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### Company Business Objectives

WritersINK is a non-profit organization that helps writers who are wanting to better themselves. The purpose of the site is to produce articles that will assist writers with the many challenges they face while they are trying to publish their work or even write it.

### Project Summary

The reasoning behind WritersINK is that writers have questions about becoming a professional writer. Here there will be departments that will help with each aspect of bettering your writing. Sections will include:

1. *getPublished*- will introduce the many ways a writer can get published. There will be two articles within this section. The first one being *What Agents Hate*, that will include quotes from agents around the country about the most hated things in the first chapter of a book. The second will be *How to overcome Rejection*, about getting turned down but not giving up. There will also be the top 5 conferences of the month, and the top 5 competitions as well.
2. *writersBlock?*- when writers have writers block this should be the ideal place to go and get some creative inspiration to move past it. There will be an article, *Discover the way to get around writers block*. There will be a prompts section that will include a posting section where they can post their intros using the prompts listed. A pull out section called *Creative Spots* with this month's creative spot, and a place where readers can submit their favorite creative spot. And another pull out spot with the exercise of the month, this month's best way to beat writers block.

3. crunchTime- will have the helpful hints. Articles included will be What makes a good Plot? and Character Development. There will be a tip fo the day, pertaining to one of the articles, and two pull out stories on showcasing this month's top 5 helpful books and top 5 helpful websites.
4. topBlogs- this will help the writers get into the minds of other successful writers as well as an agent. 3 blogs will be featured, one from a professional writer, titled The Writers Life, a blog of an agent, Guide to literary Agents, and one from a staff member, Life of a magazine writer. There will also be an article featured, how does blogging improve your writing.
5. aboutUs- will have the listing of staff and image, along with a form to submit a letter to the editor, or comments, favorite creative spot, anything you want to say or get published. There will be a listing of job oportunities in the D.C. and greater Washington, area as well.
6. goHome- will host the main page and links to featured articles.

### Design Summary

The over all look and feel of the site is ment to draw in a more creative audience. By think- ing out side the box, the site itself stands for everything it is trying to get across in its articles. Using elements that writers use to build the structure of the pages, helps connect writers and authors to this site.

Elements such as post Its, pens and pencils have been included to bring in the theme of writing. The colors that were choosen were dull muted colors that were inspired by nature.



### Design Summary-cont.

The logo was designed with the clever play on words the name used. Taking an ink splat and using the feather writing quill as negative space creates texture but does not overpower it. The typeface for the word 'writer' is LainieDaySH. It was chosen because of the handwritten quality of it, followed with a bold blocky font of Arial Black for the word 'ink'. The main font for the rest of the site will be Trebuchet MS.

### Audience Profile

The target audience for this site is going to be writers who are seeking help, and advice for their writings. The primary user will be the young and up-and-coming writer who needs a lot of help to get their skills and stories to the point of publication. They are looking for helpful hints of how to develop their stories, skills, and characters as well as how to get published and the best way to reach and get in touch with a publishing agent. The secondary user would be a writer who has some experience and needs some refreshers or wants to start writing again. They might have published something already and can lend their experience and words of wisdom to the site.

Emily Young is a 22-year-old student who is pursuing a career as a writer. She lives in Atlanta, GA. There are several stories she has written but feels that they could use some work. Also, she needs some help trying to find an agent and wants to know what sort of things agents are looking to publish.

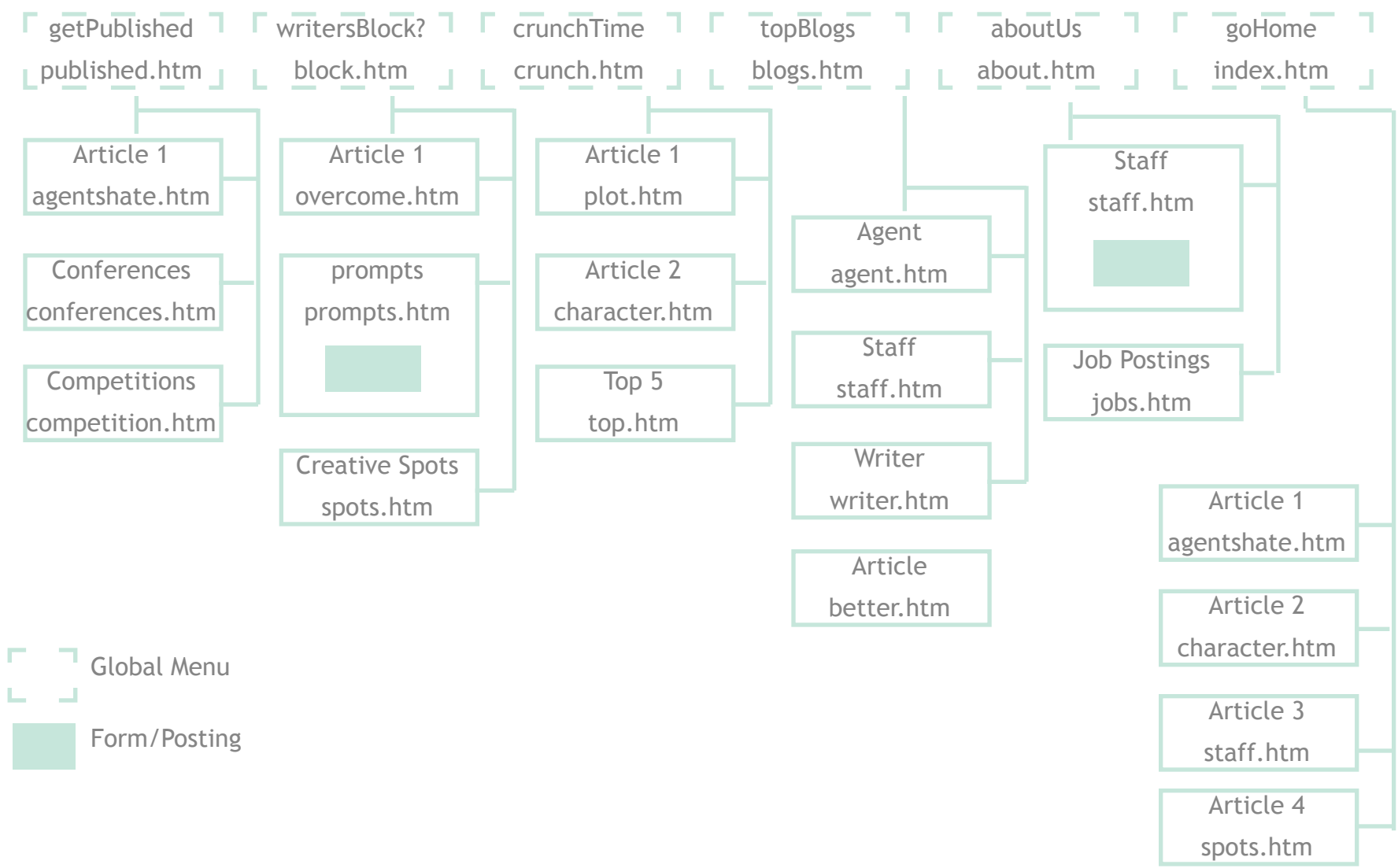


George Rolling is a 47 year old publishing agent. He lives in Dallas, TX. writersINK has a lot of fresh talent so he often checks out the site for helpful articles on signing the right client and often posts his thoughts on how to get signed.

Rachel Green is a 16 year old high school student living in Winchester, VA. She has decided that her goal in life is to be a successful published author at the ripe age of 18. She has two years to make that happen, so she checks writersINK daily for the most recent blog postings, and helpful hints pertaining to plot and scene description.

Perception/Tone

Light, Creative, Inspiring





# WIREFRAMES - getPublished

width 980

getPublished

writersBlock?

crunchTime

topBlogs

aboutUs

goHome

Logo

Title of Article

Post It  
link article1

Pull out of one  
competition

Article itself  
What Agents Hate

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getPublished

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topBlogs

aboutUs

goHome

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Logo	Months Top 5 Competitions	Post It link article1
Pull out article, tip of day or creative spot	Image Competition 1	Post It top5 confer- ences
	Image Competition2	Post It top5 compe- titions
	Image Competition3	link to an- other article
advertisement	Image Competition4	Advertisement

width 980

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Pull out article, tip of day or creative spot	 Conference 1	Post It top5 confer- ences
	 Conference 2	Post It top5 compe- titions
	 Conference 3	link to an- other article
advertisement	 Conferecne 4	Advertisement



