



InfoGraphics

Creative Brief for G Corporation

Description

InfoGraphics at the request of G Corporation will design a Time and Project Tracking Application for the Education arena. The target audience will be faculty and staff administration. This application should be able to create a task, that tracks time, dates due, and budget at a very basic level. At a later date functionality might be included to tie it into something larger like Banner.

The application will consist of 1: Home page, 2:Admin/Dashboard page, 3: Registration page

Home page—login box

Admin/Dash—gives a quick, birds eye view of the users individual projects

Registration Page—will be a form



Proposed Logo

InfoGraphics

316 Atlantic Rd, Mariners Pt. S.C., 69000

Phone: 999-999-9999 Fax: 555-555-555 E-Mail: infographics@gmail.com

Fonts

Font treatment will be clear and simple.

Sans-serif fonts have been chosen for readability: Verdana, Arial, sans-serif

Standard Font sizes will be used 8px, 10,14, 16,and 20pt

Body font colors: #A9A9A9-grey.

Verdana: The quick brown fox ran after the chicken.

Arial: The quick brown fox ran after the chicken.

Links normal #A8AB96 , hover #A1AC60 , visited #CC6633

Buttons normal #A8AB96 , hover #A1AC60 , clicked #CC6633

Tool Tips normal #A8AB96 , hover #A1AC60

Color Scheme



Graphics

Icons: Directional Icons will be purchased from an icon site.

Images: G Corp has agreed to provide InfoGraphics with a cd-rom of images on 5-16-14. If images are still required to enhance the website a professional photographer can be hired by InfoGraphics and charges billed to G Corp. Budget not to exceed 250.00 for photos.

Budget

This is a general break down of charges by InfoGraphics to G Corporation. Payment is due by Project Phase. Today the first payment is due to begin Phase 1-Discovery. Any additional costs, that are not address in this Creative Brief today will be handled through the Additional Charge Form (AC) and will require a signature from the account holder at G Corporation. This document serves as the overall definitive guide to the application project and both parties agree that and changes to the design or functionality of the project described will cause scheduling delays and increased costs.

Phase 1	500.00
Discovery	
Phase 2	500.00
Structure Site	
Phase 3	500.00
Design	
Phase 4	1,000.00
Testing, and Delivery	
Total	2,500.00

Signature InfoGraphics:_____

Dated:_____

Signature of G
Corporation_____

Dated:_____

