



UNIVERSITY OF EDUCATION, WINNEBA

DEPARTMENT OF GRAPHIC DESIGN

MPHIL IN VISUAL COMMUNICATIONS

EMMANUEL MANU JUNIOR

220022526

DESIGN BRIEF FOR ERMJAY STUDIOS WEBSITE

OVERVIEW

ErmJay Studios was established in 2017 by Emmanuel Manu Junior with the intention of bringing together the best experts under one roof for the best outcomes. With ErmJay studios, more than 20 musicians are independent contractors just in Ghana. New talent gathers in abundance at ErmJay Studios. The one-stop shop for all of your creative and visual needs is ErmJay Studios. With more than five years of successful incursions into Maharashtra's burgeoning photography, filmmaking, and advertising industries, our team continuously finds innovative and unique ways to communicate the value of a wide range of products and services tailored to our clients' demands. In order to provide the greatest product possible, we pay special attention to the demands of our customers and provide our recommendations.

Our attention is on you, dear client. Everything we do is driven by the desire to create flawless, outstanding audiovisual material for you that will stand the test of time. Our business processes aim to be as simple and clear as possible. Instead of presenting our customers with a bewildering array of options that frequently force them to make endless decisions, we present them with straightforward options that are hassle-free. The highest levels of quality and service at a fair price are our goals that we have set for ourselves. We stay current with the newest expertise, tools, techniques, and news in order to stay ahead in our field. We are always employing the most recent technology. Our team members have worked in industry for a considerable amount of time and have pursued expertise in a variety of disciplines. We are industry leaders in commercial and advertising photography as well as product, e-commerce, fashion, and beauty photography. High-end cameras like Sony, Nikon, and Canon are available at our facility, and we frequently use medium format cameras to meet the needs of our clients. We also offer modern lighting systems for photographs and spotless studios. In books, reports, advertisements, catalogs, etc., commercial

and advertising photography of actors, models, products, buildings, merchandises, food, artifacts and landscapes is used for promotional purposes. In the retail and wholesale industries, as well as in sales brochures and for promotional purposes, commercial and advertising images are often utilized exclusively. In commercial and advertising photography, the specific product is photographed throughout the entire photo shoot. Advertising simply encompasses lifestyle, thoughts, and ideas in addition to selling items, which is the main distinction between it and commercials. In brief, for commercial photography, photographers execute the client's ideas; for advertising, they develop the concept. For work in the fields of performing arts, new media art, film, television, radio, and video, we offer the structural foundation. For television commercials, snippets, movies, documentaries, music videos, industrial videos, etc., our team guarantees exceptional international standards and high-quality delivery.

VISION

To rank among Ghana's most well-known media communication domains

MISSION

To create lasting partnerships with our clients and, via innovation, to deliver great media-related services.

OUR STRATEGY

By comprehending our clients' visions, we produce artwork that will help them become innovators in their respective sectors, thereby expanding their sphere of influence and effectiveness.

OBJECTIVES

- Regional growth in the industries of motion, design, and photography.

- To raise the amount of money the company invests in helping the community and services grow.
- To guarantee team development and individual improvement.

CORE VALUES

- **Integrity**
- **Diligence**
- **Creativity**
- **Servanthood**
- **Teamwork**

TARGET AUDIENCE AND GOALS

1. THE GENERAL PUBLIC.

75% of our funding comes from individuals who hear about our message through our marketing channels. The remainder comes from corporate sponsorship and internal profit generation (such as fundraising activities and sale of our branded merchandise)

2. BUSINESSES.

Businesses contribute 15% to our funding. We would like to strengthen our focus on corporate sponsorship during 2021 and use the website to support co-branded sponsorship projects.

3. EMPLOYEES.

The strength of our efforts relies on the quality of our people. We would like the website to attract job applications from qualified individuals in the fields of marketing, business development and project management. The website should successfully convey our values, mission and core beliefs.

4. PHOTOGRAPHERS.

Photographers typically spend 40 hours a year to profile our projects. They are selected on a competitive basis but often donate free hours to capture specific projects and events. We would like the 'photo blog' feature (described below) to inspire professional photographers to get involved in our projects.

5. DESIGN STUDENTS.

We sell branded merchandise (such as t-shirts, caps and bags) in our online shop as part of our fundraising. The merchandise designs and illustrations are donated by designers and final year design students. We would like the site to attract further contributions in this area. An online competition platform might be worth exploring.

