# Website Project Proposal

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| Web Project Topic |  |
| 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. *While you should write the text content yourself, you may use outside sources for royalty- free images and multimedia. Review copyright considerations (see Chapter 1).* *List the URLs for at least two related or similar websites found on the Web.* |  |
| 2. Web Project Site Map. *Use the drawing feature of a word processing program, a graphics application, or a paper and pencil to create a site map of your website that shows the hierarchy of pages and relationships between pages.* |  |
| 3. Web Project Page Layout Design. *Use the drawing feature of a word processing pro-gram, a graphics application, or paper and pencil to create wireframe page layouts for the home page and content pages of your site. Unless otherwise directed by your instructor, use the style for page layout composition shown in Figures 5.32–5.35. Indicate where the logo, navigation, text, and images will be located. Do not worry about exact wording or exact images.* |  |

# Website Content Documentation

# (copy/paste for each different page)

|  |  |
| --- | --- |
| **Page Title:** |  |
| **File Name:** |  |
| **Purpose of Page** |  |
| **Suggested Graphic Elements** |  |
| **Other Special Features** |  |
| **Information Needs** |  |
| **Information Sources** |  |
| **Content Providers**  *List name, e-mail, and phone number of each content provider* |  |
| **File Format of Content:** |  |
| **Date Required:** |  |
| **Date Provided:** |  |
| **Content Approval:** |  |

# Website Webpage Wireframe Diagram

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