ANALYSIS // PROJECT 1

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PROJECT SUMMARY

1. Create a site to get familiar with web design, layout and production and to accumilate the semesters work in showcase of our inspiration.
2. To share our creativity with fellow students and instructor.
3. To express, challenge and test web design creations.

AUDIENCE PROFILE

1. Fellow Students and instructors of all ages, male and female
2. To seek information and contact by email
3. I want them to think and feel organizing and simplicity.
4. Easy navigation with simplistic design elements.

COMMUNICATION STRADEGY

1. Information
2. Keeping it simple and straight foward
3. Easy navigation
4. By student and instructor feedback

COMPETITIVE POSITIONING

1. Fellow Students
2. With design easier to the eye
3. Different design stradegies.
4. Overall layout and feel.

TARGET MESSAGE

Easy