Project Information:

1. Blog/website name: [to be decided, but likely a pun; "The Right Type" is a working title but might sound too authoritative?]

OBJECTIVES:

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

A blog about typography, part informational and part review/opinion. Trying to get people to make more presentable words even if they don't care about design at large.

2. What is the primary goal of the website? (examples could be: "educate users about web development," "persuade people the benefits of growing your own vegetables rather than store bought," etc.)

1. Persuade readers that design, specifically type choice, matters even to non-designers
2. Share thoughts about various typography-relevant subjects, specifically where they go wrong
3. Educate readers about design/typography, in hand with the above objectives

~~Client~~ Reader Research:

1. What are the blog's products and/or services?

The blog exists to inform and entertain. It is not a venue for sales, personal promotion, or other commercial endeavors.

2. What edge does this blog have over the competition?

While I've seen numerous blogs with *articles* about typography, there don't seem to be as many blogs *entirely about* typography. A quick google search brought me to several with typography *highlights*, another review/commentary site, and a blog about anything and everything related to typography. The latter two links are run by numerous writers and don't seem to update often; while Typographica is essentially a more professional version of what I'm going for, its last article at the time of writing was in 2017.

Notably, all these websites are by and for designers. Anyone who's not already interested in typography probably won't care for these sites. I can't claim to be anywhere near an expert on typography, but I at least know that typesetting an entire brochure in a decorative cursive typeface is a bad idea. The blog could be considered a collection of "101" articles, but for people who just want to make better flyers and have no interest in art school.

3. What is a misconception or negative trait about the blog or subject? Explain how you could turn this into a positive trait. (For example, McDonald's is unhealthy, so maybe they would advertise a new menu item which is made from organic ingredients and low-calorie.)

Design/typography is boring; no one cares if, say, a wedding invitation is set in Comic Sans. And no one's going to listen to a non-professional lecturing otherwise.

I'm not sure how to turn the first sentence into a positive, but it'd be easy to take advantage of it to counter the sentiment—i.e. two versions of the same article, one with default Times New Roman formatting and the other with the actual site layout. As for writer credibility, I can at least say 1) I'm a

design student, and 2) a more informal tone *not* coming from an academic pro might be more interesting to read than a lecture.

TARGET AUDIENCE:

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

1. Another design student, though not from a web design class, who stumbles upon the site doing research on common typographical errors. As a college student the articles may not teach anything new, but may serve as an amusing refresher. Most likely accessing the site from a desktop with a fast connection.
2. A worker at a small business who's been asked to make a brochure but has no idea where to start. Using the template(s) in their program of choice seems too overdone, yet her own designs from scratch aren't working. The blog might not give her a step by step, but she learns enough to make a few improvements. Might be using a desktop or phone, likely with a fast connection either way.
3. A librarian working on printouts for an upcoming event. Like the small business worker, he's inexperienced with poster-making; unlike the small business owner, he's already made several, but has received readability complaints from elderly patrons. He finds the site on a desktop computer in his office, with a spotty connection, and may plan to
4. A high school student with no interest in design but who needs to find some quick information for an assignment. Browsing on mobile with a fast connection.
5. A hapless wannabe designer, possibly overlapping with one of the people above, for whom sites like [Comic Sans Criminal](#) are not enough but not tonally off-putting. Might be interested in more similarly helpful and concise "lessons" like thereof. Could be on mobile or desktop, again with a good connection.

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.

1. most important audience category one is – librarian
    a) learn how to optimize handouts for a wider audience
    b) save resources for later reference, possibly as printed material
    c) create and improve posters in a hurry
2. second most important audience category two is – small business worker
    a) design a template for handouts that stands out without being excessive
    b) understand how best to capture public attention in a good way
    c) avoid designing pitfalls that may decrease the customer base
3. third most important audience category three is – student without a design background
    a) gain a base understanding of design/type fundamentals
    b) access information quickly with minimal searching
    c) not get lost in distracting content like related articles or newsletter popups

branding CONCLUSIONS:

1. Analyzing your descriptions above, describe the tone, personality, and image your site should portray. (corporate, fun, edgy, etc.)
    1. informal/casual

2. amusing
3. reliable but not professional
4. serious but not stuffy
5. personal?

2. What should your audience's first impression be when they come to your site?
    "This looks like a quick, enjoyable, informative read."

3. What are some target audience concerns that may affect the design? (low bandwidth, large font for elderly, easy usability for small children, etc.)
   1. impatience/distractability—visitors who just want their info as fast as possible and balk at longer articles because of this
   2. printer-friendly layout—for offline reference
   3. page loading—less a bandwidth issue, more a sub-consideration of short attention spans
   4. clarity—thumbnails of specific, detailed images are not ideal; simple diagrams preferred
   5. images—example diagrams will likely be necessary, unsure about article headers; may take up too much space & impede printing, may be good for grabbing attention?