

Meeting the client

What to ask

Who the target audience is – would the site be for clients / funders both

What information should be included in the site /
Show the clients the example storyboards

This should all be available on disk

Roughly how this is to be structured

Collect examples of previous publicity – i.e. leaflets, newsletters, poster, annual reports

Any graphics that are to be included on the site either as
Disk or hard copy

Any digital photos they would like to have included

If the client has computer / e-mail / internet facilities

Storyboarding

Sketching ideas

Sketch out at least 5 ideas for the principle page

Exhaust every possibility, think about:

- Entrances or splash screens
- Main images
- Navigational devices

Experiment with:

- type
- colours
- layers
- textures
- emotions???
- collage
- headline effects
- shadows

Think about who the client is and what type of environment they might want to be in

Visit web sites they like

Look at magazines they like

Find a theme

Work on it / move onto the next one

At this stage don't work in HTML and don't think can I do this in HTML

Work in an illustration, image manipulation or layout tool

PhotoShop and / or Illustrator

Navigation

Keep your navigation simple

Visit other sites and look at navigation systems you like

Think about how the user will **move** around the site