

KABODIGITAL

# Website Design Brief

Creative Studio · 3D · Motion Graphics · Strategy

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## 01 · OVERVIEW

# Project Overview

Kabodigital is a forward-thinking creative studio specialising in 3D animation, motion design, creative design, and strategic brand storytelling. This brief outlines the full scope, requirements, and deliverables for the design and development of Kabodigital's new website — a digital flagship that reflects the studio's craft, ambition, and creative identity.

## 02 · OBJECTIVES

# Project Objectives

- Establish a bold, distinctive online presence that communicates the studio's creative authority.
- Showcase the studio's core services: Motion Design, 3D Animation, and Creative Strategy.
- Embed a promotional short video from YouTube to immerse visitors in the brand experience.
- Deliver a minimum of five (5) distinct, fully-designed pages.
- Maintain a lean, optimised root folder not exceeding 25 MB in total file size.
- Drive inbound enquiries and client conversion through clear calls-to-action.
- Ensure full responsiveness across desktop, tablet, and mobile devices.

## 03 · SCOPE OF WORK

# Website Pages & Structure

The website shall consist of no fewer than five (5) core pages. Each page must be purposefully designed, content-complete, and optimised for performance. The page structure is defined as follows:

PAGE	TITLE	KEY CONTENT	PRIORITY
1	Home	Hero section, brand statement, reel/promo video embed, CTA	Critical
2	Services	Motion Design, 3D Animation, Creative Strategy — with one-line descriptions	Critical
3	Work / Portfolio	Project showcase, case studies, filterable gallery	Critical
4	About	Studio story, team, values, philosophy	High
5	Contact	Contact form, social links, location, enquiry CTA	Critical

## 04 · MEDIA

# Promotional Video Embed

A promotional short video from the studio's official YouTube channel must be embedded directly on the Home page. The embed must meet the following specifications:

- Platform: YouTube (iframe embed — no third-party players).
- Placement: Prominent position within the homepage hero or dedicated 'Reel' section.
- Autoplay: Disabled by default; user-initiated playback only (for performance & UX).
- Responsive: The embed must scale correctly across all screen sizes.
- Accessibility: Video must include captions / subtitles where available.
- Privacy: Use YouTube's privacy-enhanced embed mode (youtube-nocookie.com).

## 05 · TECHNICAL REQUIREMENTS

# Performance & File Size Constraints

The following technical constraints are mandatory and non-negotiable throughout development and at the point of final delivery:

REQUIREMENT	SPECIFICATION	NOTES
<b>Root Folder Size</b>	≤ 25 MB	Excludes external CDN assets & YouTube embed
<b>Image Format</b>	WebP preferred; JPEG/PNG fallback	All images must be compressed before delivery
<b>Video Hosting</b>	YouTube (external — not self-hosted)	Keeps root folder within size limit
<b>CSS/JS</b>	Minified on production build	Use bundler (Vite / Webpack) or equivalent
<b>Fonts</b>	Max 2 typeface families	Subset & serve via Google Fonts or self-host WOFF2
<b>Page Load</b>	Target < 3 seconds (LCP)	Measured on desktop, 4G mobile
<b>Responsiveness</b>	Mobile-first, min 320px	Tested on Chrome, Safari, Firefox, Edge
<b>Minimum Pages</b>	5 pages (mandatory)	Additional pages may be added by agreement

## 06 · DESIGN DIRECTION

# Visual Identity & Aesthetic

The website must communicate Kabodigital's reputation as a premium, boundary-pushing creative studio. The visual language should feel cinematic, editorial, and immersive — letting the work speak loudly while the UI stays disciplined.

<b>Colour Palette</b>	Dark backgrounds (near-black) with high-contrast typography and one bold accent colour. Minimal use of white space as 'breathing room'.
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<b>Typography</b>	Strong, geometric sans-serif for headings. Clean, readable body font. Max two typefaces across the site.
<b>Motion &amp; Interaction</b>	Subtle scroll-triggered animations, smooth transitions. Avoid gratuitous motion — every animation must serve a purpose.
<b>Imagery &amp; Media</b>	High-quality stills and motion renders from Kabodigital's portfolio. No stock photography. Authentic studio work only.
<b>Tone of Voice</b>	Confident, precise, and modern. Copy should be tight and punchy — no filler language.

## 07 · PROJECT TIMELINE

### Delivery Schedule

The following timeline provides a structured framework for delivery. All milestones are subject to timely provision of assets and feedback from the client.

PHASE	MILESTONE	DELIVERABLE	DURATION
1	Discovery & Strategy	Sitemap, content inventory, reference mood board	Week 1
2	Wireframes	Lo-fi wireframes for all 5 pages — client sign-off required	Week 2
3	Visual Design	Hi-fi mockups (desktop + mobile), design system / style guide	Weeks 3–4
4	Development	Front-end build, YouTube embed integration, responsiveness	Weeks 5–7
5	QA & Optimisation	Cross-browser testing, performance audit, folder size validation	Week 8
6	Launch	Deployment, DNS, post-launch review	Week 9

## 08 · DELIVERABLES

### Final Handover Checklist

- Fully functional, responsive website — minimum 5 pages.
- YouTube promotional video embedded on the homepage.
- Root folder compressed and verified at  $\leq 25$  MB.
- All source files (design + code) delivered in an organised folder structure.
- Style guide / design system documentation.
- Cross-browser and cross-device test report.
- Deployment to agreed hosting environment.

- Post-launch walkthrough and handover session.

## 09 - ASSUMPTIONS & EXCLUSIONS

# Scope Boundaries

This brief assumes the following conditions. Any deviation must be agreed in writing prior to work commencing:

- All brand assets (logo, approved imagery, copy, and video URL) will be provided by Kabodigital before the start of Phase 3.
- Video content is self-produced and published on Kabodigital's YouTube channel; video production is not in scope.
- Hosting, domain registration, and ongoing maintenance are not included unless separately agreed.
- SEO copywriting is not in scope; the studio will supply final approved copy.
- The 25 MB root folder limit applies to deployed/built assets only, not development dependencies.

<b>Approved by (Client):</b>		<b>Date:</b>	
<b>Approved by (Studio Lead):</b>		<b>Date:</b>	

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