6. MEDIA.

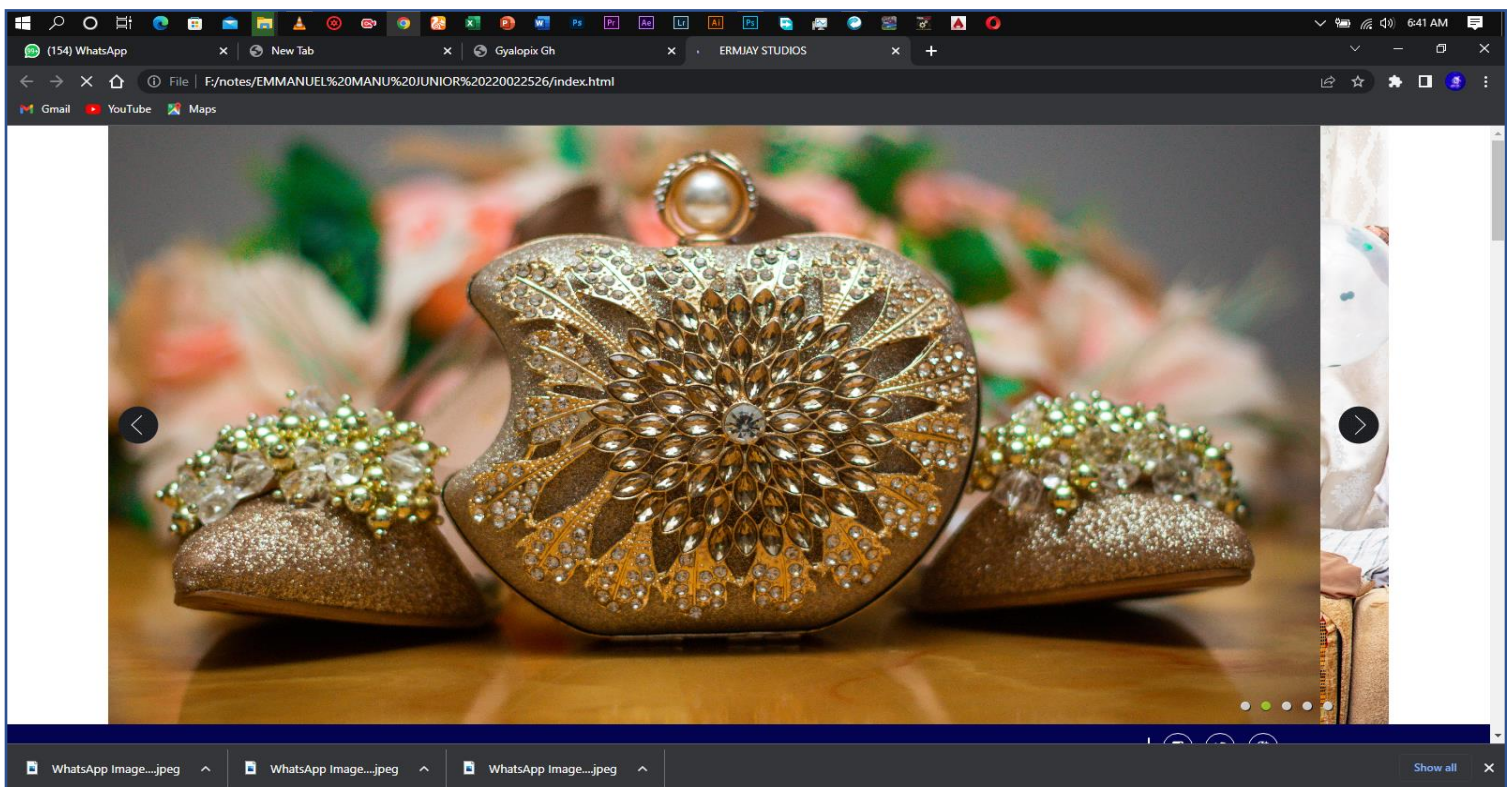
We have been featured in a variety of local magazines, online publications and radio stations. We would like the website to attract further positive press attention and enable interested parties to download our resources and press kits.

