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](https://www.youtube.com/watch?v=kYY88h5J86A)
- **Landing Pages**: [https://www.youtube.com/watch?v=nXcxVtxlx#d4](https://www.youtube.com/watch?v=nXcxVtxlx#d4)
- **Canva**: [https://www.youtube.com/watch?v=BrUrnsO8OYg](https://www.youtube.com/watch?v=BrUrnsO8OYg)
- **Canva Website**: [https://www.youtube.com/watch?v=tmeOOL58KLM](https://www.youtube.com/watch?v=tmeOOL58KLM)
- **Canva Website**: [https://www.youtube.com/watch?v=IYs848I482A](https://www.youtube.com/watch?v=IYs848I482A)
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 Extention for more information on the subject.

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.

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

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

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

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

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

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.
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.

LISTEN ON:

- Apple Podcasts
- Spotify
- YouTube
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.
“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.
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
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 with 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.