

**Note about Wireframes**

This document is intended to show page functionality and hierarchy/organization of information.

**This document is not intended to show final copy, content or visual design.**

The overall concept of this design is to keep a vibe to all of Dana's verticals while still maintaining some type of individuality within each vertical.

Keeping the layout and navigation the same across all verticals creates an ease of use. Having each vertical be its own single page website allows the design to control the look & feel of each entity.

A single-stacked website allows us to do a number of things.

- Translates to mobile very well.
- The pieces are very modular and can be re-ordered at any time.
- The layout will never frustrate the user on how to navigate or comprehend what they are seeing.
- By keeping the layout simple, it forces us (content providers) to keep our information lean and cut out a lot of fluff.

Whether we use this layout or not, I feel that keeping a consistent structure throughout the verticals is the best way to go. Once we have established a layout model, we can move to the visual design of each of the verticals.

danaleongl.com

Dana Leong

Logo

Dates

Media

About

Misc.

/oeo

One Eyed Orange

Logo

Dates

Media

About

Misc.

/tektonik

Tektonik

Logo

Dates

Media

About

Misc.

/dltrio

DL Trio

Logo

Dates

Media

About

Misc.

CONTACT

Header

Booking

PR

Email

Community

**Top Navigation**

The Top Navigation will be displayed on every page of danaleong.com no matter what vertical the user is in. This will allow the user to explore the entire site at any time.

**CONTACT:** A contact CTA will always be present. Clicking this may take the user to a page that contains all ways of communication. Booking, Manager, Email Newsletter, Press, etc.

**MOBILE:** The Top Navigation will be replaced with a menu icon which will display all entities when selected.

**Logo**

Every vertical of danaleong.com will have a logo/branding so the user can easily identify where they are within the site. Font styles, background, image treatments can all be specific to each vertical.

**Media**

The Media area can contain one video, a photo gallery, or even just one image. This is the visual center point in each vertical.

**Performance Dates**

Each vertical will have its own section to highlight upcoming shows. (Exception would be the Dana Leong vertical, do we show all performance dates, DL only, or none if it applies?)

