



# Guitar Instructor

## Website Design Report

Instructor Gary Leighton

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by Heidi Scammon

# About

Gary Leighton is a guitar instructor in Dover, NH. He has been teaching for... Rock Right Academy, his summer program, has been around since 2005. Gary also has been a member of the band Divine Regale and Gazpacho, who perform around the seacoast area of NH.

\*More info about Gary coming soon



**Gary Leghton  
Guitar Instructor**



# Classes

Gary teaches a variety of private classes at Ralph's house of Tone in Dover, NH. He offers guitar and bass guitar lessons. His lessons are usually a half hour long and during the week. He teaches beginners, and intermediate players. He also offers a summer program called Rock Right Academy where groups of students form bands, learn a couple Rock songs of their choosing, over the course of a week in the summer and perform at the end of August at the Dover Brick House. Its an authentic rock experience.



Rock Right Academy





## Current Needs

Gary's current students learn about his classes through word of mouth or through the building he works in called Ralph's house of Tone. On Ralph's website there is a brief post about lessons with an email address. He has no official website, no flyers, and no ads posted anywhere. Gary would like to spread the word about the courses and activities he offers so that the NH seacoast can know about it. He would like to have more students attend his classes and activities and he wants people to know what he offers. He would like to show interested individuals that he is qualified, that he is an active musician, and that he enjoys teaching. He also wants to show interested individuals that his students love the classes and improve in their skills.



# Audience

His audience is anyone from grade school to adults who are interested in pursuing music through lessons. The young people, and their parents, interested in these lessons may be hoping for an after school activity. The adults may have always been interested in learning an instrument or looking to get better at a hobby. These people, kids and adults, are interested in Rock music and are in learning to play the guitar and the bass guitar. They also are from the Seacoast area of NH because this is the area where Gary teaches.





A website to spread  
the word about Gary's  
guitar lessons.

## Solutions

Gary's Website should include information about himself; a bio where it can list his credentials and skills. It should also include information on the classes he offers and when they are offered and where. A registration page for his lessons and summer course would also be helpful to have. It must also include his Rock Right Summer course and details on that program. He also would like to have links to his band and other things he thinks would be important to show that he is qualified as a teacher. This website's design will appeal to the audience with a Rock and Roll feel. It will also feel modern and logical to navigate and sign up for classes.

