Web Lab Final Project

Creative Brief

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**Basic Overview:**

This project is a proposal website to be sent to a committee from the International Tuba-Euphonium Association to host the 2023 International Tuba-Euphonium Conference at the University of Miami. It is being built on behalf of the University of Miami Frost School of Music Tuba/Euphonium Studio, who wish to host the conference as a means of celebrating the school’s proud history as well as further publicize the studio as an epicenter for education and talent in the tuba/euphonium community. In accordance with the class project’s instructions, the project must be completed and submitted by April 29th, 2019. In actuality, ITEA will likely begin reviewing proposals for the conference in early 2021 and will announce the results at ITEC 2021 (to take place in Osaka, Japan).

The project will consist of a website with five different pages (Home Page, History, Facilities, City of Miami, and Competitions). Each page will be uniformly stylized, have interactive portions (through JS), and be fully accessible for desktop, tablets, and mobile devices.

**Goals**:

Ideally, this project will convince the ITEA committee that UM is the best option for hosting ITEC 2023. Doing so will require the site to present this prospect as three things: *viable*, *significant*, and *exciting*.

First and foremost, the committee will be seeking to verify that the host city and school can logistically handle and operate an organized event – in other words, ensure that the conference is *viable*. This will be communicated namely through the Facilities page, which will detail all of the possible venues located in the university, as well as provide general information about parking, volunteers (Frost School of Music students), and acoustics. In addition, the City of Miami page will contribute to this goal by presenting the various hotel, housing, and transportation options available in the surrounding area.

Seeing as 2023 will mark ITEA’s semicentennial (50 year anniversary), the committee will also be very interested in selecting a location that will hold a conference of great *significance* in the tuba/euphonium community. The History page exists largely to help reach this goal and will act as an abridged chronicle of the university’s role in the growing tuba/euphonium world, including but not limited to the esteemed professors involved with the program. In conjunction making the conference appear *viable*, the City of Miami page will also emphasize that there is a wealth of resources available in terms of housing, parking, and transportation, therefore making the university a *viable* host for a very *significant* conference, in terms of both size and historical context.

Lastly, the conference needs to appear *exciting* to committee members. That is to say that the university-hosted-conference will be able to attract a large number of performing artists, ensembles, and other attendees. The Facilities page will highlight the state-of-the-art venues and technology present at Frost that would be used at the conference. Because artists that will attend the conference will want high-quality recordings of their performance, a particular emphasis will be placed on this. The City of Miami page will showcase many of the attractions of the greater Miami area – since many potential attendees would be taking long flights (some international), an attractive location would entice tuba/euphonium players from further away to make the trek. The Competitions page will espouse the numerous contests that will be held at the conference, as well as the prizes attached to them. ITEC competitions are quite consistently considered to be amongst the most prestigious in the tuba/euphonium world and having a diverse range of them will encourage more applicants and therefore more attendees.

Merely making the conference seem *viable*, *significant*, and *exciting* will not sway the committee – the site must make the university’s hosting seem **more** *viable*, *significant*, and *exciting* than any other applicants.

**Page-by-Page:**

Every page on the site will maintain a consistent header, navigation area, and footer. This will consist of the ITEA logo, the UMiami logo, a brief title, and stylized links to all of the pages. The ITEA logo will link to the ITEA home page, and the UMiami logo will link to the Frost School of Music home page. The footer will contain information about the webmaster (me!), including contact information. The entire site will have a scrolling fade-in effect through a JS library in addition to other basic animation.

The Home page is the most basic page, containing just a brief introduction to the page. It will also briefly introduce the school and current professor of tuba/euphonium.

The History page will contain information about the university’s tuba/euphonium program, including its past professors and students. There will be numerous interactive pictures and buttons as well that reveal additional information. Lastly, there will be a quiz that visitors can take to test their knowledge (for which a perfect score yields a new background option).

The Facilities page will contain information about the school’s performance venues, lecture halls, and other buildings to be used in the conference, in additional to parking. It will also detail the various recording/technology services that will be made available to participants. There will be numerous pictures and an embedded video displaying the quality of recordings to be expected.

The City of Miami page will contain basic information about the greater Miami area, including living accommodations, airports, public transportation, and attractions. It will also go more into depth about the Coral Gables area.

The Competitions page will contain information about the contests to take place at the conference. It will list categories and explain some of the new contests that have not yet been attempted at an ITEC conference.