**About**

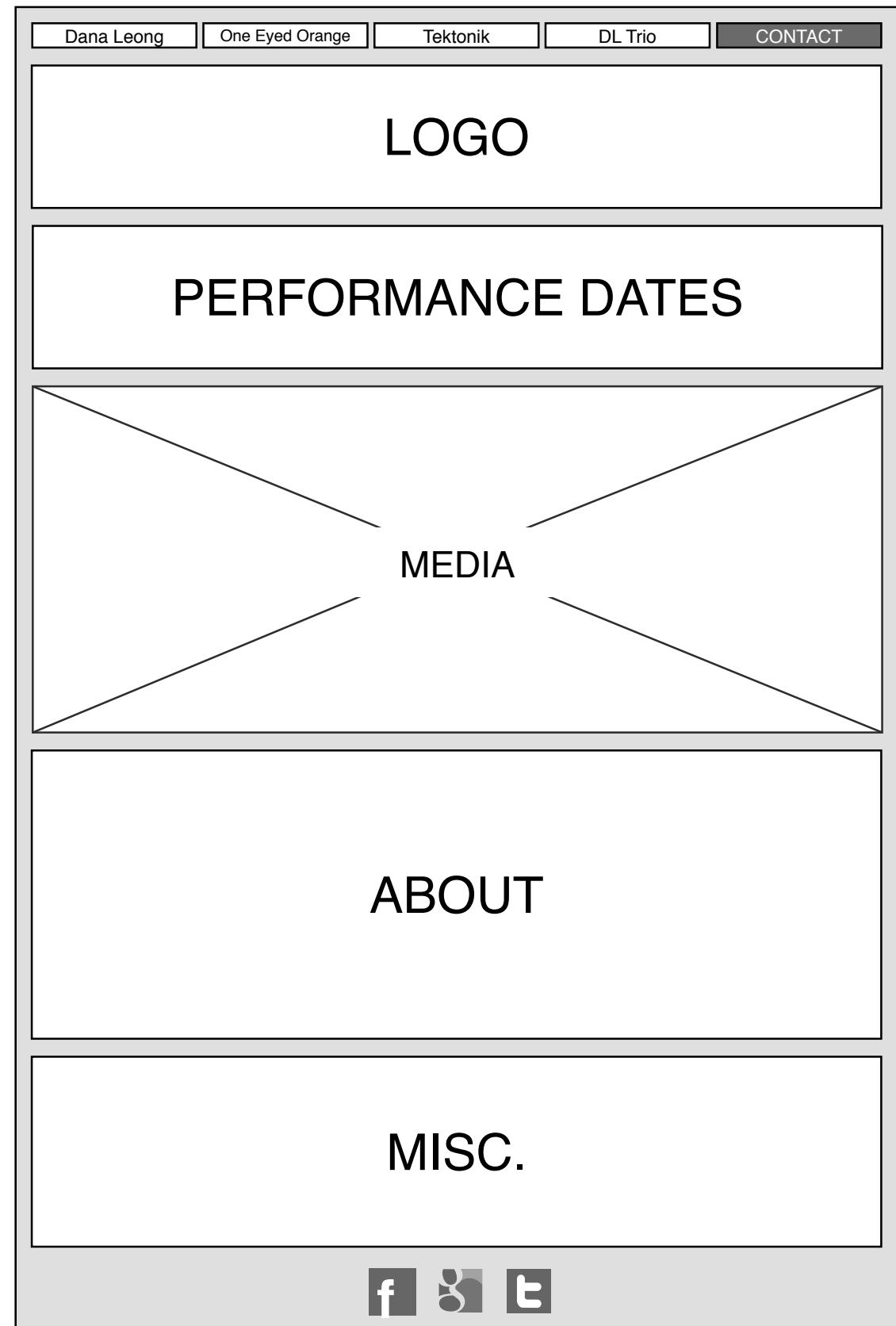
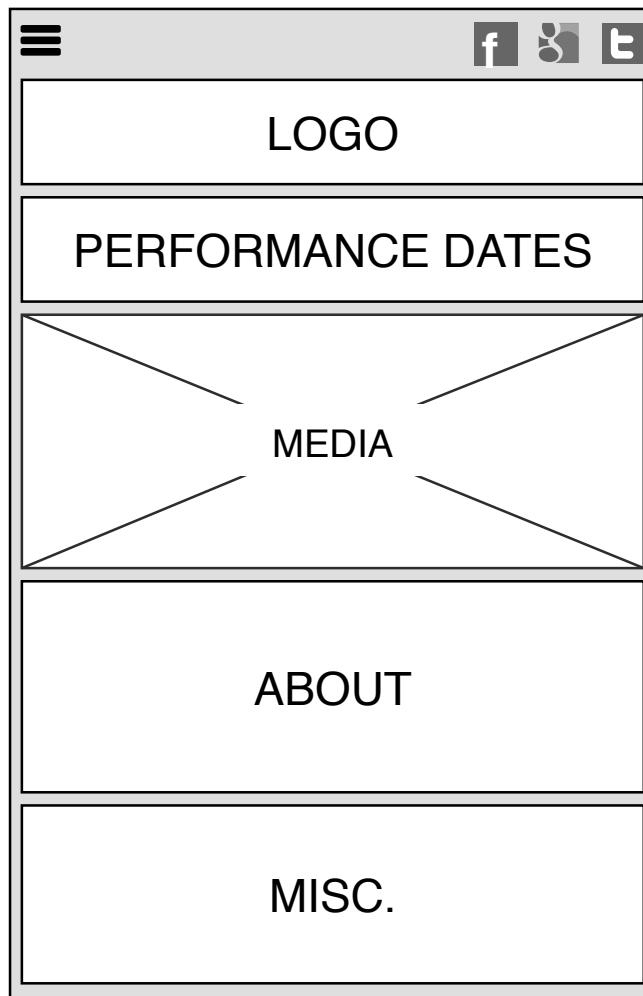
This would be where the bio would live. This will allow each vertical to have a voice.

