

Proposal

Project Information -

Name: Lolopotamus Designs

Timeframe: 8 weeks

Summary: This webpage will be a portfolio of the Web Design work I have completed during my time in school. It is where I will establish my brand and highlight my strengths as a designer.

Background and Motivation -

For the past three years, I have been attending The Art Institutes International Minnesota, and will be graduating in June 2014 with my Associates in Applied Science in Web Design and Interactive Media. Some updates need to be made to the projects I plan to include; such as adding additional information, re-writing or changing some HTML and CSS code, and adding additional PHP and JavaScript coding. For this I will be doing some online research and possibly consulting fellow classmates and/or former professors for assistance. It is important that the work shown in my portfolio is the best it can possibly be, as it is what will be a large part of the deciding factor as to whether or land a job.

I also need to create a brand identity, so that every detail, from the website to business cards, is cohesive with my vision. I feel that it is imperative that a bit of my personality shows through the work that I do, and connecting with my clients and/or employers is something that is very important to me.

Goal -

This site will act as a portfolio, and will include my resume and 3-4 projects that I have worked on over the course of my education at Ai. It will not only showcase what I am capable of creating, but also indicate a bit about me to potential clients/employers. Using a variety projects will show versatility and flexibility, and a strong brand will help attract the type of work that I wish to do.

Scope -

- Update of Existing Projects
 - Add content within websites using HTML
 - Design/Re-design webpages using CSS
 - Add additional PHP functionality
 - Add JQuery and PHP validation
 - Use media queries for responsiveness
- Create a Brand Identity
 - Design a logo and typeface
 - Determine color palette
 - Design page layouts
 - Create graphics and icons

- Build Portfolio Site
 - Create site map and flowchart
 - Make mockups and wireframes
 - Paper prototyping
 - Build site structure using HTML
 - Design site using CSS
 - Add content
 - Usability testing

Out of scope items include:

- Extensive PHP database/MySQL reporting
- App (Android/iOS) development
- IE compatibility

Deliverables -

- Brand Identity – including a logo and type logo, which will be used on webpage, business cards, resume, and stationery.
- Portfolio site - includes completed works and resume, all of which are designed to be responsive, match the brand identity, and meet current design and front-end development standards.

Risks and Rewards -

Risks that may be associated with this project include sleep deprivation, further breaking the PHP code I currently have while trying to fix it/add to it, and potential loss of certain clients, as I have a clear idea of how I wish to represent myself and my work, and of what type of work I want to do in the future. The overall design of the sight may not be as traditional as some clients might expect.

However, the rewards I expect from this are that I will have opportunities to expand my knowledge and skillsets in Web Design by working with innovative and creative people and companies; create beautiful, functional, and usable websites that are unique and interesting; and potentially gaining more work by thinking outside the boxes and being willing to experiment and push the boundaries. I believe this approach will allow me to freelance for clients or companies that will encourage my creative side and help me to grow both personally and professionally while creating a body of work that I can be truly proud of.

Estimate

Creation of identity branded site for Lolopotamus Designs to be used as a portfolio for the purpose of graduation and obtaining a job/freelance work.

Update of projects to be included:	10 hours at \$50/hr	\$500.00
Research/Content Development:	15 hours at \$15/hr	\$225.00
Developing brand identity:	25 hours at \$25/hr	\$625.00
Design of portfolio site:	30 hours at \$25/hr	\$750.00
Building portfolio site:	60 hours at \$50/hr	\$3,000.00
Usability Testing:	2 rounds at \$150/rd	\$300.00
TOTAL: 140 hours + 2 rounds of testing:		\$5,400.00

All assets defined within shall be provided by the client, otherwise an additional charge of \$30/hr for gathering additional assets will be added.

Disclaimer: This site is designed to work of Chrome 34, Firefox 27, Safari 5, and up. As XHTML and CSS3 were used in it's design, it is likely that older versions of these and other browsers will display it correctly, however this is not guaranteed.

Target Audience

Individuals and small independently owned businesses, more specifically geared toward artists, musicians, filmmakers, etc. I hope to work with creative people and groups who may have previously only used social media sites (such as Facebook, Tumblr, and Twitter) or web templates (for example WordPress or Wix) who are looking for a more unique, custom-created site for their brand, products, or services. The size of the potential available market is difficult to determine, but there are thousands of independent bands and artists who could benefit from this product.

Benefits to Customers –

1. A product that is designed specifically for them and their needs.
2. Someone they can work with who will listen to their ideas and is willing to try different approaches to get the desired result.
3. Someone who is flexible, and willing to collaborate but is also able to work completely independently.

Content

Everything used in this site will all be content that was created by me over the course of my education at Ai, which I will maintain. I will be updating the content and designs of my projects over the course of this quarter, and the portfolio site itself will be updated with more content and additional projects as I complete them.

Home Page -

- Social Media Icon links
- Brand Logo
- About
- Favicon
- Link to Projects page
- Contact information
- Contact form

Projects Pages -

- Navigation/Thumbnails to projects
- Link back to main page
- Images from project design
- Links to live sites

Resume -

- HTML resume
- Download links for PDF and DOC resumes