

I'm creating a website for the Cornell Magic Club, whose club mission is to provide magic shows as a service for the Ithaca and Cornell community. My target audience is made up of the Cornell student body and staff, and community members of Ithaca. The site needs to be simplistic and pleasing to look at- I want it to look professional so viewers will take the organization seriously, but also whimsical in some sense so it can be remembered. I'll be using a white/red/black palette, with white as the background, red as the accent and black for the text. I plan on designing the logo myself, and adding personal "sketch-like" features to the menu bar and headings. I've read the Google web development guide on the look and feels of the website, and I'll be using their color palettes to find the right shade of red, and gray/black. I want the website to fit into the Cornell mold for club websites (with the color palette) but remain unique. I don't want it to blend into the repetitive look other club websites keep following (the same Strikingly 'one-page' website trend- like the Ellevate club page). Therefore the main page will have the about section and two other page links, that when clicked on will appear and disappear (like in my own personal website, allisonarteaga.com)

People will visit the site to either find more information or contact the club members for events, so the site has to be organized so those two missions can be easily accomplished. I've read Google's guide on web development that stresses user friendliness, like keeping "calls to action" front and center and in the main body. In the final version I plan to have my site have a multi-device layout that will look good on all screen sizes. Content wise, I plan on having three pages, the index containing club information, a page on the e-board, and a page with contact information. I think keeping the amount of pages to a minimum is the best for my audience, because the website is for a college organization not a company or a celebrity about page. Content needs to be straightforward and simple, most people do not want to spend long on a website, no one has the time. I plan on also using some javascript to create animations when you go from page to page, so the website feels more interactive and the user can have a better experience in a short visit.