

Website Name:  
Mission Critical Publishing, LLC

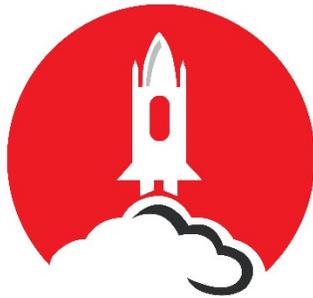
Requirements:

Pattern the look of the website's homepage after the long homepage shown on: <https://kdprocket.com>, except using our colors (from the logo below) and placeholder content. We will add the actual content on this page, and all the other pages, later once the framework and design is complete by the selected designer.

You will also need to design a header menu at the top of each page with buttons or tabs (with links) to the various sub-pages that we have listed below. The buttons or tabs need to be text-based (not images) so we can change the HTML code behind them if we want to change their text. There are 8 pages that need to be designed in total for this project. They are listed farther below in this specification document.

We will have a how-to video embedded at the top of our homepage, just like what's shown on the <https://kdprocket.com> website, so please leave room for it and add links to a sample placeholder YouTube video for now. We will change the links to add our video once the website project has been approved and completed.

Use our logo and our red/white/black color scheme for the entire website and all of its pages:



**MISSION CRITICAL**  
— P U B L I S H I N G —

Website to be pure HTML and CSS only. No templates like WordPress or Joomla. Pure HTML and CSS only – no exceptions. Must be able to run the 8 pages you design on any webserver, without Wordpress or anything like it.

The website needs to be fully responsive and adjust to mobile screen sizes as needed. We need to be able to add as much content as we like to and of the pages and they should resize (expand) down to make room for the new/added content.

All images/photos/graphics/artwork you use must be selected from Shutterstock.com and we will need image/artwork file reference information and links so that we may purchase a license in our name for everything you use in the design. For placeholder images as sample content, just use the free Shutterstock images with their watermarks for now. We will replace them later with our actual content once the framework and design for each page has been completed by the selected designer.

If you design artwork from scratch, we will need the original photoshop source files as proof that you designed these images. Otherwise, select what you need from Shutterstock and provide us with links to the artwork files so we can purchase licenses for each.

For your mockup / bid, just use Shutterstock's sample images with watermarks. Once the project is awarded to a designer, we will need a list of the artwork/images used from Shutterstock so we can purchase them in our name and then we will send the licensed artwork/graphics to you for use as final replacements for the watermarked images/artwork used in your bid.

#### Overview:

We need a polished, slick, professional website for our book publishing company using current "clean and simple" web 2.0 design standards. This website needs to be created in pure HTML and CSS. No templates like Wordpress or the others.

Some JavaScript / jQuery is okay for advanced elements, provided we approve the JavaScript / jQuery ahead of time.

We need 8 pages designed in total. One for the HOME page and 7 more for the following sub-pages:

- ABOUT MCP
- APPLY NOW
- MCP WORLDS
- MCP AUTHORS
- FAQ
- NEWS
- CONTACT

8 pages total

The header menu at the top of each page in the site will consist of the following tabs/links:

- HOME
- ABOUT MCP
- APPLY NOW
- MCP WORLDS
- MCP AUTHORS
- FAQ
- NEWS
- CONTACT US

These will be CSS buttons, tabs, or links. We need to be able to change these by editing the text associated with them, so they can't be images.

Logo at the top of each page will link back to the HOME page.

The HOME page will be a long scrolling page, like what's show on the homepage for KDPRocket.com, and feature a YouTube video at the top, like what's shown on KDPRocket.com. We will need an APPLY NOW (CSS text - not an image) button below our video, then there will be a series of alternating (left/right) sections containing graphics and text like what is shown on the long home page for KDPRocket.com – just use placeholder images and text for your mockup – we will add the actual content later once the framework and design has been completed by the selected designer. We need this page

and all the others in the site to allow us to add more and more content as needed, and adjust its length accordingly.

All pages should resize / expand vertically to allow for added content.

ABOUT MCP page will feature company information at the top, then another section below it featuring alternating (left/right) photo and background information and accomplishments for the two founders of the company. Both are men.

APPLY NOW page will be a web form page for new authors to signup/apply to become one of our authors. We will ask for their name, email, phone, and a memo description box where they can tell us about themselves. We will also ask for a link web address to their Amazon Author Page and a link web address to their website. The form area needs to be designed in such a way that we can make changes to it as needed and it won't disrupt the design or layout of the page. This page needs to adjust /resize vertically like the others for changes in content.

MCP WORLDS page will feature three worlds (sections) listed one after another. Each world/section will contain a large image that represents one of our book worlds with description text below it. This page will start with 3 worlds, but must be designed to allow more to be added within its framework. This page needs to adjust /resize vertically like the others for changes in content.

MCP AUTORS page will be a biographical informational page with photos, backgrounds, links, book covers, and other info about each one of our authors. We will start with 5 authors, but please design this page so that it can grow to include a long list of people and their information.

FAQ page: pure HTML and CSS page with Questions and Answers. Accordion style open/close FAQ page. Visitor clicks on one of the questions and the answer is shown with an expanding paragraph that appears below it. This page will also grow vertically over time, so the design must allow us to manually add more questions and answers within its framework.

NEWS page: a page we update manually with news releases and other tidbits. This page will resemble a manually updated BLOG page. Each news item will have a date and title, then have descriptive text underneath of it that completes the news announcement. This page needs to adjust /resize vertically like the others for changes in content.

CONTACT US page: a webform for a prospective author to contact us and ask questions. We need their name, email, phone, and question (supplied in a memo description box) on the form. The form area needs to be designed in such a way that we can make changes to it as needed and it won't disrupt the design or layout of the page. This page needs to adjust /resize vertically like the others for changes in content.