

## **Component #1 – Written Summary of Your Topic and Plan**

For this area of the project, you will be selecting the topic of the website you will be creating for the Final Project Project 1 and summarizing the information that you plan to convey to your audience

**Topic:** A website for me and my fiancé's Twitch channel.

**Purpose of Website/Information that I will be presenting:** The purpose of this website is so that we have a general website with all our information in one location. This website will display merchandise that our audience can buy, information about us individually and as a couple (how we met, how we started playing video games, how we started streaming, etc.) You will be able to get to all our social media channels from this one website. People can contact us if they have a question or would like to collaborate with us.

**Intended Audience:** The intended audience is mainly our viewers/followers, which are gamers, from around the world typically aged 18-40. We are trying to get more couples interested in gaming together and want to bring them together in the form of gaming, they are also interested in Twitch / live streaming.

### **Pages and Page Information**

1. **Home Page** – This will give a general introduction to the website and us as live Twitch streamers and content creators. It will have links to our social media channels along with a navigation bar, picture(s), and ways to contact us
2. **About Us** – A page that will introduce myself, my fiancé Matt and about us as a couple. When and how we met, how and why we started gaming together, how and why we started streaming, etc.
3. **Merch** – A page where we will list merchandise that we have for sale and will link to our storefront or be able to purchase directly from the website.
4. **Contact** – A contact form so that collaborators, brands or people can contact us for various reasons.

### **Branding**

#### **Colors:**

Purple: #9A07FB | Neon Purple: #C304FE | Light Blue: #2CA2EC | Teal: #4AC5EA | Dark Blue: #4B23F9 | Gray: 8C8C8C | White | Black

**Fonts:** Verdana, Geneva, Tahoma, sans-serif. Custom google font: Audiowide.

**Look & Feel:** Fun, colorful and entertaining as well as informative.

**How do these relate to the purpose & audience of the site?** The audience expects a welcoming and engaging site that is fun and makes them excited. The information on the website should make them want to follow us on social media and check us out when we are live on Twitch.