ABSTRACT

CREATIVE PROJECT: Staying Accessible: The value of a web presence in funeral service.

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The purpose of my creative project is to produce a website for Waters Funeral Homes that would serve as an information provider, marketing tool, and catalyst for communication with the funeral home’s former and potential clients. By reviewing competitor websites, determining the needs of the user base, and observing best practices in usability and visual design, I was able to produce a website for Waters Funeral Homes that reflects not only its business model but also the communities it serves.