

Website Name: Chautauqua County, Land of Agricultural Opportunity

Website Domain Name: cc-lao.org

Client: Chautauqua County Farmland Preservation

The Purpose of this Website

Goal: Chautauqua County, NY has historically had a strong agricultural backbone. Along with being an important part of the local economy, farming brings with it a large supporting infrastructure. What this means is jobs and financial stability for the community. Fast forward to the year 2009. The past ten years has seen a drastic demise of farm operations, especially dairy farms.

The client's responsibility is to enhance and preserve agriculture, establish and maintain ag districts, and monitor the health of the agricultural community. The client has decided it will be necessary to recruit and entice persons interested in establishing a new farm or buying an existing farm to choose Chautauqua County for their location. This website will be part of the campaign to accomplish this goal. The client has come to 2ndLook Graphic Design to acquire our services to create this website. Committee members suggest we look at a website for a similar cause from a group in the North Country of New York State. The web address for the site is <http://www.comefarmwithus.org>.

Expected Outcome of the Web Site

For the Audience

- to locate farms for sale or available land that would make a suitable location for the farming operation they plan to start.
- to learn about resources and agriculture infrastructure and support services available in Chautauqua for their interest area of agriculture.
- to have available to them contact information to learn more about locating a farm or farm service in Chautauqua County.

For the Client:

- entice those interested in establishing a new farm to locate in Chautauqua County.
- by demonstrating the county's commitment to agriculture encourage agriculture related businesses to either remain in or start business in Chautauqua County.
- enhance Chautauqua County, NY's image as an agricultural community.

Target Market

Audience: The primary audience this website hopes to attract is young farmers who will be graduating with a degree in which ever sort of agriculture they are involved with. As recent college students these website users will be very web savvy and expect a level of professionalism in the website that would represent the level of expectation they have for the agency it represents.

A secondary audience for this website would be farmers getting into farming as a second career. These will often be retiring professionals or disenfranchised persons from the business community that want to get "back to the land." These will be likely to be smaller farms and may be attracted to the small but growing community of organic farmers in the county.

A third audience will be owners or entrepreneurs of agriculture support business and marketers of agricultural products.

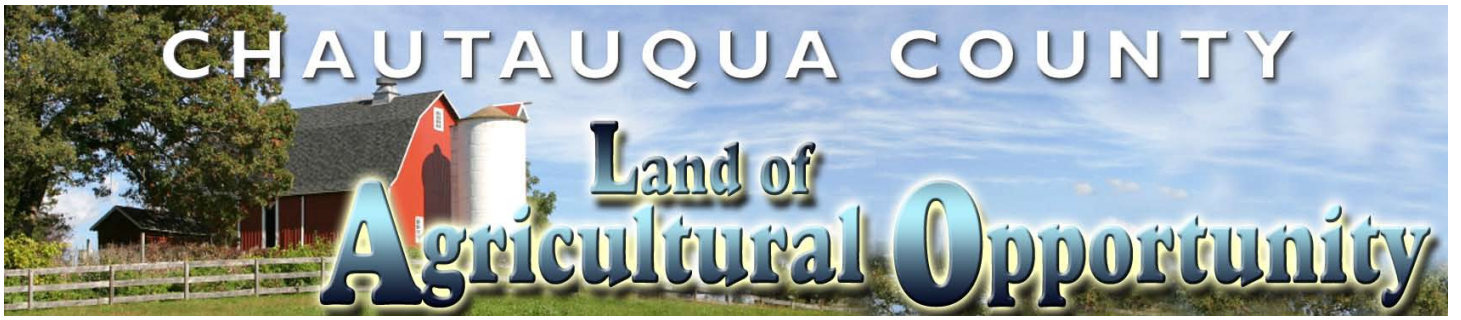
Competition: The obvious competition will be other locals which are faced with the same exodus of agriculture as Chautauqua County both in NYS as well as nation wide. It is a goal of this client to not only have a website that will be more persuasive than the competition but also to have the resources to follow through with serious inquiries and be proactive about getting the word out about the website and its cause.