# WIREFRAMES - writersBlock?

width 980

getPublished

writersBlock?

crunchTime

topBlogs

aboutUs

goHome

Logo

Different Ways to Overcome WritersBlock

Post It  
link article1

Exercise of the Day

Article

Post It  
Prompts

Post It  
Creative  
Spots

link to an-  
other article

advertisement

Advertisement

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# WIREFRAMES - Prompts

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topBlogs

aboutUs

goHome

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Logo	Months Top 5 Competitions	Post It link article1
Exercise of the Day	Prompt 1	Post It Prompts
	Prompt 2	Post It Creative Spots
	Prompt 3	link to an- other article
advertisement	Prompt 4	Advertisement



# WIREFRAMES - Creative Spots

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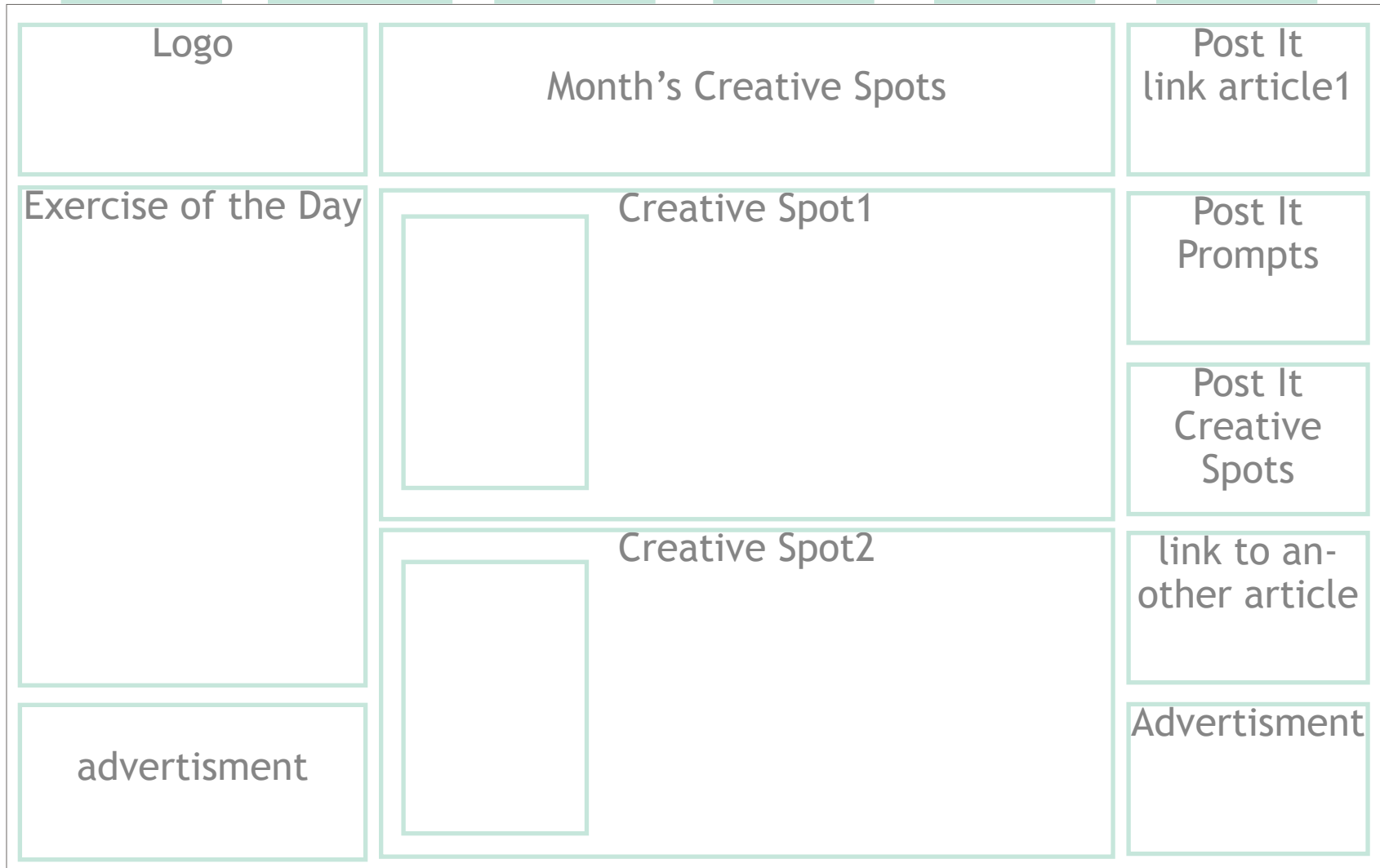
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## WIREFRAMES - crunchTime

