Group A Website Brief

Site Mission Statement:

The website will function as a hub for users to look at our client’s body of work, showing off demo reels and supplying a way for users to get in contact with our client. This site is designed for users looking to hire a voice actor or for others in the business to network with our client. The site will have the client information available to those looking to get in contact with them. There will also be a resume page containing past experiences and strengths for potential employers.

Site Objectives:

1. Display client’s voice work
2. Networking
3. Expandable for future uses/career pivots
4. Provide client information to potential employers
5. Display information in a clear and intuitive way
6. Give users an opportunity to get in contact with the client

Site Concept and Art Direction:

The site is to have a dark and bold color scheme that catches users attention. The colors scheme used will convey a sense of confidence and modernity, representing the client's strengths. The audience will leave the site with a clear sense of the clients identity. The ultimate goal of the site is to let users get to know the client enough to foster future connections.