

Project Milestone: Site concept

Name: Molly Baryo

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 site's purpose is to provide my audience with all the information they need to know about The Mortal Instruments.

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

My audience is teen/young adults who like to read and are curious about the series.

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

My site's tag-line is "The Mortal Instruments: City of Fans"