

January 20, 2010

Washington Hall Website Project

Clients: Historic Seattle, E. W.
4Culture: S. E.

Prepared for Washington Hall Website

Prepared by: Carol Tompkins

WEBSITE DESIGN/DEVELOPMENT PROJECT PROPOSAL

Washington Hall Website

Project Description

Carol Tompkins, the Vendor, has been asked by E. W. of Historic Seattle and Sara Edwards of 4Culture, the Clients, to proposal for the creation of a website to be named washingtonhall.org, the Project, to be viewed publicly via the world wide.

Said Project is intended to help inform the public of the renovation of this landmark site and to promote Washington Hall as arts performance and community center. This site should also promote and provide information about facility rental as well as current/future events occurring at Washington Hall.

Project Phases

Said project will be produced by the Vendor as described in the following phases:

- A. Discovery Phase** — The Vendor will meet with the Client to clarify objectives, identify preferences, uncover potential marketing and business solutions, discuss goals, and analyze the overall needs for said Project.
 - **Content Audit:** The Vendor will conduct a content audit as to assess how present and potential written and visual content will satisfy user needs assessed during the discovery phase for said Project.
- B. Site Structure Phase** — development of Information Architecture (site map) and wireframes.
 - **Information Architecture:** The Vendor will create an information architecture based on the analyzing of data collected during the content audit phase of said Project for the Client's review, approval and sign off.
 - **Content Design:** The Vendor will create a wireframe(schematic) design study for all in-scope pages that will satisfy user needs and that will adhere to the information architecture of said Project for the Client's review, approval and sign off.
- C. Visual Design Phase** — The Vendor will create a visual design study consisting of at least three initial visual design concepts that incorporate the Client's logo and brand specifications into the content design of said Project for the Client's review, approval and sign off.
- D. Build and Integrate Phase** — building of protosite, presentation of protosite, implementation of any changes, testing, launch of soft site and fixing of any technical site problems.
 - **Production:** The Vendor will be responsible for producing said Project with the content and technology requirements in the manner as stated above for all in-scope pages of said Project for the Client's review, approval and sign off.
 - **Testing:** The Vendor will be responsible for testing all pages, via a third-party vendor, on Carol Tompkins Design server as to ensure functionality across multiple platforms and browsers of said Project for the Client's review, approval and sign off.
 - **Style Guides:** The Vendor will be responsible for producing style guides for all in-scope pages of said Project for the Client's review, approval and sign off.
- E. Launch Phase** — The Vendor will be responsible for launching said Project to the Client's server space provided all hosting requirements are met by the launch deadline.

Technology Requirements

Said Project will be produced by the Vendor with the following technology requirements:

- **Markup Code:** Markup code for said Project will be written in valid XHTML 1.0 Strict as to control the structure of website components, including: navigational elements, photos and text. Said markup code will adhere to standards as set forth by the W3C and shall validate against the W3C markup validation service.
- **Presentation Code:** Presentation code for said Project will be written with Cascading Style Sheets as to control the design and layout of the website components, including: navigational elements, photos and text. Said Presentation code will adhere to standards as set forth by the W3C and shall validate against the W3C CSS validation service.

- **Client-Side Scripting:** Client-Side Scripting code for said Project will be written in Javascript as to control item applications, such as: rollover images, sliding menus, scrolling text, slideshows, etc.
- **Server-Side Scripting:** Server-Side Scripting code for said Project will be written in PHP as to control elements that interact with the server, including: data forms and include components.
- **Third party web based applications:** The web application Google Maps will be utilized to provide information to the user regarding the Washington Hall location. Tracking of page activity will be monitored by Google Analytics.
- **Content Management System (CMS):** Vendor recommended CMS for site development and easy updating of content by client. The website should also include contact information gathering for e-mail promotions, shopping cart for donations and an event calendar.

Content Requirements

Said Project will be produced by the Vendor with the following content requirements:

- **Branding Imaging:** Said Project will incorporate the new Washington Hall logo and brand specifications as supplied by the Client.
- **Photographic Images:** Photos for said website will be supplied to and or will chosen by the Vendor to be incorporated into said Project. The Client will be responsible for approval and license of each photograph.
- **Written Copy:** Written information for said website will be supplied to the Vendor by the Client to be incorporated into said project.

