print materials?
The amount of writing in a website should be less than traditional print material. The purpose of each of my pages is to explain the elements that the Rough Riders do as a club, and provide current information on events and activities. I plan to elaborate on several pages, but still use a small amount of text and highlight main points so that the reader doesn’t get bored but is still well informed.

What type of computer technologies will be needed to complete this project?
I will be using notepad to write code for my website, and also Microsoft Front Page to guide me with the code. I will also use Photoshop to edit my photos, and a flash program or other technology to create the flash introduction on my site.

What types of interaction/communication formats are necessary for the site to be successful?
Each page will have a link to all the other pages to make navigation easy throughout the site. The “Contact Us” page will include the email address, physical address, and phone numbers for the County Extension Agents and club sponsor. There will also be a link to a national 4-H website that will contain the answers to any other questions about 4-H the viewer might have.

How will you promote this site worldwide?
This site will be promoted because current 4-H members will view it for current information. I will also place this site on several search engines so that interested prospective 4-H members can learn about this club and how to join.
2005 Livestock Show Results

(TEXT/Photos of KKJLS Queen, winners of animal, food, other project competitions)
How to Join

(SAME TEXT & CONTACT INFORMATION)

photo