

MOONCHILD

RESPONSIVE | REDESIGN

CHAD JACOBS

MOONCHILD

RATIONALE

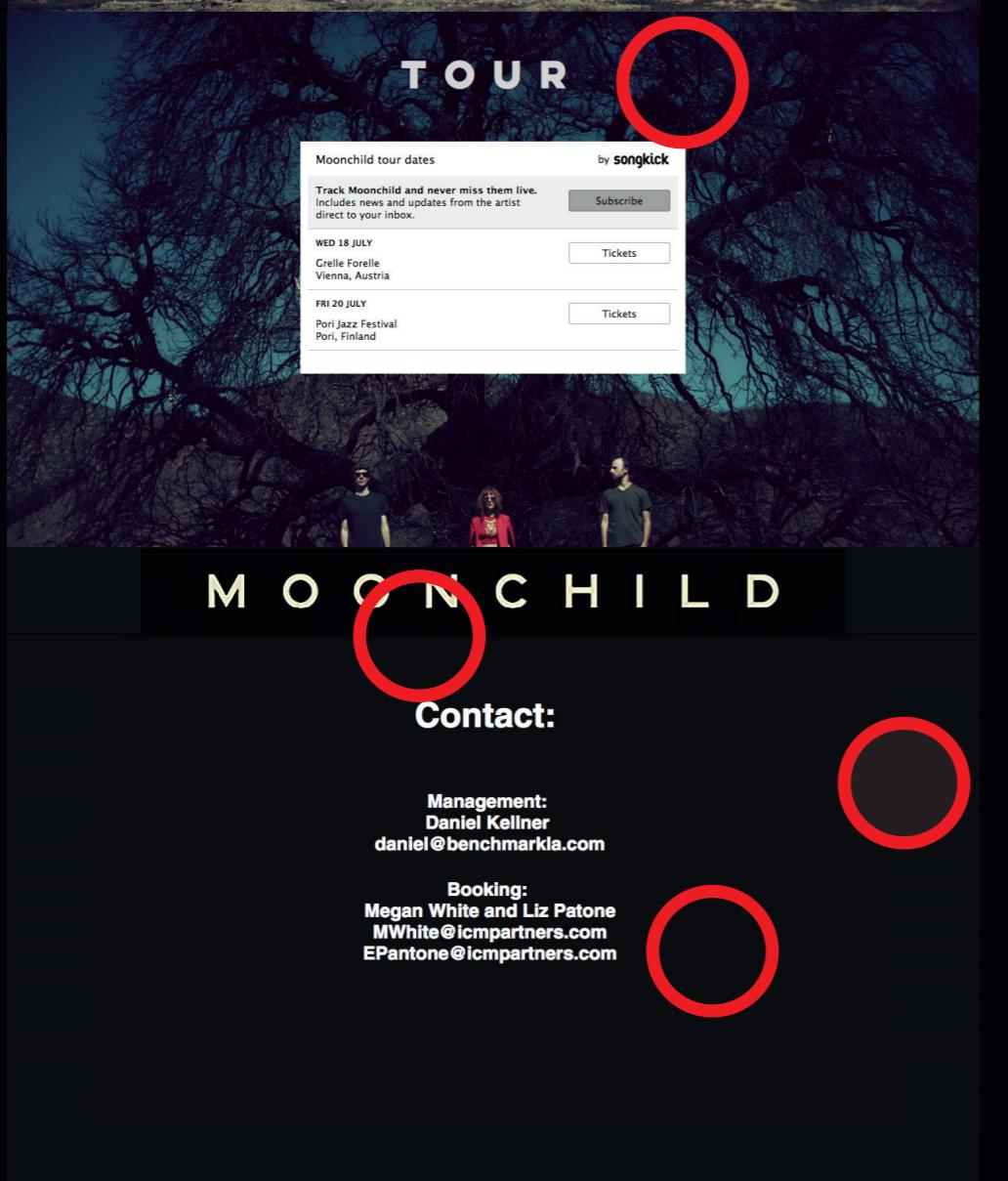
For this brief, I chose to re-design the band Moonchild's exhibiting website. First being because they are one of my favorite bands to listen to while working from home. Second because I saw an immediate need from their site to match their fresh and clean sound and overall look. I have drawn inspiration from their debut album "VOYAGER" It has a moon arising and the colors are simple and soft tones but still bold.

