Developing Websites, Part 1: Site Specifications Proposal

**Topic**
*Describe the main topic(s) of the website as fully as you can.*
This website will detail the lives of influential, yet probably unknown Southern authors across Georgia, Alabama, and Mississippi. There will also be information about historic home museums of the authors who still have standing homes, including location and operating hours.

**Purpose**
*Describe the client’s purpose for maintaining a website.*
This website designed for individuals interested in Southern authors, students doing research on Southern authors and/or historic Southern homes (many are on the National Park Service’s National Register of Historic Places), and people who like museums.

**Goals**
*List the goals of the website, with explanations of each, and describe how your design will meet those goals.*
The goals of this website are as follows:
1. Give an overview of famous authors of the American South that helped shape writing.
2. Describe locations of the authors who have historic homes that function as museums.
3. Overall, shed light on influential people and their historic homes that may be largely unknown.

**Projected/Potential Audience**
*Profile the expected users of the website.*
Those who are interested in history or literature. I hope that it reaches people who are local to Georgia, Alabama, and Mississippi and are interested in learning about the people whose writing has been influential on the culture of the American South.

**Needs/Preferences of Audience**
*Describe how your design will meet the needs and preferences of the projected (potential) audience.*
Users will be able to easily see biographical information on authors and be able to clearly distinguish what state they are from. The design will also provide relevant dates and a link to their historic home’s official website at a glance. Both the author and historic homes pages will provide a photo and an external link for more information.

**Similar Websites**
*Identify three to five potential models for your website; provide URLs for each, and discuss those aspects you would like to emulate and those that you would like to avoid.*
1. Atlanta History Center ([http://www.atlantahistorycenter.com/explore/historic-houses](http://www.atlantahistorycenter.com/explore/historic-houses))
   - I like this specific page of the Atlanta History Center because of the layout. I like the “Explore” box on the right side of the page that breaks down each subsection into its component parts. I also like the main part of the page, where each location has a photo, title, description, audience best suited for the historic home, and describes the features that will appeal to interested individuals. I’d like to use a similar design for each author’s biography.
   - I like the large square photos for each person with their names and birth/death dates, which I’d ideally use for each author’s portrait. It’d be interesting to put on the homepage, just as a photo list of the authors discussed within the site.
   - I like the large photo underneath the navigation menu as it seems to act as a banner; I’d like to emulate it for photos of the historic homes of each author. I don’t like how far you have to scroll down the page to get to information, however, and how large the navigation bar is. It seems like there is a lot of unused white space that makes the page seem somewhat lopsided.
4. CSS Zen Garden (http://www.csszengarden.com/)
   - I really like Dave Shea’s design for Zen Garden as it is calm and pretty. I think it uses white space well and I like the use of both serif and sans-serif fonts to distinguish between body text and headings. I plan on using a similar design with the biography information of each author in a serif font (with a high x-height, like Georgia) and the name and relevant dates in a sans serif font.

Content Inventory
Outline the content you expect to include.

I plan to include the following in my website:
1. Homepage [Southern Authors and Historic Homes] (Description of purpose, areas covered, site navigation)
2. Georgia authors (Margaret Mitchell, Joel Chandler Harris, Flannery O’Connor)
3. Alabama Authors (F. Scott Fitzgerald, Harper Lee, Truman Capote)
4. Mississippi Authors (Eudora Welty, Tennessee Williams, William Faulkner)
5. Historic Homes
   a. Georgia (The Wren’s Nest, Margaret Mitchell House, Andalusia)
   b. Alabama (F. Scott and Zelda Fitzgerald Museum)
   c. Mississippi (Rowan Oak, The Eudora Welty House)
6. More
   a. Social media [Facebook page for Southern Literary Trail]
   b. My contact information

Site Organization
Briefly describe the type of organization your site will employ and diagram or flowchart the proposed navigational structure of the site.

From the homepage, I’ll group authors by state and then the historic homes within the historic homes tab. The “More” will feature links to the Southern Literary Trail and my contact information: