

Bye Bye Summer Music Festival

Creative Brief

CEM ASLAN

About the festival

- Pop and R&B music will be played in the festival.
- Location: Randall's Island Park
- Geographic Reach: Local people

Purpose statement:

This website will be created for people who wants to get information about the website .They can look line-ups, how they can get there and tickets.

Measurable objectives

- My goal is to sell 15000 standard tickets and 1000 VIP tickets
- I want to sell 6000 merchandise.

Use complete sentences and provide concrete goals- for example, sell 20000 standard tickets and 900 VIP tickets.

Target audience:

- 16-22 years old
- Male and female
- Local people (New York)
- Music preferences: Pop and R&B
- Occupation: Student
- Hobbies : People who likes to listening pop and R&B music , people who likes to have good time in festivals

Reasons that these people would visit the site

- These people can visit site for information about the festival, line-ups, tickets, travel to the destination, photos and videos, merchandise and activities
- Site can enhance their festival experience with festival merchandise , last years videos and interviews
- People can access website from computer and mobile.

Content:

About the festival

Date time and location of the festival

Festival Map

FAQs

Food and drinks

Lineups

Tickets

Travel information

Directions

Photos and videos

Social media

MY UNIQUE STYLE

- Technology: HTML/CSS. *Specify the technology used in the website: html/css/js*
 - Site will be clear , understandable , I would like to use “Bungee Inline” font for my header and I want to use “Averia Libre” font for my paragraph . I will use water paint background .*These are desirable design goals for all sites. What will be unique about the style of your website? Discuss colors, photography, style of fonts, etc. Include the title or question of this section.*
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- *Watch your spacing with punctuation - there should be a space after each period and comma.*
 - *Spell-check your document in Word before submitting.*
 - *-Include your name under the title.*