

# **Creative Design Brief**

*Jeremy Dawes Webpage Designer*

The aim of this creative brief is to provide insight into what the client's expectations and preferences are with regards to Web-Site content, structure, feel, theme and more. By filling out the various sections the end product will best represent what you have in mind for your new website.

**Your Name:**

**Company:**

**Address:**

**Phone:**

**Fax:**

**Email:**

**Existing Web:**

**Brief description of products and services:**

{This should be a couple of key sentences which will be included in the websites 'meta tags' to display alongside your link in a search engine or directory }

**List some keywords to describe your business/products:**

{These words will be used in your websites 'meta tags' which search engines and directories will index your page by}


## 2. Purpose

What factors influence the purpose of your website?

Give the most important purpose a '1', next most important a '2' etc.

Leave those blank which do not interest you at all.

- Gain a **favorable impression** of the company or organization.
  - Develop a distribution **list of prospective customers**
  - Encourage potential customers to **contact us by phone or mail** to consummate a sale and enquire further.
  - Make available **product information and price lists** to suppliers.
  - Make available **product information and price lists** to customers.
  - Strengthen **brand identification**.
  - Link to** supplier and customer websites to network
  - Other
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### ***3. Homepage Layout***

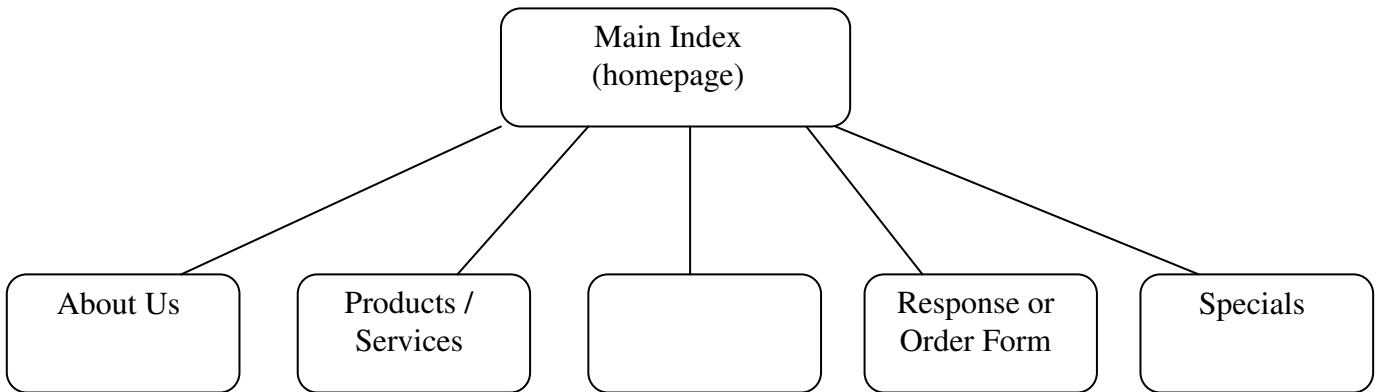
Do you have an idea of how you want your main index page should look?

For example, shared navigation bars on one side, company logo banner at top of page, pictures and text areas etc. A rough sketch if you have something in mind is fine.

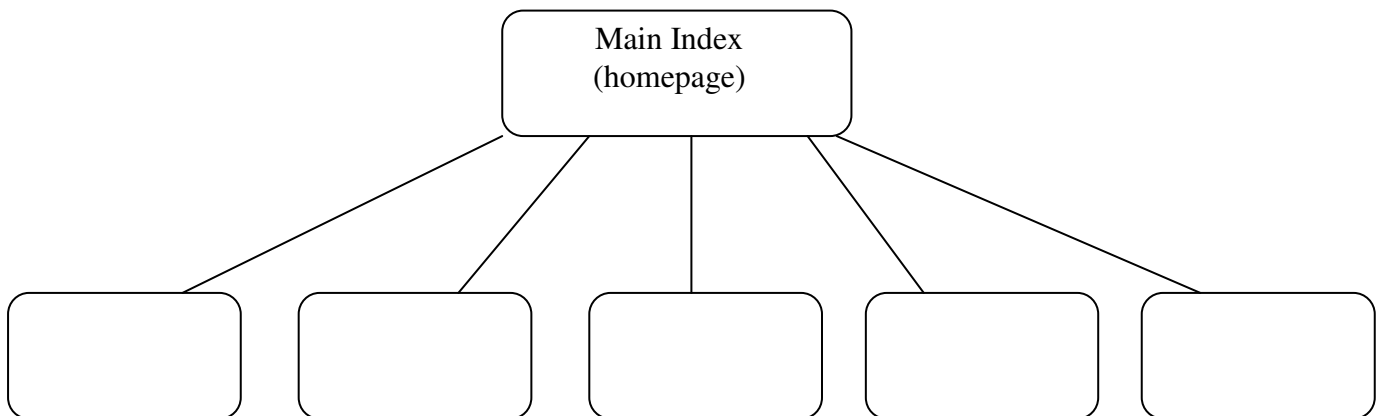
A large, empty rectangular box with a thin black border, intended for a rough sketch of a homepage layout. The box is currently blank.

#### 4. Site Organization

Please fill in the following flow chart to indicate how you would like overall structure and flow of the website.



*Or you might like to make up your own topics for the pages, if so, fill out the boxes below.*



*If you have a more complex site layout in mind or something different to the above examples a handwritten or computer generated flow chart would be excellent!*

Total number of pages decided upon \_\_\_\_\_

## **5. Site and Domain Names**

**Site Name e.g. [www.yourbusiness.com.au](http://www.yourbusiness.com.au):**

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Registering a business domain name is a key aspect to establishing your online identity, most business do this.

It must be registered and approved by a domain registration service before you can use it. You may check the availability of your domain name at Melbourne IT (<http://www.melbourneit.com.au>). You may organize this yourself through Melbourne IT.

Planning to Register

Already Registered

### ***Alternatively***

As part of the standard hosting package a sub-domain can be allocated to your business in the form of <http://yourbusiness.ozhome.net>

**Tick if currently this is preferred.**

(You can upgrade to your own domain at anytime in the future should you decide that is more suitable)

## **6 Graphics and Theme**

It is very helpful if you will include a copy of your company's letterhead, brochures, catalog, etc. so I can see how you present your company image

- Company Logo** incorporated in the masthead graphic?
- Photos or drawings** of product?
- Do you have a digital camera with which to take images?

Preferred **colors** in palette

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### **Other ideas**

### **Theme**

What kind of feel do you want your website to have, e.g. Simple professional, amusing, bright and bold, conservative?

**Miscellaneous**

Do you have an existing publication that would be suitable to use the text from for the website?  Yes  No

*Description:*

*How important is promoting your website to Australia generally and/or the world at large:*

*Is there a specific date you wish the site to be completed?*

Any other comments, requirements, thoughts or ideas?

*Thank you for taking the time to complete this form. The design of your website will more accurately depict what you have in mind as a result.*