**Misc.**

This area is for anything extra to add to each vertical. More videos, pictures, blog feeds, related link, etc.

**Share**

I just used any three social icons, we can place which you prefer (FB, IG, Twitter?)

**DESKTOP/TABLET****MOBILE**

At this point I feel that having one point of contact for all DL verticals is not only easy to maintain, but practical for bookers. Regardless of where in the site a user lands, there's no question how to contact DL.

#### **Booking**

Usual information will be present here. If there becomes a need to separate booking by vertical, we can modify later.

#### **PR**

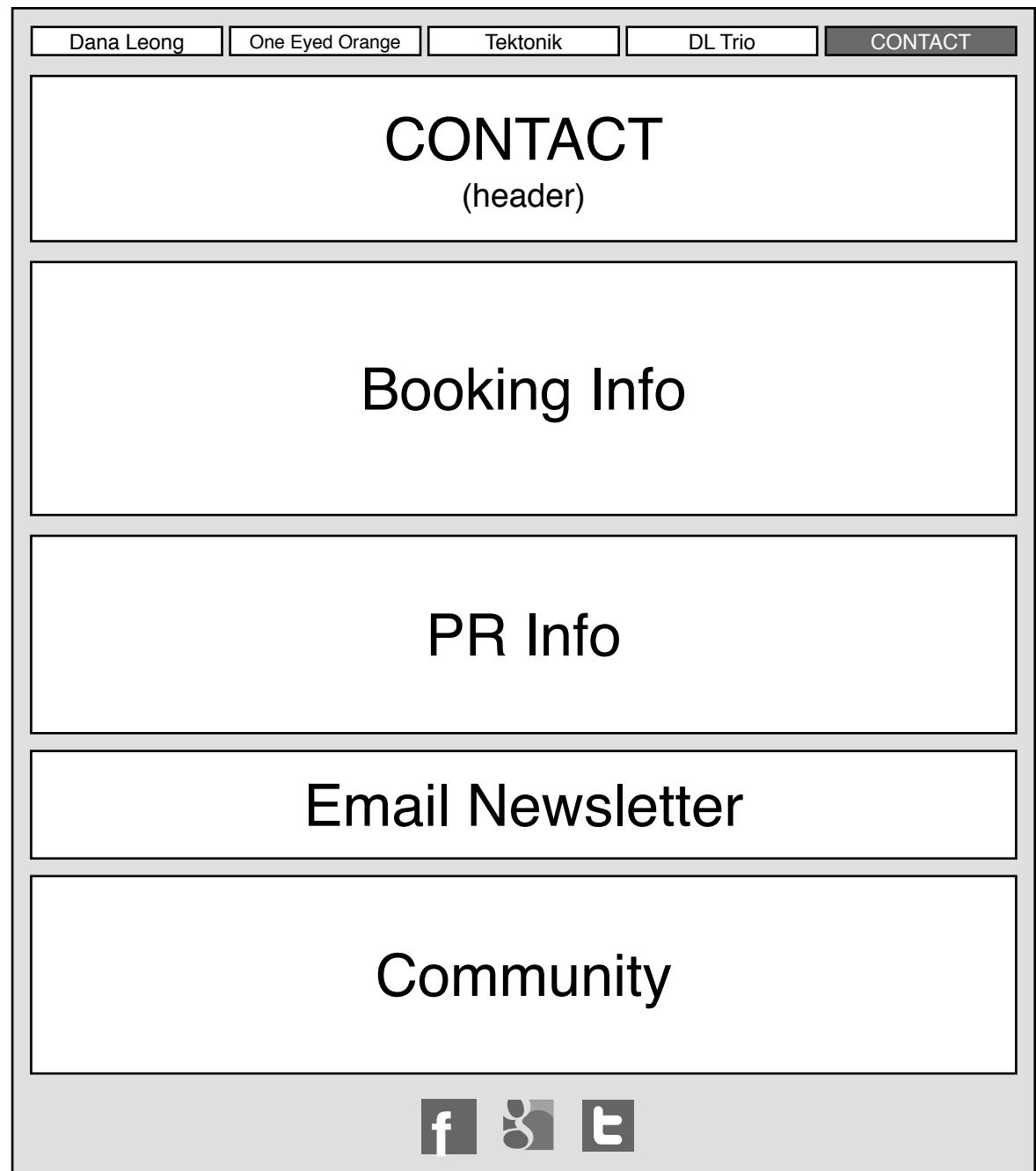
Usual information will be present here. If there becomes a need to separate booking by vertical, we can modify later.

