Arlene Williams
GRC 175 Fall 2011
Project 1

SITE NEEDS AND GOALS

Project Summary

This website will serve to introduce myself and showcase my class projects for GRC 175. A secondary purpose is to provide links to various websites that inspire me or provide useful web design information for me.

Audience Profile

For this website, my basic audience includes my class peers, family, and friends. A secondary audience might be anyone interested in seeing my portfolio, such as a future client or employer. Therefore, my audience will be adults who will read a little about myself, look over my projects, and explore my links to other inspirational/resource websites. I want them to smile and be intrigued to learn more about me, and to be impressed by my concept of design. I want them to find the site to be creative, simple, and pleasant to interact with.

Communication Strategy

This is an informative website to convey that a big part of my life focuses on writing for children, however this is not a website for children, so I do not want it to look like it is for children. I want to invoke my connection to children's books and fantasy, without designing it for that level. It will need to bridge the gap between the childhood universe of my stories and the mature author that I am. A hint of whimsy in the image of the dragon and a thought-provoking bit of text in the background for the adult visitor to ponder will help accomplish that. A vivid color would be important to create a sense of creative energy in my storytelling. A feeling of space, accomplished by giving a sense of distance in the mountains, will help convey visually some of who I am and what appeals to me.

Competitive Positioning

Competition will be all the other graphic communication students in the class. This website will be different, because no other student has the background that I do. Most are more artistic than me, and many are more technically accomplished than I am. However, my background as a writer of fiction will set my site apart, because I can focus on storytelling, building a character, hinting at a storyline. The dragon, against the backdrop of the mountains, provides the character and setting. The mountain text provides the suggestion of the story.

Targeted Message: Arlene Williams – telling stories with words and images

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STYLE GUIDE

<u>Colors:</u>

db5a20 top gradient color, r=219, g=91, b=32

dbad21 bottom gradient/background, r=219, g=173, b=33

f1e327 name/email, r=241, g=227, b=39

a5580e name/email stroke, r=165, g=88, b=14, also some ground brush strokes at various lower opacities

83540b mountain text/horizon line, r=131, g=84, b=11, also some ground and mountain brush strokes at various lower opacities

528456, dragon, scales, darker gradient color, r=82, g=132, b=86

c6ff9f, dragon higlights, lighter gradient color, r=198, g=255, b=159

000000, dragon outlines, foreground text, logo, r=0, g=0, b=0

<u>Logo and Logotype</u>

TMCC

Font unknown, from another source: TMCC Website

Graphics
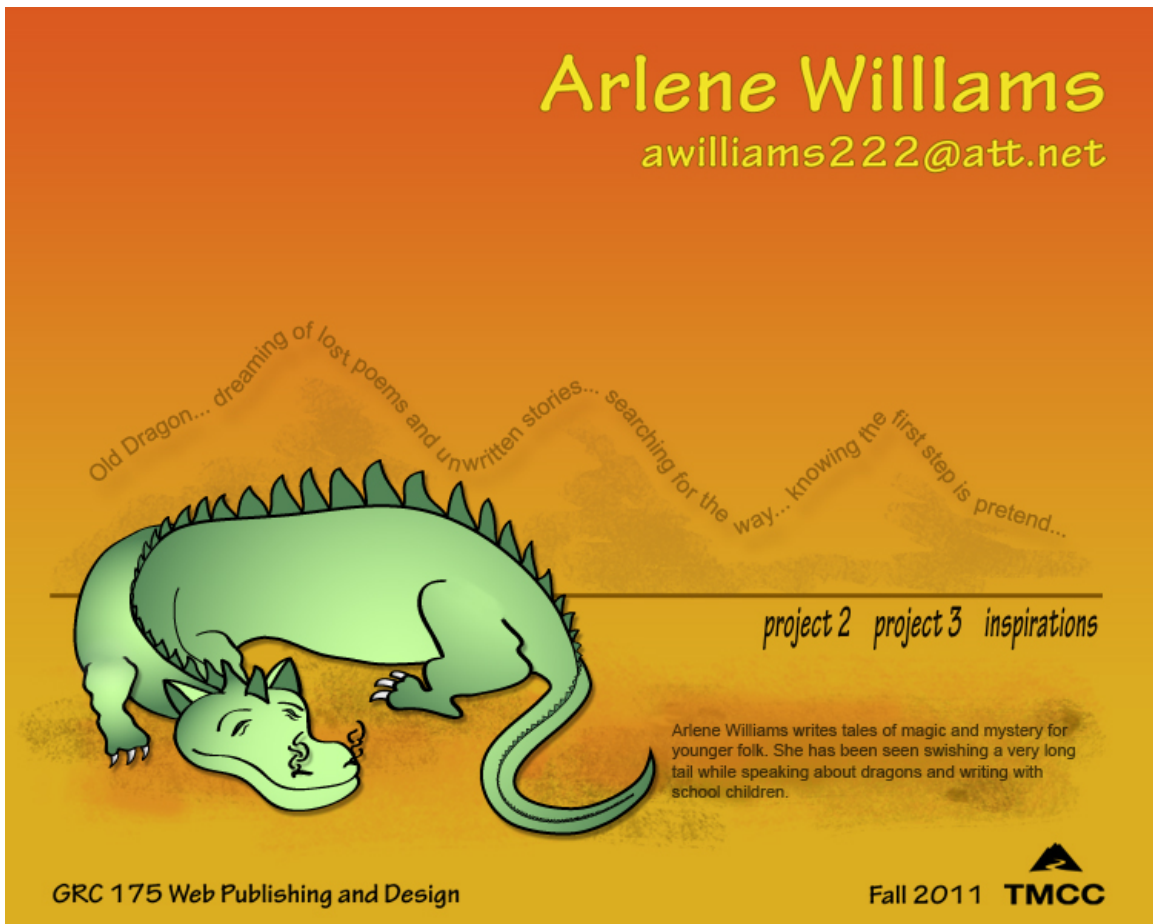
Dragon: original illustration, drawn in Adobe Illustrator, can be used throughout

Typography

Tekton Pro: *Bold*, *Bold Oblique*
Arial: Regular

Design: