

Website Planning

The goals of this project, and this plan is to develop a website for a record label that is easily accessible, but holds all required information about the label as well as the artists signed to the label and the music released through the radio. The website will feature a few extra headings and pages like a shop where users can buy merchandise.

This website will be marketed and directed towards a group of teens or young adults who enjoy music. Their age is what makes them part of the demographic, but as well the interests of the group. The younger demographic is something we are aiming for as the genre of the label is heavily focused on EDM and dance tunes.

This particular design solution takes a website that otherwise may be convoluted and confusing, but makes the very important elements simple to find and use. The menu bar will be on the top of the website (in the header) making it one of the first elements you come across upon using the website. As well, each section will be highlighted upon use to remind the user of what page they are viewing, and the contact us page will be very simple and easy to use to allow for all comments or questions to be asked quickly and easily as opposed to mussy-ing up the process by linking to a third party piece of software.

The website will include images, text, some video and a fair bit of audio. The audio will have to be actively selected and searched for, but the website will feature a larger number of audio sources than video and image sources. (Menu and Content List are below)

Besides me, the business owner and main manager would be included in the project as well as an artist and designer. To complete the layout and design of the website, the project should take about a month to create, but it will run as an ongoing project as new content will be constantly and consistently added to the website.

1. Content List and Organization

- Home - "Welcome to Atlas"
- About Us - "Who we are, what we do, why we do it"
- Music - Display Music with track artwork and a music player to listen to the music while on the website
 - Artists - Display and showcase the artists with a bio from each artist describing who they are and their style of music
 - Shop - Link to a shop page
 - Contact - "Got any questions, comments or concerns? Send us an email!"

2. Copy - Appendix A

Appendix A

- About Us - We are Atlas. Atlas is a music collective/music label that releases the music of their artists to allow them an opportunity to gain some exposure in the music industry. This gives artists as well as designers to showcase their talent to the world and allow them to do what they love! You can follow us on all forms of social media.

Twitter - (add link)

YouTube - (add link)

BandCamp - (add link)

SoundCloud - (add link)

- Shop - Rep your love for Atlas by wearing purchasing some merchandise!
(Show items below with prices on images of given merchandise)

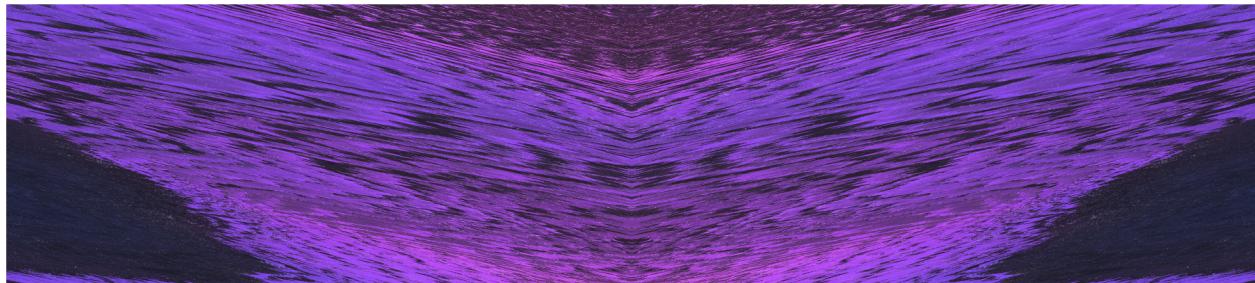
- Contact - Have any questions or concerns? Something you want to bring to our attention?
Wanna join the Atlas community? Send us an email! We'll respond as fast as we can!
"contact@atlasmusic.com"

3. Images - Appendix B

4. Site Structure - Appendix C

Appendix B

Home Page Banner



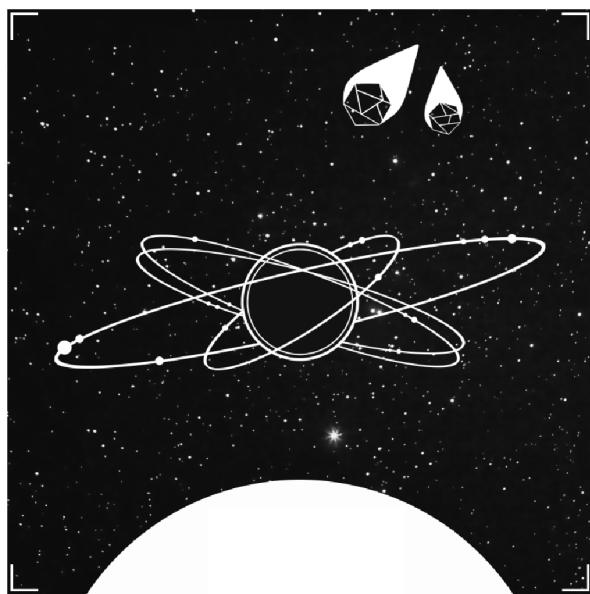
Logo



Knocked Out Logo



Album 1 Artwork



Album 2 Artwork



Appendix C

SITEMAP

