



Web Development Spec Sheet

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If you have questions Please call (310) 424-5301

Please briefly describe your project or short-term and long-term goals with your site:

I. DESIGN:

A. CONCEPT TYPE

Please circle the design concept type that best describes the web site you would like to build:

- Minimalist – Driven by clean, simple typography and minimal use of photographic and/or treated original elements. Use of simple/clean graphics. Minimal or no treatment to provided imagery.

EX: <http://kreatliv.com/portfolio/web/9.php>

- Graphical – Driven by use of treated imagery and/or photos (i.e. cut out of background and/or retouched), treated typography and an overall presence of graphical elements.

EX: <http://kreatliv.com/portfolio/web/23.php>

- Original Art Graphical Design – Medium to heavy use of original conceptual art graphics and an overall presence of unique and/or original artwork and use of medium to heavily treated photos and imagery.

EX: <http://kreatliv.com/portfolio/web/20.php>

- Information Design - Any of the above accompanied by the use of overall informational design. Driven by layout and visual organization of data.

EX: <http://kreatliv.com/portfolio/web/3.php>

B. EXAMPLE DESIGNS

Please provide three (3) example web sites that give a similar feel and/or contain elements that you like and would like your site to be inspired by. (this is not limited to just web sites, you can use any design/graphical imagery, i.e. magazine, CD covers etc. – Please provide examples):

1) URL: _____

What you like about this site:

2) URL: _____

What you like about this site:

3) URL: _____

What you like about this site:

C. COLOR PALLET

What color pallet would you like to be used on your site? (Please provide at least 3, i.e. 20% black, 70% White, 10% blue): _____

What colors (in general) do you like? _____

What colors do you dislike? _____

D. LOGO DEVELOPMENT

Does your project require branding? Do you have an existing logo or will you need one designed for you? _____

If you will need development/design of a logo, would you like it to be iconic in nature, typographic in nature or a combination of the two? _____

II. SITE SECTIONS/FEATURES:

A. MAIN NAVIGATION/SECTIONS

Please provide a list of the sections (site navigation) that you would like on your web site (i.e. Home, Galleries, About Me, Bio, Store, Blog etc)

- | | |
|----------|-----------|
| 1) _____ | 6) _____ |
| 2) _____ | 7) _____ |
| 3) _____ | 8) _____ |
| 4) _____ | 9) _____ |
| 5) _____ | 10) _____ |

Please briefly describe each section of your web site and how you would like it to function (i.e. future/scheduled posting, admin tool for updating on your own, archived? and if so how, by what, type of files to be shown: mov, flv, swf, jpg if applicable):

1) Title: _____
Description: _____

2) Title: _____
Description: _____

3) Title: _____
Description: _____

4) Title: _____
Description: _____

5) Title: _____
Description: _____

6) Title: _____

Description: _____

7) Title: _____

Description: _____

8) Title: _____

Description: _____

9) Title: _____

Description: _____

10) Title: _____

Description: _____

A. FOOTER NAVIGATION/SECTIONS

Please list your bottom information/static (footer) navigation/sections (i.e. contact, faq, privacy policy, webmasters or affiliates etc.):

1) _____

5) _____

6) _____

7) _____

2) _____

8) _____

3) _____

9) _____

4) _____

10) _____

III. LOGISTICS:

Do you currently have a live web site? If so, what is the URL? _____

If not, have you chosen and purchased a domain? _____

Do you currently have a hosting account? If not, do you have a preference for your hosting provider? _____

Is your web site a membership/subscription site? _____

Will you be selling hard goods on your web site? _____

Will you be selling digital downloadable or streaming goods on your web site? _____

Do you have a merchant account? _____

Do you have a payment processor and/or gateway? If not, do you have a preference of vendor? _____

IV. COST:

Do you have a budget for this project and if so, what is your budget? _____

Name (print)

Signature

Date

Email Address

Phone Number

Please fax signed spec sheet to Jessica Amen (866) 690-6761