

Conceptual Development

Goals and Messages of Portfolio Site

1. To showcase the skills, talent and capabilities of the
 artist
2. Primary audiences are potential clients looking to out
 source web design, secondary audiences are looking for
 entertainment and/or creative inspiration
3. Audiences will fall mostly into the following categories;
 Internet Explorer and Netscape Navigator/4.0 +/56K-T-1
 connections/flash capable/10-15 sec. attention span
4. Audiences will fall mostly (60-70%) into business
 category with PC machines running Windows 98 or
 higher with 500MHz or higher
5. Site must convey skill set, design knowledge and level of
 professionalism

Content

1. Site uses primarily existing content
2. Content will include screen shots of existing artwork and
 design

Structure and Interpretations

1. Content must be organized in professional, easy to
 follow manner, yet maintain artistic visuals and feel
2. Site will utilize html, CSS, flash and java to create an
 easy to use navigational portfolio showcase

Sensorial Design

1. Site will utilize quick navigation and visually appealing
 graphics, including toolbars, side bars, headers and/or
 footers
2. Programming will be light

Creative Brief

Define Goals

- Reach business audience to evoke initial contact resulting
 in out source of design
- Reach educational audience to inspire and act as subject
 of evaluation

Overall Concept

- Site will showcase skill set, design knowledge and
 professionalism of designer

Purpose

- Designer has strong mix of design and functionality,
 considering speed, audience and degree of technical
 informational

Type of Content

- Skill set in design, promotion and analysis, including
 screen shots, advertising examples and affiliate
 programs

Organization of Content

- Interactive flash site, as well as non-flash for slower
 browsers

Visual Style

- Professional look and feel mixed with artist style
- Utilize three or four different color theme
- Button navigation

Technical Needs

- Adobe Illustrator and Photoshop, Macromedia Flash,
 Cascading Style Sheets and light java scripting
- Mac, PC (two different operating systems each), three
 different monitor resolutions, speed capabilities and
 browsers

Budget, Time line, Schedule

- \$10/month
- Creative Brief, Flow Chart, Story Boards approved wk. of
 1/3/05 - - - original designs wk. of 1/3/05 - - - creation
 of content wk. of 1/10/05 - - - scripting and programming
 wk. of 1/17/05 - - - testing 2/28/05 - - - publishing
 3/7/05 - - - initial analysis 4/4/05