

Table of Contents

Juan Carrillo
Des 3205-Spring 2024
Project 1 abstract;
Assigned Website
Redesigned

Contents

Table of Contents.....	1
Design Brief.....	2
Persona	3
Mood board	4
Typography and color	5
Website wire frame	6
Original site screen shot	7
Redesigned site screen shot-desktop and mobile.....	8



Design Brief

Project Research:

The California theater of performing arts, which was originally part of the Fox theater chain, was created in 1928 and is located in downtown San Bernardino. This historic theater houses many entertaining performances such as legitimate theater, concerts, fashion shows, graduations, beautiful symphonies, children's theater and more. The theater was voted as "The best live theater in the Inland Empire" by the Inland Empire Magazine, San Bernardino Sun Newspaper, Redlands Daily Facts, and The Inland Valley Daily Bulletin. Despite these achievements, due to the changing times, the website itself is very lacking and outdated. It is difficult to navigate and at certain points confusing when utilizing it. In order to fix it, the website must be modernized so that it's much easier to use, along with having a much more appealing presentation to new users who are interested in checking out the California theater of performing arts.

Project Summary:

The goal is for the California theater of performing arts to have a new website that allows them to adapt to a more modern atmosphere. The original website is outdated and problematic to navigate, with most of the information being hidden away, such as the symphony. I will redesign the menus so it's much easier to use along with the color change.

Target Audience:

The target audience for the California Theater would be usual theatergoers, along with the new younger generation who are interested in other forms of entertainment. Families who want to share the joy of performance art with their children are also included.

Desired Message:

The California theater is a place of enjoyment, and entertainment, so a more modern and clean website can help portray the professionalism that's present at the theater. It will most likely benefit from having a website that's easy to use and pleasant to look at. A new polished website with a new coat of paint and typography change can help the theater reach out to a wider audience due to the accessibility of it.

Look and Feel:

The purpose of the redesign is to allow users to be able to navigate the site in a much more comfortable way. They will be able to find all the information that's present in the original site, but with a more newer, and cleaner look to it due to the color change and typography. For the colors, I was thinking of using a warm palette, as to give a welcoming feeling to the theater, which is a place where people go to be comfortable and enjoy watching all types of live performances there.

Persona



Name: Robert Beckham
Age: 32
Work: Software Engineer
Status: Married
Location: San Bernardino

Friendly

Ambitious

Creative

HardWorking

Goals:

- Traveling
- Getting promotions at work
- Spending more time with family
- Going to theatres

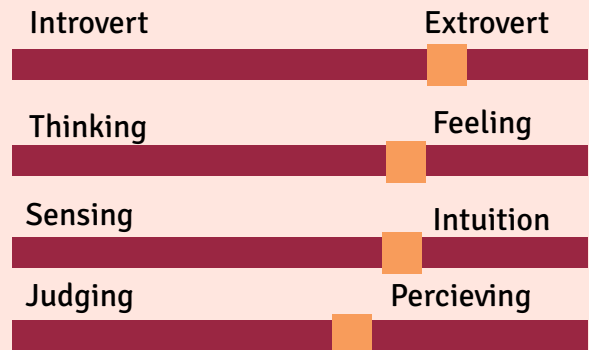
Frustrations:

- Confusing and disorganized Websites.
- Money Conservation.

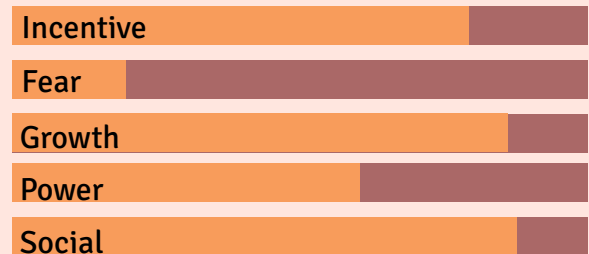
Bio:

I am currently employed as a software engineer at esri, and making a good amount of money for myself and my family. Traveling and spending time with my family is what keeps me happy and healthy throughout my later years. One of the ways to best connect with them, is by bringing them to places that seem fun for families, such as the movies and even performance theater.

