



EASTERN MICHIGAN UNIVERSITY SPECIFICATIONS FOR WEB DEVELOPMENT

University Marketing and Communications
18 Welch Hall • Ypsilanti, MI 48197
734.487.5376

This form is to be completed by any EMU department or program (aka *the client*) that plans to work with an external company or web services provider (aka *the vendor*) in developing its official EMU web site in accordance with EMU web standards and templates. A list of approved vendors is available from the director of Web Communications. These vendors will develop a project proposal based on the information you provide on this form. Please complete all sections, then send this form to the vendor.

EMU department or program: _____

(Fill out complete contact information on the last page)

Does this department have an existing web site that will be replaced by a new web site?

no yes; URL of existing site: _____

Information about the department's proposed new web site

Expected site scope (total web pages):

- 1-10
- 11-25
- 26-50
- more than 50

Technologies that will be components of this site:

- HTML / Javascripting (basic web site)
- Flash (Provide a brief description of your plans for Flash animations): _____

- Additional multimedia (i.e. audio, video, etc.; Provide a brief description): _____

- Contact / request forms (number of forms _____)
- Database integration (Provide a brief description of your plans for database integration): _____

- Application development / programming / additional features (Provide a brief description): _____

- Not sure

Site planning / information architecture (IA):

- We (the EMU client / department) will provide site planning / IA
- We (the client) will develop site planning / IA in consultation with the vendor
- We (the client) will need the vendor to develop the site planning / IA as part of the overall project

Design structure for the site:

- Using EMU template with minimal modifications
- Based on EMU template with significant modifications*
- Custom design based on EMU template concepts/colors (special circumstances)*

(*requires formal consent and approval of the EMU director of Web Communications)

Site content (verbal / written):

- We (the EMU client / department) will provide all written content on disk or by e-mail
- We (the client) will need limited writing / content development from the vendor (i.e. a few paragraphs or 1-3 web pages)
- We (the client) will need extensive writing / content development by the vendor (i.e. most of the site's written content)

Site content (imaging / graphics), part 1:

This site will require:

- Very few custom graphics; just the template standards
- At least one custom graphic component on each page, but the site will not be graphics-intensive
- A lot of custom graphics and images (several on each page; the site will be graphics-intensive)

Site content (imaging / graphics), part 2:

The graphics for this site will originate as follows:

- All graphics will be provided as digital, web-ready files by the client (the EMU department)
- All graphics will be provided in digital form by the client (the EMU department), but the vendor must optimize graphics for web use
- All graphics will be provided as prints, negatives, transparencies or slides by the client (the EMU department); the vendor must digitize and optimize graphics for web use
- Most graphics are provided (web-ready) by the client; a limited number of graphics must be developed by the vendor (*understanding that we [the client] will be responsible for any required licensing fees*)
- Most or all graphics must be developed by the vendor (*understanding that we [the client] will be responsible for any required licensing fees*)

Timeline for the project (after requisite materials are provided to the vendor):

- Specific (completed site needed by ___ / ___ / ___)
- Need within ___ weeks
- Flexible, preferred within ___ weeks or ___ months

Post-production information / maintenance (after the site is completed):

- We (the EMU client / department) will maintain and update our site after it is completed and approved
- We will need the vendor to provide minor periodic site maintenance (~1-2x/month, text/content and minor imaging changes); please provide monthly pricing
- This site will require significant ongoing maintenance by the vendor (Describe): _____

Estimated project budget:

(Project budget will be a determining factor in some of the above categories / available options)

- less than \$1,000
- \$1,000 - \$3,000
- \$3,000 - \$5,000
- \$5,000 - \$7,500
- \$7,500 - \$10,000
- more than \$10,000

Other relevant information regarding this project:

Contact information for proposal submission

Proposal for this project and any questions should be directed to:

Name of EMU project manager: _____

EMU department: _____

Building / street address: _____

EMU campus phone: 734 . _____ . _____ E-mail _____

EMU Fax number: 734 . _____ . _____

We would like to receive a proposal based on this RFP by (date): _____ / _____ / _____

Please Note: EMU departments/programs must have a P.O. on file with the Purchasing Department before authorizing paid work on web projects.

If you have any questions about this form or about web development at EMU, please contact the director of Web Communications, University Marketing and Communications, 18 Welch Hall (487-5376).