Project Staging Site

The Vendor will provide a Project Staging Site to function as a communication hub. The staging site will contain links to specific materials and noted deliverables. All updates to the staging site will be noted by an e-mail to the Client. The staging site will be hosted on the vendor's server (Carol Tompkins Design).

Schedule of Deliverables

Since the desired launch date for this website is mid-March, this is the proposed schedule for this project. These dates may change but following this schedule as close as possible should allow for sufficient time for each phase of the project. A more detailed list has been included in this package.

Date	Item	Task
Jan. 21, 2010 (Thurs.)	Discovery Documents delivered	Client Survey, Maintenance Survey, Expanded Tech-Check, Communications Brief Worksheet Project Proposal and Project Schedule delivered
Jan. 25, 2010 (Mon.)	Delivery of Info Architecture	Review of Info Architecture = Site Structure Phase
Jan. 28, 2010 (Thurs.)	Meeting with Marissa	Meeting about tech survey = Discovery Phase
	Approvals of Documents	Meet about approval/changes to documents
	Approval of Info Architecture	Review of Information Architecture
	Submission of content	Images and content from client = Site Structure Phase
Feb. 2, 2010 (Tues.)	Basic Wireframes	Delivery of wireframes = Site Structure Phase
Feb. 10, 2010 (Wed.)	Basic Wireframes Feedback	Feedback of wireframes = Site Structure Phase
Feb. 16, 2010 (Tues.)	Client Survey Meeting	Design Roughs (1st round) = Visual Design Phase
Feb. 18, 2010 (Thurs.)	Client Survey Meeting	Design Roughs (2nd round) = Visual Design Phase
Feb. 22, 2010 (Mon.)	Client Survey Meeting	Final Design Comps = Visual Design Phase
Feb. 22 –26, 2010	Site building	Protosite work= Build & Integrate Phase
March 1, 2010 (Mon.)	Client Protosite Meeting	Client walk through = Build & Integrate Phase
March 1 –5, 2010	Testing	Testing of website = Build & Integrate Phase
March 8 –12, 2010	Soft launch & testing	Soft launch of website = Build & Integrate Phase
March 15, 2010 (Mon.)	Website launch	Launch of website = Launch Phase

Project Fees

- **Design and Development:** Carol Tompkins (the Vendor) will be donating all design and development services needed to create and launch the initial site. This work will be an internship project for Carol Tompkins, with at least 110 hours of work required to fulfill the internship project.
- **Maintenance and Support:** It is assumed that the client will be maintaining the website once Carol Tompkins internship is completed. A separate Maintenance Agreement can be provided but will not be included in this proposal.
- **License Fees:** All licensing fees such as for photographs or are to be negotiated and billed separately by the respected vendors and are not the responsibility of Carol Tompkins.
- **Hosting:** The Vendor will provide recommendations for hosting companies but will not be held responsible for the acquisition of any hosting packages. Any other vendor fees such as domain registration, ISP, etc. are to be negotiated and billed separately by the respected vendors and are not the responsibility of Carol Tompkins.

Rights of Usage

The Client, will adhere to rights of usage for said Project described as follows:

- The Client is granted usage rights of said Code as produced by the Vendor to be used via the World Wide Web.
- The Client is granted usage rights of said Artwork as produced by the Vendor to be used for all professional and business related purposes.
- The Vendor retains copyrights of said Artwork as produced by the Vendor. Vendor is granted reproduction rights to be used for all professional and business related purposes. (Basically Carol Tompkins is allowed to show case study examples and the finished website to promote her work as a web designer).

Project Approval

By receiving the signature of the Client this Project Proposal is considered "agreed upon."

I _____ have read the above project proposal and agree to adhere to all the terms and conditions as stated above.
(Print)

Name and title

Name and title

Date

Date

Carol Tompkins Design - Confidential Project Proposal
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