Peacock Designs

BLITZ MAGAZINE WRITTEN PROPOSAL

March 28th, 2013

Dear Sir or Madam

After our interview we conducted recently I now have a firm sense of direction with the creation of your website.

My research shows that your target audience is most males between the ages of 16-36 and I intend to cater for both your current audience whilst also enticing potential new readers (particularly females) so I intend to create a design that appeals to both with a simplistic lay-out combined with neutral colours.

The design will be innovative and vibrant and will certainly be eye-catching to your computer savvy target audience, it'll keep up with the identity of your covers and the website will have a gritty feel to it. I intend to keep with your theme of using a dark grey, a light grey and red. Instead of boring your audience with large blocks of text, I intend to visually stimulate them with a combination of photos and small amounts of text. I'll use your logo as the focus of the banner, in order to keep the feel of the website the same as magazine.

I will also include links to your social networking pages (Facebook, Twitter and YouTube), as it is the best way to be interactive with your costumers. The icons will be rather prominent on the page but not the point that it detracts from the websites cosmetics.

The ultimate goal of the website is to entice new readers however I do not want to alienate your current loyal readers. The overall theme of the website will not differ too far from the magazine. Industry standard programs Adobe Fireworks CS5 and Adobe Dreamweaver CS5 will be the used to carry out the task and I am very confident in delivering you a website to meet your requirements and needs.

Sincerely,

Jack Peacock

Peacock Designs