

UNIVERSITY OF EDUCATION, WINNEBA

DEPARTMENT OF GRAPHIC DESIGN

M PHIL (VISUAL COMMUNICATION STUDIES)

Design Brief for Developing Website for T-Concept, A Graphic
Design Firm

July 13, 2022

Tawiah Norbert - 220012696

Client's/Company's Profile

The client is the T-Concept. T-Concept is a graphic design firm own by Mr. Tawiah Norbert. He is conscientious, polite, accommodating, respectful, self-motivated, a good listener and above all loving. He is also hard working, reliable and resourceful with good organizational skill combined with the ability to prioritize a substantial workload. Successfully receives, assimilates and evaluates information quickly in order to complete any task efficiently in a given time. He is capable of working as a motivated team member or independently adopting a practical approach using own initiative. The firm was established in 2017. They are into designing and printing, book binding, web developing, photography and sale of stationaries. The firm is currently located in Kpando, Volta Region of Ghana.

Project Overview

Title of the Project: **Designing and developing a responsive website for T-Concept**. The pages of the website should not be less than five. The pages include: **'The Home page'**, **'The Services page'**, **'The News page'**, **'The Gallery page'** and **'The Contact Us page'**. The website will be embedded with a short promotional video from **You Tube**. It should also have a working contact form link to T-Concept's email address which is tawiahnorbert@gmail.com. This is something new to be produced since the firm was establish.

Objectives \ Goals of The Project

The client's goal is to advertise the services of T-Concept on the website, make new customers and build an active interaction with the existing customers for their feedback on services rendered to them. It is also to help customers locate the firm easily. This, when achieved successfully will boost the services of T-Concept.

Budget \ Schedule

This project will be designed and developed. After that a promotional video will be created and uploaded on You tube which will then be linked to the website. The finished work will be and forwarded to the manager, T-Concept for hosting.

Budget

The calculated cost of all the materials, workmanship and other charges needed for the execution of this project will cost an amount of GH¢ 1,200. The breakdown is presented as follows;

Budget for Client

No.	ITEM	Quantity	Unit Price	Total Amt
1.	Designing and development of the website.	1	Gh¢ 400.00	Gh¢400.00
2.	Creating and uploading of the promotional video on You Tube	1	Gh¢320.00	Gh¢ 320.00
7	Workmanship & Miscellaneous		Gh¢460.00	Gh¢460.00
	TOTAL			Gh¢ 1,200.00

Schedule

	Activity	Date	Duration
1.	Designing and development of the website.	22 nd -2 nd June, 2022	11 days
2.	Creating and uploading of the promotional video on You Tube	3rd July, 2022	1 days
	Number of days to be taken to finish the work		1week,5 days

Target Audience

The target audience will be the general public, most especially institutions, schools, organisations and any other person who needs the service of a printer, book binder, web designer and developer or wants to buy any of their stationary equipment.

Project Scope

The project will consist of a website and promotional video. The pages of the website are not less than 5 pages. The folder of the banner is also not exceeding 25MB. This intended to be used for the advertisement of services to the general public.

Available Materials

The Logo of the company

Pictures of some of the company's services and products

Overall Style

The manager prefers simple designs capable of sending information to its targeted audience at a glance. As well as a website that have flexible and easy navigation with design that has aesthetics appeals to the eye.

DEFINITE “Do not's”

Description of the Final Work

The final project is to be designed and developed in colours not more than three, the client do not want colour to be more than three. He also does not want dull colours. The folder of the banner is

also not exceeding 25MB. This intended to be used for the advertisement of services to the general public.