

Project Proposal for:

Wasteland Gardens Web Site



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Purpose

In 2010, a group of friends came together to start a new independent rock and electronic music band. From the beginning, they wanted to start a new type of band that merged the musical, design, photographic and video talents of the band members into one cohesive piece of art called Wasteland Gardens.

Their exposure has been limited to performances at bars and small events, Facebook, Twitter, DeviantART YouTube and MySpace. In order to gather a larger following and present their art as a whole, they require a strong Web presence that can be accomplished with a Web site of their own.

Features

JavaScript will be used throughout the site to provide the user with more interactivity to navigate through the site and explore the different content it has to offer. Increased interactivity increases the user's interest in the site and encourages them to explore more.

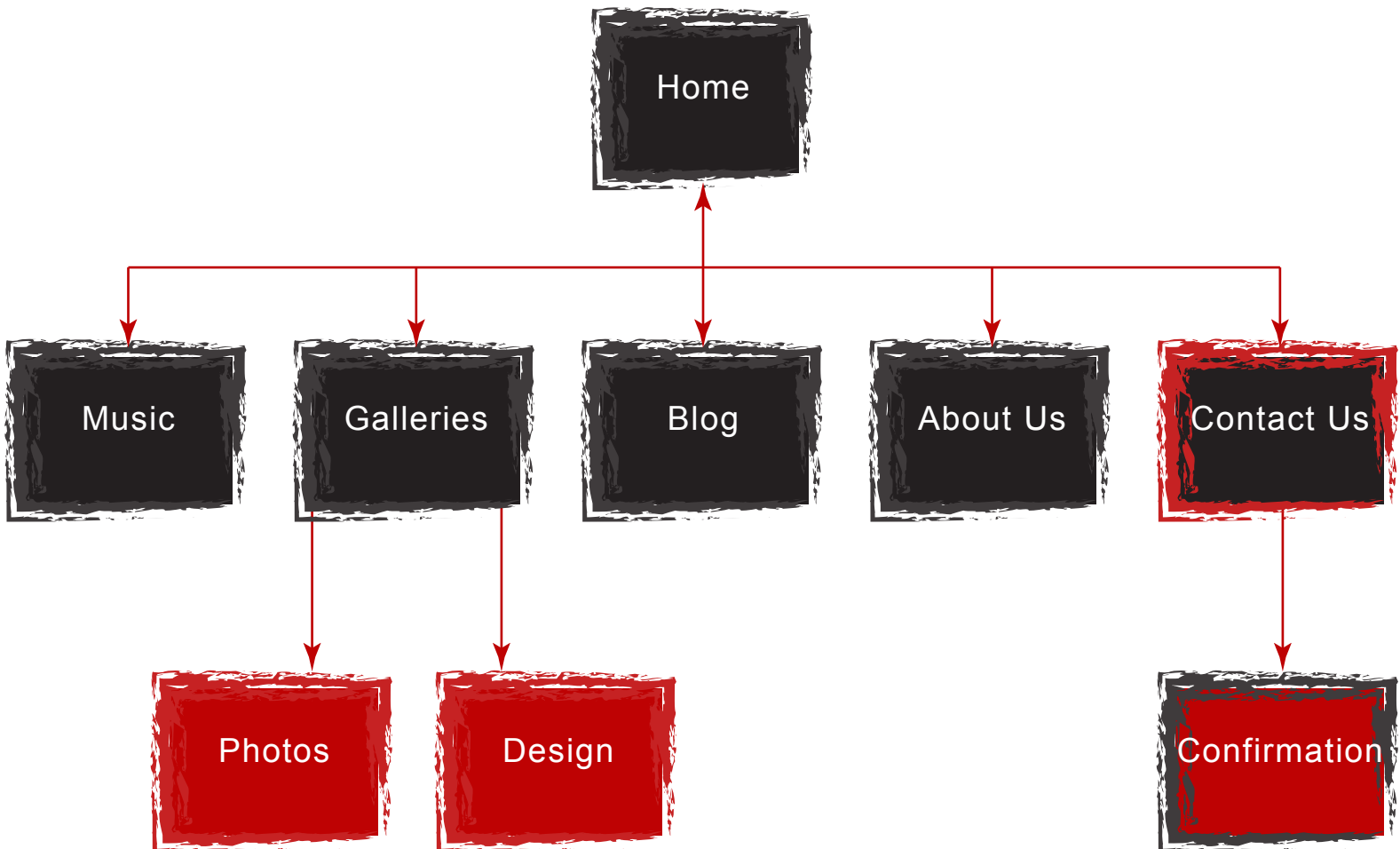
JavaScript will be used to create modern stylized global and local navigational menus that use rollovers and drop-down menus to make the navigation easier and increase usability.

