

Assignment 1: Website Proposal

You will work in teams of 4-5 to create a website proposal for a real or fictitious company.

The website proposal should include:

A. Project Overview

List site challenges and possible solutions. You may include examples of other sites that address the challenges.

B. Goals

Define and list your website goals, objectives and messages .

C. Audience

Write a brief description of the intended audience for this website.

D. Delivery Requirements

Define the technologies you will need to create the website (e.g., Photoshop, HTML, CSS, JavaScript, PHP, etc.). Be sure to include any constraints the delivery requirements place on the site.

E. Site Content

Provide an inventory of the home page and content pages, including standard structures on the pages. Be sure to include the use of tables, headings and indentation to maintain page structure and consistency and hierarchy.

F. Site Structure

Draw a flowchart of the site, listing each page and major section.

G. Visual Design

Define the look and feel of your website, choice of colours and fonts and create a mockup design or two, include the splash page and one content page. Identify similar sites – list the URLs or provide screen shots and note how your site will improve on or be different from the sites you have looked at.

H. Budget

Prepare a budget based on the number of hours that will be required to complete the website. Assume your work rate is \$60/hr or \$100 per web page. Include any costs for additional media that might be required (e.g. web hosting, language translation, etc.).

I. Promotional Plan

Outline strategies for promoting the website using search engine optimization and social media.

Each website proposal should have a cover page that clearly identifies the website title, student names, contact information, date and the purpose the proposal is being prepared for. The proposal should be between 5 and 10 pages.

Website proposals are helpful in the production process and serve as an important tool for communicating with the client.

The website proposal is to be handed in at the end of Day 2 and is worth 50% of your total grade. All students within the group will receive the same grade.

Grading Guide	Max Points (out of 50)	
Submitted on Time	5	
Presentation	10	The document is typed and illustrated with professional-looking charts and graphics. Company or name is clearly identified, including contact information and date. Descriptions are clear and concise without typographical errors. See sample document.
Content	10	Clear identification of goals, audience, and delivery methods and technologies to be employed, including search engine optimization strategies.
Navigation and Page Layout	5	Clear diagram showing the page layout scheme.
Prototype Designs	5	Diagrams showing design layouts or block diagrams illustrating potential layouts with buttons, header and logo positions.
Budget	5	Clear description of the costs for development.
Website Promotion Plan	10	Outline strategies to promote the website and assess ROI.