

DESIGN BRIEF

Dicre8ive Creative Studio

Creative Agency Website — Brand Presence & Digital Identity

Project	Creative Agency Website Redesign / Brand Presence
Client	Dicre8ive Studios — Creative Agency, Ghana
CEO / Founder	Mr. Dickson Asante
Location	Sunyani, Kumasi, Accra — Ghana
Phone	+233 54 079 7820
Email	info@dicre8ive.com
Website Tagline	Design that Speaks Louder Than Words
Document Date	April 2026

"Design that Speaks Louder Than Words"

1. Project Overview

Dicre8ive is a contemporary creative studio specialising in bold design, motion graphics, and brand strategy. This design brief documents the complete conception and development of the Dicre8ive website — a single-page creative agency digital presence built from scratch using pure HTML5, CSS3, and vanilla JavaScript.

The website was developed as part of an academic web development project, advancing an existing free template (TemplateMo 588 Ebook Landing Page) into a fully customised, professional creative studio website. The result demonstrates mastery across visual design, front-end engineering, typography, layout systems, and UX copywriting.

1.1 Project Identity

Website Name	Dicre8ive — Creative Studio
Client	Dicre8ive Studios
CEO	Mr. Dickson Asante
Studio Tagline	Design that Speaks Louder Than Words
Font Family	Speaks Louder (Branding OTF, 10 weights loaded locally)
Colour Theme	Dark neon — #050507 background, #00f5ff cyan, #bf00ff purple, #39ff14 green
Location	Sunyani, Kumasi, Accra — Ghana
Contact	+233 54 079 7820 · info@dicre8ive.com
YouTube Embed	Video ID: Hjz85F5Gy4w (embedded in #video-section)
Submission Date	27th April 2026

2. Background & Context

Dicre8ive positions itself as a bold, premium creative studio serving corporate clients, entrepreneurs, and global brands that demand high-impact visual communication. The studio's specialisms span brand identity design, digital illustration, motion graphics, 3D modelling and rendering, and Adobe Creative Suite production work across Photoshop, Maya 3D, and Illustrator.

The objective of this project was to establish a compelling digital footprint — a website that not only showcases the studio's portfolio and creative philosophy, but actively communicates the studio's distinctive 'Speaks Louder' brand ethos and creates a clear conversion path for prospective clients.

The design direction is deliberately futuristic and bold: near-black backgrounds push neon colours to maximum vibrancy, CRT scanline overlays reference digital craft heritage, glassmorphism components create depth without weight, and every micro-interaction reinforces the message that Dicre8ive operates at the cutting edge of design and technology.

The source template (TemplateMo 588) provided the initial single-page architecture. Every visual system — colour, typography, layout, animation — was rebuilt from scratch. Bootstrap was removed entirely. jQuery was replaced with vanilla JavaScript. The proprietary Branding font family was loaded from local OTF files and aliased as 'Speaks Louder' in the CSS.

3. Objectives

The following objectives guided every design and development decision throughout the project:

3.1 Design Objectives

- › Present a futuristic, neon-infused dark aesthetic that authentically reflects the 'Speaks Louder' brand ethos.
- › Create a visual identity distinct from generic Bootstrap agency templates through a proprietary colour system and custom font stack.
- › Use glassmorphism, gradient text, neon glow effects, and micro-animations to signal creative technical expertise.
- › Ensure the CEO presence (Mr. Dickson Asante) is prominent, credible, and visually compelling — circular portrait, spinning ring animation, achievement statistics.
- › Showcase the studio's creative toolkit (Photoshop, Maya 3D, Illustrator) through a dedicated portfolio works section.

3.2 Technical Objectives

- › Remove all Bootstrap CSS framework dependency — replace entirely with custom CSS Grid and Flexbox.
- › Remove jQuery — replace all interactions with native vanilla JavaScript (~50 lines).
- › Load the proprietary Branding font family from local OTF files via @font-face — no external font CDN required for primary typeface.
- › Keep the root folder under 25MB with no heavy external libraries and optimised image assets.
- › Implement scroll-triggered fade-up animations using the native Intersection Observer API.
- › Build a fully responsive layout collapsing to a single-column mobile view with a custom hamburger navigation.

