Project Summary

The goal for this project was to redesign the Burlington News UFO center website into something that was original and was well designed. This was not hard to do, if you look at the original website. My secondary goal was to create a web page that was easier to navigate than the original website. This was not hard to do, if you take another look at the original website. I wanted to give it a retro theme, sort of alien invasion from the 60's or 50's. I think this was an original approach and created a c=visually interesting website to look at.

Audience Profile

My target audiences is a UFO believer who wants to learn more about UFO's, the course instructor and any other random graphic design students that check out my site and happen to be interested in UFO's.

They will be males, between the ages of 16-60. They will be computer literate and have vast experience looking at websites. They will know very little about design and have likely taken a college course.

They will click on the links to my projects, view them and also read some of the process behind the design like the Site Needs & Goals and inspirations.

Communication Strategy

I want the website to be very interesting to look at and also informative. I think the viewer should be able to learn about UFO's. The viewer will see what Burlington News UFO Center is about and also be able to reach them if he wanted to (he, because no female will visit a UFO site).

I will measure the success of the site if it completes its main goal; which is to be easy to navigate, looks good and if I receive an A in the project.

Competitive Positioning

I guess the other competition would be other UFO research. Looking at other UFO websites they are nothing like mine design wise. They are filled with information and have very little design in them. My website has short concise information and is easy to navigate. It is also easier on the eyes.

Targeted Message:

To find out about Burlington News UFO Center.