Design Concept Note Template

Project Information

Project Name: Keeping Sandy Springs North Fulton Beautiful
Client: Keeping Sandy Springs North Fulton Beautiful
Project Manager:
Creative Director:

Introduction to the Project
What is this site about?
Introduce the organization.

Communication and Business Objectives
Listing of the communication objectives.
Listing of the business objectives.

Target Audience
Description of the target audience.

Site Map
Presentation of the site map approved by the client.

Design

Experience Design
Identify 5 key words that identify the experience you would like to create for users.
How will you use design techniques to build this experience?

Overall Design Approach
What were the critical considerations behind design decisions?

Branding and Identity
What feelings will the brand inspire?
How will branding and identity be achieved on the site?
What are some critical imperatives for branding (color, logo, icons, metaphors)?

Graphic Style and Typography
What graphic style and typography will be used on the site?
Why have these styles been selected?

Layout
What will be the common components of the web pages on the site?
What is the approach to the use of white space in layout? Why?
How will information on the pages be organized and presented (headings, images, text, columns, footer, links)?
What identifiers will be used for different sections of the page (icons, text heading, color)?
What is the approach to scrolling pages? Why?
Where will the navigation elements be displayed? What is the reason for displaying them in these positions?
Will the site make use of pop-up windows? For what functions, and why?

Colors
What colors will be used on the site? Why?
Provide a color swatch that represents these colors with the hex-values.
Will certain colors be used for headings, backgrounds, images and so on? Why?

Interaction and links

How will links be represented (text, icons, buttons, image map)
How will the different states of the interactions (available, active, selected) be represented?

Accessibility Standards

What accessibility standards will the site adhere to? How will these be achieved?
Why are you adopting these accessibility standards?

Design Comps

Attach concept boards for unique pages of the site (two sets of one home page and one interior page).