WEBSITE SCOPE

The website will contain the following navigation structure:

HOME:

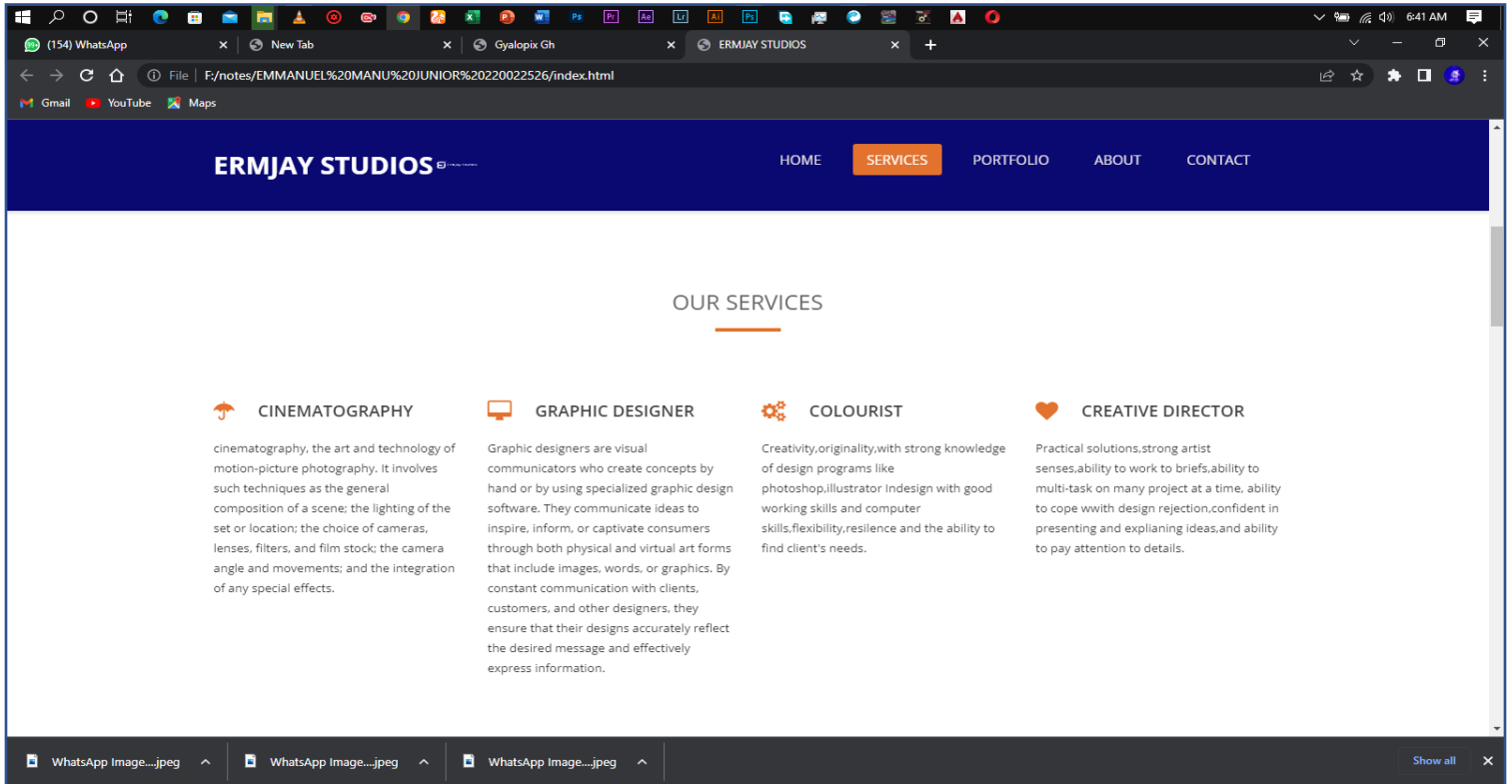
A home page can operate as a landing page to draw visitors and is typically the first page a visitor sees when accessing a website using a search engine. As a result, a website's main page design is typically given top consideration



