Site Needs & Goals: Project 1
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Project Summary

The primary goal for this project is to create a homepage that will be the connection point for all of the projects that I'm going to do this semester. It will contain my personal information, class information, links to my projects and some resources for web design. The secondary goal for this homepage is to be a representation of myself.

Audience Profile

My target audience will be my classmates, the course instructor, other current students in the TMCC graphics communication program and future students who might stumble across my homepage when they take this course.

They will be both male and female, part-time and full-time students, probably between the ages of 18-50 and computer literate. They will most likely be accustomed to looking at and analyzing graphic design. The audience should be able to learn something about my personality and style as they explore the various project links.

Communication Strategy

This page should be able to communicate to the viewer some information about me personally and also about this course. The audience will be able to learn a little bit about each of the projects that we will complete this semester. My only concern was that the navigation might be too vague for some viewers. However, I hoped to solve this problem with the large size of the navigation bar and the rollover images that state the destination of each link.

The style that I wanted to achieve is clean with a mixture of photographic and graphic elements. I wanted to create a webpage that has clearly defined use of space without being heavily structured.

Competitive Positioning

The competition is my other classmates.

How is my page different?

I believe that my design for this webpage will be different than many of my classmates. First, I believe that the style I have chosen -clean and defined without the use of heavy structural elements, will set my design apart from some.

Second, I think that when you don't give people everything up front, but just enough to grab their attention, there's more potential for them to stay and explore. I tried to create a little interest between the background photograph and the navigation bar so that you have to play with it to see the rest of the picture. Also, in the other pages, you can see different parts of the photograph, but you never get to see it entirely.

Lastly, I wanted to utilize color but keep it at a minimum. I tried to spotlight an interesting color that is kind of quirky- watermelon pink.

How is it the same?

Well, it is the same project and we are all at about the same level with varying skills in coding and graphic design, so I think there will be a lot of similarities. For the most part, we will all have a basic homepage that will include the project requirements: links to the projects for the semester, resources for web design, information about the course and about ourselves.

Targeted Message:
    Relaxed