#### **EMAIL**

Email newsletter is still relevant, though may not be used as much as social feeds.

#### **COMMUNITY**

This would be the area that connects the user to iTunes, CD Baby, Flickr, etc. We can have text links within the verticals where appropriate.

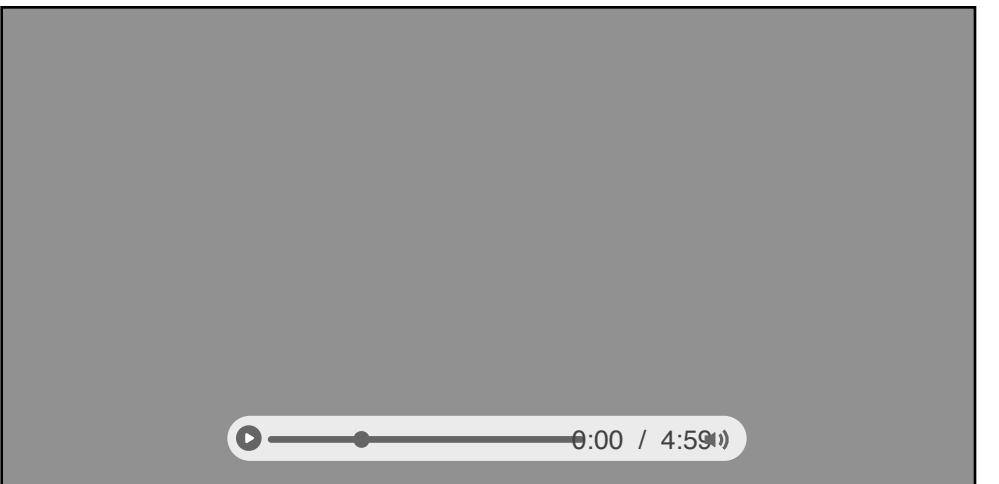
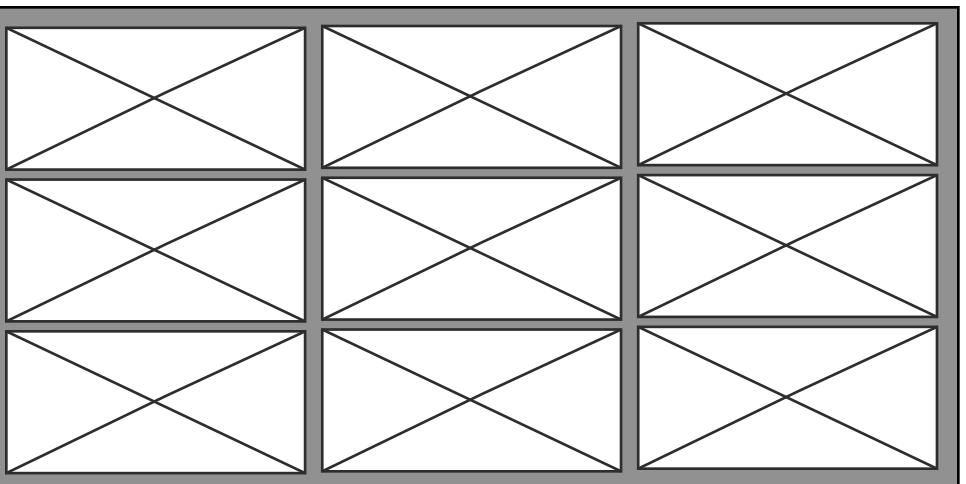
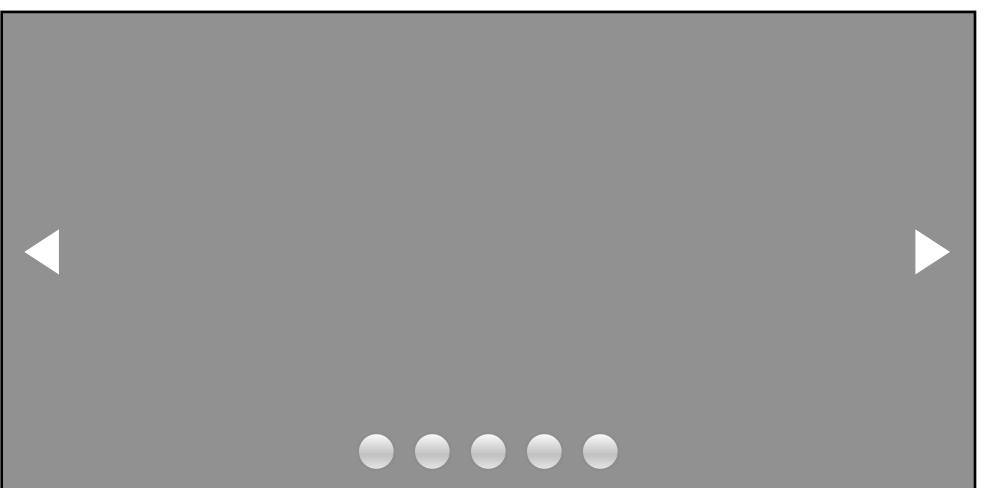
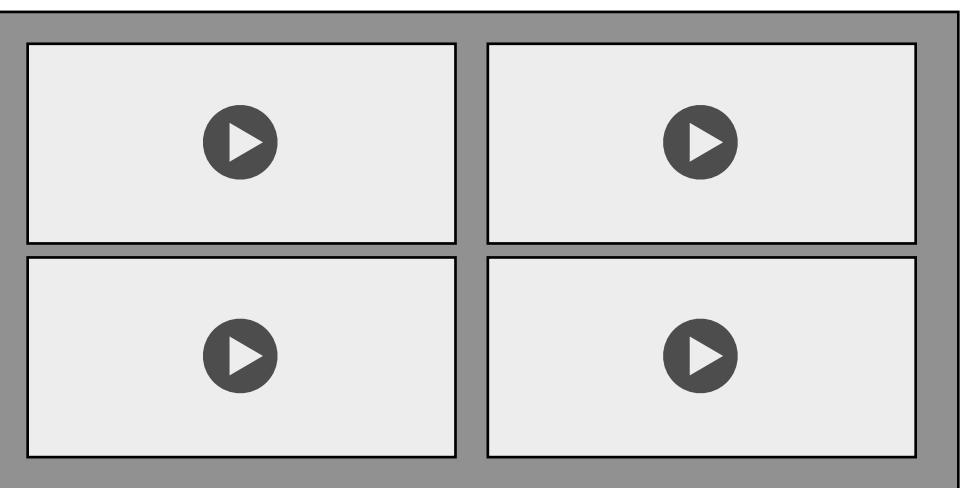


**Media**

I am big fan of less is more when it comes to a targeted website. You show your most current or best items first and foremost.

We have other media platforms that a user will use to explore more. Example, YouTube. We do not need to show every video you have on your website, let's let YouTube do that for us, not only will it keep the website clean, but we also do not alienate the user by giving them another avenue to navigate through. They know YouTube, let them use it.

I suggest Single Video and/or Image Gallery (slider). The other two work okay, I have used them before, but they do not translate well to mobile.

