# PREPARING DESIGN BRIEF

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## QUESTIONS FOR PLANNING

### Project Overview: What's the big picture? What's this project going to be about?

* What is the primary purpose of the piece(s)?
  + To demonstrate my ability to create web content for organizations
* What other purpose could the piece(s) have?
  + It could demonstrate my ability to manage web content for organizations
* What message did you want your main motif to convey?
  + I want my audience to know that I am an aspiring web designer

### Objective: What is the goal of the project

* What outcome you would like to happen when the work is complete.
  + I would like my audience to see a well designed website for a photography organization
* Is there something you want the viewer to do, or think about?
  + I want the viewers to successfully navigate through the website with minimal problems
* How will you know if your work has achieved its objective?
  + If viewers enjoy using the website

### Target Audience: Who will see this project?

Describe the typical person looking at this work, the more precise and detailed the better. Go beyond age, location, and sex to describe demographics and perhaps even psychographics.

* Who is your message for?
  + My message is for anybody who is looking to hire a web designer to manage the content they currently have or to get their company up and running.
* What are the visual hooks that will make your work attractive to the audience?
  + The website will be full of colors that encourage positive mood changes (according to research), colorful and insightful photos, etc.

### Audience Details

* General Description
  + Anyone looking to have their content managed or created
* Age-
  + n/a
* Income level-
  + n/a
* Skill & knowledge level-
  + n/a
* Background: (Values & tastes, reading preferences, how are they unique?)-
  + n/a

### Project Constraints: What are the Specifics Impacting Production?

* How long will your piece be in use?
  + My piece will always be in use as I plan to update the site as my skills evolve
* What are the limitations?
  + The limitations of my coding skills
* What are the special requirements?
  + n/a
* In what way will the product(s) be used?
  + To market my brand

# Questions About Production

* What Typeface(s) or Family(ies)? Why these?
  + TBD
* What software to use? why?
  + Visual Studio Code in order to write the HTML and CSS
  + Github in order to publish the website
* What file format(s) to use:
  + For Layout? Why?
    - HTML and CSS files because they are necessary for the productions of the site
  + For Linked Imagery? Why?
  + For What Else? Sound? Motion?
* What Color mode is being used? Why?
  + RGB because they work the best for displaying digital products
* What resolution? Why?
  + Depends on the picture quality
* How are your files organized?
  + What folders/subfolders are used?
    - The main repository folder will hold the docs subfolder containing the .html and .css files
  + What naming considerations were there?
    - TBD

# Checklist of Deliverables:

### Product and Technical Details

Example:

Postcard

4x6, 0.25” white margin, printed in house

CMYK, 300, no bleed

Print Quality PDF