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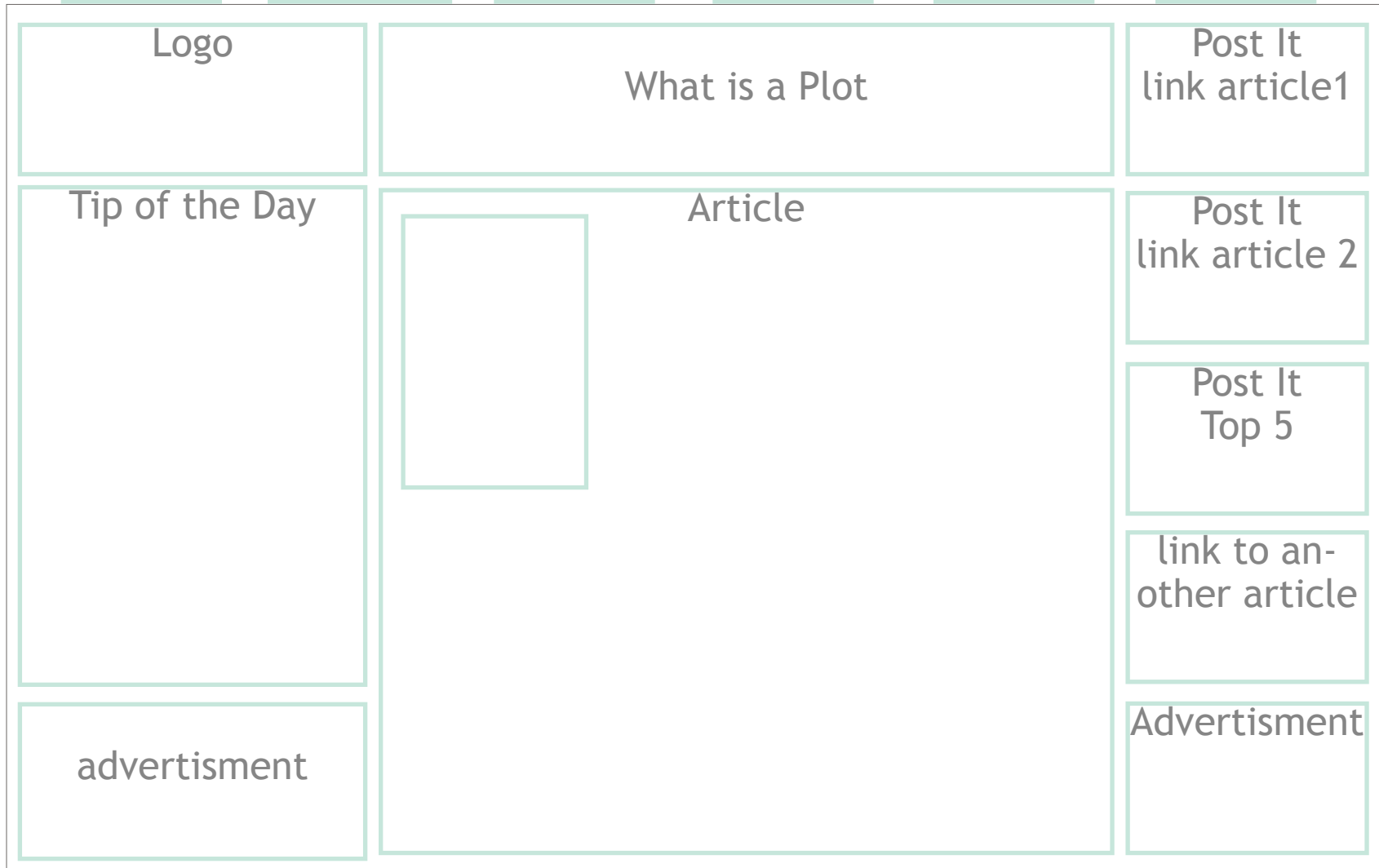
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## WIREFRAMES - crunchTime

