

We decided to aim the website at school-leavers. The purpose is to promote the company and sell our product.

Home page <i>to be created by Alice</i>	Sample page <i>to be created by Clare</i>
<p>Decided that the logo would go in the middle as this would be different and interesting.</p> <p>Want a paleish blue background colour as will match logo and more interesting than white.</p> <p>Text to be a darker blue to ensure it is legible but still fits in with the blue colour theme.</p> <p>Second strapline that we thought of yesterday (memories virtually at your door) to be written at the bottom of the page.</p> <p>Page is to include as much multimedia as possible to introduce what the product is and who the company is.</p> <p>Link to advertising page. There are to be no other links as we want the site to tell a 'story'.</p>	<p>School logo to be animated and in top left corner.</p> <p>To be a video of tutor talking about the group, and a section of fun 'class awards'.</p> <p>Page to include section with photos of all class.</p> <p>Link to contact details.</p>
Advertising page <i>to be created by Sally</i>	Contact details <i>to be created by Jenny</i>
<p>Same background and font colours as for homepage.</p> <p>To include promotional video that should be aimed at a wide target audience (pupils and teachers).</p> <p>Link to sample page</p>	<p>Same background and font colours as for homepage.</p> <p>Contact details to be written in the middle of the page in a clear font.</p>