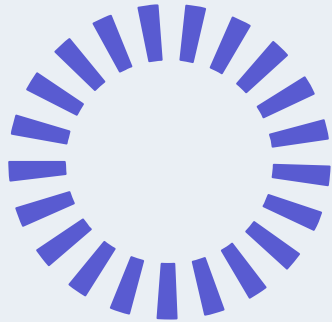


Project 3A  
NEGOTIATED PITCH



# WKSHP

## Pitch Deck

# Table of Contents

## 01 - WHAT

Introduction

## 02 - HOW

Scope

## 03 - WHY

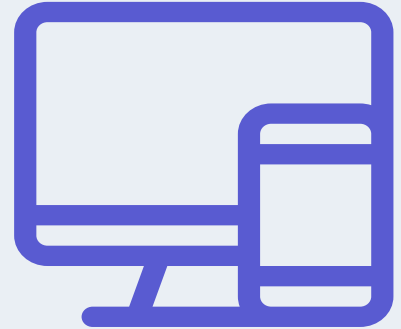
Justification

## 04 - STYLE

Inspiration

## 05 - END

Credits & Conclusion

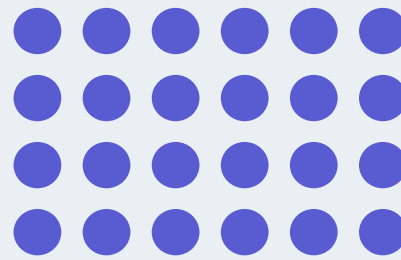




01

# Introduction - “WHAT”

# Introduction



## The Idea

Finding a way to combat the lack of a central database for DMD students to find resources.

What better way to solve this problem than with a website?



## The Goal

To design a functional and practical website that acts as a database for design students. This will contain resources collected from various classes, will be broken down by subject area, and be easily accessible for all.

---

# Keywords to Consider



## Organized

Accessibility is the priority, so it won't be too fancy, but it will be aesthetically pleasing and easy to browse on any device.



## Informational

Information gathered from classes, the internet, my own research, website links, textbooks, tools, program recommendations, etc.



## Practical

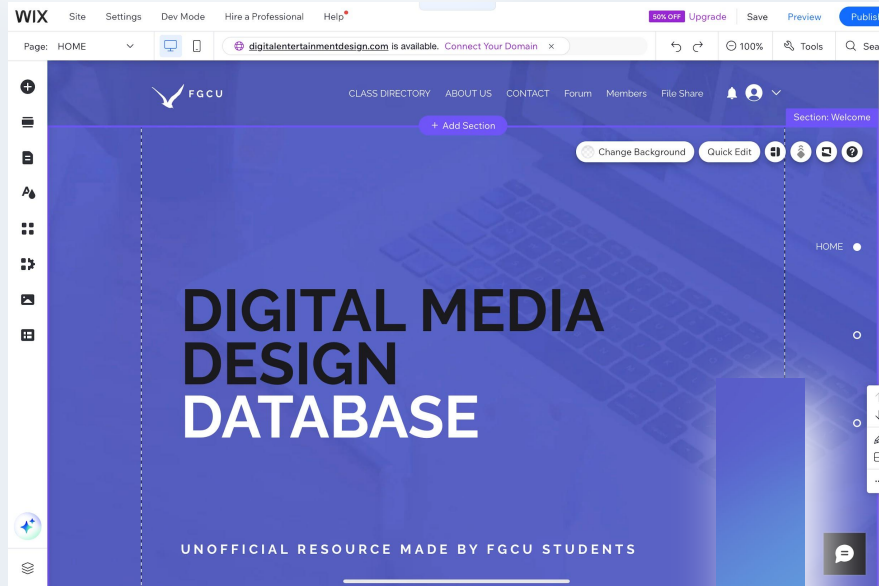
Website will be clear in its presentation of information, allowing any student to use this resource as they wish. My hope is that it will live on far beyond this project.

