



MIND DIGITAL COLLECTIVE

# CREATIVE BRIEF

CLIENT: **CLEVELAND PRESS**  
PROJECT: **DIGITAL WEB MAGAZINE**  
DATE: **MARCH 9, 2022**



***CREATIVE BRIEF***

## PROJECT SUMMARY

Cleveland Press, a well known publisher of technical books and periodicals, is interested in creating a new world-class online publication to engage with the global design community. The vision for the site is a cutting-edge web portal that will provide useful content to both professional and aspiring designers from across a variety of domains. The users that engage with this website will discover regularly updated articles, resources, and design inspirations organized in an intuitive and visually appealing way. The main business goal behind creating this site is to obtain user registrations so that the publisher may have a targeted channel with which to potentially sell goods and services in the future.

## OBJECTIVES

- Craft a visually inspiring web portal that screams “cool” while maintaining design conventions that keep it intuitive to navigate and easy to understand.
- Gather user registrations via an easily accessible signup form and ultimately use this registration information to tailor content displayed to the users preferences.
- Enable seamless social media sharing of all articles and relevant content to major social sites such as Facebook, Instagram, and Twitter, etc..
- Organize the site so that it invites user engagement - make it easy to find relevant content so the site will be a resource users will come back to regularly.

## AUDIENCE

The main focus of the audience would be a wide range of design professionals and design learners - from High School age students curious about design all the way to veteran designers with decades of experience. No matter what their age or experience level, users will be able to find useful content and gain inspiration.

The main target audience includes:

- **Graphic Designers**
- **UX Designers**
- **Motion Designers**
- **Visual Designers**
- **Product Designers**

who are:

- **Design Learners** - high school, college students and self-taught individuals
- **Design Practitioners** - industry professionals, individuals who want to keep their skills up, get inspired and want to know what others in the industry are doing.

## PERCEPTION, LOOK, AND FEEL

Because this site is for designers, it is critical that the design of the site be not just visually stunning, but also highly functional and easy to use. In order to be seen as a credible source for design information we must create a site that demonstrates our deep knowledge of the craft of web design, user experience design, and information architecture.

The site will support a responsive design so that the user experience is optimal for all users irrespective of the device they are using to view it. On smaller screens we will use proven conventions to conserve space and use our “real estate” efficiently. On larger screens we will modify the user interface to best take advantage of the increased screen size and really show off the beauty of the site design. When going from Desktop to Mobile for example, the grid structure may change from multi to single column. For the navigation, the menu can be expanded on one platform, to collapse for another. Overarching consistency, navigation and branding should be the same across the website.

The website should be perceived as cool, practical, friendly and accessible. The Cover Page should contain eye-catching visuals. The Articles should be clean, engaging and useful. Each article could feel like its own unique thing.

## REQUIREMENTS AND FUNCTIONALITY

The online magazine must have the following features:

- Homepage/Cover Page with categories, subcategories, and featured content. This website will not be prominently associated with the parent brand, but will have its own brand identity
- Standard website sections with links such as “Privacy”, “About”, and “Contact”
- A comprehensive search feature with the ability to sort and filter results using facets and advanced text search
- Individual articles with the ability to share, bookmark, rate, and add comments
- A registration page that permits users to create a profile by providing relevant information such as email and content preferences.
- Backed administrative tools that provide functionality as to what articles to publish and when.
- Social media links for Facebook, Instagram, Linked In and Twitter should be available for all articles and other selected shareable content

## STRATEGY

We aim to draw inspiration from a variety of sources to create a unique and yet familiar design. Using custom branded logos, colors, fonts and icons we will create a brand identity that will resonate with our target audience. Simplicity will be emphasized with subtle styling and advanced user interface components that complement and reveal the high quality content on the site.

## **STRATEGY** *CONTINUED*

Because obtaining user registrations is critical, we will enable access to the registration form from any point in the site. We do not wish to prevent users from viewing content by requiring a registration as we feel this may drive curious users away and limit site growth, ultimately resulting in fewer registrations. Users should be gently encouraged to register for the benefits it would provide (e.g. being alerted to content updates, more relevant content based on their history). The user registration form should be quick and easy with almost every field beyond email being optional.

Social media sharing is another key objective - as such we plan to create a standardized set of sharing links and buttons that will appear in a consistent way site wide. The sharing links should be prominent and easy to use but unobtrusive and not take away from the content in any way. Users should feel they can trust our site with their private accounts and to facilitate that we will never share to their social media without explicit and clear consent.

