What type of audience is being targeted with this site?
Moondance Ranch website will target people who are either looking to leave urban areas for a rural, agrarian lifestyle and want support and ideas about how to do it, or have already made this move and would like to find kindred spirits and a networking community of others with similar lifestyle goals.

What content (critical, complementary, and supplementary) is needed in this site?
Critical content for the site will be the factual story of my personal journey—demonstrating that even with few resources the urban to rural dream can be achieved. This will be complemented with facts, photographs, and descriptions of the successful ongoing agriculture production at the ranch, and supplemented with links to authoritative sources where the visitor can get ideas and learn how to tailor their own agricultural endeavors. In the future the site will also contain motivational/inspirational content such as a lifestyle column I write for a local paper, poetry, quotes and excerpts from related readings by good writers, a newsletter with current Moondance happenings and articles of relevance for the new agrarian.

How will you make your Web site design effective?
Keeping my site simple and earthy will reflect the lifestyle that I anticipate my intended audience is looking for. Thoughtful content, compelling headlines, and good writing is critical to effectiveness.

What color, graphics, and text work best to attract unique visits and retain repeat visits?
I will use a subtle tone of green for the background, an off-white cream color rather than stark white for text, and headlines will be either color with its opposite background. Photographs of my property, the animals, garden crop and hay crop will be large enough for clarity, few enough to avoid a cluttered look, and selected based on composition and color tones that blend rather than clash with the rest of the page. I will use a sans-serif font (Arial) to keep the copy clean and readable, with a contemporary script font for my home page title headline, repeated in areas where it lends itself to the overall connectivity of the design. The site will be easily navigated through the use of both horizontal and vertical tab links, with a “home” identifier always at top right.

What type of computer technology will be needed to complete this project?
I will use Microsoft Notepad, Adobe Creative Suites 2 Premium to create the site, and plan to test my site for consistency and stability in a variety of browsers such as Microsoft Internet Explorer, Netscape Navigator, Mozilla Firefox, and several other less popular browsers.

What types of interaction/communication are necessary for the site to be successful?
In this preliminary stage providing an e-mail link to my personal e-mail address will be my interaction/communication tool. In the future, I would like to have a sign up box for a newsletter that would be delivered to the participant address list and would keep Moondance Ranch on the mind of the intended audience, and demonstrate an on-going evolutionary quality rather than static nature that a good web site should have.
the journey

critters

garden

aggio dreams

links

aged 407

Welcome and overview of site
the journey

Personal bio/history of how and why I sought to change my lifestyle and follow my agrarian dream
the critters

Description of my cows, horses, dog, cats & wildlife

photos
the garden

Description of my first vegetable garden

photos
My story of returning to school and why I chose to study agriculture. I will link the user on this page to particular A&M department sites that originally enticed me to begin my personal journey.

Here I will have a few iconic photos in a small montage that symbolize the university with a link to the A&M main website.
This page will have links to take the user to sites with basic information about livestock & gardening, A&M sites, Texas Cooperative Extension, USDA, etc.

A “thank you” for visiting the site and brief statement of upcoming additions to the site (i.e. weekly columns that I write for the Calvert Tribune newspaper, cowboy poetry, and a variety of quotes/content from authors I admire and whose prose resonates with my own vision and goals.