

PROPOSAL TEMPLATE

All pages

- Logo to reflect your identity as a designer

Front page

- Your contact details
- The client's contact details
- Project dates (start and end)

Project description

- What are you going to do?
- Who are you doing it for?
- Why are you going to do it?

Target market

- Is the target market broad or narrow?
- Does the target market include men, women or both?
- What is the age range of the target market?
- What type of people are in the target market?

Browser compatibility

- What browsers are the target market likely to use and why?
- List browsers specifically, eg: IE6+, Firefox 3.5+, Chrome 5+

Project constraints

- Has the client given you any particular instructions regarding colour, logo or content?
- Should the website be pixel-perfect in older browsers or just functional?
- Is it a static or a dynamic site?
- Should JavaScript be used?
- Is it important for the website to load fast?
- Is the website for desktop computers, or does it also need to work on mobile devices?
- What screen size should the website be designed for?
- What design factors need to be considered to make it appealing to the target market?
- *Always explain your decisions*

Colours

- Pick a colour palette (or several) and explain why the colours are appropriate

Time plan

- What tasks do you need to complete?
- How long are these tasks expected to take?

Quotation / Estimate

- How much will the project cost?
- Is it a fixed cost or charged by the hour?

Site map

- What pages will you have?
- Use page names NOT file names
- How are the pages linked?

File map

- What files will you need to achieve the structure indicated in your site map?
- What folders will the files be in?

Success criteria (client)

- How will the client measure the success of the project? Consider:
 - Looks good / improves brand perception
 - Positive feedback from customers / visitors
 - More visits to the website
 - Specifics, eg: more products sold, more rooms booked...etc

Success criteria (development)

- How will you measure the success of the project? Consider:
 - Code is well-formatted
 - No code repeated unnecessarily
 - Code is appropriately commented
 - HTML and CSS validates
 - No JavaScript errors
 - Looks good in the specified browsers (or 'is functional' where appropriate)
 - Images properly optimised
 - Pages load fast
 - No broken links
 - Accessible on screen readers

Research

- Screenshot competing websites and analyse them. Consider:
 - Colours
 - Fonts
 - Layout
 - Navigation
 - Usability
 - Hierarchy

Design concepts

- Thumbnails in your visual diary (xLoads)
- Development of several ideas
 - Bigger, more detailed, comments...etc
- Keep your research in mind while designing
- Look at Section B of the marking schedule for design criteria
- Photoshop designs (x2)
- State your chosen design and reasons for the choice

Also...

- Save as PDF (creating in Word is OK, presenting in Word is not)