

Project Proposal

Renton History Museum

Attn: Elizabeth P. Stewart, Ph.D.

235 Mill Avenue South

Renton, WA 98057-2133

A Project Description

Chris Gubbels, Kenley Gard, Helen Lawrence and Zarah McIntosh, the Vendor, has been asked by Elizabeth Stewart, Sarah Samson, and Theresa Clymer of the Renton History Museum, the Client, to redesign, produce and develop the website for the Renton History Museum, the Project, to be viewed publicly via the world wide web.

Said Project will be conducted as part of a school project by students of Seattle Central Community College. It is intended to improve the effectiveness of the Renton History Museum's public website to showcase the mission and services of the Renton History Museum with the following requirements:

- 1) **Design:** Creation of an on-brand website design representative of the mission and services of the Renton History Museum.
- 2) **Technology:** Implementation of a Content Management System (CMS) powered by WordPress as to allow the Client to update and manage their own content.

B Content Requirements

Said Project will be produced by the Vendor with the following content requirements:

- 1) **Brand Imaging:** Said Project will incorporate the Renton History Museum logo and brand specifications as supplied by the Vendor.
- 2) **Photographic Images:** Photos for said Project will be supplied to the Vendor to be incorporated into the design of said Project. The Client will be responsible for

approval and license of each photograph.

3) **Written Copy:** Written information for said Project will be incorporated into said Project by the Client via a Content Management System (CMS).

C Technology Requirements

Said Project will be produced by the Vendor with the following technology requirements:

1) **Markup Code:** Markup code for said Project will be written in valid HTML5 as to control the structure of website components. Said markup code will adhere to standards as set forth by the W3C.

2) **Presentation Code:** Presentation code for said Project will be written with Cascading Style Sheets as to control the design and layout of the website components. Said Presentation code will adhere to standards as set forth by the W3C. The code shall be written so as to produce a responsive website that rescales to desktop computers, tablets, and mobile phones.

3) **Client-Side Scripting:** Client-Side Scripting code for said Project will be written in JavaScript as to control website item applications.

4) **Server-Side Scripting:** Server-Side Scripting code for said Project will be written in PHP as to control elements that interact with the server and database component.

5) **Database Component:** The Project will not include a database component or database interactions.

D Functional Requirements

Said Project will be produced by the Vendor with the following technology requirements:

1) **Online Donations.** Said Project will allow users to submit donations to the Renton History Museum through a secure online form. The Vendor understands that there may be additional fees associated with secure transactions.

2) **Membership Registration.** Site users will be able to sign up as new members of the Renton Historical Museum. Users will be able to submit membership dues via

an online form. The registration form will have no direct interactions with existing member database.

3) **Social Media.** Said Project will have links to Renton Historical Museum social media sites. The vendor will provide functionality with the site to the following social media services:

- Facebook
- Twitter

4) **Researchers.** The site will allow researchers to submit their application through an online form. The information will be sent to Renton History Museum via email.

E Project Phases

Said Project will be produced by the Vendor as described in the following phases:

1) **Discovery:** The Vendor will meet with the Client to clarify objectives, identify preferences, discuss goals, and analyze overall needs for said Project.

2) **Content Audit:** The Vendor will conduct a content audit as to assess how present and potential written and visual content will satisfy user needs assessed during the discovery phase for said Project.

3) **Information Architecture:** The Vendor will create an information architecture to describe how the structure of the (website) content will be presented based on data collected during the Discovery Phase and Content Audit of said Project for the Client's review, approval and sign off.

4) **Content Design:** The Vendor will create and present a (wireframe) content design study for all in-scope pages that will illustrate blocks of content, navigational schemas and user functionality that will adhere to the information architecture of said Project for the Client's review, approval and sign off.

5) **Visual Design:** The Vendor will create and present a visual design study consisting of at least 2-3 initial visual design concepts that incorporate the Content Requirements in the manner as stated above for all in-scope pages of said Project for the Client's review, approval and sign off.

6) **Production & Development:** The Vendor will be responsible for producing said Project on the Client's development server in the manner stated above for all in-scope pages of said Project. The Project will be presented in a timely manner for the Client's review, approval and sign off. Vendor reserves the right to develop on secure server if the client's server is unavailable.

7) **Testing:** The Vendor will be responsible for testing all website pages as to ensure functionality across multiple platforms and browsers for all in-scope pages of said Project for the Client's review, approval and sign off.

8) **Style Guides:** The Vendor will be responsible for producing design style guides for all in-scope pages of said Project for the Client's review, approval and sign off.

9) **Launch:** The Vendor will be responsible for launching said Project to the Client's server space.

F Rights of Usage

Rights of usage for said Project described as follows:

- 1) **The Client** is granted usage rights of said Project as designed and produced by the Vendor via the World Wide Web.
- 2) **The Vendor** reserves the right to include design and development elements of said Project as a portfolio piece. The Vendor also reserves the right to host a copy of the site on a secure server.

G Project Terms

The Project description stated in this document will be conducted Pro Bono by the Vendor on behalf of the Client. All work on said Project will end on December 13th, 2013. Any maintenance, development, design, troubleshooting, or other work after that date will be performed according to the terms of a new proposal to be drafted at that time. All work after December 13th, 2013 will be performed at an hourly rate to be agreed upon by the Client and a vendor of the client's choosing.

I Project Approval

- 1) Upon reading the above stated Project Proposal, please sign the document in the space below.
- 2) By receiving the signature of the Client, this Project Proposal is considered "agreed upon."