

Project Title

Graphic Design Website – VINTAGE CONCEPTS

Overview: We are seeking a graphic design website that showcases our services, about us, our portfolio, visions and missions, and contacts. The website should be visually engaging and user-friendly, with easy navigation and fast loading times. The primary goal of the website is to generate leads and conversions for our business.

Target Audience: Our target audience is small to medium-sized businesses and individuals who require high-quality graphic design services. The website should be designed with a modern aesthetic and appeal to a broad range of industries.

Design Requirements:

1. **Branding:** The website should align with our existing branding, including our logo and color scheme.
2. **Home page:** The home page should feature a hero image, a clear call to action, and a brief description of our services.
3. **Portfolio:** The portfolio page should showcase our work in an organized and visually appealing way, with high-quality images and clear descriptions of each project.
4. **Services:** The services page should outline our offerings, including branding, print design, web design, and digital marketing.
5. **Portfolio:** The website should include selected works from satisfied clients to build trust and credibility.
6. **Contact Us:** The contact page should include a form for visitors to submit inquiries, as well as our business address, phone number, and email.
7. **SEO:** The website should be designed with SEO in mind, with clear, concise, and keyword-rich content to improve our search engine rankings.
8. **Social Media Integration:** The website should include social media icons that link to our business accounts, enabling visitors to connect with us on various platforms.

Timeline: We require the completed website within 6-8 weeks from the start of the project. Regular progress updates and communication will be expected throughout the design process.

Budget: Our budget for the website is \$10,000. Please provide a breakdown of costs, including any additional expenses, such as hosting or domain registration.

Deliverables: The final deliverables will include a fully functional website that meets the design requirements outlined above. We will require access to all design files, including PSDs, images, and fonts, as well as instructions for making updates and changes to the website.