

Digital Editorial

Garage Rock

Design Objectives

- Create a website which provides information about Garage rock
- Set tone of garage rock through page design

Inspo

- <http://earmilk.com/>
- <http://pitchfork.com/>
- <http://www.elvis.com/timeline/> (timeline)
- <http://www.loisjeans.com/web2012/es>

Audience & Needs

- Music lovers
 - The curious
 - Music explorers
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- Gain knowledge of what garage rock is
 - Learn about the history of the genre
 - Discover new artists
 - Navigate smoothly through content

Content

- Then vs. Now (timeline) (hover to appear)
- Playlists (either all starting from 60s or most popular)
- Culture rehearsals/behind scenes

- Videos
- Interviews
- Photos
- Articles

Home Page

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graph TD; HP[Home Page] --> TSN[Then vs. Now]; HP --> TP[The Playlists]; HP --> C[Culture]; TSN --> HB[History Blurb]; TSN --> T[Timeline]; T --> BAB[Blurbs about bands]; TP --> S[Spotify]; TP --> TP2[Time periods]; TP2 --> M[Mood]; C --> I[Interviews]; C --> BS[Behind Scenes]; C --> A[Atmosphere]; C --> E[Experience]; C --> L[Live];
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Then vs. Now

History Blurb

Timeline

Blurbs about bands

The Playlists

Spotify

Time periods

Mood

Culture

Interviews

Behind Scenes

Atmosphere

Experience

Live

Timeline content

1. beginning (60s/70s)
2. revival (80s/90s/early 2000s)
3. current years (present)

Ex. Beginning (60s/70s)

The Velvet Underground 1964

The Velvet Underground kicked it off in NYC, formed in 1965. Briefly managed by artist Andy Warhol, they became Warhol's Factory band, playing in the factory at events and parties where they began to gain a higher profile. They practiced and recorded their first demo in their loft on Ludlow Street. Their first paying gig was arranged at Summit High School in NJ. Later diving deeper into Warhol's scene, the Velvets introduced Nico who participated in their debut album, *The Velvet Underground & Nico*. The album was recorded in NYC, and released in 1967. The album cover being the iconic Warhol Banana. Their experimental, dark sound separated them from the stereotypical bands of the time.

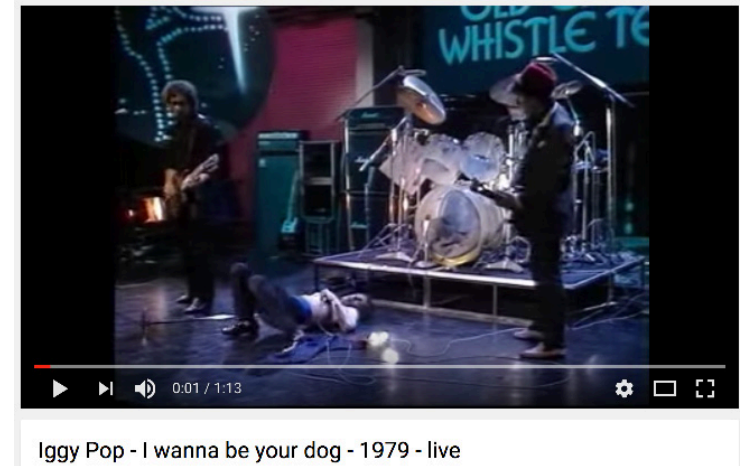


Culture content

1. Atmosphere
2. Live Experience
3. Interviews https://www.youtube.com/watch?v=k_gcUbS6Yng
4. Behind the Scenes



<https://www.youtube.com/watch?v=-bJ4fE1U3Y>



<https://www.youtube.com/watch?v=IbLRf0j80wU>



<https://www.youtube.com/watch?v=TYh1IRR1m6Y>

Playlist content



1. Mellow
2. Nuts
3. Happy

or

1. Founders
2. Revival
3. Current

?

Mood Based

Time Based