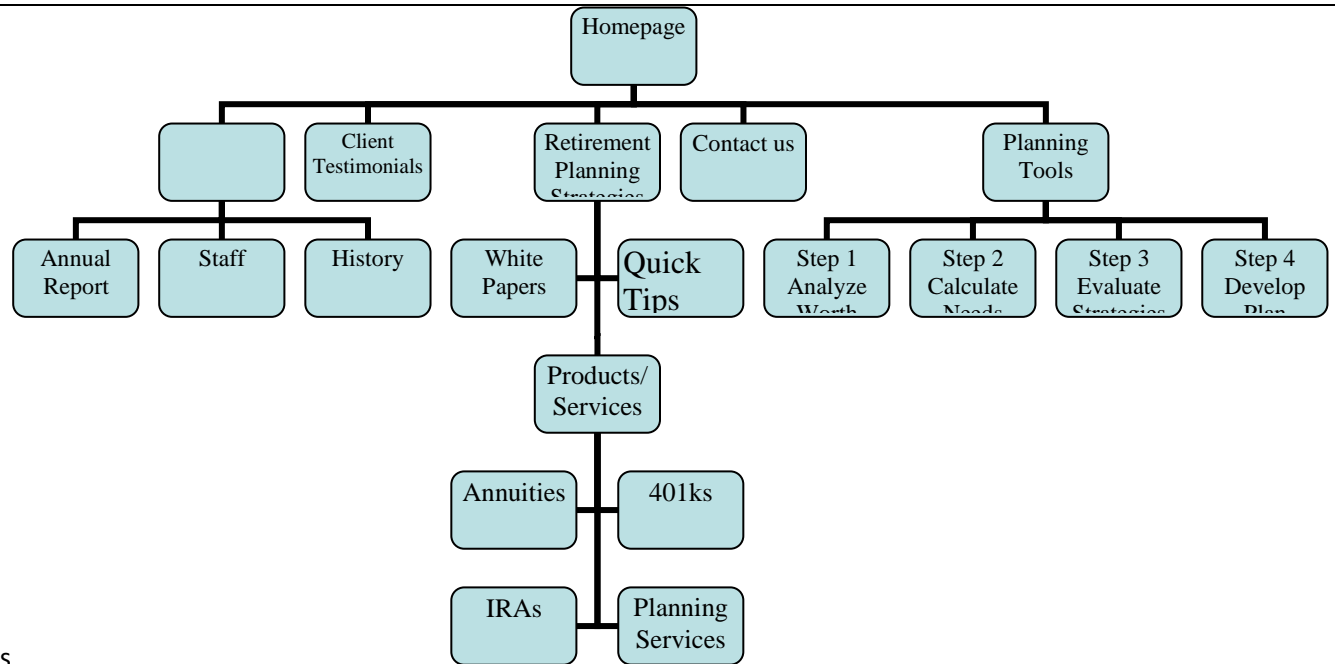


NAME: Matt Crews		STUDENT NUMBER: 3	
<h2 style="text-align: center;">Web Design (3rd ed.): Chapter 3:</h2> <h1 style="text-align: center;">Planning a Successful Web Site, Part 1</h1>			
Save this file in your WD folder, and then follow the instructions below.			
Chapter 3: Read the chapter from the WEB DESIGN textbook, and then fill in the answers to these questions in the row after the question.			
PART 1: Definitions: Briefly define the following terms: <ol style="list-style-type: none"> target audience The specific group of visitors to your site. needs assessment Your target audience's wants, needs, and expectations home page the sites primary page splash page an entry page before you go into the site. Normally images animations and sound. value-added content relative, informative, and timely; accurate and of high quality; and usable dynamically generated content updates periodically and can appear on a site's pages when triggered by a specific event. 			
PART 2: Questions: Answer each of the following briefly, but completely.			
1. List and briefly describe the SIX steps of creating an effective web site (<i>four of them are discussed in greater detail in this chapter, the other two are discussed in Chapter4</i>).			
1 Define your sites purpose: what is your site going to be about 2 Identify the site's target audience, who is your site going to be targeting, your incoming traffic 3 Determine the site's general content, what is your website going to be about? Gaming? Etc. 4 Select the site's structure, how is your website going to be constructed, the layout and such 5 Design the look and feel of the site, you want the site to look attractive and professional to make people want to come to it/come back 6 Specify the site's navigation system, a way to navigate around your site that looks pleasant and is easy to use.			
2. Describe 3 tips for creating an effective home page.			
A website's home page should contain elements that draw the visitor in and encourage further exploration. The home page should also be different enough to stand out as the primary page, but still connect visually with other pages at the site.			
3. What is dynamically-generated content?			
It is databases, collected data arranged so the contents can be updated and used in various ways.			
4. EBAY: To see an excellent example of dynamic content go to eBay: http://ebay.com In the eBay search box, search for each of the following items. Browse through the "hits" (items you found on eBay), then briefly describe what you found:			
What to look for:		Brief description of what you found: (How many items, cheapest, most expensive, good bargains, etc.)	
diamond platinum ring		The most expensive was \$1,302,500.00 , the cheapest \$0.01 , and as for best bargain I'm not really sure I've never bought one or looked to buy one/	
blue jeans size (your size)		The highest I found was \$20.00, the cheapest \$.06, I guess the 6 cent jeans would be your bargain.	
Camping Hammock		Cheapest I found was \$2.25, the most expensive\$899.99, the best bargain would be one for \$189.99, to be able to use for what I need.	
