

WEBSITE DESIGN BRIEF

Date: 23 April 2014

CLIENT OVERVIEW

Business Name:	Australian White Suffolk Association
Business Outline/Overview:	The White Suffolk is an Australian sheep breed developed for Australian conditions that focuses on prime lamb (meat). The Australian White Suffolk Association helps to market, promote and educate people about the advantages of the breed.
URL/Web address:	http://www.whitesuffolk.com/ Registered? Yes
Do they have an existing site	Yes - we are designing a fresh modern design (new page template)
Client contact details to be included on their website:	

Address	PO Box 108, Goodwood, SA 5034
Phone Work	08 8210 5231
Fax	08 8231 4173
Email	whitesuffolk@gmail.com

STAGE 1: DEFINE PURPOSE OF WEBSITE

Task: Have the end in mind – what are we trying to achieve??

Explain what you hope to achieve with your website:

eg sell a product, advertise a service, provide information to customers, find new customers, interact with others, build a community

Provide resources and information that is easily accessible to White Suffolk Stud Breeders (upcoming events, news, useful links, contact details, sire and ewe details, and latest industry developments).

Provide information to the general population that is interested in learning about the White Suffolk breed and its advantages.

Identify your target market – who are they, where are they, what do they need?

- White Suffolk breeders in Australia
- Commercial sheep farmers who are interested in or use/buy White Suffolk sheep
- People interested in learning more about the breed

STAGE 2: WEBSITE DESIGN

Task: Following is the information needed for us to **Design a Mock Up** to show you

Design Notes

General overview

- Current website is: <http://www.whitesuffolk.com> however we need to create a fresh new look for website.
- Please use new logo – see attached.
- Please change colour scheme so that green and yellow are still included but only as highlight colours – want the feel to be more neutral – use white and a charcoal colour as main colours.
- Include a main content area (for few paragraphs of text) and it is OPTIONAL to include sidebar area (can be left or right). In the main content area show how heading, paragraph text, links etc should look like.
- Please read 'Our design principles' at the bottom of this brief before you begin.

Header

- Include new logo (on left) and then words 'Australian White Suffolk Association' across the rest of the header.
- Underneath this include a landscape rolling landscape (see image attached for mock-up)

Menu

Use a horizontal menu bar, in mock-up include the pages:

Home

About

- Breed
- Genetic Testing

Search

- Member
- Stud

Member Services

Stud Pages

News

Sales

Links

Contact

Please show in your design how a drop down menu could look, along with active page and visited page effects.

4 BUTTONS

Please design some graphical buttons that will sit on the home page as links to pages they want to highlight. These can either go across the page width within the design or in a sidebar (if you have a sidebar in your design).

The buttons are:

- 1) **Prime Lamb Helpline** – this is just a collection of resources see the current page:
<http://www.whitesuffolk.com/pages/prime-lamb-helpline.php>
So design a button images that symbolizes this.
- 2) **Events** – Design a button to symbolize events ie calendar icon etc
- 3) **Members** – This button will need to have 2 places to click through within it using the terms : 'Members Resources' and 'WebManager Login'
- 4) **Latest News** - Design a button to symbolize this.

SPONSORS

Include and area for a rolling banner – ie <http://www.herefordsaustralia.com.au> (you will see that have a 'Members Advertisements' area) or <http://www.mackillopgroup.com.au/> (if you scroll down they have as 'Sponsors' area in the footer)

FACEBOOK ICON

This can be included anywhere in the design

FOOTER

Please include the lines 'Copyright Australian White Suffolk Association' and 'Website design and development by Bizboost'

OPTIONAL - include contact details (from first page of this brief)

There is a lot to include in the design so please make sure overall design still looks nice and neat, not too busy and cluttered - so make sure it is well balanced and ordered. Also don't include any other areas or ideas as this is all the extra functionality the client is after.

WEBSITES THE CLIENT LIKES

<http://www.healthymurraylands.com.au/> - like the overall design and the buttons down the left hand side

<http://www.herefordsaustralia.com.au/Home.aspx> - overall design is too cluttered but they like the 4 buttons across the bottom – member login, sales catalogues etc.

<http://www.ruraldirections.com> – like the look and feel of this design – nice and clean

OUR DESIGN PRINCIPLES

For our websites, designer needs to keep the following in mind:

1. The navigation/menu must be text and not an image, although it can have an image background – so that the content manager can easily change the menu title from the 'backend.' For the menu use a web safe font or a font that has a Webfont Kit available (please provide webfont kit files or details if relevant).
2. We like websites that are simple and easy to use – not too much 'clutter' on the page. So people do not get confused about where to look first. Easy to navigate and quick to load.
3. Do not use too many font styles – keep it all consistent
4. Do not use too many different colours on a page unless the brief specifically asks for it. Keep to a limited colour scheme for text.
5. Design for a 1024 wide screen – so there is minimal scrolling down and no scrolling sideways needed. Include a background design.
6. Ensure that the header does not take up too much of the page – on some sites we have viewed on a wide laptop screen, when you navigate to another page you cannot see anything changes because the header is taking up the whole screen – eg <http://www.collinsvillestud.com.au/> (not our design!!). Please make sure the overall header height is not more than 400 pixels deep.
7. Increase the line spacing to improve readability. Putting some space after each line gives it some breathing room and makes it a lot easier to read (but not too much space!). Make sure your pages are not all copy - break them up with headings and subheadings, white space, images, side-bars (but don't go overboard – remember not too much clutter).

8. Optimum Load Time - keep file sizes small and make sure your designs are optimized for the web. Many of our clients have audiences in rural areas of Australia and they may not have the fastest internet connections.
9. We prefer logo to be left in the header or centered (not right).
10. Please include the following formatted text in the mockup and final html/css to display the css settings:

Header One

Header Two

Header Three

Header Four

Lorem ipsum dolor sit amet, [consectetur adipisicing](#) elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

- Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
 - 1. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
-

11. Please make sure your PSD is well organized and tidy. Please group elements into Header, Menu, Main Content Area, Sidebar, Footer – or something similar to this. Also please specify the fonts used in the PSD when you send through the file.