Project Milestone: Site concept   Name: Cole Campbell_____

1. In three sentences or less, what is the ***theme/purpose*** of your website? Other ways to think about this:
   a. Why will people visit your site?
   b. What will they learn when they visit your site?
   c. What do you want to say to them?
   d. My site's theme/purpose is to provide my students all they need to be successful in my classes.

   My Sites theme is to learn more about the Walking Dead

2. Who is the ***audience*** of your website?
   a. My audience is my students (not their parents)

   Fans of the Walking Dead

3. What is your site's ***tagline***?
   a. My site's tagline is "mr.T's classes"
   b. Clear and informative…is not vague
   c. Tells what sets your site apart…is not generic
   d. It is great if it is personable, lively or clever

   You only live twice