Their current site I was surprised to find that it is not responsive. Problem number one, meaning elements were not aligned and the site wholistically was a bit bare.

They are an upcoming band so their site should be more user friendly. I had this in mind particularly when re designing as I found I could not access the home page from a seperate page and over all there was no content for anyone new to their music would find interest to know more. Interaction is my focus therefore adding scroll function, hover animation. All the while keeping it minnimal.

The over all look of the site I wanted to reflect their record album. That was my main source of inspiration. Clean layout of images and video. The way the menu is set out and text across the home page. Looking at it I wanted to resemble an album cover. And thus the flow of the rest of the site, the live section which is their tour dates and venues resembling a back cover to the album all on the home page.

Key changes and design elements would look to the menu, its functionality and name of each page. Somewhat keeping to the theme of voyager. The content, adding video and links to their youtube clips and layout of tour dates.



None responsive site

Design consistency /The image doesn't cover the whole page yet the contact page does

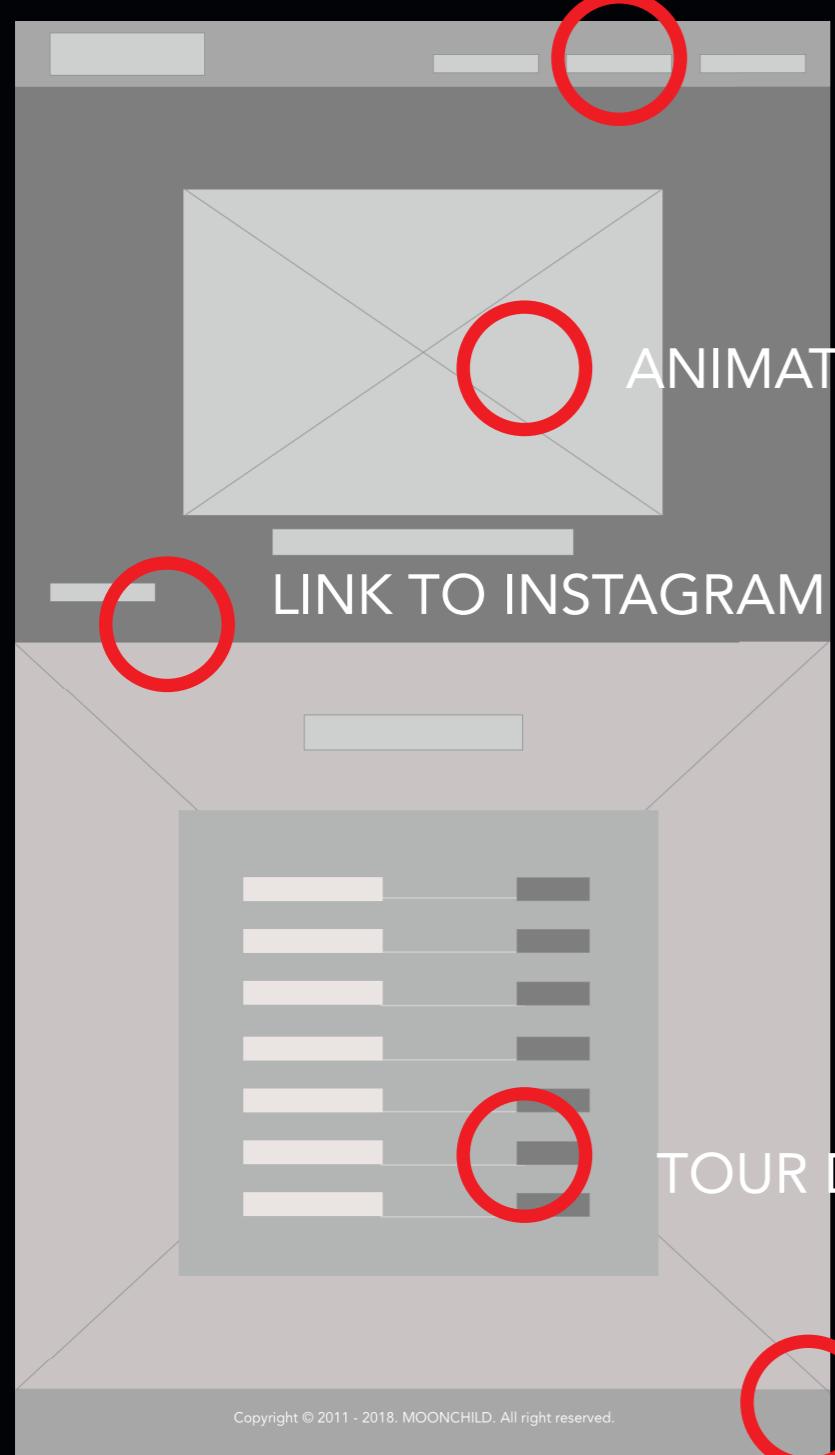
No navigation bar or clearly indicated nav function / Tour takes you home

There is no function or nav to take you to your home page from content page

Logo inconsistency / Name

Over all no content on the site

STICKY NAV BAR



NAV BAR

LOGO HOME/ PAGE LINK



ANIMATED COVER

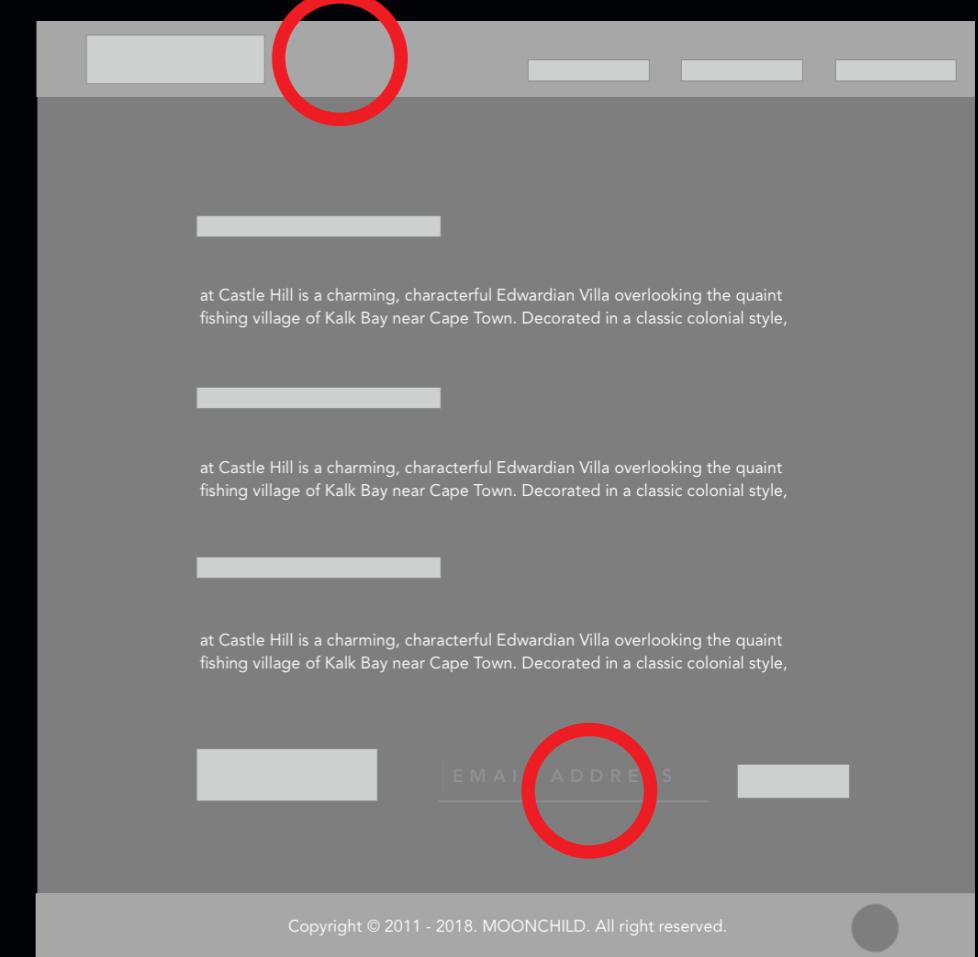
LINK TO INSTAGRAM

EMB VIDEOS WITH LINKS

TOUR DATES RESPONSIVE

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NAV BAR VISABLE ON EACH PAGE



RECORD LABEL LINK

SUBSCRIBE FORM

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MOONCHILD

VISUAL INSPIRATION



LAURA MAKABRESKU



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CANADA
 SEP 01 BENJAMIN FRANKLIN PARKWAY
 PHILADELPHIA, PA, US
 SEP 21 - SEP 23 LIFE IS BEAUTIFUL FESTIVAL 2018
 LAS VEGAS, NV, US

[TICKETS](#)

[TICKETS](#)

WITH SNAKEHIPS,
 ZEDD, SOB X RBE,
 RICH THE KID
 AND MORE

WITH THE
 WEEKND, FOSTER
 THE PEOPLE,
 ARCADE FIRE,
 BASTILLE AND
 MORE

TOUR DATES COMING SOON ...

GET THE LATEST ON
 SABRINA CLAUDIO

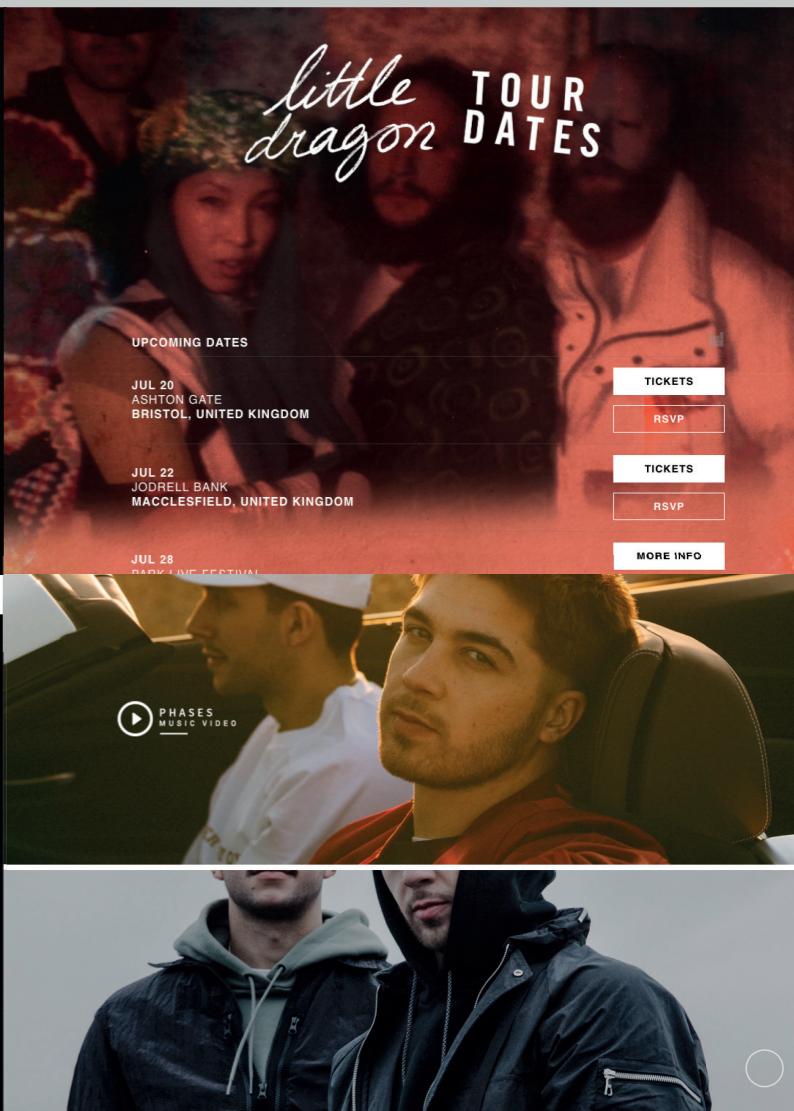
Apple Music Spotify

EMAIL ADDRESS
[TERMS](#)

JOIN

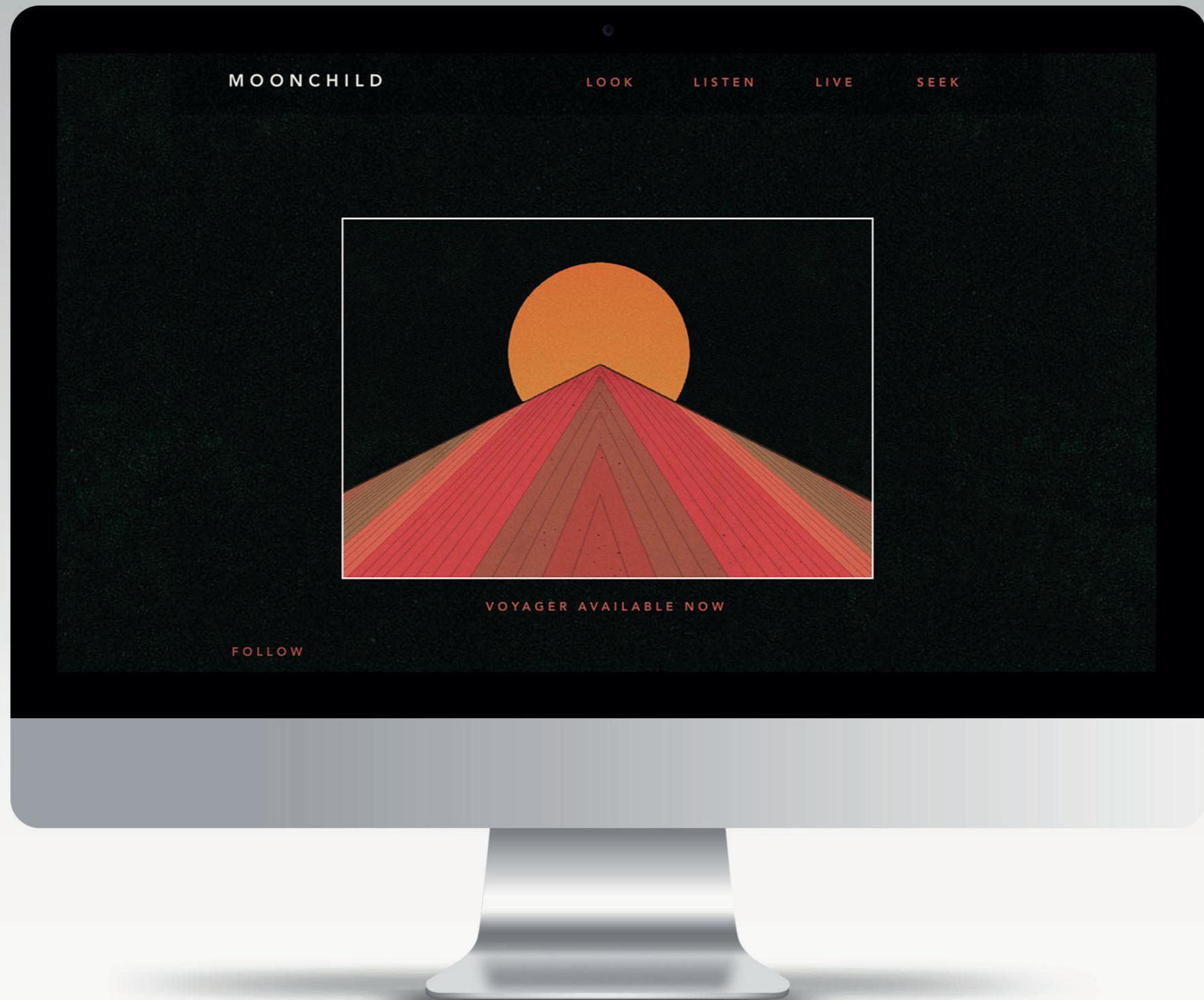
HOME LIVE SHOP

THE SPACE BETWEEN
 A WORLD TOUR



FACEBOOK

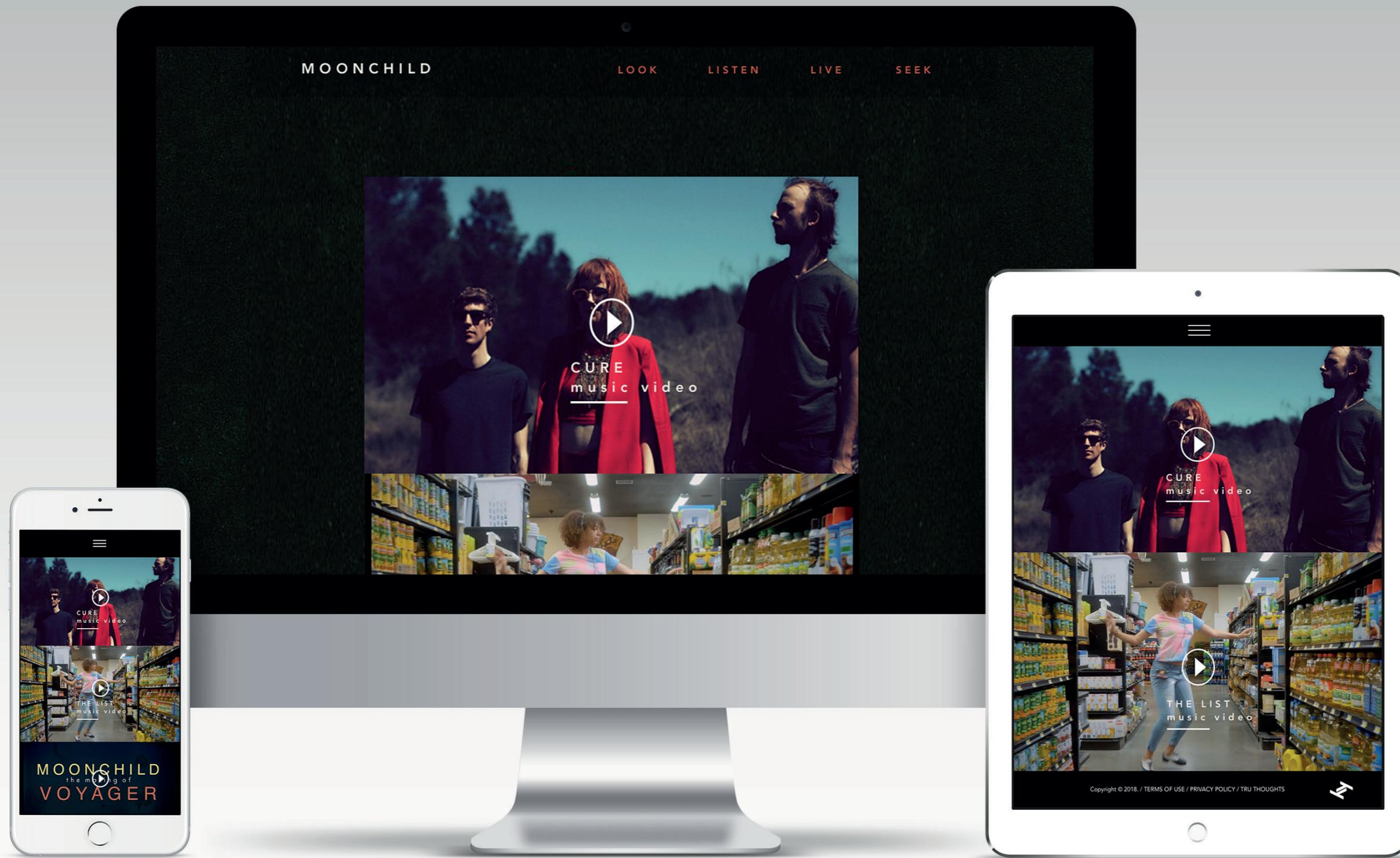




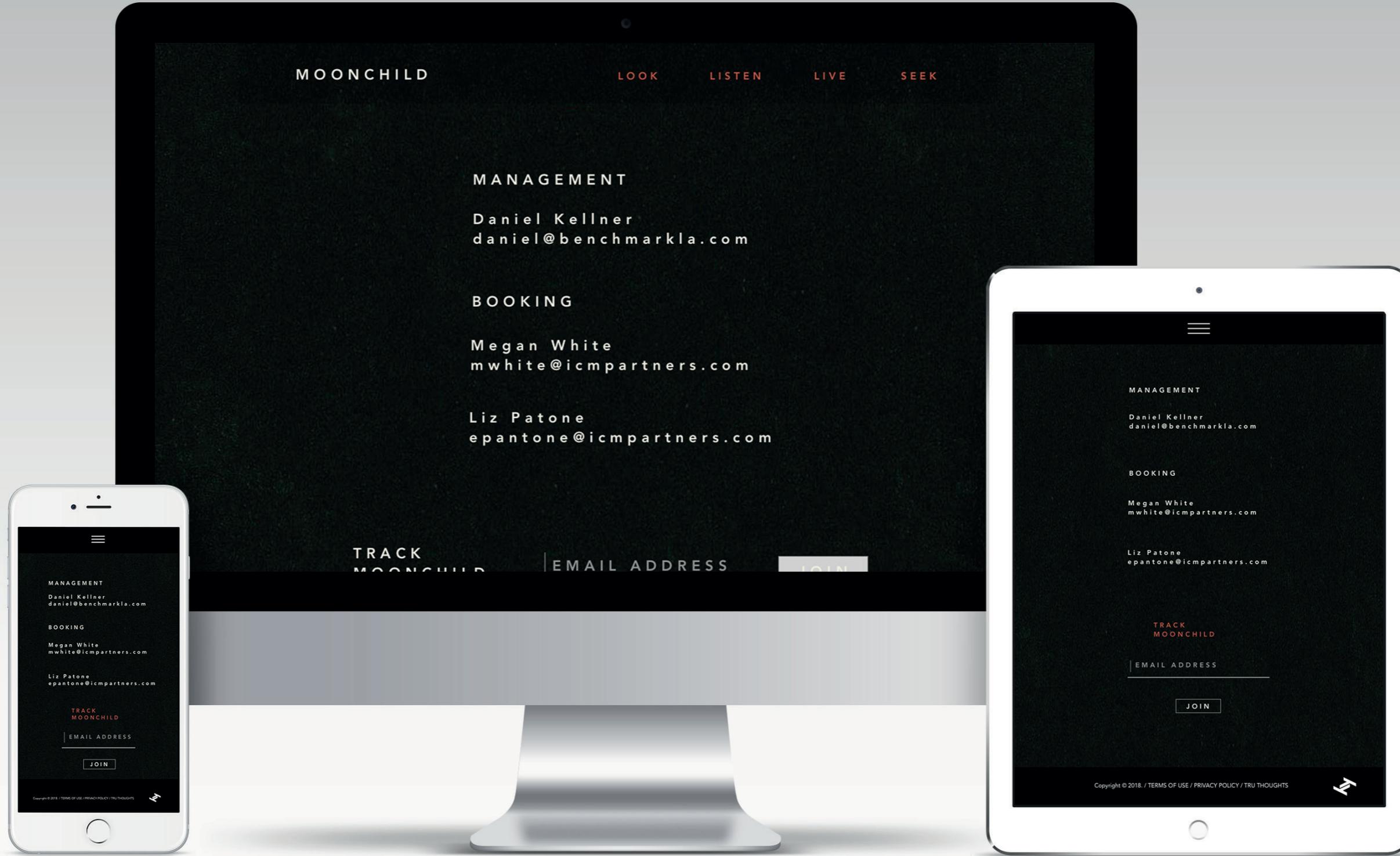
DESKTOP HOME PAGE



DESKTOP | TABLET | PHONE HOME PAGE



DESKTOP | TABLET | PHONE LOOK PAGE



DESKTOP | TABLET | PHONE SEEK PAGE