Slider content areas will be created with JavaScript to provide the user with more information within prime screen real estate areas. They will also help to reduce the amount of content on the screen at one time.

Interactive JavaScript image galleries will be used to help the user easily browse through the band's artwork and photography.

The FAQ page will use JavaScript accordion panels to provide the user with an easy way to learn more information. Accordion panels also help to limit the amount of content on the page at a time so the page doesn't become cluttered and the user can easily find the information they are looking for without having to scroll forever.

JavaScript will be used to create a form so the user can contact the band. JavaScript will also be used in the forms for form validation to create required fields, which cut down on SPAM and incomplete messages.



Global Node



Local Node



Interactive Media Component

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Color

The colors that I chose are meant to reflect the name of the site and the tone that the artists on the site are trying to convey. Black and grays were used to help create a darker atmosphere, which is what a lot of the artists' work has. Green and dark orange were chosen to provide some contrast and interest within the design. Green was chosen to represent the garden aspect of the site name. Dark orange was chosen to complement the green some. The dark orange is also meant to represent rust, sand and the wasteland aspect of the site name.

Texture

The primary rough textures were chosen for two reasons. The gritty textures work well with the feeling of decay and destruction you get when you think of the name Wasteland Gardens. The gritty textures were also chosen because it represents the gritty harsh realities that are conveyed in the artists' work.

Layout

The simple grid-based layout was primarily chosen to make site navigation and skimming easy for users. The simple layout was also chosen because the colors and textures provide a lot of interest, and I didn't want to overwhelm the users.

Type

The rough Truskey font was chosen because the look of it works well with the gritty feeling you get when you think of the name Wasteland Gardens. The rest of the fonts were chosen because they are standard fonts that are available on most computers, which will help reduce any display problems. For the first heading, I am looking into some more stylistic fonts from Google, which can be embedded into the HTML document.



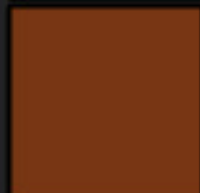
Project: Wasteland Gardens

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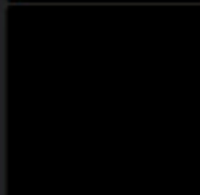
Color Scheme:



Color: Green
HEX: #56C529



Color: Dark Orange
HEX: #783615



Color: Black
HEX: #000000



Color: Dark Gray
HEX: #666666



Color: Light Gray
HEX: #CCCCCC

Type:

Logo: Truskey, Regular 36 pt.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz

Navigation: Verdana, Regular, 16 pt.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Hyperlinks: Arial, Regular, 13 pt.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body Copy: Arial, Regular, 13 pt.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Heading 1: Arial, Bold, 24 pt.

