

Needs and goals

Project summary

For project 1 we have to create a website that will be used to post all our work for the semester.

Audience profile

The audience viewing the website will mainly be the GRC 275 class. It will be used to post our work and other resources for the class. If used professionally (portfolio) the audience would greatly change.

Communication strategy

The site will be designed similar to what a portfolio website would be. It will be more dynamic and not look like the standard HTML site. The overall blue and silver color scheme will be pleasing to the eye but have graphical influence.

Competitive positioning

Being that this site is mainly a portal for our other projects and not selling anything there isn't a lot of competition. Everyone in the class is technically competition but we are not competing for viewers. This website will not have a standard square look. The design will be more dynamic and would work great as a flash site.

Target message

Professional