

## RCU Architects

### Client

- RCU (Rauschenbach, Casini, and Urban) Architects was established in 1960. They have diverse experience but have focused on residential developments. They want to be innovative and affordable. Many of their projects have helped communities. They want to show that they have grown since they first started. They want to show that they stand out from the competition.

### Industry

- The architectural design industry is very competitive. There are more architects than there are projects. The industry combines civil engineering, history, and design. The way one stays current in the industry is by being innovative and creating well-developed buildings with a new look. Architecture is timeless; therefore, to be effective one needs to be able to design incorporating aesthetics, environmental impact, building function, social concerns, energy and resource efficiency, sustainability, and technical advancement. Online the industry requires a site that is easy to navigate, shows quality photography of their work, and a concise list of the work the firm performs.

### Goals

- Show information about the company
- Appear credible by showing many cites and references
- Easily accessible contact information

### Message

- Innovative and quality work at an affordable price.

### Audience

- Their site is mostly focused on getting the message to those in residential areas. This is because their work in the past has included police and fire departments, churches city halls, recreational facilities, schools, libraries, and service centers. The residential scene is not their only audience because they are able to create commercial buildings and want to expand and grow.

### Site Map

- RCU Architects (Current)
  - History
  - Experience
  - Projects
  - Locations
  - Download
  - References
  - Contact

- RCU Architects (Vision)
  - About
    - History
    - Experience
    - Clients
  - Portfolio
    - Residential
    - Commercial
  - Contact Us
    - Contact Us
    - News

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