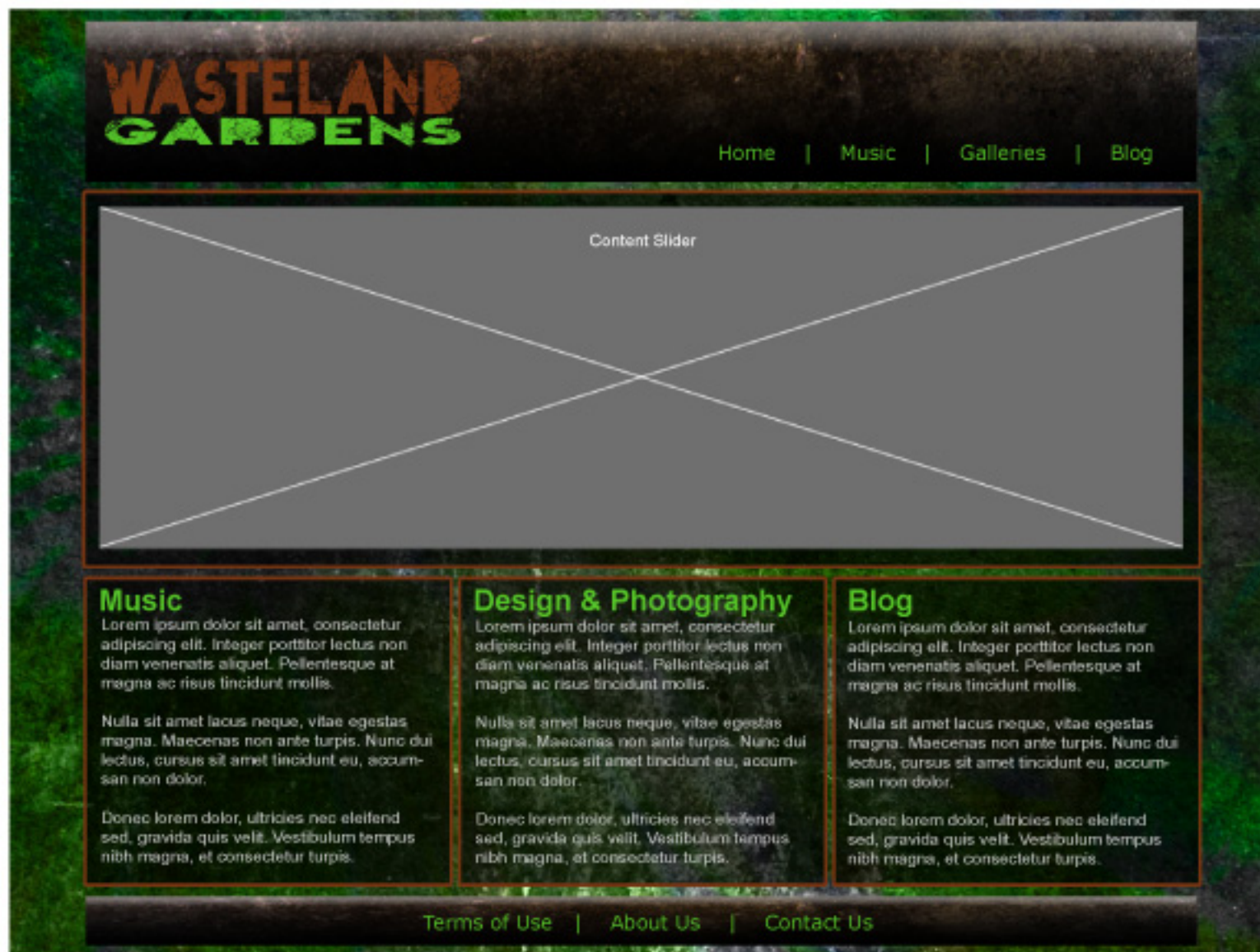
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Heading 2: Arial, Bold 18 pt.

