Website design & development proposal for

St. John Fisher College
S.A.A.C.

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Date
11/14/12

Client
Jen Granger

Contact: Jen Granger
Phone: Unknown
Email: jgranger@sjfc.edu

Project title
Website design and development for Jen Granger (S.A.A.C. advisor).

Project description
The project will involve designing a website for Jen Granger (S.A.A.C advisor) a widget wholesaler from Inverness.

The website will be designed to the very highest standard and will reflect Jen Granger’s established corporate identity. It will give her and her organization a professional look and feel along with a professional way to advertise the organization itself.

We will be available through email and phone which will allow you to easily add content such as products, text and images to the website with a minimum of technical knowledge, within a tightly defined design framework.

We will design the site in a way people with interest in the group along with possible customers can receive a good idea about what the organization is about.

We also recommend building up a mailing list of potential and current clients, in order to send a monthly newsletter to them with good news, special offers, along with a Twitter, Facebook, and Tumblr to use as a newsfeed and as an event calendar.
What to Consider
We would undertake to do the following:

Planning and wireframes
Wireframe is included at the end of this proposal.

Photoshop, based wireframes & client suggestions. Up to 3 alternative look-and-feel versions are included in the quote.

Image research-
Images will be obtained through the St. John Fisher Athletic Department and also from Jen Granger herself

Design of up to 4 interior page templates, based on signed off wireframes.

We anticipate the client has a relatively small number of customers but a high number of interests. Therefore the website will give the customers and people who are interested a professional feel along with an inside look of what the “S.A.A.C” is all about. One idea is worth considering creating some custom-designed email newsletter/promotional templates or newsfeed to keep in touch with the customers and increase customer loyalty and brand awareness.

This is an optional extra and would include:

Setup of email marketing system for capturing email addresses.

Creation of email newsletter, promotional templates, Twitter, Facebook and Tumblr.

Timescale
We would anticipate the project taking 4 weeks to complete. The exact speed of design & development will be affected by client turnaround times, for example responding to designs etc.

About 18 Designs
We’re a small independent company that helps our clients get impressive results from their websites.

Our approach is simple.

We believe what matters about a company’s website isn’t how pretty it is or how clever the programming is, it’s how successful the site is. And as any good businessperson knows, success doesn’t come overnight.

That’s why we like to work with you over a reasonable period of time to gradually improve the results your website achieves.
**Greg Bell’s background**
The company was set up by owner Greg Bell in 2012 after studying at St. John Fisher College

Greg has been a professional web designer since 2012, and has been designing websites and graphics since 2008.

**About this Proposal**
This proposal is valid for 2 months from the date at the top.

This proposal is for information purposes only and does not form a contract.

**Thanks!**
Thanks for considering working with us ... we really appreciate it!

If you’ve got any questions, just ask us and we’ll try to answer them. Email ghb01031@sjfc.edu or call Greg at (315)-289-6758.
1. SAAC Logo
2. SAAC Cardinals
   (see page 46 for header)
4. Photo - group Photo
5. Mission Statement
   (see www.bucknell.edu/
   www.bucknellwyoops.com)
6. Feed/Links - Twitter, Facebook,
   Instagram, and Email Links
7. Another News Feed and
   Updates/Faceting Events
1. **Group Photo**: Same as the home page.

2. **Committee Section**: Committee names and their personal details, page with athlete pictures next to name.

3. **Photos**: Photo slide show featuring events and committee.

4. **Description**: A short paragraph describing the photo.