I am designing a website to advertise my hometown of Rockne, Texas.

**What type of audience is being targeted with this site?**
The Rockne website will target tourists, perspective home and land buyers, the citizens of Rockne, and any person interested in what small town living is all about. This site will give them a peek at what Rockne has to offer and an invitation to the little town!

**What content (critical, complimentary, and supplementary) is needed in this site?**
The history of Rockne is important to understand the small town and the lifestyle people live there. Critical information would include the history and how it was settled. Other critical information included on the website would be a map of Rockne and how to get there. Supplementary information would include town attractions such as the church festivals, Hilbig Park and the Rockne Museum, and Leon’s Country Store. Complimentary information would include pictures of the town.

**How will you make your website design effective?**
I intend on having the website be visually attractive with neutral colors and earthy tones. High quality pictures of the town and scenery will make it appealing and drive visitors to the town. The text and headlines are an important element in advertising Rockne also. The layout is simple but effective in maneuvering easily about the website, with 4 sections in the website: Home, History of Rockne, Attractions, and Map & Directions. There will be an additional three links under the “Attractions” link that give three examples of things to do or places to see in Rockne.

**What color, graphics, and text work best to attract unique visits and retain repeat visits?**
Attractive pictures of the town are an important, if not the most important aspect of the website. I believe that showcasing the beauty of Rockne will attract visitors and keep them coming back. I will use earth tones on the website, like mentioned before, to give off a warm and cozy feel. The community is a small farming community and I feel that by using colors of the earth such as brown, green, and blue shades, it will enhance the look and feel of the website and demonstrate Rockne properly. As far as text, I will use a sans-serif font to make it easy to read.

**What type of computer technologies will be needed to complete this project?**
In order to successfully complete this website, I will use Notepad to create the website; Photoshop to edit and make the pictures of high quality; Illustrator to create attractive text; and Microsoft Word to create drafts and documents to support the website.

**What types of interaction/communication formats are necessary for this site to be successful?**
In order for this website to be successful, I will have a contact name and e-mail address to reach me at for any questions about Rockne and any suggestions that community residents or internet surfers might have in order to enhance the website.
Rockne, Texas

... it's just a spot on the road, but what a place to live!

Home | History of Rockne | Attractions | Map & Directions

pic | pic | pic | pic | pic | pic | pic | pic

picture

picture

contact info

(Picture of Rockne in background)
Rockne, Texas
... it's just a stop on the road, but what a place to live!

<table>
<thead>
<tr>
<th>HOME</th>
<th>History of Rockne</th>
<th>Attractions</th>
<th>Map &amp; Directions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pic</td>
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</table>

History of Rockne:

TEXT

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Historical Pictures
Scrolling Vertical
Rockne, Texas

... it's just a spot on the road,
but what a place to live!

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</tr>
</thead>
<tbody>
<tr>
<td>Sacred Heart Catholic Church</td>
<td>The Rockne Museum &amp; Hillig Park</td>
<td>Leon's Country Store</td>
<td>3 links</td>
</tr>
</tbody>
</table>

The small town of Rockne has many attractions...

TX +
Rockne, Texas
... it's just a spot on the road, but what a place to live!

Home  History of Rockne  Attractions  Map & Directions

Directions...

(Map of Texas)

TXT