

# BAUHAUS WEBSITE DESIGN BRIEF

## PROJECT OVERVIEW

**Client:** BAUHAUS

**Project Type:** New Website Development

**Industry:** Books, Films, Publishing & Tourism

**Target Audience:** Readers, filmmakers, tourists, content creators interested in Nigerian culture and destinations

## DESIGN REFERENCE

**Benchmark Website:** [alloyentertainment.com](http://alloyentertainment.com)

**Design Style Required:**

- Clean, minimalist design
- Professional, corporate feel
- Simple, intuitive navigation
- Plenty of white space
- Mobile-responsive (essential)
- Fast loading times

## WEBSITE STRUCTURE

### Primary Navigation Menu

1. Home
2. About Us
3. Books
4. Films & Documentaries
5. Publishing
6. Tourism (Dropdown/Mega Menu)
7. Events
8. Blog
9. Contact Us

# DETAILED PAGE REQUIREMENTS

## 1. HOME PAGE

**Purpose:** Landing page that introduces BAUHAUS and directs visitors to key sections

**Required Elements:**

- Hero section with compelling headline and tagline
- Brief company introduction
- Featured content sections (latest books, films, blog posts)
- Call-to-action buttons
- Footer with contact information and social media links

## 2. ABOUT US PAGE

**Purpose:** Tell the BAUHAUS story, mission, and vision

**Required Content Sections:**

- Company overview and mission statement
- What we do (Books, Films, Publishing, Tourism)
- Our vision and values
- Team section (if applicable) with photos and bios
- Company achievements/milestones

## 3. BOOKS PAGE

**Purpose:** Showcase BAUHAUS book catalog and projects

**Required Features:**

- Book gallery/grid layout
- Each book should display:
  - Cover image
  - Title and author
  - Brief description
  - Purchase/Learn More button
- Filter/sort options (optional but recommended)
- Links to purchase platforms (Amazon, bookstores, etc.)

## **4. FILMS & DOCUMENTARIES PAGE**

**Purpose:** Display film and documentary projects

**Required Features:**

- Video showcase/portfolio layout
- For each project:
  - Poster/thumb nail image
  - Title and brief synopsis
  - Embedded video trailer (if available)
  - "Where to Watch" information
  - Release date/status
- Filter by type (Films/Documentaries)

## **5. PUBLISHING PAGE**

**Purpose:** Information about BAHUHAS publishing services

**Required Content:**

- Overview of publishing services offered
- Submission guidelines for authors
- Publishing process explanation
- Success stories/published titles
- Contact information for submissions
- Downloadable submission forms (optional)

## **6. TOURISM SECTION**

**Purpose:** Comprehensive travel guides for Nigerian destinations

**Navigation:** Dropdown/Mega Menu with sub-pages

**Tourism Sub-Pages:**

### **a) Visit Lagos**

- Badagry attractions and history
- Lekki (beaches, conservation center, toll gate area)
- Other interesting places to visit
- Nightlife guide
- Safety concerns and tips
- Uber/transportation information
- Best times to visit
- Photo gallery

**b) Visit Abuja**

- Major attractions
- Things to do
- Best times to visit
- Safety and transportation
- Photo gallery

**c) Visit Akwa Ibom (Uyo)**

- Attractions and activities
- Cultural sites
- Best times to visit
- Transportation and safety
- Photo gallery

**d) Visit Osun (Ile-Ife)**

- Historical and cultural sites
- Attractions
- Best times to visit
- Transportation and safety
- Photo gallery

**e) Visit Ogun (Epe)**

- Attractions and activities
- Things to do
- Best times to visit
- Transportation and safety
- Photo gallery

**Required Features for ALL Tourism Pages:**

- High-quality photos/image galleries
- Interactive map (optional but recommended)
- Downloadable travel guides (PDF - optional)
- Practical information sections:
  - Best time to visit
  - How to get there
  - Safety tips
  - Local transportation (Uber, taxis, etc.)
  - Accommodation recommendations
  - Food and dining
  - Emergency contacts

## 7. EVENTS PAGE

**Purpose:** Showcase upcoming and past BAUHAUS events

### Event Locations:

- Colorado, USA
- Northampton, UK
- Lagos, Nigeria

### Required Features:

- Events calendar or timeline layout
- For each event:
  - Event name (e.g., "Book Launch")
  - Date and time
  - Location with address
  - Event description
  - Registration/RSPV button (if applicable)
  - Event photos/videos (for past events)
- Filter by location or date
- "Upcoming Events" and "Past Events" sections

## 8. BLOG PAGE

**Purpose:** News, articles, and updates from BAUHAUS

### Required Features:

- Blog post listing (grid or list view)
- Each post preview should show:
  - Featured image
  - Title
  - Excerpt/summary
  - Date published
  - Author (optional)
  - "Read More" button
- Categories/tags for organization
- Search functionality
- Pagination
- Individual blog post pages with:
  - Full content
  - Social share buttons

- Related posts section
- Comment section (optional)

