**BROKEN DESIGNS BRIEF**

CLIENT INFORMATION

BroKen Designs started as a hobby with my Cricut maker and embroidery machine. As a self-taught graphic designer, I have been incorporating digital design onto tangible products. This has allowed me to create personalized logo and branded gifts for friends and family.

PROJECT DESCRIPTION & REQUIREMENTS

Build a responsive homepage wireframe using Adobe XD.

* Desktop: 1366px wide
* Phone: 375px wide

Build a index.html page with custom stylesheet.css using Bootstrap 4.

OBJECTIVES

The objective is to build brand awareness by creating a webpage that displays the services offered, and it can also show the quality work and craftsmanship from previous projects. This home page will outline a summary of the skills and services that are offered with the expectation to drive interest to create more projects to be able to grow this into a future business.

TARGET AUDIENCE

Moms, ages 25 – 50, who have kids that play in a youth sport or activity and want personalized gifts or decorations for parties.

DESIGN CONSIDERATIONS

* Need high quality photos and videos that showcase the product or design
* Need detailed descriptions of services that can be provided with a personal connection
* SEO
  + Need unique headlines and descriptions
  + Links to other pages/listings

KEY DATES/HOURS

Due Sunday, October 22, 2022, at 10:00 p.m.