

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

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/thumbnail 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/RSVP 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

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

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.