# WEB180 - Project 2

# Part 1: Informal Proposal

Giselle Njaastad

2/20/2021

**Objective:** Develop a written project proposal.

Concept:

* The purpose of my project is to create a promotional page for the music band Sonata Arctica. It will briefly describe the band and promote an upcoming concert.
* The client would be the band itself, as they have requested to promote their event and attract new fans as well as sell their music. They wish to expand their audience.
* This would benefit the band, since their fan base is smaller than other music artists.

Target Audience:

* The *main* target audience is people who like metal. However, anyone who enjoys music can be part of this event.
* The page will mainly provide information about the concert.
* People who interact with the project will be able to learn what the band is about (if not known) and learn about their upcoming concert.

Interface Design:

* The design of the page will contain the video banner as a header. Above this banner there will be the navigation menu that will scroll down to its respective section (about the band, live concert info, subscribe for newsletter).
* It will also contain some images of the band itself and wolf imagery, as it is the band’s main aesthetic.
* The main mood will be slightly mysterious, with darker cold-toned colors.