

## **DESIGN BRIEF FOR REELCRAFT WEBSITE**

Designed by: Russell Atta Baidu, Director

### **OBJECTIVE**

Create a modern, user-friendly 5-page website showcasing Russell Multimedia Production's services, portfolio, and expertise. Prioritize seamless video integration, intuitive navigation, and mobile responsiveness.

### **TARGET AUDIENCE**

Businesses seeking video production (corporate, event, commercial).

Marketing managers, creative directors, event organizers.

Local/global clients needing high-quality multimedia content.

### **BRAND IDENTITY**

Colors used and its corresponding codes

Primary: Dark Navy (#0A1F3D) + Charcoal (#2D2D2D)

Accents: Gold (#FFD700) + Teal (#2EC4B6)

### **TYPOGRAPHY USED**

Headings: Roboto (Bold)

Body: Open Sans (Light/Regular)

Logo: Stylized "R" with a camera shutter icon.

Tone: Professional, innovative, approachable.

## **WEBSITE STRUCTURE & DESIGN**

### *Homepage*

- Hero Section:
- Full-width embedded YouTube video (autoplay muted, looped).
- Overlay text: “Crafting Stories That Move the World” + CTA (“Explore Our Work”).
- Key Services: 3 cards with icons (Video Production, Animation, Live Events).
- Portfolio Preview: 4 thumbnail grid (hover zoom effect).
- Testimonials: Carousel of client quotes.

### *Services Page*

Detailed service cards with icons, descriptions, and pricing tiers (Basic, Premium, Enterprise).  
“Why Choose Us?” section with stats (e.g., “500+ Projects Delivered”).

### *Portfolio Page*

Filterable grid (e.g., “Commercial,” “Documentary,” “Animation”).

Clickable thumbnails opening a lightbox with project details + video preview.

### *About Us Page*

Mission statement + team bios (photos, roles, social links).

Timeline infographic of company milestones.

### *Contact Page*

Contact form (Name, Email, Message).

Google Maps embed + contact details (phone, email, office address).

Social media links (YouTube, Instagram, LinkedIn).

## **5. Functionality Requirements**

Video Embed: YouTube iframe (16:9 aspect ratio) with lazy loading.

Responsive Navigation: Hamburger menu for mobile.

Portfolio Lightbox: Vanilla JS modal with video/image preview.

Form Validation: Real-time error messages (no frameworks).

Smooth Scrolling: For anchor links.

## **6. Technical Specifications**

Tech Stack: Vanilla HTML5, CSS3 (Flexbox/Grid), JavaScript (ES6).

Performance: Compress images (WebP format), minify CSS/JS.

SEO: Meta tags, alt text for images, semantic HTML.

Hosting: Netlify (static site).

## **7. Content Outline**

Homepage: Focus on brand storytelling + conversion-driven CTAs.

Services: Highlight ROI (e.g., “Boost Engagement with Professional Video”).

Portfolio: Case studies with client success metrics.

About Us: Emphasize experience and awards.

Contact: Reassurance (“Response within 24 hours”).

## **8. Timeline**

1. Design Approval: 2 days

2. Development: 5 days

3. Content Integration: 2 days

4. Testing/Launch: 1 day