Now Festival
Creative Brief
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About festival: This festival is about bringing multiple artists together, giving them an opportunity to perform their latest music, and share their musical achievements with fans.

Location: The festival will take place in New York, in Central Park.

Geographic reach: The festival will attract audience from mostly the five boroughs.

Website purpose: To get our audience excited about the upcoming festival, by providing information such as who will be performing, how you can get tickets, and location.

Target audience:
- The target audience is between 19-25 years old.
- They are from multiple backgrounds.
- Heavy users of social media such as Snapchat and Instagram.
- Students or part-time workers.
- Male and females who live in New York, primarily in the five boroughs.
- Our audience listens to current popular music from pop, R&B,and rap.

Why visit the site?: Through our website you will find the following,
- The line-up, who will be performing.
- Location as well as directions to location.
- Price of tickets and an option to buy GA or VIP tickets.
- Nearby hotels if anyone is coming from outside New York.
- Festival merchandise for anyone wanting a souvenir.
- A list of food and drinks that will be available.
- Contact information in the event that a customer has problems paying, etc.
- The festival's social media accounts to allow the audience to keep up to date on who's performing and any changes.

Enhancing the experience: On our site you will find a map of the whole venue. This will be helpful when artist start performing on a certain stage. Also, the map will tell where food and drinks will be as well as bathrooms. There will be an interactive page in which the audience can listen to snippets of an artist music and a short bio of the artist.

How to access the site?: Our site is open to the public. Anyone can visit the site either on a desktop, laptop or mobile for anyone on the go.

Technologies:

- HTML to create the structure of the webpage, this will also help with functionality.
- CSS for adding styles.
- Java Script for any animation and interaction in the site.

Visual style: To start, the main focus of this site will be the actual festival, so the largest thing will be the header image, which will be the logo of festival. Underneath will be the navigation which will include the most important things; tickets, lineup, and information. Using complementary colors for the nav background and text color will draw in attention. Our typeface will be the same throughout the site just in different font sizes. The sites typeface will be Droid because it is modern and easy to read. The site will also take up the whole page of anyone viewing due to the amount of information. Overall, this site will have a very modern appeal but complementary colors will help draw in attention and Droid will help make the page easy to use.