

Site Needs & Goals Analysis

Project Summary

This site is intended to be a collection of my work relating to the GRC 275 class, as well as an expression of me as a person and designer.

Audience Profile

The target audience is my professor and classmates. The typical user will be in his/her 20's and actively involved in graphic design education. Most will have very fast internet connections and above average computers as to processor speed and monitor resolution. The typical user will simply be viewing and critiquing my projects.

Communication Strategy

I want visitors to this site to get a sense of my personal style both as it relates to my work and to my self. I would like the user to find the site visually attractive and easy to navigate. Success will be measured by comments and critiques by the professor and classmates.

Competitive Positioning

The competition is all of the other students in the class. Hopefully this site will be different in that it will be expressing my personal style and interests.

Targeted Message

Unique.