---

02

# Scope - “HOW”



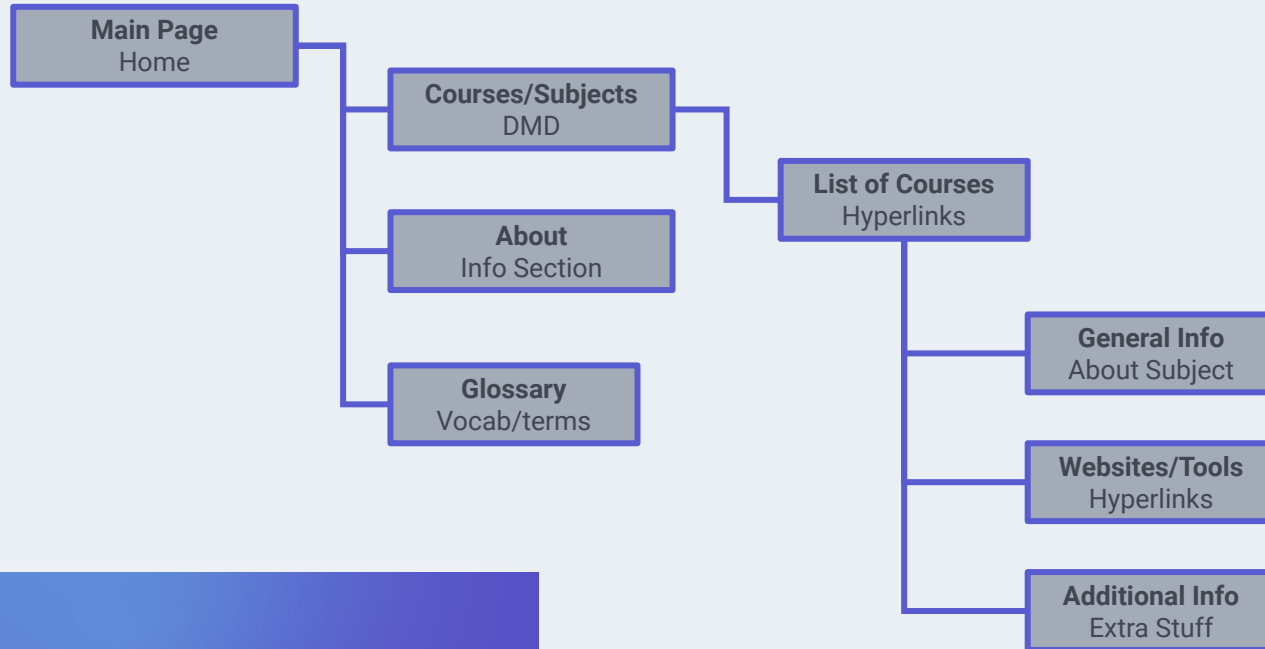
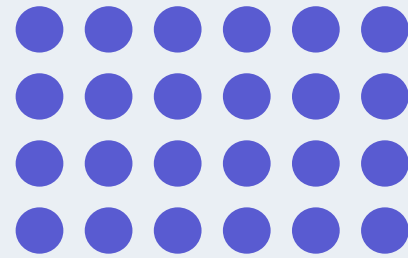


# Design Concept

Sans serif fonts, clean graphics, flat text, easy to read, contrast, simple color palette.

POWERED BY WIX.COM

# Website Organization







03

# Justification - “WHY”

# Why Is This Project Necessary ?

## Information at your fingertips

Convenient website gathers information from various resources to display in an organized manner.

## Summarizing what I learned

Making something out of my experience here in this major while also practicing web design.

## Vocab terms & DMD jargon

Glossary with common words relating to our field and the software within.

## Passing on to new students

Profs. come and go, and many have different styles of teaching, so condensing info into one place will help level the playing field.

## Tools that can be utilized

Lists of (mostly) free tools and resources that can be found online or downloaded.

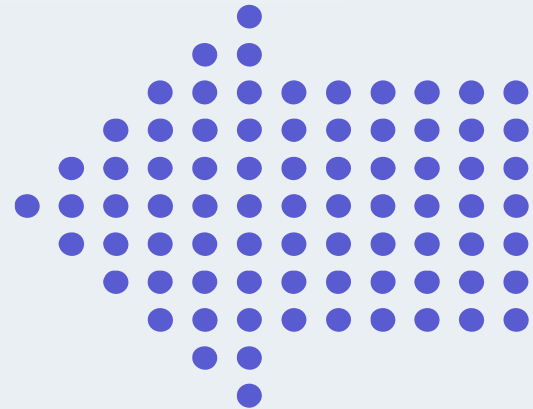
## Preparing for a career in DMD

Sometimes you need a look back at your college notes, this is what the website is for!

“Who is the **target audience?**”

**YOU!**

- New students
- Graduating students
- FGCU DMD majors
- Anyone with an interest in design, in any college, out of college, design hobbyists, curious learners, people starting their design career, etc.





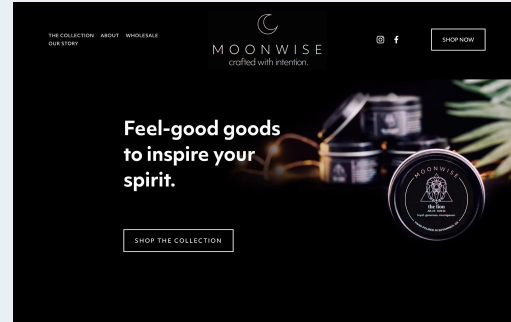
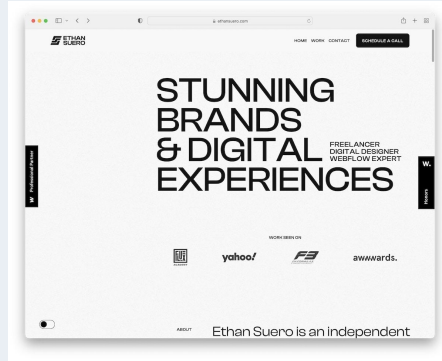
04

# Style - Inspiration

# Style Inspiration

## Visuals

Simple color palette  
~3 colors  
Contrast is key

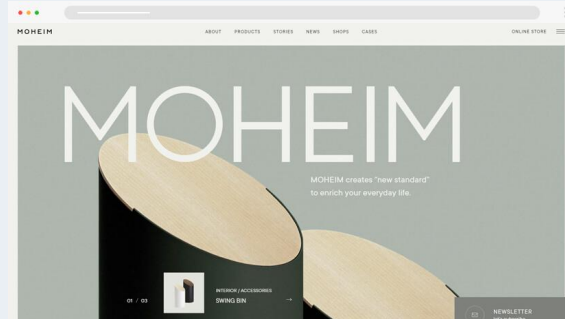


## Features

Large header text  
Lists  
Glossary

## Style

Clean & clear  
Modern & fresh



## Fonts

1-2 simple fonts  
Sans-serif

**CREDITS:** This presentation template was created by [Slidesgo](#), and includes icons by [Flaticon](#), and infographics & images by [Freepik](#)

05



# Thanks!