

Website Plan

Download or make a copy of this document, and then fill out each section. (You should delete my bullet points and replace them with your own content.) You may use full sentences or bullet points.

Project summary

- State what site you have chosen to redesign and build (include the URL)

I've decided to try to Rebuild the Vancouver Island Music Fest's website,

(URL: <https://www.islandmusicfest.com/>)

I decided to rebuild it because I wanted to try an website that didn't have noticable glaring flaws, but had individual elements and tiny problems that needed tweaking.

- Explain why the client needs a new website:
 - what is the most important purpose of this website

The main purpose of thier website is:

- 1: Promote Upcoming Events.
- 2: Alert peformers who apply on thier policy.
- 3: Provide information to the audiance, about rules, regulations, ticket prices

wtc.

- 4: Convince their audience to book tickets to events.

Why is their current site not appropriate:

It is mainly not appropriate because of some unprofessional elements, general blandness, and lack of personality.

besides stuff that has been recentely updated, most of the site is essentially an column of text that blends into each other, mainly due to not having clear designated sectctions besides headers and bold text. not to mention that it clashes heavily with most of the newer stuff on the site, also thier code is not properly labled/semantic, so it's hard for others to approch the code.

Also the fact that they have ties to the old church theater and it's designated website is very underplayed, execept on social media, an link to their social media or the old church theater site is an must.

So I wish to update some of the other pages on the site to be more updated (While applying my own color palette and ideas of course, to

have

an what-if to the rest of the site.)

- What is the overall message you are trying to convey to your target audience on this website?

The main message of this site is to inform, however, there should be other styling's in order to better fit the theme of music fest. which is an concert festival, the coresponding element of music culture should be much more aparent, especially on the homepage. and other elements of the page. It should both inform, and make the audience for music fest without applying the visual culture of one specific

exicted
type of

music.

Target audience

- Who is the target audience? What do they care about? Perhaps there are multiple target audiences?

The main target audience (Recurring): is very vast however there is an large collection of young adults and middle aged adults as thier primary audience.

however considering that the main audience is located here in vancouver island,

the elements shouldn't be too bombastic and bright, since vancouver island has

an wide varitey of pepole and life styles that live here, the site shouldn't alienate an specific group.

what they care about is mainly informing themselves, seeing if thier favorite band

is playing or having ease to volenettuer (If they are an new/recurring vollenter)

However there is another audience we have to consider: those who are viewing the

site for the first time or is off the island, the current site in it's current state has an good homepage, (The Homepage footer is not of the best designed, however prying into more information can be quite confusing for the audienance, and the

low

quaility of some of the other pages may be hard to read, which may make that

demographic click off.

the main thing that a new/overseas demographic would care about is:

- professional/existing layouts.
- highlighting clarity, and easy/stimulating access to information.

Call-to-action priorities

- What action do you want the audience to perform before they leave your website? Are there multiple ways they could take action?

The highest priority action would be booking tickets since that is what mainly generates income

Other important actions (from top to bottom in importance.):

- Volunteering: (Is music fests main work-force.)
- Be a Vendor or a Sponsor (Also provides income.)
- Checking out their Social Media: (Provides by the basis updates.)
- Check out the Old church theatre. (redirects people to another website.)

Look and feel

Good references can be found all over: [Coolors](#), [Adobe Color](#), [Pinterest](#), [Behance](#), [Dribbble](#), [Instagram](#), [Typewolf](#), [Unsplash](#), [Adobe Fonts](#), [Ouch!](#), [Icon Store](#), and [Font Squirrel](#).

- **Mood:** What are some specific visual moods the site should convey? (eg: fun and lively, calm and minimalist, clean and professional, approachable and trendy, etc...) lively, professional, approachable, fun, with a hint of dark-concert energy.
- **Inspiration:** Research and include homepage screenshots and urls of 2 website designs that you feel are good inspiration for the redesign of your website because they communicate similar moods to what you want your website to convey.

<https://www.woodstovefestival.ca/>

<https://www.sxsw.com/festivals/music/>

<https://ontariomusicfestivals.com/>

- **Colours:** Are there any brand colours that you can use? List at least 3 colours that you plan to use in your redesign (Primary, neutral and highlight)

(Primary): Very Dark Blue: #010626

(neutral): Medium Colored Light Blue: #8B9DFD

(highlight): Cyan Blue: #7EEAFB

- **Images:** Is there a logo, photos, icons or illustrations that can be used from the original site?

The Main Logo (Which is the main inspiration for the chosen colors:)

(HomePage)

The funders and supporters (Shrunked.)

HomePages Articles Section: Minus the audience information image.

The Facebook logo.

(ElseWhere)

(The map of the camp grounds.)

(Potentially)

About us Image.

