

## DESIGN BRIEF FOR JYNQX IMPRESSION WEBSITE CREATION

A design brief helps to outline the entire composition and arrangement of elements of a project. For a design project, the design brief becomes an essential communication tool. Without it, projects typically end in turmoil. With a brief, you have a single guiding document for your whole design process regardless of whether you are a design agency or a corporation commissioning the design.

<b>PROJECT TITLE</b>	Website creation
<b>GOAL</b>	To communicate and create awareness about an organization, the services and products we offer
<b>DETAILS OF PROJECT</b>	Five pages website with promotional video and contact form linked to organizational email. The organization's home page, index.html, as well as the pages for its portfolio, client testimonials, and contact information are among the five pages. These are the primary pages that the project's designer chose, and they are all linked to one another for convenience of use.
<b>TARGET AUDIENCE</b>	The general public
<b>AGE</b>	All ages
<b>GENDER</b>	Males and females
<b>VALUES</b>	Anyone interested in adding a touch of beauty and class to his/her makeup
<b>DESIGN REQUIREMENTS</b>	To be created with the intention of raising awareness of the organization's goods and services and increasing internet support for them. Additionally, it should be possible for the entire public to access the mounted information. The designer intended for this website is to fulfill the management's requirements and the site should be successful when used.
<b>TIMEFRAME</b>	Within four weeks. The site will also be upgraded each year after the organization has hosted it for people to access the site.

<b>COMPANY'S PROFILE</b>	
<b>MISSION</b>	To create beautiful and classy accessories which adds to people's beauty
<b>VISION</b>	To serve all and sundry which it comes to crafting or producing beautiful hair accessories and also be able to meet their needs when it comes to beaded items eg. bracelets, headbands etc
<b>COMPANY'S NAME:</b>	JYNQX IMPRESSIONX
<b>CONTACT'S NAME</b>	Joycelyn Nyan Quansah
<b>CONTACT'S POSITION</b>	C.E.O
<b>MAIN SERVICES</b>	<p>We create and produce</p> <ul style="list-style-type: none"> <li>❖ Fascinators</li> <li>❖ Beaded headbands</li> <li>❖ Customized bead bracelets</li> </ul>
<b>COMPANY COLOURS</b>	Orange and yellow(#e85d04 and #ffc603)
<b>ORGANIZATION'S LOGO</b>	