COURSE: DME 1040: Screen Design & Coding 1
PROJECT 3: Theater Website Redesign

CLIENT: Avon Cinema
WEBSITE: http://avoncinema.com/
FACEBOOK: https://www.facebook.com/avoncinema/
TWITTER: https://twitter.com/avoncinema

PROJECT DESCRIPTION:
The Avon Cinema in Providence was recently bought by Vintage Entertainment, LLC. Vintage wishes to reposition the Avon website for a younger audience in regards to style, language, and experience, while retaining the history and elegance of the theater. The redesign will consist of 4 distinct pages/templates. They are as follows:

1. Home
2. Now Showing
3. Coming Attractions
4. Contact

Other pages concerning history, rentals, gift certificates, etc. will be developed at a later time and added to the primary and secondary navigation. The requirements for each page are as follows:

1. Home – This page is completely open to your interpretation and design.

2. Now Showing – The Avon typically shows two movies. The following information must be include:
   a. Name of Movie
   b. Date & Time
   c. Trailer
   d. Written Abstract
   e. Duration
   f. Rating
   g. * Warnings
   h. Purchase Ticket Button

3. Coming Attractions – You must list four movies in this sections. Include the following:
   a. Name of Movie
   b. Date
   c. Trailer
   d. Written Abstract
   e. Duration
   f. Rating

        g.   * Warnings

    4. Contact
        a.   Physical Address
        b.   Phone Number
        c.   Social Media Links
        d.   Google Map
        e.   Simple Form

OTHER CONSIDERATIONS:

- Brand – Create a new brand; logo, tagline, color palette, typography palette for the theater.

- Current Written Content – Rewrite the written content so it is more engaging for the user in regards to usability, aesthetics, typography, and readability. Google Fonts are thoughtfully employed.

- New Written Content – Instead of using the current movies advertised on the current site, use your favorite movies. Write original abstracts for each movie.

MILESTONES:
Project Assigned: 2/13
Now Showing & Coming Attraction Page Due: 2/15
Contact Page Due: 2/20
Project Due & Presentations: 2/22

SCORING:

FILE NAMING & DIRECTORY STRUCTURE – Correct file naming has been used. Files are located in the suggested directory structure.

HTML – HTML is properly written including nesting, lowercase, attributes in quotes, strategic use of whitespace. HTML elements, classes, and ids are all correctly employed. HTML documents include appropriate code such as doctype, meta tags, links to stylesheets including Google Fonts.

CSS – The external stylesheet demonstrates a growing understanding of CSS code. The code is properly written and appropriate commented. Normalize.css was used.

CONTENT
The written content has been properly shaped and formatted. Written content feels 'human' and has shed the MS Word mechanical feel. Font choices, colors, size and weight all stylize the written content in ways that compliment the medium and its usage. Images are well-chosen, retain their proper resolution and aspect ratio, are properly compressed, and properly follow any usage restrictions. The images also compliment the written content and bring a highly engaging visual experience to the user.

OVERALL SOLUTION
The project demonstrates a high quality product and is expressive of the level of work expected from a college-level graphic program student. Milestones were adhered to. The overall visual aesthetic of the redesign is a substantial upgrade from the current site. The organization of visual elements are more highly stylized and treated. Colors, visual contrast, and cognitive contrast are engaging and elegantly guiding the user through the interface. The interface and design feels 'human' and not mechanical. The overall 'suggested' user experience is fun, playful, and yet appropriate for the context of this organization's mission.