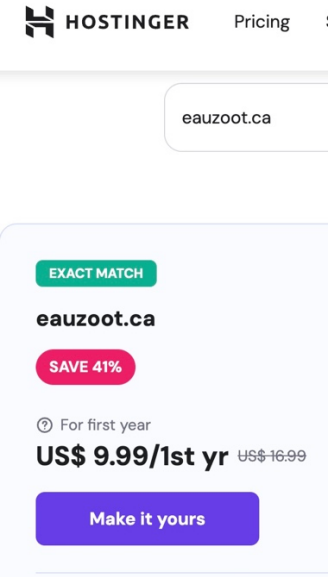
Eau Zoo-t

1. Real or Imaginary: This website will be for an imaginary business that I have created.

2. Site Title & Domain:

The working title for my website is Eau Zoo-t, which would translate to eauzoot.ca, as I think the dash would make it more difficult to remember.



3. Purpose & Audience:

Eau Zoo-t is a wildlife rehabilitation centre for many different types of animals needing special care. The centre is open to the public in a zoo/aquarium format, with emphasis on why the animals are there and their treatment plans, as well as their natural habitat. The purpose of the organization is to care for animals who are injured, while also educating people about the animals.

The target audience for the website is families with young children, educators and students, and animal lovers of all ages. The goal of the website is to give more information about the centre for people who want to visit but also give information about the animals for people who cannot visit in person.

4. Site Description:

My project site will have a home page, a what to expect page, a contact page, a gallery page, and an about page.

The home page will include a picture (of either the centre or animals), a small about section, hours, admission prices and location. The what to expect when visiting page will have general etiquette when visiting, information about larger groups, and a photo

or map of the facilities. The contact page will have contact information with an email form. The email form will incorporate either special inquiries, donation inquiries or a get well message to the animals. The gallery page be a “meet the animals” page that will include pictures of animals with their names, and information about them and where they come from. Lastly, the about page will have more information about the centre, the animals, and their care, that is more descriptive than the basic one on the home page.

5. Site Colour Scheme:

The imagery that comes to mind is lots of natural materials, like wood, dirt and leaves, as well as various animal furs and skins. The colours I chose below are a mix of natural greens from leaves, and blues from the tigers eye. These photos are a good representation of both land and water, which are both elements of this business.

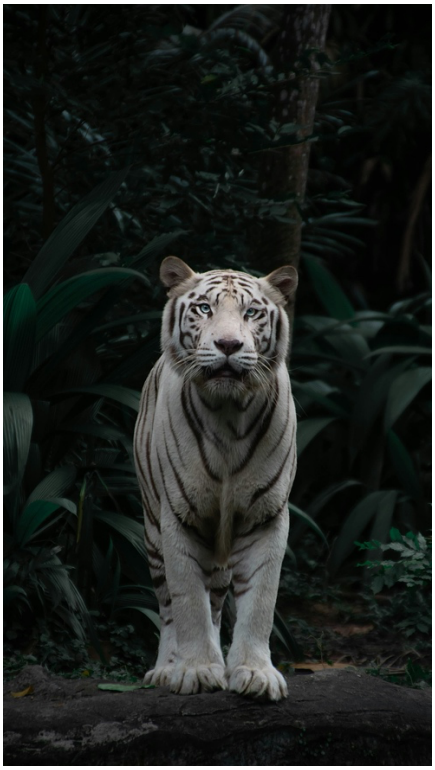
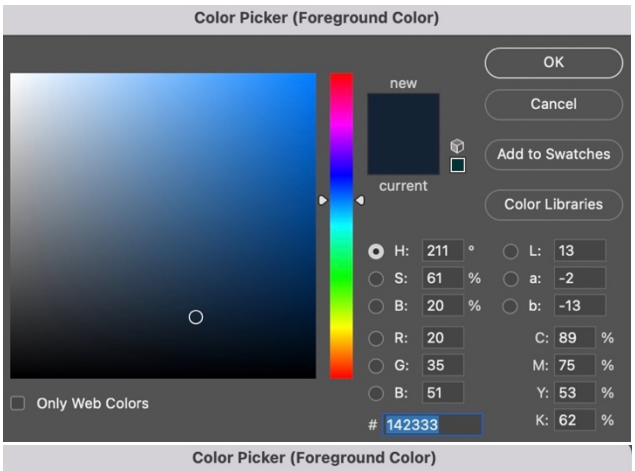


Photo by Kar Ming Moo on Unsplash
https://unsplash.com/photos/brown-and-black-tiger-lying-on-ground-Q_3WmguWgYg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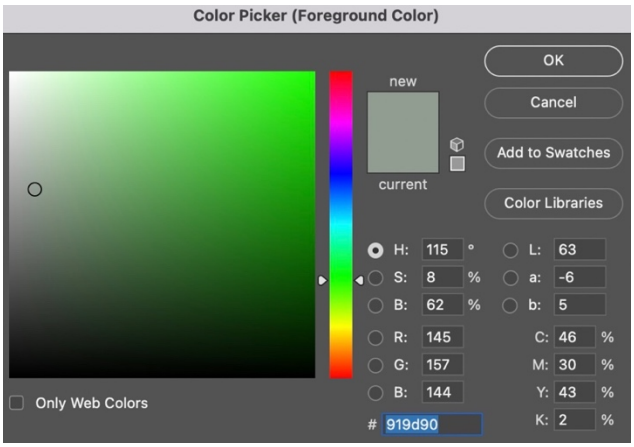
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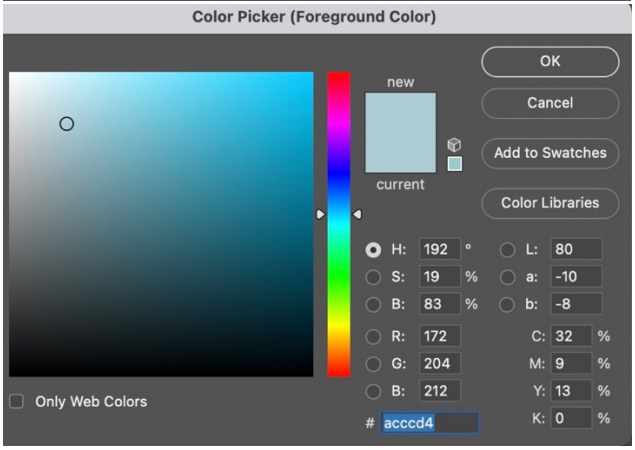
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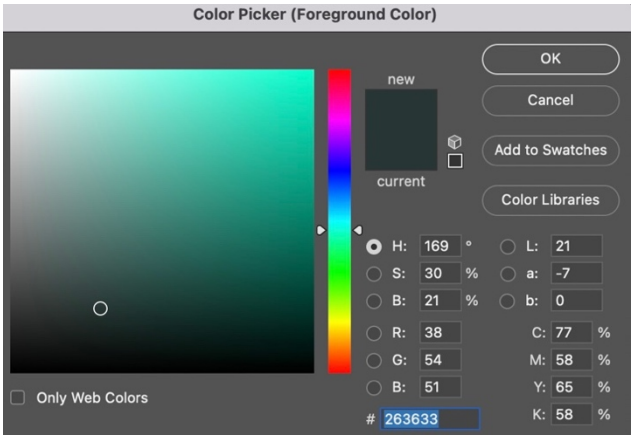
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