

Journey Bly

Prof. Gehl

Comm 3510

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Client Content Creation 1

I plan to ask my developer to build a site for my mom's preschool that she owns and runs from her home. She has ran this preschool for nearly 20 years and the more it has grown and become high in demand, the more I have felt she could benefit from a website. Some of the basic components I feel the site should have include class schedules (days, times, etc.), events/important dates (field trips, holidays, etc.), general information about the school, and contact information. I plan to provide my developer with all of this information as well as pictures of the school and activities they do.

The site will primarily be targeted toward parents whose children are already students at the preschool in addition to parents looking to enroll their children in the future. Ideally, the site will be easy to navigate so that important information is not missed. Additionally, it should make it easy for parents with prospective students to learn what the school has to offer and all of the details about classes, tuition, and registration. I also would like it to promote the positive learning environment that my mom has created in her preschool. She is incredibly passionate about what she does and I want the site to reflect that. It should feel warm and inviting: full of color and pictures of all of the school's great qualities. I think it would be nice if the site's color scheme could be colorful, but not with just the basic primary colors like any other preschool/kids website. I think playing with some different shades of colors will help to set it apart and be more aesthetically pleasing to the users. I am looking forward to seeing what my developer creates!