

DESIGN BRIEF

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CREATIVE BRIEF

PROJECT BRIEF TITLE: Design and develop a responsive website

CLIENT NAME: Jore Designs

CONTACT NAME: Regina Gyaaba Ghunney

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CONTACT NUMBER: 0545357655

DATE: 28th April, 2023

OVERVIEW

Jore Designs is a graphic design and advertising company that creatively brings ideas into reality and help promotes brands.

WHAT WE DO: We are into designs,printing and photography.

GOALS AND MISSION: We are passionate about designing and creativity to help solve problems. We look forward to helping clients solve their problems build our portfolio and attract new clients.

PROJECT DESCRIPTION

As part of advertising and promoting our brand we would like to design and develop a website to make our services known and also interact with current clients and attract new clients. The website would contain 5 pages which includes Home, About Us, Our Works, Contact and a Video page for promotional Ad Videos. The videos will be embedded in our website. Also contain a downloadable design brief and a working contact.

COLOURS AND TONE OF VOICE

We would like you to work within the colours of black and white respectively **ffffff** and **000000** and a little touch of gold. It should be creative and unique. The language used should be corporate and very persuasive. It should also prove we are experts and we know what we about.

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TARGET AUDIENCE

We want to appear to other potential clients through social media and maintain our old clients.

COMPETITORS

Kaydin Studios

the Design Periphery

Junique Artistry

R n C Studios

BUDGET

Website Designing - **2500 Cedis**

Hosting - **100 Cedis**

TOTAL - 2600 Cedis

DELIVERABLES

A five page website design, a downloadable Design Brief and a video about the company.

TIMELINE

We would like to start the project with idea development on 11th April, 2023 and see the round of ideas, develop prototype by 17th April,2023 and develop the prototype if approved by 25th April, 2023. Deliverables should be ready by 28th April,2023.

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