**11.2: Project Brief (P3)**

* Target audience – the target audience is marc, the lead developer who is roughly 37 to 45 years oldat bury college and the students at bury college. The target age range is 16+ as that is the age of students. The targeted gender is all.
* Purpose - marc, the lead developer at bury college who commissioned us at glassworks to design and produce a logo and navigation bar for college
* Target platform/medium – web browser (firefox, chrome, safari), phone (Andriod, iOS), computer (Windows, Mac) – this will be available on google chrome as this is what college uses because it is easier to apply restrictions to certain websites on. And as it will be on a website it can be shown on both android and IOS, I will have to consider the file formats that are supported by both of these operating systems. JPG files are supported for both IOS and Android so that will be used for pictures. For moving photos I could use GIF files but they are of low quality so I could also use APNG which is supported by most of the up to date web browsers and OS’s besides Microsoft edge and internet explorer, in the case that it is not supported you could install plugins to make it work.
* Interactivity – Behaviours – static images. png with transparency. Animated image that starts when you hover over it. Maybe an eyetracker.
* Legal and ethical considerations/constraints – I need the owner’s permission to use their photos if they are copyrighted and for age restricted photos such as nudity or drug use it will need to inform the user before they viewer that they cannot proceed if they are under the age of 18.
* File naming and storage locations – I would save it in the college system and save it as a backup on my company system, on the college system because it is for the college to make use of and the backup is in case they lose it somehow. I would name it with the convention of owner, content, version number such as ‘BuryCollege\_Logo\_001’.
* Hardware requirements to create graphics – minimum requirements are an on-board GPU, dual core cpu, 4gb ram minimum. Recommended dedicated 4gb ram GPU, 8 core cpu with hyperthreading (such as I7), 16 gb ram or more. A high-resolution monitor such as DELL, it is better to have a bigger one so that it is easy on the eyes but it is up to personal preference.
* Software requirements to create graphics – Drivers for peripherals such as graphics tablet, photoshop for making bitmap images, adobe animator to make professional quality animations that will look amazing without any frame jitter, adobe illustrator to make high quality vector graphics to export into an animation software.
* Technical Constraints - if using a new software, you will need to acclimate to it to use it efficiently and get used to it so you can do your work properly. I don’t own the software so I wont be able to do it at home if they don’t work on the remote desktop. Time constraints are 3 months.