Stage II Storyboard

1.) The audience that I will be trying to target will be horse owners that range from beginners to the more experienced. I will achieve this by using informative material that is not too overwhelming for a beginner, but at the same time, presented as to not lose the interest of an experienced horse owner. The purpose of this website is to provide people with the understanding of dental care for horses, therefore, expectations for the site to be informative, will be expected. Also, the Web site can be beneficial to children and adults alike. Because the site will be educational, both groups (children and adults) can gain information about Equine Dental Care.

2.) The content of this Web site will be presented in a professional manner. This will help to gain a more trustworthy outlook from the audience, and gain their interest as well. Because this Web site revolves around the health of horses, it is crucial for the material to be presented in a professional manner. By professional, I mean clean lines, not excessive use of photos/images, mild rather than bright colors (dark blue, gray, and black), and the text will be “Romantic.” The communication links on this site should be easily found and direct the audience to the information they are trying to access, accordingly.

3.) This Web site will be easy to navigate through. The links to other pages will be presented in a way that will be easily accessible, by displaying them in a designated area with a uniform appearance. The pictures will not take a whole lot of time to load because I will format them to be Web site compatible (JPEG) and use the appropriate sizes, pixels, etc.

4.) For this Web site, I will continue to use the same color scheme of dark blue, gray, white, and black. This will be beneficial to repeated visits from the audience, and their sense of recognition with the site. The graphics will be mostly pictures of horses and their teeth, as well as common issues with their teeth pictures. I plan to use Flash on the page to make the main picture animated, with the horse performing the motions to a smile, and possible shimmer to the horse’s teeth. This animation will help to gain the interest of the audience. Also, there is minimal text on the main page, and I plan to keep it that way. Long areas of text will be saved for use in Level 3 of the site, so that it is not too overwhelming to the audience, and they will have repetitive visits to the site.

5.) The writing for this Web site differs from that of traditional print materials mainly due to the use of animated graphics. Also, when writing a Web site it is crucial for the communication links (and hyperlinks) to work effectively so that the audience can navigate through the site easily. You have to take into account possible actions by the audience and hope to anticipate their actions in a likeable manner.

6.) For this site, I will continue to use Microsoft Notepad, but also use FrontPage. I will also be using Flash in order to have animations on my pages. I will also continue to use a photo editing program that will make the pictures (used from stock) attractive for the site, as well as Web site compatible.
7.) In order for this site to be successful, there will be managed feedback, which will be directed to my email account. Also, the interaction with links will be made using the appropriate codes and will get the audience to where they want to be within the site successfully.

8.) This site is currently only available in one language (English). In order for this site to be promoted world wide, it will probably need appropriate translations. This can be done, over time, as the site evolves.
Doctors

Text regarding doctor’s appropriate credentials

Doctor Photo

Text about Doctors

Doctor Photo

Questions & Comments are welcomed through Email.
Last Updated February 22, 2007
AGCJ 407
Description of Procedures

Photo of Procedure

Bulleted Text for informational purposes

Questions & Comments are welcomed through Email.
Last Updated February 22, 2007
AGCJ 407
Photos of Common Procedures