

**Imaging  
Services**

2470 Fleetwood Dr  
San Bruno, CA 94066



## **Web Site Design Specifications**

The following design specifications include everything we'll need to know to develop and implement your new Web site. We're going to use these specifications to insure complete understanding between you and Joan M Studios.

After we've discussed your new site and filled out this specification we will submit an estimate of charges for you to review. Once the specifications and fees are agreed upon and signed by both parties work will begin.

### **Specifications For:**

Name of Company: \_\_\_\_\_

Department: \_\_\_\_\_

Authorized Contact Person: \_\_\_\_\_

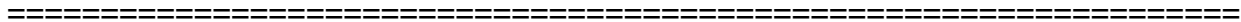
Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

## Purpose of Site

- Informational
- Marketing Products
- Advertising Services
- Personal
- Other (describe)

Overall impression you want to convey:

- Strictly Business
- Friendly, Light
- Humorous
- Other (describe)



## Titles of Pages in Site

Note: #1 is the Home Page. Its title will show on search engines

- |          |           |
|----------|-----------|
| 1. _____ | 7. _____  |
| 2. _____ | 8. _____  |
| 3. _____ | 9. _____  |
| 4. _____ | 10. _____ |
| 5. _____ | 11. _____ |
| 6. _____ | 12. _____ |

Total number of pages in the site: \_\_\_\_\_

If you need more room, attach a separate piece of paper and continue numbering.

## Text

You may have up to 200 words of text on each page. A page is defined as all text and graphics that will fit on an ordinary letter size (8 1/2 by 11) piece of paper. We prefer your text be on a 3.5 inch diskette or zip disk in either plain text or ASCII format, but if you cannot provide a diskette, have all text neatly typed or printed by your computer on plain white 8 1/2 by 11 inch

paper. Handwritten text is not acceptable. Text will be used exactly as submitted. Formatting will be followed as closely as possible within web programming constraints. Text pages that are to include graphics must allow space for those graphics and indicate where they are to be placed. No changes will be made without proper authorization and additional fees will be applicable.

You must identify the web page title and page sequence number for all text submitted.

diskette  zip disk  printed pages

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## Graphics:

All graphics are to be formatted in the PICT, GIF, JPG, or PhotoShop formats. They may be submitted on 3.5 inch diskette, zip disk, emailed, or sent as a color copy, negative or slide. Quality of color copies is not always the best and will be rendered as best as possible. Resolution need be no more than 72 DPI if image size is larger or the same as the size to be used on the web page. We recommend sending PhotoShop files so that we can perform the necessary compression routines with our software. JPG files will be used "as sent" and must be at the correct size and compression when received. We offer consulting services for anyone needing help with image sizing and manipulaiton. Images requiring excessive manipulation by Joan M Studios will be returned or billed at our agreed upon hourly rate. Stock images are available for purchase.

diskette       zip       email       combination  
 slide       negative       color copy       CD

Please use the attached form to indicate the file name of your graphic and what page it belongs to. Make additional copies of the form as needed. Also include a layout page indicating where the graphics are to be placed. A simple sketch indicating the positioning of the identified graphics will be sufficient.

### Company Title

This graphic will appear on the Home page only. It identifies your company in a unique way. You can use all of the standard web colors and design it anyway you like.

Choose what you want in your company title:

- Company logo
- Product drawing or photo
- Text
- Other ideas (describe)

Navigational:

Each page will have a graphic (smaller than the Company Title) at the top of the page which will include a description of the page and provide for navigation around the site. The colors and text typeface will be similar to those in the masthead. Choose what you want in your top-of-page graphics:

- \_\_\_ Company logo
- \_\_\_ Product drawing or photo (send as described for logo)
- \_\_\_ Text
- \_\_\_ Other ideas (describe)

Background

Backgrounds lend a distinct “look” to your pages. They should be understated and simple otherwise they may render your page difficult to read or be distracting. A Background can be a texture, solid color, or a graphic which is screened back to give a “watermark” look. Describe the background texture or color you want for your pages. For textures, just describe the texture (material, woodgrain, clouds, marble, etc. For solid color backgrounds or texture, you can pick from all of the standard web colors. You may submit a texture graphic to be used.

Texture \_\_\_\_\_

Color \_\_\_\_\_

Graphic \_\_\_\_\_

**Bullets and Dividers:**

Bullets can be round, square, octagonal, or other shapes, and can be any standard web color. Dividers can also be colorful, and can have square ends, round ends or patterns in them. Describe below the bullets and dividers you would like to use. If none are chosen, bullets and dividers will be the default styles of whatever browser the viewer is using.

Bullet style \_\_\_\_\_

Divider Style \_\_\_\_\_



**Links**

You must provide the full URL address (http://:www.address.com) for any sites you wish to link to, the number of the page on which it should appear, and the text or graphic to be used to identify the link. If you need more room, attach a separate piece of paper and continue the numbering scheme.

Web address

Page number

Link 1: \_\_\_\_\_  
Text or Graphic \_\_\_\_\_

Link 2: \_\_\_\_\_  
Text or Graphic \_\_\_\_\_

Link 3: \_\_\_\_\_  
Text or Graphic \_\_\_\_\_

Link 4: \_\_\_\_\_  
Text or Graphic \_\_\_\_\_

Link 5: \_\_\_\_\_  
Text or Graphic \_\_\_\_\_

Link 6: \_\_\_\_\_  
Text or Graphic \_\_\_\_\_

## Form

The form can be used for many purposes including viewer feedback, order processing, and requests for information.

- I want to use a form (sketch attached)
- I do not want a form

If you want a form on your site, design it on a separate piece of paper. Roughly sketch out the form you want, defining the names of the fields you want to have on it, in what order they should occur and what page format you wish to use. Also indicate if how you will use the information gathered by the form.

- information will be emailed
- information will be imported into a database
- other:  
Describe:

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## Sound and Animation

Sound and animation are available on a per-item cost basis.

I do not want sound

I want sound (describe)

I do not want animation

I want animation (describe)

## Search Engine Specifications

Web search engines require descriptions and key words for your site. A 25-word (200 character maximum) sentence describing the site and any number of keywords viewers might use to find the site will help potential visitors find you.

Descriptive Sentence:

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Keywords:

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Further Instructions:

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Any changes to these specifications must be in writing. Changes will cause a new (or additional) estimate of charges to be created. Both documents will again require signatures by both parties before the changes can be implemented.

Agreed to by:

Name of Company Agent (please print):

\_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

For Joan M Studios:

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Client provided graphics

If you are sending your graphics files on a diskette, please indicate the name of the graphic file on the left side of the chart below and the page number(s) (as referenced in “Titles of Pages in Site”) on which the graphic will appear on the right side of the chart.

If you are sending drawings, photos, negatives, or slides to be scanned, identify each with a number on the back of the image, slide mount , or place a numbered “yellow sticky” on the back of each graphic. Write the number of the graphic and a brief description for each one on the left side of this chart with the page number(s) on the right side. If you need more room, you may photocopy this page.

Please identify all graphics including those to be used for backgrounds, company titles and navigational graphics.

Graphic Name/Number	Page(s)Graphic Will Appear on
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____