

Web Project Brief

Background Information

The website I am creating will be beneficial to show my future employers. My website is entitled “XXXXXX XXXXX”, which is fitting. The entire website is about my experiences as a student at the University of South Alabama. I have five pages on my website. These include: Homepage, Contact, Study Abroad, Future, and About Me. Each page contains information that will showcase the important details of my life. This website contains personal information, as well as information about my education. The goal is to give my future employer an overview of who I am as a student, person, and this will persuade them to hire me.

Goals

The goal of my website is to present myself in a professional manner. I want future employers to have access to my site. This will give them a more indebt view of who I am. In the world today, resumes are not enough. Employers see countless portfolios, resumes, and cover letters. This website will show that I am well acquainted with technology, and separate me from other applicants.

Purposes

The purpose of my website is to highlight what makes me a good employee or intern. I have studied abroad, and this shows my dedication to the field of Strategic Communications. Also, it gives me a skill set for dealing with international campaigns. The “About Me” page will show the employer that I am an honest person who loves life and is looking for a quality position.

Audience

The audience for my website will be anyone who has access to a computer. However, my target audience will be my future employers. This website will be beneficial to companies who are looking to hire me as an intern, because it highlights my academic achievements.

Design

The design of my website is simple and professional. The fonts are easy to read, and I have added many images. Each image has a caption and a border, which makes the website look streamlined. The color scheme I have chosen is very soft with light colors and simple graphics. I want the reader to feel relaxed and at home when viewing my website.

Timeline:

- **October 4th**- Complete all website pages and customize template
- **October 11th**- Complete all images, and texts for each page
- **October 18th**- Complete linking each page back to the homepage
- **October 25th**- Complete integration of copyright information
- **November 1st**- Complete integration of social media
- **November 8th**- Progress report due on Sakai
- **November 15th**- Proof read site and add contact information on each page
- **November 22nd** Complete PowerPoint presentation
- **November 29th** Presentation

Visual Representation:



