

# The Learning Center of Newton County

## Concept Note

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## **Executive Summary**

This project began as a team volunteer project. Upon completion of the project I was not satisfied with the final product and approached the client about redesigning the website. They agreed and I began the redesign. During this process the client's management changed and it was no longer feasible for us to work together, but I continued with the redesign on my own.

## **Design Approach**

I wanted to give the site a bright, vibrant feel but also keep it respectable so that it would attract adults who would like to help out. To achieve this I used a pale yellow background and highlighted the page with greens. Having the freedom to do what I pleased with the logo, I recreated it by designing a more pleasing frog and a font that was more fun. I carried the colors of the frog throughout the design of the site. Also to underscore the playfulness of the site I used green rounded edges and curves in the header and the footer.

For imagery I wanted shots of parents and children happily reading together. This is the main message TLC wants to get across, that kids learn more when adults take the time to read with them at a young age. Towards this end I included images of families reading together and I made a point of including multiple ethnicities because TLC caters to various types of families.

Also, since one of the primary goals of the site is to solicit donations I placed a higher visual importance on the donate button on each page. It is a dark red color that contrasts against the green on the rest of the site. This is meant to catch the users eye.

The content of the site uses the familiar font Arial. This was done to increase readability as sans-serif fonts are easier to read on the web than serif fonts. The font used for the logo and header is Parade. I used this font because it conveyed a sense of playfulness but without being too cute. It fit with the overall visual theme of the site which is to convey a fun and pleasant feeling without being too childish.

## Target Audience

The primary audience of TLC is parents and community members who want to help with literacy in the area. Their skill level is likely mediocre at best. For this reason the site is simply designed without the use of Flash, except on the Video page.

## Design Comp



## Sitemap