- **Fonts:** Are there any brand typefaces that you can reuse? List 2 font-families that you plan to use in your redesign (one for headlines and one for body copy)

- Headlines: Oxygen.

<https://fonts.google.com/specimen/Oxygen>

- Body Copy: OpenSans

<https://fonts.google.com/specimen/Open+Sans>

Content

- You only need to build 3 pages, including the homepage. List the 3 pages that you will redesign.
 - get-involved.html
 - camping.html
 - audience-information
- For those 3 pages **list the content blocks that will appear on each page** (include what content you think each content block will include). You can use

these [wireframes](#)

(<https://xd.adobe.com/view/fd1caff5-6f65-467c-8b99-626cc3b34efa-a84f/>) as inspiration for what content to include in each block.

- Review the Website Technical Requirements from the Project Overview document to make sure that you have included all the content you need to.

Example:

Below are the content blocks from 2 sample pages for a business that offers graphic design services. This is only to be used as an example of how you should list the content that you will include in your website.

Home page

- Header
 - Main navigation
- Hero
 - Heading
 - Image
 - Link to Portfolio page
- About
 - Heading
 - Paragraph
 - No link
- Benefits
 - Heading
 - List of 3 reasons why our company is the best
 - Link to Why Work With Us page
- Portfolio
 - Heading
 - List of 6 cards that each advertise one project (heading, image and link in each card)
 - Link to Portfolio page
- Call-to-action
 - Heading
 - Link to Contact page
- Footer
 - Heading
 - About paragraph
 - Main navigation
 - Copyright

About us page

- Header (*same as on homepage*)
- Small Hero
 - Heading
 - Image
- Our History
 - Heading
 - Image
 - Paragraphs

Homepage:

Header

Main Navigation (Below Navigation.

. Hero.

-(Header) Date of Next Year's Festival (Make it Apparent that's what it means.):

-(Image)

-(Link to Tickets) Or link that doesn't work with the next date's ticket availability.

About-Us: (Simplified):

-(header)

-(p) Short Description of Music Fest and that it's a non-profit.

Call-to-action (used as a Quick Select/Semantically):

-(Contains the article cards of: 2023 performers, Tickets, (Changed Image)

Audience information, Get involved, and old theater.)

Old Church Theatre (aside):

-(image preferably of the theater)

-(Everything below in this section is to the right of the image)

-(Header)

-(p) (Description of the theater.)

-(ul) describing what the theater does.) that uses li for points.

Performers and Performance:

Split into two;

2023 or current year performers. (Takes more visual weight than, then past:):

-(Header) Short appreciation of performers.

-(p) Click here to see [current years] listings

-(a) a link to 2023-peformers.html

Past performances:

- Check out our past festivals and performances here:

- (a) a link to past-peformances.html

<Aside End>

Get Involved

(Header) -Describing the importance of getting involved.

<Each element in this section has a subsection, which is displayed
on the left middle, and right respectively.>

want to volunteer (middle):

(header: Describing itself (name))

(p) (a very brief description of the importance of volunteers.)

(a) link to volunteer.html page.

sponsorship (right):

(header Describing itself (name))

(p) become a sponsor top paragraph

(a) link to the 2023 sponsorship package.

vendor opportunity:

(header: <Example:> To find more information about

vendors click here.)

(a) link to vendors.html

Komosos:

. Elements stay the same.

Footer: Colored brightly but is dull like the header.

- positioned on the top right <right next to or below each other, are very small <aprox> 28x28px icons of Facebook and Instagram also includes an icon for Google Maps location (Dark color) yet still have the same visual weight as the other elements in the footer.

On the far right is the mailing addresses.

(Color is outlined with no colored-in elements icon.)

- positioned on the top left and middle:

(header) thank you to our kind funders and volunteers.

(images: next to each other.) of British Columbia, Foundation Socan Foundation, And Canadian Heritage.

(a) shows hyperlinks to the sponsor's page which has 85% of the visual weight and width as funders.

(bottom left) Private policy (a) link).

(bottom right) copyright.

(below the private policy and copyright in the middle):

- (p) describing the designer/disclaimer (for this project.)

(to the right/middle: showcases hyperlinks to the following pages:) separated with borders or clear space:

(Information):

Tickets, performers, old church theatre, audience information,

(Contact):

contact-us, Comox-Valley-Folk-Socitey FaQ.

The far right section contains the address of where they are located, with a hyperlink to Google Maps:

<Tickets can be striked through if N/A;>

(audience-information.html)

(header): same as the homepage.

(hero):

(image of the map) located to the right.

(header) "here is a reminder about Music Fest policies, including some new ones to ensure you have a great time with minimal risk"

(stove aside: next to fire plan section.)

(p) same as before.

