Stage I Storyboard

I am creating a website for Mengers & Sons Farms. Mengers & Sons Farm has been in production for many years; its cash crop is cotton. The purpose of the site will be to keep family members informed as they move away and also to keep land-owners informed.

Audience
The audiences that will be targeted with this site are the all family members who were previously involved in the farm, but have now moved on to another form of employment. Another audience that will be targeted will be the land-owners whose land we farm. The website will enable to receive information about the farm as they need it.

Content
The content of the site will include a page about the rich history of the Mengers Farm. It will also contain information about how the farm is operated and news as it happens on the farm including weather and new equipment purchases as well as when they will start certain operations. It will also have links to local news papers and weather reports as well as current crop prices.

Design
The site will be effective for a number of reasons. It will be both attractive and simple. It will also be easy to navigate. The simplicity of each page will allow it to load fast. With the news page we will erase the news at the bottom as it becomes irrelevant.

Colors, Graphics, Text
The site will use earthy colors to maintain its simplicity. However, in the very back of each page there will be a picture of various fields. The graphics will be pictures illustrating the text beside each picture. Finally the text will keep a simple font in an easy to read color. However, certain elements will be introduced to provide some contrast.

Technologies
I will be using Notepad to write code and I will be using Adobe Illustrator, InDesign, and PhotoShop to create and edit graphics. Also I will be borrowing a camera from the department to take pictures of the farm.

Communication
Included in the front page will be the farm’s address and phone number. On each page there will also be a link to e-mail the farm managers.
Mengers + Sons Farm

History of the Farm  News  A Year in the Life of a Farmer  407

Picture of the family in front of the farm.
A History of the Mengers' Farm

Home

News

A Farmers Life

407

green

picture of a corn field
News

pictures & information keep adding on to the top of the page as news develops

Home

History of the Farm

A Farmer's Life

401

DATE

DATE

DATE

pic

pic

pic

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Picture of a Wheatfield

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A Farmers Life

January

February

a description of each months work

Home
History of the Farm
News
407
green
picture of a mule field