We plan to do extensive requirements gathering, including stakeholder interviews, user profiles, and empathy maps to ensure that we are creating a site which will be a success with our targeted demographic. Post-launch we will use tools such as A/B testing to perfect our design. We are confident that our process will result in the site being launched on-time and within budget and that the site will be an overwhelming success by all measures.

MIND DIGITAL COLLECTIVE



# **EMPATHY MAP**

# EMPATHY MAP



NAME: **CODE MARTA**  
OCCUPATION: **UI/UX DESIGNER**  
LOCATION: **SAN DIEGO, CA.**

## FEELINGS

Keep things simple, not too overwhelming

Fewer fonts used for the website design

Inspired, impressed, curious, comfortable, intuitive

## TASKS

Find relevant content/articles

Sign up for email notifications

Create a profile

Share content with others

## INFLUENCES

Other successful design magazines (e.g. Juxtapoz)

Well know UX firms such as Nielsen/Norman etc

Inspirational sites (Dribbble, Behance)

"Cool" "cutting edge" websites

## PAIN POINTS

Unable to find content that is relevant to me, appropriate for my skills

Long registration processes, roadblocks to content

Viewing content not optimized for mobile devices/desktops

Layouts that change while site is loading as content is pulled from cloud sources

Auto-loading more articles and slow loading times

## GOALS

Improve design skills

Inspiration

Connect with other designers

Discover new resources



# ***USER PERSONA***



# USER PERSONA



Marta grew up in Tequila Mexico. She received her masters in computer science with a minor in UI/UX design at SDSU. She went on to study cyber security and is currently the Head designer at Go Tech Yourself.

## MOTIVATIONS

- Meet other designers
- Develop skills
- Stay up to date with current trends

## Code Marta


UI/UX Designer

## ABOUT

 Age 23-44

 \$40K-120K

 High Tech and Design Proficiency

 San Diego, Ca

 Damartacode@gmail.com

## PAIN POINTS

- Cluttered pages
- Too much scrolling
- Lack of up to date content

## PERSONALITY

Ideator



Curious



Trendy



Futurist



Professional



## BACKGROUND

Social Media



Web Design



Applications



Software



## FAVORITE SITES

- Juxtapoz
- New York Design
- UX Collective



**INFORMATION  
ARCHITECTURE**

## NAVIGATION AND ARCHITECTURE

Our navigation bar will have the main logo as the main heading of the website design. The top-right corner of the navigation page will have some options: A search bar for the user to navigate to the article they're searching for, a sign-up (For if they're a new user) and a log-in/account (If the user has an account on the website) for if they want to explore more content. Below is our navigation bar where we have planned for the about page and a series of design topics to choose from.

When the user scrolls down the home page, they'll be introduced to a slideshow below the navigation, and a list of articles (With a title, topic, and date). There's also a newsletter in the center of the home page for notifications if a new article has been published.

If the user wants to get more information or access an article or share an article, then they would have to create an account and choose a field of interest to gain those tools on this website. Within an article the user chooses from will take them to an article about the design topic, and the user can share the article (If the user has their own account) with others if they have an interest in that design topic.

The footer on the bottom of the home page will have some of the same functions such as the about page and a search bar. The footer will include social media to help spread the word of this website and get people interested in reading more if they have a passion for design.

All the articles will be written and designed differently based on the authors topic. The entire website is to help make it simple and easy to navigate, and help give more of the same actions anywhere on the pages if the user can't find the previous actions.

Naming is important for organization, SEO and to look up content on the site. Here is the proposed file naming convention:

