

## Project Summary

The purpose of this site was to reacquaint myself with the Dreamweaver interface by creating a web page that will introduce myself to my fellow students. It is my intention that this site will (1) project my individual style to the class as well as (2) share a little bit about what it is that makes me tick.

## Audience Profile

My classmates were the target audience that I considered for this site. The class primarily consists of young (18-25) design students who are fairly internet savvy and are moderate to heavy net users.

Because of the single page nature of this site users will primarily be viewing this site and exploring the links once or twice--therefore the site will not have repeat or consistent users. However I would like to leave an impression on the one or two time users of this site by creating a sense of clean, well-defined, consistent, and innovative design and functionality that will leave them with a favorable view of my abilities as a designer.

## Communication Strategy

The message of this site is that I have varied interests that range across a wide variety of subjects and this site should inform visitors of this. I have attempted to convey the diversity of my interests through content, design and aesthetics, balance, and the overall feel and ingenuity of the design concept. I will consider this site a success if my target audience understands the concept behind the design, can clearly navigate the site, and give a favorable critique of the design--plus a good grade on the assignment would speak louder than any of that.

## Competitive Positioning

My competition for this project would include those students that I consider solid designers and who consistently deliver quality. It is my hope that my design will differ from others by being personal, unique, and innovative in a way that reflects my personal style and tastes.

My fellow students will, for the most part, include the basic required links such as Site Needs and Goals Analysis, References and Resources, Contact Info, and future projects.

## Targeted Message

Humble, terrific, radiant, & some pig.