



CAREER DEVELOPMENT EVENTS

Agricultural Communications

WEB DESIGN

INTERACTIVE COMPONENT



CDE WEB DESIGN INSTRUCTIONS:

Each designer will use the press packet and information that was gathered in the press conference to develop a WordPress site. The objective is to communicate the press conference speaker's organization through appropriate design, navigation and use of provided photos and graphics. The designer may use the provided WordPress templates or customize the template. Each participant will have 90 minutes to complete the practicum.

WHAT YOU WILL LEARN FROM THIS RESOURCE:

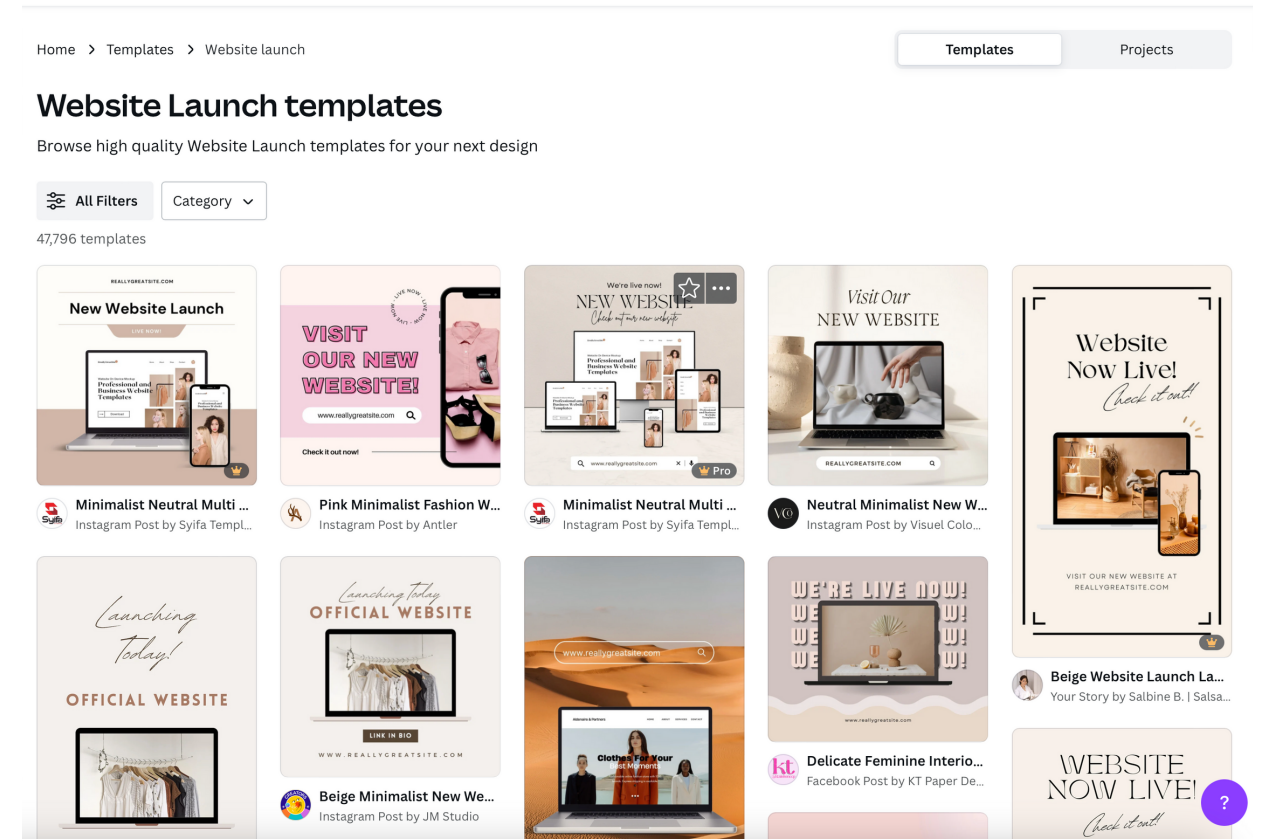
The goal of this resource is to help students prepare for the Agricultural Communications CDE, Web Design Practicum. We will use Canva (a free online design tool) to create a layout of a webpage similar to the WordPress site they would create during the CDE competition. For additional preparation resources, please refer to our Ag Com CDE Guidebook and other interactive components for videography, editorial and journalistic writing.

WHAT WILL YOU NEED?

- Canva
- Additional Resources Included in Attached Folder
 - You do not have to use these resources or this topic, this is just a starting place for you to practice preparing for the Ag Com CDE.

TUTORIALS

- **WordPress:** <https://www.youtube.com/watch?v=kYY88h5J86A>
- **Landing Pages:** <https://www.youtube.com/watch?v=nXcxVtxlxd4>
- **Canva:** <https://www.youtube.com/watch?v=BrUrsnO8OYg>
- **Canva Website:** <https://www.youtube.com/watch?v=tmeOOL58KLM>
- **Canva Website:** <https://www.youtube.com/watch?v=IYs848l482A>



WHAT WILL WE CREATE?

This is what we would like the end product to look like. We are going to make a landing page for a press release and the Beef Cattle Institute Cattle Chat Podcast.

