

My Dog's Best Friend Website Creation

SLP Project Presentation
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ESU - Writing for the Web-ENGL 531
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**High Level
Research
Nicely**



My Dog's Best Friend

- **What have I done to prepare for this project?**
 - Traditional research
 - Books, articles, workshops
 - Certificate program in Animal Assisted Therapies
 - “On-the-job” experience
 - 17 years living with and caring for dogs
 - 12 years working in veterinary field
 - 10 years running a special needs dog rescue
 - 7 years operating a pet sitting service

**The Big
Picture**
DMMT

“People have forgotten this truth,” the fox said.
“But you mustn't forget it. You become
responsible forever for what you've tamed.”

The Little Prince, Antoine de Saint-Exupéry, 1943, 1971



My Dog's Best Friend

**Mission/
Purpose
Nicely**

Proposing (alternatives: advocating for, envisioning, inspiring?) more enlightened, respectful and moral relationships with our companion dogs.



My Dog's Best Friend

Audience **Nicely**

- **Primary**

- Anyone who loves dogs
- Anyone wanting to learn more about dogs
- Anyone looking for alternative views

- **Secondary**

- Anyone looking for answers to issues/problems that inevitably arise when living with dogs



My Dog's Best Friend

Content Categories

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Most content will be categorized under these 3 top level sections

Fun/Inspirational PLAY page	Educational/Informative LEARN page	Awareness/Advocacy ADAPT page
Rescue Stories	Behavior and Training	Pet Overpopulation
Human/Dog Relationships	Veterinary Care	Sheltering/Rescue
Canine Sports	Nutrition	Breed Specific Legislation
Memorials	Bite Prevention	Ethics
Greeting Cards/Photo Gallery	Book/Movie/Documentary Recommendations	The Future Role for the Dog



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**Content
Types
Nicely**

- **Original articles written by me**
- **Featured contributor articles**
- **Videos/Photos**
- **Recommendations/Reviews**
(Books, Movies, Documentaries, Websites)
- **Interviews**
- **Editorials**
- **About/Welcome Blurb/Contact**



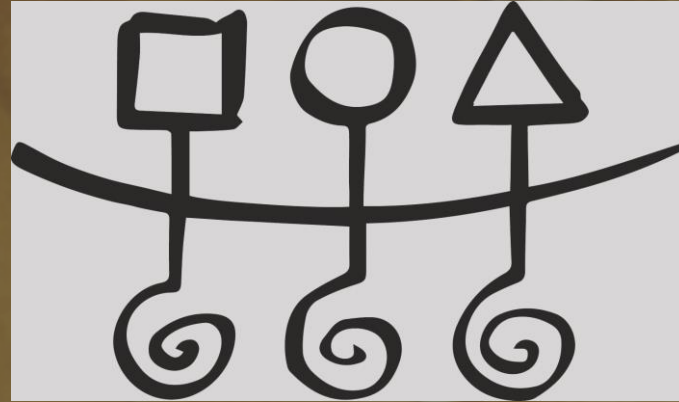
My Dog's Best Friend

Site Identity

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Open source “intrinsic human worth” logo

Link: [Being Human](#)

My Dog's Best Friend logo
“working concept”

I am working with ESU's student-run design agency to customize logo.
Incorporate the idea of “co-evolution”

Tagline

Nicely, DMMT

Top contenders

- Your dog needs a best friend too.
- Be your dog's best friend.

Alternates

- Be a better friend to your best friend.
- On being better friends to our best friend.
- Best friends deserve our best.
- Helping you be better friends.



My Dog's Best Friend

Welcome Blurb

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Dogs have been our constant and loyal companions for thousands of years. They have hunted with us, they have protected us, they have helped us domesticate other creatures and they have made it possible for us to inhabit the most inhospitable places on Earth.

Our goal is to celebrate dogs, to honor their gifts and to better understand what they are trying to tell us. To appreciate what dogs are rather than demand they be what we want them to be. Dogs are our best friends and they deserve we be theirs.

If we can learn what dogs can teach us -- to be kinder, to be more giving and more compassionate, to live life to the fullest -- we will be happier with life and better human beings. What's the downside?



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Navigation structure

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HOME

ABOUT

NEWS

FEATURED

PLAY

LEARN

ADAPT

MY JOURNEY

CONTACT



My Dog's Best Friend

Your dog needs a best friend too.

ABOUT 



HOME

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My Dog's Best Friend

Your dog needs a best friend too.



