

To whom it may concern,

I am writing to you, to confirm my understanding of the project at hand from our previous conversation, and to inform you of my ideas for the project and the path I'm planning to take.

I understand you are a small Melbourne based company, who produce the music magazine Blitz. Your web site will reflect your unique, local feel, while still looking professional; I will do this by including unique, local photos and having a clean, simple layout. I will use crumpled paper or photos that appear glued to the page, in my design, to give the site a raw, grungy feel.

I am aware that the reason you wish to have a web presence is to boost sales, by enticing potential advertisers, informing your 'off the shelf buyers' of the benefits of subscribing, and by being found nationally and internationally under the search, 'Australian music'.

I will design your site so it works cohesively with your magazine. I will do this by using two grey colours and one feature colour, as you do in your magazine. For each of the 3 or 4 pages the feature colour will be different, I will use blue, purple and orange. The design will have a slightly gritty edge while still looking clean and professional, so not to exclude a conservative audience.

I understand that currently your main audience is males between the ages of 16-36, furthermore I have done some research and found that your target audience live close to the city and are of a middle or upper class. I am aware you are trying to expand your audience, and are attempting to attract more female readers through fashion and gossip articles. I will choose appropriate photos and colours to avoid making the site gender specific. For the main page or the first page, the bold colour will be light blue as it is often featured on social networking sites, which are generally designed not to be gender specific.

I will design for you a unique site that represents your small Australian business and love of music.

Regards,

Kelly on behalf of PECK web design

