Stage II Storyboard Description
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1. What type of audience is being targeted with this site?
   This website will target residents of Rockne, visitors and Texas citizens who may be just looking for a place to take a drive to for the day. The website’s main purpose is to inform people about one of Texas’ hidden treasures and to get them to come and visit.

2. What content (critical, complimentary, and supplementary) is needed in this site?
   Critical information would include directions to Rockne and where it is located in Texas. Complimentary information would include pictures of the town and sites to see. Supplementary information would include information about what there is to do and visit, history about the town, and additional information provided to get a better understanding of what the town is about.

3. How will you make your Web site design effective (loads quickly, attractive, stickiness)?
   I have learned to downsize my pictures of the town so that the website will load quicker and the pictures instantly appear instead of them loading minutes after the page appears. The colors are neutral and earth tones so it is appealing and eye-catching. Navigation and communication links will be provided to make the website effective and easy to navigate through.

4. What color, graphics, and text work best to attract unique visits and retain repeat visits?
   Pictures of Rockne, country-style graphics, and san serif text work best to attract visits to the website and to get people interested in the town. 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.

5. What type of computer technologies will be needed to complete this project?
   In order to successfully complete this website, I will use Microsoft FrontPage to complete the website, along with Notepad; Photoshop will be needed 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.

6. What types of interaction/ communication formats are necessary for the 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 website visitors might have in order to enhance the website.

7. What advanced elements make this site unique and/or more complete than your Stage I site?
   I have added an intro page with flash on it to make the site more unique. Also, there will be more information and pictures provided to make the site more complex.

8. What research (provide 5 specific examples) is needed to provide accurate, fact-based content for the topic featured in the stage II site?
Information on this website will come from the Rockne museum, Hilbig Park, Sacred Heart Catholic Church, the Rockne book, and information found at The Pioneer Rockne Historical Association.

9. How will complex or in-depth information be organized for the Stage II site?
   Stage II will include more in-depth information about things to do in Rockne such as events and activities put on by the church like the Spring Bazaar and Fall Festival, the museums Rockne has to visit, and places to go to socialize in the small town.

10. How does writing for the web different from traditional print materials?
    In web writing, you must be brief but descriptive. Traditional print materials try to use as little words as possible because every bit of ink costs money. On the web, you can add as much information as you need in order to have an effective website, but it also should not look cluttered. It needs to be well organized.

11. How would you promote the stage II site worldwide?
    To promote the stage II site worldwide I will put my website on the internet and add in as many meta words about small town country living that I can so when people are searching for information about places to visit in the country Rockne will come up!
picture 2
slide in second

picture 2

SEAL APPEAR FROM FADE LAST OVER PICTURES

picture 1

picture 3
(picture 3 slide in third)

78-46

ROCKNE TEXAS

CLICK TO ENTER
Rockne Museum & Hilbog Park

Home  church  Museum  Leons  AGCJ 407

Rockne Museum

Hilbog Park

Tx +

Click for Map

pic  |  pic  |  pic  |  pic  |  pic  |  pic

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