

EYFO- Empowering Youth and Families Outreach

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A) Project Description

SCCC WEB 210 Team 4 has been asked Carrie Roberson of the EYFO organization, the Client, to redesign, produce and develop the website for the EYFO organization, the Project, to be viewed publicly via the world wide. Said Project is intended to improve the knowledge and efficiency of the EYFO organization public website as to showcase the mission and services of the EYFO organization. With the following requirements:

- 1) Design: Creation of an on-brand website design representative of the mission and services of the EYFO organization.
- 2) Technology: Implementation of a Content Management System (CMS) powered by WordPress as to allow the Client to update and manage their own content.
- 3) Functionality: The EYFO website will incorporate photo galleries, a blog page to post videos, photos and event information, registration forms, a PayPal donation function, a calendar for upcoming events, contact form and an announcement page.

B) Content Requirements

Said Project will be produced by the Vendor with the following content requirements:

- 1) Brand Imaging: Said Project will incorporate the EYFO organization logo that SCCC WEB 210 Team 4 creates, and brand specifications as supplied by the Client.
- 2) Photographic Images: Photos for said Project will be supplied to and or will be chosen by the Vendor to be incorporated into the design of said Project. The Client will be responsible for approval and license of each photograph.
- 3) Written Copy: Written information for said Project will be incorporated into said Project by the Client via a Content Management System (CMS).

C) Technology Requirements

Said Project will be produced by the Vendor with the following technology requirements:

- 1) Markup Code: Markup code for said Project will be written in valid HTML 5 as to control the structure of website components. Said markup code will adhere to standards as set forth by the W3C and shall validate against the W3C markup validation service.
- 2) Presentation Code: Presentation code for said Project will be written with CSS3 as to control the design and layout of the website components. Said Presentation code will adhere to standards as set forth by the W3C and shall validate against the W3C CSS validation service.
- 3) Client-Side Scripting: Client-Side Scripting code for said Project will be written in JavaScript as to control website item applications.
- 4) Server-Side Scripting: Server-Side Scripting code for said Project will be written in PHP as to control elements that interact with the server and database component.
- 5) Database Component: Database components for said Project will be incorporated using WordPress plugins as to be controlled by the client.

D) Project Phases

Said Project will be produced by the Vendor as described in the following phases:

- 1) Discovery: The Vendor will meet with the Client to clarify objectives, identify preferences, discuss goals, and analyze overall needs for said Project.
- 2) Content Audit: The Vendor will conduct a content audit as to assess how present and potential written and visual content will satisfy user needs assessed during the discovery phase for said Project.
- 3) Information Architecture: The Vendor will create an information architecture to describe how the structure of the (website) content will be presented based on data collected during the Discovery and Content Audit phases of said Project for the Client's review, approval and sign off.
- 4) Content Design: The Vendor will create and present a (wireframe) content design study for all in-scope pages

that will illustrate blocks of content, navigational schemas and user functionality that will adhere to the information architecture of said Project for the Client's review, approval and sign off.

5) Visual Design: The Vendor will create and present a visual design study consisting of at least three initial visual design concepts that incorporate the Content Requirements in the manner as stated above for all in-scope pages of said Project for the Client's review, approval and sign off.

6) Production & Development: The Vendor will be responsible for producing said Project on the chosen SCCC WEB 210 Team 4 server with the Content and Technology Requirements in the manner as stated above for all in-scope pages of said Project for the Client's review, approval and sign off.

7) Testing: The Vendor will be responsible for testing all website pages as to ensure functionality across multiple platforms and browsers for all in-scope pages of said Project for the Client's review, approval and sign off.

8) Style Guides: The Vendor will be responsible for producing design style guides for all in-scope pages of said Project for the Client's review, approval and sign off.

9) Launch: The Vendor will be responsible for launching said Project to the Client's server space.

G) Rights of Usage

Rights of usage for said Project described as follows:

1) The Client is granted usage rights of said Project as designed and produced by the Vendor via the World Wide Web.

2) The Vendor reserves the right to use design and development elements of said Project as case study and training materials.

H) Project Terms

The Client, will adhere to terms for said Project described as follows:

1) This is a student project and will not require payment on the Client's part.

2) All students on the SCCC WEB 210 Team 4 involved in the development of the EYFO website may use this site for future portfolio pieces and professional reference.

I) Project Approval

1) Upon reading the above stated Project Proposal, please print, sign and return to SCCC WEB 210 Team 4.

Jessica Kosak, Team lead for SCCC WEB 210 Team 4

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07/01/2013