



Team Focus It  
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## **Design Brief**

### **Project Background**

In 2018, the photographers Eric Sampana, Emmanuel Ofori Kumi, and Richard Asante founded Team Focus it. While pursuing a Bachelor of Art in Graphic Design at the University of Education, Winneba, they became friends. In the process of recording occasions like funerals, festivals, and other events, we have developed our own brand. Additionally, collaborate with up-and-coming gospel performers from Ghana as well as established artists. In the areas of journalism, blogging, tourism, events, and weddings, we provide photography services. We serve as the foundations of Feed the Sick, Gospels 360 Africa, and Family Life Care's official photographers. From 2018 to now, we have contributed to the original composition. Additionally, were put forward for the Entertainment Achievement Awards' Photographer of the Year award in 2021. Winners of Best nightlife Photographers of the year at the Ghana Nightlife Awards.

### **Overall Objective**

1. To help create a modern and soothing web design platform to attract old and new clients to the organization.
2. To provide the best way clients can access the data of the organisation.
3. Providing a satisfying customer experience and an entertaining environment to allow smooth operation which in turn will generate income.

4. It will assist new and existing clients to have first-hand information about the organisation.
5. To showcase vital upcoming events to a large extent.
6. To incorporate social media into its marketing strategy
7. Assist in creating brand awareness and project a positive image of the organisation.

### **Target Audience**

This project targets individuals, organisations, companies, students and the general public.

### **Tone**

The choice of colours and font with pictures is used to attract clients. The red-white-and-black tricolour is a symbolically charged set of colours. Virtually worldwide, and as such has drawn comment from many disciplines, principally folklore, anthropology, linguistics, comparative religion, psychology, and art history.

### **Message**

Art and culture. Providing solutions by bridging a gap between creativity and strategy.

### **Budget**

General Expenses- GH¢ 200.00

Idea development/Web Design – GH¢ 1000.00

*Total = **GH¢ 1200.00***

### **Time Schedule**

Day 1 to 7 – Idea development

Day 8 to 14 – Design and finishing of Website

## **Project Deliverables**

Software Used - Adobe Dreamweaver 2022

## **Competitors**

All Photography firms

## **Contact Us**

Team Focus It

You can contact our head office at Rev. Dr. Zormelo Street Winneba, CE-001-1456 on 0208155484 between 9:00 and 17:00GMT Monday to Saturday or by post: P. O. Box KS17503, Kumasi- A/R. Email: [teamfocusit@gmail.com](mailto:teamfocusit@gmail.com)

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