

BLOG DESIGN TEAM

INITIAL PROPOSAL

JULY 20, 2011

JOELLA VARGAS
ANAIS NUNEZ
DIXIE MENA
MANSIR HUSSAIN

To: Kimberly Harrison

From: Joella Vargas, Dixie Mena, Anais Nunez, Mansir Hussain; Blog design team

Date: July 20, 2011

Subject: Blog Design Proposal

Dear Ms. Harrison,

Thank you for sending your associate to meet with us and provide us with feedback on July 13, 2011. You have requested for us to compose a blog for the Digital Writing Studio (DWS). In this blog we shall include adequate colors, font and page layouts in representation of the DWS. The following information is to update you of the blog design team's work.

GOALS

After brainstorming the following objectives have been identified:

- Proper representation of the English Department
- Accessibility to update information via a blog
- Easy navigation between documents
- Informative database on what DWS represents
- Font which can be read by a wide population
- Image visibility
- Usability

PROPOSED LAYOUT

We propose the use of WordPress for the DWS blog. Influenced by the FIU English Department website we have decided to utilize the dark blue and gold color scheme.

Headings area:

- Logo for the DWS will be placed in the top left corner
- On the top right corner there are drop down menus
- Search bar
- News slider

Body:

- Links to the different DWS features
- Bottom of the links will be a multi media bar
- On the right side will feature hyper links to provide access to additional information.

Footer:

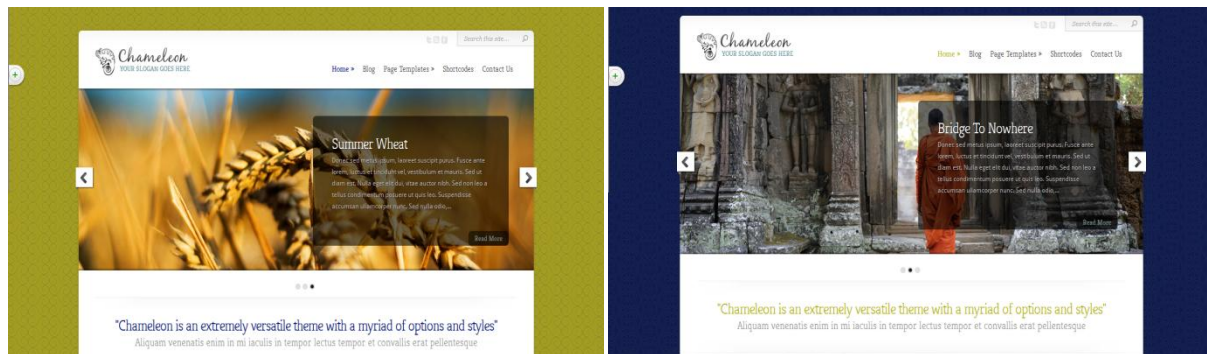
- Links to recent post
- Recent Comments

- Text widgets
- Contact information

METHODS

We have chosen a theme from Elegantthemes.com compatible with WordPress. We will have 2-3 prototypes which will be used in order to compare and contrast the effectiveness, ease of navigation, and balance of text and image of the blog. We will use these prototypes to survey the audiences' preference.

PROTOTYPE EXAMPLES



SCHEDULING

Our timeline will be organized as follows:

- July** 20th- Design & Display for audience surveying of the prototypes
 25th- Merge content onto to the blog & complete usability test
 27th- Compose & present progress report
- August** 1st-Finalize key points on usability, visuals & blog components
 3rd- Introduce the new Digital Writing Studio blog

NEEDS/REQUIREMENTS

We will be using the Content Management System (CMS) platform WordPress to design the DWS website. WordPress, a popular open-source CMS, is very user friendly and free to install. It can easily be customized to suit the users' need. Multiple users can log in to post articles as well as be assigned limited or full permission entailing ranging from just posting articles to editing the complete site.

Administrators and authors will have a back-end called "Dashboard" with easy to use interfaces to post articles, insert graphics, control reader comments, add or delete categories and tags.

In order for us to use WordPress as the CMS, we need your response to the following questions to be able to fully meet your needs:

- *Would there be a Apache server available with PHP version 5.2.4 or greater and database system MySql with version 5.0 or greater installed?*
- *Would the hosting have at least 500mb and database have at least 50mb of space?*
- *Is there a designated domain name for the website?*

CONCLUSION

Our focus is on the effectiveness of high quality visuals, easy navigation, and a consistency throughout the blog. It is our intent to provide you with the best service we may offer. The outline above is to inform you in our step-by-step process in achieving the soon to be outstanding DWS blog. With your approval we will begin to work toward the new Digital Writing Studio blog. If you have any questions or suggestions to improve this plan, please contact us. Thank you for your time.

Cc: Ben Lauren