

Taylor Rarig

Project 3 Proposal

Imagine It Graphics is a dynamic design agency committed to creativity and innovation. This proposal outlines the development of a visually stunning website to showcase the agency's diverse design portfolio and reflect its core values. The primary audience for the Imagine It Graphics website includes potential clients seeking design services, creative professionals for collaboration, and individuals seeking inspiration in the graphic design realm. The design will prioritize a user-friendly experience catering to both industry experts and newcomers to graphic design. The chosen color palette, featuring Mimi Pink, African Violet, Berkley Blue, Light Red, and Vanilla, reflects the vibrancy and creativity synonymous with Imagine It Graphics. The typefaces Roboto for body text and Caraque for titles ensure a harmonious balance of readability and aesthetic appeal across the website.

The website will feature a curated selection of standout projects, categorized for easy navigation. Each project will include a "case study", including images from the "project" and descriptions of the final product. The goal is to showcase the agency's versatility and expertise in various design domains. The portfolio section will be divided into categories such as branding, web design, print media, and more. Case studies will offer in-depth analyses of key projects, providing visitors with a closer look at design thinking and strategy. The inclusion of client testimonials will establish credibility and trust.