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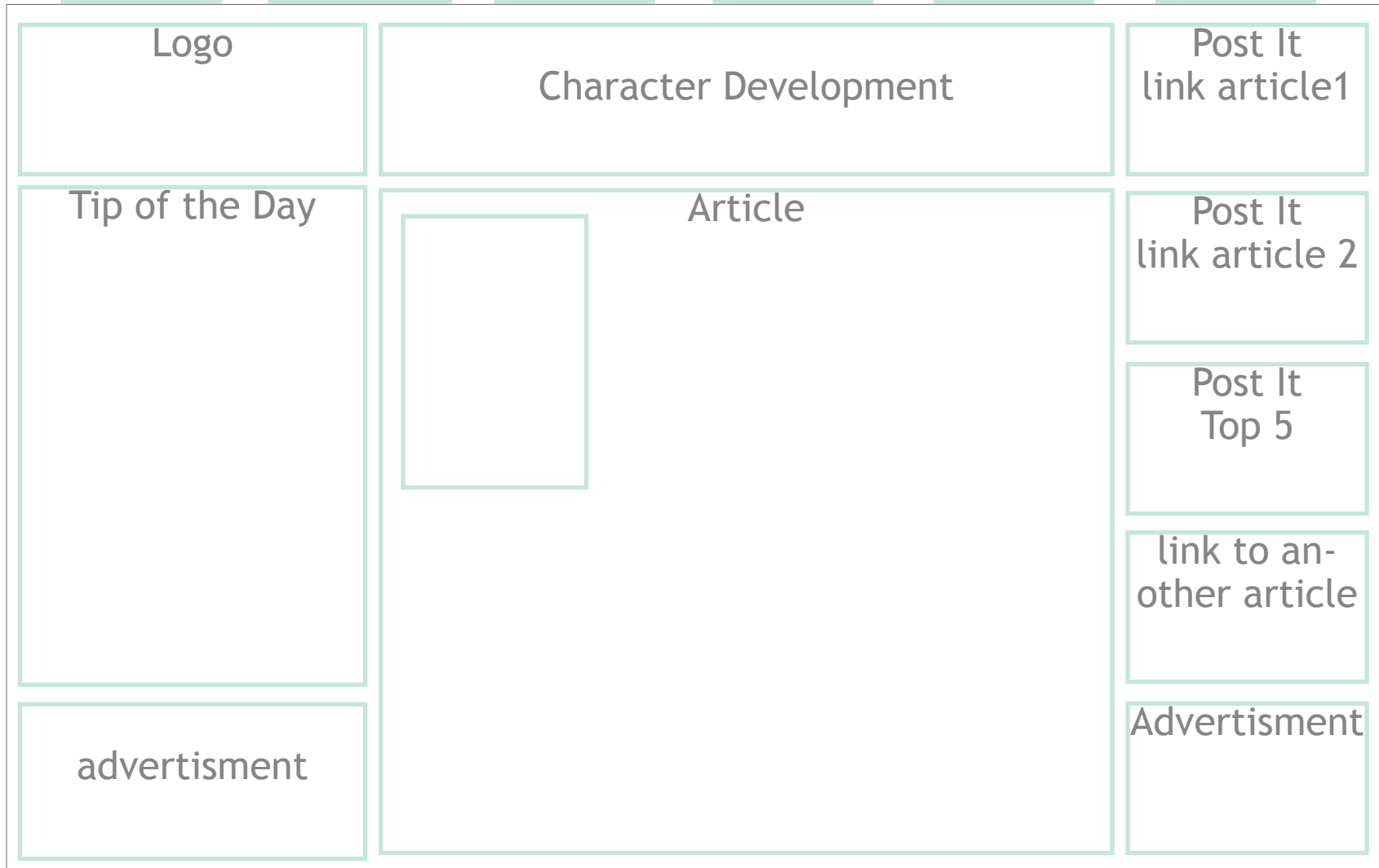
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# WIREFRAMES - Top 5