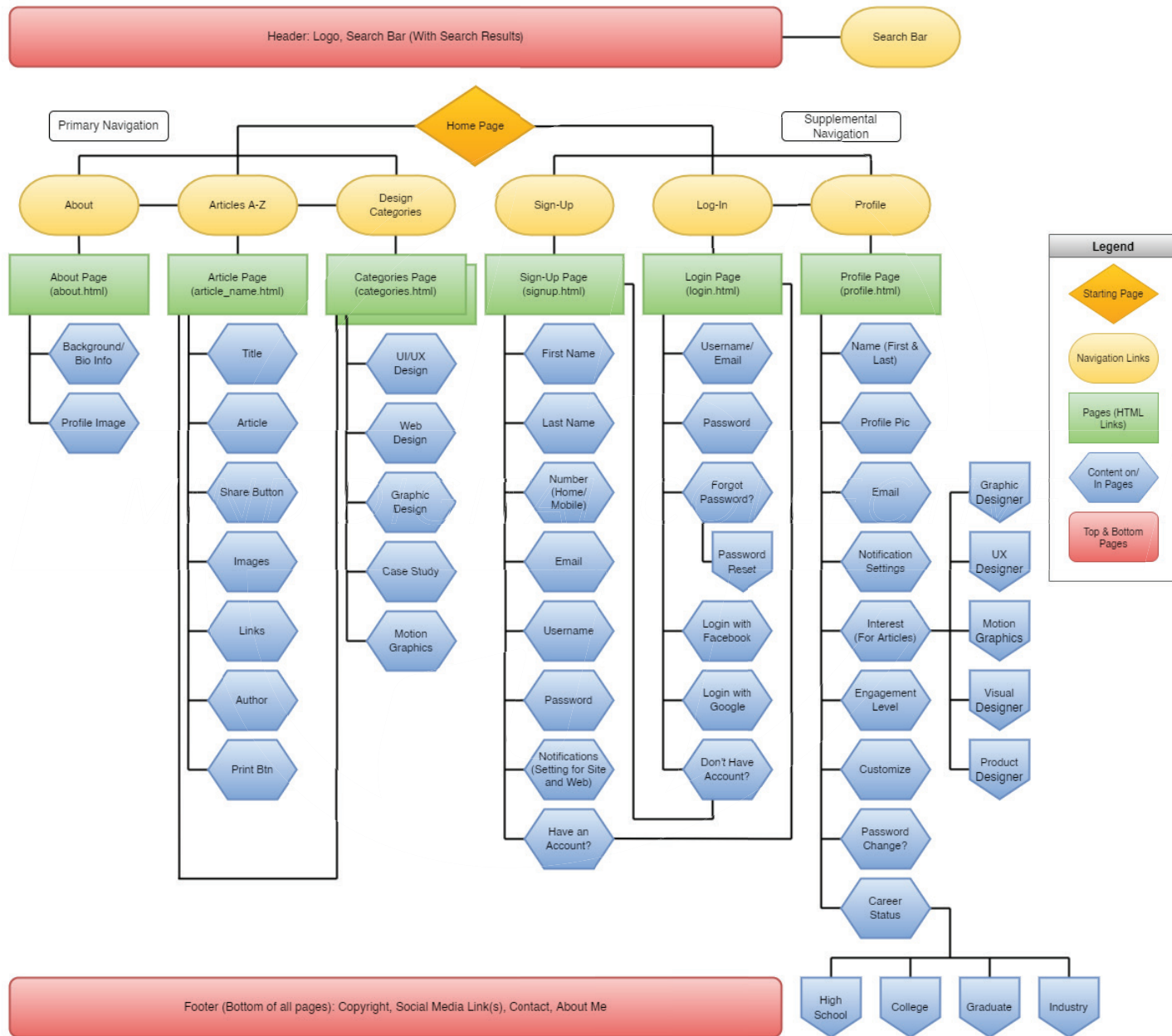
Year-CategoryName-AuthorLastName-BriefDescription-number.FileExtention