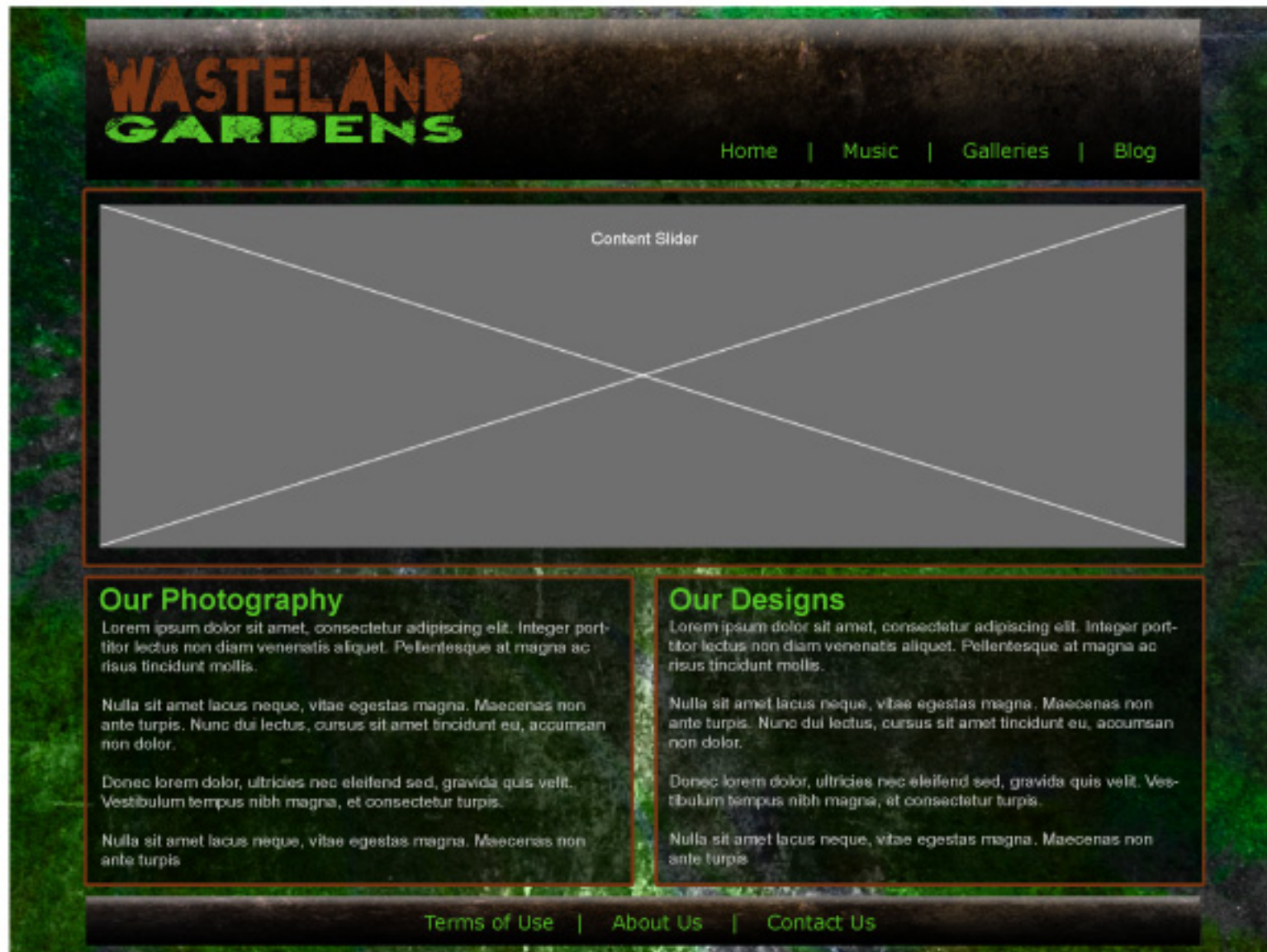
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Home



