My Creative Brief

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MMP-200 Midterm

1.About the festival

* **What music will be played the festival?**

There will be many kinds of music, include Pop Music, Rock Music, Folk music and Electronic music.

* **Location**

NYC Central Park

* **Geographic reach: will it draw international. national, or only local audience?**

It will draw lots of national audiences and some international audiences.

2.Website purpose statement

This website is used for introducing the Sonic Music Festival, include providing a reservation of tickets for its audiences, introducing performers and providing the newest news about festival etc.

3.Measurable objectives

I will post some past videos of performances

4. Describe the target audience

* **Age range**

20-40

* **Gender**

Male and femala

* **Location**

America

* **Music preference**s

Pop Music, Rock Music,Folk music and Electronic music

* **Occupation**

No requirement

* **Hobbies/traits**

No requirement

5.List the reasons that these people would visit the site

Audiences could order a reservation of tickets and they could get the newest news on the website.

6. List ways in which the site can enhance their festival experience

* They could get SVIP and VIP tickets by Tickets Service
* They could leave some massage for performers on the website and performers might answer them
* They could visit some past videos of performances to understand what performances looks like

7. List content and functionality that will be included in the site

* The link of performances’ Facebook, Twitter, Line, Youtube Channel, instagram, google plus and itunes music store.
* Tickets Service
* Performers introductions
* Announcements
* The newest news about festival
* Local attractions’ introductions
* Sponsor’s introductions

8.How will the target audience access the site?

Desktop/laptop, mobile, sitting, on the go, etc.

9. List technologies that will be used to develop the site

Html 5 and css

10. Describe the unique visual style of the site

As usual