

ART 272 WEB DESIGN II (SPRING 2013) Bristol Community College

DESIGN DOCUMENT

client and project information:

1. Client/company name:

Ascend Architecture or Bird Designs

2. DUE DATE (when must the message get to the audience for greatest impact?)

May 17, 2014

objectives:

1. What is the mission or purpose of the site? Why will people come to the site?

The object is to display and promote my architecture portfolio in a creative, yet professional looking way. The site will present my projects from the past 5 years of school, along with a blog with constant updates for my thesis proposal. The site would also contain my personal information, including education and past employment acting as a potential resume within the portfolio site. Social media links will be on the site, including LinkedIn that would connect to my page.

2. What is the business problem and primary goals of site? (teach, inform, persuade, etc.) (list three)

1. Area to display my Portfolio.
2. Tool for promoting my resume to firms.
3. Use the website as example of design skills in mixed mediums.

client research:

1. What are the company's product and/or services?

Architectural Studio Projects displayed in a format of a portfolio website.

2. What are the company's negative traits or images associated with the industry?

If the site is not complete enough, or looks sloppy than it wont serve as a useful tool for professional work because it leave the user with a bad first impression of design skills.

3. What is the client's competitive advantage?

Can have an interview or show design skills through online means of a website that can be quicker and easier to navigate for potential jobs. If made usable on other devices such as tablets and cellphones it would help with the exposure of the site.

4. What are some pre-notions or misconceptions the audience might have about the company or industry? (list at least three)

1. Lack of Information due to being a student portfolio site.

2. Issues of usability, the navigation could be confusing
3. Not as personal as physical portfolio document

TARGET AUDIENCE:

1. Who is the primary audience? List audience categories and needs. Be specific, for example describe a typical member of that intended audience—age, sex, education level, occupation, accessing the site from mobile or on the go, what type of connection they have etc. (list five)

1. Project Architect: Age 50, Male, M-ARCH degree. Accessing the site on tablet or computer.
2. Owner of Firm: Age 55, Female, M-ARCH; Bachelors in Architecture. Using from computer.
3. Professor: Age 45, Male, MARCH, Accessing from tablets for in school work and assistance.
4. Design Competitions: Age 40, Male & Female, varying clients, using to present design ideas.
5. Fellow Intern Architect: Age 25, Male. Architects to work with who will view the work.

2. Choose your three most important audience members out of the five above and list three of their needs/goals/reasons for going to your site. List the most important audience member first. Note: this is from the user's point of view, not the client's.

1. Owner of Architecture Firm
 - a) To see my Resume
 - b) Explore my portfolio work
 - c) Contact Information/Social Media Connections
2. Project Manager of a Firm
 - a) To see my Resume
 - b) Explore my portfolio work
 - c) Contact Information/Social Media Connections
3. Professor of Architecture
 - a) Assist in Portfolio design
 - b) Help with Thesis Work for Spring Semester
 - c) Contact Information/Social Media Connections

3. Create a scenario in paragraph format for each of your three audience members above and how each member would use your site. Take into consideration your audience needs and goals from question two. Be CREATIVE and THOUGHTFUL. Give you character a name, background, and a reason to come to your site. Explain how the character will use your site to complete the given task, learn the information presented or be persuaded by the viewpoint presented. Good work here can enable you to come up with a much more innovative design.

1. David Westall is the owner of a drafting and design firm and needs to get in contact with me about work on an upcoming project. He wants to know if I had any experience in design schools. The owner checks the portfolio and searches for education projects. After he sees the work he needs to go to the contact page to get my email address to message me about the upcoming work.
2. Michael Evans from Klingstubbins Architects receives my job application but is sitting in the conference room and wants to see my work and more of my background. He notices a website at the top of the resume and goes to the site. From there he checks out the portfolio and wants to see where I work. He moves to the linkedin page and checks my former employment before returning to my application to make a choice on the job.
3. Professor Mauricio Carranza is my assistant professor for my thesis semester project and needs to meet with me on occasion to work on the project. One weekend his schedule conflicts with mine and we're not able to meet in person. In order to see the progress on the project to make notes for the next meeting he checks the updated blog entries about the thesis work on the website. He checks the work, finds my email and sends me a message about his thoughts on the design.

branding CONCLUSIONS:

1. Analyzing your descriptions above describe the tone, personality and image your site should portray. (Corporate, fun, edgy etc). (list five traits)

1. Professional Architecture Design
2. Creative Design Concepts
3. Fun and Possibly Interactive
4. Loud
5. Memorable

2. What should your audience's first impression be when they come to your site?

Clean, Simple, and Organized

3. What are some target audience concerns that may affect the design? (low bandwidth, large font for elderly, easy usability for small children, etc.) (list five)

1. Easy Usability for a range of computer literate leveled users
2. Scroll through of images for easy of portfolio viewing
3. Consistency throughout site to show professional ability
4. Key distinctive feature to set website apart
5. Contact links through social media to take them further into my profile