SnopelNet

Design Brief

Title: SnopelNet

Goals:

To create a website detailing the works of the famous artist Snopel. *SnopelNet* aims to display news, music and artworks from the content creator in a carefully organised fashion so that the viewers can appreciate his works without the hassle of having to search walls of information or google searches, along with advertising his talents for potential use in business.

Target Audience:

This website aims to approach anybody with interest in digital vector art or acoustic guitar music. The client's works are not meant to be loud, abstract or intricate, just soft, calming and relaxing. It is meant for those who would most appreciate these kinds of works.

Contents of Website:

To encapsulate all of our client's requirements, the site must include an **index** page to show a short description and any news of interest, such as events or life updates, **artworks** page to showcase his art in an organised and easy-to-read fashion, **music** page to embed his music videos so the viewer can watch, and an **about us** page, allowing the user to see some external links, such as YouTube, and even subscribe to a newsletter to gain updates.

Search Engine Strategy:

The best way for this site to be found is through the title, *SnopelNet.* At least, the keyword Snopel, since this will be the site that contains his life's work. Additionally, just being able to search for the artwork names or music style could possibly link new audiences to the site and discover his content.
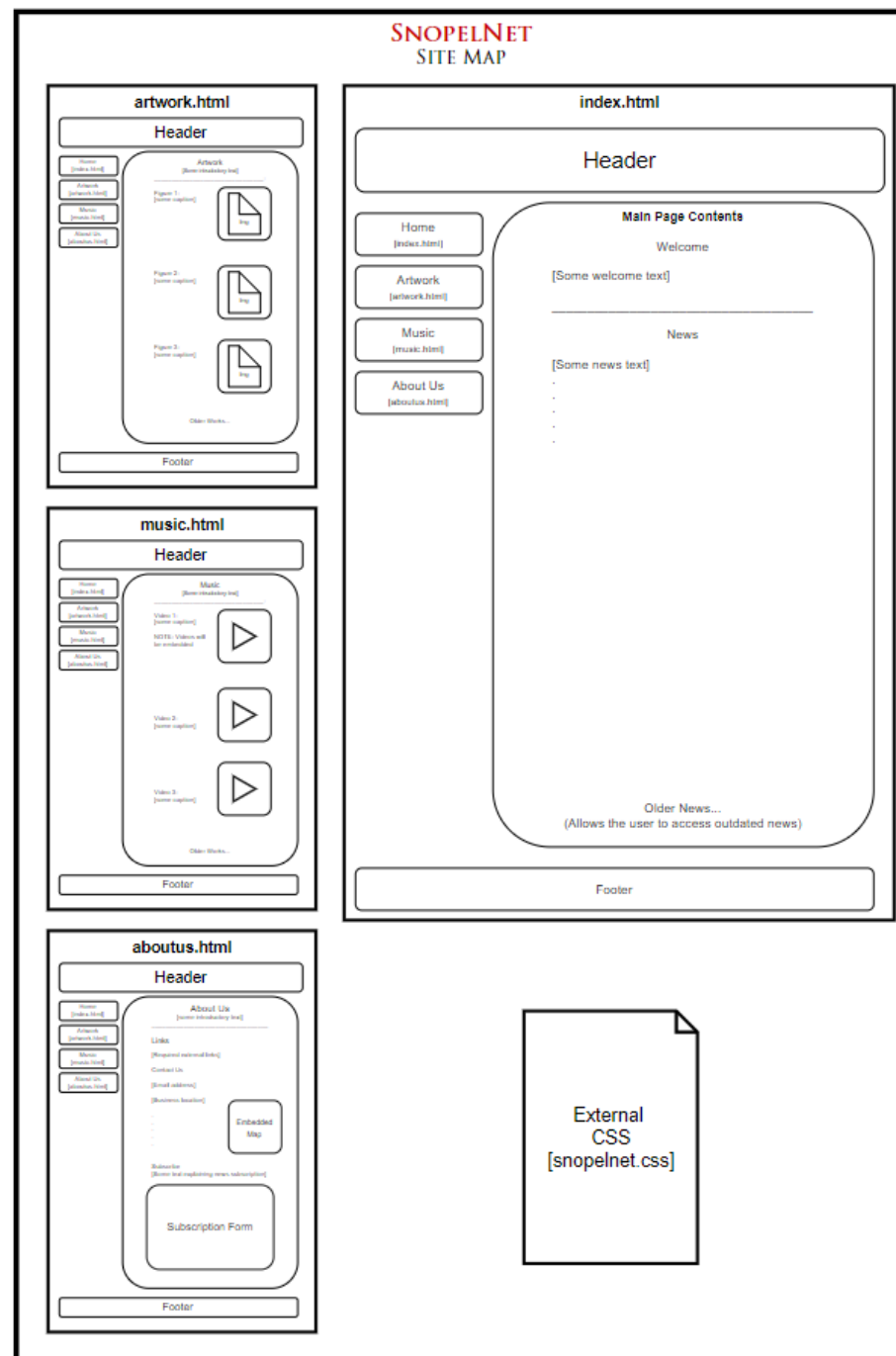
Time Frame:

SnopelNet aims to achieve this website's completion before the client undergoes his Australian tour. From the moment of this design's creation, the tour is designated to happen 3 months from now. Ideally, the client would like this completed within **a month** so that he can advertise himself long before the tour to increase the turnouts at each event but is not overly concerned with the deadline and would allow us extra time if need be so long as it is finished at least a month before the event.

As our business is only in its beginning stages with *SnopelNet* as our first official job, we aim to keep the software open source unless otherwise needed, primarily using **Notepad++** for the bulk of the design requirements.
Should acquisition of rights be necessary however, such as imagery or video hosting, there may be a royalty fee or hosting fees for these additions. Additionally, the website will need to be hosted on a server, which will include a fee depending on how widespread we need the site to be. Should it kick off larger scaled than expected, we may need to pump more funding into servers to improve traffic and prevent overflow.

SITE MAP:

Site Functionality Testing:

Pages	Google Chrome	Mozilla Firefox	Internet Explorer	Comparison of Three Browsers
snopelnet.html	good	good	good	No different on browsers
aboutus.html	good	good	good	No different on browsers
music.html	good	good	good	No different on browsers
artwork.html	good	good	good	No different on browsers

HTML Validation Screenshot (snopelnet.html):

CSS Validation Screenshot (snopelnet.css):