

### **About Herba Hoota ...**

Herba, the hound dog and Hoota, the eagle, lived along the Pamlico River in Bath, North Carolina. While playing one day, they became an unusual character named Herba Hoota Hound Dog Bird. Herba and Hoota travel through the books adjusting to their new body and learning how to use their “super powers” for good.

### **The Target Audience ...**

Currently, there are two children’s books in the Herba Hoota series aimed at elementary aged children. This collection is planned to grow over time. The goal of the web site is to provide information about the author’s and the book series to children, their parents, and their school teachers and counselors.

### **The Design ...**

The web site design should complement the attached artwork from the Herba Hoota series. Overall, a full width design is desired that utilizes an open layout with lots of color.

The Herba Hoota animal logo should be prominently placed. It is not necessary to retain the white background behind the logo.

There are two themes in the books which should be incorporated into the web site design:

- Herba Hoota uses the phrase “Way Cool” in describing various characters in the book.
- An eagle feather is left behind as in “Hoota was here”. This eagle feature should be incorporated into the design in various locations.

### **Project Scope ...**

1. Home page design including ...
  - a. **Introducing Herba Hoota ...**  
[\[Introduction paragraph text as follows ...\]](#)
  - b. **New Release ...**  
Include the book cover image (included) as well as the [book preview paragraph](#).
  - c. **Latest News ...**  
Short news updates from the blog and/or social media including a linked headline and optional short intro / summary paragraph
  - d. **Newsletter Sign-Up ...**  
Get updates and news from Herba and Hoota.  
*Short form to capture First Name and Email Address*

- e. **Author Visits ...**  
Would you like Mike and Jacquie to bring Herba and Hoota to your school? Learn more here ... [linked to Author Visit's page]
  - f. **From our Readers ...**  
*Short paragraph / quote from readers with first name.*
2. Interior page design for "The Books" page including ...
- a. **Newest Book Information**  
*Book Title:* Herba Hoota Hound Dog Bird  
*Author:* Mike and Jacquie Tate  
*Book Cover Image*  
*Link to:* Download an Excerpt  
*Buy now link / button*  
*Introduction Paragraph:* [[Preview paragraph text as follows ...](#)]
  - b. **Carousel / Listing of Other Books**  
*Book Title, Cover Image for other books in the series*
  - c. **Newsletter Sign-Up ...**  
*Get updates and news from Herba and Hoota.*  
*Short form to capture First Name and Email Address*
  - d. **From our Readers ...**  
*Short paragraph / quote from readers with first name.*
3. Style sheet elements including ...
- a. Headings ... level 1, 2, 3
  - b. General Paragraph Text
  - c. Lists ... ordered, un-ordered
  - d. Basic Form ... single line input, multi-line input, submit button
4. Technical requirements ...
- a. **Responsive, 12-column layout**  
The site will be coded using the Bootstrap framework using a standard 12 column grid.

## Home Page: Intro Message

Herba, the hound dog and Hoota, the eagle, lived along the Pamlico River in Bath, North Carolina. While playing one day, they became an unusual character named Herba Hoota Hound Dog Bird. Herba and Hoota travel throughout the book adjusting to their new body and learning how to use their "super powers" for good. They help kids learn how to feel good about themselves, deal with bullying, and forgiveness. A must read for young children.

## Home Page: Series Preview

When the dust finally settled, Herba and Hoota were lying on the ground, knocked out. But wait -- there was something very different about them. The two of them were in one body! The front legs were Herba's, and the rear legs were Hoota's. It was a hound dog body with fur, feathers and large wings. There were two heads on the one body. One was Herba's with his floppy, hound dog-ears and hound dog nose; the other was Hoota's with his white eagle feathers and yellow beak.

## Navigation / Site Layout for HerbaHoota.com

### **Top Level Web Site Menu**

- Home
- About the Authors
- The Books
- Meet the Characters
- Schedule a Visit
- Glow and Grows
- Teachable Moments
- Contact Us
- Blog