

Phase 1: The Purpose of the Site

Promotional website for the 2008 Washington Early Music Festival, to include a schedule of concerts, information & directions to locations, how to obtain tickets, and information about this year's theme ("From Hildegard to Bach: Early Music Masterpieces from Germany").

Phase 2: Expected Outcome of the Website

A website that provides thorough information about the Festival, generates interest in the Festival, and makes it easy for the general public to attend the performances.

Phase 3: Target Market

The website audience are those who are interested in early music and classical music, primarily in the DC area. The client is the Washington Early Music Festival's planning committee, which consists primarily of the directors and leaders of some of the ensembles that will perform. There is no real competition; there are no other early music festivals in the local area. The web is certainly the correct medium for both the audience and the client; the committee has been very pleased with the amount of concertgoers who report that they heard about the Festival from the website. Additionally, the website's URL has been mentioned on radio promotions for the Festival's concerts, and in newspaper articles, so it provides a good central point of information for the Festival and its concerts.

Phase 4: Managing Content

- Welcome letter
- Calendar of events
- Concert venues (Christ Church, National Gallery, St. Mark's) including the address and walking directions from the nearest Metro station
- Information about the choral workshop with Philip Cave
- Information about the instrumental workshop with Risa Browder and John Moran
- How to obtain tickets

Phase 5: Mapping Out the Site

See attached flowchart and page layouts.

Phase 6: Development and Design Requirements

Font for site text: Arial, 10 points, black; page titles: Arial, 18 points, dark red (#990000); links in bold red (#cc0000); headings on the calendar page to alternate between gold colors (#ffcc33 and #ffff99). The bulk of the site should have a white background with black text, but to use red and gold accents to comply with the client's request for a color scheme based on the German flag.

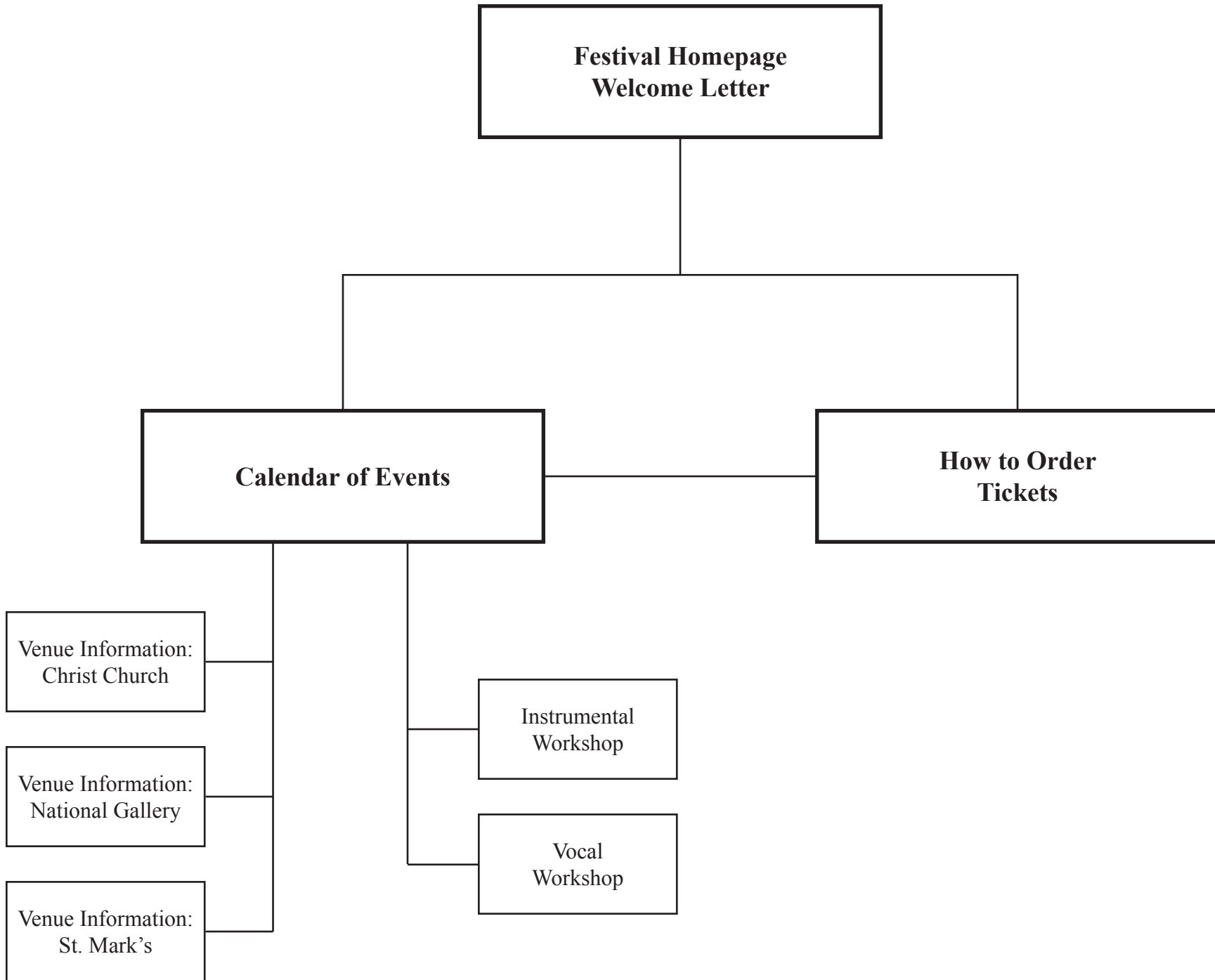
Programming will be done primarily in Dreamweaver, in HTML; most of the text and fonts to be managed through CSS. Javascript will be employed to create a bookmarkable link on the main page, and possibly also in the navbar menu at the top of the page, and in the schedule (a pop-up to provide directions to concert locations).

