

General information

- Proposed website name:
 - Fran Jensen Designs
- What is the topic of your website?
 - Freelance Portfolio for Branding/ logos/printables/illustration
 - Proposed website URL (give your adh.scf.edu URL):
 - example: www.futuretrek.com (Links to an external site.)
 - Links to an external site.
 - www.franjensen.com
 - translates to: adh.scf.edu/duplaij/futuretrek/index.html
 - adh.scf.edu/duplaij/franjensen/index.html
- What is the purpose of the website?
 - Designer Portfolio - Branding/ logos/printables/illustration
- Is the site replacing an older website? (y/n) No

Audience/Marketing Information

This section helps to determine who we are designing the site for and how the site will be marketed (if applicable).

- What is the goal of your website (1-2 sentences)?
 - The goal of the website is to show my portfolio and hopefully book jobs.
- Create a tagline for your site (3-4 words to describe what your site offers):
 - Design, Illustrations, Branding, Printables
- Who is the audience?
 - startup businesses, entrepreneurs, woman and men who are looking for printable or invitations etc.
- How will your audience use the website?
 - To view portfolio and to contact me for a quote.
- What opportunity, problem, or issue is your site addressing?
 - I am solving the issue of Logo design/branding design/ illustrations/printables to people or businesses that need branding and design help.
- What should the result be when someone visits your site?
 - The result should be that they find my work appealing and contact me for a quote for their personal job.

- List at least two related or similar competitor sites. If this is a brick and mortar business site, list **local** competitors.
 - 1: koriclarkedesigns.com
 - 2: melissabeckwith.com

Site Content

- What type of content (images, text, video, tutorials, blog posts, etc.) will be required on your site?
 - Images of me, images of my portfolio work. Content for about me, for FAQ page, and services page.
- List the pages you will need on your site (6 page minimum)
 - 1: Home Page (required)
 - 2: About Page (required)
 - 3: Gallery (required)
 - What kind of content will be in the gallery? Images of my work
 - 4: Contact Page (required)
 - 5: Services Page
 - 6: FAQ page
- Where will you obtain the content for your site (facts, body text, graphics, multimedia, etc)?
 - Facts/Key information:
 - From myself
 - Images:
 - Images of my work/projects from school
 - Body/Paragraph content/text:
 - From myself.
 - Multimedia:
 - Not sure
- What information will you have to research or compile for your site content?
 - I will need to research in-depth what type of services I will provide. I will need to research the timing of things such as what's customary timing for logo design etc.

Design Information

- Use a few key words to describe the look and feel of the website
 - Clean, minimal, easy to navigate.
- List some example sites that you will use for inspiration (minimum 2).
 - 1: koriclark.com - I love how clean and airy it is.
 - 2: libbylanepress.com - Again, I love how clean, easy navigate and minimal it is.

- 3: homsweethom.com - I love the color just not sure I can pull it off.
 - 4: melissabeckwith.com - I love the resources she has under her about me page.
 - Describe which parts of those sites you like - see above
- Do you have a color scheme in mind for your site? If so, describe that here.
 - I think I'm gonna use reds and white. I'm looking to do it in muted colors.
- Do you have a logo or will you need to develop one for this website? Yes, I have a logo