

UNIVERSITY OF EDUCATION, WINNEBA
SCHOOL OF CREATIVE ARTS
DEPARTMENT OF GRAPHIC DESIGN
MPHIL VISUAL COMMUNICATION STUDIES

Web Design

Brief for Zima architectural Website

By

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Overview:

The website should showcase the firm's expertise in architecture and design, highlighting their some of their completed projects and services offered. The website is a visually stunning and easy to navigate, with a focus on providing a great user experience.

Key Objectives:

To showcase the firm's samples of completed projects and services offered.

To create a visually stunning and easy-to-navigate website.

To provide a great user experience.

Target Audience: The target audience for the website includes potential clients looking for architectural services, as well as individuals interested in architecture and design.

Design Guidelines:

The website design is clean, modern, and visually stunning, with a focus on high-quality images of completed projects. The color scheme was neutral, using black space and neon red to create a cohesive look. The navigation is intuitive, with clear calls to action throughout the site. The website is also optimized for mobile devices, with responsive design and quick load times. It also includes a section where the firm can receive e-mails from clients and other professionals within the industry.

Content Guidelines:

1. The website includes a clear description of the services offered by the firm, along with the workflow and approach to architecture and design.
2. The portfolio section displays a few of the firm's completed projects, with high-quality images and descriptions of each project.
3. The website includes a section highlighting the team members, with bios and photos of each member.
4. The website includes a contact form or email address, allowing potential clients to get in touch with the firm.

Deliverables:

1. A fully functional website, built in html and css.
2. Responsive design for mobile devices.
3. Optimized images for quick load times.
4. On-page SEO optimization.
5. Integration of a contact form or email address.

Timeline:

The timeline for the project is set to be readily available in 2weeks dated 28 April, 2023 from 2pm – 5pm.