

# CAPSTONE PROJECT INTERMEDIATE WEB DESIGN

Capstone Project Intermediate Web Design  
Learning from a Professional Website: Process Document  
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[RENDERED]

## OBJECTIVE

Recreate a professional company website with (1) homepages and (2) inner pages for a new purpose by defining user segments reconstructing the information architecture, creating structural navigation, developing prototypes and wireframes for a thorough and rational plan of each webpage using mockup tools, and using HTML and CSS to build the website. This website was based from classic.motown.com into a Michael Jackson information blog.

## PLAN AND RATIONALE

The Wikipedia article I chose to base my content structure from is Michael Jackson and the existing website that I will base the design of the website of Classic Motown ([www.classic.motown.com](http://www.classic.motown.com)). I have recreated the information architecture pulled from the material listed on the article and reconstructed it to reorganize it as the content hierarchy of my webpage's structural navigation. In my information architecture (IA) node link diagram (*Figure 1*), I have outlined the 3 main types of navigation. For the purpose of this assignment, I will focus on the global navigation. The pages I will choose are the homepage and 2 of the global navigation options as my inner content pages, specifically, box number 3 and 4 from my IA (Artistry and Earnings and Wealth). I will use two different pages from the Motown Classic website to base these from. I will also include sub-navigation as a social media menu, which will link back to the respective social media sites. Each inner page has a sub navigation bar in the middle that will jump to parts of the page for local content. This format follows my IA and is simple to navigate in consideration of the user personas that I defined (*Figure 2*).

To design the website, I created a wireframe of the website I am replicating, keeping in mind the IA (*Figure 3*) and further refined it with the prototype of the page's content.

