

## **Project Summary**

The goal for this project was to redesign the 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 just as easy to navigate through as the original website. I wanted to give it new approach by playing with the squares and rectangles and making them flow with the design. I wanted the viewers eye to go through the website effortlessly. My color scheme is pretty artsy and I used a variety of colors to pull it off. I kept the colors to a minimum throughout the design so it wouldn't be overbearing but used it enough so it wouldn't be plain. I think this was an original approach and created a visually interesting website to look at.

## **Audience Profile**

My target audiences is a Graphic Communications student or a future Graphic Communications wanting to learn about the program also the course instructor and any other random people that get completely lost in the internet and manage to pull up the website.

They will be males and females, between the ages of 18-60. They will be very computer literate and have vast experience looking at websites and can interpret good design. They will have for the most part large monitors.

They will click on the links to my projects, read about the program, download PDF's, and look through the student gallery. They will 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 Truckee Meadows Community College Graphic Communications Program. The viewer will see what the instructors are about and also be able to reach them if he wanted to.

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 and it wins an Addy.

## **Competitive Positioning**

I guess the other competition would be Dan who created the original website and other students in the class and past student that have re-designed the GRC website.

## **Targeted Message:**

To find out about Graphic Design Truckee Meadows Community College Program.