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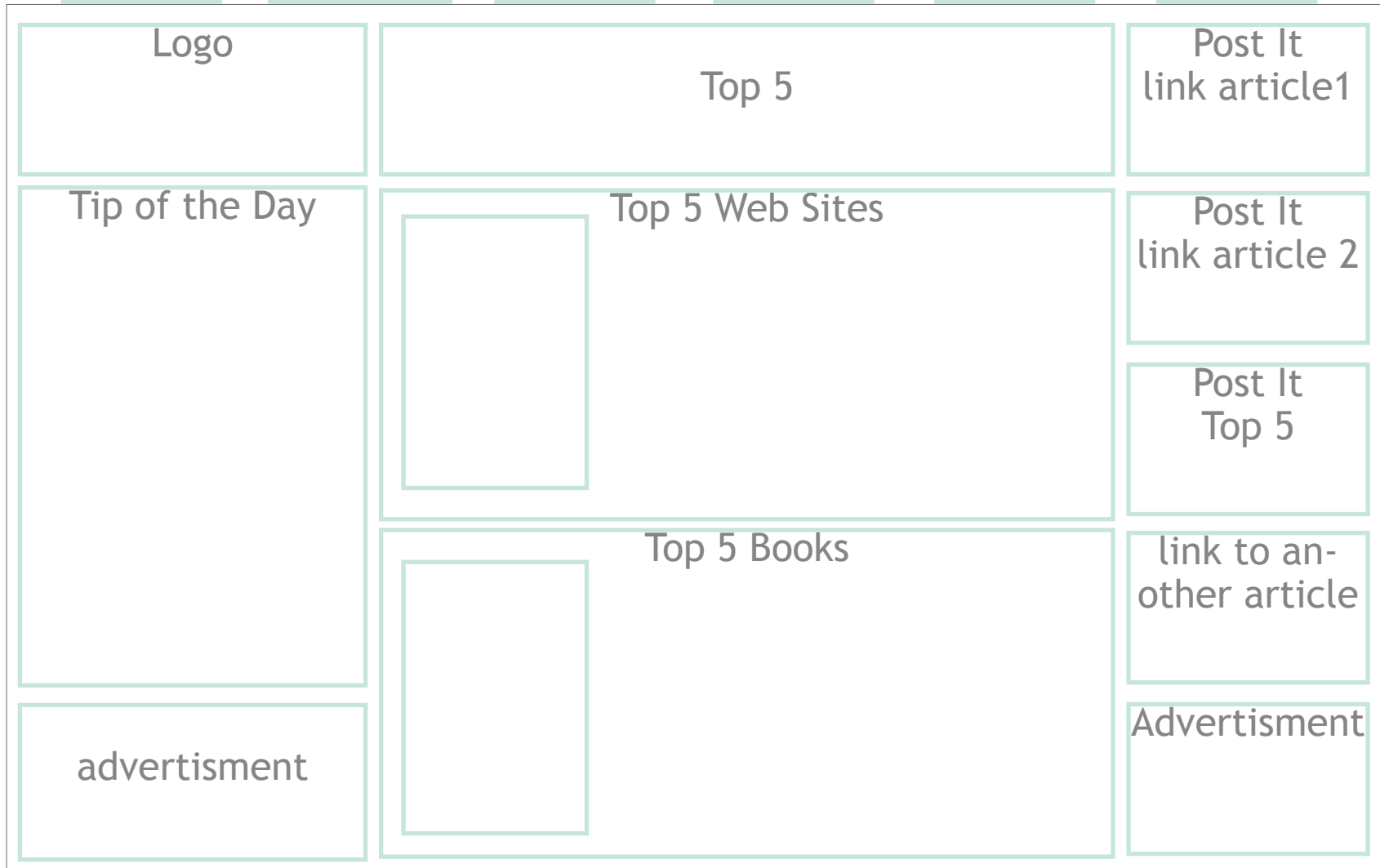
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# WIREFRAMES - topBlogs

