Apply Your Knowledge Data File

Review the following sections:

1. Planning a Web Site
2. Designing a Web Site
3. Developing a Web Site
4. Publishing a Web Site
5. Maintaining a Web Site

Perform the following steps using your word processing program and browser.

1. With the file Apply I-1 Web Site Creation open in your word processing program, select a name for your Web site.

2. Use a specialized search engine at one of the many accredited domain name registrars to verify that your selected Web site name is available.

3. Answer each question in the following table. Use complete sentences and provide details when answering the questions. Type your answers in column 3.

4. Save the document with the file name, Apply I-1_your initials. Print a copy of the document and submit it to your instructor.

Planning		
Web site name:	What is your Web site name?	
Web site type:	What is the Web site type: portal, news, informational, business/marketing, educational, entertainment, advocacy, and personal, or a combination?	
Web site purpose:	What is the purpose and goal of your Web site?	
Target Audience:	How will you identify your target audience?	
Web Technologies to be used:	Will you design for broadband or baseband? Explain your selection.	
Content:	What topics will you cover?	

	How much information will you present on each topic?	
	How will you attract your audience?	
	What will you do to entice your audience to return to your Web site?	
	How will you keep the Web site updated?	
Text, images, and multimedia:	What elements will your site contain?	
	What type of images will you include?	
	Where will you obtain your images?	
	Will you have a common logo?	
	Will plug-ins be required?	
Designing		
Navigation map:	What type of structure will you use?	
	What tools will you use to design your navigation map?	
Navigational elements:	What navigational elements will you include?	
Developing		
Typography:	What font will you use? How many different fonts will you use on your site?	
Images:	How will you use images to enhance your site?	
	Will you use a background image?	
Page Layout:	What type of layout will you use?	
	How many topics per page?	
	How will you present text: bulleted, paragraph style, combination, or other?	
	Will the audience need to scroll the pages?	
Color:	What color combinations will you use for your site?	
	To what elements will you apply the color(s) – fonts, background, tables, other elements?	
Reviewing and Testing		
Review:	What elements will you review?	

	Will you use a group review?	
Testing:	What elements will you test? Will you use self-testing? Will you use group testing?	
Publishing		
Domain name:	What is your domain name? Have you registered your domain name? What ISP will host your Web site? What criteria did you use to select the ISP?	
Maintaining		
Ongoing maintenance:	How often will you update your Web site? What elements will you update? Will you add additional features? Does your ISP provide server logs? Will you use the server logs for maintenance purposes?	