Please view the included press release from the Kansas Research and Extension for more information on the subject.



CATTLE CHAT: EVALUATING HEIFERS BEFORE BREEDING



Heifers typically reach puberty around 12-13 months of age.

Cattle Chat: Evaluating heifers before breeding

K-State veterinarians say weight and reproductive maturity are two factors to assess.

At a glance: Body weight and age are two factors that influence when a heifer reaches puberty, often around 12-13 months of age.

Share information: Bob Larson, 785-532-4937, bob.larson@ksu.edu, Philip Larson, 785-532-4324, phil.larson@ksu.edu

[READ FULL RELEASE HERE:](#)

At a glance: Body weight and age are two factors that influence when a heifer reaches puberty, often around 12-13 months of age.

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CATTLE CHAT PODCAST



LISTEN ON:

Listen on
Apple Podcasts



The Beef Cattle Institute at Kansas State University utilizes collaborative multidisciplinary expertise to promote successful beef production through the discovery and delivery of actionable information and innovative decision support tools.

Our organization provides industry-leading tools and resources from the best and brightest in bovine veterinary medicine, cattle health and production.

Speaking on a recent Cattle Chat podcast, the experts addressed factors that influence the pace at which heifers reach their maturity.



"MOST HEIFERS REACH PUBERTY AT 12-13 MONTHS OF AGE; THERE ARE SOME BRAHMAN-INFLUENCED BREEDS THAT ARE A LITTLE OLDER WHEN THEY BEGIN CYCLING," SAID K-STATE VETERINARIAN BOB LARSON.

LANDING PAGE:

First page your visitor sees.

- INCLUDE A LOGO OR ICON ON YOUR LANDING PAGE
 - FIND LOGO IN THE RESOURCES FOLDER
- THIS ALSO SERVES AS A NAVIGATION TOOL

- TITLE
 - IMPORTANT!!
 - INCLUDE THE TITLE OF YOUR LANDING PAGE. IN THIS CASE IT IS THE TITLE OF OUR PRESS RELEASE



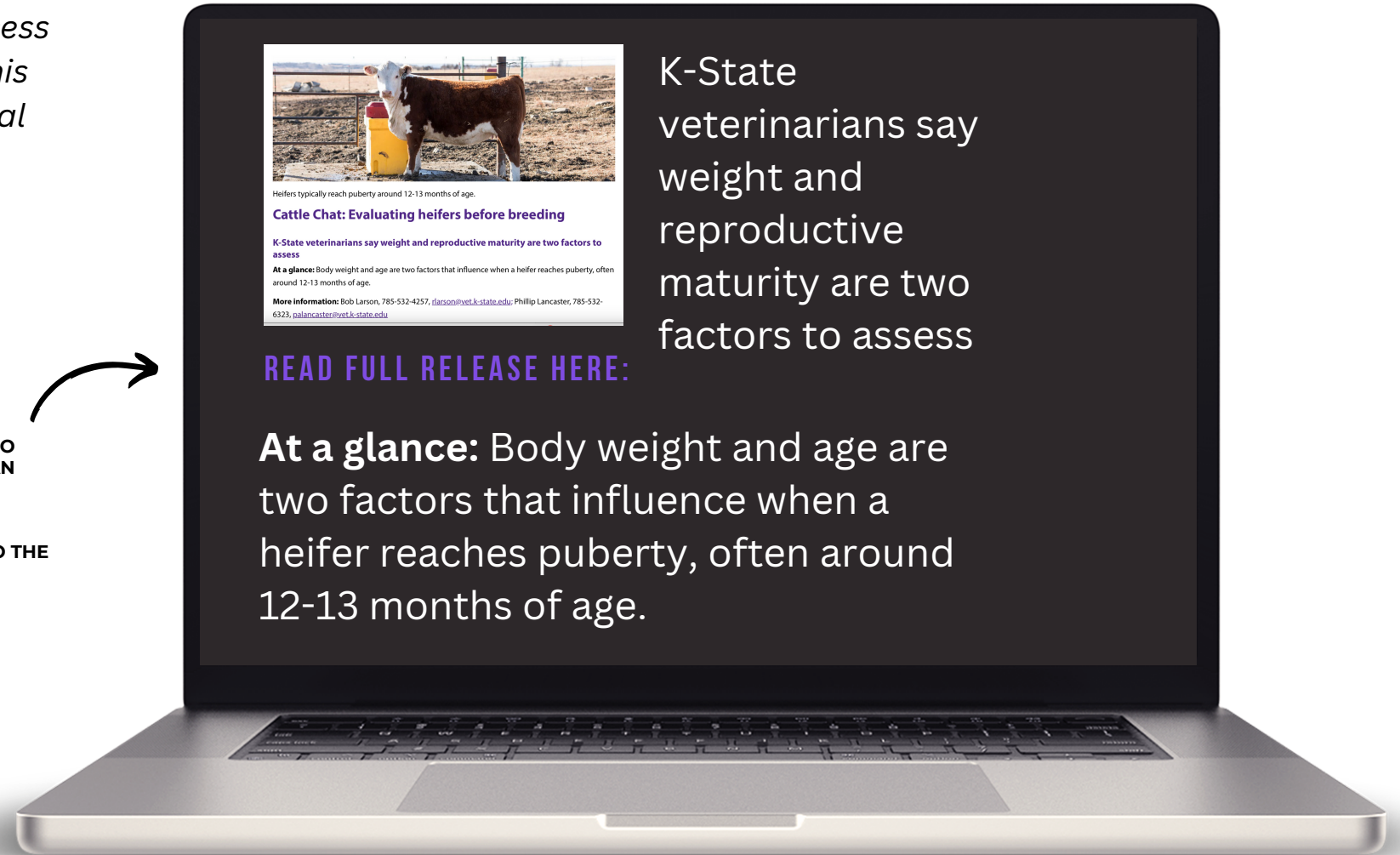
- NAVIGATION PANEL
 - THIS IS A TOOL FOR VISITORS TO EASILY ACCESS AND NAVIGATE YOUR SITE