3.3 Conversion Objectives

- › Embed a YouTube promotional showreel (Hjz85F5Gy4w) with an animated glow ring to demonstrate studio work in motion.
- › Provide a contact form (Name, Email) with a 'Connect Now' CTA for lead capture.
- › Display complete contact information: phone, email, location, and five social media platform links.
- › Link to a downloadable PDF design brief from within the contact section.

4. Target Audience

The Dcre8ive website is designed for a visually sophisticated audience with commercial decision-making authority. The primary visitor profiles are:

Audience Type	Who They Are	What They Need
Corporate Decision-Makers	Senior executives, marketing directors at established companies	Credibility, portfolio depth, professional presentation
Creative Directors	In-house design leads seeking specialist outsource partners	Technical skill, aesthetic alignment, tool proficiency
Entrepreneurs & Founders	Startup founders building brand identity from scratch	Distinctive voice, accessible pricing, CEO contact
Global Brands	International organisations seeking African creative talent	Portfolio range, responsiveness, cultural perspective
Academic Evaluators	Course tutors assessing web development and design brief	Technical accuracy, brief compliance, creative execution

5. Design Direction

The visual language of the Dcre8ive website is built around a single concept: bold contrast. Near-black backgrounds force neon colours to their maximum vibrancy, communicating energy, precision, and modernity. Every visual decision reinforces the idea that Dcre8ive occupies the intersection of technology and art.

5.1 Colour System

All colours are defined as CSS custom properties on :root for consistency and maintainability. The full token system is:

CSS Token	Hex Value	Role	Applied To
--bg	#050507	Primary Background	Page background, main section bases
--bg2	#0d0d12	Secondary Background	Alternate sections, video section
--bg3	#13131c	Card Background	Cards, chapter nav, form panels
--neon-c	#00f5ff	Cyan Neon — Primary	Headlines, borders, stars, glow, hover states
--neon-p	#bf00ff	Purple Neon — Secondary	Gradients, CEO label, CTA buttons
--neon-g	#39ff14	Green Neon — Tertiary	Star ratings, animation tag (Maya card)

CSS Token	Hex Value	Role	Applied To
<code>--text</code>	#e8e8f0	Primary Text	Body text on dark backgrounds
<code>--muted</code>	#7a7a99	Muted Text	Captions, secondary paragraphs, placeholders
<code>--border</code>	#1e1e30	Border / Divider	Card borders, chapter items, nav underlines

5.2 Typography System

Typography is the most emotionally direct design decision in the project. The proprietary Branding font family is loaded from local OTF files and aliased as 'Speaks Louder' in CSS — embedding the studio's brand tagline into the technical layer of the website itself.

Primary Font Name	Speaks Louder (CSS alias for Branding OTF family)
Font Files	10 OTF files in font/ directory — Thin(100) through Black(900) + italics
Loading Method	@font-face with local file paths — fully offline capable, no CDN required
Heading Stack (--font-h)	'Speaks Louder', 'Boogaloo', sans-serif
Body Stack (--font-b)	'Cabin', 'Speaks Louder', sans-serif
Available Weights	100 Thin · 300 Light · 500 Medium · 600 Semibold · 700 Bold · 900 Black (+ italics)
Fallback CDN	Boogaloo + Cabin loaded from Google Fonts as fallback stack
Name Significance	'Speaks Louder' mirrors the studio tagline — brand voice embedded in code

5.3 Visual Effects & Animations

The following effects create the website's distinctive premium, interactive feel:

Effect	Technical Method	Section Applied
CRT Scanline Overlay	repeating-linear-gradient at 4px intervals, 1.2% opacity	Hero section
Neon Blob Gradients	Two radial-gradient absolute divs — cyan top-left, purple bottom-right	Hero background depth
Pulsing Dot	@keyframes pulse-dot — opacity + scale, 2s loop	Hero eyebrow badge

