

WEBSITE BRIEF FOR EXTRAMEDIA CREATIVE AGENCY

Agency Name: ExtraMedia

Founded: 2022

ExtraMedia is a creative agency founded in 2022, specializing in visual storytelling through Graphic Design, Photography, Motion Graphics, Branding, and Web Design. What started as a small team of designers and photographers has grown into a full-service agency working with clients worldwide. The new website will reflect their commitment to craft, creativity, and results-driven design.

The site will have five key pages:

- **Home** (showcasing featured work and agency ethos),
- **About** (story, team, and values)
- **Services** (detailed offerings with case studies)
- **Blog** (industry insights and updates)
- **Contact** (easy inquiry form and social links). Each page will highlight ExtraMedia's portfolio with interactive, filterable displays.

The design will use a **dark green and black** color scheme for a sleek, professional look, paired with clean typography and smooth animations. The site must be **fully responsive** and engaging, with hover effects, dynamic galleries, and intuitive navigation.

The goal is to attract businesses, startups, and marketing teams by presenting ExtraMedia as a premium creative partner. Next steps include wireframing, development, and testing before launch. Let's build a site that captures their bold, artistic vision while driving new client connections.

Website Objectives

- Showcase ExtraMedia's portfolio across key creative services.
- Communicate the agency's philosophy and expertise.
- Provide an engaging, interactive, and responsive user experience.
- Encourage potential clients to get in touch for collaborations.

Target Audience

- Businesses seeking branding, design, and digital solutions.
- Startups looking for a creative partner.
- Marketing teams in need of high-quality visual content.
- Creative professionals interested in collaborations.

Design & Branding Guidelines

- Primary Color: Dark Green (#1A3B2A or similar)
- Secondary Color: Black (#000000)
- Accent Colors: White (#FFFFFF) for text, subtle gold/bronze for highlights (optional).
- Typography: Modern, clean sans-serif (e.g., Inter, Helvetica Neue).
- Visual Style: Minimalist yet bold, with high-quality imagery and smooth animations.

Functionality & Features

- Responsive Design: Fully optimized for mobile, tablet, and desktop.
- Interactive Elements
- Hover effects on portfolio items.
- Portfolio Gallery: Filterable by service (Graphic Design, Photography, etc.).
- Contact Form Integration: Email notifications upon submission.

Timeline & Deliverables

- Wireframes & Mockups: 2 weeks
- Development: 4-6 weeks
- Testing & Launch: 1-2 weeks
- Begin wireframing and UI/UX design.
- Develop and launch the website.

Thank you