Overall Description

My final project will be for the Derek Zoolander Center for Kids Who Can’t Read Good, and Who Wanna Learn to do Other Stuff Good Too. The site will serve as an informational center for people who want to learn more about the school and may possibly be interested in attending. On the site, there will be information about the school, what is taught there, and how to apply. The site will satisfy the needs of the people who are interested in attending, or who are interested in having their children attend. By showing what classes are like, having pictures of the school and teachers, and having information about how to apply and the cost, the site will effectively help those who wish to become a student there, take the next step towards becoming enrolled.

Content Inventory

These are the different things I will need for this website:

- Pictures of classrooms (I will take)
- Pictures of students at the center (I will take)
- Stock photos of classrooms and students
- Logo for the school
- Picture of the school
- Video of student testimony (I will shoot)

User Profile One

Sarah Parker: Concerned Mother

Employer: Manager at Enterprise Rent a Car

Background: Bachelor’s of Comm/Journalism

Computer Skill: Novice

Key Goals: Sarah wants to solve the problem of her daughter being disenchanted with school and not being able to read well. She needs to enroll her child in a budget friendly school that will help her child learn and grow.
**A Day in the Life:** Sarah is constantly busy juggling her work schedule, driving her kids around, and trying to get her husband to take her on a date. Sarah has been like this for years, and because of that, just wants to visit a website that will give her the information she needs quick and to the point. Being a concerned mother, Sarah wants to make sure that this school is the right place for her daughter. She is going to want to see pictures of the school, classroom, teachers, and see some testimonial from graduates.

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<th>Computer skills</th>
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<td>Job situation</td>
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**User Profile Two**

Bill Stein: Kid who can’t read good

Employer: Crappy Public School

Background: Just barely got his grade nine

Computer Skill: Average to good, reading level not good though

**Key Goals:** Bill is having trouble at school. He can’t read very well and this is affecting him in other classes and in life because now he can’t learn to do other stuff well too. Bill needs to find a school that can help him learn and that will be affordable for his parents.

**A Day in the Life:** Bill ambles aimlessly through his schoolwork every day. He has trouble reading and this makes everything harder for him throughout his daily life. Bill has a passion for learning and getting better, but the terrible public school he attends is just not providing him with the help and learning that he needs to succeed. Bill is computer savvy as most of the younger generation is, however big and complex words like acrimony for example confuse him and he can barely sound them out. This makes Bill scared of sites that he goes to that
immediately seem confusing. Bill wants to be comforted and feel invited to the site (and school) that he goes to.
Wire Frame and Style Guide

This is going to be the basic wire frame I use throughout the site. I wanted three div boxes in the middle to be able to show pictures of classrooms, teachers, faculty, and students, while also having some information about the pictures and information that should be contained about that particular page on the site. I wanted the box that will be strictly text to be below the three divs so that at first the page does not seem overwhelming or text heavy. I want the site to be inviting to people and so I want to open up with images followed by the text below. The school logo will be on every page at the top left and the navigation will always be contained within the header. The footer will most likely just contain social media links and other odds and ends, so it will be very small at the bottom of the page.

Style Guide
I want the background of the site to be blue, and the divs will either have no lines between them or a thin black line. All the text will be black and a crisp readable font that nobody will have trouble reading. The typeface and vocabulary on this website needs to be simple and concise because the people visiting the site either cannot read well, or are visiting for clear information about the school because they may be considering enrolling their child. I want a blue color scheme because the school colors are blue and black. I also want to mix elements of white into the pages because the school colors of black and blue just in themselves may seem dark and gloomy. If the page seems gloomy, it may be uninviting to people visiting the site, so I believe white will soften the site while not taking away from the school colors.