**Single Video****Image Gallery (grid)****Image Gallery (slider)****Video Gallery**

**Copy.**

I suggest making the website very lean and text light.  
(this is just an example)

If there are areas that need more information, I suggest  
the use of an expanding tables.

An example would be in the Tektonik bio, you can have a  
2-3 sentence blurb and if the user clicks on the read  
more, then they will get the full bio, plus profiles of each  
of the members.

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[> MORE](#)



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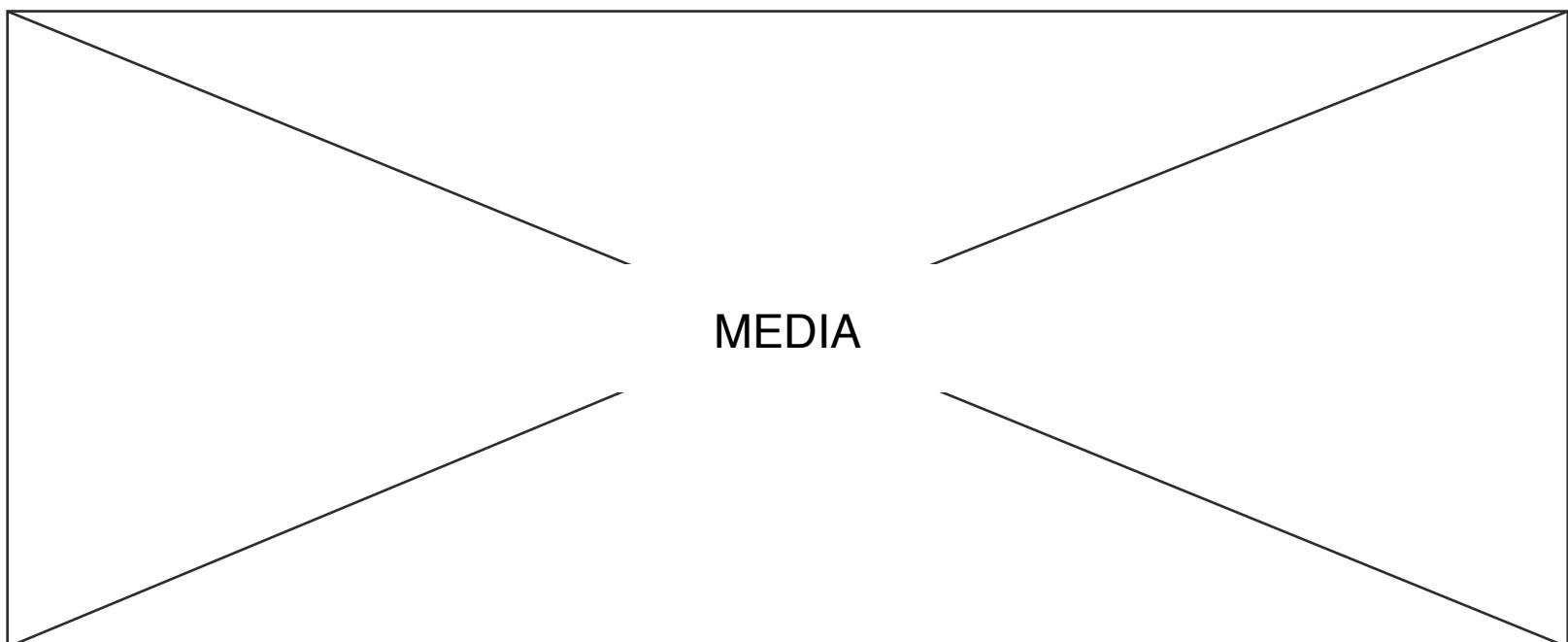
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[< LESS](#)

Dana Leong   One Eyed Orange   Tektonik   DL Trio   CONTACT

LOGO

◀ MM/DD/YYYY @ Time  
Venue Venue Venue  
City City City, State   MM/DD/YYYY @ Time  
Venue Venue Venue  
City City City, State   MM/DD/YYYY @ Time  
Venue Venue Venue  
City City City, State   MM/DD/YYYY @ Time  
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MEDIA



