WEB 2890 – Client-Side Portfolio
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Project Proposal: Website for Chaos Circus Co.

Description and Scope

This project proposes the design and development of a custom self-updating website for *Chaos Circus Co.*, a local entertainment and dance studio specializing in aerial, acrobatics, and burlesque performances. The goal is to create a modern, centralized digital platform that automatically pulls and displays content from the company's existing online presence, including Instagram, Facebook, and Eventbrite. This ensures that the website stays current without requiring the owner to manually update content as new posts and events are published.

The website will be coded from scratch using HTML5, CSS3, JavaScript, and Bootstrap for responsive layout and cross-device compatibility. The design will incorporate customized CSS styles to distinguish the site's unique visual identity from typical Bootstrap templates, aligning with Chaos Circus Co.'s bold, creative, and theatrical branding.

The planned website will consist of five primary pages:

1. Home Page – A dynamic landing page showcasing recent Instagram and Facebook posts in a carousel or grid layout, introducing visitors to the company's artistic atmosphere.
2. About Us Page – A page describing Chaos Circus Co.'s mission, values, and performers, along with studio imagery and staff highlights.
3. Upcoming Events Page – A feed pulling automatically from *Eventbrite's API*, displaying real-time upcoming events, ticket links, and performance details. Possible integration of past events may also be displayed here.
4. Merchandise Page – A gallery showcasing available merchandise, such as apparel or branded accessories, with possible future integration for e-commerce functionality.
5. Contact / Book Us Page – A form-based page allowing users to reach out for event bookings, performance inquiries, or collaborations, as well as embedded contact details and location maps.

The site will include approximately 15–20 images, primarily drawn from the company's social media feeds and select promotional photos. Each page will be designed for a smooth, mobile-friendly experience, with cohesive typography, visual hierarchy, and strong branding elements reflective of Chaos Circus Co.'s creative identity.

Significance

This project was selected due to its alignment with a local Salt Lake City client's need and a personal long-term goal of creating a self-sustaining website that minimizes maintenance for business owners. Chaos Circus Co. is a vibrant local performance company that already thrives on visual storytelling and audience engagement through social media. However, their current digital footprint is scattered across platforms. A centralized, automated website will consolidate this presence into an easily accessible hub, improving brand visibility and client reach.

This project also represents a significant technical challenge and learning opportunity, as it will involve integrating multiple platform APIs (Instagram Graph API, Facebook Graph API, and Eventbrite API) into a cohesive web application. These integrations will ensure the site remains automatically updated in real-time, reducing administrative effort for the client.

Advanced features will include:

- Automated content synchronization from social media and event platforms.
- Custom API integration and data caching for optimized performance.
- Responsive design using Bootstrap 5 with original CSS for a unique look.
- Dynamic event and media rendering through JavaScript components.

The project will directly contribute to my web portfolio by demonstrating real-world API implementation, responsive design, and UX-driven front-end development, positioning it as a strong professional showcase.

Equipment Needs and Resources

The development of this website will require a combination of third-party tools, online resources, and custom-created assets:

Resources and Libraries:

- Bootstrap 5 – For responsive, mobile-first layout structure.
- Font Awesome – For iconography and social media link icons.
- Google Fonts – For custom typography consistent with Chaos Circus Co.'s branding.
- Instagram Graph API and Facebook Graph API – To fetch and display the latest social media posts.
- Eventbrite API – To automatically list upcoming shows and events with direct ticket links.

- JavaScript Fetch and Axios – For retrieving API data and rendering it dynamically on the site.

Custom Creations:

- A custom CSS stylesheet to stylize Bootstrap components and give the site a unique aesthetic.
- A custom logo variation (if needed) formatted for digital use.
- Edited performance photos and background imagery, optimized for web resolution.
- Potential short video loop or animation on the home page banner to capture the energy of Chaos Circus Co.

Software and Tools:

- Visual Studio Code for code development.
- GitHub for version control and collaboration.
- Netlify for hosting and continuous deployment.
- Adobe Photoshop or Canva for image optimization.
- Browser Developer Tools for testing and debugging across devices.

Timeline

The total estimated time to complete the project is 20–25 hours. While I expect the actual timeframe to vary, the following timeline outlines the key steps and deliverables to help keep the project focused on the end goal:

Phase	Task Description	Estimated Time	Completion Date
Planning & Content Gathering	Meet with the client to review goals and collect existing media, logos, and brand colors. Define visual direction, tone, and layout priorities.	2 hrs	Oct 12, 2025
Wireframing & Design Mockups	Create low-fidelity wireframes for mobile and desktop layouts. Identify navigation structure and section flow for each page.	2 hrs	Oct 15, 2025
Project Setup	Initialize project folder, connect GitHub repository, and set up file structure. Link Bootstrap and Font Awesome.	1 hr	Oct 17, 2025
Base HTML Structure (Mobile-First)	Build out HTML skeleton for each page starting with the mobile view. Include navigation, header, footer, and placeholder sections.	2 hrs	Oct 19, 2025

Responsive Framework & Bootstrap Integration	Use Bootstrap's grid system and responsive utilities to build the layout. Test breakpoints for tablet and desktop scaling.	2 hrs	Oct 21, 2025
Custom Styling (CSS)	Create and link a custom stysheet to override Bootstrap defaults. Apply brand colors, typography, and animations. Ensure accessibility and contrast compliance.	2 hrs	Oct 23, 2025
Home Page Dynamic Feed Integration	Connect to Instagram Graph API and Facebook Graph API to retrieve and display the latest posts dynamically via JavaScript. Implement caching to optimize performance.	3 hrs	Oct 26, 2025
Eventbrite Integration	Use Eventbrite API to fetch and display upcoming events. Style event cards with ticket links and event details. Test refresh intervals and error handling.	2 hrs	Oct 28, 2025
Merchandise & Contact Pages	Populate content with product images and details. Create a responsive contact form with validation and email link functionality.	2 hrs	Oct 29, 2025
Testing & Debugging	Test across browsers (Chrome, Firefox, Safari, Edge) and devices. Validate HTML and CSS and ensure responsiveness and load time optimization.	2 hrs	Oct 31, 2025
Initial Deployment	Deploy to Netlify. Verify that API integrations work in production. Conduct a quick usability review.	1 hr	Nov 2, 2025
Feedback Collection	Gather structured feedback from the instructor, client, WebUX professor, and a peer. Document insights and prioritize revisions.	2 hrs	Nov 16, 2025
Final Revisions & Submission	Apply improvements from feedback, finalize accessibility, confirm all data updates automatically, and submit final version.	2 hrs	Nov 23, 2025

Additional Resources

Chaos Circus Co. can be found below:
https://www.instagram.com/chaoscircusco/
https://www.facebook.com/profile.php?id=61558493872618
https://www.eventbrite.com/o/chaos-circus-co-53036584363