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English W315: Writing for the Web

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**Explication**

I started building simple websites in 1997-1998 during my time at Framingham State. At that time, I spent a lot of time on role-playing/writing chat rooms and just about every single one of the characters I played had their own website, showing their background/back story. My online friends and I created an entire world of characters and fantasy places; it was a wonderful time in my creative life! I learned simple HTML code – this was before the time of drag and drop. Those web pages are long gone, which makes me a bit sad, as I have no record of them! I know I had tons of writing samples that unfortunately I can never recover, and it makes me sad!

I have not kept up with knowledge about writing code, so I chose to use Weebly.com to build my website. Weebly is a great service for anyone who wants to have a presence on the web but doesn’t necessarily have the time to learn how to build websites from scratch. Users can drag and drop basic features like pictures, text boxes and contact forms. It is a free service; great for users who want to see if using a website is something they want to do, before throwing any money towards it. They do offer a service to buy the domain name you’d like to use (without the .weebly indication), one step closer to having a professional site.

I used a free, simple design, offered by Weebly, and used a free picture for my top-of-page banner on all pages. “You can see daisies in her footsteps” is “my” tag-line, something I have used to describe myself since first hearing the Ben Folds Five song that it comes from, “Kate.” I have always felt that this song is my personal song. I wanted to keep a calming, cool color palette, and chose blues, greens and yellows. I found the following information regarding colors at <http://www.entrepreneur.com/article/175428>:

* **Blue:** Cool blue is perceived as trustworthy, dependable, fiscally responsible and secure. Strongly associated with the sky and sea, blue is serene and universally well-liked.
* **Green:** In general, green connotes health, freshness and serenity. However, green's meaning varies with its many shades. Deeper greens are associated with wealth or prestige, while light greens are calming.
* **Yellow:** In every society, yellow is associated with the sun. Thus, it communicates optimism, positivism, light and warmth. Certain shades seem to motivate and stimulate creative thought and energy.

These are my favorite colors, especially yellow. I thought they would work on a website, as I hoped they wouldn’t be too overwhelming or shocking. I decided to keep the same banner on each of the individual pages on my site, to keep consistency and cohesiveness. I hope this worked well, and wasn’t annoying. I also kept my “contact information” on the top right-hand corner of each page, as those are sites I continuously update (Facebook, Twitter, and LinkedIn).