Praesent sit amet eros ex. Duis nec sem sit amet augue faucibus convallis. Aliquam lobortis gravida lacus, sit amet sagittis lectus varius eget. Nam a vestibulum libero. In at feugiat neque. Nunc semper porttitor nunc sit amet feugiat. Nullam in sollicitudin massa, id rhoncus turpis. Maecenas a nibh vel nibh sodales aliquam. Donec maximus, ante vitae maximus convallis, sem mauris ultrices turpis, nec tincidunt massa tellus id nibh. Vestibulum laoreet nunc eget magna lobortis, at rutrum nibh dictum. Maecenas eget lacinia neque, quis fringilla purus.

[READ MORE](#)

DANA LEONG ONE EYED ORANGE TEKTONIK DL TRIO CONTACT

# Dana Leong



[YouTube](#)

September 14TH 2016 9:00PM South Milwaukee Performing Arts Center South Milwaukee, WI

September 14TH 2016 9:00PM South Milwaukee Performing Arts Center South Milwaukee, WI

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Praesent sit amet eros ex. Duis nec sem sit amet augue faucibus convallis. Aliquam lobortis gravida lacus, sit amet sagittis lectus varius eget. Nam a vestibulum libero. In at feugiat neque. Nunc semper porttitor nunc sit amet feugiat. Nullam in sollicitudin massa, id rhoncus turpis. Maecenas a nibh vel nibh sodales aliquam. Donec maximus, ante vitae maximus convallis, sem mauris ultrices turpis, nec tincidunt massa tellus id nibh. Vestibulum laoreet nunc eget magna lobortis, at rutrum nibh dictum. Maecenas eget lacinia neque, quis fringilla purus.

[READ MORE](#)

 3:25  6:24  3:08

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DANALEONG.COM C2016

DANA LEONG ONE EYED ORANGE TEKTONIK DL TRIO CONTACT

# ONE EYED ORANGE



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DANALEONG.COM C2016

DANA LEONG ONE EYED ORANGE TEKTONIK DL TRIO CONTACT

# TEKTONIK



[YouTube](#)