Is web the right medium: Yes but should be supplemented with brochures, and placed ads that will point potential viewers to the website. Another essential element in this campaign will be presentations made at the regional land grant colleges, Cornell University, Penn State University and others to promote the concept..

Development and Design Requirements

Website Development: This website will be an excellent candidate for Flash development in all ways but one. Pro Flash aspects are the anticipated users familiarity with using web for communication and information gathering will ensure an adequate level of computer capacity to comfortably run a Flash site. The viewers will be varied as to the sort of information they will be seeking. The path each will take will not be necessarily be a straight line. A user may be a grape farmer looking for a program available to develop an estate winery. Another user may be dairy machinery and equipment dealer considering opening a new branch facility in Chautauqua County. Because of the diversity of info searching paths, Flash can provide a more user directed interface, especially by utilizing dynamic text fields called by the users choices.

The main problem with using an all Flash site will be the need for a high level of search engine optimization. To deal with this problem I will be placing the flash file in the HTML page with a text overview of the website and links to ancillary information pages within the site. In essence the entertaining and engaging interface will be contained within the Flash file. Supporting pages on dense information and links to external sources will primarily be html pages.



WEBSITE WIREFRAME LAYOUTS

HOME PAGE

Links to 2ndLevel pages for major agricultural activities in the county.

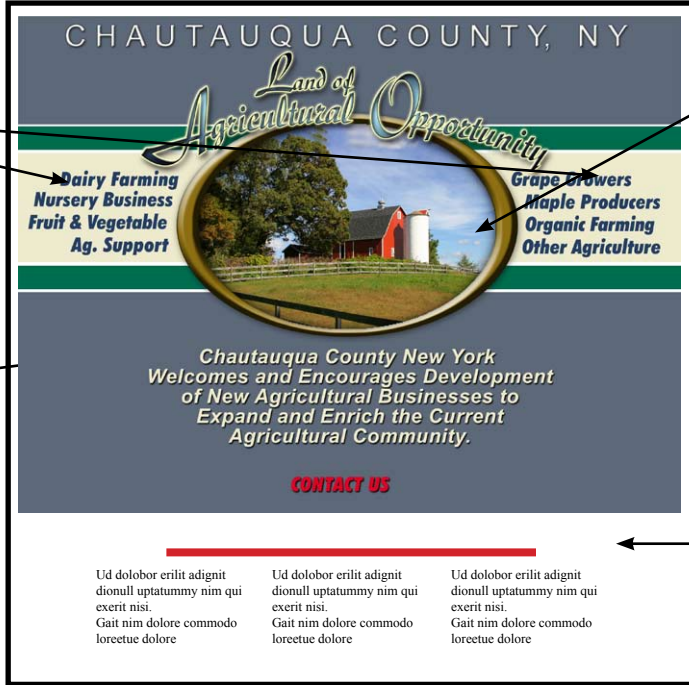


Image in oval will change on rollover on the links surrounding oval.

Flash Document which will contain links to movie clip 2nd Level pages. All Flash content will be contained within this swf.

HTML Document. Will contain text relevant to likely search terms as well as H1, H2 and H3 headings. This will remain static at all stages of the swf. This will also contain links to "Fact Sheets" for all Agricultural interests of the county as well as links to external sources of general agricultural, county and NYS information.

Flash document will be 900px x 675px, HTML document will be 900px x 900px

LEVEL 2 PAGE

Website logo will appear on all 2ndLevel pages and will contain relevant image in the oval (same as the rollover image on the home page). This logo will also act as the alternate link to the home page.



This area be the receptacle of movie clips that relate to the menu choices on the left of the 2ndLevel page. This content may vary somewhat on each 2nd Level page. The content displayed here is a testimonial.

Menu of information subjects of interest to the agricultural area covered by this 2nd Level page. The content relating to each link will appear in the area to the right when link is pressed.

Same HTML content as when swf home page is displayed.



*Land of
Agricultural Opportunity*

CHAUTAUQUA COUNTY, NY

Dairy Farming Fact Sheet

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A Fact Sheet will be provided in PDF format for every agricultural interest area in Chautauqua County. These will all be available via a link on the HTML portion of the home page and 2ndLevel page displays. The logo and accent color will coordinate with that designated for the major interest areas included in the flash portion of the website and specialize the image for others where possible or just use the default logo.

