

Plan.

My client Stefano, an experienced fashion designer, has contracted me to design his next website for his new retail clothing outlet in South Yarra. I have been employed to create an online presence for their business that will be informative and attractive for potential customers.

In order to create the best possible product for Stefano, I must first understand the target audience and customers of Stefano's business. I must also ensure that the website remains functional, and presents all the required information clearly, and succinctly.

The following questions will help me understand what this website needs, in order to satisfy, and display Stefano's business the best.

- What are the needs of Stefano?
- What are the needs of Stefano's customers?

The design brief is extremely vague about the details of Stefano's business. This means that I will also have to design Stefano's business identity, including the name, slogan, logo and overall theme.

Once Stefano's business identity is created, we can begin delving into the details. The colour scheme, typography and layout of the website will need to be decided on, so that they align with the target audience and the business identity. This process will involve experimentation, with various colours and fonts, along with a variety of possible page layouts.

Once the choices have been finalised, I can then begin to work on the development of the various aspects of the website such as the logo, web pages, biography, etc. The logo will be designed in Illustrator, as it will be created as a vector format. The website will be created in Dreamweaver, as it is the only appropriate tool supplied on the school computers. The biography will be typed up in either Google Docs, or Word, however it will be checked by a variety of grammar and complexity checkers.

The images and other content will need to either be created by me, or sourced from public domain websites. I believe the use of public domain images; will result in a higher quality product, however finding good public domain images which will match the context of the website can be difficult and time consuming. It can also drastically change the design that you aim to create, if you cannot find the right photos.

After the majority of content has been created, the website will be tested, validated and checked. This phase should be relatively quick, but will ensure that the page is of a high quality.

After this has been completed, I will review the product, in order to analyse what could have been done better, and what was done well. By doing this I am preparing myself for future products which I will design, whereby I can learn from my mistakes.