Define Audience/Tone

1. Who will visit your site?
   1. The site is for the general public. It is similar to a news/reviews blog on popular books/movies/tv shows.
2. What makes it stand out?
   1. The site is about sci-fi fantasy news/reviews, but the main priority will be the focus on books. With sci-fi/fantasy being so popular among movies and tv shows, most websites about this topic, don’t focus on books.
3. How would you speak to your clientele? How could you translate that style digitally?
   1. The site would be a combination of pictures and text for as many stories as possible. I’d speak to the audience as someone who is a fan of the subject. I wouldn’t just be reporting the facts.
4. What colors represent the site?
   1. The main page will be layers of blue on a white background.
5. Images
   1. The images will be related to each story and will often change.

Content

1. What are the 3-5 pages titled?
   1. Books
   2. TV Shows
   3. Movies
   4. Store
2. Purpose of Each? Contain?
   1. Homepage:
      1. It will have the logo, title, menu bar, large photo with the latest headline, latest stories of all 3 subjects below the main image. There will be some sort of advertising as well.
   2. Books, TV Shows, Movies:
      1. These 3 pages will have the same format, without the large photo. While the main page will have the latest stories or information of all 3 subjects, these pages will only have stories in their category.
   3. Store:
      1. This will have amazon links to various products featured on the website. It will be a form of revenue. It will have the logo, title, menu, advertising. Instead of news stories, there will be pictures of books/tv shows/movies that link to their product page on Amazon.
      2. Verticle