

DESIGN BRIEF:

Responsive Website for Multimedia Firm

Organisation Overview:

Name: Avocado FxGh

location: Bortianor-Greater Accra Region, Ghana

Mission: To deliver cutting-edge multimedia solutions that elevate brands and engage audiences across digital platforms.

Objectives:

Create visually stunning and immersive websites that reflect client brand identity and values.

Increase user engagement and conversion rates through intuitive design and seamless user experience.

Empower clients with tools to manage and update website content efficiently.

Enhance client credibility and competitive edge in the digital marketplace.

Scope of Work:

The organisation will have a responsive website completely designed. To make sure that visitors can readily access relevant information, this includes creating dedicated pages covering various sections such as services, portfolio and contact data.

Offer a range of services including: Custom website design and development, Integration of multimedia elements (videos, animations, interactive features), Responsive design for optimal viewing across device.

Organisation Guidelines:

Use of official logo for brand recognition. The logo should be prominently featured on the website's homepage and possibly on other key pages to establish a strong visual presence and instill trust and credibility among visitors.

Use of colours should reflect the organisation colours and any relating colour being it tint or shade of the organization colours.

Use of images provided by the organisation or trusted website for imaging relating to the concept of the organisation.

Use of typography should be readable and clear to ensure clients to easily consume content and navigate the website without distractions or readability issues.

Design Requirements:

1. Five pages such as home, about, services, show reel, and contact.
2. Professional and visually appealing design that reflects the organization values and identity.
3. Intuitive navigation structure for easy access to information.
4. Mobile-responsive layout ensuring seamless browsing on smartphones, tablets, and desktops.
5. Integration of multimedia element (video) to showcase organization works.
6. Organizational contact data.

Budget:

- Transparent pricing based on project scope, complexity, and client requirements.
- Offer competitive rates while maintaining quality and efficiency.
- Provide options for additional services such as hosting, maintenance, and ongoing support.

Approval Process:

- Clearly defined review and approval stages for client feedback and revisions.

For further enquiries or clarification, contact (Daniel Hammond -0554524562) project designer.

References:

Images:freepik.com

Media: Past multimedia projects from Avocado FxGh.