Design Development

The nature of this website puts a premium on a high level of search engine optimization to be effective and accomplish its goals. To ensure top level SEO this site will be designed as a Flash site within an HTML site.

HTML Portion of the Website: A thorough site description along with links to Fact Sheets (pdf files) will be included on the html portion of the site. To the viewer this will be seamless except for the fact that this info will be available on the lower portion of every Flash view (see Wireframe example). The HTML portion will also provide links to outside resources. It will be to the users advantage to have these available at all times.

Flash Portion of the Website: This part of the site will serve to engage the viewer. **The homepage** will feature a logo which included a photo in the middle. As the user rolls over the major links the image in the oval area of the logo will change to display content relating to that link. A click on the links will take the user to a 2nd Level page that includes a number of informational links which, when clicked, will cause the related information to be displayed in an area on the lower right portion of the page via ActionScript coding.

The 2ndLevel pages will use the logo relating to the interest area that was displayed on rollover on the homepage. The 2ndLevel pages will also have a specific color assigned to them to differentiate each from the others. This will be used on the title bar and on any links on the page.

Fact Sheets: Fact Sheets for all agricultural interest areas will be available via links on the HTML section of the home page. These sheets will be designed to be downloaded and printed by the viewers and for ag agents, training personnel etc. to download, print and distribute as needed. The information on the sheets will be updated on an annual basis with the date of the current version clearly evident.

Logo



Default Logo for Website and Promo Materials



Example for 2ndLevel Interest Area Logo Variation
Dairy Farming



Example for 2ndLevel Interest Area Logo Variation
Nursery Business

Color Usage

The use of colors in this website will be limited deliberate and meaningful.

Basic colors will be

Blue Grey for background:  Hexadecimal: 5d6979 CMYK: C=67, M=53, Y=39. K=13

Off White for background:  Hexadecimal: edeacc CMYK: C=7, M=4, Y=22. K=0


Cool Green for accent:  Hexadecimal: 006d4f CMYK: C=89, M=33, Y=78. K=22


White for accent:  Hexadecimal: ffffff CMYK: C=0, M=0, Y=0, K=0


black for text:  Hexadecimal: 000000 CMYK: C=0, M=0, Y=0, K=100


These colors are deliberately muted to allow for photos and the logos to take center stage.


Interest Area Accent colors


Dairy: Barn Red:  Hexadecimal: E60712 CMYK: C=3, M=100, Y=100, K=1


Grape Purple:  Hexadecimal: A607BE CMYK: C=49, M=90, Y=0, K=0


Nursery - Blue:  Hexadecimal: 0695d1 CMYK: C=78, M=27, Y=1, K=0

Gold - Maple:  Hexadecimal: d1b80c CMYK: C=21, M=22, Y=100, K=0

Fruit & Vegetable:  Hexadecimal: ed7307 CMYK: C=3, M=67, Y=100, K=0

Organic - Green:  Hexadecimal: 07ed1c CMYK: C=66, M=0, Y=41, K=3

Ag Support - Violet:  Hexadecimal: ba0051 CMYK: C=0, M=100, Y=36, K=25

Other Agriculture:  Hexadecimal: 113cdf CMYK: C=87, M=76, Y=0, K=0

These colors are chosen to be bright and attention getting to create identity for the different areas.

Font Usage

Fonts used will be, for the most part, very simple, sans serif to maximize readability.

