

## (A6) Research Assignment- Pre-Production

Pre-Productions- What is Important?

In the Pre-Production phase of a web project an enormous amount of planning is required. You must be able to assess the needs of the client, and develop ideas as to how to present your client's website to the world. Although we will not be determining a budget to use, we will collect and organize the functional requirements of the website, and create a form that reflects the creative briefing used with a potential client.

What kind of information is important for this kind of planning? Create a simple form in WORD (or if you are bold-in Dreamweaver) for a potential client. The form **MUST** collect the kind of information vital to really understanding what a client needs. Consider it a creative brief, a survey, or a tool for gathering the kinds of information (these are just some of the possible directions, you may come up with additional concepts you find **IMPORTANT** to complete a job)

1. Keywords that will describe the clients site (6 words)
2. Description of their site content
3. Design features they desire
4. Contact & Account Information
5. Theme or Color scheme for the site
6. View the example provided

Following the survey or client information sheet should be a basic flow chart of a website structure. What basic elements go into the flow chart that are common to all clients, what areas would you leave blank for the client?

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Criteria for grading...

Is it a at least one full page?

Do you collect information that is vital to having a sensible website?

Does your form collect contact info?

Does your form collect information related to the tone of the site?

Is it well organized?

Is it professional?

Is it legible?

Does it make sense?