Preliminary Website Design and Layout

Your website must consist of a “home page,” links to other related pages that you create and links to related, exiting web pages on the WWW. In a previous class you “brainstormed” a list of possible Web Site themes. Pick, from your list, the one you’ll do and complete the following:

Purpose of Web Site: (circle one)

1. “Commercial” e.g. advertise, sell
   Personal (organize music, photos, etc.)
   Group Presentation

2. Information
   Entertainment
   Buy/Donate/Advertise

Subject: (state in a single sentence the subject or main theme of your web site)

Header: What will be the header at the top of your page to attract viewer attention and indicate the content of your website? Could be text, image or both

Intended Audience (be specific – not “anyone interested”):

Highlight: (what will you use to attract and keep attention at this website? Why would someone return to your website?)

Content Inventory (what will you need to complete your pages? E.g. images, links, audio, movies, animations):

Home page layout: Using Dreamweaver and the blank webpage IPR1 that you created in class construct a webpage with a table, heading, and image place holders (a representative name – not the actual image) in cell(s) according to your design. Link to this webpage from the WebEx menu by February 19 midnight. You may also think about videos, audio and animations and insert placeholders for them also. This webpage will be in a peer review on March 6.