

My Company

My name is Kim Matykowski, I am the founder of Homebrewed Productions, a relatively new and forward-thinking design studio based out of Livonia, Michigan. We offer complete web design and development services for small businesses at competitive prices. We support and encourage small businesses to keep it local. Give us a problem, we'll give you a solution.

Objective

My client has requested a minimum 10 page website with a variety of content, including lists, images, and external style sheets. I want to create a good amount of content that my client will find interesting to read and showcase my design skills, so my objective is to create a new website chronicling musicians and music genres that got their start in or hail from the Detroit area. I will discuss history through the decades, musicians, genres of music, and venues, festivals and recording studios and labels that were either integral to their success, or were where these musicians called their stomping grounds or made names for themselves.

Budget and Schedule

My proposed cost to build the website is \$1,500.00 and will include the following services required to create the site: Conceptualization, Flowchart, Design Comps, Research, Development, and Client Meetings and Feedback. Other services and fees to be discussed at the time of meeting include domain name, web hosting, and yearly site maintenance. The schedule will be as follows: Flowchart with the pages of the website will be presented on November 4th, 2014, Design Comps and Analysis will be presented on November 11th, 2014, Development Review and Feedback will take place on November 18th, 2014, and the completed website design will be presented to the client on December 02, 2014.

Target Audience

The target audience for this website will be music lovers of all kinds, those with a sense of Michigan hometown pride, and those who may be interested in knowing the origins and history of musicians who entertained here and who influenced so many who came after them.

Scope of the Project

As stated in the project goals, my website will be an entertaining and informative piece about Detroit local musicians, the venues they played, and who else they may have influenced. As far as style goes, the website can look like a blog, so as it is also visually appealing with plenty of photos as well. I would like a search bar so that visitors would be able to look up a certain musician by name. I think it would be interesting if I can find some anecdotes about the musicians that are not widely known by the public.

Available Materials/Needed Materials

The materials I have available at my disposal are the coding knowledge I've gained from class, my creativity, and the internet. While the internet is a valuable source of information, I never like using it as my only source of information. So I will also need to seek out some books on the subject (Barnes & Noble has a great local interest section), and perhaps some firsthand knowledge. I know a couple of locals musicians who may be able to give me some interesting backstories, I know that I want to collect a lot of images to use in the website of the musicians, the venues, and even some photos of Detroit itself. I would also like to incorporate some links to music within the site.

Overall Style/Look

I'll want to use black or a dark-colored background, with pops of a brighter color. I would like the site to have a gritty feel, like the city itself. I may use a distressed or very stylized font for the headline, and perhaps a black and white image of a Detroit landmark as the background banner image. I have an image that is an outline of the Detroit skyline that is filled with images of the Heidelberg project that I did in Illustrator. That may make a good background image as well.

Definite Do-Nots

I do not want to lose focus or let the website get too distracting. I am looking for a clean visual design and good copy that catches the reader's attention and makes them want to read more. Also, I do not want the copy to seem unorganized. This is a broad topic that covers a large period of time. I will need to think through how it can be organized. Will I organize by era, music genre, a combination of both?