

ART 272 WEB DESIGN II (SPRING 2015) Bristol Community College
DESIGN DOCUMENT

Client and project information:

1. Client/company name:

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

Before the semester is over.

OBJECTIVES:

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

Portfolio, resume site. The point of the site would be to display my work to acquire potential clients and to transfer to UMASS Dartmouth.

2. What is the business problem and primary goals of site? (Teach what, inform what? etc. List three.)

1. Portfolio/Resume - Transfer to 4 year College/University
2. Network
3. Jobs

CLIENT RESEARCH:

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

Digital art, Photography, Web Design. Graphic Design, etc.

2. What is the client's competitive advantage?

Perspective

3. What are some pre-notions, misconceptions or negative traits the audience might have about the company or industry? Explain how you can combat this. (For example, if McDonald's is prenotioned to be unhealthy, you can highlight healthy menu options. List at least three problems with their solutions.)

1. Inexperience: examples of work

2. Capability to provide: Variety of styles
3. Freelance/Independent: Team player

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. Colleges
 2. Companies
 3. Business owners
 4. Clients
 5. Potential Employers
- 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. Most important audience category— Colleges
 - a) Potential candidate/student
 - b) Portfolio-examples of work
 - c) Serves as a digital portfolio to demonstrate web design skill and contact info
 2. Second most important audience category— Clients
 - a) Photography for business or personal use.
 - b) Marketing- Designs for business cards, brochures, etc.
 - c) Advertising- Digital Art for logos, t-shirt designs, etc.
 3. Third most important audience category— Companies
 - a) Same as Clients
 - b)

c)

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. Clean
2. Fun
3. Modern
4. Orderly
5. Sense of Humor

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

Professional, capable to carry out their design needs.

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. Good typography
2. Appealing layout
3. Easy usability
4. Easy to contact
5. Viewable examples of work