

WEB DESIGN PROJECT PROPOSAL

Name: _____

Fill out the form below to the best of your abilities. Make sure that you are thinking of all four (or more) pages for your site and that you are paying close attention to your design concepts. Questions to ask at this point are: What is the project? Why do I want to make this project? Who am I making it for? Why will they like it?

Begin by answering the following questions:

What is the project?	
Who is the Target Audience?	
How many Pages will your site be? List the content that each page will cover.	
What message are you trying to convey with this site?	
What is the mood of your site (playful, serious, business, happy, sad, conservative, exciting, etc.)?	
Why do you want to build this website?	
Why would anyone want to visit your website?	

Finish up by providing the following information:

What will it look like? Describe the overall design, layout, user interface, text, navigation, images, etc.	
What will your color scheme be? Why?	
What typefaces will you be using in your project? If you include more than one typeface, where will you use each one? Why are you using these typefaces?	
Which Principles of Design will you focus on with this site? Why?	
Which Elements of Design will do you intend to utilize to bring out your Principles of Design? Why?	