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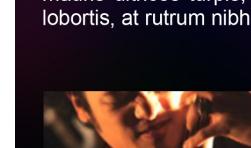
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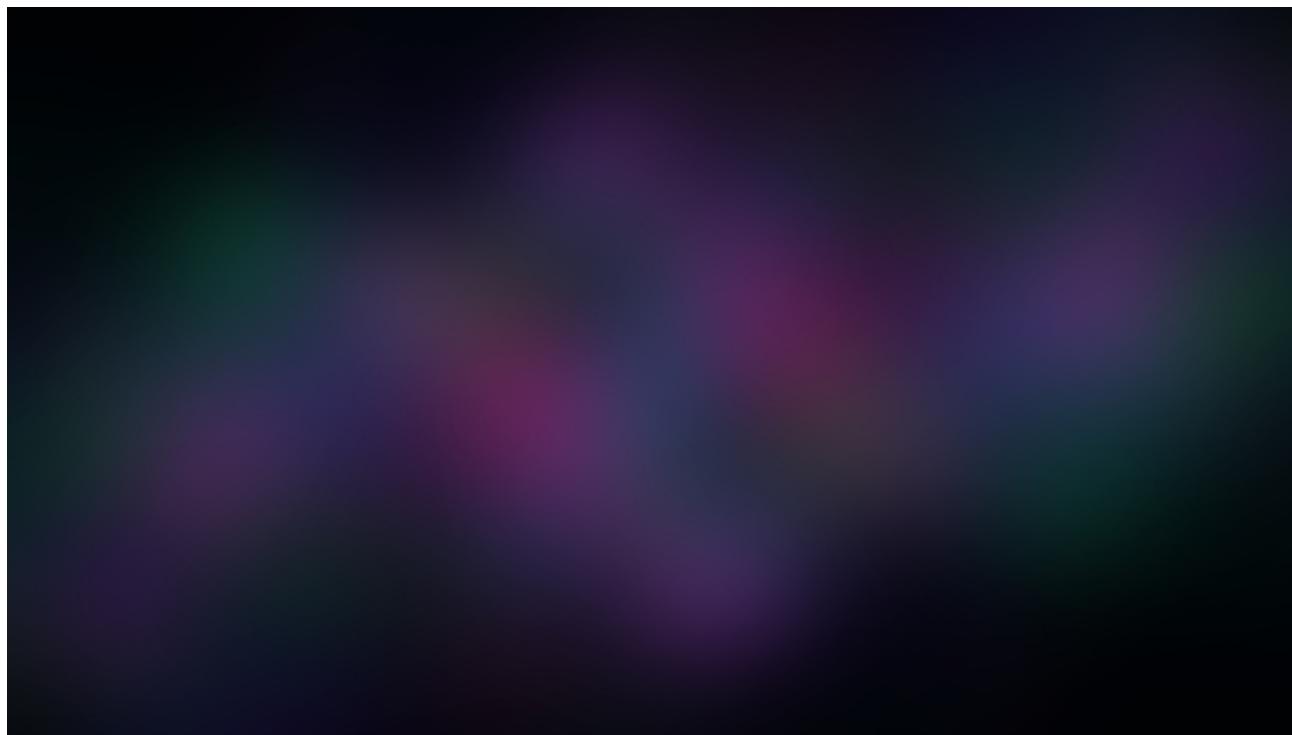
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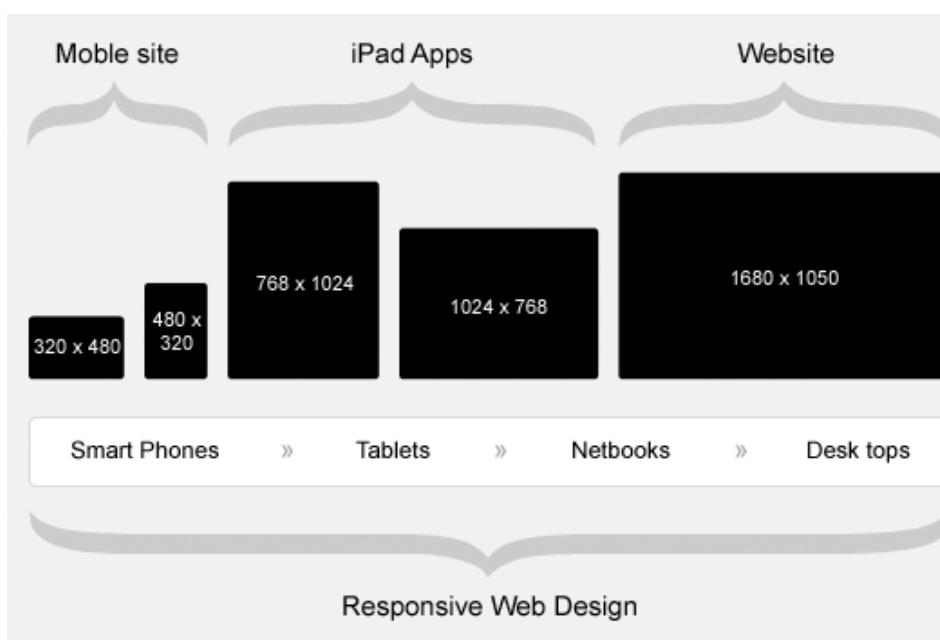
DANALEONG.COM C2016



## Background

The background should be static, it does not move. The content (videos, copy, etc) should "float" on top of the background when the user scrolls. The background will take on the dimensions of the user's browser, however there should be a maximum width the content expands to (2560px?).

The site itself should be responsive and collapse all the way down to mobile. Breaking point for the top bar to turn into a dropdown Menu (looks like 480px might be our Menu breaking point).



DANA LEONG   ONE EYED ORANGE   TEKTONIK   DL TRIO   CONTACT

# TEKTONIK

TEKTONIK

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