- PHOTO
 - PHOTOS THAT REALTE TO YOUR TOPIC ARE GREAT WAYS TO CATCH THE ATTENTION OF YOUR AUDIENCE

SECONDARY PAGES:

We do not need to just copy past the press release into our landing pages because they can access the full release through the KSRE Website. This site is supposed to give your reader additional information and resources.

- **THOUGH WE DO NOT NEED TO LIST THE FULL STORY, WE CAN INCLUDE A LINK.**
- **WE CAN ALSO INCLUDE A SUMMARY OR KEY POINTS TO THE STORY**



Heifers typically reach puberty around 12-13 months of age.

Cattle Chat: Evaluating heifers before breeding

K-State veterinarians say weight and reproductive maturity are two factors to assess

At a glance: Body weight and age are two factors that influence when a heifer reaches puberty, often around 12-13 months of age.

More information: Bob Larson, 785-532-4257, rlarson@vet.k-state.edu; Phillip Lancaster, 785-532-6323, palancaster@vet.k-state.edu

READ FULL RELEASE HERE:

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- THIS ARTICLE COMES FROM AN EPISODE OF THE BEEF CATTLE INSTITUTE, CATTLE CHAT PODCAST.
- INCLUDE A LINK TO THE PODCAST EPISODES, WHERE TO LISTEN AND INFORMATION ABOUT THE PODCAST ON YOUR PAGE



- INCLUDE DIRECT LINKS TO THE PODCAST LISTENING PLATFORMS
- THIS WILL HELP YOUR AUDIENCE ACCESS THIS INFORMATION AND AID IN EASY OF ACCESSIBILITY

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- IMAGES HELP THE READER AND BREAK UP THE MATERIAL

- YOU CAN INCLUDE IMPORTANT OR IMPACTFUL QUOTES ON YOUR PAGE

BODY CONDITION SCORING

Use the KSRE “Guide to Body Condition Scoring Beef Cows and Bulls” to aid in breeding and nutritional decisions



What is a body condition score?
Body condition scoring (BCS) is a method for determining the relative fatness of beef cattle. The system used by beef producers in the U.S. rates body condition on a scale from 1 to 9, with 1 being severely emaciated and 9 extremely obese. Animals are judged

or a combination of visual and palpation techniques described in Table 8.

Why are body condition scores important?
Body condition scoring is a free tool to help you

“As heifers grow, they start to deposit more fat in each pound of gain and less muscle. **So when they get to about 60-65% of their mature weight**, the hormones will signal to the body that it is time to ovulate,” said K-State beef cattle nutritionist Philip Lancaster.

While it varies among herds, for many he said that is about **850 pounds**.

Six weeks before breeding, Lancaster said producers can evaluate the heifer’s **body condition** and adjust accordingly.

- INCLUDE ADDITIONAL RESOURCES RELATED TO TOPICS COVERED IN THE PRESS RELEASE

CONTACT US:

More information: Bob Larson, 785-532-4257, rlarson@vet.k-state.edu; Phillip Lancaster, 785-532-6323, palancaster@vet.k-state.edu

Related: Beef Cattle Institute
Feb. 27, 2024

By Lisa Moser, K-State Research and Extension news service

K-STATE
Research and Extension



BEEF CATTLE INSTITUTE
KANSAS STATE UNIVERSITY



- INCLUDE CONTACT INFORMATION FOR READERS WHO MIGHT HAVE QUESTIONS ABOUT THE CONTENT

- REMEMBER TO GIVE CREDIT TO THE CONTENT AUTHOR OR LIST ANY IMPORTANT SOURCES YOU USED

- INCLUDING LOGOS HELPS WITH NAVIGATION
- USE OF LOGOS IS ALSO IMPORTANT IN BRAND RECOGNITION

CONCLUSION:

We hope you find this Web Design template useful as you prepare for your Agricultural Communications CDE. You can find the KSRE press release, logos and included pictures in the Web Design Resource Folder. Please use the included materials as a practice resource. Feel free to use these tools along side Canva to practice laying out content that will be useful as a Web Design. Good luck as you prepare and compete for the Agricultural Communications CDE.



KANSAS STATE UNIVERSITY

Agricultural Communications