Project Milestone: Site concept   Name: _____

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. <u>My site's theme/purpose</u> is to provide my students all they need to be successful in my classes.

    > My site's theme/purpose is to provide people with information on the TV show "Parks and Recreation"

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

    > My audience is anyone who watches the show or who would like to watch the show.

3. What is your site's ***tagline***?
    a. <u>My site's tagline is</u> "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

    > My site's tagline is "Parks & Rec"