

Client and Project information:

1. Client/company name:

Colton Simmons

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

The end of the semester

OBJECTIVES:

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

To display and portray my work as a graphic design student. People will come to my site to consider my work while considering me for employment or enrollment to a Bachelor's Program.

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

1. Display my artwork.
2. Give some insight to who I am as an artist.
3. Provide every avenue to contact me and share my work.

CLIENT RESEARCH:

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

Visual and graphic design. Whether it is advertising, branding, photography, or videography I want to show everything that I have to offer to my clients.

2. What is the client's competitive advantage?

They will have someone who can take care of all of their design needs once they come to my website.

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 prenoted to be unhealthy, you can highlight healthy menu options. List at least three problems with their solutions.)

1. **Designers are difficult to work with:** Provide testimonials from teachers and clients that give proof that as a designer I won't make working with their company a difficult task.
2. **I can find better work cheaper:** Prove that I can provide my clients with top notch

design work at an affordable rate.

3. Everyone is a designer these days, what makes you different: I have designed far before a computer and have also had a passion for art and creativity. I will emphasize that in my site design and in my about page.

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. Companies
2. Schools
3. Public
4. Other Designers
5. Friends

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— Companies
 - a) Re-branding
 - b) New website designed
 - c) corporate or company photos
2. second most important audience category— Schools
 - a) If my portfolio is worthy of admission
 - b) My skillsets as a designer
 - c) Refer me for internships
3. third most important audience category— Public
 - a) View photographic ability in the chance they need portrait work done
 - b) Let family and friends show my work off
 - c) Work as a virtual business card

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. Classy
2. Professional
3. Easy Access
4. Fun
5. Informative

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

This is a portfolio for a graphic artist and I am really impressed by his work and creativity.

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. "Are designs relevant for building a client base? Are you showing your ability to create logos and branding or just designs that you've done for fun"
2. "Are there high resolution images that are going to slow down my internet connection?"
3. "Is the page simple and provide ease-of-access?"
4. "Will I be able to see detailed images of your work, not just one image of something that you've done?"
5. "Is this his best work or is there more that he hasn't posted here"