

Project Summary

The goal for this homepage is to connect all my projects from GRC 175 as well as other resources. It will also have my personality and my taste of design on it.

Audience Profile

My target audiences are my classmates, the course instructor and any other random graphic design students that check out my site.

They will be male and female students, between the ages of 18-40. They will be computer literate and have vast experience looking at websites. They will know about design and have likely taken a college course in design.

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 the class and me. The viewer will see the projects I've created for the class and understand more about my style and about GRC 175 as well.

I will measure the success of the site if it completes its main goal; which is to be a portal to my future GRC 175 projects.

Competitive Positioning

I guess the other competition would be my classmates. Judging by preliminary critique I think my page is different than the others because everyone seemed to take the "simple" design approach. My homepage isn't really simple it has some complex design features without becoming overbearing or busy. My page is also different because its very high contrast and black and white for the most part except for accent yellow.

Targeted Message:

To find out about Angel Rodriguez and his projects created during GRC 175.