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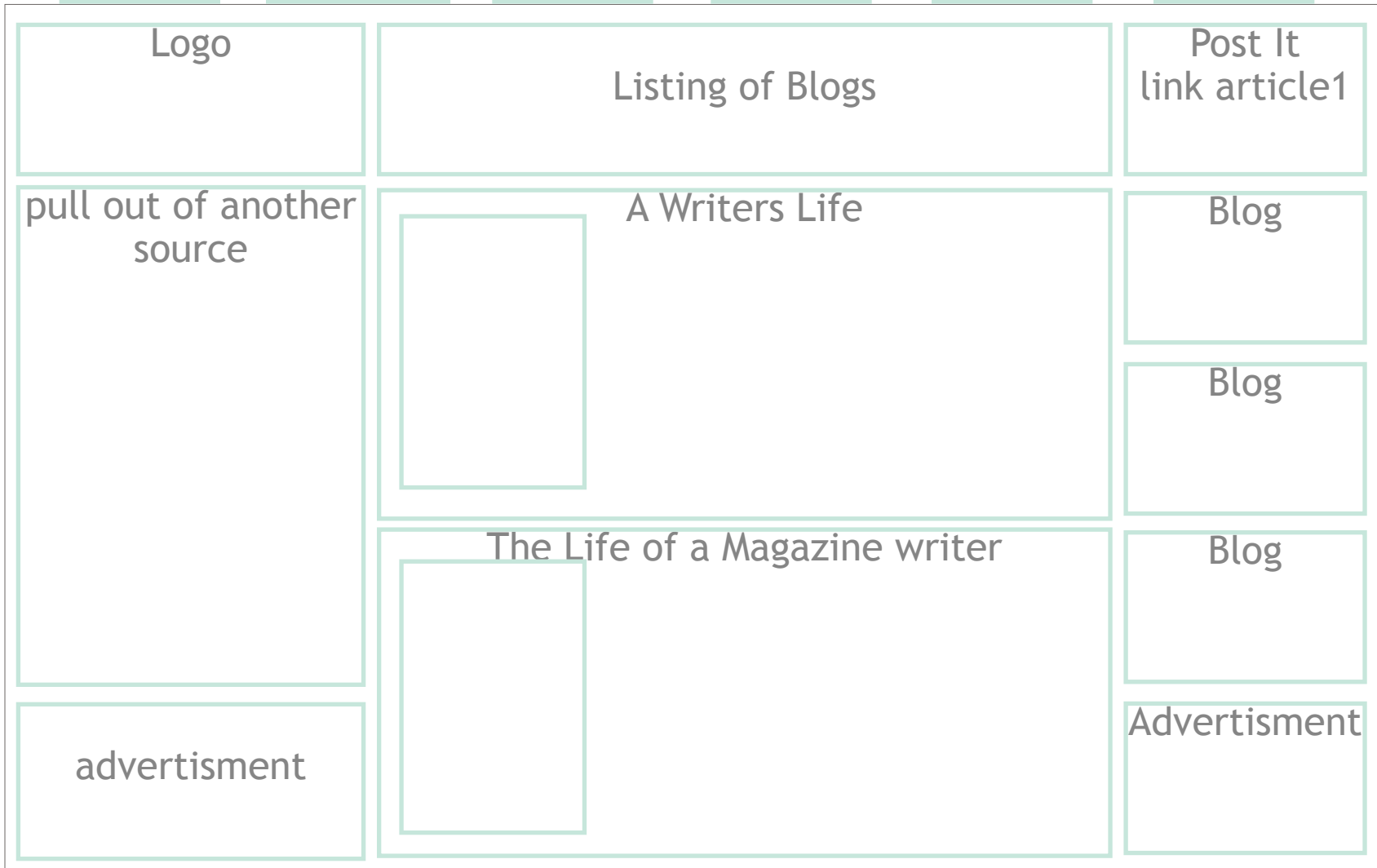
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# WIREFRAMES - blog layout

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getPublished

writersBlock?