Phase 7: Site Testing

Test in Firefox, Internet Explorer, and Safari, as well as asking the planning committee to look over the site to see if their computers are able to open the files.

Phase 8: Site Deployment

The final version will be posted to the Festival's domain, earlymusicdc.org.



Web Site Planning

Page Layout Information:

Page Name: Homepage

Design Team: Karen Harris

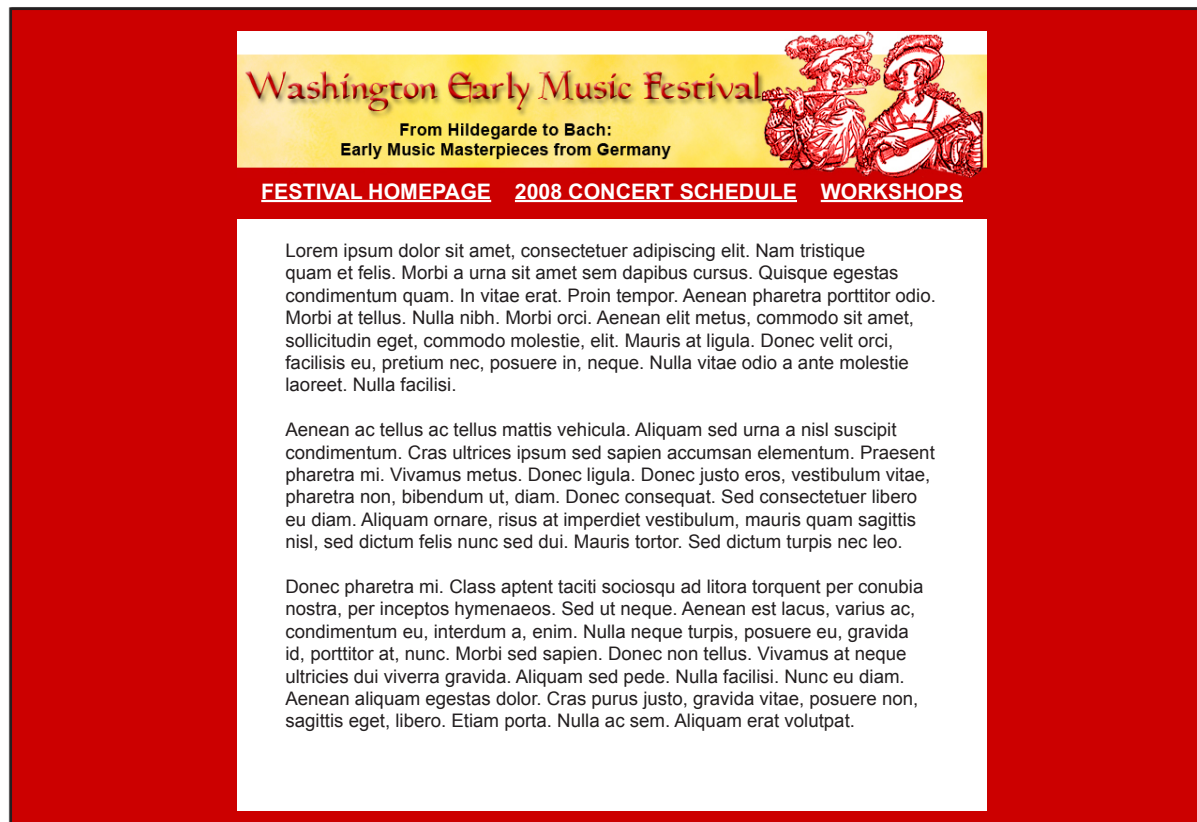
HTML File Name: index.html

Programming Team: Karen Harris

Updates: as needed

Note areas of the page that are constant from page-to-page, any text areas and image placements and any elements that link outside of the site itself.

The page layout will be the same on each page; the body content (below the menu) will change from page to page.



Washington Early Music Festival

From Hildegard to Bach:
Early Music Masterpieces from Germany

[FESTIVAL HOMEPAGE](#) [2008 CONCERT SCHEDULE](#) [WORKSHOPS](#)

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