Site Needs & Goals
GRC275

Project Summary

1. What is the basic overview of the project?
   Design a website for posting all my work for this semester's class. It will be a portal to my own creative process, showing my fellow classmates and my instructor some of what inspires me to create.
2. What is the single purpose of the site?
   To fulfill the requirements for Projects 1, 2 & 3.
2. What are the secondary goals of the site?
   To implement new tricks leaned in GRC 275.

Audience Profile

1. Who is your target audience?
   GRC 275 students and professor
2. What is a typical task the user might preform on the site?
   Search for information.
3. What do you want them to think, feel and do while visiting your site?
   Easy to navigate.
4. What adjectives can be used to describe the way the website should be perceived by the target audience?
   Functional, clean, organized.

Communication Strategy

1. What is the overall message you are trying to coney to your target audience?
   I know a bit about fine arts and want to learn more about web design.
2. How will you convey the overall message?
   Design with artful elements and fulfill all project requirements.
3. What are some specific visual goals the site should convey?
   Simple navigation, consistant header and images on each page.
4. How will you measure the success of the site?
   Final grades!

Competitive Positioning

1. Who is the competition?
   GRC 275 students.
2. How will this website be different from the competition?
   Focus is class specific and not a portfolio.
3. What specifically does the competition do/use that your site will incorporate?
   Project 1 requirements.
4. If redesigning a site, what areas of the current site are successful and why?
   N/A

Targeted Message

Clean, simple, aethetically pleasing.