This contest is for making a brand new video production web page. They are only looking for a home/landing page.

For this project I will be making a home page for the Theory Media company which is a video production agency. The color palette for the website is purple, grey, and black. Stock images were also allowed to fill out the webpage design more. Obviously if the design were to be selected the images would be replaced by something produced by Theory Media. They have also provided links to 3 websites which they enjoy and want to use as inspiration.

I chose this project because video production is something that I really like. Working on a website for a video production company will help me develop my own website which will contain some of my video work/portfolio. I want to focus on communicating the creators talent and purpose through their video work, and learning how to incorporate within my own design in the future. The features that will make the project more advanced will almost all be video related. This will include a carousel at the top of the page rotating between videos produced by Theory Media. The website will also have to have suitable video controls to provide enough functionality to users to review the videos at their own pace.

I don't have a complete list of plugins and other resources I will need yet but I have a feeling the list will expand as the project goes on. I know for sure that plug-ins for galleries and carousels will for sure be used, as well as some features that make using those a smoother experience for the user. Icons will of course be used to menu

items, social media, and other things that will provide links. I plan on using bootstrap to make the page responsive as well as for the styling. I am most comfortable with bootstrap styling. I won't have to create any custom icons or things like that as the client specifically stated that they are okay with stock assets. As such I will use those to fill out the various media contained in the page.

The first step to completing this project will be completing a persona for the website's potential users. I will do this by looking at other video production websites and seeing what demographic their designs target as it will be similar to my clients. I'll do research on best practices regarding balancing using media, but not too much that it overwhelms users. I know that will be an important line to walk as it could be very tempting to create a video page that showcases tons of videos and images when in reality that would do the client's page harm as users would find the page visually over stimulating. This first research phase will take 3 to 5 hours as I want to be thorough before I start and have to end up completely working something later on due to poor research. The next phase will be the planning phase, in which I will be making a wire frame. I feel like the card sorting method would be overkill for this phase as I am only designing one page. As such, making a wireframe using Adobe Illustrator feels more appropriate to me. This is also where I will get feedback from some people within the UX field including professors and peers in the field. Overall I believe the design time will be around 10 hours after completing all of the feedback and reworking the design after I receive the feedback. I want to be thorough on this part as it will be the blueprint from there on out. As far as making a style tile that is unnecessary as the client has already provided an explicit color scheme which I will be sticking to 100%. The final part of this

implementation will be the coding which will be broken down into a few steps. The first step I want to get functionality of the website to 100%. The design is very important but to me making sure the website actually works as intended is most important. After that is done I will make designing the top priority and make sure that the website is looking polished and professional. There will be several stages throughout the designing process where I will seek out feedback for the design as there is a chance I have to tweak things from the original blue print design. Overall this phase will take the most time taking anywhere from 10 to 15 hours, though I am anticipating it to be closer to 15.