**CO 3713 DIGITAL COMMUNICATION**

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**CLIENT SITE PLANNING DOCUMENT**

**DUE: CHECK CANVAS FOR DUE DATE. SERVER UPLOAD**

*Items in grey are meant to help you answer the questions. Please convert back to black once you have answered the question. You can make changes after the due date – this guide is meant to help you plan your site.*

|  |  |
| --- | --- |
| **Name of Company** | Your Last Name Communications or….. |
| **Type of Company** | Based on your particular emphasis within your major |

**Company Details:**

|  |  |
| --- | --- |
| Specifics | What sub-fields of your general firm category will you focus on? |
| Size / Employees |  |
| Age of Company |  |
| Location | Street Address, including City, State, Zip |
| Contact Info | Phone with Area Code  Email |
| Sample Clients | List at least 3 sample clients, categories are fine  1.  2.  3. |
| Mission Statement | 3-5 sentences minimum |

**Create Appropriate Keywords & a Description for your Meta Head tags:**

|  |  |
| --- | --- |
| Keywords |  |
| Description |  |

**Page Plans**

**What are your plans for each page? Add descriptions of sample graphics desired for each page and any external links.   
  
After the plan for the page add detailed text (4 or more paragraphs) that will match the text that will be on the website. Paragraphs should average a minimum of 5 sentences each.**

|  |  |
| --- | --- |
| **Home Page (1)** | Plan |
| Actual Text for Page |

|  |  |
| --- | --- |
| **Services (2)** | Plan |
| Detail List of Services – 4 or more paragraphs detailing each bulleted service. |
| ITEM 1: |
| ITEM 2: |
| ITEM 3: |

|  |  |
| --- | --- |
| **Survey (3)** | List Purpose/Type of Survey here: Gather information from future clients, have a job/internship posting, etc…. |

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| --- | --- | --- |
| Questions | Answers | Type |
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*Type: Radio Group, Drop-Down (Select List/Menu), Checkbox Group Text Field, etc…*

|  |  |
| --- | --- |
| **Biography (4)** | Plan |
| Actual Text for Page - at least 5 paragraphs |

|  |  |
| --- | --- |
| ***Optional* (*5)*** | Plan |
| Actual Text for Page - at least 5 paragraphs |

**Sample Color Scheme**:

|  |
| --- |
| Attach color swatches or list sample colors for page backgrounds, fonts and headings, links or any accent colors |

**Sample Navigation Scheme – Which Option from Exercise 5 do you plan to use?**

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| --- |
|  |

**Sample Logo – Hand-Drawn Only – or description of planned logo**

***Final version of logo should be a png format file***

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