

CIM 111 Final Project Creative Brief/Online Marketing and SEO Plan/Presentation/Analytics/Wireframe

This project was created to be a biographical website for myself. Most professional musicians have their own websites to advertise themselves, so I wanted to create a website for that purpose. The website is aimed primarily at musicians and more specifically other bassoonists, so the website contains jargon that would be understood by the target audience, but not necessarily by others. The website is designed to be a professional representation of me, with a professional yet relaxed color palate and verbiage. This website serves to learn my background and musical skills, which will hopefully lead to attracting students and other opportunities. Below I have included links to websites that were the inspiration for my own.

<https://www.kristianomarannes.com/>

http://gabrielbeavers.com/Home_Page.html

<http://www.shortbassoon.com/>

<https://www.steesbassoon.com/>

<http://www.morellibassoon.com/>

For a marketing plan, my plans are simple. I plan to add my website to my Facebook page, and add it as a closer to the emails I send. Eventually I would like to buy some keywords such as “bassoon” and “musician” and monitor my Google Analytics. Afterwards, intend to continue letting people know about my website whenever I can.

Presentation

I created this site to be a biographical website all about me as a musician. I was motivated to create my site after having seen that most other professional musicians nowadays all have their own websites dedicated to them that they use as a form of advertising and outreach.

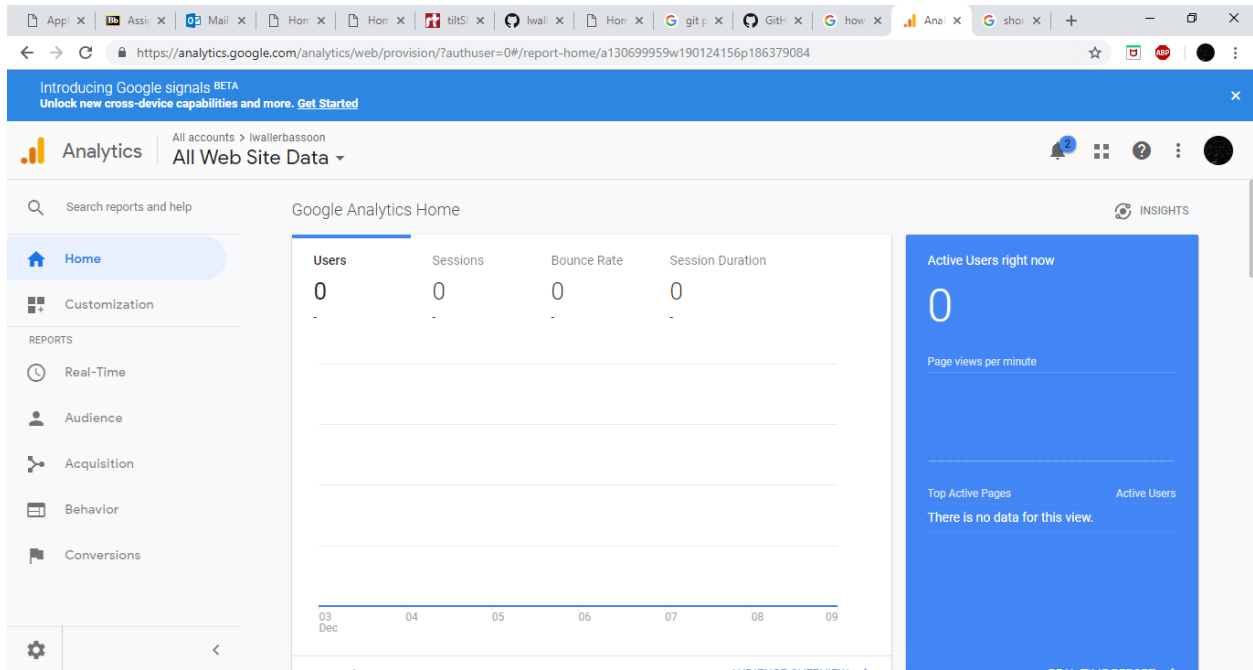
My site is structured with five pages in mind. It has a home page that contains a brief biography and photos of me and contains links to the other four pages which talk about my instrument, my reeds, my teaching, and my performances. Each page uses a different grid setup (besides the reeds and instrument ones), but they all follow the same color scheme and general formatting.

For the Javascript/Jquery library I chose to use a tiltshift plugin which helps draw the viewer's attention to certain parts of images. The link to the JQuery is listed below. I like this JQuery because it is useful for styling images and is easy to use.

<http://www.noeltock.com/tilt-shift-css3-jquery-plugin>

As my programming skills improve, I intend to continue to work on this website, adding more complex javascript and JQuery as time goes on, as well as update the information to keep it relevant.

Here is my Google Analytics. No one is on my site.



CIM III final Wireframes

Desktop

home

head		
link	text	photo
link		
link		
link		photo

instrument

head	
text	
text	photo
text	photo
text	photo
text	photo

reeds

head	
text	
text	photo
text	photo
text	photo
text	photo

lessons

head	
text	
info	

performances

head	
text	
vid	vid
vid	vid
vid	vid
vid	vid

Mobile

home

head	
link	photo
link	
link	
link	photo

instrument

head	
text	
text	pic
text	pic
text	pic
text	pic

reeds

head	
text	
text	pic
text	pic
text	pic
text	pic

lessons

head	
text	
info	

performances

head	
text	
vid	vid
vid	vid
vid	vid
vid	vid

wide screen

home		
head		
link	text	photo
link		
link		photo
link		

instrument		
head		
text		
text		pic
text		pic
text		pic
text		pic

reeds		
head		
text		
text		pic
text		pic
text		pic
text		pic

lessons		
head		
text		
info		

performances			
head			
text			
Vib	Vib	Vib	Vib