Unit 5 Assignment

Step 1: Define Your Audience/Tone

* **Who will visit your site? Potential employers? New clients or customers?** I’m working on a personal website for my extended family. We are a large family and like to keep in touch. We also have a large amount of family photos from various holidays and vacations. This site would act as a place where we could scan through photos, collect old family recipes, and read through family history.
* **What can make your and/or your product stand out against your competitors?** Families are spreading out these days, and this site will serve as a better way for mine to stay in touch. Not everyone is on social media, or wants to share things on there, so this could be our own personal way to keep in touch.
* **How would you speak to your clientele if you were communicating in person? How could you translate that style and tone digitally?** The tone will definitely be casual, as that would best reflect my own family.
* **What colors represent you or your product?** My family grew up outside. The uncles all played baseball in the field across from my grandparents’ house, and their kids all grew up on the same grass. I would look to use a shade of green matched with some muted tones to make the green pop more.
* **What images illustrate your message?** I’m looking to include imagery of my grandparents’ house. I’m looking to call the site 6 Park Drive, the house address of my grandparents.

Step 2: Identify Content

* **What are the three-to-five pages titled?** About, Family Tree, Photos, Recipes
* **What will be the purpose for each?**
  + **About** will tell the story of my family.
  + **Family Tree** will break down the family.
  + **Photos** will be where all our family photos will be stored.
  + **Recipes** will be where I keep all our families old recipes.
* **What should each page contain? Will there be textual content? Or just images?**
  + **About** will contain minimal pictures and focus on copy.
  + **Family Tree** will be just copy listing the various family members.
  + **Photos** will be albums. Each picture album or picture might have copy below describing when and where the photos are from.
  + **Recipes** will be copy heavy with images of each recipes.