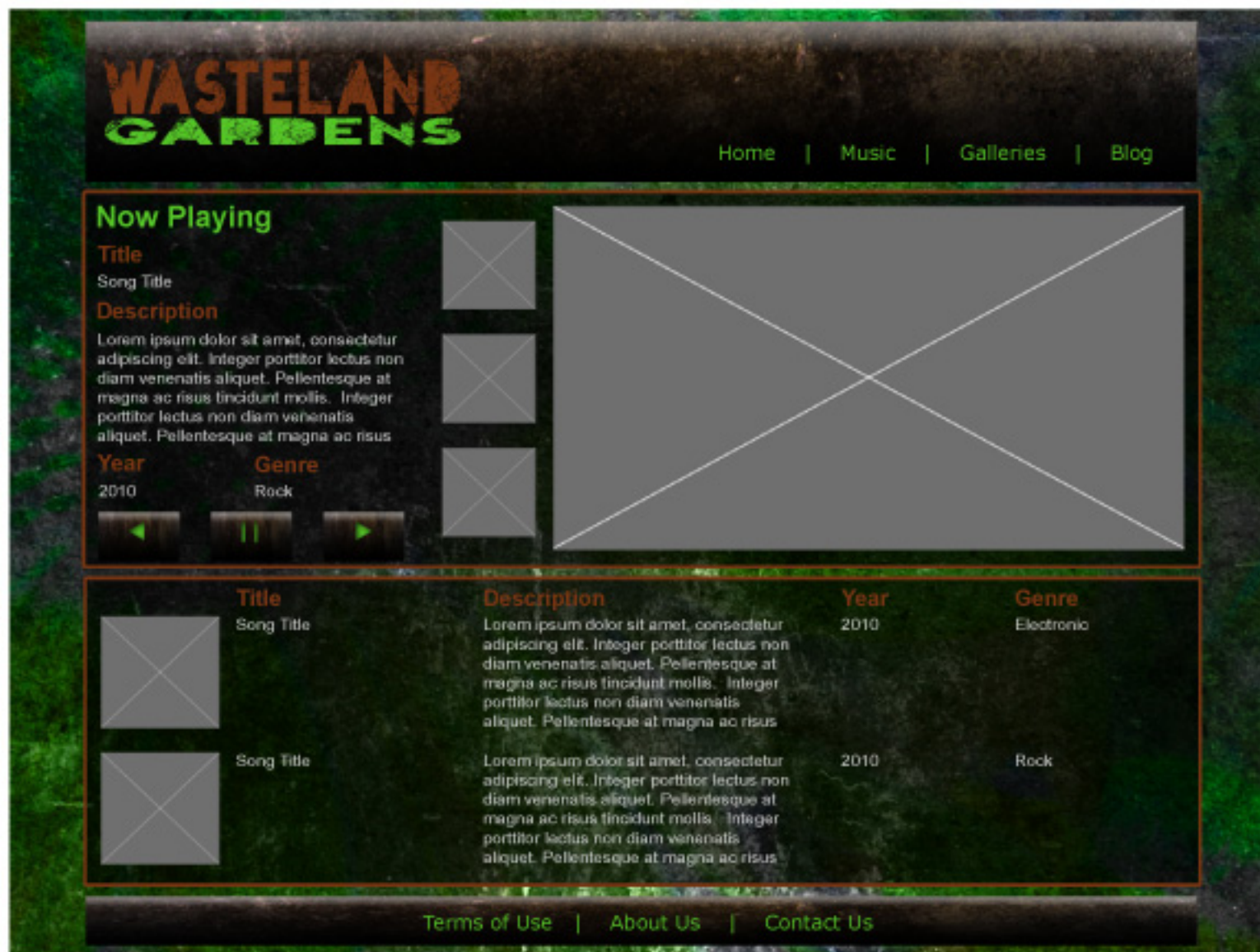
Galleries



Photography Gallery



Music



About Us



Blog



Contact Us



The image shows a web form titled "WASTELAND GARDENS" with a dark, textured background. The form is titled "Contact Us" and contains three input fields: "Name", "Email", and "Message". Below the "Message" field are two buttons: "Submit" and "Reset". The form is framed by a dark border. At the top right of the form area, there are navigation links: "Home", "Music", "Galleries", and "Blog". At the bottom of the form area, there are links: "Terms of Use", "About Us", and "Contact Us".

WASTELAND GARDENS

[Home](#) | [Music](#) | [Galleries](#) | [Blog](#)

Contact Us

Name

Email

Message

[Submit](#) [Reset](#)

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