Logo Font: DiskusDMed Enhanced with Photoshop Layer Effects



Large Links: Futura XBlkCnlt BT : **Dairy Farming**

Chautauqua County: Arial Regular, All Caps CHAUTAUQUA COUNTY

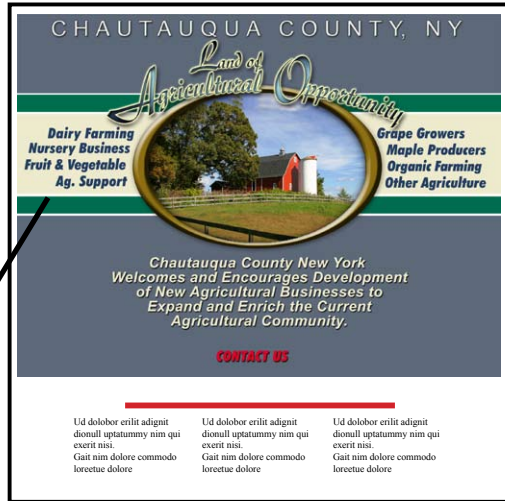
body text: Arial Regular

HTML- H1: Arial Black , 18 px: **H1 Heading** (color Varies)

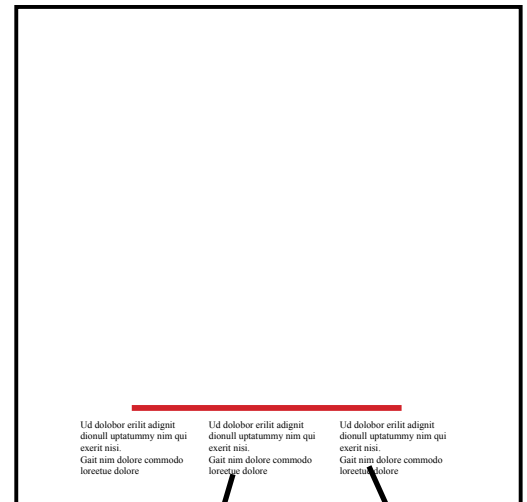
HTML- H2: Arial Black , 14px: **H1 Heading** (black)

WEBSITE FLOW CHARTS

HOME PAGE



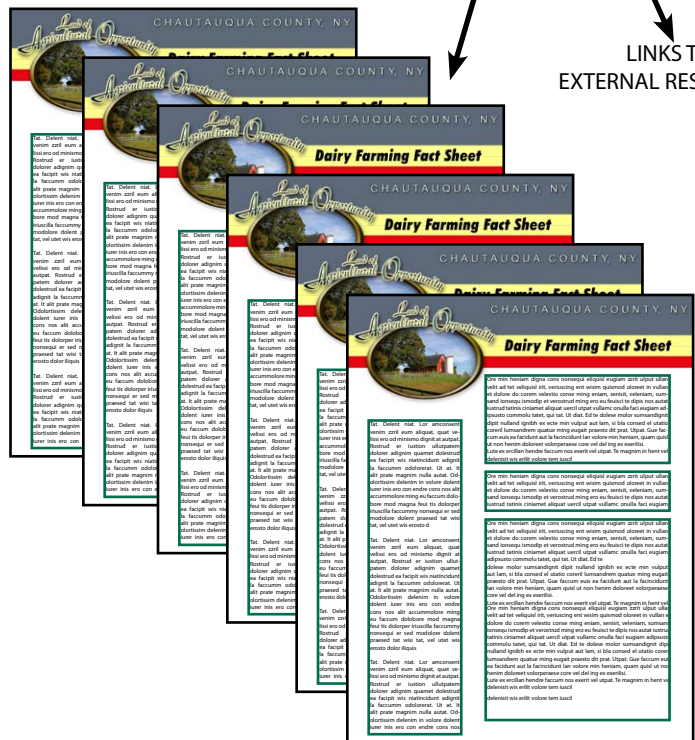
HTML BASE PAGE



FLASH HOME PAGE



FACT SHEETS



LINKS TO EXTERNAL RESOURCES

NEXT PAGE

FLASH FLOW CHART

FLASH HOME PAGE

CHAUTAUQUA COUNTY, NY

Land of Agricultural Opportunity

Dairy Farming
Hortary Business
Fruit & Vegetable
Ag. Support

Grape Growers
Maple Producers
Organic Farming
Other Agriculture

Chautauqua County New York
Welcomes and Encourages Development
of New Agricultural Businesses to
Expand and Enrich the Current
Agricultural Community.