#### **Blog Management:**

- Easy-to-use Content Management System (CMS)
- Ability to add/edit/delete posts without technical knowledge
- Image upload capability
- SEO fields (meta descriptions, keywords)

## **9. CONTACT US PAGE**

**Purpose:** Provide contact information and inquiry form

#### **Required Elements:**

##### **UK Office:**

- Address: 4 Notre Dame Mews, Northampton, NN1 2BG
- Phone: +44 1604 434082
- Email: info@bauhausproduction.com

##### **Nigeria Office:**

- Address: 41 Coker Road, Ilupeju, Lagos
- Phone: +234 703 889 2961
- Email: akinalaka@bauhaus-education.co.uk

#### **Additional Elements:**

- Embedded Google Maps for both office locations
- Office hours
- Social media links

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## **TECHNICAL REQUIREMENTS**

#### **Must-Have Features:**

1. **Fully responsive design** (mobile, tablet, desktop)
2. **Fast loading speed** (optimized images, clean code)
3. **SEO-optimized** (meta tags, alt text, proper heading structure)

4. **Cross-browser compatibility** (Chrome, Firefox, Safari, Edge)
5. **SSL certificate** (HTTPS security)
6. **Contact form with spam protection**
7. **Blog with CMS** (WordPress, or similar)
8. **Social media integration**
9. **Newsletter signup** (optional but recommended)
10. **Analytics integration** (Google Analytics)

### **Hosting & Domain:**

- Domain registration
- Hosting solution with good uptime and support
- Email hosting for company email addresses

### **Content Management System (CMS):**

- Easy-to-use backend for non-technical users
- Ability to update content without developer assistance
- Training/documentation provided

## **DESIGN SPECIFICATIONS**

### **Color Scheme:**

- To be provided on request
- Professional, clean palette
- Good contrast for readability

### **Typography:**

- Modern, readable fonts
- Clear hierarchy (headings, body text, captions)
- Consistent font usage across site

### **Logo & Branding:**

- Client to provide logo files
- Brand guidelines to be followed

### **Images & Media:**

- Client will provide:
  - Book covers
  - Film posters/trailers

- Tourism destination photos
- Event photos
- Team photos
- Developer to optimize all images for web
- Stock photos may be needed for placeholder content

## FOOTER REQUIREMENTS

Footer to appear on all pages with:

- Quick links to main pages
- Contact information (both offices)
- Social media icons/links
- Newsletter signup (optional)
- Copyright notice: © 2025 Bauhaus. All rights reserved.
- Privacy Policy link
- Terms & Conditions link

## TIMELINE & DELIVERABLES

### Phase 1: Planning & Design

- Sitemap approval
- Wireframes for key pages
- Design mockups (2 concepts)
- Revisions and final design approval

### Phase 2: Development

- Homepage development
- Interior pages development
- Blog setup and CMS integration
- Mobile responsive implementation

### Phase 3: Content & Testing

- Content upload and formatting
- Cross-browser testing
- Mobile device testing
- Speed optimization
- SEO implementation

### Phase 4: Launch

- Final client review
- Training on CMS/backend
- Domain and hosting setup
- Website launch
- Post-launch support period

**Estimated Timeline:** Suggest your best timeline

## BUDGET

**Please provide quote including:**

- Design and development
- CMS setup and training
- 3 year hosting and domain
- Number of revisions included
- Post-launch support period
- Ongoing maintenance options

## CLIENT RESPONSIBILITIES

**Client will provide:**

- All written content for pages
- Images and videos
- Logo and branding materials (if available)
- Contact information and office details
- Book covers, film posters, event details
- Timely feedback on designs and development
- Access to hosting/domain accounts (if applicable)

## DEVELOPER RESPONSIBILITIES

**Developer will provide:**

- Complete website design and development
- Mobile-responsive implementation
- CMS setup and integration
- SEO optimization

- Speed optimization
- Cross-browser testing
- Training on website management
- months post-launch support
- Documentation/user guide

## QUESTIONS FOR DEVELOPER

Please include in your proposal:

1. **Portfolio:** Examples of similar websites you've built
2. **Timeline:** How long will this project take?
3. **Cost:** Itemized quote with payment schedule
4. **Technology:** What platform/CMS do you recommend? (WordPress, custom, etc.)
5. **Hosting:** What hosting solution do you recommend?
6. **Support:** What post-launch support do you offer?
7. **Maintenance:** Do you offer ongoing maintenance packages?
8. **Revisions:** How many design revisions are included?
9. **Training:** What training will you provide?
10. **Ownership:** Will we own all source files and content?

## REFERENCE WEBSITE

**Primary Design Reference:** [alloyentertainment.com](http://alloyentertainment.com)

**What we like about this site:**

- Clean, minimalist design
- Simple navigation structure
- Professional appearance
- Easy to navigate
- Fast loading
- Clear content hierarchy

**Note:** We want the same clean aesthetic and structure as Alloy Entertainment, but customized with our BAHUHAS branding and content.