


the.
DESIGN PERIPHERY

website 
DESIGN BRIEF

www.thedesignperiphery.org

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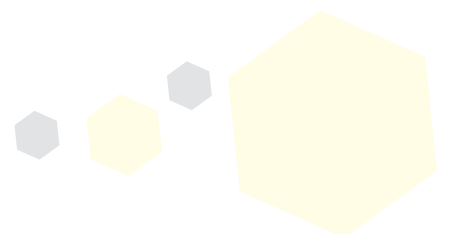
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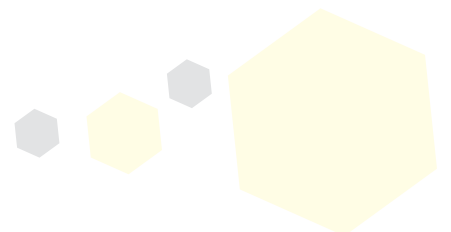


THE COMPANY

COMPANY NAME:
The Design Periphery

CONTACT'S NAME:
Rebecca Owusu

CONTACT'S POSITION:
Design and Marketing Communicatons
Director



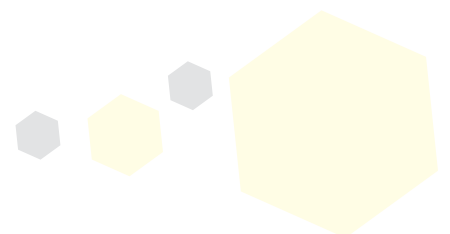


PERSONALITY OF THE COMPANY

THE DESIGN PERIPHERY was founded by Richard Asiamah, a graduate student and a freelance designer.

The concept behind the web design was first influenced by the demand of the clients. Their inability to view the designs online and insufficient designs from the social media handles was not helping.

