

# VC 375 – Designing for the Web

Cazenovia College

## Website Design Brief

Name: \_\_\_\_\_

What is the product/brand/website you are promoting?

What is the name of the brand/company?

Who is your target audience?

Ages:

Gender(s):

Ethnic Group(s):

Geographic Locations (cities, states, countries, regions):

What is the brand/companies slogan or mission statement?

List 5 sources of research and why you like them

What content will your design include (what type of copy, what web pages, etc.)