

DESIGN BRIEF: RESPONSIVE WEBSITE DEVELOPMENT FOR BOLGATANGA GIRLS SENIOR HIGH SCHOOL



CLIENT NAME: BOLGATANGA GIRLS SENIOR HIGH SCHOOL

LOCATION: BOLGATANGA, UPPER EAST REGION, GHANA

PROJECT OVERVIEW:

By creating a responsive website, Bolgatanga Girls senior high School hopes to generate a positive online presence. The website will function as an all-inclusive medium for disseminating information about the school's culture, curriculum, extracurricular programs, and admissions policies. Creating an interesting and educational digital environment that effectively promotes the school to potential students, parents, and the community at large is the main objective.

OBJECTIVES:

Bolgatanga Girls senior high School is dedicated to improving its internet visibility and giving its stakeholders a thorough platform. The school wants to create a professional website that guarantees exposure and accessibility for all users in order to accomplish this goal.

First and foremost, the school's goal will be to establish a credible online presence by building a website. In order to increase its presence in search results, this website will be made with prospective students, parents, and stakeholders in mind. Furthermore, an attempt will be made to maximize website accessibility so that people with impairments may access information on an equitable basis.

The website will act as a single point of contact for all information about the institution, offering comprehensive details about its facilities, academic offerings, and admission requirements. There will be sections dedicated to providing a detailed overview of the academic offerings, including the curriculum, subjects, and courses. The website will also feature the school's resources, including classrooms, labs, libraries, sports facilities, and lodging choices. Parents and prospective students can also discover comprehensive information regarding deadlines, forms, procedures, and contact details.

The website will showcase the school's accomplishments, events, and extracurricular activities in addition to academic data. There will include a lively "News and Events" section that highlights the school's achievements, honours, and important events. There will be photo galleries or video showcases made to show off competitions, events, performances, and others.

SCOPE OF PROJECT:

Bolgatanga Girls senior high School will have a responsive website that is completely designed and developed as part of this project. To make sure that visitors can readily access relevant information, this includes creating dedicated pages covering various areas of the institution, such as academic departments, admission guidelines, news and events, alumni network, and contact data. The website will include multimedia components including images, videos, and interactive information to improve visual appeal and user engagement while giving users an immersive experience. A content management system (CMS) will also be developed to guarantee smooth updates website management. This will allow administrators to effectively maintain and edit website content as needed. This all-encompassing strategy seeks to not only highlight the program's accomplishments and services but also to create a user-friendly.

BRAND GUIDELINES:

LOGO: UTILIZE THE OFFICIAL BOLGATANGA GIRLS SENIOR HIGH SCHOOL LOGO IN THE WEBSITE DESIGN:

The school's logo is a key visual element that represents its identity and brand. Incorporating the official Bolgatanga Girls senior high School logo into the website design ensures consistency and reinforces brand recognition. The logo should be prominently featured on the website's homepage and possibly on other key pages to establish a strong visual presence and instil trust and credibility among visitors.

COLOURS: REFLECT THE SCHOOL'S COLOURS OR USE A COMPLEMENTARY COLOUR SCHEME:

The choice of colours plays a crucial role in conveying the school's identity and creating a cohesive visual experience. If the school has specific brand colours, they should be prominently incorporated into the website design to maintain brand.

TYPOGRAPHY: SELECT READABLE FONTS THAT ALIGN WITH THE SCHOOL'S BRANDING GUIDELINES:

Typography significantly influences the readability, tone, and overall visual appeal of the website. It is essential to choose fonts that are not only visually appealing but also legible across different devices and screen sizes. Fonts should align with the school's branding guidelines, reflecting its identity and conveying the desired tone or personality. Clear, professional, and easy-to-read fonts should be prioritized to ensure that visitors can easily consume content and navigate the website without distractions or readability issues.

DESIGN REQUIREMENTS:

Professional and visually appealing design that reflects the school's values and identity.

1. Intuitive navigation structure for easy access to information.
2. Mobile-responsive layout ensuring seamless browsing on smartphones, tablets, and desktops.
3. Integration of multimedia elements to showcase the school's facilities, events, and achievements.
4. Accessibility features to ensure inclusivity for users with disabilities.

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This design brief outlines the key elements and requirements for the development of a responsive website for Bolgatanga Girls senior high School.