

**(Multimedia Company Name)**

Creative Blueprint

<b>CLIENT</b> Time 4 Teens	<b>DATE</b> July 25, 2008
<b>JOB DESCRIPTION</b> Redo Web site Design	
<b>JOB#</b> N/A	<b>DEADLINE FOR COMPLETION</b> August 21, 2008

**OBJECTIVE: WHAT IN THE BROADEST SENSE SHOULD WE ACCOMPLISH WITH THE DESIGN?**

To give the existing graphics more pizzazz by integrating Flash animations and making the site more visually fun and appealing to teens.

**TARGET: WHO DO WE WISH TO REACH AND INFLUENCE?**

The target audience is any teenager in the United States, ages 13 to 19 years of age.

**DESIRED RESULT: WHAT EFFECT SHOULD THIS DESIGN HAVE ON THE TARGET AUDIENCE?**

The desired result of the new and approved design, would be to entice teenagers and get their attention so they can feel more comfortable about visiting this site, to get help.

**TONE/PERSONALITY: WHAT KIND OF FEELING SHOULD BE COMMUNICATED TO THE VIEWER?**

Friendly, warm, fun, and trustworthy feeling.

**TEMPO: WHAT WILL BE THE DELIVERY CHARACTERISTICS OF THIS DESIGN**

Splash Intro page depicting text based animation of such words as: love, trust, help, friendship, sharing, honesty, etc. Main menu will contain top navigation buttons so visitor can have access to entire site. There will be animated artwork, and colorful images distributed throughout the site. Skip Intro button to be included.

**TECHNICAL REQUIREMENTS: WHAT TECHNOLOGY WILL BE REQUIRED TO CREATE, DELIVER AND VIEW DESIGN?**

Dreamweaver, Flash, Photoshop, and Illustrator.

**CONTENT: WHAT SPECIFIC ASSETS WILL BE REQUIRED FOR THIS DESIGN? (IMAGE, TEXT, OTHER)**

I will use a lavender based color as my background for all pages, lavender has a very relaxing and content feeling to it. Comic Sans MS will be used for the top navigation buttons, title, and headlines. Arial will be used for all content. These two types of font are very fun, readable and "teenage" friendly.

**COMPETITIVE ANALYSIS: HOW WILL THIS DESIGN DISTINGUISH CLIENT FROM THE COMPETITION**

This is a nonprofit organization, so there will be no competition.

**OPPORTUNITIES/CAVEATS: WHAT SHOULD WE BE AWARE OF THAT WOULD AFFECT OUR DESIGN DECISIONS?**

I am hoping that all goes well and that I have enough time to complete the design.

**BUDGET: LIST POTENTIAL COSTS/EXPENSES AND SUGGESTED BUDGET: CONTENT AND LABOR**

There will be no budget since this is a nonprofit organization. The artwork will be submitted by the teenagers.