crunchTime

topBlogs

aboutUs

goHome

Logo

Listing of Blogs

Post It  
link article1

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A Writers Life

Blog

Blog

Blog

Advertisement



# WIREFRAMES - blog layout

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getPublished

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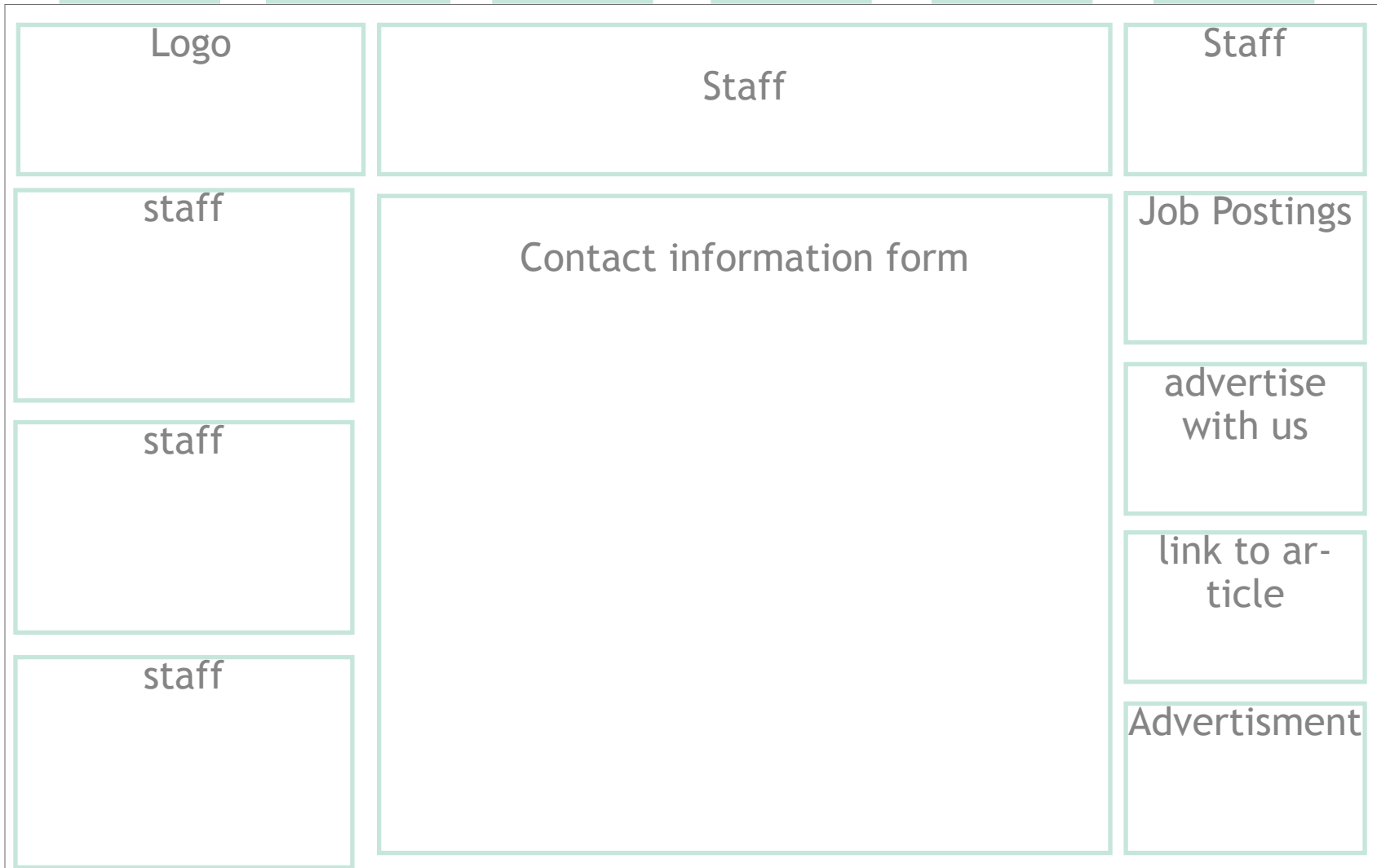
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topBlogs

aboutUs

goHome

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## STYLES

### Font Faces:

Logo - LainieDaySH, Arial Black

Webpages - Trebuchet MS

### Colors:

Logo-

Blue - #c5e6dd



Green - #c9d563



Brown - #55504c



Menu

1. #99bbb2



2. #c8d69b



3. #c5e6dd



4. #a3b568



5. #95c7ba



6. #d7e4ad



Post Its-

Darker Blue - #99bbb2



Green - #c8d69b



Brown - #55504c



Blue - #c5e6dd

