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Final Project Design Proposal & Site Map

Business Name / Website Name:

- The website will be named Splatter Head: The Movie. It will feature my stopmotion claymation zombie action video, Splatter Head, which is a cheesy animated clay video I'm hoping to have finished for my Editing Class this semester.

General Purpose of the Site:

- The purpose of this website is to showcase Splatter Head, promote its unique aspects of claymation, and engage viewers with exclusive content.
- The site will feature behind-the-scenes footage, animation tips from the creator (me), and offer visitors a chance to be animated as a zombie in a "contest".

Target Audience:

- Geographic Area: Worldwide, from North America to international audiences who are fans of stopmotion and horror.
- Age: Any; the target audience includes both younger and older fans of horror and animation.
- Interests: Horror movies, claymation, stop-motion animation, zombies, and DIY filmmaking.
- Technological Ability: Intermediate; the site will include video content, interactive elements, and a blog with technical guides that assume users have some experience with filmmaking or animation.
- Computer Platform: The site will be optimized for desktop and mobile devices, with a focus on accessibility.
- Internet Connection: Broadband connections will be optimal for streaming high-quality footage, but lower-bandwidth options will also be available.

What Will the Site Be Used For?

- To promote the Splatter Head and offer exclusive footage, tips from the creator, and a chance for visitors to be animated as zombies.
- Showcase the behind-the-scenes creation process of the movie and the use of claymation in the digital era.
- Share insights on how traditional claymation competes with CGI animation.
- Provide resources such as a bonus armature guide for aspiring animators.

Why Would a User Visit the Site?

- Win a chance to be animated as a zombie in the Splatter Head film in a “real” Contest.
- Watch exclusive footage and behind-the-scenes content from the movie.
- Learn tips from the creator of Splatter Head on claymation, animation, and DIY filmmaking.
- Explore articles and discussions about the relevance of claymation in the digital era and other inspiring films like Evil Dead, Silent Hill, Exorcist, Alien, and more.
- Access the armature guide and other resources for aspiring animators.

What Will You Do to Attract Future Visitors?

- Regularly update the site with exclusive content, such as new footage, behind-the-scenes details, and interviews with the creator (myself).
- Offer interactive features, such as the chance to be animated as a zombie, that engage the audience and encourage them to share the site with friends.
- Leverage social media marketing to spread the word about the site and the film’s release on YouTube for free.

Design Elements:

- Color Scheme: Dark, moody colors such as black, dark grey, and blood-red accents to reflect the horror and gruesome nature of the film.
- Graphics: Use high-quality images and video clips from the film, including exclusive stills, behind-the-scenes photos, and animated gifs. These will bring the gritty, eerie world of Splatter Head to life.
- Fonts: I'd like the font to be similar to the animated title that I use in the video for Splatter Head so it resembles as if it was made with clay.

What Similar Companies Are Doing, or Not Doing, and Why Your Site Would Be Better:

- Many independent filmmakers and animation studios have websites that feature their films, but most focus primarily on promoting the movie without offering much interactivity. Splatter Head will stand out by providing interactive experiences, such as the zombie animation contest, along with practical resources like the armature guide. It also taps into a niche market of claymation enthusiasts and horror fans while offering free access to the film on YouTube.