

# Site Needs and Goals

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## Project 1

### **Summary:**

This project was developed for GRC 175 so that I could learn the basic concept of web design. Each Student was asked to conceptualize, design, and conceive a web design using Photoshop to construct the site esthetics, and dreamweaver, HTML, and CSS to make the design into a fully functioning website. My design concept is based on “grid design” and retro designs. I tried to blend them together as one, and make it unified and cohesive as possible. I wanted to play with high contrast and values and show sort of the contradiction between modern design and retro design and make them collide yet work well with each other The purpose of my site is to display my skills as a designer, prove my learning of dreamweaver, and give me a platform to base my further learning upon. I also want to use the Site to include a portfolio, and information about myself as a student of the Graphic Communications department at Truckee Meadows Community College.

### **Audience Profile:**

A typical audience viewer would be male OR female, but the design rests more on the feminine side. He or She would be possibly a designer or maybe a future employer and or consultant. Age is geared towards a younger generation around 20-30 years of age. I think the viewer would be very savvy in terms of technology and most likely uses the internet quite often if they happened to stumble upon my site. I think the viewer would probably be looking for something rather specific if they came to be site, and thus I feel they will be very creative and laid back, and generally curious, maybe looking for inspiration themselves.

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**Strategy:**

I want to show the audience my design in a way that makes one think or study, and ponder. I want to be able to let them sit and see a message behind the design. In order to achieve this goal and to push my design concept of modern vs. retro is to build a solid website in terms of structure. If the mind is going to be wandering through out the design and questioning every image and color and shape I need to give them a platform in which they can confidently do so. I will have a very balanced and centered design with little room for error in the geometry of shapes, I want everything to be equal and placed just so at each angle as to hold everything together. This lets the reader relax Yet still be somewhat mused at the complexity of modern vs. retro. I hope it is a discovery and a pleasure for the Viewer. The success of my website would be a viewer ponders what they see, they question and muse it over, and Then it draws them into exploring further into my abilities and attributes as a designer and leave with a realization that designs can be juxtaposed and yet still work at the same time and make you feel a little more appreciative of the design world.

**Competitive Positioning:**

There is so much competition out there, yet I do want to stand out, and be unique as possible and still have some part the world of web design and functionality. Competition includes design firms, independent designers, museums, other portfolio sites and even fine artist site. I think my website however stands out because it is so different and not really expected. It lacks real images, it's based on a specific message and genre, and is unique in color and layout.

*Fascinating*