

Design Concept Note Template

Project Information

Project Name: *Keeping Sandy Springs North Fulton Beautiful*

Client: *Keeping Sandy Springs North Fulton Beautiful*

Project Manager:

Creative Director:

Introduction to the Project

What is this site about?

Introduce the organization.

Communication and Business Objectives

Listing of the communication objectives.

Listing of the business objectives.

Target Audience

Description of the target audience.

Site Map

Presentation of the site map approved by the client.

Design

Experience Design

Identify 5 key words that identify the experience you would like to create for users.

How will you use design techniques to build this experience?

Overall Design Approach

What were the critical considerations behind design decisions?

Branding and Identity

What feelings will the brand inspire?

How will branding and identity be achieved on the site?

What are some critical imperatives for branding (color, logo, icons, metaphors)?

Graphic Style and Typography

What graphic style and typography will be used on the site?

Why have these styles been selected?

Layout

What will be the common components of the web pages on the site?

What is the approach to the use of white space in layout? Why?

How will information on the pages be organized and presented (headings, images, text, columns, footer, links)?

What identifiers will be used for different sections of the page (icons, text heading, color)?

What is the approach to scrolling pages? Why?

Where will the navigation elements be displayed? What is the reason for displaying them in these positions?

Will the site make use of pop-up windows? For what functions, and why?

Colors

What colors will be used on the site? Why?

Provide a color swatch that represents these colors with the hex-values.

Will certain colors be used for headings, backgrounds, images and so on? Why?