

# {Site Needs and Goals}

## **Project Summary**

The overview of this project was to build a website that represents us within Adobe Photoshop and Dreamweaver. That will serve as the HOME BASE for all forthcoming projects. It will also be used as a small portfolio of sorts for GRC 175

## **Audience Profile**

The typical person who this website will target will be other students within the class as well as potential clients who wish to see a sample of my work by navigating their way around the site and then contacting me if they so choose. While viewing this site, I would like the viewers to get a sense of whimsy and who I am as a person and designer. I would use the words Whimsy, Fun, Unique, EXTERMINATE and exploratory to describe this site.

## **Communication Strategy**

The overall message of this site is to convey my sense of humor and my love of design. I would hope that the artistic visuals within the site would help in that effort. The audience should see this through the surprising aspects and secret links throughout.

## **Competitive Positioning**

The competition for this site would be my fellow classmates and other designers of my caliber. My site will be different by my use of unique expression of my interests outside of the design world while still incorporating simple navigation and interactivity.

One word to describe my site would be **WHO?**