

1. TARGET AUDIENCE

Who potentially is visiting your Work Site?

- A) Instructor
- B) Other Students
- C) Other _____

The market is comprised of ___???___ main segments
(Three are shown below, you can add or subtract as needed).

Primary Target: (_____ %)

Secondary Target: (_____ %)

Tertiary (mass-market) Target: (_____ %)

2. TONE AND MANNER

Personality

Describe the Work Site's ideal personality/attributes...

- A) Professional
- B) Serious
- C) Functional
- D) Creative
- E) Other: _____

Visual

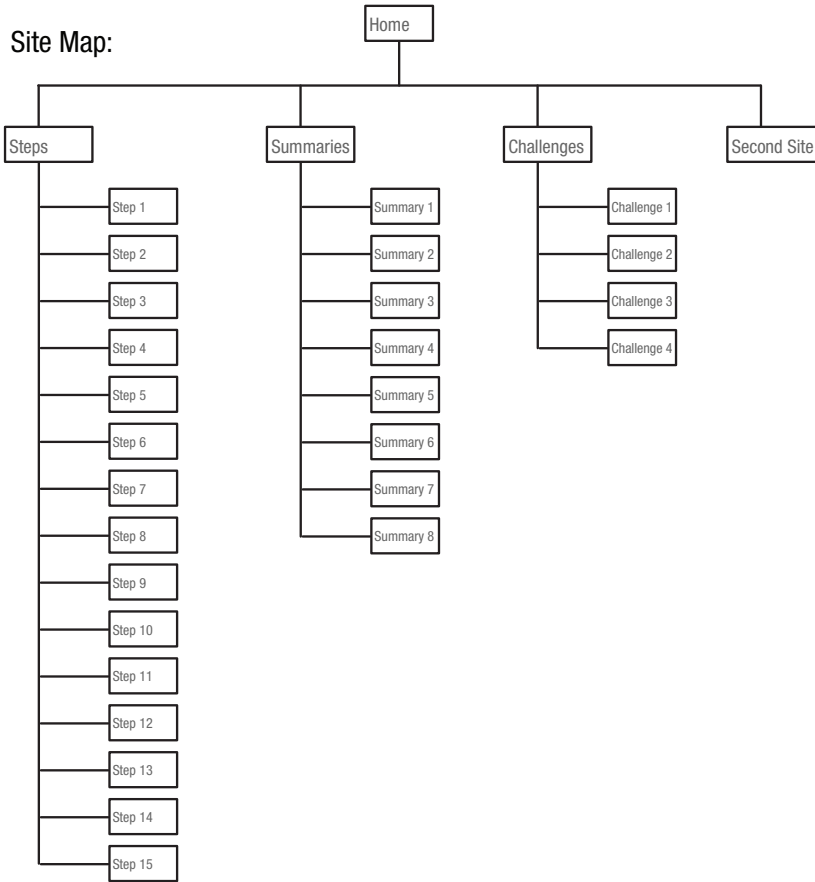
What design tools will you use to convey the text images provided? (Consider audience and purpose)

- A) Hierarchy
- B) Contrast
- C) Good Color Scheme
- D) Typography & Readability
- E) Ease of Navigation
- F) Mobile Compatibility
- G) Consistency
- H) Communication
(ease of use/understanding)
- I) Grid based layouts
- J) Quality Imagery
- K) Good Eye Flow
- L) Other: _____

3. SITE MAP

This displays the site structure?

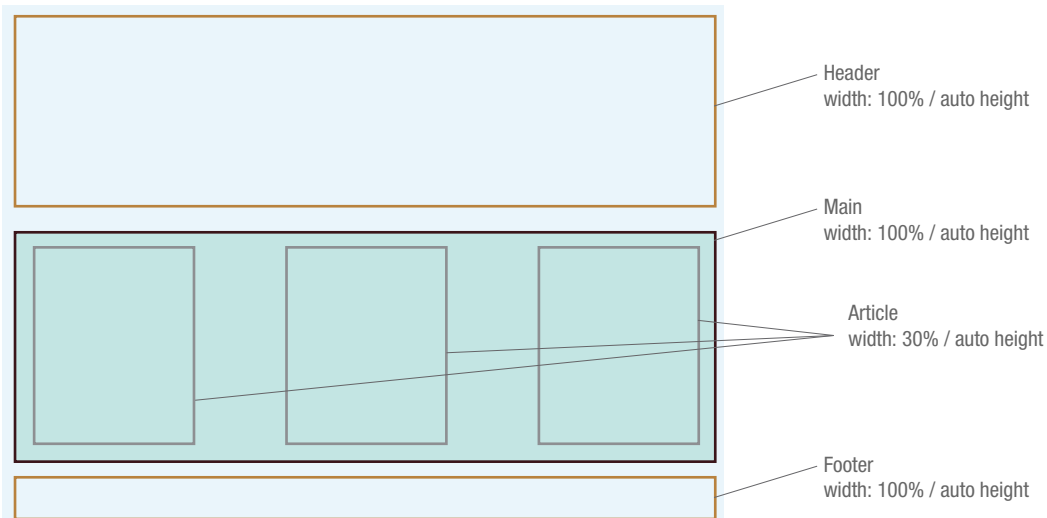
The Work Site will be built in this manner. You will be able to organize your Second Site in whatever way you'd like.



4. WIREFRAME SKETCHES

Wireframe Sketches are used to determine layouts.

(After rendering sketches, be sure to add the widths in percentages).



5. Media Screen Plan

CSS Media Screen 0 (standard CSS code)
990 px and wider

CSS Media Screen 1
990 px or smaller

CSS Media Screen 2
480 px or smaller

