

Design Brief: Responsive Portfolio Website for Ampong B Werx

Client Overview: Ampong B Werx is a creative agency specializing in graphic design, web development, and digital marketing solutions. With a focus on innovation and quality, they deliver tailored services to clients across various industries. The client seeks to establish a robust online presence through a dynamic and visually appealing portfolio website.

Project Objectives:

1. Develop a responsive portfolio website for Ampong B Werx with a minimum of 5 pages.
2. Integrate a promotional short video from YouTube showcasing the organization's services and achievements.
3. Ensure the website's root folder does not exceed 25MB to optimize loading times and performance.
4. Reflect the creativity, professionalism, and versatility of Ampong B Werx through the website's design and content.
5. Provide a seamless user experience across all devices and screen sizes.

Key Features:

1. **Homepage:** Welcome visitors with an engaging layout featuring highlights of Ampong B Werx's services, recent projects, and a call-to-action section.
2. **About Us:** Detail the company's history, mission, team members, and values to establish credibility and build trust with potential clients.
3. **Portfolio:** Showcase a selection of the organization's best work, including graphic design projects, website designs, and digital marketing campaigns.
4. **Services:** Present comprehensive information about the services offered by Ampong B Werx, including graphic design, web development, branding, SEO, and social media marketing.
5. **Contact:** Provide multiple contact methods, such as a contact form, email address, phone number, and physical address, to facilitate communication with clients and prospects.

Design Guidelines:

1. **Visual Aesthetics:** Create a modern and visually captivating design that aligns with the organization's branding and values.
2. **Color Scheme:** Utilize a cohesive color palette that reflects professionalism, creativity, and innovation.
3. **Typography:** Choose clear and readable fonts for improved accessibility and user experience.
4. **Imagery:** Incorporate high-quality images and graphics to enhance visual appeal and showcase the organization's portfolio.
5. **Navigation:** Implement intuitive navigation menus and user-friendly interface elements to facilitate easy exploration of the website.

Technical Requirements:

1. **Responsive Design:** Ensure the website adapts seamlessly to various devices and screen sizes, including desktops, laptops, tablets, and smartphones.
2. **Optimized Media:** Compress images and videos to reduce file sizes and improve loading times while maintaining visual quality.
3. **SEO-Friendly:** Implement SEO best practices, including meta tags, headings, and descriptive content, to enhance the website's visibility and search engine rankings.
4. **Cross-Browser Compatibility:** Test the website across multiple web browsers, including Chrome, Firefox, Safari, and Edge, to ensure consistent performance and functionality.
5. **Security:** Implement security measures, such as SSL encryption and regular backups, to protect user data and website integrity.

Timeline:

1. **Research & Planning:** 1 week
2. **Design & Development:** 4 weeks
3. **Testing & Optimization:** 1 week
4. **Deployment & Launch:** 1 week

Deliverables:

1. Responsive portfolio website for Ampong B Werx with a minimum of 5 pages.
2. Embedded promotional short video from YouTube showcasing the organization.
3. Root folder not exceeding 25MB.
4. Documentation including design specifications, technical details, and user guidelines.
5. Training session for client personnel on website maintenance and content management.

Budget: The budget for this project is to be discussed and finalized based on the scope of work, complexity, and additional requirements identified during the development process.

Client Approval: This design brief is subject to client approval. Any revisions or modifications should be communicated and documented accordingly.