

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 logographic will be vibrant and colourful, so you won't forget. I am going for a colourful vibrant quirky colour scheme as I feel like it will fit with the logo.



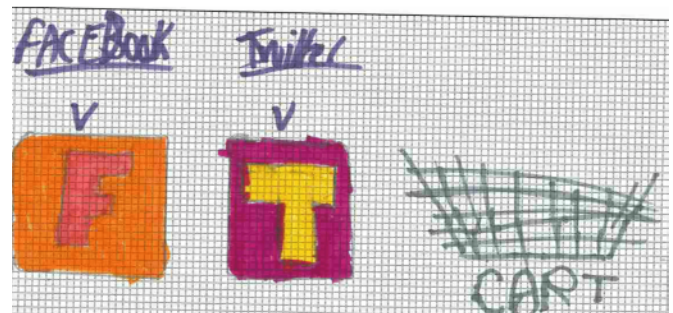
Web banner

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. The web banner is going to be a gif as it will change colour throughout.



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. When you're online you should never give anyone passwords or bank details. They could use this information for different sites.

Intellectual property rights will cover various different things, but the main thing that this does is trademark, patent and copyright. In terms of trademarking I have learnt that you will be better off creating your own graphics, as in the trademark have stated that if your projects resemble something else then you can be sued for it. I will be creating my own graphics so I don't run into any trademark problems.



Visual style

Colour

There will be a lot of bright colours in my project, such as yellows and oranges. But as a comparison there will be greens, purples, and blues. There will also be many different colour gradients. The colours I will get will be compared and to see if they look good, I want the end project to look quirky so I will try to make them like that.

Style

The style is going to be quirky text so I will be trying to get a good font and I will choose a wacky font colour for the text in different section. So one paragraph may be green another

could be orange. The Style will also still be neat so it doesn't look as if a paint pot has just exploded, I will still keep it under control.

Typography

The typography of the website will be the font size, font type and colour. There won't be a lot of text, this means that I can show all of the products with images. I want there to be a good font like **Comic Sans** or Century Gothic. I choose these two types as you can see them clearly. The typography will not have explicit content as this makes my website look bad and will have a bad influence. I have decided that the colour of the font will change for each product as it makes it look good.

Technical considerations

File format

The file formats for the graphics are all going to be a PNG, this means that I can get a transparent background. I will keep all of the graphics for the website as a PSD (Photoshop Document) this means that the space on my computer will not be a lot. I can when I do my project convert them to a PNG. This way I can reduce the amount of capacity on my hard drive. When I create my images I will make them using Adobe Photoshop as this can help me when I make a gif as it has a timeline feature.

Optimization

Optimization is a process when you change its properties, this can be so it fits the intended purpose. This can be when you use tools such as; cropping, distorting, resizing, adding text, blurring, etc. Image optimisation is mainly used for resizing an image to the preferred size that the graphic may need to use. When I make my website I need to consider the fact that the average screen resolution is about 1440 X 900, From this I can work out the various different sizes that I need to make the graphics. I can also work out the size of downloading the web page, this is important as I don't want people waiting forever. Therefore I can have a look at the preview and see if I need to compress the images down. I will also need to make the screen resolution is right; the standard computer is 72 pixels per inch. Therefore I need to take into consideration how many pixels per pixels I need to create my graphics. Overall I need to make my graphics all look and feel as if they deserve to look as if they are part of the website.

Intended output

The website is intended to be on the website, therefore my website to look as if that everything looks like it should be together. The graphics I have created need to match the layout for the website. I will create the images in the smallest size as people can then download the page without any problems.

This will be the layout for my first page.

