

Team #2

Parent Child Center at Seattle Central Community College

Attn: Melissa Chow

1701 Broadway

Seattle, WA 98122

A) Project Description

The **Parent Child Center** (client) at Seattle Central Community College needs a redesign of their existing outdated site. The Client has agreed to have their website redesigned by the Web 210 class (team 2) in conjunction with the ITC 210 class (team 2). The web team that will be working on this project are Marina Babic –Project Manager/Designer, Jeremie Leverich- Designer, Rebecca Chizeck- Developer, and Laura Blaine- Developer.

The project underway will improve readability and general organization and flow of the website. The Client hopes to reach larger audience and create a stronger online presence.

- 1) **Design:** Redesign and branding development for Parent Child Center that expresses the organizations mission and services.
- 2) **Technology:** Wordpress will be used to allow the Client ease of access to update and maintain the website upon completion.

B) Content Requirements

Said Project will be produced by the Team 2 with the following content requirements:

- 1) **Brand Imaging:** Team will develop a brand for the existing organization in accordance with it's theme and mission. Said project may incorporate the Parent Child Center logo (created by the team) and brand specifications as approved by the Client.
- 2) **Photographic Images:** Photos for said project will be supplied by the Client and will be chosen by the Team 2 to be incorporated into the design. The Client will be responsible for approval and license of each photograph. Images will need to be supplied to Team 2 by 10-14-2011.
- 3) **Written Copy:** Written information will be incorporated into said project by the Client via a Content Management System (CMS), upon completion of the website. Team 2 will provide tutorials and give verbal coaching on how to use the website to add content and pages for site expansion.

C) Technology Requirements

Said project will be produced by Team 2 with the following technology requirements:

- 1) **Markup Code:** Markup code for said project will be written in valid XHTML 1.0 Transitional 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 Cascading Style Sheets 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/JQuery as to control website item applications.

4) **Server-Side Scripting:** Server-Side Scripting for said project will be done in PHP to interact with database. We will also use Wordpress plug-ins and widgets for easy control out of dashboard.

5) **Database Component:** Database will be written in MySQL and will store and retrieve dynamic data.

D) Project Phases

Said Project will be produced by the Team 2 as described in the following phases:

1) **Discovery:** Team 2 will meet with the Client to clarify objectives, identify preferences, discuss goals, and analyze overall needs for said project.

2) **Content Audit:** Team 2 will conduct a content audit, as to assess how present and potential, written and visual content will satisfy user needs found during the discovery phase for said project.

3) **Information Architecture:** Team 2 will create the 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. Information Architecture will be reviewed and approved by the Client.

To be completed by: 10-14-2011

4) **Content Design:** Team 2 will create and present a (wireframe) content design study for all in-scope pages that will illustrate blocks of content. Navigational schemes and user functionality will adhere to the Information Architecture of said project. Content Design will be reviewed and approved by the Client.

To be completed by: 10-21-2011

5) **Visual Design:** Team 2 will create and present a visual design study consisting of at least three initial visual design concepts. These design concepts will incorporate the Content Requirements, in the manner as stated above, for all in-scope pages of said project. Visual Design will be reviewed, chosen and approved by the Client.

To be completed by: 10-28-2011

6) **Production & Development:** Team 2 will be responsible for producing said project on a student's personal 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.

To be completed by: 11-18-2011

7) **Testing:** Team 2 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.

To be completed by: 12-2-2011

8) **Style Guides:** Team 2 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.

To be completed by: 12-9-2011

9) **Launch:** Team 2 will be responsible for launching the Project on the Client's server and giving the Client a briefing on how to update and maintain the website upon completion.

To be completed by: 12-16-2011

E) The Project

Team 2 will redesign the Parent Child Center website using Wordpress adhering to the following basic rules as outlined in the information architecture:

1) There will be a consistent main navigation, as approved in achitecture phase. This will be included on every page.

2) There will be a Donate Button in the main utility menu.

3) Technical features will be implemented including:

- SEO enhancements
- Contact form
- Google map
- Blog
- Donate button/link
- Facebook feed
- RSS feed (parenting tips)
- Connecting the SCCC domain with the new domain by either redirecting or mirroring the domains.

Any changes to the basic layout of the website design or functionality will be agreed upon by both Client and Team 2 in accordance with the Project schedule. Any further changes to the architecture of the website will be the responsibility of the Client.

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 Team 2 via the World Wide Web.

2) The Team 2 reserves the right to use design and development elements of said project as a case study and portfolio piece.

G) Project Terms

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

1) The schedule will be adhered to by Team 2 to complete the website as agreed upon with the Client. After launch any updates and changes are the Clients responsibility.

2) The Client is responsible for all legal rights, licenses etc. for images, content and forms provided for use in the project.

3) The Client is responsible for hosting and any costs involved with maintaining the website.

4) The project will be completed on a pro-bono basis by the Team 2.

H) Project Approval

1) Upon reading the above stated project proposal, please sign below to confirm agreement to the terms as stated above.

Melissa Chow - client

Marina Babic marina5150@gmail.com - designer / project manager

Jeremie Lerverich jeremieleverich@gmail.com - designer

Laura Blaine webdesignbylaura@gmail.com - developer

Rebecca Chizeck - rebeccachizeck@gmail.com - developer