

# AIGA/LA Online Creative Brief

## Project Description

Development of a dynamically changing AIGA website that reflects the myriad graphic styles of the Los Angeles design community. Each designer on the AIGA LA online committee will design a "skin" or look and feel for the website based upon the site specifications (jpeg, gif, swf dimensions dependant on the site architecture). Initially the website "skin" will change on a monthly basis, allowing each designer to express their individual design aesthetic. Ultimately AIGA LA will open the skinning up to the LA design community at large and develop an archive of "looks" that will load on browser refresh. The designer will have an image map (with their studio's name) link to their personal website at the top of the AIGA LA index page. New skins in development will be posted on the Interim (Phase I) site under the "More (watch us build)" section.

## Project Deliverables

1. Site map
2. Page architecture and specs (table or frame sizes)
3. Individual designs from AIGA LA website designers

## Target Audience (top percentages)

Age

26-35 48%

36-45 20%

## Job status

Freelance or contract professional 33%

Fulltime in-house professional 20%

Years experience as design professional

0-5 45%

6-10 24%

## Areas of expertise

Print 89%

Marketing Communications 54%

Web/interactive 49%

\*source zoomerang survey

## Objectives

Develop a truly community-designed, community-based website that truly services the needs of the LA design constituency. Fortuitously the Phase One site has already focused on the what appear to be some of the core needs of this group according to results from the zoomerang survey: News, Events, Jobs and More (watch us build). During the architecture stage we should be certain that our categories stay "service-based."

## Creative considerations

Even though we are allowing individual designers and/or studios to skin the site to their own aesthetic, please bear in mind that our client is the AIGA membership and the problem to solve is "how do we service them better?" Clarity, fast-download time and simplicity are key attributes. Keep file size small and if you use flash, use it sparingly. The site should be primarily html based with embedded areas of flash or shockwave.

## Message

The AIGA LA is indispensable to the livelihood of Los Angeles based designers (all media). The visitor should get a sense that much is happening in this city and the only way to be apart of it is to join the AIGA and to get involved.

We should provide the sense that the AIGA LA website is the connective tissue and communication vehicle for creatives spread across the wide expanse of Los Angeles. The site should promote pride in being a designer in LA; we are selling creative community back to the community. We rock and we prove it by showcasing monthly our dynamic range of design sensibilities (via the skins).

### **Tone and manner**

Anything goes but keep the message clearly in mind (above).

## **TIMELINES**

### **Phase 1: The Interim Site**

Key characteristics:

- Minimal color
- Simple
- Practical
- Functional
- Static architecture
- Up to date
- Community based

### **Phase 2: The Design Stew**

Key characteristics:

- Extensive color
- Practical
- Functional
- Dynamically changing images
- Fluid architecture
- Up to date
- Community based

Allow for various designers to update the site to their particular look and feel. Pre set frames and tables will allow for the placement of jpegs, gifs and flash. The dynamic nature and look of the site is a microcosm of the cross section of design talent in LA. This site may organically segue into Phase 3 site.

### **Phase 3: The Experimental Future**

Key characteristics:

- Practical
- Functional
- Experimental
- Evolving
- Up to date
- Community based