

Sd Designs

Hill Street, Belfast

Proposal

Sean Downey
11-1-2021

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Revision History

Revision	Section	Description	Editor	Date
1.0		Original Document	Sean Downey	19-Nov-2021
2.0	Proposal Overview	Updated document to reflect photographic requirements	Sean Downey	29-Nov-2021
3.0				

Proposal Overview

For this Project VisitBelfast.com have requested me to design a new online presence in form of a website and brand which will showcase Hill Street in Belfast. Currently there is no website or brand for this street. A street such as 'Hill Street' with its rich history and culture deserves to have its own website and Branding. Therefore, SD Designs will produce both. This will hopefully provide tourists, visitors, local residents, historians with relevant and up to date news and content about this unique Street in Belfast along with beautiful imagery. The aim is to encourage people to come visit this historic, narrow, cobbled street first depicted in Belfast Map in 1757.

On this website you can learn about:

- why it was originally known as 'Pott House Lane',
- how the warehouse survived heavy bombardment of Belfast dockland during 1941 Blitz,
- which a warehouse converted into diverse culture and arts venue,
- mural covered courtyard,
- the variety of restaurants, pubs and café
- businesses and local residents
- lots of places of interest to visit
- upcoming events in this street.

Project Approach

To help me approach this Project, I carried out some research. I looked at websites for Titanic and Cathedral Quarter to see what the brand is and what content they had on their website for their users. The aim is to create a website and brand for Hill Street Belfast. I begin this as soon as possible once the research is collected. I will do my best to create an online presence for Hill Street as it is well needed for this area.

To complete this project and make sure its successful the process is as follows:

- **Prepare**
To prepare for this project, SD designs gathered information from the official Belfast Visitors site so we can understand what they were looking for
- **Understand**
We worked closely with Visit Belfast personal to understand and establish what they are looking for to promote an area.
- **Render**
We created and developed all the pieces of the project. The photography today, research on the area and historical photos of the street and buildings, interview local businesses and residents, obtain information on cultural and entertainment events today.
- **Iterate**
This is an important phase where the project is brought to life. All the information and images gathered are placed under the different sections on the website.
- **Test**
This is the testing phase of the project. The users will test the website to see if they can access specific information on each webpage easily and clearly. For example, if the wish to find places to eat then the user should find a place to dine in or takeaway depending on preference of food choice.
- **Enable**
Once completion of project and signed off, it is ready to go live.
To gauge satisfaction level, I would Visit Belfast to review my work so I can improve upon future developments of my project.

Scope of Work

We have been approached by Visit Belfast to design a fully appropriate brand and website with information on Hill Street in Belfast.

Role of SD Designs:

- will focus on the needs of the users by providing them with relevant and accurate information on Hill Street and determine the type of features to include.
- will carefully select the font type, colour schemes, appropriate branding, content, photographs etc for this project after close communication with Visit Belfast staff.
- will deliver this project within the require time deadline

Role of Visit Belfast:

- to brief the designer (SD Designs) with their desired outcome for the project, explaining the target audience and what they hope to achieve from it.
- will provide relevant and accurate content they would like included in the project
- detailed feedback on all aspects of this project in accordance with the project plan.

By working closely with Visit Belfast, we will ensure this project is completed to the highest standards.

Assumptions

As this is an entirely new website so therefore it will be made from scratch. There is no existing design for Hill Street. Although there are similar sites, I could look at for inspiration.

Representatives from visit Belfast will meet and provide me with a briefing with what is required for this project.

The information you can expect to find on this website:

- History of Hill Street buildings
- Range of Culture from the past and present day
- Current restaurants, cafes, pubs. Service options takeaways, dine-in or delivery service as well as contact details. Food and drinks menus
- Images of the street, buildings, and places of interest past and present
- Tourism- things to see and do in Hill Street
- Upcoming Events and entertainment, e.g live music, theatre, literature, comedy, etc.
- Range of Businesses
- Local Residents interviews

Deliverables

SD Designs will provide a variety of deliverables throughout the course of this project. For Visit Belfast the main deliverables are as follows:

1. A Website for Hill Street Belfast.
2. A Brand for Hill Street Belfast which will include a:
 - Visual marque
 - Typeface
 - logo

These deliverables will be broken down into weekly targets over a 9-week time scale.

Week 1

Researching similar competitors' website for inspiration

Week 2

Carry out research on the local area of street and buildings through online and attending the linen hall library to search for archived photographs

Week 3

Carry out research on present buildings, businesses and entertainment venues and take photographs.

Week 4

Sketching and Wireframes of my website and brand

Week 5-9

Developing the structure of website using web flow and write up content and select images

Week 6-9

Creating my Branding on figma this will include the Visual marque Typeface logo to represent hill street

Week 7

User Testing to check for any occurring problems

Week 8

Feedback from client and make changes

Week 9

Finalizing Website and Brand

This proposal will be designed as PDF document.

Hopefully this breakdown of tasks will help us to reach the required outcome. This project will be submitted within the timeframe.

Ownership and Rights

This contract is for work for hire.

Any work produced by SD Designs will be rightfully owned by us until final payment has been completed. At this time Visit Belfast will therefore officially own the rights to the website and branding.

Additional Costs/Fees

If SD designs require external resources (such as content, imagery, and fonts, etc.) these shall be identified, approved by, and billed to Visit Belfast.

In addition, SD Designs will provide you an Invoice to state the additional costs and fees.

Project Pricing and Payment schedule

SD Designs will provide you with the estimated price of the project in the attached Invoice and write up a schedule of when the payment is due.

Estimated overall cost of the project is: **£2,250**

Hourly rate is **£10** per hour. This includes Research, Branding, Website and Testing.

SD Designs will work 25 hours per week.

SD Designs will require a 10% deposit. On Week 4 a one-off payment of £500 and competition at Week 9 the remaining balance. The payment will be due within a fortnight.

Upon completion of this project, SD Designs shall deliver all the project to Visit Belfast. Once the requirements of the project are met, I will submit a final Invoice on the final due date for submission which is the 14th of December.

Acknowledgment and sign off

This proposal is acknowledged and agreed by Visit Belfast. This proposal must be signed and dated by an authorized representative from Visit Belfast. This will mean an agreement is in place of this document. Once signed will be send it on to me in order to be effect.

This proposal constitutes the entire agreement between SD Designs and Visit Belfast with respect to the project.

Accepted by the authorized representatives of:

SD Designs

Name: Sean Downey

Title:

Date:

Signature:

Visit Belfast

Name: Michael Kelly

Title:

Date:

Signature:

Please find the attached Invoice in the separate document for further information on payment