

Stage II Storyboard

My Stage II website will be a continuation of my first website for Mink Farms.

What advanced elements make this site unique and/or more complete than your Stage I site?

The use of a professional web design program such as Adobe Dreamweaver is going to help make the site look more professional. Also, the use of roll over navigation tabs will be useful in telling the viewer what they are going to click on. Photo Albums will also be created to allow the audience to see a picture bigger if they would like.

What **research** (provide five specific examples) is needed to provide accurate, fact-based content for the topic featured in the Stage II site?

- The seven essentials the Beefmaster breed was founded on will be included in the site. (Beefmaster Breeders United (BBU) – www.beefmasters.org)
- Information about the Texas A&M Study done in conjunction with the Beefmaster breed will be included (BBU)
- Link to the 4H Show Lamb guide to help those who might need more information. (http://classroom.misd.org/webs/ghewitt/upload/show_lamb_guide.pdf)
- I will also use sites of stock shows such as Houston, San Antonio, Dallas, and Fort Worth to provide correct dates, judges, and results for viewers of the site. (www.hlsr.com, www.sarodeo.com, www.fwssr.com, <http://www.bigtexlivestock.com/>)
- Other information will come from other breeders' sites to provide the most accurate information I can on the pedigree of animals that are produced and raised by Mink Farms.

How will complex or in-depth information be organized for the Stage II site?

For in-depth or complex information, information will be sectioned off and easily navigated to specific points. There will also be links to return to the top of the page so viewers don't have to scroll to find information. Small, simple site maps will be included at the bottom of the pages so if a viewer is at the end of a page and ready to go to another, they can easily do so without returning to the top of the page. The website will also be broken up into three sections with more detailed information included in each layer. The three sections will be the history of Mink Farms, Cattle, and Sheep, that way if someone does not care to look at a particular species they are not bothered with links that might accidentally be clicked on.

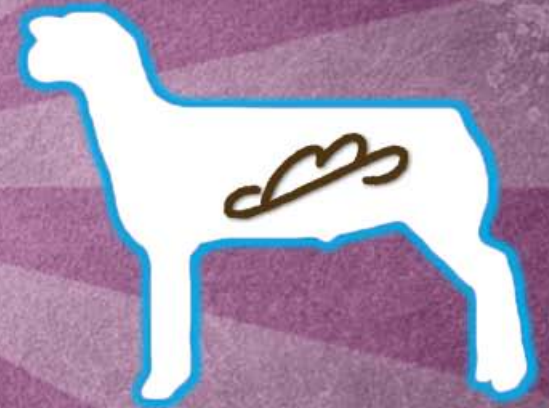
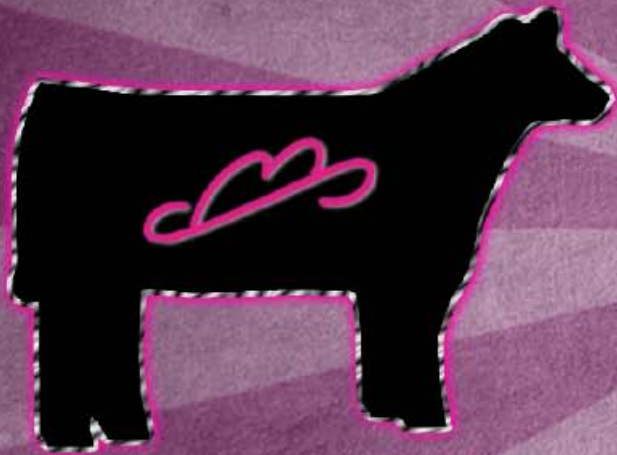
How does writing for the Web differ from traditional print materials?

Writing for web differs from print materials in the sense that web site visitors are after certain information and if they do not get it quick, then they will more than likely move on to another site. It is crucial to keep writing short, yet efficient to keep the viewers attention.

How would you promote the Stage II site worldwide?

To promote the Mink Farms website, I would use the following resources: search engines, listings on websites such as Beefmaster Breeders United and clublambpage.com, also include the web address in print advertisements, as well as on business cards for Mink Farms.

Mink FARMS



Contact
Information

This slide will provide a shortcut for visitors to select a specific species to view. It will be created using one image and the hot spot tool.

Header

Page Navigations (About | Cattle | Lambs)

About Us

History and brief overview of Mink Farms.

Picture

Picture

Contact Information

This page will include a link to view a photo album that consist of images from winners shown by the Mink girls.
Background color will be white with black text.

Header

Page Navigations

Donors

Picture

Description

Contact Information

This page will include Bookmarks at the Top of the page so if someone is looking for a specific animal. It will also include a Return to the Top feature to make it easier to navigate throughout.

Background color will be white with black text.

Header

Page Navigations

Sires

Picture

Description

Contact Information

Background color will be white with black text.

Header

Page Navigations

For Sale

Picture

Description

Contact Information

Background color will be white with black text.

Header

Page Navigations

Winners

Picture

Description

Picture

Description

Picture

Description

Contact Information

Background color will be white with black text.

Header

Page Navigations

Sires

Picture

Description

Contact Information

Background color will be white with black text.

Header

Page Navigations

For Sale

Picture

Description

Contact Information

Background color will be white with black text.

Header

Page Navigations

Winners

Picture

Description

Picture

Description

Picture

Description

Contact Information

Background color will be white with black text.