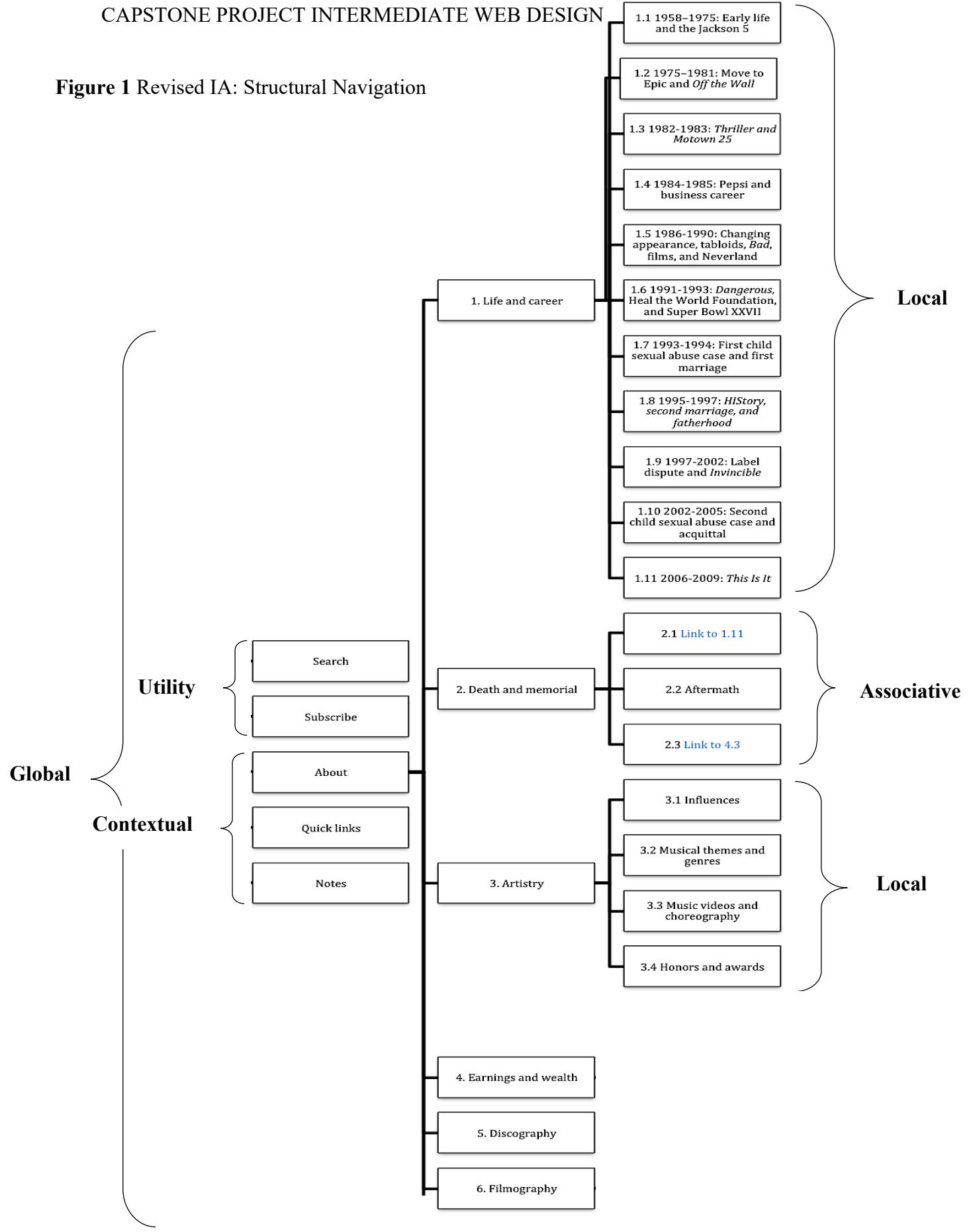
## RESULT

The final project consisted of a static website with multiple inner pages that were coded from scratch using HTML and Bootstrap grid format.

I have successfully maintained the design integrity of the original website in terms of color and styling such as borders, shadows, fonts, etc. From a static standpoint, the website I have developed is almost an exact replica of the professional Classic Motown website. A side by side comparison of the webpages and their design source (*Figure 4*) shows the similarity.

Through this project I have become exposed to and learned the various design and technical principles associated with the visual elements of a professional website.

**Figure 1** Revised IA: Structural Navigation



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**Figure 2** User Segment Personas

## Marketing Manager



*"I love expressing ideas with ads."*

Age: 25  
Work: Marketing Manager  
Family: Single  
Location: Vancouver  
Character: Perfectionist

### Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Hardworking
Smart
Creative

### Goals

- I want to create an influential ad.
- Learn about the life of Michael Jackson.
- Create an ad to advertise the posthumous music of Michael Jackson.

### Motivation

Incentive	
Fear	
Growth	
Power	
Social	

### Frustrations

- Not having enough information.
- Fear of failing.
- Confusing websites.

### Bio

25 year old working at a marketing firm. I am starting a new project to advertise Michael Jackson's music that was released after his death. I am not familiar with his life or much of his music because I am young and did not grow up listening to or watching him.

I will use the website to gather biographical information of the singer for a new and informational advertisement.

### Brands & Influencers



### Preferred Channels

Traditional Ads	
Online & Social Media	
Referral	
Guerrilla Efforts & PR	

## Fan and Blogger



*"I am Michael Jackson's #1 Fan!"*

Age: 45  
Work: Blogger  
Family: Married  
Location: American  
Character: Passionate

### Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Creative
Musician
Nostalgic

### Goals

- Learn everything about Michael Jackson.
- Become Inspired.
- Build a Michael Jackson blog.

### Motivation

Incentive	
Fear	
Growth	
Power	
Social	

### Frustrations

- Limited information.
- Unable to navigate through websites.
- Inaccurate information that cannot be trusted.

### Bio

I am a 45 year old American. I want to start a blog about my favourite singer, Michael Jackson. I am his biggest fan and I want to share with the world his amazing talent and biographical story. I am interested in learning more about him so I can have a trustful blog where other fans can also learn about him.

Michael Jackson has so much inaccurate information about him all over the Internet and I want to put an end to that with my blog.

