

Dear Sir/Madam

The following proposal summarises the information we received at the meeting regarding 'Blitz' magazine. Please review this material carefully for our accuracy in interpretation, as it is the basis for the way we will approach developing your site.

PRODUCT BACKGROUND

'Blitz' magazine is a small business based in Melbourne, but your magazine is distributed to all major cities across Australia. You employ 4 staff members and get all your graphic design and publishing done by external companies.

TARGET AUDIENCE

The characteristics of your target audience is as follows:

Aged 16 to 36
Strong male audience
Extremely computer literate
Mostly city people
Low to mid socio economical statues
Mostly educated people
Heavily social people
Musicians
Advertisers
Producers
People with a particular interest in techno music

WEB SITE OBJECTIVES

This is a list of objectives you hope the website will achieve:

Increase audience, mainly female audience
Boost advertising sales by providing online information for potential advertisers
Increase 'off the shelf' sales by providing positive information about subscribing
To be found by people searching Australian music overseas

These objectives will be achieved by conservative yet young content. A subscription button will be incorporated to catch the reader's eye and give them more information about subscribing.

SITE STYLE AND APPEARANCE

Exciting, technology based with a night club feel but with recognition that prospective advertisers may be of the conservative nature
Grey and black colour pallet.
Easily accessible, fast and well organised navigation.

I plane on achieving this design style by using different shades of grey and black. The design will have In mind your conservative audience and will be clean and slick, not busy and cluttered. I also plan on pitching a redesigned logo because I believe that your supplied logo doesn't meet your target audience as well as it could.

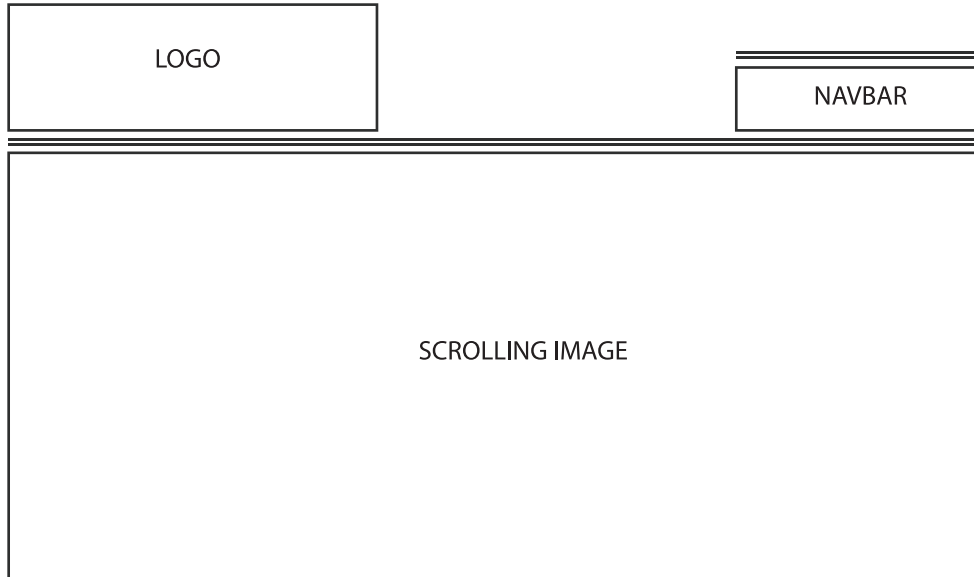
SITE SPECIFICATIONS

3 To 4 pages as appropriate
Live music web streaming

BLITZ Diagrams

The plan is to create a design with a high content to design ratio. I will be going with a black and white colour pallet and a clear and minimal layout. I will also place a clear and simple footer at the end of the webpage with info which will link to the about and proposal pages.

HOME PAGE



ABOUT PAGE

