

# Communications Plan (simple template)

**Project:** MIT 220 Website

**Date:** Oct. 19, 2006

## Background:

For some time now, the instructor of this course has wanted a fresh-looking, standards-based website to post course notes, assignments, lab schedules and resource links for his students.

## Client/Key Contact

Mark Rayner, instructor

## Communications project leader

Mark Rayner, web designer

## Overall Goal

To create an aesthetically pleasing site that will enhance the learning experience of the client's students. [This should be a simple declarative sentence outlining the MAIN goal.]

## Objectives/Rationale

- ◆ Demonstrate good web design principles
- ◆ Must be easy to use
- ◆ Provide a place for students to gather useful web design information
- ◆ Provide the instructor for a place to post course-related information
- ◆ [This is where you can add the other goals that are part of the overall goal.]

## Target Audiences

- ◆ Class of MIT 220
- ◆ Other students
- ◆ Faculty and staff from FIMS
- ◆ [This should outline all audience in order of importance.]

## Key Messages/Themes

- ◆ "It's not rocket surgery."
- ◆ You can do it too.
- ◆ Good design can be a form of art
- ◆ Good design starts with strategy, and depends on planning and architecture

## Strategy

- ◆ Pick a theme that will visually reinforce the need for planning, artistry and a solid architectural foundation
- ◆ Use existing teaching materials to provide content.
- ◆ Use links to fill out other areas that haven't been covered in class
- ◆ Provide a structure that will enable the instructor to build on the site

- ◆ Use humour where possible and appropriate.

## Budget

- ◆ Zero. De nada.

## Timeline

- ◆ Organize the site once the class has begun.
- ◆ When there is enough material available, build the site.
- ◆ Have it ready to go by the mid-point of the course. Yikes!

## Potential Issues

- ◆ No budget!
- ◆ Because there is no budget, the instructor will have to do all the work -- allow extra time between terms to plan/design/build site.
- ◆ Want to make the site run through CSS, but not sure how to do layout in CSS yet -- leave extra time to learn process.
- ◆ [Try to provide solutions for the problems, not just a listing of them.]

## Creative Direction

- ◆ Bold colors in a complementary palette
- ◆ Use digitally altered "classic" art – the Birth of Venus,, Impressionists, etc.
- ◆ Slabserif typeface for logos, etc.