From pages 237 and 238 of your textbook:

## Web Project

The purpose of this Web Project case study is to design a website using recommended design practices. Your website might be about a favorite hobby or subject, your family, a church or club you belong to, a company a friend owns, or the company you work for. Your website will contain a home page and at least six (but no more than ten) content pages. Complete the following documents: Topic Approval, Site Map, and Page Layout Design. You will not develop web pages at this point; you will complete that task in later chapters.

For your web project topic approval, complete a one-page, typewritten document that answers the questions given below:

## Hands-On Practice Case

1. **Web Project Topic Approval.** The topic of your website must be approved by your instructor. Provide the following information:

   - What is the purpose of the website?
     List the reason you are creating the website.
   - What do you want the website to accomplish?
     List the goals you have for the website.
     Describe what needs to happen for you to consider your website a success.

   - Who is your target audience?
     Describe your target audience by age, gender, socioeconomic characteristics, and so on.
   - What opportunity or issue is your website addressing?
     For example, your website might address the opportunity to provide information about a topic to others or create an initial web presence for a company.
   - What type of content might be included in your website?
     Describe the type of text, graphics, and media you will need for the website.
   - List the URLs for at least two related or similar websites found on the Web.

Refer to the rubric associated with the Canvas assignment to see how I will grade your work.