

UNIVERSITY OF EDUCATION, WINNEBA.

SCHOOL OF CREATIVE ARTS

DEPARTMENT OF GRAPHIC DESIGN

END OF FIRST SEMESTER EXAMINATION

GVCC 812

WEBSITE DESIGN AND MANAGMENT

230015151

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DESIGN BRIEF FOR NC STUDIO

Overview of the Project

NC STUDIO is a creative firm that works with clients from a range of industries, providing photography, videography, and animation services. The business wants to create a website that highlights its expertise, services, and portfolio while also drawing in new customers.

Company Profile

Our Mission

The company is dedicated to leveraging emerging technologies to provide the highest level of quality products and services, customer service, and security.

Our Values

Leadership Evolve excellence with constant improvement and innovation. Integrity Keep our promises and be accountable. Growth Be adventurous, creative, and satisfy our customers. Humanity Empowerment with sustainability and serve with transparency, dignity, and honesty. Teamwork Celebrate success

Our Vision

We aim to deliver effective programs for brands which exist to provide exceptional service or products. Our team is innovative and forward-thinking while remaining conscious of the needs of today. Being a financially-strong, growth-oriented company enables us to provide stability for our most valuable assets: our people and our clients.

Target Audience

Potential customers looking for top-notch graphic content for their marketing, advertising, or creative endeavors make up the website's target audience. The customers may originate from a variety of sectors, including the fashion, food, entertainment, or educational businesses.

The following objectives should be met by the website:

- Showcase the photography, videography, and animation work produced by NC STUDIO, including examples of many genres, formats, and styles.
- Give details about NC STUDIO's offerings, costs, and procedures, along with regular updates on the various packages and services provided.
- Accentuate NC STUDIO's creative vision, technological proficiency, and individualized approach to set it apart from other companies.

- Create leads and queries from prospective customers by using calls-to-action that are obvious, contact forms, and email sign-ups.
- Create a user experience that is memorable, captivating, and visually attractive and reflects NC STUDIO's brand identity and values.

Website specifications:

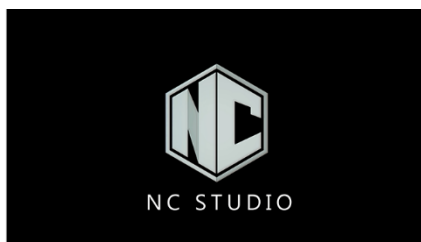
The following specifications should be met by the website:

Design that is responsive and mobile-friendly that functions effectively across a range of platforms and screen sizes.

Simple navigation and search options that make it easy for users to find what they're looking for.

Visual media of the highest caliber, showcasing the talents and creativity of NC STUDIO through pictures, films, and animations.

Including a logo, color scheme, font style, and tone of voice, branding should be professional and consistent. See figure below;



LOGO



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2 d 4 7 9 d

An embedded video to the YouTube page.

With regular backups and upgrades, secure and trustworthy hosting and domain registration are provided.

Timeline and Budget:

The website project should have the following timeline and budget:

Design and Development: 2-4 weeks

Launch and Testing: 1-2 weeks

Budget: C10,000-C15,000

The timeline and budget are estimates and subject to change based on the scope of work, revisions, and client feedback. The project should have clear milestones, deliverables, and communication channels to ensure transparency and accountability.