

Project Violet Design Brief

Description

The idea is to create a website for Project Violet, a Seattle based non profit. The site will be a tool for users to gain insight on the companies mission, learn about upcoming events and about their partnerships with other local companies.

Layout Design

The layout of the website will include images of Lake Union as well as photos of their event stages and event attendees. There will be a page designated for Project Violet's mission and purpose, an experience page, and a page for their partnering brand's.

Timeline

June 24th - June 3rd

Colors



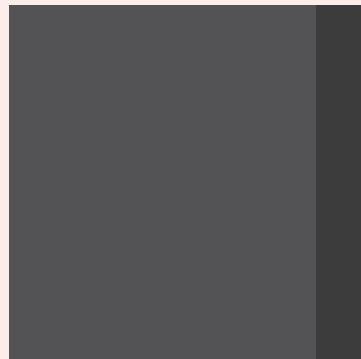
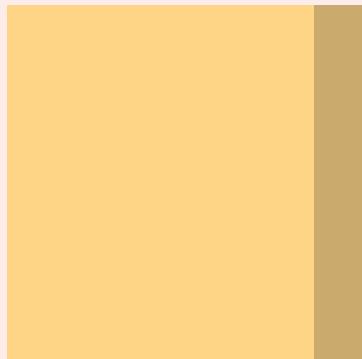
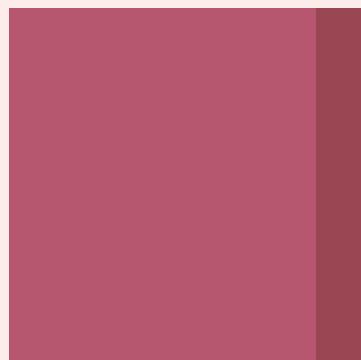
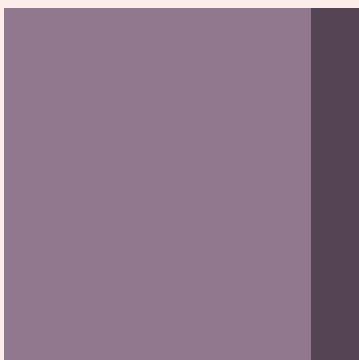
Goals

The goal of the this site is to inform the user on Project Violet's purpose as well as gain insight on events and ways to be come more engaged with the Seattle community through a holistic and environmentally friendly approach.



PROJECT VIOLET

Colors



Textures



Adjectives
Creative
Mindful
Conscious

Buttons

Action Button

Action Button

Fonts
Century Gothic
Myriad Pro
COOPERPLATE GOTHIC

	History	Features	Pain Points	Website Features
PRJCT Violet	Created by Sierra West and Amber Parucha, the company and its festivals are in the process of being created.	Focus on environmental sustainability and the Seattle community, giving opportunities for smaller, local artists to perform.	N/A	History, Mission, Vision, and Values of PRJCT Violet, partnered brands, description of the festivals and the events to go along with them.
Coachella	Founded by Paul Tollett and Rick Van Santen in the 1990s, it's grown to now be one of the most well known music festivals in the world.	Large, open location with many different stages, grand scale of event draws in musical artists with a massive profile.	Much of the money from the event goes to its billionaire owners who support unsavory policies, event created with a lack of concern for sustainability.	Documentary, Music, Passes (Pass Type, Pass Buying Guide, Waitlist & Exchange) Plan (Camping, Rules, etc.), Experience
Bumbershoot	Beginning in 1971 as 'Festival '71', its giant grounds have allowed it to be one of the country's biggest festivals for almost 50 years.	High profile artists, owner One Reel gives much of the money gained back to the community through other events and artist commissions	Very outdated website (there's not even a navigation bar), seemingly a lack of events other than the concerts themselves	Bumbershoot Poster Gallery, 'What is One Reel?', 'Donate on Facebook' Button, Email Update Signups (there's really not much here)
Capitol Hill Block Party	Founded in 1997 by Jen Gapay, it has grown from one stage to a multi-stage three day annual party in Seattle.	Many high profile artists, other major events such as a skateboarding competition and workshops with some of the featured artists.	Lack of events focused on the world around us (workshops focus on networking and band management, etc.)	Home, Free Events (Art, Poster Show, Skate Competition, etc.), Eat & Drink (Food Court, Neighborhood), Info (About, Contact, F.A.Q., etc.)

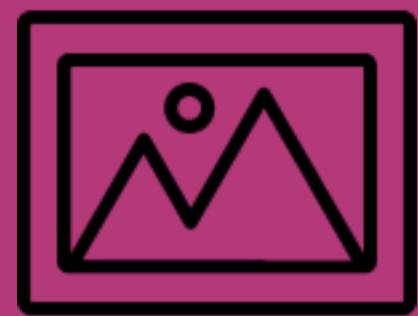


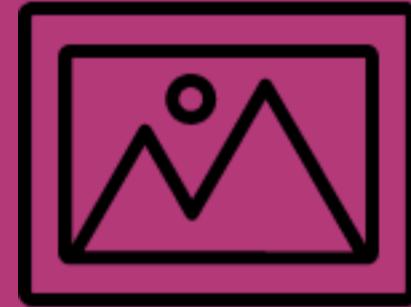
About Us

Experience

Partner Brands

Project Violet







Adriana Chavez

24 | Female

About Adriana

Adriana grew up in Eugene Oregon with her mom and older sister, Erika. She was an active kid, always playing sports and going to sleep-away camp in the summer. She studied biology when she went to college in pursuit of becoming a marine biologist. After she graduated she moved to Seattle for a change of scene. In her free time she likes to hike and go to small concerts. This year she started to make a concerted effort to become more sustainable and eco-friendly in her personal efforts to protect the planet.

Education

Southern Oregon University,
2013-2017, B.A in Biology

Residence

Seattle, Washington

Occupation

Associate lab technician at
Bristol-Myers Squibb

Family

Adriana grew up in a small home with just her older sister, Erika, and her mother, Marie.

Technology

Adriana uses an iPhone and Mac computer, however, she wouldn't consider herself 'tech-savy' by any means. She uses her technology primarily as a source of information. When searching for information on the web, she doesn't have the patience to search long, she wants the information to be apparent after a few clicks.