Client Proposal

Client needs

The client approached me saying that if I can create a leisure product before the New Year, this website will be for their new launch. The client mentioned that the website must be suitable for the target audience, this will then need to be engaging for them to buy my product. I am going to be creating my own graphics for this task.

Target audience

The website I am designing is going to be customized skins for different controllers. An average person will get a console at about 12 years old. From this I am making the audience from about 12 – 18 year olds. Mostly these people are boys, but you do get girls playing with them as well.

Logo Graphic

The logo graphic is the logo for my website, this is going to be made and created by myself. The logo graphic will have a transparent background this is because you will be able to see the background through it. The logo graphic will contain some aspects of Xbox and Play Station controllers. The logo graphic will be vibrant and colourful, so you won't forget.
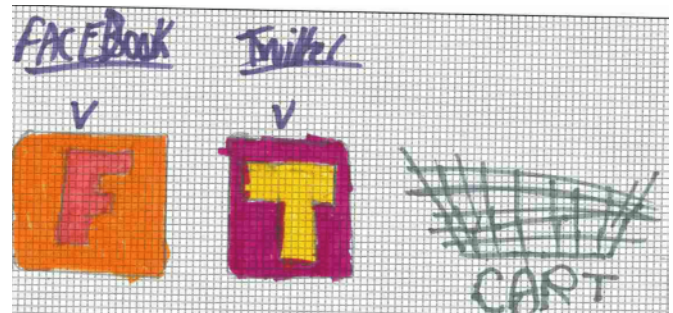

Web banner

With my website I have decided to go with a discount web banner, this would be a 10% off discount to the whole store, I will be placing this on the top area so you can see about it in very clear. The discount code will be SKINZ. As it is the company name. The colours are going to be yellow and green as they contrast together.
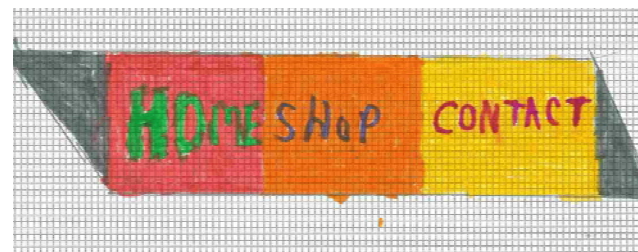

Screen icons

The screen icons are going to be the Facebook and twitter. I will also make a basket for the shopping cart. The Facebook screen icon is going to be orange and red, the box will be the orange and the text is red. The twitter screen icon is going to be yellow and purple as they stand out from one another. The purple is the box and the text is the yellow. The shopping cart is going to be grey as most other websites used this and the user may also know what it is they are looking for.

Navigation bar

The navigation bar is going to be a trapezium as it makes it look good. The triangles at the end are going to be grey. The three sections of my website are the Homepage, Shopping page and finally the contact us page. The colours for the home is going to be red and green. The shop icon is orange and dark blue. The contact us is going to be yellow and purple. I am trying to make my website quite quirky and colourful.
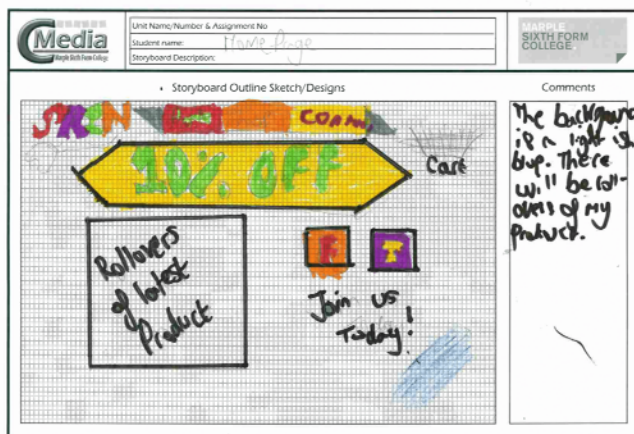
Rollovers

I am going to have a big rollover of my latest products, this will be on the homepage, but it will also be on the shop page. There will be ones for the Xbox and PlayStation. If I were to keep my website for a long time, I would change the rollovers once every few weeks, but I don't so I am just going to have a permanent one.

Legal and ethical considerations

The copyright, designs and patents act was created in 1988. This was put in place to make sure that people can be rewarded for their own work. The other purpose is that you as a creator can feel safe with their work isn't going to get stolen. Before 1988, people had a hard time as people could steal their work and you couldn't do anything legal to stop them. This copyright law makes it so that people can't copy software, mp3 files, songs, videos, image, text, blueprints, etc.

When working on a website you will have restrictions on what you can say or what you can actually do. This will protect people from things such as racist comments or negative comments that will offend people. So you need to make things sound appropriate.

This will be the layout for my first page.