The Design house shall host diverse designers in the future



PROJECT GOALS AND DELIVERIES

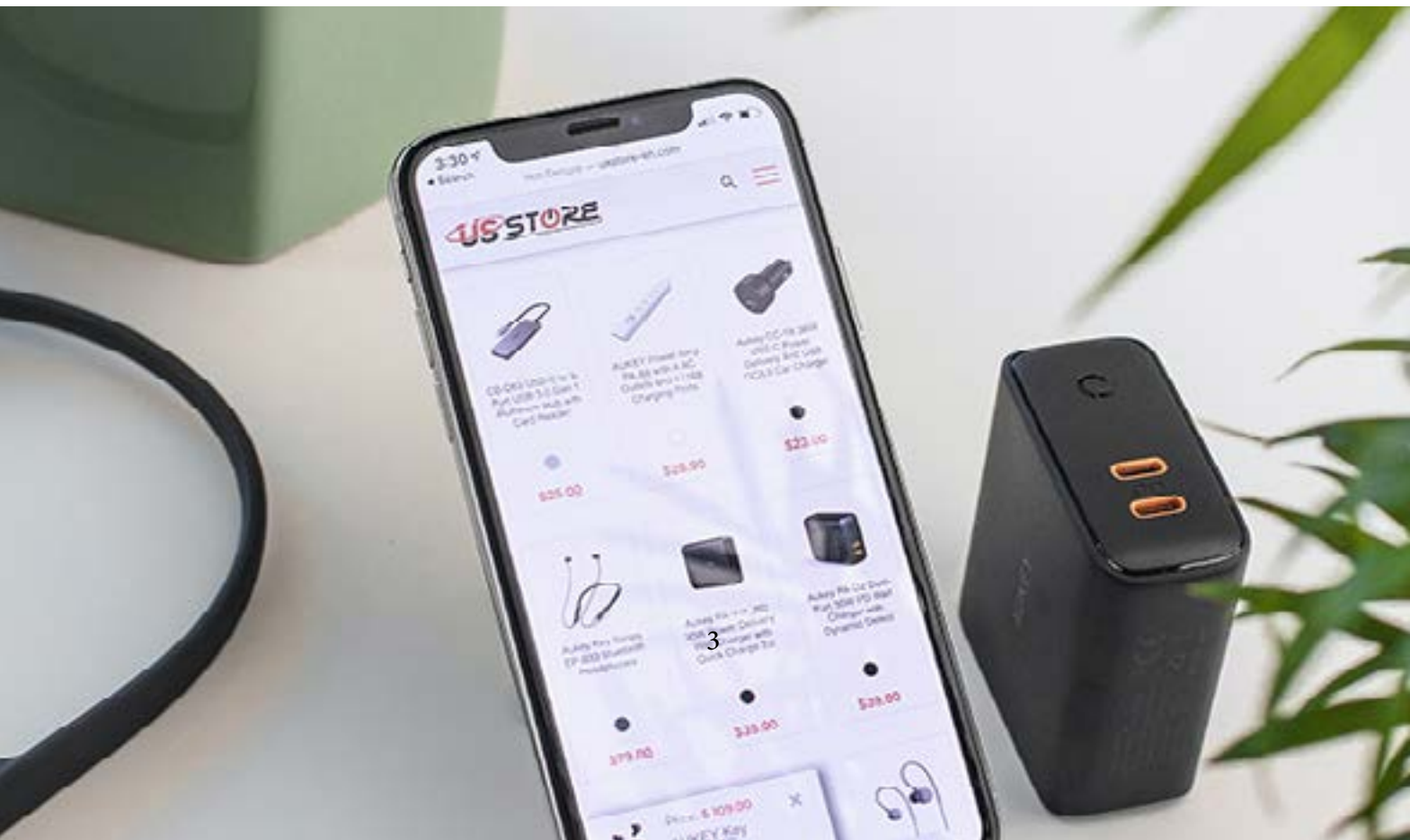
PROJECT GOALS

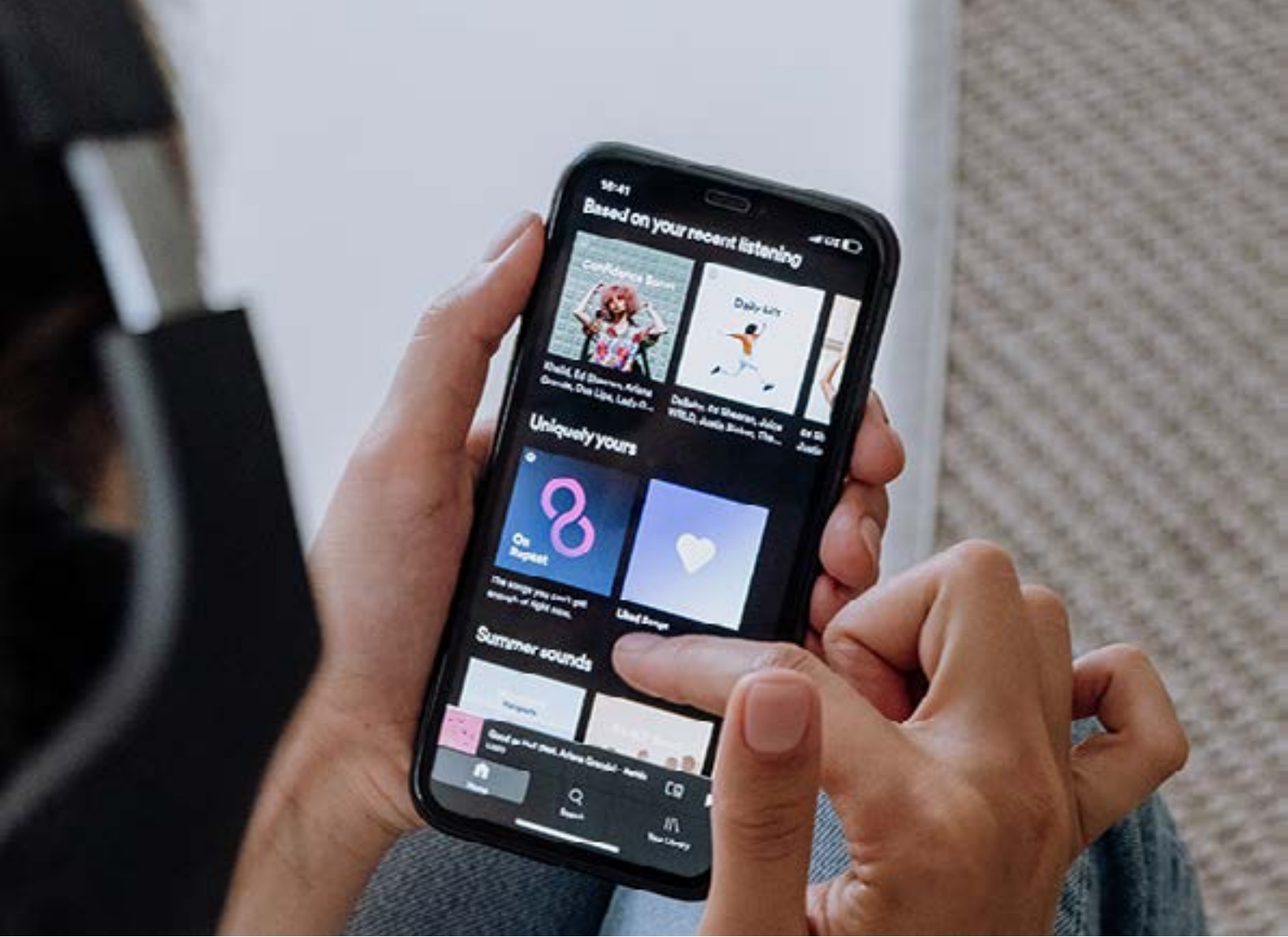
THE DESIGN PERIPHERY is hub for all creative solutions
THE DESIGN PERIPHERY is a community where designers share ideas
THE DESIGN PERIPHERY is a creative and opportune platform for non designers but creatives