Effect	Technical Method	Section Applied
Gradient Text Headline	linear-gradient + -webkit-background-clip: text	Hero 'Speaks Louder'
Glassmorphism Card	backdrop-filter: blur(10px) + rgba border + inset shadow	Hero image card
Animated Glow Ring	@keyframes gradient-shift — background-position 300% 300%, 4s loop, blur(3px)	YouTube video frame
Spinning Ring	@keyframes spin-ring — rotate 0→360deg, 20s linear infinite	CEO portrait
Gradient Border (CEO)	linear-gradient border-box + solid padding-box technique	CEO circular image
Hover Lift + Glow	translateY(-6px) + box-shadow 0 0 40px rgba(cyan,0.1)	Work cards
Neon Button Glow	box-shadow: 0 0 30px rgba(0,245,255,0.4) expanding on hover	Primary CTA buttons
Fade-up on Scroll	Intersection Observer + opacity/translate CSS transition 0.7s	All section content
Backdrop Blur Nav	backdrop-filter: blur(20px) + rgba bg triggered on scroll	Fixed navbar
Chapter Active State	Intersection Observer rootMargin tracking + border-left neon	Chapter sidebar nav
Neon Line Borders	linear-gradient(90deg, neon→transparent) as 2px borders	Video section top/bottom

5.4 Layout Architecture

The layout uses CSS Grid as the primary structural system throughout, with CSS Flexbox for component-level alignment. No grid framework is used. Key layout configurations extracted from the code:

- › Hero section: grid-template-columns: 1fr 1fr (text left, image right)
- › About section: grid-template-columns: 1fr 1fr (image left, content right)
- › Works section: grid-template-columns: repeat(3, 1fr) — three equal cards
- › Chapters section: grid-template-columns: 300px 1fr — fixed sidebar, fluid content
- › Contact section: grid-template-columns: 1fr 1fr — form left, details right
- › Chapter images: grid-template-columns: 1fr 1fr — side-by-side chapter images
- › Container max-width: 1160px, centred with margin: 0 auto, padding: 0 24px
- › Section padding: 100px top and bottom desktop · 60px on mobile (<600px)
- › Responsive collapse: All grids → single column at max-width: 900px

6. Website Structure & Section Map

The website is a single-page application with eight primary sections navigable via anchor links. All code — HTML, CSS, and JavaScript — is contained in a single index.html file.

#	Anchor ID	Nav Label	Content & Key Design Features
1	#section_1	Home	Full-viewport hero — CRT scanline overlay, two cyan/purple radial blob gradients, glassmorphism image card (backdrop-filter blur), floating neon rating badge, pulsing eyebrow pill, gradient text 'Speaks Louder', two CTA buttons
2	Featured Bar	—	Social proof strip — four avatar images (Avatar_1–4.png) with neon cyan border circles, neon rating badge (4.5 / 2,564 reviews), tagline with cyan highlight span
3	#video-section	Watch	YouTube embed (Hjz85F5Gy4w) — animated cyan-to-purple gradient glow ring surrounding the 16:9 responsive iframe, purple label pill, gradient headline, channel link
4	#section_2	About	Studio description — Dicre8ive.png with neon border glow, floating '8+ Years of Excellence' badge, decorative blurred gradient square deco, four feature items with neon cyan dot markers
5	#section_preview	—	Methodology preview — sticky dark chapter sidebar (300px), five chapter items with scrollspy IntersectionObserver tracking, blockquotes, chapter images (tools.png, techniques.png, 3D.png, delegate.jpg)
6	#section_3	CEO	Mr. Dickson Asante — profile.png in perfect circle with neon gradient border, spinning dashed ring animation (20s), radial cyan glow background, three stats: 6+ Years / 50+ Projects / 98% Satisfaction
7	#section_4	Works	Portfolio cards — Photoshop (psd.png / cyan tag), Maya 3D (3d_logo.png / green tag), Illustrator (brands.png / purple tag). Each card: neon border, gradient overlay, logo avatar, star rating
8	#section_5	Contact	Dark glassmorphism form — Name + Email + 'Connect Now' gradient button. Contact details: Ghana address/phone/email. Five social links: Instagram, Twitter-X, Facebook, WhatsApp, YouTube

