

Web Design Proposal

The following proposal is for Lone Star College.



The Challenge:

- LSC is looking to create single-page microsite using the following information that promotes the opening of a fictional Lone Star College campus.
- To achieve this, Danny Suazo will be given Lone Star College logos, colors, and the copy presented below. You (Danny S.) are free to interpret the copy as you see fit, use any additional supplementary colors, and add any images or other graphical elements as you see fit.
- The purpose of the site is to:
 - Inform the community about the opening of the new campus
 - Emphasize the unique location of the new campus
 - Promote enrollment in key programs to prospective students.



Proposed Solution

- I propose a graphical type page, that will include all of the features specified by LSC. I will target UX practices by implementing a user friendly page that's easy to navigate and providing a timeline for each process. SEO will be optimized by ensuring the page loads fast, has crawlable text outside of images, has semantic markup, and content on each required section.
- For this it be aesthetically alluring and practical, I'll first recreate in vector the LSC ship image provided. Next, in adobe XD I'll design the entire page as it should look with all colors, fonts and graphics. By providing a mockup it will help LSC make minor or major changes needed before coding, making the development time much faster and effective.
- The page will carry some of the fun visual animations when users navigate the site, however, it must also have a formal feel, as this page will be informational for students and employees.
- Lastly, a simple form will be added for students or employees to sign up for updates about the launch for the new campus.



This microsite will require the following resources:

- Approved color scheme and font selection.
- Use of the LSC's official branding kit (Logos, fonts, colors, etc.)
- Approved design of the landing page. Approved content for the landing page.
- Professional images/vector graphics

Downloaded from <http://ajph.org/> on November 10, 2014