DELIVERIES

6 page design website
content and imagery

video and downloadable design brief
Working contact



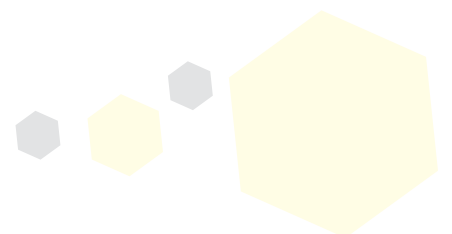


TARGETS AUDIENCE

The brand is a hub for affordable designs with quality results.

The primary audience has always been the old clients. The secondary audience falls within our social media platforms and other online platforms

This Project therefore focuses on how these target audience can have conveniency , for both our primary and secondary clients.



PROJECT BUDGET/ WORK SCHEDULE OF THE PROJECT

Logo Creation: GHC 1500.00

Website Designing: 2000.00

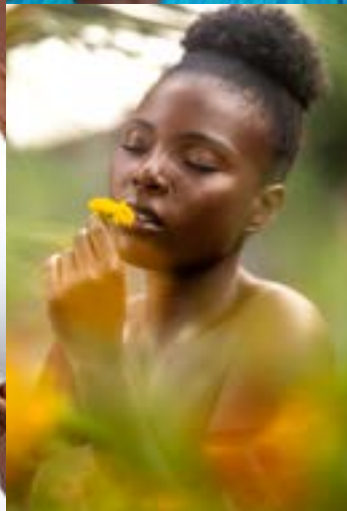
Hosting The Website: 100.00

Total Budget: GHC 3600.00

NOTE: The hosting shall be renewed annually, terms and conditions apply

The Project is scheduled for three weeks including the day of their corporate brief
Starting from 14th April to 28th April 2023 respectively





THE. DESIGN PERIPHERY

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RICHARD ASIAMAH

WEB DESIGN AND MANAGEMENT
END OF FIRST SEMESTER EXAMINATION

