**M E M O R A N D U M**

**To:** Professor Evia

**From:** Anne Walsack, Greg DiGalbo, and Maya Chapman

**Subject:** Rhetorical and Design Choices for the Client Website

**Date:** April 26, 2016

This memo will cover the rhetorical and design choices our group made concerning our client website.

**Audience:**

We created this website for the Hispanic and Latino Faculty and Staff Caucus. The people that will ultimately view this website are people who are interested in the Caucus and that may potentially want to become a member.

**Content:**

For the most part, the content is the same as it was on the original website. We decided to get rid of the *Additional Resources*, *Membership*, and *Contact* pages because we believed they were either unnecessary or could be subsections in other pages.

* *Home:* This page welcomes the viewer to the site and let’s them know how to navigate the website.
* *About Caucus:* This page has all of the same information it did on the original site. The content covers what the caucus actually is and what it does. This page also contains a link to the constitution and bylaws and their strategic plan.
* *Caucus Officers:* All this page shows are the officers for the 2015-2016 term. Under each officer’s name, there are links to their personal bios and information.
* *Upcoming Events:* Unfortunately, this page has very little information because we were not given any events for 2016. The main event they host is the achievement ceremony.
* *Student Organizations:* This page contains a list of student organizations that work with Hispanic/Lantino students. Most of the organization names are links to their personal websites or Facebook pages.

**Purpose:**

* To inform potential new member about what the caucus is and what they aim to achieve.
* To effectively provide a website for visitors to easily navigate and find whatever information they are looking for regarding the organization.

**Coding:**

We decided against using Bootstrap for this project because we believed that the design was simple enough. The code consists simply of divs and other sections.

**Color:**

Our team had a hard time deciding on the design scheme. At first, the color scheme had the same colors as the original site. We decided to change the color because they seemed too bland and childish for the organization. We ended up going for a neutral and earth-toned pallet. We thought the background added more depth to the overall design.

**Typography:**

We wanted to keep the text very plain, but with a bit of pizazz.

**Usability:**

Problems:

Differently if more time: