**Site**

<http://thesongwritingschool.com/>

**Audience Profile**

The website targets all prospective songwriters seeking information on how to tune their craft. The articles provided suggest that the school supports all ages and experience levels for their school, as can be seen from their references to American Idol winners that target a younger demographic to a mention of a Beatles Master Class for more advanced composers.

**Subject Matter**

As a school website, its subject matter revolves around the education of songwriters. It provides information on the practice of writing songs and knowledge of the workings of the music industry. It lists classes for these various topics on the different steps it takes to create a song, such as musical composition, lyrical stylizing, and music production.

**Desired Outcome**

The desired outcome of the website redesign is to update the aesthetics of this site, as well as streamlining the information for users. At the moment, it is a jumble of typefaces and graphics that do not present a cohesive look. The logo, for instance, attempts to convey the artistry of songwriting but it is really just a blue blob. Because the school builds its ethos by presenting multiple resources to entice songwriters to use its services, this content creates a lot of redundant information throughout various pages. For example, the top right banner repeats all of the same information again at the bottom. It also results in a very crowded navigational bar. Additionally, it is not responsive so it does not adjust easily to adapt to the user's device or platform. This is especially apparent in the inconsistent quality of the graphics, so the overall responsiveness of the website should be upgraded. As a result, the goal is ultimately to attract students to its classes, and though the site offers a lot of content, it requires greater focus to generate more interest for those courses. There is also a WordPress site (https://therootsnotes.wordpress.com) but it is difficult to locate on the main site. This site provides supplemental audio, video, and text materials for many classes. Much of this content is password protected, but some remains open for public consumption and enjoyment. It has a slightly better composition and we feel that they may have chosen WordPress because the structure is easier to manipulate.

**Voice and Tone**

The tone of the website is informative, while its voice is contemporary as well as inclusive. It aims to be inclusive and does cater to one type of songwriter or level of experience. The content ranges across multiple genres and age groups, whether the writer is rock or country and experienced or inexperienced. The color palette is dark, with the background being black to give a modern look. This imparts a look that feels urban, since it is a songwriting school in Los Angeles. They are trying to showcase their experience and success to attract those who may want to enroll into their programs. However, it also conveys an overly severe tone instead of being clean and streamlined.

**Reason for Choosing Site**

The Songwriting Schools of Los Angeles’ website was chosen because of the potential it has to become a very effective informational tool for individuals seeking to find more information about songwriting. It conveys a sense of respect for the artistry of the craft itself, appears to be a good resource for prospective writers and composers, and possesses a clear mission – to inspire and support prospective songwriters. However, it is so content-heavy, with a lot of that information being repetitive. In an attempt to attract these individuals, the website bombards the audience with so much information that the purpose of the site gets jumbled. By reorganizing some of that information and streamlining the graphics and design aesthetics, it is possible to clarify the brand and reassert the mission of this school.