

WEB SITE PLANNING
WEB THEME OR TOPIC: Montana Copy & Creative

<p>Phase 1: The purpose of the Site Answer these questions to determine the purpose of the web site: Goal (what is the site to do and do for your audience?) What is the site about? What is the site for?</p>	<p>NOTES:</p> <ul style="list-style-type: none"> • Site will offer users explanation of services offered by Montana Copy & Creative, a company that offers copywriting, creative services, and Marketing Strategy Consulting.
<p>Phase 2: Expected Outcome of the Web Site Basically, what does your audience/client expect the site to accomplish?</p>	<p>NOTES:</p> <ul style="list-style-type: none"> • Business searching for similar services should be able to identify exactly what it is they need and what makes us the provider of choice.
<p>Phase 3: Target Market Find out more about the client or target market that you are developing the site for. Start by answering these questions: Who is your target audience/client? Who is their competition? Is the web the right medium for your audience/client?</p>	<p>NOTES:</p> <ul style="list-style-type: none"> • Target is different for each service. • Copy clients will come from all manner of businesses. • This audience is used to using the web as a resource.
<p>Phase 4: Managing Content Make a list of all the content that the site will display to meet the wants/needs of your audience/client. Then, organize the content list by grouping information in logical and manageable sections and subsections – these sections will become your prospective pages.</p>	<p>NOTES:</p> <ul style="list-style-type: none"> • Content will grow with the site. • Initially, site will contain detailed copy on all servies, links to.pdf's of past projects, testimonials, and link to my blog.

WEB SITE PLANNING

WEB THEME OR TOPIC: Montana Copy & Creative

<p>Phase 5: Mapping Out The Site Show the flow of the site by making a flowchart showing the pages of the site (use a separate sheet of paper for drawing out the flowchart)</p> <p>Then, once the flowchart is made, determine what the layout will be for each page of the site. These page layouts will show a bit more detail (use the Page Layout diagram shown on page 3).</p>	<p>NOTES: See attached Flow Chart</p>
<p>Phase 6: Development and Design Requirements Decide at the beginning of what colors, fonts, graphical treatments (CSS application) and programming (JavaScript) should be used throughout the development of all pages. Review student samples posted in the courseroom to help you with some possible ideas. Note that design and programming ideas can be changed at any time pending on instructor and class feedbacks.</p>	<p>NOTES: Graphical treatment is in development. General feel will be very clean. Font choice and presentation will be critical. Color usage will help guide the user to the important parts of the page. I love the following site and will use it for inspiration as well as <u>the zen of css design.</u> http://www.markboulton.co.uk/index.php</p>
<p>Phase 7: Site Testing This is where you put your development to the test and your design. Test the site on different platforms and use various browsers within the requirements to be sure the site functions and appears as planned.</p>	<p>NOTES: Testing will be provided among friends and peers.</p>
<p>Phase 8: Site Development After the site has been thoroughly tested. The final version of all files that make up the web site are placed on the servers for viewing on the web.</p>	<p>NOTES: Need to set up a host account on Go Daddy or the like.</p>