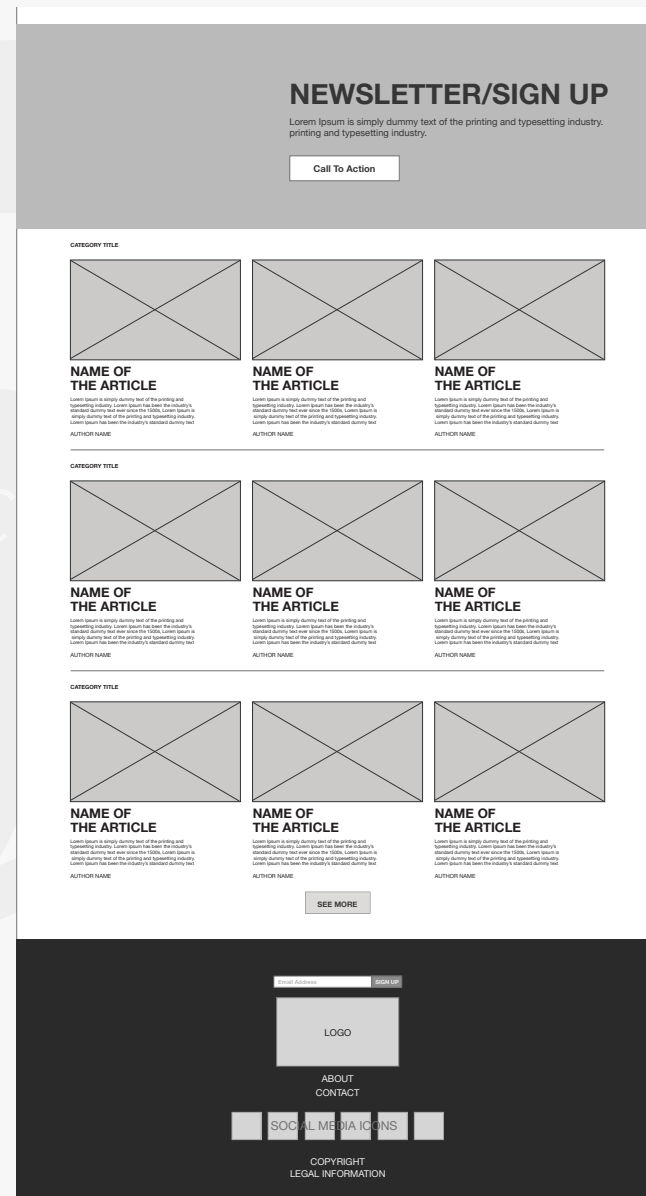
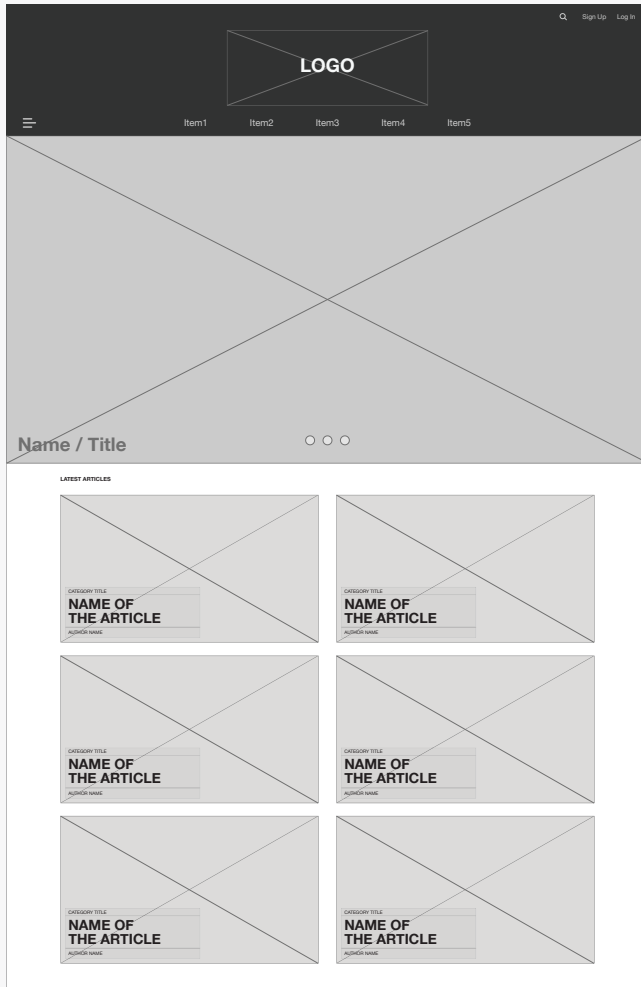
**Example:** 2022-Motiongraphics-MBlanco-Top10Tips-001.jpg

