LaidlawLayout.com  
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**Purpose / Audience / Branding**

**Purpose:** To design a portfolio website, combining the strengths of David’s programming skills and Mavi’s graphic design skills. Use of HTML5 & CSS3 to display new technology useful for potential clients.

**Audience:** Small businesses looking to start gaining online business or to re-design their websites. We would be particularly skillful in designing for freelancers/artists who are looking to show off their work, and gain potential business. Our main interest would be designing for musicians, bands, painters, photographers, videographers, etc.

**Branding:** “He’s a programmer, she’s a designer. Together they make the ultimate web development team.”

**Notes:** We will use HTML5 & CSS3.