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INFO 2300: Project 1 Rationale

My site is intended for the people that I think would be most receptive to the music I'm promoting: hipsters. These are the people that seek obscure bands and focus more on the music than the personality behind it. This is shown by the sidebar, which presents the discography and tour dates before the section about the band. In addition, I wanted a minimalistic overall look that isn't obtrusive (but also not unattractive) because I wanted the band's music to take precedence over the visuals. Therefore, the most eye-catching part of the site is the music player in the sidebar, as it's the only moving part on the page. To keep music playing while the user is browsing, I set the video to autoplay and loop, and structured the website such that the sidebar is unmoved; I used an iframe to change between pages on the site, instead of changing the whole page. I also kept the colors neutral so, again, the colors of the music player stand out. I did use a pop of color so the site isn't entirely bland and gray, and for better organization of information as well. By doing all of these things, the site is more aligned with the target audience's needs—to discover new music.

I used PHP to reduce redundant code by applying it to any structures that were repeated on the site. This includes the sidebar links, the albums on the discography, the tour dates, the list of band members, and the social media footer. This makes it easier for future developers (and me) to update things about the band that are likely to change, such as new music releases and new shows. I also handled the subscribing form with PHP, writing the submitted info to a csv to be stored for purposes like setting up a newsletter and gathering information about who discovers the band.

I think my styling and use of JavaScript in coding of the music player that connects to the discography page are worth mentioning.