Design Test

Task: Design homepage of website & Google advertisement

Client: Batting Wyman

Existing Website: https://criminallawyercalgary.ca/

Tools:
• Use Adobe XD for website design
• Use Adobe Photoshop or Google Web Designer for advertisement
• Use existing content from website or Lorem Ipsum when necessary
• Source imagery from https://www.shutterstock.com/

Site map: https://designinetmedia.slickplan.com/y7zbw9iuo6

Project notes:

Client is a criminal defence lawyer in Calgary. Website should be professional, modern and present a feeling of expertise. Include the years of courtroom experience. Design should be unique and portray openness/comfortably. Use positive imagery, do not show imagery of distress. Ensure UX provides easy access to all service pages.

Find a way to make the site unique and customized to their brand. Encompass messaging: 'Feel at east knowing we are at your defence.'.

Client provides 24/7 availability for calls, we would like to include "Available 24/7" anytime the phone number is listed on the website. I would like this to be highlighted in some way so it stands out.

Client also want to include and highlight "Free Consultations" on the Home page and all services pages in the silo so it stands out.

// Side note: we do not use contact forms on homepages. All forms should be on their own url.

Website design layout requirements:
Bootstrap: 12 column
Artboard - 1420px
Content - 1140px
Basic template can be found here:
https://xd.adobe.com/view/493d79b2-ff7d-43e8-ab0e-e6bb5d0a57e0-1c6e/

Google ad design layout requirements:
Size: 336x280 / under 150kb
Must include a CTA
Advertise for: expertise & 24/7 availability