Michael Jackson is a major influencer to music and culture even after his death I would require the information to be accurate. I will use the information to revisit the life of Michael Jackson and the different musical eras.

### Brands & Influencers



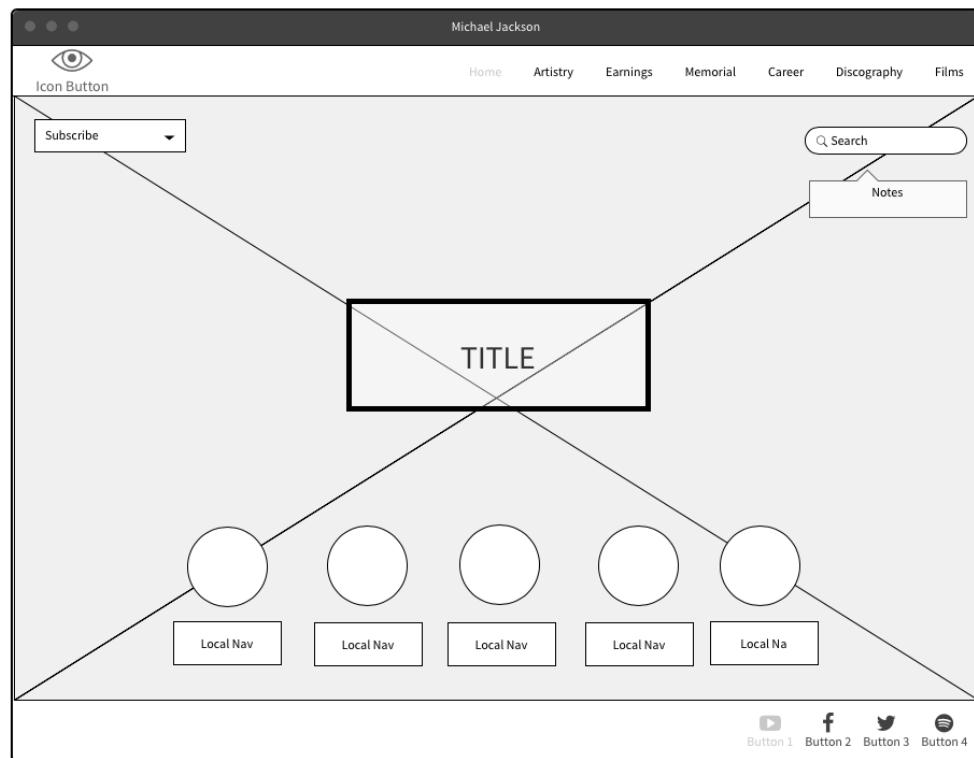
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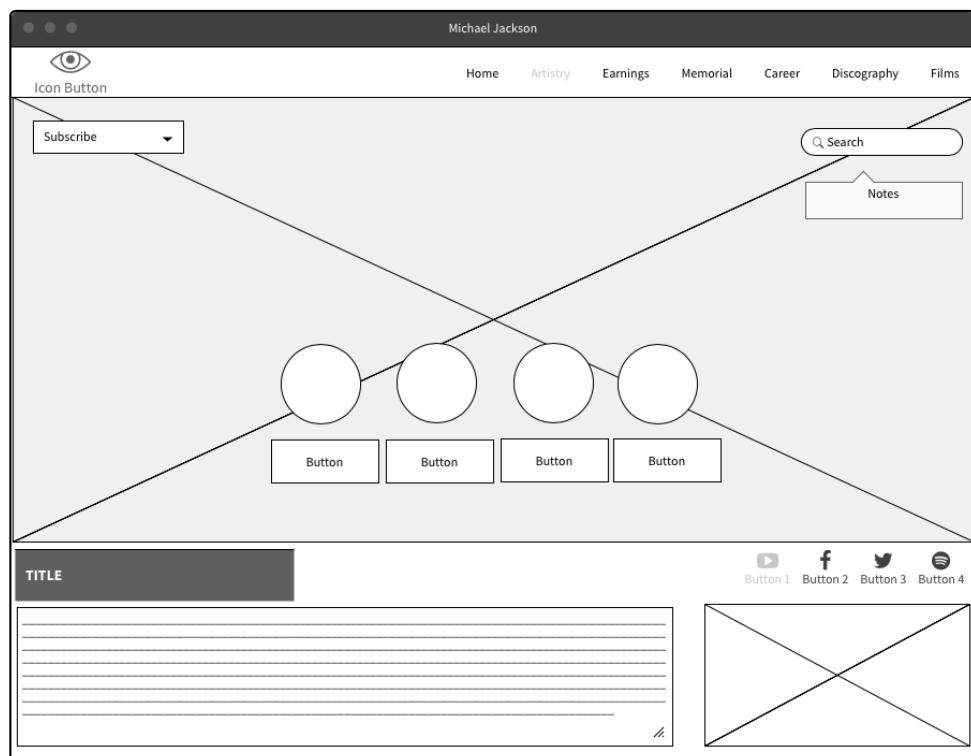
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**Figure 3** Wireframes