CONTACT US

CONTACT FORM

FLASH LEVEL 2 PAGE - DAIRY

CHAUTAUQUA COUNTY, NY

Land of Dairy Farming Opportunity

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Kimball Farm: Owned by Steve Kimball
Employees: 4 full time plus Family
Cows: 222 milking, 25 dry, 180 young stock
Land: Over 100 acres, 500 is cropland & pasture, 300 forest, swamps etc.
Crops: Pasture, Hay, Corn, Soybeans, Wheat, Peas, Oats, Rye, and Spelt
Organic Certification: Milk, Beef, Pasture, Hay, Corn, Soybeans, Wheat, Peas, Oats, Rye, and Spelt

Throughout our history the Kimballs have been early adapters of innovations in dairy farming. In 1954 we installed one of the first milking parlors in the area and continue to look for ways to make our farm profitable and a good place in which to work and live.

One of the many recent changes for our farm is our new manure composting system. Prior to this we spread manure daily. We chose not to go with manure pits and lagoons because of the odor and safety problems. Over the years we experienced problems with accidental spillage of manure on the roads which understandably disturbed the residents of the neighborhood that has grown up around the farm. Daily spreading also uses a great deal of fuel and man hours. Our manure separator and composting system addresses these concerns.

At Kimball Farm we are making some changes in our breeding program. With emphasis on components in milk in mind, we have started cross breeding our Holsteins to Lincoln, Jersey, Danish Fries, and mixing Shorthorn. We have also begun to grow our own grain as a result of the

FLASH LEVEL 2 PAGE - GRAPE

CHAUTAUQUA COUNTY, NY

Land of Dairy Farming Opportunity

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- RESOURCES
- SUPPORT INDUSTRY
- TESTIMONIALS
- DAIRY CONTACTS

LINKS TO VARIABLE CONTENT

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- GRAPE CONTACTS

FLASH LEVEL 2 PAGE - NURSERY

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FLASH LEVEL 2 PAGE - MAPLE

CHAUTAUQUA COUNTY, NY

Land of Dairy Farming Opportunity

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LINKS TO VARIABLE CONTENT

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- SUPPORT INDUSTRY
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- NURSERY CONTACTS

- OVERVIEW
- RESOURCES
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- MAPLE CONTACTS

CHAUTAUQUA COUNTY, NY

Land of Agricultural Opportunity

Dairy Farming
Nursery Business
Fruit & Vegetable
Ag. Support



Grape Growers
Maple Producers
Organic Farmers
Other Agriculture

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FLASH LEVEL 2 PAGE - FRUIT & VEGETABLE

CHAUTAUQUA COUNTY, NY

Land of Dairy Farming Opportunity

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CHAUTAUQUA COUNTY, NY

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FLASH LEVEL 2 PAGE - AG SUPPORT INDUSTRY

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FLASH LEVEL 2 PAGE - OTHER

CHAUTAUQUA COUNTY, NY

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Wheat, Peas, Oats, Rye, and Spelt

Throughout our history the Kimballs have been early adapters of innovations in dairy farming. In 1954 we installed one of the first milking parlors in the area and continue to look for ways to make our farm profitable and a good place in which to work and live.

One of the many recent changes for our farm is our new manure composting system. Prior to this we spread manure daily. We chose not to go with manure pits and lagoons because of the odor and safety problems. Over the years we experienced problems with accidental spillage of manure on the roads which understandably disturbed the residents of the neighborhood that has grown up around the farm. Daily spreading also uses a great deal of fuel and man hours. Our manure separator and composting system addresses these concerns.

At Kimball Farm we are making some changes in our breeding program. With emphasis on components in milk in mind, we have started cross breeding our Holsteins to Lincolns, Jerseys, Danish Red, and milking Shorthorn. We have also begun to grow our own grain as a result of the

LINKS TO VARIABLE CONTENT

- OVERVIEW
- NEEDED BUSINESSES
- FUNDING SOURCES
- TESTIMONIALS
- AG SUPPORT CONTACTS

LINKS TO VARIABLE CONTENT

- OVERVIEW
- OTHER AG BUSINESSES
- SUPPORT INDUSTRY
- TESTIMONIALS
- OTHER AG CONTACTS