

Project Brief Assignment

WEB DESIGN FOR SQUARESPACE



Web Design for Squarespace

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Project Brief

Instructions: For the project brief, answer as many of the 8 questions as you can about your website idea. This will help you clarify your goals and set a solid foundation for your project. You can write on the handout sheet, you can answer questions in an email to Instructor or write out on a google doc, select whatever format you prefer to complete your project brief.

1. What type of website do you want to create - blog, online store, charity, portfolio, other?

2. What are 2-3 images for your website?

Describe images in a few words such as portraits, product images, landscape, artistic.

Other ways to explore:

You can go to pexels.com and select images to download for free.

You can create a pinterest board of images or a moodboard.

3. How many pages will your website be ?

A standard website might have 5-7 pages or you can create a one page website with 3 sections.

4. What 1-3 websites are inspiration for your project?

You can refer to your Favorites assignment for this one!

5. What custom domain might you use?

For ideas you can go to <https://domains.squarespace.com> to search, for example put in studentideasfortoday.com

6. Describe in 2 sentences who your website is for, who do you want to visit your site?

7. List keywords that might help someone find your website in google.

Examples of keywords such as "Best Portland DJ" or "Healthy Pumpkin Chai Recipe"

8. Describe your website content in a few words.

For example, if it is a portfolio website then it would include body of work descriptions and mockup images or if it's for a podcast, it would include episode descriptions and links for each episode, and a newsletter sign up.