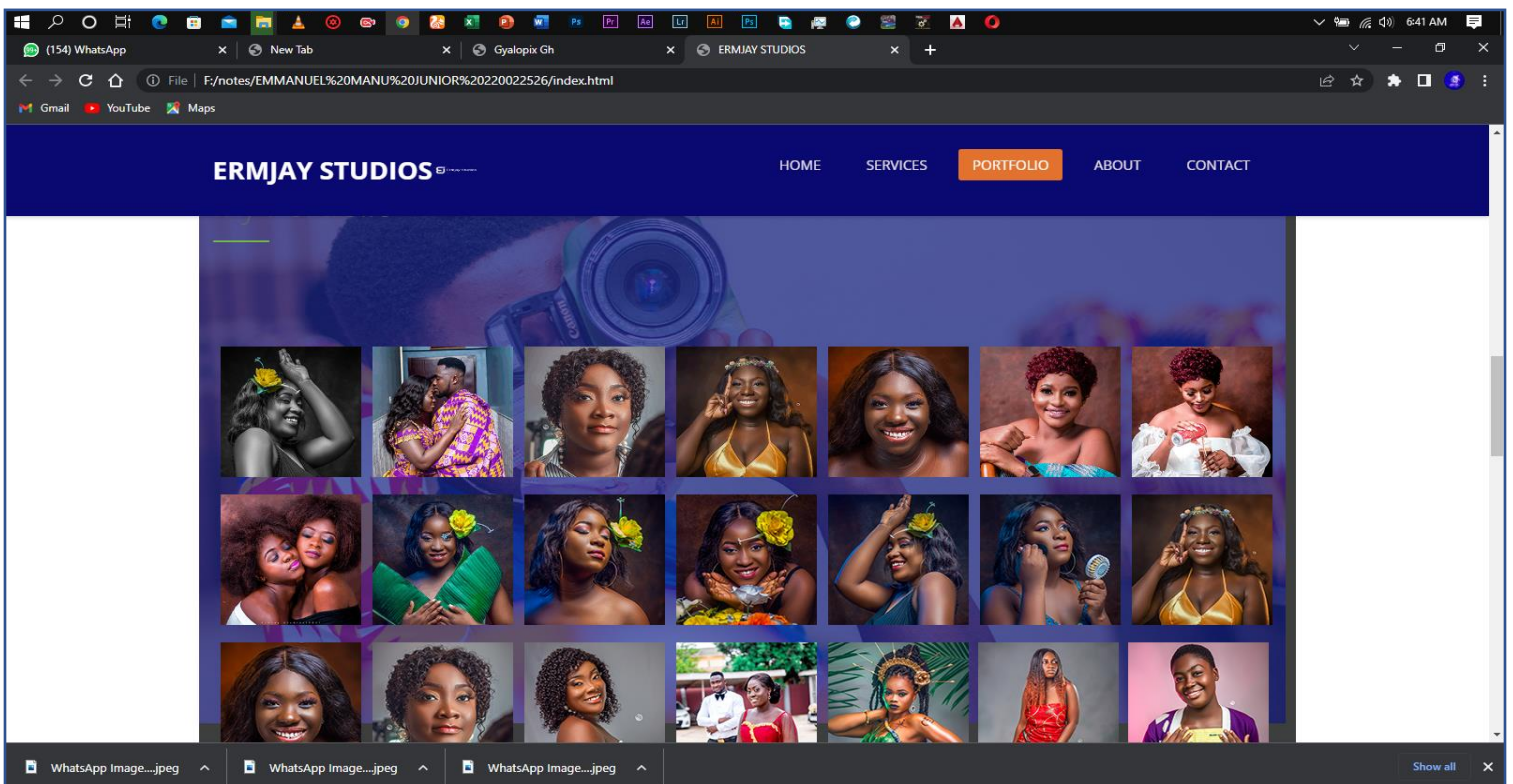
OUR SERVICES:

One of the most important pages on your website is the one devoted to your services, which has the dual function of outlining what you have to offer and how your business differs from the

