Title
What's Up North County

Introduction
What's Up North County is dedicated to collating all the social events happening in North San Diego County on one website. The idea is to give users to the opportunity to find information in one easy-to-use place rather than visiting the various websites of all the different places that may be holding events. Events I have in mind: plays/musicals; museum exhibit openings; concerts; beach clean-ups; lectures, etc.

User Interface Design
My biggest features include:
An events page, where events are shown by type
A calendar page, where events are shown by date
The opportunity for local companies/groups to submit events
"Popular events," posted on the home page

Rationale behind my design:
I don't want users to get bogged down by too much information, grow frustrated, and then leave the site. Therefore, I want an Events page for users who prefer to find events by type AND a Calendar page for users who prefer to find events by date. I've also added a search bar to the home page, so users can look for a specific event.

Additionally, I thought it would be fun to showcase popular events on the homepage. The thought process behind that is that users can browse events and "favorite" them. Whichever events get the most "favorites" will show up on the homepage until the event date has passed.

Lastly, I put an event submission form on the homepage. I also plan to add it to the contacts page. This submission form won't immediately place events on the website, as the site administrator will have to filter out bad submissions (spam from bots, duplicate events, etc.).

Navigation Structure
The home page and contact pages are very simple. Home page will have the mission statement, popular events, and submission form. The contact page will have a contact form & another submission form (in case the user misses it on the home page).

In the navigation bar, I've made the Events page a dropdown. This is so users can navigate to the specific type of event they want without going directly to the Events page. The Events page itself will also be simple. It will list each type of event, along with a brief description. For example: "Arts/Theater" - Plays, musicals, museum openings, and more! To get to the list of Arts/Theater events, one will have to click on the link, which takes them to an events sub-page for that event type. All events of that type will be listed on one page, in chronological order, with the following

information: event name, date, time, brief description, relevant outside link. Additionally, for each event, there will be a button to "favorite" it.

The Calendar page will feature an actual calendar with the event names/times listed on their respective dates. Those events will be clickable links that will lead back to the event's spot on its event page. I imagine I will manage this by doing href="#eventIdName".

So I anticipate that the flow of traffic, and most of the navigational heavy-duty work, will revolve around the Events page.

References

As you can tell from the mockup, I leaned heavily on our NuCamp site for layout. I hope that once I become more comfortable with programming, I'll be able to play around with it. This is merely the basic idea for now, although I do plan to stick with this color palate (pastel oranges, yellows, blues) for that SoCal vibe.