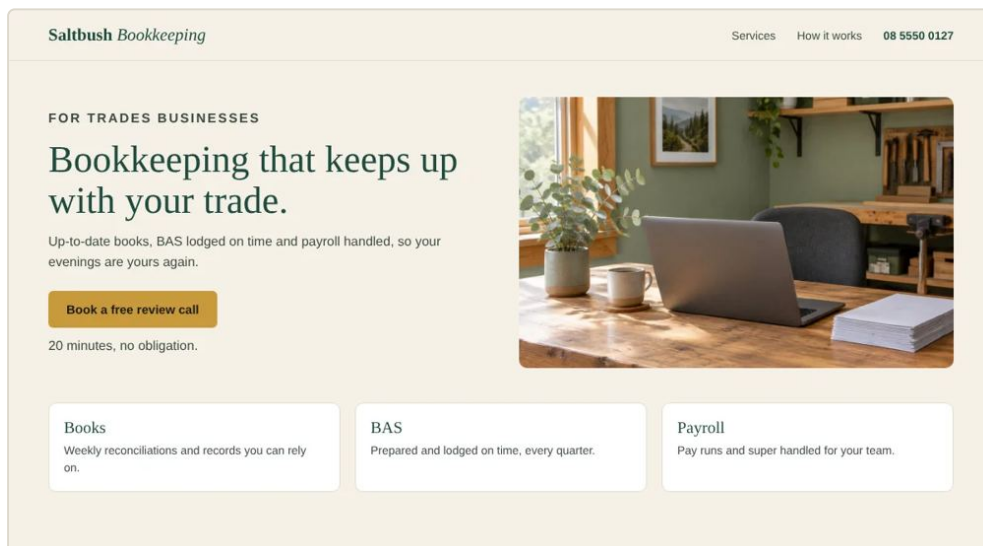


FINISHED EXAMPLE · PREPARED DEMONSTRATION

A brief and brand references become a landing-page prototype

You practise this in the course



What remains before this could be a live website

- Final copy, pricing and claims approved by the business

- A working enquiry form connected to a real inbox
- Hosting, domain, privacy and analytics decisions
- Accessibility testing on real devices
- A developer build or a supported export, then testing

YOU START WITH

A one-page brief for a fictional bookkeeping business, brand colours, a typeface and a reference photo.

THE PROMPT USED

“Create a landing-page prototype for Saltbush Bookkeeping from this brief and the brand references attached. Lead with one clear offer and one action, and use the real headings from the brief, not placeholder text.”

STILL NEEDS HUMAN CHECKING

- Every claim and price on the page
- Contrast and text size on real devices
- That everyone understands it is a prototype, not a live site

WHAT YOU PRACTISE

Writing the brief, refining layout, typography and hierarchy through focused feedback, and checking the mobile layout.

THE FINISHED OUTPUT CONTAINS

- Desktop and mobile layouts in the brand colours and type
- One headline, one offer, one action
- A photo with alt text, contrast checked
- A list of what remains before it could go live

RELATED COURSE

[Claude Design: From Brief to Visual Prototype](#) ·
Module: Layouts and prototypes · Review and feedback

Account note: Claude Design is a research preview from Anthropic Labs on Pro, Max, Team and Enterprise plans and is still rolling out.