7. Technical Specification

7.1 Technology Stack

HTML	HTML5 — single index.html file, semantic section/nav/main/article tags
CSS	Custom CSS3 — inline <style> block, CSS Grid, Flexbox, Custom Properties, @keyframes, backdrop-filter, -webkit-background-clip

JavaScript	Vanilla ES6+ — inline <code><script></code> block, ~50 lines. IntersectionObserver for scroll animations and chapter tracking. No jQuery, no framework.
Icons	Bootstrap Icons CDN v1.11.3 — the only external CDN dependency retained
Primary Font	Speaks Louder (Branding OTF) — 10 weights loaded via <code>@font-face</code> from local font/ directory
Fallback Font	Boogaloo + Cabin loaded from Google Fonts CDN as secondary stack
Video	YouTube iframe embed — ID: Hjz85F5Gy4w — responsive 56.25% padding-bottom technique
Animations	@keyframes: pulse-dot (2s), gradient-shift (4s), spin-ring (20s) Scroll: IntersectionObserver API
Responsive	Two custom media queries: max-width 900px (tablet) and max-width 600px (mobile)
File Size	Root folder under 25MB — no heavy external libraries, all assets local

7.2 Template vs Final Website

ORIGINAL TEMPLATE (TemplateMo 588)	DICRE8IVE WEBSITE (Final)
Bootstrap 5 CSS framework (~200KB)	Zero CSS framework — 100% custom CSS
jQuery 3.x (~90KB minified)	Vanilla JavaScript — ~50 lines inline
3 external CSS files	Single inline <code><style></code> block
5 external JS files	Single inline <code><script></code> block
Google Fonts — Unbounded only	Speaks Louder / Branding OTF — 10 local files
Light/white colour scheme	Dark neon #050507 background
Orange/gold accent colours	Cyan #00f5ff + Purple #bf00ff + Green #39ff14
Bootstrap grid (col-lg-4, col-lg-6)	CSS Grid (grid-template-columns)
Bootstrap navbar collapse toggle	Custom hamburger — vanilla JS classList toggle
5 sections — ebook focus	8 sections — creative studio / agency focus
No video section	YouTube showreel embed with animated glow ring
Bootstrap bi-book icon as logo	Dicre8ive logo PNG (dicre8ive logo.png)
Lorem ipsum placeholder text	Real Dicre8ive studio brand content
London, UK contact	Sunyani, Kumasi, Accra — Ghana

ORIGINAL TEMPLATE (TemplateMo 588)	DICRE8IVE WEBSITE (Final)
Generic template author profile	CEO: Mr. Dickson Asante — real studio founder

7.3 JavaScript Features

Feature	Implementation	Behaviour
Navbar Scroll State	<code>window.addEventListener('scroll')</code>	Adds <code>.scrolled</code> class after 60px — triggers backdrop-blur and border
Hamburger Menu	<code>hamburger.addEventListener('click') + classList.toggle</code>	Toggles <code>.open</code> on hamburger spans (CSS transforms) and mobile-nav
Scroll Animations	<code>IntersectionObserver (threshold: 0.1)</code>	Adds <code>.visible</code> class to <code>.fade-up</code> elements when 10% in viewport
Chapter Tracking	<code>IntersectionObserver (rootMargin: '-40% 0px -50% 0px')</code>	Updates <code>.active</code> class on chapter sidebar links as sections scroll into centre
Mobile Nav Close	<code>closeMobileNav()</code> on each mobile link onclick	Removes <code>.open</code> from hamburger and mobileNav on link tap

