

Design Brief

Caleb Caulk, Website About page

Problem Statement: Ms. Amandine Aubertot, Bus to Show at this time needs a new website About page that informs a wide audience what Bus to Show is about. There needs to be a page where they can gather information on Bus to Show when evaluating the company.

Message: Bus to Shows' website About page should contain information about the history of Bus To Show. The page should also contain information about Bus To Show's mission and what the company is about, which is reducing both carbon emissions and impaired driving.

Audience: The audience that I initially targeted was riders for an about page. Then we decided to expand the audience to everyone such as riders, parents, sponsors, and other community members.

Goal: My goal with the About page is to build trust with all audience members. The method to do this is to sympathize with the audiences' morals about carbon emissions and impaired driving. We want the audience to also know that it is safer to have Bus To Show than it is to not have Bus To Show around.

Words: At first I used the mission statement/ about information that was already provided on the Bus to Show website and added "we'll take care of the rest". For the revised draft I still used the more goofy explanation. I used this at the top of the page for a more open and welcoming tone. Then under that section I added another that emphasizes the mission to reduce carbon emissions and impaired driving. I also make sure to highlight how we care about safety to build trust with parents. Finally at the bottom of the page I say "Will you ride" as a call to action.

Design Elements: At first I used some repetition with the BTS logo in two different locations. I also use the rule of thirds to flow from a design of rocket buses to red rocks then over to the information about Bus to Show which is more to the side to not draw too much attention away from the image. This clear separation helps the reader know where to look easily. In the revised version I made the navigation bar flow from the Bus To Show orange to teal to black so it can be more visible than just white. I also added some more links to the navigation bar. The next big change I made was expanding the about section to $\frac{2}{3}$ of the page and the image more $\frac{1}{3}$ of the page. This puts the emphasis on the words over the image. I also added a gradient from the orange to teal to black as well behind the image and about the section. I used the Bus To Show pictures of red rocks and rocket buses flying towards red rocks to build a small storytelling element. The buses already at red rocks are waiting for their friends to come join them. I also added the logo in the top right for more flow. The left side is more word heavy while the right side has more white space.