

Wayne Stovey

ITSE 1301 Web Design Tools

Final Project Development 3:

1. Determine your website's goals and objectives and draft the website's purpose statement.

- Primary goal: Review musical instruments and live shows.
- Secondary goals:
 - Promote gear, software, and my own projects
 - Promote other websites of bands or equipment I like.
 - Educate about the workflow of certain DAWs.
- Objectives
 - Focus on fun, creative content.
 - Establish viewership that informs about past products and live shows, while being up to date on future products and shows.
 - Determined to gather and organize information to make a comprehensive guide and obtainable understanding of products and software work.

2. Identify your website's target audience(s) and determine the wants, needs, and likely expectations that your website's design and content should satisfy for that audience.

- The target audience would be musicians and music fans. The intended audience is the non-specialist that has never used a modular synth before but may have a novice understanding of how synthesizers work. It will be mostly for adults over the age 18 that can afford to buy equipment and go to live shows.

3. Identify the pages you initially plan to include at your website.

- Home page:
 - Explain my credibility and years of working with these instruments and shows I have played.
 - A summary of what they can expect to see on the site that will be updated frequently.
 - A usable mixer with a loop playing an original song by me.
 - Links with fun animation and sounds.
- Underlying pages:
 - Equipment reviews
 - Live show reviews

4. Add to your website plan a list of value-added content that will help achieve your

website's purpose and satisfy target audience needs. Identify possible sources for the content, keeping in mind the copyright issues.

- Pictures and videos I have taken to avoid copyright issues
- A mixer with my own music in it, to demonstrate how tracks are developed.
- The reviews will be the text.

5. Determine which of the three website structures—linear/tutorial, webbed, or hierarchical (or a combination of structures)—will best meet your website's purpose.

Use a text outline, manually draw the structure, or use software to illustrate your website's structure as part of your design plan.

- It will be a hierarchical structure with the home page branching off into two sub-categories of equipment reviews and live show reviews.
- Each sub-category will have another underlying page of future products and upcoming live shows I will be reviewing.

6. Remember to compress your folder assignment with all the documents and upload it to Blackboard.