

Site Needs & Goals

Project Summary

The basic overview of this project is redesigning a website for the TMCC Graphic Communications Department. Research and preliminary work would take place, researching more information about the website and coming up with ideas that would give the website a more appealing layout than the original one.

Audience Profile

The target audiences for this website are mainly students wanting to take or know more about the GRC program.

A typical task a user might perform on the site would be going to the Gallery page or the course offering page, to get the basic idea of what Graphic Communications is all about and the type of work we do in there.

The visitors should be able to find all the information they need on the site quickly and easily because that's the intention for designing the website's layout.

Communication strategy

The overall message this website is trying to convey to the targeted audience would be fun, simple, clean, and educational.

Targeted Message

A word that would appropriately describe website once it is launched would be **Design!**