

VC 475-01 – Advanced Designing for the Web

Cazenovia College

Website Design Brief

Name: _____

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

What is the name of the brand/company?

Who is your target audience?

Ages:

Gender(s):

Ethnicity:

Geographics 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.)