5. NASCAR: For an excellent example of multimedia, graphics, rollovers, navigation bars, etc. go to the			

<p>official NASCAR site: http://www.nascar.com</p> <p>Scroll up and down the home page, and then explore the site. Be sure to notice the site layout, how to navigate the site, animation, graphics, site colors, etc.</p>
<p>a. What do you think are the most effective elements at this site? What makes them effective?</p>
<p>The colors really go well together, if a very professional looking website.</p>
<p>b. If you were on the web design team, what suggestions would you have for improvement of this site?</p>
<p>I would tell them that there is too much data to scroll down to on the first page.</p>
<p>6. Compare the NASCAR site with the SmartCar site: . http://www.smartusa.com/</p>
<p>a. What differences did you see between the sites?</p>
<p>This page much more my style, very few things on the front, with what you would need coming to this website/</p>
<p>b. Why do you think they are so different in appearance?</p>
<p>This company's website is used for different things then Nascar, and everything you would need is right there.</p>
<p>c. Which site did you like better? Why?</p>
<p>I like SmartCar's site better, it's more compact and not as much scrolling on the front page.</p>
<p>d. Which site do you think is most effective (if either)? Why?</p>
<p>I imagine both are equally effective as they ended up choosing those for themselves. But I would say the SmartCar's website, just because it's easier on the eyes.</p>
<p>PART 3: Site Flowchart:</p> <p>Use the MS WORD SmartArt tools to create the flowchart found in Figure 3-20 found on page 92 ("Retirement Planning Web Site Design Plan") of the Web Design textbook.</p> <p>To create the chart in the cell below:</p> <ol style="list-style-type: none"> 1. Click in the space under the Retirement Planning title below, and from the INSERT tab on the ribbon, choose SMART ART. 2. Choose the first icon ("Organizational Chart") then OK. 3. In the top "Click To Add Text" box, enter Home Page. 4. Continue inserting appropriate text into the boxes. 5. To add a new box under an existing box, click the edge of the box, and from ORGANIZATIONAL CHART TOOLS on the Ribbon, click SUBORDINATE. 6. When you have completed the chart, try different styles (from the STYLES section, click the STYLE button) to create an attractive chart. 7. Delete these instructions when the chart is complete. <p>NOTE: The Smart ART/Diagram tool is an excellent method for creating web navigation charts. We will use it throughout the course, so be sure to experiment with it until you are comfortable with the organization chart tool.</p>
<p style="text-align: center;">Retirement Planning Web Site Design Plan</p> <p style="text-align: center;"><i>(insert hierarchy chart here)</i></p>
<p>PDF: When you have completed this assignment, save this file as</p>



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ual, then save as a **PDF** file in your **WD** folder (**press F12 for SAVE AS**, then choose **PDF** from the **SAVE AS TYPE** dropdown list).

NOTE: You will upload your PDF file, share with your instructor, and link to your index page when you have learned to do this.