Siyu Han

MES240 Web Design

Assignment 3

**PROJECT PROPOSAL**

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| TITLE: 20-1 Century Animation Film Festival | PAGE: 4-5 Pages |
| WRITER: Siyu Han |  |
| CLIENT: 20-1 Century Animation Film Festival Committee | DATE: February 15th, 2016 |

**STATEMENT OF PURPOSE**

20-1 Century Animation Film Festival dedicated to find out animation films which have both highest artistic and commercial value. Nowadays, animation is not only service children, it can work adults either. This film festival is looking for introduce serious Animation movies to more people. Furthermore, the festival committee hope to make use of the site to host some information of participated film, events, tickets, etc.

My working is going to solve the web design with the committee. Trying to showing the information directly with pictures and videos. Audience can be easily caught with film frame layout.

**PRIMEARY GOAL**

Make the site can satisfy audiences needs.

* event info
* date
* ticket
* souvenir
* BBS board

Make an official site which allow audiences leave their message and communicate with committees.

**AUDIENCE**

Animation Fans

Teenager (15 or higher)

Potential new movie fan who does not would like watch animation film

College students (Video arts major)

**KEY WORDS**

Communication

Film poster