

UNIVERSITY OF EDUCATION, WINNEBA
Department of Graphic Design
GVCC 812: Website Design and Management
2025/2026 Academic Year

DESIGN BRIEF FOR A RESPONSIVE RESTAURANT WEBSITE

Project Title: Kingstab Restaurant Website
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1. Introduction

This design brief presents the plan for the design and development of a responsive website for **Kingstab Restaurant**. The website is intended to promote the restaurant's services, display its food offerings, introduce its chefs, and provide contact information for customers. The project is being undertaken as part of the requirements for **GVCC 812: Website Design and Management**. The website will be developed using **Adobe Dreamweaver**, HTML, CSS, JavaScript, and a responsive web template.

2. Background of the Project

In today's digital age, restaurants need an online presence to remain visible and competitive. Many customers search online before choosing where to eat, so a restaurant website has become an important marketing and communication tool. Kingstab Restaurant requires a website that reflects its brand identity, showcases Ghanaian meals, and gives customers easy access to useful information.

3. Purpose of the Website

The purpose of the website is to:

- establish a strong online presence for Kingstab Restaurant
- showcase the restaurant's menu and services
- attract potential customers
- present the restaurant's chefs and dining atmosphere
- provide contact details and promotional content
- improve accessibility to restaurant information across devices

4. Objectives

The project aims to:

- design and develop a responsive restaurant website
- create a visually appealing and user-friendly interface
- make the website accessible on mobile phones, tablets, and desktop computers
- provide at least five pages of relevant content
- embed a promotional YouTube short video
- include a downloadable PDF version of the design brief
- satisfy the academic requirements stated in the assignment brief

5. Target Audience

The target audience includes:

- students
- workers
- families
- tourists
- individuals interested in African cuisine
- customers looking for a comfortable dining experience

6. Scope of the Project

The website will include the following pages:

1. Home
2. About Us
3. Menu
4. Chefs/Gallery
5. Contact Us

Additional sections may include:

- embedded video
- downloadable design brief
- exegesis

7. Features of the Website

The website will contain:

- a homepage with restaurant branding and welcome message
- an About Us section explaining the restaurant's identity
- a menu page showing meals and prices
- a chefs section featuring some of the best Chefs in the country
- restaurant and food images
- a promotional YouTube video embedded in the site
- contact information
- navigation links for easy browsing
- responsive layout for different screen sizes

8. Design Requirements

The design of the website will reflect the restaurant's image as a modern African dining space.

The website will use:

- warm and appealing colors
- clean and readable typography
- quality images of food, chefs, and dining scenes
- simple and attractive layout
- easy navigation structure

9. Color Scheme

The website will likely use:

- orange/gold for warmth and appetite appeal
- white/cream for clarity and cleanliness
- purple for contrast and elegance

10. Typography

Readable and attractive fonts will be used. Headings will be bold and prominent, while body text will remain simple and easy to read.

11. Tools and Technologies

The project will be developed using:

- Adobe Dreamweaver
- HTML5

- CSS3
- JavaScript
- Bootstrap-based responsive template
- Microsoft Word
- PDF export tools
- Adobe Photoshop
- Adobe Illustrator

12. Constraints

The project must meet the following conditions:

- The website should not be fewer than five pages
- The design brief must be a downloadable PDF linked to the website
- A promotional YouTube short video must be embedded
- The website root folder should not exceed 25 MB
- An exegesis of not more than 1000 words must be included

13. Expected Outcome

The final outcome will be a functional and attractive restaurant website that effectively promotes Kingstab Restaurant and meets the academic requirements of the course.

14. Conclusion

This project will demonstrate practical skills in web design and management through the development of a responsive restaurant website. The website will combine aesthetics, usability, and functionality to serve both academic and practical purposes.

