Leana Macaya MMP 200 Midterm

CREATIVE BRIEF

1)About the Festival

1.1)Music: Frantic Earthmen is an experimental music festival that celebrates the modern day artists who are pushing and breaking the boundaries of auditory experience.

1.2)Location: Because the geographic reach of the festival is international, each year a new location is picked. For the year 2017, the Guggenheim Museum has graciously invited us to hold our festivities in their establishment.

1.3)Geographic Reach: It will draw an international audience.

2) Website Purpose Statement

2.1)Measurable Objectives: The main objective of the festival is to spark an interest to this obscure music genre within the general public. The festivities will be held over the course of a weeks, from October 2nd to October 8th. Within that time frame our goal is to sell upwards of 10,000 tickets. A merch store will be present, as we will have things such as records and t-shirts for sale.

2.3)Target Audience: The target audience for Frantic Earthmen are people who are already fans of experimental music and are familiar with the performers. We are very aware that the general public would be hesitant to attend, although we do hope to be inviting for all. The target age range is from 20 to 40 years of age, and there is no targeted gender. They will come from all over the world, particularly from metropolitan cities such as New York, Paris, and Berlin. Their occupation would be artistic, from dancers to painters, and so on.

3)Site Details

3.1)Reason why people will visit the site: People will visit the site to purchase tickets, get directions, see the line up of performers, read general info about the festival such as it's history and past shows. There will also be videos from past festivals.

3.2)Ways the site can enhance festival experience: The website will act as a user guide of sorts for the attendants. It will feature comprehensive maps and similar info. The site will also feature a profile of each performer, with a side bar suggesting similar artists to encourage the visitor to explore other options.

3.3) Accessibility: The goal for the website is for it to be designed for comfortable desktop/laptop AND mobile viewing. As mentioned above, one function of the site is to act as a visitor guide, so the mobile version of the website is of the upmost importance.

3.4.) Technologies: The website will be developed using Bootstrap, HTML5 and CSS. If time permits, Javascript features will be present as well.

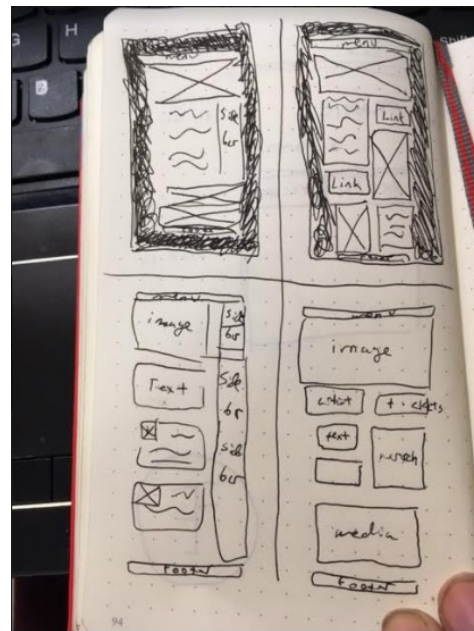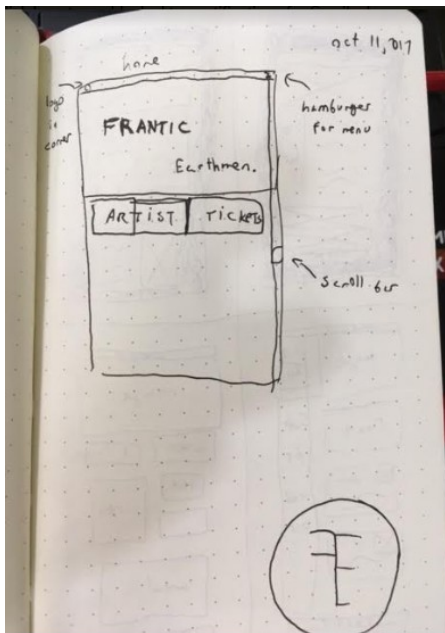3.5)Visual Style: The style of the website is inspired by Saul Bass. The look in mind

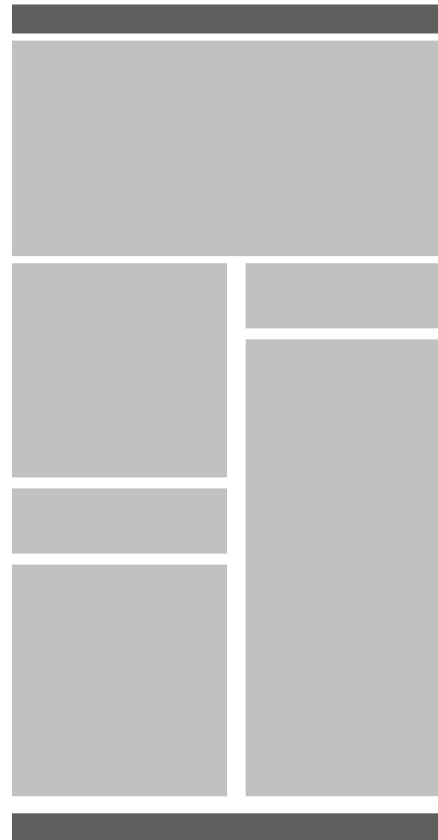communicates a minimalist, fun, and quirky vibe

SITE MAP

Link: https://go.gliffy.com/go/share/ss258mjbvk6pnkm630cp
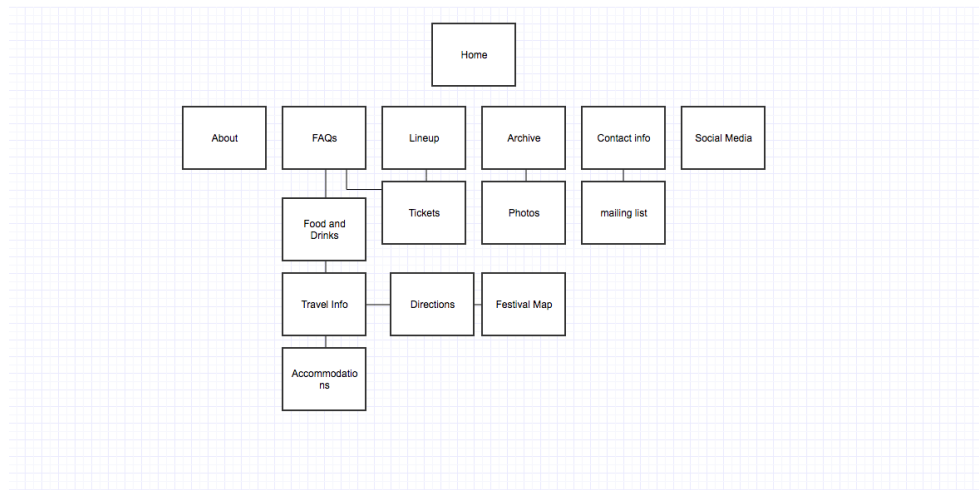
SKETCHES

Layout and logo ideas

MOCK UP AND WIRE FRAME

SITE LINK

https://leanam.github.io/mmp200/MMP_Midterm/index.html