

Project 1 – Site Needs & Goals

Project Summary

The basic overview of this project is to create a profile website for ourselves. The single purpose of this profile site is to design a website that tells the audience/ visitors something about Me, something in the website have to represent Me, from the color scheme, to the imagery, etc.

Audience Profile

The target audience for my profile website would be, other than those in the GRC 175, anyone who is in Graphic Communications classes or people who are interested in GRC. I hope that the visitors who visited the site will think that my profile website is interesting or give the visitor a mysterious feeling because of the growing heart design.

Communication Strategy

The overall message I am trying to convey to the target audience for this profile website is just basically a quick bio about me, and my thoughts about this GRC 175 class, and the process of going through this class.

Competitive Positioning

The competition for this project would be those in the class, other great Graphic Designers with wonderful looking profile website, and Web Design professionals. Each profile website will have its own personality because it's designed by someone different, so this website and any other profile website will be different from the rest.

Targeted Message

A word that will appropriately describe the site would my....**Interesting**