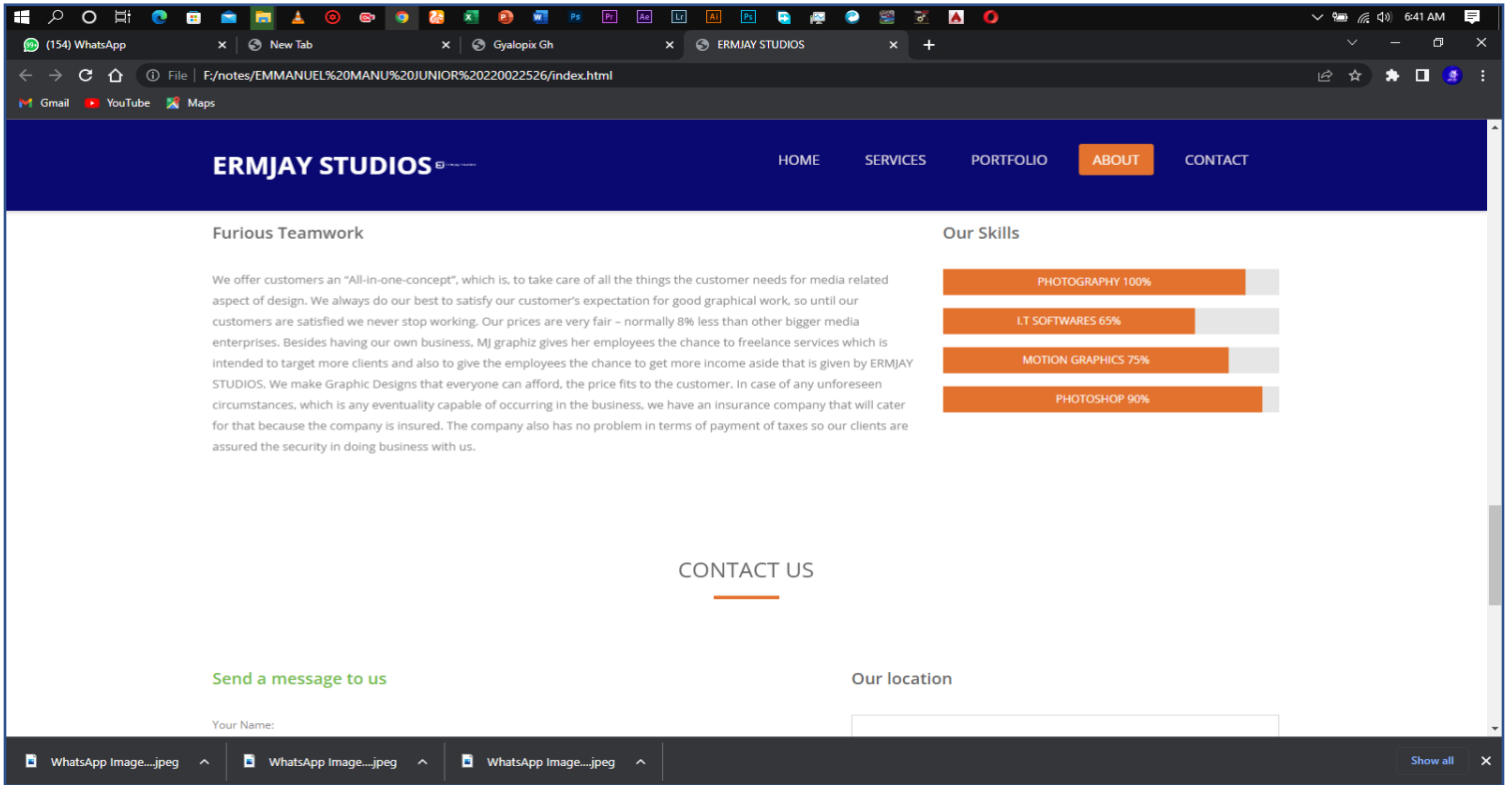
competition. The messaging comes first. You must determine the most effective approach to describe your service based on it.