8. Deliverables

8.1 Files Delivered

- › **index.html** — Complete website: all HTML, CSS (inline `<style>`), and JavaScript (inline `<script>`)
- › **font/** — 10 Branding OTF files: Thin (100), Light (300), Medium (500), Semibold (600), Semibold Italic, Bold (700), Bold Italic, Black (900), Black Italic
- › **images/** — All image assets: logo, hero images, avatar photos, tool icons, brand artwork, profile photo
- › **files/Design Brief.pdf** — This design brief in downloadable PDF format

8.2 Image Asset Inventory

Filename	Section Used	Purpose
dicre8ive logo.png	Navbar	Studio logo brand mark in navigation
education_skills.png	Hero	Right-side glassmorphism card image
homepage.jpg	Hero background	Background image at 10% opacity + hue-rotate(180deg)
Avatar_1.png	Featured bar	Social proof reviewer avatar 1
Avatar_2.png	Featured bar	Social proof reviewer avatar 2
Avatar_3.png	Featured bar	Social proof reviewer avatar 3
Avatar_4.png	Featured bar	Social proof reviewer avatar 4

Filename	Section Used	Purpose
Dicre8ive.png	About section	Studio image with neon border and glow
tools.png	Chapter 1	Left chapter image — creative tools
techniques.png	Chapter 1	Right chapter image — design techniques
3D.png	Chapter 2 + Works	3D render image + Maya card avatar
delegate.jpg	Chapter 3	Wide delegation/team image
profile.png	CEO section	Mr. Dickson Asante circular portrait
psd.png	Works card 1	Photoshop card main image
psd_logo.png	Works card 1	Photoshop logo avatar
3d_logo.png	Works card 2	Maya 3D card main image
brands.png	Works card 3	Illustrator/branding card main image
Ai.png	Works card 3	Adobe Illustrator logo avatar

8.3 Website Sections Delivered

- › Home Hero — full-viewport dark neon design with animated headline, blob gradients, CRT overlay, glassmorphism card, floating rating badge, two CTA buttons
- › Featured Bar — social proof strip with four avatar images, neon star rating badge (4.5), trust tagline
- › YouTube Video Section — embedded showreel (Hjz85F5Gy4w) with animated gradient glow ring, responsive 16:9 container
- › About Studio — two-column layout with neon-bordered image, floating badge, feature list with glowing dots
- › Chapters / Methodology — five-chapter preview with sticky sidebar navigation and IntersectionObserver active state tracking
- › CEO Profile — Mr. Dickson Asante, circular portrait with gradient border, spinning ring animation, 6+ / 50+ / 98% stats
- › Works Portfolio — three tool showcase cards (Photoshop, Maya 3D, Illustrator) with neon tags and star ratings
- › Contact — dark glassmorphism form, Ghana contact details, five social media links, PDF brief download link

9. Design Rationale (Exegesis)

The following section provides the project exegesis — the reasoning behind the key design and technical decisions — as required by the academic brief.

9.1 Why the Dark Neon Aesthetic?

The original TemplateMo template used a warm orange-and-white Bootstrap palette. For a studio that brands itself around the idea of bold, loud design, this aesthetic is fundamentally misaligned. Corporate decision-makers evaluating a premium creative studio expect to encounter evidence of sophisticated design thinking before they read a single word of copy.

The dark neon theme communicates three things simultaneously: technical precision (dark UIs are the native environment of designers and developers), visual boldness (neon on dark creates maximum contrast and emotional impact), and contemporaneity (dark mode is the dominant display preference among creative professionals). The cyan-to-purple gradient specifically references the colour language of motion design, 3D rendering, and digital art — the precise industries in which Dcre8ive operates.

9.2 Why Remove Bootstrap?

Bootstrap carries approximately 200KB of CSS covering form validation, carousels, accordions, modal dialogs, dozens of colour utility variants, and a 12-column float-based grid — none of which this website needs. More importantly, Bootstrap is a general-purpose framework designed to produce consistent interfaces across thousands of different project types. A studio that claims to 'speak louder' than the crowd cannot credibly use the same visual vocabulary as thousands of other websites.

