

# CATT INDUSTRY

DESIGN · ILLUSTRATION · IT



PROPOSAL FOR  
'BLITZ MAGAZINE'

Dear sir/madam-

Thank you for sending me the proposal for your website Blitz.com. With all the information you've provided me, I feel as though we're ready to begin the final negotiations for the project's future outcomes.

Please review the material I've provided, as it is what I believe you want from both the website and myself. If there are any mistakes, misinterpretations or changes you'd like to correct, then please don't hesitate to inform me- for your sake and mine.

Your product, Blitz Magazine is an established physical publication that has been running print for about one year. With this in mind, the website will be designed to reflect your current brand/image, supporting your established corporate identity.

After reading your initial proposal, I've got a fair idea of your predominant target audience. To my knowledge, they are as follows-

- Aged mostly between 16-36
- Mostly Male
- Mostly computer literate
- Most of them live in city environments
- Low to medium socio-economic status
- Most have basic education
- Mostly social, 'party-goer' types
- Sizeable musician audience

Along with the target audience, I've got an idea on what you want the website to achieve. Here's a list of objectives I believe you want the site to achieve, and how I plan to achieve them-

- **Increase audience.** I believe this will be the simplest, as just by putting the site online will help get the Blitz name out to the world.
- **Increase female audience.** This is a good goal to have. I think we can achieve it by choosing a 'gender neutral' color scheme (keeping your current 'gritty' dark grey scheme in mind of course) like a neutral blue or red (we'll sort it out towards the design phase). We can also use images such as female rock bands on the main page, seeing as they A) appeal to a female audience, B) are appropriate on a 'rock music' website, and C) won't necessarily deter your current male audience.
- **Boost advertising sales.** By providing content and information on the site that people will *want* to visit will show advertisers that their products/services can also be seen on the pages. Placing banners/ads for our own Blitz content on the page could also show advertisers where their own ads could be seen on the site.
- **Increase print sales.** If we can get Blitz to be people's main source of music information, then they'll want to get as much Blitz as possible. With this in mind, we can inform users about the benefits of subscribing to the print magazine, and all the benefits that will bring.

- **Be found by users searching overseas.** If you want overseas users to come to blitz when they search for Australian music, then the method to achieve this is simple- have Australian Music content on the site. The more quality musical content, the easier it'll be to draw in readers searching for the content we provide.

In terms of aesthetics, I believe you want the site to have the following visual attributes-

- A 'gritty' feel that can be easily compared to the appearance of the current print magazine.
- Have a dark grey colour scheme, with at most one other featured colour.
- The iconic 'Blitz' logo. The logo will incorporate the aforementioned 'featured colour', and therefore its background may be altered slightly during development. Rest assured, if any alterations are made, it will still be recognizable as part of the Blitz brand.
- To be easily accessible from a web design perspective.

Finally, I've got an idea of the logistical specifications for your site. This is probably the most important thing to chase me up on if I've made a mistake, so let's make sure I've got these right-

- You want the site to have 3-4 pages, depending on whichever's more appropriate during development
- You also want to have live music streaming on your site, which we may need to add later if necessary.

To summarize, I'm going to design you a unique website that represents your brand and passion for music.

Best regards,

Ethan Catt

A stylized, handwritten signature in black ink that reads "CATT". The letters are bold and interconnected, with a distinctive loop in the 'A'.

~Head designer and  
CEO of Catt Industry

