Brian Cassidy

CMP 263

Prof. Tirrito

Website Specification

OBJECTIVES:

My main objective is to create a personal portfolio website to showcase my graphic

design and web design skills. It will serve as a place to present projects, and allow

potential clients or employers to get in touch.

GOALS:

- Showcase my graphic design work as well as my web design work.

- Promote my skills, experience and knowledge of design.

- Provide a way for potential employers/ clients to connect with me.

- Make sure the website is operational and runs smoothly for users.

KEY AUDIENCES:

- Potential employers/clients.

- Recruiters

- Web/Graphic Designers

CONTENT TYPES:

- Graphic design projects

- Web design projects

- Additional information about me

DESIGN:

- Clean, modern, and simple layout.

- Consistent branding.

- Visuals and mockups of work.

- User-friendly navigation and layout.

HOSTING:

As per my "Domain Name & Web Hosting Report" I will most likely choose to go with Hostinger as my web host and domain name provider.

SUPPORT AND MAINTENANCE:

I will continually update my website with new portfolio projects. As well as checking to see if anyone has tried to contact me.

COMPETITORS:

There are no direct competitors, however I technically am in competition with other graphic/web designers. So I will need to do some research into other web/ graphic designer portfolios to see what my competition looks like.

BUDGET:

Being a student with minimal budget I would like to keep costs as low as possible. I would like to pay as little as possible while maintaining a clean and consistent brand image.