

# **Design Brief – Web Design for CNBC Creative Solutions microsite**

## **Job Type**

Web Design (New Website)

## **Task Description**

CNBC Asia's newly formed "Creative Solutions" team, based in Singapore, offers clients customized and integrated on air and on –ground turn – key 360 solutions, tailored to client's objectives, allowing for closer integrated brand messaging.  
This is the new website for this team.

## **Target Market(s)**

Corporations, businessmen, C-level executives

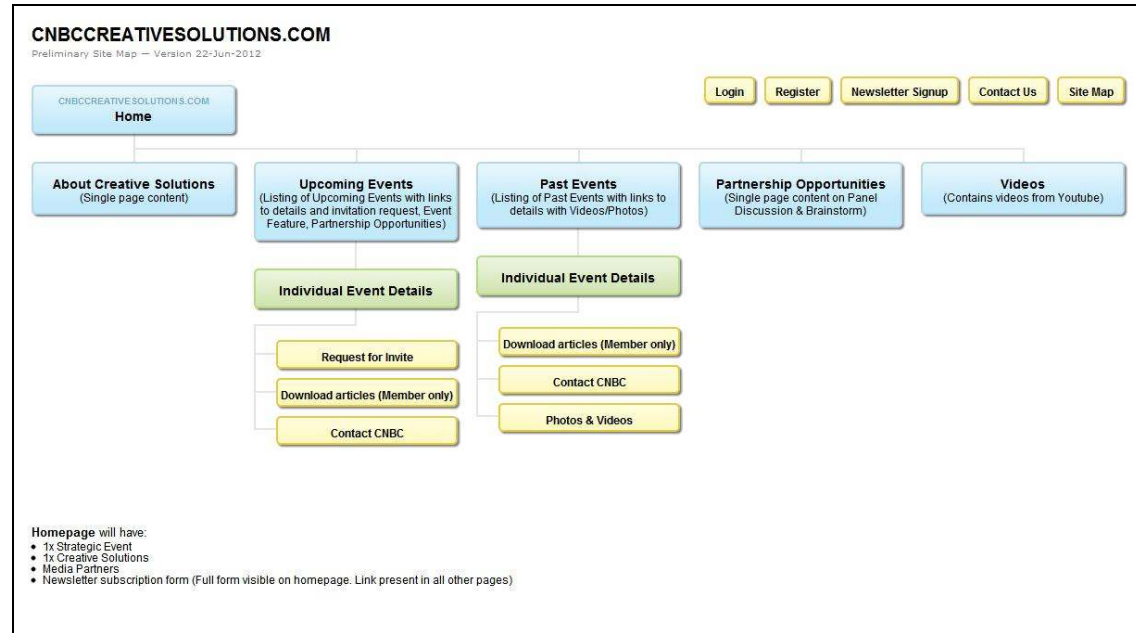
## **Look and Feel**

- Corporate
- Serious but interesting
- Colors from logo and/or cnbc.com

## **Requirements**

1. **Required pages for design contest**
  - a. Homepage (please submit homepage for concept approval first. Upon approval, then we will require the following pages)
  - b. Homepage with floating (lightbox) layer for registration forms
  - c. Upcoming Events (Event listing page)
  - d. Individual Event Page
2. Main menu must include 6 key tabs:
  - a. Home
  - b. About Creative Solutions
  - c. Upcoming Events
  - d. Past Events
  - e. Partnership Opportunities
  - f. Videos
3. Other links to be included
  - a. Login
  - b. Register
  - c. Newsletter Signup
  - d. Contact Us (can be in footer)
  - e. Sitemap (can be in footer)

## Reference sitemap for navigation menu:



<http://mocks.clicktrue.biz/cnbccreativesolutions/sitemap/>