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Recast Project Explanation

I created a website for my recast project. The link to my website’s homepage is attached below. While numerous website builders exist that simplify the website creation process, I decided to code my website from complete scratch. To build my webpage, I used Hyper Text Markup Language (HTML) and Cascading Style Sheets (CSS). I learned these two programming languages in a web design class this semester and thought I would apply my knowledge here. When designing my website, I used a significant amount of content from my research paper and styled it to look appealing on a website by adding colors and different fonts. In addition, I added some multi-media elements to my site like images, audio clips, and YouTube videos. The combination of my extensive text content from my research paper, combined with my multimedia elements creates an engaging and informative experience for my website’s viewers.

A website should be designed with a target audience in mine. A well-designed website should appeal to a specific audience through every element from its text content to its color scheme. While my research paper addresses a wide audience including students, school board members, teachers, and educators, for my recast project I needed to narrow in on a target demographic. I eventually decided to gear my website towards parents. When designing my site, I only included the information that I found would be most relevant to parents. For example, on my homepage, I have a specific quote from a parent with his opinion on delayed school start times. I could have chosen any of the dozens of quotes I have in my research paper, but this quote from a parent was more geared towards my specific audience. On my website, I go out of my way to address parents, especially on my homepage and call to action page. I argue throughout this site that it is a parent’s duty to advocate for delayed school start times, as it is in the best interests of their children. My website primarily argues that a delayed school start time will result in improved health and academic achievement for a parent’s kids.

My website will be more successful at getting my point across than my research paper. We live in a time where print media is consumed less and less, making it imperative for content to be available across websites, videos, and other multi-media outlets. Parents are much more likely to come across my website than my twelve-page research paper. A website can be optimized for laptops, tablets and mobile devices, so it has a greater opportunity of reaching parents who might stumble across an ad for my site on Facebook, or another social media site. Websites can create the type of shareable content that research papers simply cannot.

I hope that the visitors of my website will be motivated to read more about my topic, and eventually become an advocate for delayed school start times. My website contains a link to my research paper at the top of each page. I also have numerous links to videos and additional studies that site visitors can use to explore my topic further. I ultimately hope that my website will convey the importance of delayed school start times to parents everywhere and show how delaying school start times may be a major factor in controlling the health of their children.

My website should be easy to navigate. I will note that a website is very difficult to create from scratch, and mine certainly has some flaws. A tricky aspect of web development is that websites display differently on each computer. There may be a scenario on your computer where my site content overflows off the screen. In that case, you can easily zoom out. In Google Chrome, left click the three bars located at the top of the web browser, and adjust the zoom property from the drop-down menu that appears.

Link To My Website Home Page

<http://homepages.uc.edu/~dicrisif/Recast%20Project/Isaiah-Dicristoforo-Recast-Project/Webpages/index.html>