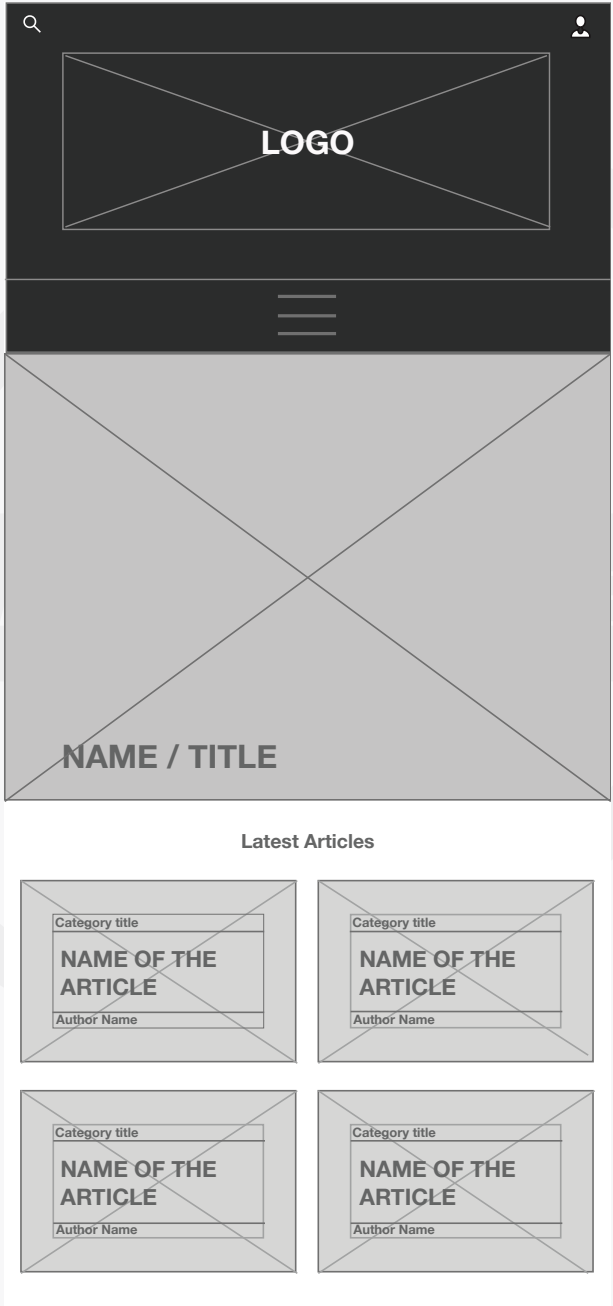
Website pages will be labeled with the appropriate category:

**Example:** [www.concentric.com/categories/motiongraphics/Top10Tips.html](http://www.concentric.com/categories/motiongraphics/Top10Tips.html)

# SITE MAP









***CREATIVE INVESTIGATION***

# STYLE TILE



## Concentric Magazine Project

Style Tile  
version:1

### Possible Colors



### Patterns



This is an example of a Button

Submit Button Example Here

## This is an Example of a Header

Roboto Bold #DDD

## This is an Example of a Sub Head

Roboto Regular#CCC

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Roboto Medium #FFF

This is an example of a Text link »

### Adjectives

Cool      Smart      Fun  
            Current      Hip



# STYLE TILE



## AVENIR HEAVY



### AVENIR BLACK

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat



### AVENIR BLACK

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonum



**AVENIR BLACK**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

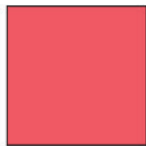


# STYLE TILE

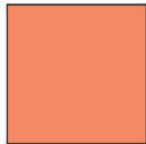
## CONCENTRIC MAGAZINE

Concentric Magazine

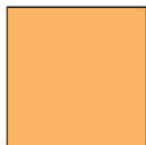
Possible Colors



# F05964



# F58A66



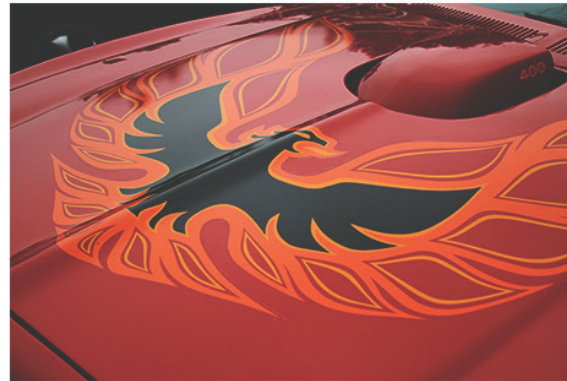
# FCB664



# 2D2720



# F3F3F4



### FUTURA BOLD

H1: Futura Bold, 25px

Futura Condensed Medium - sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nos Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nos Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nos Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nos Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nos

p: Futura Condensed Medium, 10px

### FUTURA BOLD

Futura Condensed Medium - sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nos Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nos Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nos Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nos Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nos

Buttons

BUTTON

BUTTON

BUTTON

Adjectives

Warm

Vivid

Bright

Gold