Your project proposal document should consist of two main sections: planning and design.

Your planning section should contain information about your client. You could outline the nature of the organisation, competitors (if appropriate), target audience for the website, etc… There should be some evidence of requirements gathering. This could, for example, be in the form of a questionnaire with answers. From this you would hopefully have some idea of the type and scope of content for your site. If applicable, this should be structured using IA principles. This could be illustrated using diagrams.

Your design section should explain the stylistic choices you have made. Include sample colour palettes outlining why you felt those appropriate. If you have any thoughts on typography or graphics, please feel free to mention those. Your proposal should contain one or more potential layouts that you feel would meet your client's requirements. These should be mocked up using the tool of your choice (a pen will do!) and included as well.

Approx. 1,000 words excluding diagrams and references

Due date: Saturday 10th November, 17:00