

# Web Site Design Specifications

The following design specifications include everything you should know prior to beginning development and implement of your new Web site.

## Specifications For

Name of Project: \_\_\_\_\_

Contact Person: \_\_\_\_\_

## Purpose of Site

- Informational
- Marketing Products
- Advertising Services
- Personal
- Other (describe)

## Overall impression you want to convey

- Strictly Business
- Friendly, Light
- Humorous
- Other (describe)

## Titles of Pages in Site

Note: #1 is the Home Page. Its title will show on search engines. You also need a 'Site Map,' and an 'About' page.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_

9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_
15. \_\_\_\_\_
16. \_\_\_\_\_
17. \_\_\_\_\_
18. \_\_\_\_\_
19. \_\_\_\_\_
20. \_\_\_\_\_

Total number of pages in the site: \_\_\_\_\_

If you need more room, attach a separate piece of paper and continue numbering.

## **Text**

You may have up to 200 words of text on each page. A page is defined as all text and graphics that will fit on an ordinary letter size (8 1/2 by 11) piece of paper. We prefer your text be on a 3.5 inch diskette or zip disk in either plain text or ASCII format, but if you cannot provide a diskette, have all text neatly typed or printed by your computer on plain white 8 1/2 by 11 inch paper. Handwritten text is not acceptable. Text will be used exactly as submitted. Formatting will be followed as closely as possible within web programming constraints. Text pages that are to include graphics must allow space for those graphics and indicate where they are to be placed. No changes will be made without proper authorization and additional fees will be applicable. You must use a sans-serif fonts such as Arial for your site. All text and images should be indented once from the left.

\_\_\_ electronic text \_\_\_ USB \_\_\_ printed pages

## **Graphics**

All graphics are to be formatted in the PICT, GIF, JPG, or PhotoShop formats. They may be submitted on 3.5 inch diskette, zip disk, emailed, or sent as a color copy, negative or slide. Quality of color copies is not always the best and will be rendered as best as possible. Resolution need be no more than 72 DPI if image size is larger or the same as the size to be used on the web page. We recommend sending PhotoShop files so that we can perform the

necessary compression routines with our software. JPG files will be used “as sent” and must be at the correct size and compression when received.

- USB
- electronic
- combination
- slide
- color copy  CD

Please use the attached form to indicate the file name of your graphic and what page it belongs to. Make additional copies of the form as needed. Also include a layout page indicating where the graphics are to be placed. A simple sketch indicating the positioning of the identified graphics will be sufficient.

## **Project Title**

This graphic will appear on the Home page only. It identifies your company in a unique way. You can use all of the standard web colors and design it anyway you like. You may want to have a smaller version of your logo on all of the other pages.

Choose what you want in your company title:

- Company logo
- Product drawing or photo
- Text
- Other ideas (describe)

## **Navigational**

Each page will have a graphic (smaller than the Company Title) at the top of the page which will include a description of the page and provide for navigation back to the homepage. The colors and text typeface will be similar to those in the masthead. Choose what you want in your top-of-page graphics:

- Company logo
- Product drawing or photo (send as described for logo)
- Text (links such as: Home | Site Map | About | Contact)
- Other ideas (describe)

## **Background**

Backgrounds lend a distinct “look” to your pages. They should be understated and simple otherwise they may render your page difficult to read or be distracting. A Background can be a texture, solid color, or a graphic which is screened back to give a “watermark” look. Describe the background texture or color you want for your pages. For textures, just describe the texture (material, wood grain, clouds, marble, etc. For solid color backgrounds or texture, you can pick from all of the standard web colors. You may submit a texture graphic to be used.

Texture

---

Color

---

Graphic

---

## **Bullets and Dividers**

Bullets can be round, square, octagonal, or other shapes, and can be any standard web color. Dividers can also be colorful, and can have square ends, round ends or patterns in them. Describe below the bullets and dividers you would like to use. If none are chosen, bullets and dividers will be the default styles of whatever browser the viewer is using.

Bullet style \_\_\_\_\_

Divider Style \_\_\_\_\_

## **Links**

You must provide the full URL address (<http://www.address.com>) for any sites you wish to link to, the number of the page on which it should appear, and the text or graphic to be used to identify the link. If you need more room, attach a separate piece of paper and continue the numbering scheme.

### **Web address**

Page number

Link 1: \_\_\_\_\_

Text or Graphic \_\_\_\_\_

Link 2: \_\_\_\_\_

Text or Graphic \_\_\_\_\_

Link 3: \_\_\_\_\_

Text or Graphic \_\_\_\_\_

Link 4: \_\_\_\_\_

Text or Graphic \_\_\_\_\_

Link 5: \_\_\_\_\_

Text or Graphic \_\_\_\_\_

Link 6: \_\_\_\_\_

## Sound and Animation

I do not want sound

I want sound (describe)

I do not want animation

I want animation (describe)

## Search Engine Specifications

Web search engines require descriptions and key words for your site. A 25-word (200 character maximum) sentence describing the site and any number of keywords viewers might use to find the site will help potential visitors find you.

Descriptive Sentence:

---

---

---

Keywords:

---

---

---

Further Instructions

---

---

## Client provided graphics

If you are sending your graphics files on a diskette, please indicate the name of the graphic file on the left side of the chart below and the page number(s) (as referenced in "Titles of Pages in Site") on which the graphic will appear on the right side of the chart. If you are sending drawings, photos, negatives, or slides to be scanned, identify each with a number on the back of the image, slide mount, or place a numbered "yellow sticky" on the back of each graphic.