## I. Homepage



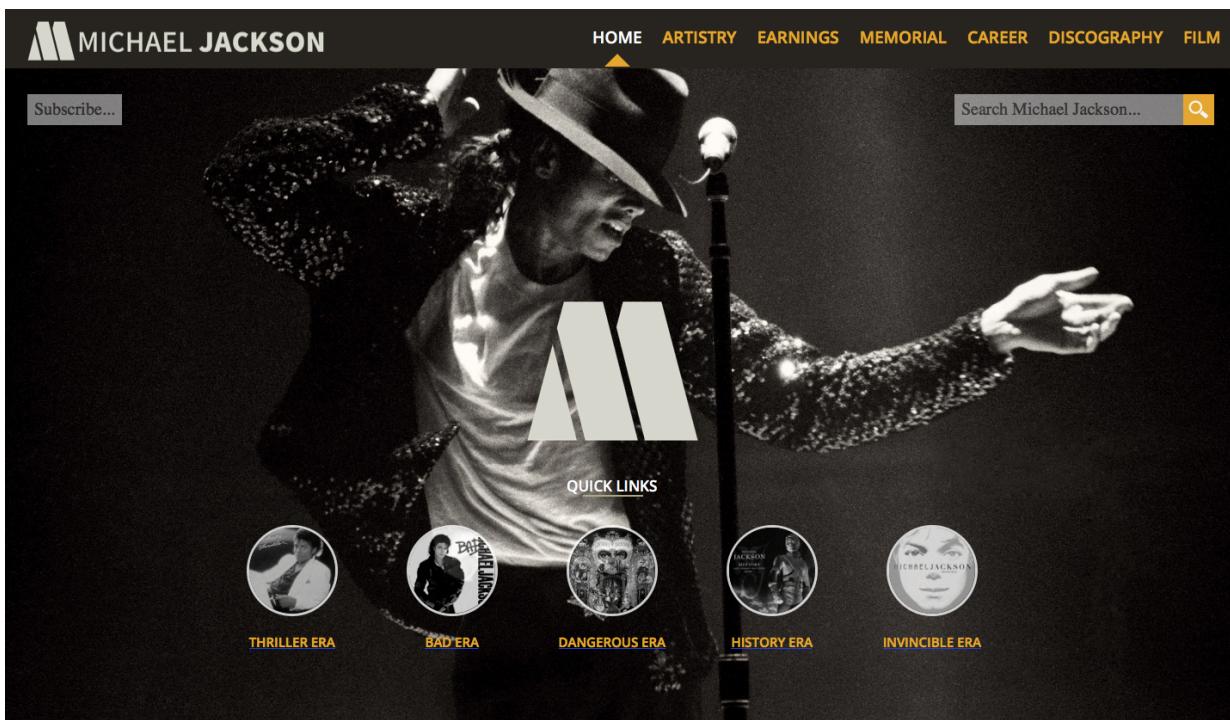
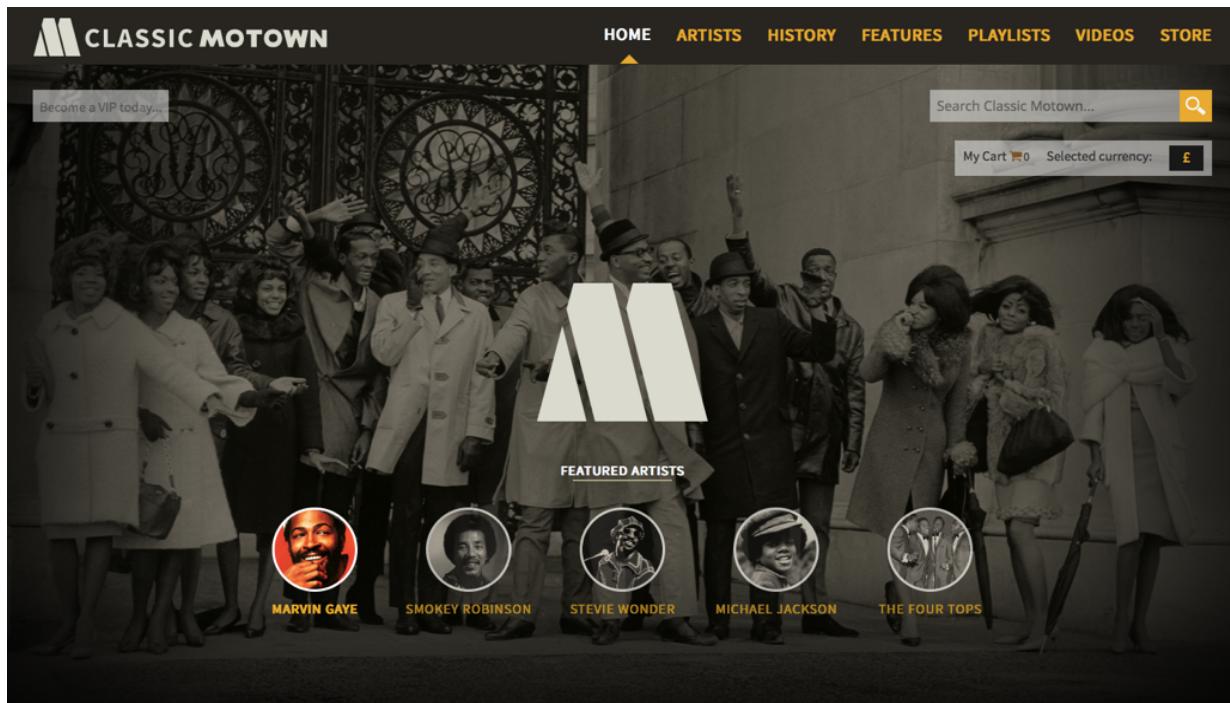
## II. Contd. Inner Content Pages



