Lecturer: Mr. Brad Long

WEB DESIGN AND DEVELOPMENT

CP5638

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# Project Title

“Townsville Music center website” it is basically a website which create a platform to get information about the Music Centre create concerts and workshops within the year Townsville, North Qld, in a diverse range of arts such as classical, jazz, folk, blues, world and contemporary music, featuring touring artists and locally-based professional and emerging artists.

# Goals or Objectives

## Our Mission

## Townsville community music centre is a not forprofit, in cooperated organization serving musicians and that audience in north Queensland.

## The music centre’s role includefacilitation, presentation and promotion of events, functions, education, workshops,concerts, festival in Townsville, and surrounding centres.

## Based on Townsville, northQLD, Australia, it promotes local artists and present performance by inter and intra state and international artist it is involving in the instigation of the project based on cross collaboration with other artist disciplines.

## It promotes the work of north Queensland musicians outside the region, organising tour and promoting their work. the music centre offers various level of membership.

## Its goal is enhancing the number of people in their various activities like volunteering for administration.

## Importance of project:

* By designing this website, we encourage people to purchase more tickets, especially to the local public.
* It helps to performers in manage the events for them.
* Encourage performers to cooperate with promotion, photo shoots, media releases, etc.

Success evaluation

1983 -The Townsville Community Music Centre was established at a public meeting on May 24th.1984 - Mira Henderson, who had extensive experience in community music work in England, was the first staff member.1985- Kirsty Verona was appointed as the first Director. The Music Centre produced Benjamin Britten's Noyes Fludde in St James Anglican Cathedral. These involved hundreds of children and some of Townsville's best known (and loved) musicians.

* A precise and clear content must be written to the website
* A symmetric flow of the website prototype must be there.
* Web pages must be made using HTML and CSS
* Links between the paged should be provided along with CSS styling.
* The site must appeal to a younger or high school kids and young adults cosplaying.
* There must be a current price list of second-hand costumes to go on the site.
* No images should be used from external sources.
* This website has some adequate things like application form, payment option which make it more attractive
* Pictures are used in the optimum way, so when anybody see use the website they have some hint from picture because no one read the whole website properly, they just scan it so if images are used in well way this is the good point for website.

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# Target Audience

* Although the targeted audience of this website is all category ages, now the main audience is youngsters or small kids who love the music and also the student of the universities who’s our like the music concerts.
* It provides performance scope for a broad range of music, styles and instruments which would have little exposures.
* different people have the different taste of the music so for the mirth of the audience it have the all type of music, so people enjoy that music which they want to listen.
* The people with unique taste like classical, jazz, ethnic music, sad, remix and many more.
* Parents and family member are predominating if the children are involved. Each concertrequires the different theme of the music.

content

In this website, we decided to make the seven pages as usual first one is the home page

* In home page, we write about where is Townville music centre and what it is at top we put three images which are shown rotate and download application form 2014 , membership payment and membership application form 2015 is attached in this page at the down and below it address ,phone and email address is put.
* About us page, in this we show the celebrated its 30th year in 2013, then some brief history about its music centre.
* Member’s page, in this page we invite people for becoming part of it and attached application form and payment method.
* Event page, this page has the information about the ticket shop and the Sunday variety concert.
* Bulletinboard,musos, sponsor page have more information regarding this.

Site Flowchart

C:\Users\preet\AppData\Local\Microsoft\Windows\INetCache\Content.Word\flowchart.png

Figure 1: Site flowchart

Design: Website first page design look like the picture which is attached below.