<Both images are small.>

(img) of a stove on the ground with an x marked through it

(img of a stove on a table with a check mark.

(p Describes the)

(cigarettes: also aside from to fire plan.)

(header) "if you smoke in the campsite please bring a sand-filled container for your cigarette butts."

(p: Right under the header.) "if you forget we will have containers for the camping hosts in the public campground and volunteer campground

(img of cigarette butt on the ground)

(p) bold text, different font: DO NOT THROW YOUR CIGARRATE BUTTS ON THE GROUND.

(p) The text from the smoking rules section Will be moved here, however, most of the referential/joke elements will be removed, and repackaged.

(fire plan):

(p) Same as before however the "MusicFest will have on hand a supply of hose in a central location that we can get to in a hurry if need be. MusicFest will be providing fire buckets at the 3 water stations in public camping and as well as buckets at the 2 water stations in the volunteer campground. These are clearly marked and will be full. DO NOT REMOVE THESE BUCKETS unless there is a fire."

and emergency plans are clearly defined as separate with much space between the elements.

(Getting-Here Shuttle Information):

Should be the same except the main header is centered
and a tad

larger, (if possible color changes can help as well.)

(Some elements will change to look nicer.

Also, price text is a header or a much larger (p)

Each Vanier parking section is put as an with li's

(Festival hosts)

are the same, however if possible an image of them should

be shown in that section, however, it removes "the but we will
say it anyway")

and they will be bold and replace it with the text: "But any
abusive treatment

of our volunteers will not be tolerated at MusicFest."

(Gate Times is the same but the header is centered and
there's a bigger gap.

(DayTime Seating and Boogie Zone):

<Elements will be combined and rewritten to be a lot more straight to the point
and distinct.> Images will be provided, and bolded text will be used throughout but sparingly,
<some images may be provided if applicable.>

(Lawn-Chairs umbrellas and other structures + Low Riders, Blankets, and Tarps.
+ Disabled access viewing areas)

Will all be combined into one specific section.

Header elements will be much bolder and separate.

(No Pets Allowed)

It same elements but the bolded text/header will have a
much more than the defined gap with a much bolder font
used.

(Beer Rules + Gardens)

is the same, however (images) will be provided as well.

(Footer same as homepage.)

(get-involved.)

(header) same as homepage.

(header) "Volunteer"

(the volunteer image will be used)

elements will be positioned the same, however,
2023 Volunteer application form,
Crew descriptions
and volunteer resources are right next to each other side by side.
The elements inside the list will also be side to side top items being on top, with
each having space between them links will also be bolded.
(footer) same as homepage.

(Camping)

(header same as homepage:)

(hero)

(header) "Camping"

(image) located to the right (smaller) <is a much more accurate image.>

(header/a link) (Describing if camping is available.) <Inactive if it is.>

(a: (If inactive:)) "There is space nearby at Putlidge River RV park."

(a: (if active:)) "Click here for the pricing for Vancouver Island Music Fest."

Both take up the same space and positioning.

(On-Site-Camping-Steps: <Is next to the header> (has smaller weight));

(Header) "Steps Needed for On-Site Camping"

(ul)

(li) Same as before.

(li) Same as before.

(li) Same as before.

(li) Same as before.

(li) "If Music Fest Camping is Sold out, please follow the booking process
for Puntledge River RV Park."

(hero)

(p) <Is above the image.>

(image)

(p) <Is to the right of the image.>

(p bold) <below top p> added space + slightly bigger.

(a-link) for camping rules and regulations <can be below p bold, or below
the image>

(2023 GENERAL CAMPING INFO:)

(header) describing when early arrivals opens

(p) describing the cost of early arrivals

(p) describing when regular arrivals opens

(image of the inner field area.)

(p) accessible camping text.

(a) "Information on Festival Accessibility can be found here" <bigger than the p element.>

(header) describing the amount of people, and the ID process, explaining what you have to do with the ID.

(ul)

(li) "Only one tent or camping unit is permitted per camping ticket."

(li) "All sleeping structures must display an ID numbered tag or they will be removed.

(li)

(p) describing the registration process, the important text is in bold, also describes the alternatives online with an indentation between them.

(image of the camping map.)

(p) Describe what you can purchase in the four areas, + dropping off a trailer.

(gate times) (aside)

same as before.

(p) Describing when the gate times close.

(minors)

Same as before (however, it's much smaller than the other elements on the page, however important elements are split apart. (May be next or to the side of another minor section.)

(Services + Showers.)

(next to each other.)

(shows images of services) small)

(p) describes services

(p) describes Not what to do with those services (bold)

(image) shows an image of the sports center,

(a)

below is their address which can either be an icon or text, it will take a Google Maps link to the sports center.

(p) hours will be described in a list-style format like 2023 gate times.

(footer same as homepage.)