

# Advanced Web Design – Harlan County High School

**Instructor:**

Scott Pace

606.574.2020, ext 3597

[scott.pace@harlan.kyschools.us](mailto:scott.pace@harlan.kyschools.us)

This questionnaire is designed to enhance communications between our Advanced Web Design Class and our clients. To design a truly effective website, we need as much information about the organization as possible. Please take a few moments to complete the questionnaire and e-mail it back to us.

## Organization/Company Name:

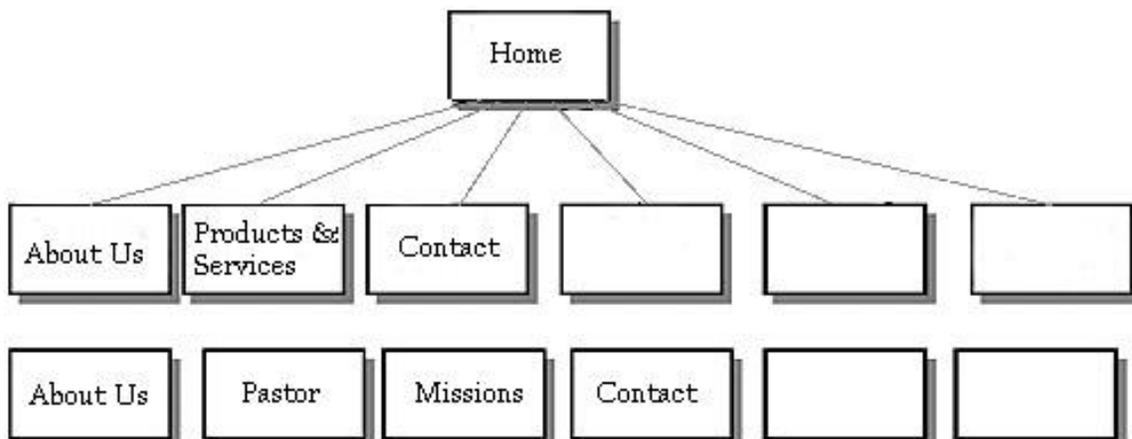
### 1. Purpose

Why do you want a website? Please tell us what you hope to accomplish with a web presence.

---

### 2. Site Organization

Please let us know the pages you would like to have. Basic websites will typically include at a minimum, Home, About Us, Products & Services, and Contact pages. For church websites, in addition to Home and About Us, pages that provide information about your Pastor, Missions (especially detailing your youth group classes and activities), etc. are good to have. It is always a good idea to visit similar websites for ideas. Feel free to circle the examples below and add others.



---

### 3. Site and Domain Names

#### Site Name (Example: Sunshine Baptist Church):

**Domain Name:** This must be registered through your web hosting service and approved by a domain registration service before you can use it. You may check the availability of your domain name and obtain hosting at <http://www.lunarpages.com/>. The cheapest hosting plan we can find (<http://www.lunarpages.com/starter-hosting/>) runs around \$55 a year which includes your domain name. We are not involved with the domain registration or hosting service in any way. All we will need is the account login information so that we can post your website to their server.

Domain name:

Username:

Password:

---

### 4. Masthead Graphic

It is very helpful if you will include a copy of your company's letterhead, brochures, catalog, etc. so we can see how you present your company image.

Typeface or font style preference:

---

### 5. Color and Accents

For the most part, we recommend a white background for best readability and contrast, with a set of additional colors to match your organization and other documents you produce. If you have a set of colors you would like to use, please let us know.

---

### 6. Navigation System

The navigation system (links) of a website enables users to 'navigate' through your site. All internal or relative links will open in the same window you are viewing while all external or absolute links will open into new windows or tabs so that the user does not

leave your site. We recommend using simple text for links. Buttons can be used, but are more time consuming and will take longer to load.

---

## 7. Basic Page Elements

These are the important items which appear on nearly every webpage on your site.

- **Page titles** which show at top of a Web browser only
  - **Top-of-page graphic:** This will be the logo of your organization and will typically be displayed at the top of every page.
  - **Page Title:** This will display in a larger type and maybe in a bold format
  - **Body Text:** This will be consistent on every page. It will typically be in a size 10 or 12 font with no special formatting.
  - **Copyright and trademark information** in small print at the bottom of every page.
- 

## 8. Photo's

To be effective, your site needs to be visually attractive. Please provide as many photo's as you can. We have the ability to scan them, but prefer you e-mail them if possible.

---

## 9. Response Forms

We can provide simple response forms if you wish. Please let us know what information you would like to include such as Name, Subject, E-mail, Comments, etc. This is usually found on the Contact page and gives the user another way to contact you

**Note:** We do not set up sites that use the response form as an order form since these require secure servers, and secure order pick-up. We cannot be involved with sales or handle the exchange of funds in any way.

---

## 10. Maintenance

Our students provide basic maintenance during the school year. When the school year ends, you have the option to hire that student to continue to maintain your site, or it can be assigned to another student when the next school year begins. It is possible that

no-one will be available to make updates during June and July.

---

## 11. Payment

Our students provide basic design and maintenance free of charge. You can make a donation (monetary, gift certificate, etc.) to the student that develops your site if you wish. The goal of the class is for the students to realize the *value* of their education.

---

In addition to this Website Planning Worksheet, we will need the following:

- **Written content for your web pages** (preferably by e-mail or on a disc or diskette formatted for *Word for Windows* or other word processor. We can translate from most word processor formats with ease.)
  
- **Photos or graphics** to be included. You may send graphics and photos which we can scan into electronic form. Even better, e-mail us or send a disc, diskette, or ZIP disk with your graphics in any popular PC format, such as GIF, JPEG, BMP, EPS, CDR, PCX, etc.). If these are in Mac format, make sure each picture has a 3-digit extension, such as .jpg to indicate the format in which it is given.
  
- **Your company logo** (if any)
  
- **Samples of your printed materials** -- brochures, letterheads, cards, booklets, etc. -- so we can see how you present your company image.

You may e-mail or send your package to:

Harlan County High School, C/O Scott Pace  
4000 N. US HWY 119  
Baxter, KY 40806

[Scott.pace@harlan.kyschools.us](mailto:Scott.pace@harlan.kyschools.us)

We are looking forward to receiving your materials and constructing your website!