

One Columbia

CREATIVE BRIEF

Client:

Company Name: One Columbia for Arts & History
Phone: 803-254-5008
Email: info@onecolumbiasc.com

Current domain: <http://www.onecolumbiasc.com/>

Project Description:

One Columbia for Arts & History is seeking a redesign of their website, onecolumbiasc.com. Their current site is cluttered and outdated, and does not adequately showcase the arts, history and events in Columbia, SC.

Project Scope:

UX: Site architecture redesign and mapping.

- thumbnails
- wireframes

UI: Redesign of the existing website and its components:

- Homepage
- Listing page (for Artists, Organizations, Venues and Public Art)
- Event/Organization/Artist detail page
- Internal page template

Development: HTML, CSS and JS templates for all page designs.

Discovery:

DESCRIBE THE COMPANY/SERVICE THAT THE COMPANY PROVIDES:

One Columbia for Arts & History is a non-profit organization formed to support and promote tourism in Columbia, South Carolina. Our mission is to advise, amplify and advocate for the unified arts and history community. We work to promote collaboration through shared celebrations of Columbia's arts and historic treasures with the goal of raising the quality of life for our citizens, attracting tourist dollars to our city, and further enhancing our vibrant downtown.

WHAT ARE THE COMPANY'S PRIMARY GOALS/OBJECTIVES?

Through the following actions, One Columbia for Arts and History will coordinate and maintain advertisements and promotions related to tourism development on behalf of the City of Columbia and arts/history organizations:

To Advise - One Columbia for Arts and History, in an effort to celebrate, promote and elevate the role of arts and history in our city, serves in an advisory role to City Council. Our goal is to unify and focus efforts toward a larger shared purpose and common agenda.

To Amplify - One Columbia for Arts and History serves to amplify and enhance the efforts and programs of already established arts/history organizations. By providing a vehicle that encourages organizations to celebrate and promote each other through cooperation and collaboration, we will increase tourism to benefit all.

To Advocate - In support of the City's Strategic Plan, One Columbia will work to foster creativity and expand the knowledge of and enthusiasm for history and arts by telling the story of companies, artists and venues and demonstrating the value of the cultural community to the economic interests of the City.

WHO IS THE TARGET AUDIENCE FOR THE SITE? WHAT INFORMATION/CONTENT IS THE AUDIENCE LOOKING FOR?

The primary audience for the website consists of potential contributors to Columbia's artistic and historical communities and events, looking for information on upcoming cultural events.

The secondary audience consists of local Columbia artists, event organizers, and volunteers looking to connect with the organization to increase cultural awareness and produce new events.

DESCRIBE THE COMPANY'S BRAND, PERSONALITY, AND CULTURE

One Columbia is a non-profit organization supported by hospitality tax revenues directly allocated by City Council for the purpose of coordinating and communicating the activities and benefits of history, arts and culture for the City.

Visually, the brand is vibrant, colorful and engaging. The organization represents and features events related to theater, dance, music, visual arts, literature, and historic preservation.

WHAT ASPECTS OF THE COMPANIES CURRENT WEBSITE DESIGN WORK WELL?

The current website has a vibrant color palette, and features content from the primary areas of theater, music, visual arts, and historical preservation. There are several primary calls-to-action related to continued support of the organization and its events, including event listings and email newsletters.

WHAT ASPECTS OF THE COMPANIES CURRENT WEBSITE DESIGN ARE UNSUCCESSFUL?

The current website is cluttered and unorganized, and makes finding event information and resources difficult. The current design does not adequately portray a vibrant musical, theater and artistic community and culture.