WEBSITE CREATIVE BRIEF

Summary

DJ Mike Smooth is a house music DJ and producer based in London, UK. He specializes in soulful house music and plays at clubs, events, private parties, art releases, etc. He is aiming for creating a personal logo and a website to promote his North America tour and get some sponsorship from a dj equipment manufacturer.

Target market

The Mike's audience is 20-30-year-old people who like night life, art and style. They are mostly middle-class and have average earning. They are open-minded and admire unusualness in things and in other people. They are fascinated with remarkable and outstanding events and parties. Most of them prefer street subculture and frivolous way of life.

Brand description

Mike is young professional dj who gained his fame very quickly mostly due to his prodigious shows and performances. He cultivates atypical approach in his concerts a lot and pushes the boundaries of music and art as far as he can. He is a very controversial artist. Some people hate him, some people love him, but no one is indifferent towards him.

Business goals

The main objectives of the website are:
- increase online representation
- promote concert tours
- raise awareness in the market
- enlarge the audience

Website content

The website should contain the following information:
1. Mike's biography
2. concerts dates
3. list of releases and official video
4. photos / videos from past events
5. Mike's microblog posts
6. newsletter subscription
7. contact page
8. official merchandise page

Technical requirements

Technical requirements to the website are as following:
- the site must have a content management system which will allow to admin to add new blog posts, tour dates and audio tracks to the pages; only authorised users must have access to this part of the site
- in the back end of the site the users must be able to change their passwords
- the 'photos' page must be organised as an image gallery with a custom slider or a carousel
- the site must be entirely responsive excluding the backend section
- all forms must be properly validated; a contact form must send a confirmation email to the provided email address

Competitors

The main competitors are
- deadmau5 - http://live.deadmau5.com/
- Martin Garrix - http://www.martingarrix.com/
- Skrillex - http://skrillex.com/
- Afrojack - http://live.afrojack.com/
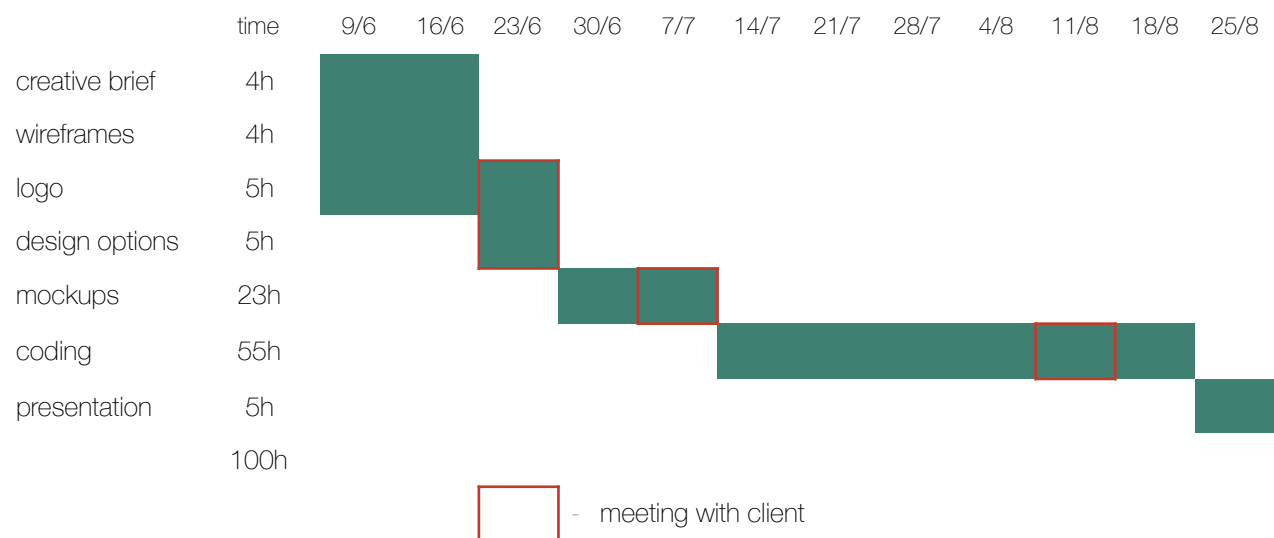
Design direction

Feeling words: artsy, fun, playful, high energy, unusual.

Logo should be simple with some geometrical shapes or graphic elements, may reflect the stage or the dj's equipment.

Design shouldn't be neutral. It can be weird and crazy. It must arouse an excitement in users.

Colour pallet is preferably dark with 2-3 bright colours

Timeline

	time	9/6	16/6	23/6	30/6	7/7	14/7	21/7	28/7	4/8	11/8	18/8	25/8
creative brief	4h												
wireframes	4h												
logo	5h												
design options	5h												
mockups	23h												
coding	55h												
presentation	5h												
	100h												

- meeting with client

Scope of work

A. CREATIVE BRIEF

B. MAP OF THE SITE CONTENT

     site must contain at least 8 pages in user side

C. WIREFRAMES

     wireframes should be made for every page

D. LOGO

     three different version of logo design
     one possible revision

E. MOCKUPS

     three options of design for home page
     desktop and mobile mockups for at least 4 inner pages
     one possible revision

F. DEVELOPMENT / FUNCTIONALITY

     custom CMS with possibility add, edit, delete content of at least 3 sections of the site
     custom image slider with js or jQuery
     audio tracks library
     embedded videos
     confirmation email for forms

G. HOSTING

     the site must be uploaded to one of the hosting

H. MEETINGS

     3 clients meetings during the project
     other communication via email

I. PRESENTATION

     5 minutes presentation in the end of the project