Corey Fults

Design & Marketing statement

# Design Statement:

An easy to navigate, modern design will help keep the site clean and accessible. I chose a color palette that represents the colors of a forest since the organization is based around logging. The navbar should have the logo across all pages with the main links to the core pages. Each individual page will share the navbar design and general layout.

The website should be simple and clean, having extra or unnecessary items will cause clutter which will annoy users. Since this website is designed to help provide information and services to the public, the clean and easy to access information is vital. This is important because of the wide variety of people that will use the site; the ages of users may range from teens to the elderly. I will also include contact information at the bottom of each page in addition to the contact mailing link. This general design should help most users that access the site.

Forest Color Palette:

**#4C7330**

**#ABBF60**

**#D98B48**

**#BF613F**

**#8C1C03**

# Marketing Statement:

The main target audience of this website will be loggers, landowners, potential partners, potential supporters, and potential logging recruits. Due to this group having various ages and views, I decided the sitemap should be laid out in a way that makes navigation easy to accommodate all groups.

Since the organization is about sustainable forestry, I decided the home page will serve as a sort of “about the organization” page. This will get the core purpose of the organization across without requiring a second click; additionally, this will potentially educate more people about the goal of the organization. I felt this is appropriate since the organization’s goal is to promote sustainable logging instead of selling services.

Following the core target audience, I also feel grouping related pages together in the navbar (for example, a dropdown list, or a base page for each navigation item if it has branching pages) will also promote the ease of access to information. This will be a unified design for the navigation across all pages for consistency. I will also include contact information at the bottom of each page in addition to the contact mailing link. This is to ensure the ease of finding the contact information regardless of page. In my opinion, this will provide best accommodation for all targeted groups; thereby hopefully allowing the information to reach as many viewers as possible. The simple layout should also provide ease of updates to information.