**Unit 5 Project:**

**Quirk Lifestyle Magazine**

**Step 1: Define Audience / Tone**

* The people who will visit my site are locals and adventurous people looking to find out about what’s off the beaten path / what’s new in New York (and hopefully other locations).

Quirk is a lifestyle magazine featuring the quirky and weird things going on different locations. I am focusing on NY first because I live here and it’s easier to find out about quirky places to eat, places to shop, and events when you live somewhere. So potential visitors will be other locals or adventurous tourists looking to fully embrace the quirky side of NYC.

* The content of my site is going to help me stand out against my competitors because it will show the very off the beaten path activities happening in the city. There will be different articles highlighting cool spots and events so people can see it.

We go through a formal visual design process with all of our clients ensuring for high quality and thoughtful designs.

* I would speak to my clientele in person in a friendly manner. I would like the tone of the website to be outgoing welcoming but not over the top screaming HI welcome to my site. I would like the style to be clean and minimal but with positive colors and non-robotic wording.

Professional with a bit of a “wink.” Using our logo and copy as a means to convey a more serious tone and use contrasting bright and bold designs.

* The colors that I wanted to represent the product were a focus on white / cream and then with undertones of either pale yellow, light blue, olive green, or lighter maroon.

Black white and grey for a serious tone with a bit of yellow for color and liveliness.

* Bright and colorful images where the subject seems a little out of place in their environment would fit in well with the site. The images featuring quirky places or events or people being quirky would fit in well here.

**Step 2: Define Site Structure**

The three to five pages are titled: Home, About, Contact & I also have three other pages called Funky Events, Munchies Locations, and Wacky Shops

What will be the purpose for each?

**Home:** The home page will link back to the home page

**About:** The about page will be text with a focus image describing what exactly quirk can do for its viewers and what we will be focusing on.

**Contact:** Contact will be text and include the email address of the magazine for any inquiries or suggestions for articles.

The **Funky Events, Munchies Locations, and Wacky Shops** pages are archives of the articles featured in those sections (you don’t have to do anything for this yet though). So the pages would include a thumbnail and a short description of the article within each category.

**Homepage**

*Quirk, A Lifestyle Magazine*

Contains:

* Title
* Navigation
* Logo
* Links to Article Archives
* Description
* 1 Featured article for each section
* contact us query at the bottom

**About**

*Text description of what we do in more detail*

Contains:

* Title
* Navigation
* 1 focus image of quirk (could be a modified version of the logo)
* Description / paragraph

**Contact**

*How to get in touch with us*

* Title
* Navigation
* Paragraph
* Email link / form

**Articles Archives (funky Events, Delicious Munchies, Wacky Shops)**

*Contact information*

* Title
* Navigation
* Body text