Stage I Storyboard

TARGET AUDIENCE
The target audience for RENDALL’S RECIPES is anyone who enjoys cooking dishes using organic, nutritious, agricultural products. People of all ages will be targeted by this Web site. This site will be full of easy-to-make recipes so that it is appealing to anyone from a first-time cook to a busy mother on-the-go.

CONTENT
My Web site will be fun, informative, organized and useful. The critical information to this site would be the actual recipes and ingredients listed in each. There will be a link to all of my contact information (email, phone, mailing address) so that the audience can easily inquire about specific recipes or make suggestions. I would also like to have fun recipes that anyone would enjoy making. I will have pictures of some of these dishes as well as nutrition information for each. I believe this information is complementary to the site because I am advertising it as healthy, so there needs to be information to prove that. Supplementary content would be the easy organization of the pages, various graphics and colors.

DESIGN
I would like to keep uniformity among all of my pages so as not to confuse the user. There will be a centered table on each page with a heading above and I would like to have the same border on the left side of each page. I will have a link bar on each page so at anytime, one click can take the user to whatever page they are wishing to view. Each page will be slightly varying in color and graphics so the user is aware of what page they are on. There will be a link to my contact information at the bottom of each page so it will be easily acceptable. My graphics will all be gif files so they will be smaller in size and load more quickly.

COLOR, GRAPHICS, AND TEXT
I will use vibrant, attractive colors that will not clash with the pictures of food dishes on each page. I believe a light green will be a good color along with accent colors that coordinate with breakfast, lunch, and dinner. I plan to edit my pictures using Photoshop so I can make them look more appealing and interesting. My text will be easy to read on the Web. It will be some type of sans serif font, such as Helvetica for the body and Impact for the headings. My font size will be 10-12 pt. font because anything smaller would be hard to read. The basic concept is that this site is very user-friendly and easy to read so that I can attract unique visits and retain repeat visits.

TECHNOLOGIES
To create and edit the HTML code for my site, I will use Microsoft Notepad. I will use Microsoft Word to write and edit my body text before transferring it into Notepad. I will use Adobe Photoshop and Illustrator CS3 to edit the graphics for my site. I obviously will have to use the Internet and such engines like Google. To save my information that I have been working on, I will use a USB 2 GB jump drive so that I can take my work home and to school.

COMMUNICATION
Interaction within my site is vital to its success and accessibility. I will have a link bar on every page that will link the user to every page in the site and is easy to see. I will also have my contact link on the bottom of each page that will activate Microsoft Outlook with a window ready to compose a message to my email account. I would also like to have reviews posted from various people who have tried the recipes under each one so the user can see which ones were rated the highest.
index.htm

**RENDALL'S RECIPES**

- Home
- Breakfast
- Lunch
- Dinner

- gif file graphic organic produce
- Brief overview of how this site offers nutritious, organic, easy-to-make meals that taste great!

- 401
- CONTACT US!!

- light green color for background
- link to email
- Alt text for each link
- 401 link and contact link centered at bottom
*START YOUR DAY OFF RIGHT*

Home | Breakfast | Lunch | Dinner

Recipe | Recipe | Recipe

Graphic | Graphic | Graphic

407 | Contact Us!