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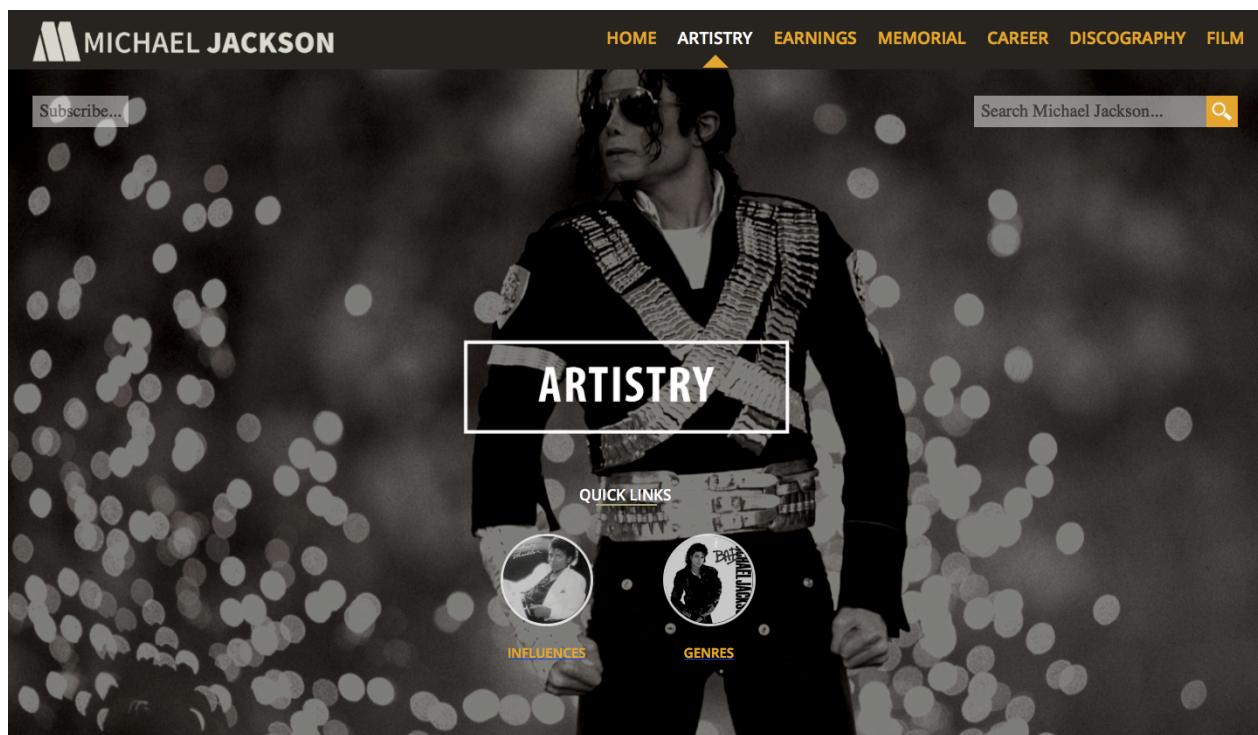
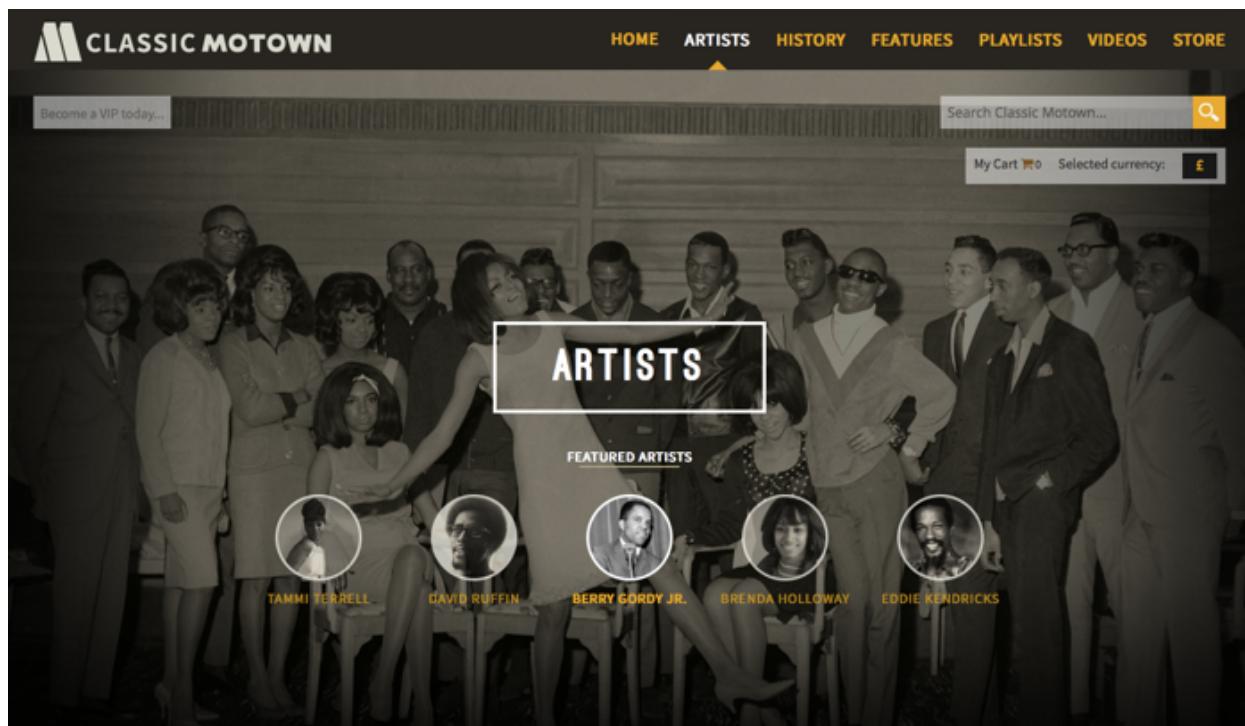
**Figure 4** Comparison of (top) Classic Motown and (bottom) my finished Michael Jackson website

