A paper for GCOM360 :: User Interface Design
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Final Project Brief

GCOM 360

Website Brief and Redevelopment Proposal

*There are many local websites advertising graphic and web design/development services and I have to admit that most do show impressive creative skills. Although possible to envision some improvements here and there, I did run across one designer website which did not look so good.   A review of projects showcased by **Crux Design** shows talent in the projects themselves, yet strangely, the website created by this designer betrays the skills of the artist. For my website redesign project, then, I propose creating a mock-up of this website to include the upgrades discussed below and in the accompanying HTML page.*

The Problems
Poor design and layout of a graphic design and web development website cannot attract a business owners seeking web development, branding development, logo design or business media production.

Who Are the Audience?
Business owners and entrepreneurs seeking web development, branding development, and logo design or other business media production.

Why it's a Problem
Aside from poor graphic design choices, there is a lack of content providing greater detail of services rendered and projects completed.   Also missing are blogs or news.

General Steps to Fix the Problem
Change the color scheme.   Screaming bright and bloody red might be suitable for a gaming, first responder or Halloween website, but is out of place in a website providing graphic design and web development services.   In addition to new header, more content and structure should be added to all pages and sections, including creation of a blog or two.   The idea would be to marry intimate design presentation with professional project management accomplishments. Please see my blog post page for a more in depth look at the problems and solutions with this website.