Audience: This website will aim to appeal to a general adult audience, mainly those who are concerned with their health. I will focus on the health aspects of whole grain cereal. The website also can appeal to children who want to see catchy pictures of their favorite cereal cartoon characters.

Content: The site will contain four links: Home, Types, Nutrition and 407. The site will include basic health information in regards to whole grain cereal and links to other sites with more detailed information. The index (Home page) will include a graphic and brief history of the development of whole grain cereal. The “Types” page will group the categories of cereal and give appropriate links to the producer’s info page. The “Nutrition” page will focus on the basic health benefits of whole grain cereal and include informational pictures obtained from the web. The “407” link will open a page to former 407 sites. I will integrate pictures and text fluidly throughout the site.

Effectiveness: The site is loaded with pictures and links. Loading will be minimized by changing as many pictures as possible to .gif images. Each link will be opened in a new browser so as not to disrupt the site. The site will be sleek and organized because of the box / table format I have chosen as the display core. Colors will be both bright for the pictures and the background will focus on the soothing aspects of the healthy grain cereal.

Retaining visits: The text will be stylish and inviting to the reader (12 point font) and its relatively easy navigation will attract repeat visits. My pictures will be organized in a manner that appeals to the eye and the site. My color scheme will be varied throughout my pictures but, the background will be the same tiled image on all pages. The informative pictures will be accompanied by text which will provide secondary support to the visual aid. These features combined will keep surfers returning.

Technologies: For most programming, I will use Notepad and when an occasional problem occurs, I will use Microsoft Front Page. Adobe Photoshop will be used in altering images and the internet will be a valuable tool in gathering pictures. A digital camera will be necessary if certain images cannot be found on the internet. I will also use tags to make my site accessible to search engines.

Communication: The site will have a link that will open an email service to send to the webmaster. The site contains links at the top of every page so that the user is not confused and can always return to any section of the website they wish. Also, I have links connecting to other cereal sites. i.e. Kellogg’s and General Mills.
Same pic + text as Home

Home Types Nutrition 407

Kelloggs
Pic of Box or logo or character

Text link

to scale

not to scale

Continue list for many types (will group by producer)

Bg = grain or cereal

link to
www.tamu.edu

ATM GSW pic SS pic Pic of me

mail website comments here