Hello friends,

by Mutt Lover | Aug 9, 2014 | General | 1 Comment

Topics

General (1)

Older Stuff

August 2014 (1)

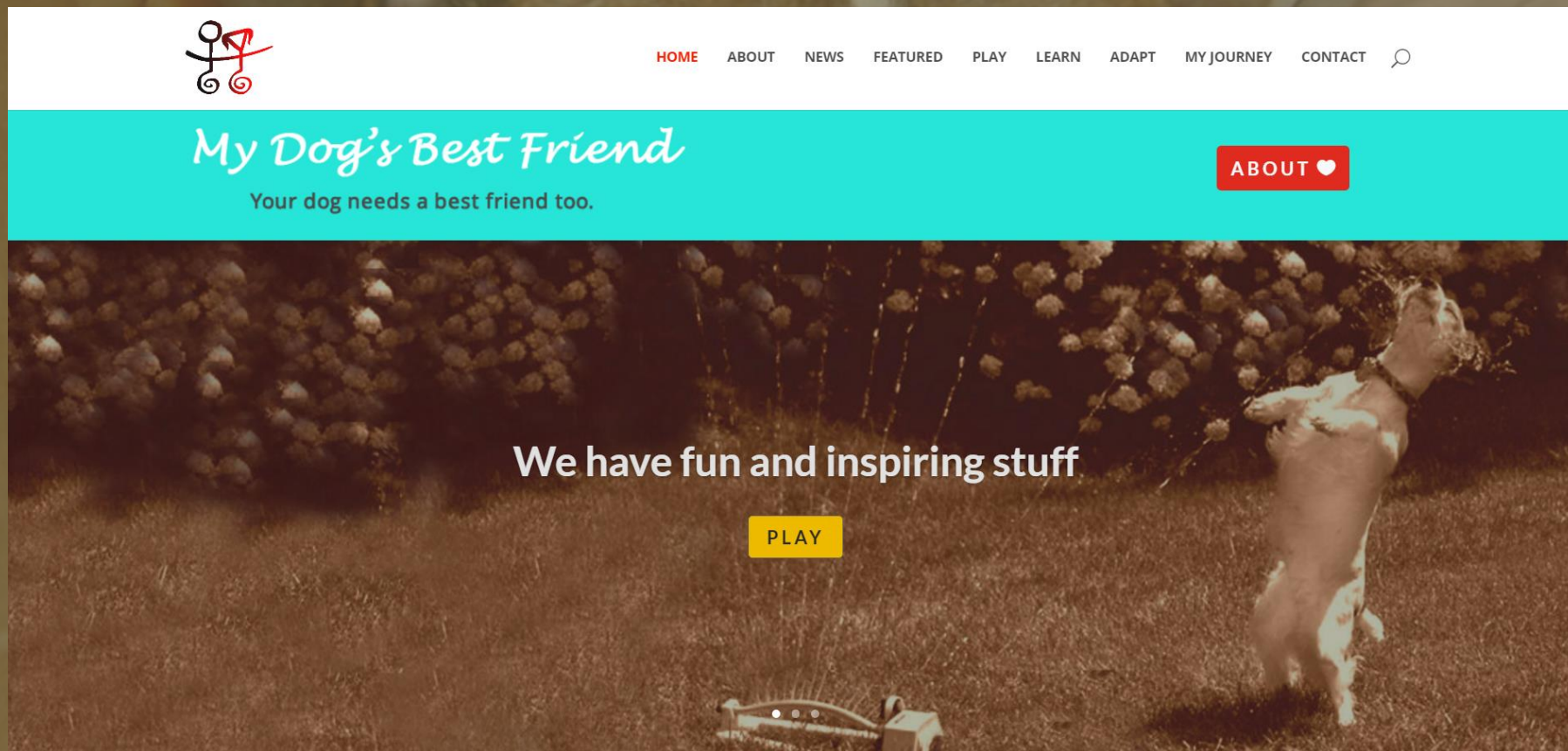
The 4 big questions

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A tour of the home page



Making it Scannable

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- Break up into sections by using sub-headings
- Break up visually by using pull quotes, pictures, graphics and/or videos
- Use sidebars for “highlights”
- Include reading time
- Include .pdf file so reader can print
- Include narrations

**Building
Community
Nicely**

- Feature contributor content
- Blog allows comments from readers
- Contact page allows reader feedback
- Planned for future: newsletter



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Usability & Testing

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- **Usability – Divi WordPress Builder**
 - Super customizable WordPress page builder
 - Includes many well-designed modules
 - Every element can be edited and customized
- **Mobile**
 - Theme allows different customizations for desktops, tablets and smart phones
- **Testing**
 - Asking friends to visit site, test menus and links
 - Two people reading content, helping with editing

**Sample
Content:
Video**

Gidget



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**The really
BIG
Picture**



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“The atoms of our bodies are traceable to stars that manufactured them in their cores and exploded these enriched ingredients across our galaxy, billions of years ago. For this reason, we are biologically connected to every other living thing in the world. We are chemically connected to all molecules on Earth. And we are atomically connected to all atoms in the universe. We are not figuratively, but literally stardust.”

Neil deGrasse Tyson

Q & A, Credits

Title slide picture from: [Unsplash](#)

Dog in slides' background: **Lukas**

He was rescued at 8 weeks of age on a very hot summer day.

He was left in a milk crate placed on an overpass wall.

Had he tipped the crate over, he would have dropped 30' onto railroad tracks.

He was emaciated and very sick.



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