

Site Needs & Goals

GRC 175 Web Design & Publishing
Kyle Smith Project One

Project Summary

The basic overview for project one is to design a homepage to serve as a hub for the rest of the projects for this class. The most important purpose for this site is to be home base for the rest of my work. Secondary goals include giving information about myself such as a biography and some of my design skills.

Audience Profile

For this site my target audience is the class if GRC 175. A typical user would be a student enrolled in the GRC program at TMCC, age 18-100, any gender. The user would have access to high-speed internet as well as a large monitor so restrictions regarding site width are limited. A typical task a user might do on my site would be to check out my work and possibly contact me for design work. Upon visiting my site I want a user to feel like they are looking at something visually engaging. Some adjectives that would represent my site would be: engaging, inspiring, and modern.

Communication Strategy

The overall message I am trying to convey to the target audience would be informative mixed with entertaining. I plan to convey the my overall message through design and the content I place on each page. Some specific visual goals I want to include would be making the site look visually interesting with high contrast. I will measure the success of my site with the reactions and comments from my classmates as well as what the instructor thinks.

Competitive Positioning

The competition for the site would be my classmates in the GRC175 class. I want my site to differ from the competition with my overall design and use of a background image that shows though with the use of opacity. My site will incorporate all the requirements that project required.

Target Message

Visually Engaging