Amazing Illusion Development! - Design Document

Travis Bassett
WATS 3010
Project: Intro to Bootstrap Planning

Design Concept:

Create a web-page that illustrates and creates enthusiasm for a firm of magic trick/stage illusion designers and developers. The firm represents a number of years of solid experience in this field, with previous contracts held by major names in the contemporary stage magic industry. Previous work includes projects for performers frequently seen in Las Vegas, Reno, and Atlantic City. Web page includes modern and more esoteric elements, showing in visual form some of the history of the performance magic field and using this to help establish trust.

What I want to accomplish with concept:

- Create an impression of a well established, competent specialty firm.
- Convey a sense of trustworthiness and discretion on the firms part, since this is a field that relies on secrets.
- Provide visual reminders that performance magic is a long standing and ancient phenomenon, perhaps include classic illusions from the Middle Ages or Pre-Colonial India alongside more recent examples of performance magic in the visuals.
- Create a sense of interest in potential customers and casual web browsers, copy and images should convey a sense of wonder consistent with the larger field.

Websites for inspiration:

http://pandamonk.studio/ (features colorful gizmos, complementary of magical gimicks)

https://www.filsunique.com/ (great use of high quality visual content)

https://www.le-hameau-du-renard-blanc.com/ (prominently uses a european style crest)

Websites for Comparable Businesses:

https://www.dream-illusions.com/ (high quality, includes pictures of workshop space)

http://www.wkmagic.com/#intro-1-1 (prominently features pictures of illusions in use)

http://imaginationcreators.com/ (slightly outdated header)

Audience:

Audience/targeted consumers includes successful, business oriented stage performance magicians interested in adding custom illusions to their repertoires. Interests of this (purchasing demographic) includes reliability, easy transportation of delivered product, originality, presentation, and profession discretion. Primary motivation of this audience is to set themselves apart from competitors in the field who are using illusions widely available on the open magic market.

Audience Demographics:

Age: 40-60 years of age
Gender: 70% male, 30% female
Race: 50% Caucasian, 20% Asian, 20% Black, 10% Hispanic