Stage 1 Storyboard

I will be building my website to promote the Beef Cattle Short Course. The short course is held annually on the Texas A&M grounds to educate beef cattle producers across the nation.

What type of audience is being targeted with this site?
My target audience is beef cattle producers looking to optimize their production efficiency.

What content is needed in this site?
Important information needed on this site would include basic information including date, time and location of the event as well as contact information. Another important thing to include is basic information about the BCSC which will be included on the History page. I will also include a separate page for exhibitors and participants with registration forms so that they can all register for the conference.

How will I make my web site design effective?
My website will be well organized and easy to navigate. I will have separate pages for Participants and Exhibitors making it easier for each group to utilize pertinent information. It will also be eye catching and memorable with graphics from past short courses and testimonial statements.

What color, graphics and text work best to attract unique visits and retain repeat visits.
The text and colors should be easy to read. I will use maroon as one of my primary colors because the Short Course is associated with A&M. It is also important to have a high contrast between text color and background color so that the text is readable and that it will print well. To retain repeat visits I will continually update information as it becomes available.

What type of computer technologies will be need to complete this project?
For my website I will write my site with code in Notepad and I will design graphics with Photoshop.

What types of interaction/communication formats are necessary for the site to be successful?
A major focus of my website is to increase the ease of communication between interested participants and the organizers of the short course. The website will contain all of our contact information as well as the option to join our mailing list through an email.
The colors I will be using are navy and maroon. Maroon will remind visitors that the short course is affiliated with Texas A&M.
The Texas A&M University Beef Cattle Short Course was established 53 years ago by Dr. ...
Participant registration will open March 1, 2006!

Proposed Topics:
- National Animal Identification System
- New Genetic Markers
- Drought Feeding Management
- Fertility Associated Antigen Update
- and many more…

Registration Fee Includes:
- 50+ hours of training
- Hands on learning experience
- 100+ Exhibitor Trade Show
- Meals (including Aggie Prime Rib Dinner)
- Copy of course Proceedings
- Tour of A&M Facilities

Want to hear more?
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