

Student Names

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<https://amywiltberger98.wixsite.com/fromfarmtofresh>

### Fresh From the Farm

As the Locavore community first arose around 2007, it has become more widely known but also widely misconstrued. Some views of the Locavore movement is, that their community is unrealistic and a bad economic notion. That is why we created our website, “Fresh from the Farm”. Our website was designed to inform and inspire the average inquiring consumer about the truth of the locavore movement. We set up our webpage in a simple manner where we start with an “About” page with a brief description of locavores. As you click on our additional pages, we provide; recipes, upcoming events, locations and frequently asked question about locavores. Our hopes is to normalize the term locavore and enthuse a healthier lifestyle to those who choose to join the movement.

When you first arrive to our page you will see a simple, neutral tone that sets the farm and earthy tone for entire website. Our first page is the “About” content page. When we created this page we had the purpose to keep the page modest in order to not overwhelm the curious reader with an overabundance of information. This page gives you a definition of locavores and then layouts the map of the webpage with our mission statement and overall goal. Our mission statement is broken down into three subtopics. These subtopics being, locations of local food

markets, recipes to create with your local food and the benefits of shopping for local produce. Underneath this breakdown of our mission statement is three clickable buttons. These buttons are linked to our other pages and start the journey for the reader to explore the rest of our website.

Our second page being the “Recipe” page. This is very important page, indented to inform the readers of how much variety of recipes there are to create with their freshly bought produce. From the very start of the recipes tab on the website, it begins with a simple clean, organized layout simple for the viewers to look at, and navigate through. The first list from the recipes page is a layout of several course options ranging from breakfast, lunch, beverages and desserts. The choice to put multiple courses was to get the viewers on the website a range of different options of healthy food choices to choose from. The want to put to more than just the typical breakfast, lunch and dinner recipes came from wanting to inform the viewers on healthier forms of eating in all types of variations, like desserts and drinks. Each course is organized in the time frame of when those types of meals are normally eaten like breakfast being the first meal of the day and desserts being the last. From a single click of the recipes drop down menu it's easy to navigate through the types of meal courses you can make. Once choosing the course, it will send you to all the recipes of that specific course, with names of those food items and pictures along with it. The images and foods names will attract the reader and might encourage the reader to try food elements there not used to or haven't tried before. Once deciding which recipe the viewer will want to make, it will send them to the Fresh Market website, which will inform the viewers of the ingredients needed to make the recipe, how much time the recipe takes to make, and how much that specific recipe makes.

Located just to the right of the recipes tab, is the “Upcoming Events” tab. This content page was made to inform the viewers about new events and festivals that will being going on

around Southwest Florida throughout the year. This provides the viewers the proper informing in order to attend festivals and events that they never knew existed. The first aspect that will grab the viewer's attention is the large colorful image, created by the festivals and events themselves. When you click on each ad or poster images for these events, it will send the viewer to the designated website of each festival. Each image of a festival includes a brief description of the event, when the event might take place, where and what time. From the brief description the viewers will get an understanding of each individual event and from there, be able to explore more information by clicking on the given image provided.

Following the “Upcoming events” tab is our “Location” content page. We titled this page “Meet up at the Market” to add a fun twist to the name and encourage viewer to meet up with friends or family when they go to a market. Our vision for this page was to allow readers to smoothly find our locations on our website. In this tab each farmers market has a link to directions from the readers current locations. All the readers have to do is click on the google map image and it instantly links users to the maps page. We put four locations in the spotlight including their hours next to their icon/map. We want the locations page to speak for itself and give a comforting tone to the website. We think we did just that by using the recurrent font and color scheme. The FAQ (Facts and Question) page is a different tone and is sticking to its traditional list layout and a more simple font. The FAQ page isn't the soul of the website but it does add an additional concept to the point of the webpage. We try to educate readers on what the foods actually consist of and how our local market places highlight eating organic, natural, and/or GMO free food. FAQ pages aren't frequently visited on websites, they are usually placed at the end and consist of my boring information. With that in mind, we make our FAQ page a little more interesting by adding humorous clip art and memes at the bottom, to give our viewers

a slight since of laughter . We then added a chart to show the statistics based off some of the more frequently asked questions. This was aimed to demonstration to readers our information is creditable and arcuate.

Our goal when creating our website “Fresh from the Farm” was to grab the reader’s attention, spark curiosity, while also not overwhelming them with a messy and confusing website. We are confident we reached our goal with our websites natural tone, flow and layout. We believe we provided enough information to get the inquiring locavore started on their way to a happy and healthier lifestyle. Hopefully after exploring our website the reader is now informed where to shop local, how to create tasty dishes and they are now on their way to reaping the benefits of being a locavore.

Word Count- 1,144