

HYPE! - 2017 WEBSITE / MAP

Font for larger words: *Futura Condensed ExtraBold*

Font for basic text for headlines, pullquotes, paragraphs and listings: *Futura Medium*

ON EVERY PAGE:

- left side red MENU BAR with 7 page options (even on the splash page)
- menu bar text is always black except the page you're on, the word is white (except for splashpage)
- Shout! Factory logo always on the lower left, in the bottom of the red panel

1) SPLASH PAGE (white background, red sidebar with menu)

Elements:

- large Hype logo over white
- photo: the crowd moshing, just like the old DVD
- festival laurels
- one major press quote
- announce Re-Release coming soon
- announce SXSW screening

2) MAIN PAGE / "THE FILM"

Elements:

- small red hype logo / black background
- photo: Selene 7 Year Bitch (add caption)
- Headline: announcing Shout! Re-release in August
- 2nd headline announcing SXSW March 11 screening
- 1 paragraph synopsis of the film (write up)
- Button "to purchase" advance copy

3) TRAILER PAGE / "TRAILER"

Elements:

- a single 16x9 video rectangle for the trailer to play within
- photo TBD
- need option to go to full screen
- YouTube embedded link is okay, but I prefer Vimeo

4) MUSIC PAGE / "MUSIC"

Elements:

- 1 paragraph overview of the music and bands in Hype from a 2017 perspective.
- Photo: Mudhoney guitar
- a vertical column showing the 23 featured bands in "Hype!"
- Bands who have current websites / FB pages will be links (if no links, just the text)
- a SECOND SECTION: with other "Other Interviewees, participants and Contributors"
- This is a list of other interesting people (not bands nec.) like Charles Peterson, Peter Bagge, Screaming Trees, Susie Tennant, label owners (Sub Pop) etc.
- *Question: do viewers scroll down to reveal lower content?*

5) CREDITS PAGE / "PRODUCTION"

Elements:

- 1 paragraph write-up about the making-of "Hype!" explaining 1993-4 filming, Sundance premiere etc.
- photo: Doug at Sundance
- Doug Pray mini-bio (as the filmmaker) any others?
- *Question: Is this bio a link or just text sitting there? Or is it at the bottom below credits*
- List the film's credits (from PR kit) all of them, or at least main ones

6) PRESS PAGE / "PRESS"

Elements:

- 7 to 10 press quotes (1 or 2 sentences each, maybe a short paragraph)
- If possible, they link to the original article?
- PRESS KIT (to be provided from Shout! Factory this summer) and publicity contact

7) CONTACT / "CONTACT"

Elements

- info@hypethemovie.com
- Shout! Factory links / address / phone (?) etc.
- *Question for Doug and Diana: should we have other links here / Sub Pop etc. or elsewhere? Or are they just links throughout?*