

# WEBSITE/APP PROPOSAL

This document is referred in the Grading Criteria (rubrics) and contains industry standard best practice.

You are highly encouraged to follow these practices and incorporate them in the assessments in order to produce high quality work and achieve competency or higher grades in this course.

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When producing a website or app proposal at Yoobee School of Design, you should:

- × Ensure document is free of spelling or grammar mistakes
- × Give the document a clear information hierarchy that can be skimmed easily
- × Describe functionality and structure clearly through diagrams
- × Be explicit when showing concept development
- × Favour visualisation tools (diagrams, charts, mock-ups, etc) over text. Avoid walls of text
- × Include all necessary components from the Yoobee Web Proposal Guide

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## Client documentation

- × Deliver in pdf format on A4 letterhead
- × Ensure documentation is presented professionally to a standard that could be shown to a client
- × Keep the language to a technical level suitable for the client
- × Ensure planning is complete and proposal is signed off by client prior to development

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## Internal documentation

- × Keep the language to a technical level suitable for your team members

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## Guide

Use the Yoobee Website/App Proposal Guide for specific web proposal components.