

# Project Proposal

July 10, 2014

Dear Angel Mathis,

Students in Class have been given project Description. An important component of the project is to extend beyond the boundaries of the classroom and reach out to the community, while maintaining course learning outcomes:

- Outcomes

You have been contacted by a student or group of students requesting your participation in their course project. This letter of agreement acknowledges that you are volunteering to participate in a project with the below-named students from Program. Because the primary objective of this project is to support learning, there is no explicit guarantee nor return on your investment of time. The project could consist of many different components, including but not limited to:

- List potential deliverables

Students will meet with you to discuss the needs of your organization as it fits within the learning outcomes of the course. The student(s) will present a proposal, timeline and budget (if applicable) and may, if your schedule allows, request meetings during the quarter.

Students are required to meet the learning outcomes of the course and will present final deliverables to the faculty of Program. Students will also be required to show the results of this partnership to you. This may represent all or a portion of the stated proposal. While students make every attempt to complete their work each quarter, there are occasions in which a student must drop a class, or for other reasons, not complete the assigned work. If a student is unable to complete the project, Seattle Central is not liable or responsible for its completion.

Your signature below indicates that you understand your participation in this project is voluntary and is not in exchange for the work created and is in no way a work for hire scenario. The intellectual property rights of both parties will be respected. As such, students will receive no added benefit (pay, trade or the like) aside from the educational opportunity it will provide and the final grade earned.

Should you wish to obtain the rights to the work created or continue this project beyond the completed state, you may do so only with student permission and assume associated costs. Using the work without the expressed written consent of the students will be considered a violation of copyright.

Thank you for participating in this project to further the education of Seattle Central students. If you have any questions or comments please do not hesitate to contact Mike Sinkula.

#### **A. Project Description**

Group One, the Vendor, has been asked by Angel Mathis of the Getwellsoonproject.com, the Client, to redesign, produce and develop the website for the Getwellsoonproject.com, the Project, to be viewed publicly via the world wide web. Said Project is intended to improve the effectiveness of the Getwellsoonproject.com public website as to showcase the mission and services of the Getwellsoonproject.com with the following requirements:

1. **Design:** Creation of an on-brand website design representative of the mission and services of the getwellsoonproject.com.
2. **Technology:** Implementation of a Content Management System (CMS) powered by WordPress as to allow the Client to update and manage their own content.

#### **B. Functional Requirements**

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

1. **PayPal payment system:** Sales will be done through a paypal system that will be linked to client's business account
2. **Dynamic Scheduling Calendar:** Dynamic calendar that can automatically populate from listed events
3. **Social Media:** (a destination from posts on Facebook, Instagram, Twitter, email, with links and front page banner)
4. **Responsive Design:** Create a website design that renders correctly on (a series of) mobile devices.

#### **C. Content Requirements**

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

1. **Brand Imaging:** Said Project will incorporate the Getwellsoonproject.com logo 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. Rion will be providing graphic representations
3. **Written Copy:** Written information for said Project will be incorporated into said Project by the Client via a Content Management System (CMS).

#### **D. 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 HTML5 as to control the structure of website components. Said markup code will adhere to standards as set forth by the W3C.

2. **Presentation Code:** Presentation code for said Project will be written with Cascading Style Sheets (CSS) as to control the design and layout of the website components. Said Presentation code will adhere to standards as set forth by the W3C

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. We will leave her current WordPress site up but we are currently looking for a hosting company so she can put the site up..

## **E. 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 Group One development 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.

## **F. 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.

**G. Project Terms**

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

1. Additional design and production fees if necessary, cost of materials and any other relative costs will be due upon Launch of said Project.

2. Any other vendor fees such as domain registration, ISP, web hosting, plug-ins,etc. are to be negotiated and billed separately by the respected vendors and are not the responsibility of Group One.

**H. Project Responsibilities**

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

1. The Client is expected to participate and be available for review and approval of all project deliverables, as described in the project phases section, according to the proposed schedule. If at any time the Project is delayed or halted by the Client, including but not limited to phase acceptance delay longer than 7 days, work on said project may be cancelled.
2. The Client is to understand that this is a class project that is being worked on by students as a learning experience. A reasonable attempt will be made by both instructors of the class and students enrolled in the class to complete the project in a professional and timely manner. However, Seattle Central Community College cannot guarantee nor be responsible for the quality of work produced in this class.

**I. Project Approval**

By signing this document, this Project Proposal is considered “agreed upon” by the Client and Vendor.

Name: \_\_\_\_\_ Date: \_\_\_\_\_

**Angel Mathis**, Getwellsoonproject.com  
Seattle, WA

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_ Date: \_\_\_\_\_

**Brian Bailey, Rion Manning, Lizzie Hayne, Charlotte Quinn** Group One  
Seattle Central College