Personality



Motivation



Brands:



Mood board



Typography and color

H1-HEADS-(FUTURA PT BOLD)

H2-Sub-HEADS-(Futura Light)

Regular-(Sidnika)

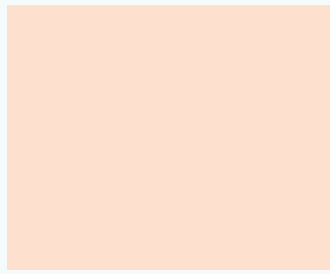
Id eos qui inctur alicil ex et, sit et moluptur reiunt aut aut quis nonsequat dolupta turion estius, quasped quis etur aut rerum lam volum quiditas as peruntibero imao debis ute netus eatatem. At voles nim ad ma que rehendistrum aut moloremqui sequid el et aborem ipicia sed moluptas cores et que dolupiciur, que porrovit hiciaspedic tem que plibusdant in nonet plignimo ea quate



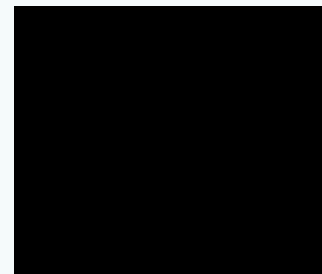
Pantone 8863C



Pantone P 27-6C



Pantone P 37-1C

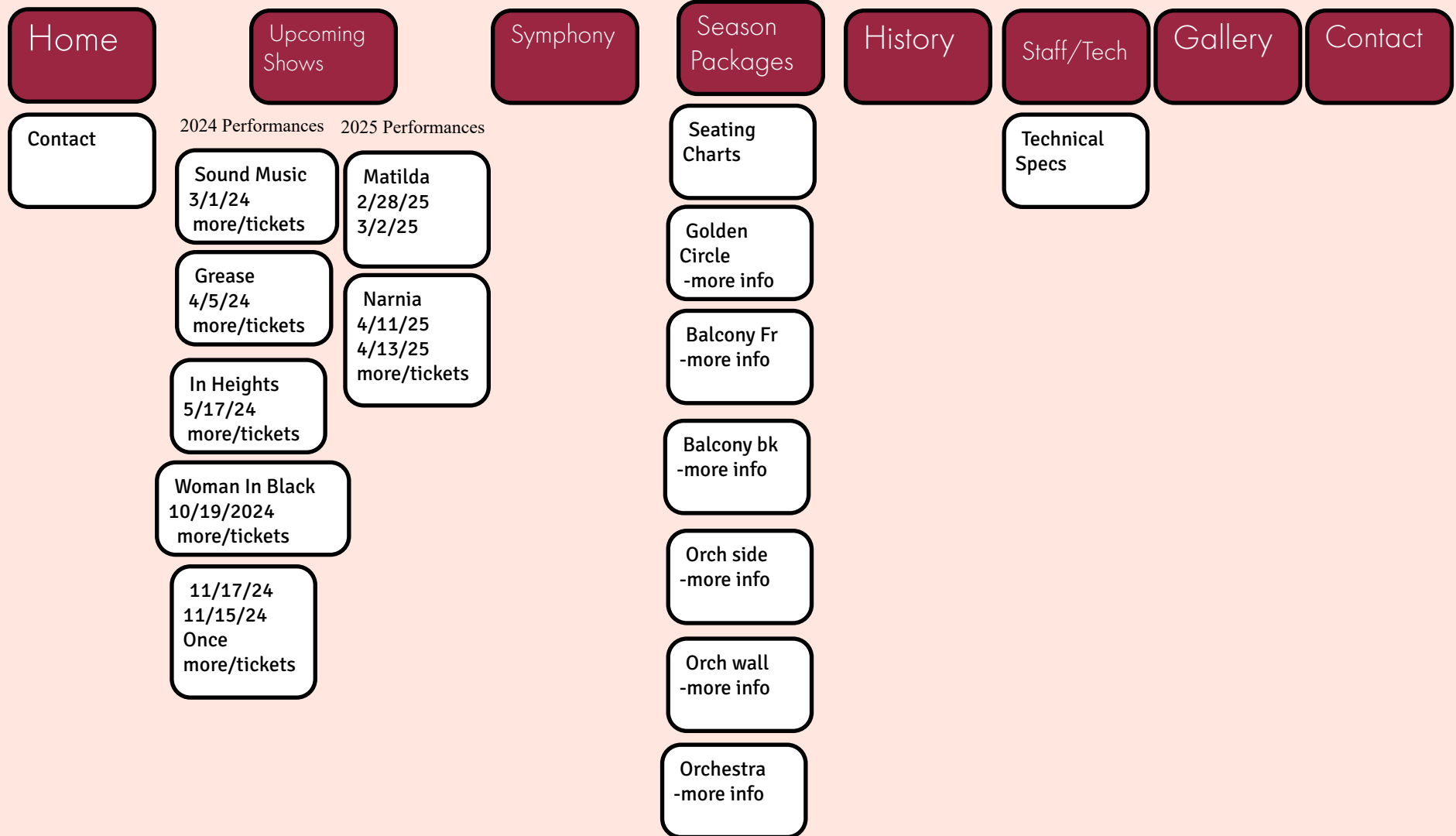


Pantone Black



Pantone 8443C

Website wire frame



Original site screen shot



<http://www.californiatheatre.net>

Redesigned site screen shot-desktop and mobile



<https://007508664.wixsite.com/jc-design3205-proj1>