### I. Homepage



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### II. Inner page (Top)



II. Inner page (Bottom)

[f](#) [t](#) [y](#) [s](#)

### LATEST



**marvin gaye**

*I Heard It Through The Grapevine!*

**► A NEW GROOVE FOR GRAPEVINE**

The album which spawned one of Motown Records' biggest-selling singles of all time is re ...

**► MARTHA & THE VANDELLAS – "DANCING IN THE STREET"**

TRACK OF THE WEEK DAY & DATE: Peaks at No. 2 on the Billboard Hot 100 for the w ...

**► BONNIE PINTER – "HEAVEN MUST HAVE SENT YOU"**

TRACK OF THE WEEK DAY & DATE: Peaks at No. 11 on the Billboard Hot 100 for the ...



CHECK OUT THE FULL RANGE OF OFFERS

**► SHOP HERE**



**SO YOU THINK YOU KNOW MOTOWN?**

**START QUIZ**



THE SONGS. THE SOUND. THE STORY.

**TRACK OF THE WEEK**

MARTHA & THE VANDELLAS – "DANCING IN THE STREET"



**ARTIST OF THE MONTH**

THE MARVELETTES



[f](#) [t](#) [y](#) [s](#)

### ANTEMORTEM

"It is estimated that Michael Jackson earned about \$750 million in his lifetime.[460] Sales of his recordings through Sony's music unit earned him an estimated \$300 million in royalties. He may have also earned an additional \$400 million from concerts, music publishing (including his share of the Beatles catalog), endorsements, merchandising and music videos. Estimating how much of these earnings Jackson was able to personally pocket is difficult because one has to account for taxes, recording costs and production costs."

2002-\$130M

2003-\$550 M (\$100 M in properties including Neverland ranch; Encino and Las Vegas homes and other properties and \$450 M in music holdings including 50% stake in Sony ATV and other music publishing)

2007-\$567.6 M (includes 50% share of the Sony/ATV catalog valued at \$390.6 million, Neverland valued at \$33 M, cars, antiques, collectibles and other property valued at \$20 M, and \$668,215 in cash)

Source: Wikipedia



CHECK OUT THE FULL RANGE OF OFFERS

**► SHOP HERE**



**SO YOU THINK YOU KNOW MICHAEL JACKSON?**

**START QUIZ**

THE SONGS. THE SOUND. THE STORY.

**► FIND OUT MORE**

**POSTMORTEM**

"On July 26, 2013, the executors of the Estate of Michael Jackson filed a petition in the United

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### **REFERENCES**

Content Source:

[https://en.wikipedia.org/wiki/Michael\\_Jackson](https://en.wikipedia.org/wiki/Michael_Jackson)

Design Source:

<http://www.classic.motown.com>