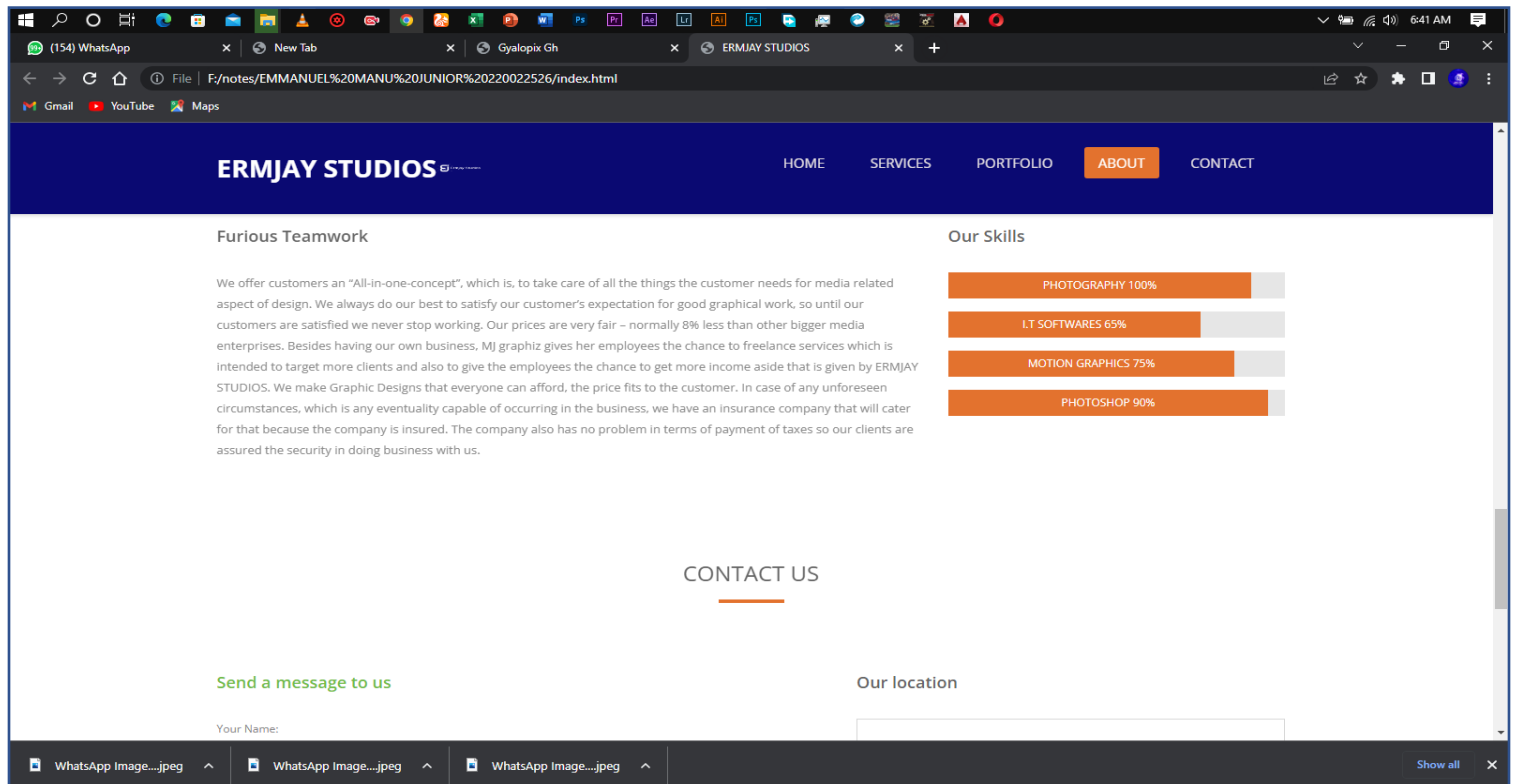
PORTFOLIO:



ABOUT US:



CONTACT US:



PROJECT RESPONSIBILITIES

The Ermjay studios already have a logo and a well-known color scheme. We have a large collection of excellent photos from previous projects and events we've hosted. Additionally, we frequently employ a few standard fonts.

After the site launches, our marketing team will be in charge of developing and adding new material, but we want to look at our alternatives for website upkeep and support.

MEASURES OF SUCCESS

The Google Analytics tool enables us to observe the precise volume of visitors, sessions, views, clicks per rate, and pertinent search terms or keywords, all of which are clear indicators of a website's performance and success.

LEGAL AND TECHNICAL REQUIREMENTS

The legal requirements of a website vary with the type of industry it's involved in and the type of data it collects. You may have to adhere to different requirements depending on the nature of your website. Some of the most stringent regulations concern data privacy laws. These laws are meant to provide users with the right to know and control what personal data is being collected, sold, and shared. Websites must provide the means to do this, or they fall out of compliance.

- Data Privacy and Collection Requirements (GDPR, CCPA, etc)
- Cookie Requirements (GDPR, ePrivacy, etc)
- Data Security Requirements
- Accessibility Requirements (ADA, WCAG, etc)
- Ecommerce Security

- Copyright and Plagiarism Requirements
- Content Licensing and Attribution
- Anti-Spam Laws
- Disclaimers

Your staff is your brand, not your customers, and the quality of a service or product is not determined by the work you put into it. What the customer gets from it is what matters.

Ermjay Studios making every moment exciting