Replacing Bootstrap with approximately 350 lines of purpose-built CSS produces a leaner, faster, more maintainable codebase. More importantly, it allows every visual decision to be deliberate and specific to this design — not inherited from a framework's defaults.

9.3 Why the 'Speaks Louder' Font Alias?

Typography is the most emotionally direct design decision available to a web developer. The decision to alias the Branding font family as 'Speaks Louder' in the CSS means that every heading element in the DOM is styled with `font-family: 'Speaks Louder'`. When a developer or designer inspects the source code, the studio's brand tagline is present inside the technical layer of the website itself — the brand voice is embedded in the code, not just the content.

Loading the font from local OTF files via `@font-face` rather than an external CDN has two additional benefits: the website functions correctly without an internet connection, and there is no dependency on a third-party font service that could change or become unavailable.

9.4 Why the YouTube Embed Section?

Creative work is fundamentally temporal — it unfolds through motion, sound, and sequence. A static website can display the outcome of design work through photographs and mockups, but it cannot communicate the experience of watching a brand come to life through animation, or the craft visible in a motion graphics production. The YouTube embed section solves this limitation.

Rather than redirecting visitors away from the Dcre8ive website to YouTube — where competing content and algorithm-driven suggestions could break the experience — the embed keeps visitors within the Dcre8ive environment while delivering the richest possible demonstration of the studio's capabilities. The animated gradient glow ring surrounding the video frame extends the website's neon design language into this otherwise visually neutral external element.

9.5 Academic Context

This project was created as part of the academic web development programme, fulfilling the requirement to produce a professional design agency website by advancing a free website template. The project demonstrates practical competency across HTML5 structural markup, CSS3 (custom properties, Grid, Flexbox, animations, @font-face, media queries, backdrop-filter, gradient techniques), vanilla JavaScript (IntersectionObserver API, event listeners, DOM class manipulation), and UX copywriting for a creative industry context.

The transformation goes substantially beyond cosmetic re-skinning of the source template. Every architectural decision was made deliberately and is justified on both technical and design grounds, as documented in this brief. The result is a website that authentically represents the Dcre8ive brand while demonstrating the technical depth expected of the academic deliverable.

10. Technical Notes & Constraints

10.1 Submission Requirements

Submission Date	27th April 2026
File Size Limit	Root folder under 25MB — no heavy external libraries
Exegesis Limit	Maximum 1,000 words (see Section 9 above)
Required Sections	5+ core sections: Home, About, Video, CEO, Works, Contact — all delivered
YouTube Requirement	Embedded promotional showreel — delivered: ID Hjz85F5Gy4w
PDF Brief	Downloadable design brief linked from contact section

10.2 Browser Compatibility

- › Chrome / Edge (Chromium) — full support including backdrop-filter and -webkit-background-clip
- › Firefox — full support; backdrop-filter requires standard syntax (no prefix needed in current versions)
- › Safari — requires -webkit-backdrop-filter prefix (included in code as -webkit-backdrop-filter)
- › CSS Grid and Flexbox — universally supported across all modern browsers
- › IntersectionObserver API — supported in all modern browsers; no polyfill required
- › @font-face OTF loading — supported across all browsers
- › CSS custom properties (:root variables) — full support in all modern browsers

10.3 Known Issues & Notes

- › YouTube embed requires an active internet connection — no offline fallback video

- › The contact form 'Connect Now' button does not currently submit to a backend — requires server-side integration
- › The PDF brief link in the contact section references a local Windows desktop path — this should be updated to a relative web path for deployment
- › Social media links (Instagram, Twitter-X, Facebook, WhatsApp, YouTube) are placeholder # links — real URLs required for launch
- › The YouTube channel link in the video caption points to @YourChannelName — update to actual channel URL

End of Design Brief

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